

## Research Paper

# The Effect of Tourism Marketing (Local Mixture and People) on the Development of Rural Entrepreneurship in Rijab Region of Kermanshah Province

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## ABSTRACT

Tourism contains dynamic perspectives and the opportunity for the employment and development of rural entrepreneurship that can be highlighted by recognizing mixed marketing factors to recognize and absorb the destination. The purpose of this study is to investigate the impact of tourism marketing (Place and People) on rural entrepreneurship in *Rijab*, Kermanshah province. This is a survey of experts in this field (travel and rural entrepreneurship) that can be used to travel with your family. This concept provides you with theoretical predictions, research, research and investigation using consulting and decision-making services to allow you to conduct the interview and use financial resources and consulting in this area. After the validation and reliability of the questionnaire, extreme data is gathered purposefully and considering three factors including being responsible, being doable, and being entrepreneurship in tourism industry. SPSS software and Smart PLS were applied to analyze the descriptive and inferential data. Models are fitted by referring to mean root of standardized residual squared root (SRMR), Model Fitting Penalty (EMFT), Normal Fitting Store (NFI) and your root squared covariance matrix (RMS\_Theta). The results of data analysis show that location dimension with 51% and people dimension with 52% were effective on rural entrepreneurship development in *Rijab* region of Kermanshah province.

**Key words:**  
Tourism Marketing,  
Location, People,  
Rural Entrepreneurship Development, *Rijab*

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## Extended Abstract

### 1. Introduction

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he topic of rural tourism marketing is one of the most important sectors of economic activity. On the one hand, this important economic activity is considered

as a policy for diversifying the economy of rural communities in the form of the tourism industry, but on the other hand as an instrument for the mobility and growth of the national economy. By the linkage of tourism and rural attractions that are achieved through marketing methods, potential tourists can be attracted to their intended destinations. The purpose of this research was to investigate the effect of tourism marketing (locality and people) on

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rural entrepreneurship development in *Rijab* district of Kermanshah province.

## 2. Methodology

For this purpose, the research variables were identified by analyzing the background and theoretical foundations of the research. Then, the analytical model of the research was conducted according to the interviews done with the authorities and the research indicators. A researcher questionnaire used to collect data and after confirming its validity and reliability by the Cultural and Tourism Heritage Bureau, the managers and staff of the Kermanshah Parsian International Hotel and Jamshid Hotel, the local educated community of *Rijab*, the Council and authorities of *Rijab*, Managers and employees of the governorate of Dalahu and entrepreneurs in the field of tourism in Kermanshah. The sample size has been selected according to the following indicators in a targeted and proportional to the number of population, which are: 1. Being responsible, 2. being state-owned, and 3. being an entrepreneur of the relevant industry. The data of this study were obtained through a questionnaire and descriptive inferential statistics were used to analyze the data.

## 3. Results

In the descriptive statistics section, the software SPSS version 24 has been used. In this software, demographic variables are analyzed including: age, sex, level of education and work history. In the inferential statistics section, version 3 of the Smart PLS software has been used. This software has fitted the research models. The fitting of the models was done according to the standardized residual squared root (SRMR), exact fitting model (EMFT), normal fit index (NFI), and mean square root of residual covariance matrix (RMS\_Theta). The results of data analysis show that with the effect of each dimension, including: location and people, there is a significant relationship with rural entrepreneurship development. The above dimensions were ranked on the development of rural entrepreneurship in *Rijab*, with 51% of the area and 52% of the people with rural development affiliated with *Rijab* province in rural areas of Kermanshah province.

## 4. Discussion

At the end of the application of each factor regarding people and the place in the marketing of tourism, the attention is paid to these dimensions of marketing in attracting tourists to this region. People: A tourist destination is like a single product. People need people to attract the feelings and emotions of the tourists and convince them

to the area both in tourism and in the knowledge of indigenous people, they can plan and develop the tourism products of the region of high quality, the effective tourism image of the region, and the communication and interaction of local people in relation to tourists in the best manner and in accordance with the regulations. It seems that the ability of discourse between tourists and people in the region is important in this debate. Location: Tourists are usually looking for places that are diverse, which indicates their desire to diversify tourists.

## 5. Conclusion

With regard to the hostile propaganda of the Islamic Republic of Iran, the role of marketing strategies in this country seems to be essential in attracting tourists. Therefore, the role of urgent communications in responding to these crises, as well as the duty of the media, both inside and outside the country, it has become more serious. On the other hand, in the discussion of attracting tourists to the region, such as the existence of information and guidance centers for tourists, attention to safety and health in all recreational and residential places, the active presence of tourism agencies, the arrival of foreign tourists and the recognition of the talents of this region in domestic programs and especially overseas. All of which should be done in the best way possible in order to achieve the desired goals. Besides, the co-ordination of all institutions and centers plays a decisive role in this important goal.

## Acknowledgments

This paper is extracted from Ali Akbar Heidari's thesis titled "effect of tourism marketing on entrepreneurship development in *Rijab* at Kermanshah Province"

## Conflict of Interest

The authors declared no conflicts of interest