

Research Paper

The Human Driving Forces of Entrepreneurship Development in Tourism Sector: A Case Study of the Village of Istgah Bisheh in Khorramabad County

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ABSTRACT

Tourist areas have a high potential for employment and entrepreneurship activities especially when human resources are also available. The purpose of this study was to investigate the human resource factors necessary for the development of entrepreneurship in the tourist area of *Bisheh* in Khorramabad County. The research was quantitative in nature. Also, in terms of purpose, it was a type of applied research conducted using a survey method. The statistical population of the study consisted of 1190 rural people at the age of 15-64 years who were living in *Istgah Bisheh* in 2017. The sample size was determined by using Krejcie and Morgan table, and 291 people were randomly selected. The data collection tool was a researcher-made questionnaire whose face validity was confirmed by experts. The reliability of the questionnaire was also examined by conducting a pilot study and calculating the Cronbach's alpha coefficient (0.88-0.99). The findings showed that the objective driving forces in the *Bisheh* region were in a medium status. Among the subjective driving forces, only social security ranked higher than standard (3.80). Based on a cluster analysis, the rural people were divided into three groups: ready, semi-ready, and unready. Analysis of variance showed that, among the objective driving forces, education, counseling and experiences were different in the semi-ready and unready groups. As for the subjective factors, however, they were all different among the groups except for social participation. Finally, based on the results of the research, suggestions were made to develop entrepreneurship activities in the region.

Key words:

Driving forces, Rural development, Rural tourism, Rural entrepreneurship, *Bisheh* village

Extended Abstract**1. Introduction**

The tourism industry has potentials for job creation by using available services and facilities. In addition, development of entrepreneurship is essential for tourism development. Rural areas with natural attractions have an important role in developing

tourism entrepreneurship. To achieve this purpose in rural areas, availability of human resources is very important. The presence of human resources in both objective and subjective driving forces at a desirable level leads to the development of tourism and, consequently, the economic growth of the local people. On this basis, the purpose of this study was set to be the investigation of the human resource factors necessary for the development of entrepreneurship in *Bisheh* tourist area in Khorramabad County.

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2. Methodology

This research was quantitative in nature. In terms of purpose, it was a type of applied research conducted by using a survey method. The statistical population of the study consisted of the rural people of *Bisheh* tourist area in Khorramabad County. The data collection tool was a researcher-made questionnaire whose face validity was confirmed by a panel of experts. The reliability of the questionnaire was also examined by conducting a pilot study outside the research area (i.e. Abb-sefid Abshar), and the Cronbach's alpha coefficient was calculated for it (0.88-0.99). The questionnaire consisted of three sections about individual and professional characteristics as well as objective and subjective driving forces. The questions about objective and subjective driving forces were designed on the Likert 5-point scale.

3. Results

The results of a one-sample t-test showed that the mean values of the components of the objective driving forces were not significantly different from the standard test scores. Also, the results of this test for the subjective driving forces showed that only the mean value of the social security component was significantly higher than the average. The K-means cluster analysis of human resources revealed that people in the study area were divided into three groups. The condition of human resources in the first group (i.e. the semi-ready rural people) was not desirable, except for the production, sale and marketing component. The analysis of the second group (i.e. unready rural people) suggested that the situation of all the human factors for both objective and subjective driving forces was undesirable, but the driving forces in the third group (i.e. ready rural people) were at a very appropriate level for tourism development. The ANOVA results for the objective driving forces showed that education, consultation and experiences were similar in the ready and semi-ready groups, while they were different for the ready group. The other components of objective driving forces were different in all the three groups. The ANOVA results for subjective driving forces also showed that social trust was different for the three groups, but the level of social participation was the same in the two groups of semi-ready and unready rural people. It was different for the ready ones. Finally, social security, social cohesion, self-esteem and providence were different among the three groups of rural people.

4. Discussion

According to the rural sub-culture elements, the aspiration and desires of rural people is at a low level, and the people cannot ignore their present interests for future interests. As it emerged, access to funds, innovation, creativity, providence, production, sales, and marketing are low in the studied rural region.

5. Conclusion

According to the results of this research, there is a positive relationship between age and social trust and social cohesion. However, because most of the respondents in the study were under 46 years of age, this relationship turned out to be at a medium level. Also, objective and subjective driving forces were found to be at a medium level. Despite the importance of human resources for the development of entrepreneurship in tourism, rural areas have no desirable conditions in this regard. Therefore, it is suggested that public and private institutions try to remove the barriers to the development of entrepreneurship in rural areas.

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Conflict of Interest

The authors declared no conflicts of interest