



**Analyzing the Local-Spatial Consequences of the Development of Tourism Economy with an entrepreneurial Approach in Rural Areas
(Case Study: Samen District in Malayer County)**

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Abstract

Purpose- The formation of various economic activities has always been accompanied by changes in this geographical space. Therefore, the purpose of this paper is to analyze the local-spatial consequences of the development of tourism economy with an entrepreneurial approach in rural areas of Samen District in Malayer County.

Design/methodology/approach- This study is an applied one. According to the method, it is descriptive-analytical. To fulfill the purpose of the study, field study and survey were used. Its reliability was calculated using Cronbach's alpha test for 4 components of economic, social, physical, and environmental consequences with the values of 0.90, 0.90, 0.99 and 0.97, respectively. Thus, the research tool was considered appropriate. Factor analysis was used to analyze the data using SPSS (version 20).

Findings- The results showed that the local-spatial consequences of the development of tourism economy with an entrepreneurial approach can be considered in six classified factors under the following headings: Development of physical and environmental capital (40.54%), development of rural tourism service platforms (22.98%), social and improving capital of local communities (11.84%), development of economic capital and employment of local communities (7.49%) , expansion of tourism economy development infrastructure (3.37%), and the entrepreneurial capital factor and the development of local communities (2.54%). These six consequences explain the variance of all variables for the total of 88.76%

Research limitations/implications- More than half of entrepreneurs neither use a specific marketing and tourism strategy to sell their products, nor have a website. Lack of access to infrastructure such as the internet and accommodation opportunity has created limitations for the development of the tourism entrepreneurial economy in the rural areas of Malayer.

Practical implications- In order to achieve the development of tourism entrepreneurship in rural areas, it is recommended to pay special attention to the development of rural environmental capital, security and development of infrastructure and basic services, and development of social and improving capital of local communities in the region. Since most of the tourists entering Malayer have commercial purposes, the development of rural services such as the travel agencies and active tours in the village, the presence of internet cafes for tourists in the village, automobile repair shops, insurance offices, local restaurants and ecolodges seem to be essential.

Originality/Value: To understand the dynamics and consequences of the development of tourism economy, the entrepreneurial approach was used in the form of Porter's tourism impact model. It led to the measurement of local-spatial consequences in this area.

Key words: Rural entrepreneurship, Development of tourism economy, Local-spatial consequences, Samen District in Malayer County.

Paper type- Scientific & Research.

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1. Introduction

In Iran, it has been seven decades that the achievement of development and progress of society is considered to be dependent on the development and implementation of macro-planning in various socio-economic sectors of the country. There is a tremendous opportunity due to the innate resources along with the glorious historical background, which has led to the experiences of thousands of years of living, but still underdevelopment and more importantly instability is the main concern of these days (Sarraf & Kazemian, 2017). Tourism is one of the fastest growing socio-economic activities in the world, and many scholars believe that it can be a good response to the instability of development in all different geographical dimensions (local, regional, national, and international). In general, the contribution of tourism in GDP is about 9% globally. Also, owing to the direct and indirect effects of tourism, one out of eleven jobs in the world is related to tourism (United Nations World Tourism Organization, 2015).

In other words, the development of the tourism industry is directly related to job creation, domestic income generation, foreign exchange earnings, as well as the diversity and revival of the rural economy (UN World Tourism and Travel Council, 2012). According to the World Tourism Organization, it has become the largest active industry in the world (Lundberg et al., 2015). Despite the important effects of tourism, it has negative side effects that can be classified as economic, environmental, and socio-cultural impacts (Meleddu, 2014).

Meanwhile, trends in development thinking at both national and international levels introduce the village as a place with its own economic characteristics of entrepreneurship and tourism. It also has a special place in economic and social knowledge (Roknadin Eftekhari & Badri, 2012). Investing in indigenous knowledge and human capital of rural areas can be effective in knowledge diffusion and creating economic growth in the region (Braunerhjelm et al., 2010). In other words, economic development in rural areas can play a more effective role in the formation of tourism entrepreneurship activities in rural areas. It is through its positive effects and consequences, namely, cultural acceptance, cost

reduction through knowledge-based production and educating the villagers, formation of clusters and spatial and social networks (entrepreneurial associations) in villages (Acs & Virgil, 2009). Thus, economic development requires a change. Turning to an entrepreneur is the best factor for this change in rural tourism (Hayek, 1945). Differently put, a village is the result of both natural and man-made elements, which provide a context for individual's adaption to society. The formation of various economic activities has always been associated with changes in this geographical space. Tourism is a brand new activity in villages, the prosperity of which has led to various local-spatial consequences in rural areas (Ghorshi Minaabad, Movlaei Hashjin & Yaghoubi, 2014). Thus, it brings about the growth and development of various large businesses in the world (Ranjbarian & Zahedi, 2013).

Considering the high potential of tourism in different rural areas of Iran and the changes that it created in the social and economic life of residents in different regions, it is required to understand the local-spatial consequences of developing the tourism economy with an entrepreneurial approach in a more accurate scientific way. Meanwhile, Malayer County is one of the most important areas that includes densely populated rural areas with the capacity of tourism entrepreneurship. The handicrafts of this county, emphasizing on making furniture and woodcarving, has given a special significance to this industry in Malayer County. Given that the growth of small and medium businesses in the rural areas of the county has attracted the attention of tourists, travelers and marketers from different regions of Iran have brought good competitive conditions among businesses in local communities. This article seeks to answer the key question of how tourism can economy in rural areas be developed by using the local-spatial capabilities and consequences of entrepreneurship (strengthening local entrepreneurship). In other words, what the local-spatial consequences of the tourism entrepreneurial economy in rural areas are.

2. Research Theoretical Literature

The geographical area of the villages in the territory accompanied by having a large part of the national resources in the rural community can be effective in creating many entrepreneurial opportunities in the rural areas of the country. Among these opportunities are the attractions of tourism entrepreneurship, especially in villages

located on the margin of population centers. In other words, entrepreneurship is a concept with economic roots, profit and benefit, along with the concept of tourism. After the transition from mass tourism to sustainable tourism theories, today, it is trying to preserve the environment assets and landscapes along with generating income for local people. In practice, tourism development is an important factor in the process of economic development and boosting local entrepreneurship. Therefore, encouraging entrepreneurship and sustainable tourism development is considered as the main part of national policy and planning in developed and developing countries (Sojasi Qaidari et al., 2016).

All the same, it should be noted that the tourism industry is a wide range of activities aimed at satisfying tourists on the one hand, and benefiting the people and the local community at the destination on the other hand (Ranjbarian & Zahedi, 2013). Using a local and spatial perspective- the ways in which activities are organized in different places- the geography of tourism entrepreneurship tries to find economic and social answers for questions such as why people travel on holidays, why they go to certain places, when they go to these places, what they do when they are there, what the local and spatial consequences of their activities are, to what they affect, and what can be done to reduce or increase these effects and consequences. Therefore, understanding dynamics and the factors that make up the tourism industry are of great importance to the science of geography. The relationship between the tourism industry and other factors in the environment is so interrelated and highly intertwined that makes it impossible to determine the factor influencing the environment. However, in some cases the effects are evident on a large scale. In this regard, experts have stated various local-spatial effects and consequences for the development of tourism economy at different levels (local, national, and international). They believe that human and environmental factors, tensions and crises, entrepreneurs, and external factors such as competition among businesses can lead to initiative or innovation in the methods and processes of tourism economy (Page, 2017). Also, Porter (1978) provided a general framework for determining the effects and consequences of the development of tourism industry. These effects are in relation to the environment, economic, and

social conditions. Porter took several steps, starting with the decision-making process to build a place focusing on the planning and management aspects.

The economic effects of the tourism industry has been regarded by many countries. Ogilvie (1933) published an article entitled the tourism movement, which was one of the first papers to focus on the impact of tourism and overseas travelers on national economy. Her research shows that there is a difference of about \$ 11 million between the costs of the two passenger groups (domestic and overseas) in the 1920s and 1930s. The result approved that in many countries, tourism industry can have a huge impact on a country's economic system, and local governments are using tourism development to rebuild their economic system. From their point of view, tourism development can create new opportunities, create jobs, and lead to income growth, renovation and new constructions, regional prosperity, and as a result, physical changes. Pearce (1989) identified some of the economic consequences and benefits of tourism industry in human societies as follows: Generate revenue for the local economy system, opportunities for employment, improving or reforming the structure of the economic system and creating a balance in economic activities in the area (region) visited by travelers, transportation system, encouraging value-creating forces in presenting new projects and their implementation (Page, 2017). Therefore, in local communities, the main goal of tourism activities can achieve positive economic results such as creating job opportunities in rural areas, increasing income, helping increase foreign exchange earnings, creating investment opportunities for the private sector, focusing on some industries in the village, and changing land prices. In addition, some economic anomalies may be inflicted on the area such as inflation, unemployment of some people due to labor migration, imposing additional burden on transportation systems, land trade and instability of employment and income. Also, rural tourism usually has different physical consequences. The positive results of which include improving and developing infrastructure, strengthening housing, preserving the texture, and original pattern of the village, using materials in the village for construction, preserving the indigenous-traditional architectural pattern, and the production of agricultural products for tourists. Negative results include exhaustion of roads and transportation networks due to heavy traffic, destruction of monuments and historical buildings,

relocation of residential areas, not using local materials, changes in construction methods, land use change and population growth and population congestion (Ghorshi Minaabad et al. 2014).

Using tourism sociology, Smith (1997) considered the development of tourism from the perspective of social and cultural impacts. He stated that tourism can be a source of conflicts (conflict of interest) between the host region and visitors of that region. The type of the residents' viewpoint in a region towards the tourism industry shows their point of view about the policies and supports the public sector (for or against) to the development of tourism. Simply put, the attitude of the residents of an area can be considered as a measure of the ability to attract tourists in the region. In this regard, Douglas and Douglas (1996) and Pearce (1989) in their research, consider the effects that tourism industry has on social and cultural factors of local communities, some of the most important ones are migration of villagers to cities (places built to attract tourists) with the aim of finding higher-paid jobs which can change the structure of the population in tourist destinations, putting pressure on the services provided in these places, changes in jobs patterns (demand for unskilled workers and seasonal jobs increases), changes in social values and the increase of the forces shaping society, changes in the structure within cities as places with tourist attractions cause the housing market to change and people will move to places with more urban facilities, the prevalence of abnormal social activities etc. (Pearce, 1989; Douglas & Douglas, 1996). Therefore, rural tourism in terms of social and cultural can have positive consequences. Some of which include increasing the welfare level and the revival of rural life, preventing migration and maintaining the population, protection and preservation of historical monuments and buildings, development of facilities and services, restoration of indigenous and traditional-cultural identity, cultural interaction, creating life and financial security, creating vital and financial security, developing local community participation, local solidarity and social cooperation (strengthening the village's position at the local and national levels. Besides, there are negative effects such as damage to buildings and historical monuments, increasing misdemeanor and social anomalies, occurrence of neurological and psychological diseases due to

increased traffic, cultural transformation, changes in local indigenous and religious manner, (especially in youth and women), and destruction of handicrafts, creating discord among people due to cultural change and unequal distribution of employment (Ghorshi Minaabad et al., 2014).

In the 1960s, with the mass supply of tourism products, and also the growth and development of tourism industry the natural resources were under great pressure (Page, 2017). This became a factor for increasing the studies related to the environmental effects of tourism (Rahmani Firoozjah, 2015). In many parts of the world, the beauty of the natural environment is the main reasons for attracting tourists and developing tourism activities. Therefore, the environment is the main platform for tourism-related activities, and the development of tourism is largely dependent on the environment (Hashempour et al. 2012, p. 54) as environment alone can have unique attractions for tourists. Accordingly, maintaining and improving its quality is significant in tourism development (Tang, 2015). The expansion and development of tourism in natural environments has an impact on the environment and can cause many problems such as deforestation and vegetation destruction, waste accumulation, noise pollution, and the destruction of farms. On the other hand, some positive effects are expected such as environmental protection, conservation of ancient and historical sites and their revitalization, creation of infrastructure, facilities, and services (Ranjbarian & Zahedi, 2000). Meanwhile, in order to achieve tourism goals (growth of economic indicators and reduction of pollution and damage to the environment), it is important to pay attention to the role of planning (Zohang et al., 2011).

2.1. Literature Review

According to conducted studies, investigation of the local-spatial implications of tourism economy development with the entrepreneurial approach in rural areas is a new topic that has been less addressed. Some studies sporadically scrutinized it. In this article, however, to understand the dynamics and consequences of the development of tourism economy, the entrepreneurial approach was used in the form of Porter's tourism impact model, which led to the measurement of local-spatial consequences in this area. Table 1 briefly shows some of the domestic and international studies in this field. Literature review indicated that analysis of the local-spatial

consequences of the development of tourism economy with an entrepreneurial approach in rural areas has been barely noticed by researchers. Also, about the development of tourism entrepreneurship almost no study has been done in this region. Therefore, in this study, in addition to examining the local-spatial consequences of tourism development and entrepreneurial capabilities in space

(strengthening local entrepreneurship), the development of tourism economy in rural areas was specially regarded.

According to the theoretical foundations and research literature, **Figure (1)** can be proposed as a conceptual framework of research.

Table 1 - Research local-spatial consequences of the development of tourism economy and rural entrepreneurship

(Source: Research findings, 2019)

| Row | Researcher (year) | Title | The results of the study |
|-----|---|---|---|
| 1 | Steiner & Cleary (2014) | What are the features of resilient Businesses? Investigating the perception of rural entrepreneurs | The results showed that social, economic and environmental factors are important for entrepreneurs' understanding of success in a business. |
| 2 | Acs & Virgil (2009) | Entrepreneurship in developing countries | The results of various studies show that the components including fostering entrepreneurial features, the role of government, the role of the private sector, domestic and international political factors, cultural and social factors, have an impact on the development of entrepreneurship. |
| 3 | Nikraftar & Nosratifar (2017) | Identifying entrepreneurial opportunities in rural tourism in Alborz Province | The results showed that entrepreneurial opportunities are a priority for natural and recreational attractions, and come after indigenous tourism, souvenirs and handicrafts. |
| 4 | Bayat and Badri (2017) | Analyzing the local residents' perceptions of the effects of rural tourism in Malayer County: Villages in Kolan River basin | The findings of the study indicate the positive effects of tourism in economic, environmental (physical-spatial), and social dimensions, on the other hand the negative effects of tourism are in order on the environment, social, security and cultural. |
| 5 | Roknadin Eftekhari & Badri (2012) | Investigating the effective factors in the development of rural tourism entrepreneurship | The results showed that in viewpoint of both study groups (officials and entrepreneurs), on average, the economic factor is more important in the development of tourism entrepreneurship. |
| 6 | Ghorshi Minaabad et al. (2014) | Explaining the local-spatial consequences of tourism on the villages of Rezvanshahr city | Believe that the prosperity of tourism has led to various local-spatial consequences in rural areas. Such as socio-cultural, economic, environmental and physical consequences. |
| 7 | Zia Tavana, Biranvandzadeh, & Darvishi (2014) | Spatial consequences of tourism industry development and reconstruction and renovation policies in the historical texture of Baghshahr Meybod with emphasis on physical-environmental factors | The results showed that the factors of spatial-physical organization, institutional-specialized, physical-environmental, and advertising were the most important items influencing the development of tourism industry and reconstruction and renovation strategies in Baghshahr Meybod.. |
| 8 | Anabestani, Saeedi, Darvishi (2012) | Investigation of economic, social-physical and environmental effects of tourism development in rural settlements of Arjhan-Fars plain | Tourism in this area has been able to have an influence on the economic, social and environmental aspects, and in the future, it will continue to be effective and there will be no turning back. |
| 9 | Nouri & Khorasani (2012) | Analysis of the economic, social and environmental effects of tourism | The results show that the development of tourism has adversely affected the environment as well as the social and cultural dimensions of the city. However, the region has |

| Row | Researcher (year) | Title | The results of the study |
|-----|---|---|--|
| | | development in Sari | benefited economically from tourism. |
| 10 | Rezvani, Akbari Anrunizi, Roknadin Eftekhari & Badri (2012) | Analysis of tourism effects on rural areas around the metropolis of Tehran | They showed that according to the viewpoint of the society, despite the fact that tourism has a direct relationship with the level of development of the local community due to its positive economic effects, many negative environmental and cultural effects have also been observed. |
| 11 | Ghanian, Khani & Baqaei (2011) | Assessment of the entrepreneurship space in rural tourism (Case Study: Oraman region) | The findings showed that compared to other factors related to the entrepreneurial environment these factors have a higher status and importance such as: The interest in establishing tourism-related enterprises, establishment and expansion of local production networks among business owners, the existence of appropriate security at the regional level for entrepreneurs and tourists. The other factors related to the entrepreneurial space has lower importance, comparatively. |
| 12 | Gharkhloo, Ramazanzadeh lasbooi & Glenn Sharifdini (2009) | Environmental effects of tourism on the shores of Ramsar | The results showed that the development of this type of tourism has had many environmental impacts, the most important of which are the destruction of vegetation, pollution of coastal waters and the disappearance of coastal landscapes. |

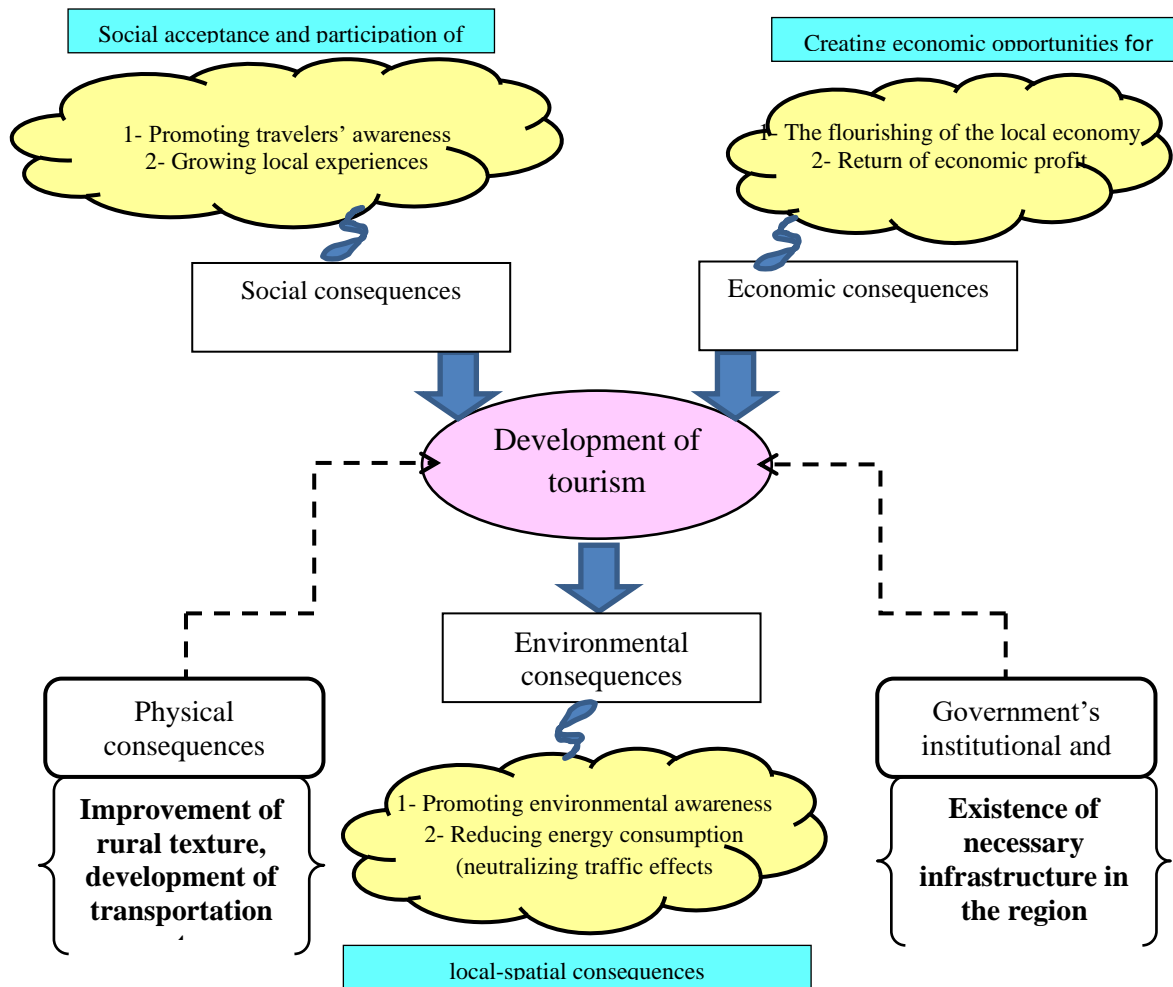


Figure 1. The conceptual framework of the research (source: Research findings 2019)

3. Research Methodology

3.1. Geographical Scope of the Research

With an area of 3410 square kilometers, Malayer County is located in the southeast of Hamadan

Province. Its center is Malayer City. This city is limited by Hamedan and Tuyserkan counties from the north, and by Nahavand city in Hamedan province from the west. Also, from the south, it is next to Boroujerd County in Lorestan Province, and Arak County in Markazi Province from the east. The county consists of six cities (Malayer, Samen, Azandarian, Jokar, Zanganeh, Islamshahr, and Aghgol), four districts (Markazi, Samen, Jokar, & Zand), 15 rural districts, and 220 villages with a population of about 288,000. More than 181,000 people live in Malayer. The area of the county consists of 47.16 % of the whole province. Its population ratio compared to the population of the province is 70.17 %, and the relative population density in this county is 92.5 people per square kilometer (Statistics Center of Iran, 2016) (Figure 2). Malayer is in a temperate

mountainous region with cold and snowy winters and mild summers. Its development has been affected by abundance of agricultural lands, villages and fertile vineyards, as well as the expansion of the furniture and woodcarving industry. Among the landmarks in Malayer are Seifieh Park, Mirfatah Glacier, underground city from Parthian Era, Lotfalian House Museum, Mini World Project, Malayer Roof, and Kowsar Lake. In May 2017, Malayer was selected as the capital and national city of furniture and woodcarving. In 2018, it was selected as the international city of grapes by the World Food Organization (FAO). Currently, more than 70% of the country's woodcarvings are produced in 6,000 workshops of this county, which has provided employment for more than 20,000 people there.

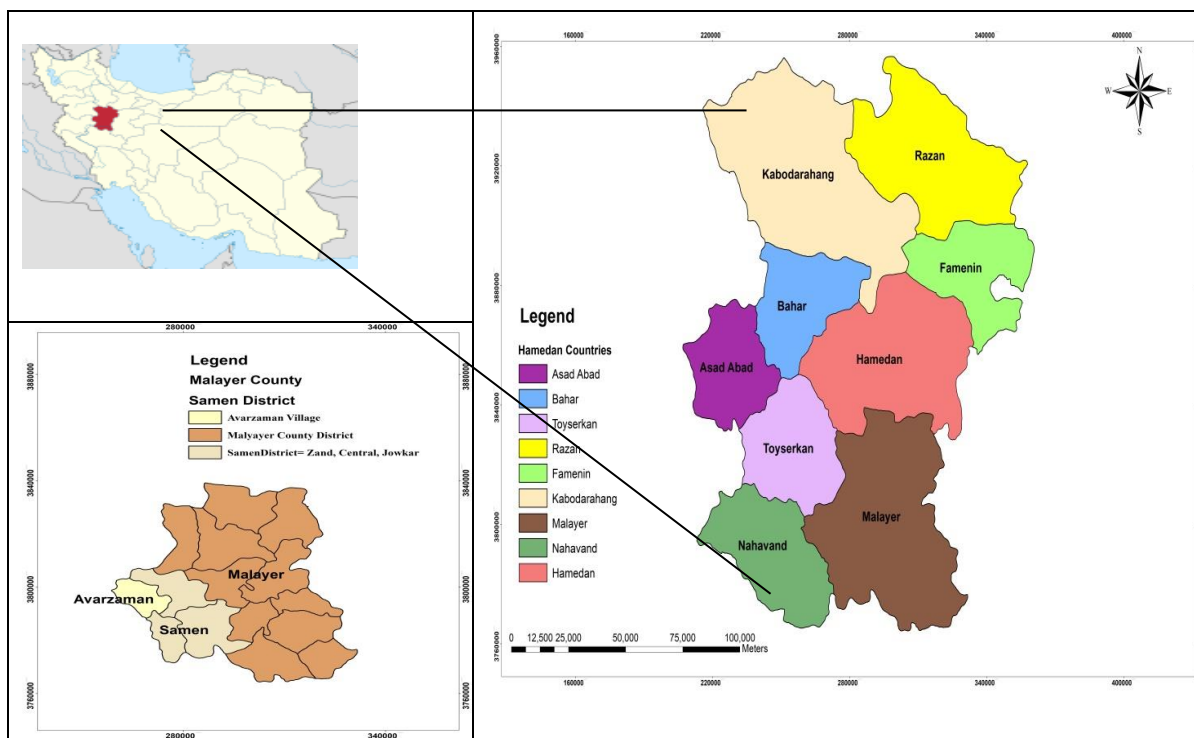


Figure 2. Political divisions of Hamedan province in counties (source: Research findings 2019)

3.2. Methodology

This research is of an applied type that has been conducted by descriptive-correlation method using a survey technique. The statistical population was entrepreneurs or business owners of furniture and woodcarving in rural areas of Samen District in Malayer County (Table 2). Since the number of rural

entrepreneurs in this area was limited, in order to increase the accuracy of research, a census was used as the sampling method. According to statistics obtained up to 2017, 4300 furniture and woodcarving workshops, more than 500 artists were directly and more than 20,000 people were indirectly involved in handicrafts in Malayer County, which indicates the

capacities and advantages of tourism in this region. . Samen District is one of the most important parts of the county related to furniture and woodcarving production of workshops. All stages of furniture production is entirely done in this area. Among the active rural areas involved with this business in Samen District, Dehno avarzaman and Harmroud Sofla Rural Districts have a large number of active workshops (250 workshops), 20 active furniture, and woodcarving exhibitions. The frequency distribution of studied entrepreneurs' workshops among different rural districts of Malayer County in 2019 shows that out of 250 active workshops, currently only 35 out of 250 furniture workshops in these two rural districts are actively working, and mainly the rest of workshops are either inactive or going bankrupt. So, in total, the necessary surveys were conducted for all

100 active and semi-active workshops in these two villages.

Measurement tools were questionnaires whose content and face validity were verified using professors and experts' opinion. Its reliability was also calculated using the Cronbach's alpha test for the progressive components of the development of the entrepreneurial tourism economy. The results of table 3 indicated that the research tools were appropriate. To measure the variables of tourism entrepreneurship outcomes, 88 items were used in the Likert scale, each of which was given zero to five values. SPSS20 software and factor analysis were also used to analyze the data. In other words, factor analysis was used to analyze the local-spatial consequences of the development of tourism economy with an entrepreneurial approach in rural areas of Samen district in Malayer County.

Table 2. Summary of spatial information and names of active workshops in rural tourism entrepreneurship in Malayer County

(Source: Research findings, 2019)

| District | City | Rural District | Village | Workshop | Row |
|----------|---------|-----------------|-----------------|-----------------------|-----|
| Samen | Malayer | Haramroud Sofla | Dehno avarzaman | Amir hossein | 1 |
| | | | Dehno avarzaman | Iran | 2 |
| | | | Dehno avarzaman | Abdolmaleki furniture | 3 |
| | | | Dehno avarzaman | Niko | 4 |
| | | | Dehno avarzaman | Parsiyan furniture | 5 |
| | | | Dehno avarzaman | Prince | 6 |
| | | | Dehno avarzaman | Roosbehani | 7 |
| | | | Dehno avarzaman | Shaghayegh | 8 |
| | | | Dehno avarzaman | Jahan furniture | 9 |
| | | | Dehno avarzaman | Unknown (56 cases) | 10 |
| | | Dehno avarzaman | Dehno | Ard woodcarving | 11 |
| | | | Dehno | Iranian | 12 |
| | | | Dehno | Persian Gulf | 13 |
| | | | Dehno | Woodcarving | 14 |
| | | | Dehno | Furniture exhibition | 15 |
| | | | Dehno | Jahan furniture | 16 |
| | | | Dehno | Unknown (29 cases) | 17 |
| total | | Haramroud Sofla | Dehno avarzaman | 63 | 18 |
| | | Dehno avarzaman | Dehno | 37 | 19 |

Table 3. Cronbach's alpha value for the scales examined in the questionnaire

(Source: Research findings, 2019)

| Variable scales | Number of items | Cronbach's alpha value |
|-------------------------|-----------------|------------------------|
| Economic component | 11 | 0.90 |
| Social component | 13 | 0.90 |
| Physical component | 23 | 0.99 |
| Environmental component | 7 | 0.97 |

4. Research Findings

4.1. Descriptive findings

Descriptive statistics (Table 4) shows that among 100 active business owners surveyed, all of them were men. The results show that the role of women in development of tourism entrepreneurship has been neglected in the rural areas of Samen District. So, women's entrepreneurship has not grown in this area. Also, 79% of business owners were heads of households. The results show that the spirit of success, responsibility, and commitment to family development is high among rural business owners. The average age of rural entrepreneurs in Samen District of Malayer is 38 years. The highest number of respondents (about 60%) belongs to 30 to 50 years old group. This indicates that most business owners in this district are middle-aged. 37% of the respondents are educated below diploma, 41% of them have a diploma, and 20% have higher degrees. According to the results, the majority of business owners in the region (40%) do not have a university degree and do not have a high school diploma. Most of them are business owners with low incomes (less than 2 million). And this shows the low sales of furniture and woodcarving in recent years due to changes in exchange rate. Also, according to the results indicated in Table (4), 70% of the workshops were micro businesses (less than 10 employees) and 24% of the workshops were small businesses, which implies the social acceptance of the community and the increase of local competition and participation. The maximum number of employees in the workshops was 12 and the average of employees in 100 workshops was 11. Also, 52% of furniture and woodcarving companies in Samen are new, high-risk, and less than 5 years old. Only 13% of companies are mature and have less risk in producing, distributing, and selling their products. Having seven years record of activity in business was calculated as the average of a successful business for entrepreneurs. 78 % of all tourists and customers of products traveled frequently with their families, 15 % traveled individually and only 3% traveled with tourist tours and in groups. It suggests that available tourist tours for traveling to this county are low or weakly performed. Also, 45% of all tourists and buyers of entrepreneurial products often traveled to this area more than

twice, 36% of whom traveled twice and 19% of whom experienced it once. This result shows that most of the entrepreneurial production units in this district (furniture and woodcarving) have good and suitable quality to attract customers and satisfy the costumers. 41% of all tourists came to Samen District from Malayer (the center of county), 29% came from Hamedan the center of province), 22% from Tehran (the capital), 7% from Boroujerd County (the closest County to Malayer) and 1% of tourists were from Isfahan province. It shows that most of the tourists are from the county, the center of the province, and the capital. So, they have enough knowledge and awareness about the existence of these workshops and production centers of the wood and furniture industry. Table 4 also shows that 50 percent of tourists travel to the area on weekends, 26 percent on leisure and free time, 14 percent on annual holidays, and 9 percent on weekends. It suggests that most tourists entering the city travel for leisure and free time activities, and a small number of tourists (9%) are likely to travel to the area for business trips.

90% of tourists entering the area have a day trip and no overnight stay, 3% have a second home in the area, and 7% stay with relatives or friends. Findings show that accommodation opportunities in the village (such as hotels, inns, restaurants, etc.) are limited, and this can be the reason for the short-term presence of tourists in the village. To set up or continue their production activities, only 41 business owners have used bank loans and facilities. In addition, according to the results, 58% of furniture and woodcarving workshops do not have internet websites and do not use internet advertising to find enough customers, while only 37% of these workshops are equipped with internet websites. Thus, as the chart shows, most of these workshops are not familiar with the new marketing thinking and long-term goals of finding customers in the global economy market in the 21st century.

Also, 49 owners of furniture and woodcarving business use special distribution service networks to sell their products, and 51 entrepreneurs do not use distribution and selling networks. Thus, 52% of the entrepreneurs use a specific marketing and tourism strategy to sell their products.

Table 4 - Summary of descriptive research statistics
(Source: Research Findings 2019)

| Row | Variable | Level | Frequency | Percent | Standard deviation | Mean | Median | Mode | Minimum | Maximum |
|-----|-------------------------------|---|-----------|---------|--------------------|-------|--------|------|---------|---------|
| 1 | Gender | Male | 100 | 100 | . | . | . | . | . | . |
| | | Female | . | . | | | | | | |
| 2 | Head of household | Single | 79 | 79 | . | . | . | . | . | . |
| | | Married | 21 | 21 | | | | | | |
| 3 | Age | Young (less than 30) | 28 | 28 | 99.12 | 26.38 | 35 | 28 | 25 | 85 |
| | | Middle-aged (30-50) | 60 | 60 | | | | | | |
| | | Elderly (more than 50) | 12 | 12 | | | | | | |
| 4 | Level of education | Bleow diploma | 37 | 37 | . | . | . | . | . | . |
| | | Diploma | 41 | 41 | | | | | | |
| | | Associate degree and more | 20 | 20 | | | | | | |
| | | N/A | 2 | 2 | | | | | | |
| 5 | Income level (Toman) | Low (less than 2 millions) | 54 | 54 | 27.23 | 39.7 | 1 | 1 | 1 | 5 |
| | | Medium (2-5 millions) | 31 | 31 | | | | | | |
| | | High (5 millions and more) | 9 | 9 | | | | | | |
| | | N/A | 6 | 6 | | | | | | |
| 6 | Number of employees (persons) | Micro Workshop (less than 10) | 70 | 70 | 47.22 | 53.11 | 5 | 12 | 1 | 12 |
| | | Small Workshop (Between 10-50) | 24 | 24 | | | | | | |
| | | N/A | 6 | 6 | | | | | | |
| 7 | Activity history (Year) | Less than 5 (New and high-risk company) | 52 | 52 | 26.23 | 43.7 | 1 | 1 | 1 | 40 |
| | | Between 5 to 10 (Growing company with less risk) | 29 | 29 | | | | | | |
| | | More than 10 (Mature company with much less risk) | 13 | 13 | | | | | | |
| | | N/A | 6 | 6 | | | | | | |
| 8 | Type of Travel | With family | 78 | 78 | - | - | - | - | - | - |
| | | Individually | 15 | 15 | | | | | | |
| | | In groups (With tours) | 3 | 3 | | | | | | |
| | | N/A | 4 | 4 | | | | | | |
| 9 | Travel history | Once | 19 | 19 | - | - | - | - | - | - |
| | | Twice | 36 | 36 | | | | | | |
| | | More than twice | 45 | 45 | | | | | | |
| 10 | Time of travel | On weekends | 50 | 50 | - | - | - | - | - | - |
| | | On weekdays | 10 | 10 | | | | | | |
| | | Holidays | 14 | 14 | | | | | | |
| | | In free time | 26 | 26 | | | | | | |

| Row | Variable | Level | Frequency | Percent | Standard deviation | Mean | Median | Mode | Minimum | Maximum |
|-----|----------------------------|--------------------------------------|-----------|---------|--------------------|------|--------|------|---------|---------|
| 11 | Residency status | Daily tourist with no overnight stay | 90 | 90 | - | - | - | - | - | - |
| | | Second home | 3 | 3 | | | | | | |
| | | Relatives or friends' house | 7 | 7 | | | | | | |
| 12 | Banking facilities (loans) | Took | 41 | 41 | - | - | - | - | - | - |
| | | Didn't take | 59 | 59 | | | | | | |
| 13 | Advertising website | Yes | 37 | 37 | - | - | - | - | - | - |
| | | No | 58 | 58 | | | | | | |
| 14 | Sales and Marketing | Having a distribution channel | 49 | 49 | - | - | - | - | - | - |
| | | Not having a distribution channel | 51 | 51 | | | | | | |

In this section, the aim is to introduce limited factors out of the index variables of “local-spatial consequences of the development of tourism economy with a entrepreneurial approach“. The factors indicate the local-spatial consequences of the development of the tourism entrepreneurial economy in rural areas. For this purpose, factor analysis using SPSS (version 20) has been conducted to determine the background (which comprises some of the main factors) of 88 items mentioned below. It was also used to identify factors that are likely to be the basis of these variables (hidden variables). Additionally, to determine its simple structure varimax rotation method was used. The suppress absolute value in this factor analysis was considered to be 0.5. 6 items were selected.

In this factor analysis, the value of KMO was 0.703. The value of the Bartlett's test is 233/31808 and the Bartlett's test is greatly significant (P = 0.000). This indicates that the data is appropriate for the factor analysis test. The results of this test are presented in Table (5). As it can be seen in the table above, the explanation of the total variance by these 6 factors is 88.76%.

4. 2. Naming the factors

As shown in Table 6, from the first 30 items, 23 items indicate physical consequences and seven items are related to environmental consequences. It implies the spatial effects of accepting entrepreneurship in rural areas. In other words, this factor indicates that the development of tourism economy with entrepreneurial approach in

rural areas resulted to preserve the natural resources of the village, increase security, development of infrastructure, and basic rural services which leads to sustainable development. So, the first factor can be called *the consequence of development of physical and environmental capital* (Table 7).

The second factor explains the consequences of the development of tourism opportunities (accommodation, catering, commercial, public transportation, commercial, etc.) in the structure of the rural environment, which is an improvement in the development of tourism economy with an entrepreneurial approach in rural areas. In other words, the flow of goods and passengers takes place when accommodation and catering opportunities and even transportation routes is provided. Put differently, the economic viability of these opportunities can provide the basis for population growth and, hence, the growth and development of the physical texture of the located villages. This factor can be called *development of rural tourism service platforms*.

The third factor is related to the cultural, social, and participatory factors of the village, which can lead to the economic development of tourism entrepreneurship in rural areas and the overflow of innovative currents in the village. To put it another way, the social forces of the village have a key (causal) role in creating and expanding rural entrepreneurial activities. In other words, the local-spatial consequences of tourism entrepreneurship in the village can be as following: the local community's

readiness to accept new activities, increase villagers' willingness to accept tourists, increase collective participation in tourism-related services, raise rural cultural awareness, increase traditional arts and crafts in the region, improvement of education level in people who are active in tourism entrepreneurship, increasing the participation of villagers in providing

accommodation services for tourists, expanding rural external relations with neighboring areas, reviving local traditions, and changing the type of clothing among residents. Therefore, it can be called *development of social and improving capital of local communities*.

Table 5 - Amounts of factor analysis (local-spatial consequences of tourism economy development with entrepreneurial approach)

(Source: Research findings, 2019)

| Row | Factor | Special value | Variance percentage | Cumulative percentage |
|-----|--------|---------------|---------------------|-----------------------|
| 1 | First | 677.36 | 542.40 | 542.40 |
| 2 | Second | 222.20 | 980.22 | 522.63 |
| 3 | Third | 424.10 | 845.11 | 367.75 |
| 4 | Fourth | 593.6 | 492.7 | 859.82 |
| 5 | Fifth | 970.2 | 375.3 | 766.86 |
| 6 | Sixth | 229.2 | 532.2 | 766.88 |

Table 6. Results of rotation of factors using varimax method

(Source: Research findings, 2019)

| First Factor | | Second Factor | | Third Factor | | Fourth Factor | | Fifth Factor | | Sixth Factor | |
|--------------|----------------|---------------|----------------|--------------|----------------|---------------|----------------|--------------|----------------|--------------|----------------|
| Variable | Factor loading | Variable | Factor loading | Variable | Factor loading | Variable | Factor loading | Variable | Factor loading | Variable | Factor loading |
| X59 | 991.0 | X4 | 895.0 | X48 | 995.0 | X35 | 846.0 | X1 | 572.0 | X38 | 855.0 |
| X60 | 989.0 | X5 | 575.0 | X49 | 995.0 | X36 | 909.0 | X2 | 572.0 | X47 | 872.0 |
| X61 | 991.0 | X8 | 917.0 | X50 | 731.0 | X37 | 871.0 | X3 | 572.0 | | |
| X62 | 992.0 | X9 | 759.0 | X51 | 995.0 | X39 | 875.0 | X6 | 574.0 | | |
| X63 | 991.0 | X10 | 786.0 | X52 | 995.0 | X40 | 737.0 | X7 | 851.0 | | |
| X64 | 864.0 | X11 | 800.0 | X53 | 995.0 | X42 | 873.0 | | | | |
| X65 | 990.0 | X12 | 835.0 | X54 | 996.0 | X43 | 677.0 | | | | |
| X66 | 991.0 | X13 | 954.0 | X55 | 995.0 | X44 | 632.0 | | | | |
| X67 | 991.0 | X14 | 913.0 | X56 | 995.0 | X45 | 843.0 | | | | |
| X68 | 991.0 | X15 | 800.0 | X57 | 995.0 | X46 | 884.0 | | | | |
| X69 | 990.0 | X16 | 918.0 | X58 | 994.0 | | | | | | |
| X70 | 864.0 | X17 | 893.0 | | | | | | | | |
| X71 | 990.0 | X18 | 822.0 | | | | | | | | |
| X72 | 826.0 | X19 | 768.0 | | | | | | | | |
| X73 | 992.0 | X20 | 912.0 | | | | | | | | |
| X74 | 991.0 | X21 | 803.0 | | | | | | | | |
| X75 | 992.0 | X22 | 843.0 | | | | | | | | |
| X76 | 826.0 | X23 | 762.0 | | | | | | | | |
| X77 | 990.0 | X24 | 953.0 | | | | | | | | |
| X78 | 826.0 | X25 | 956.0 | | | | | | | | |
| X79 | 990.0 | X26 | 917.0 | | | | | | | | |
| X80 | 991.0 | X27 | 859.0 | | | | | | | | |
| X81 | 990.0 | X28 | 954.0 | | | | | | | | |

| First Factor | | Second Factor | | Third Factor | | Fourth Factor | | Fifth Factor | | Sixth Factor | |
|--------------|----------------|---------------|----------------|--------------|----------------|---------------|----------------|--------------|----------------|--------------|----------------|
| Variable | Factor loading | Variable | Factor loading | Variable | Factor loading | Variable | Factor loading | Variable | Factor loading | Variable | Factor loading |
| X82 | 987.0 | X29 | 953.0 | | | | | | | | |
| X83 | 990.0 | X30 | 953.0 | | | | | | | | |
| X84 | 856.0 | X31 | 954.0 | | | | | | | | |
| X85 | 861.0 | X32 | 955.0 | | | | | | | | |
| X86 | 990.0 | X33 | 861.0 | | | | | | | | |
| X87 | 991.0 | X34 | 915.0 | | | | | | | | |
| X88 | 990.0 | | | | | | | | | | |

Table 7. Variables for factor analysis of local-spatial consequences of tourism economy development with entrepreneurial approach
(Source: Research findings, 2019)

| Row | Factor | Item | Factor loading | Rating |
|---|---|---|----------------|--------|
| 1 | Development of physical and environmental capital | X59 Expansion of village basic services (water, electricity, gas, telephone and Internet) | 0.991 | 5 |
| | | X60 Increase in the value of land and housing | 0.989 | 7 |
| | | X61 Reduce rural migration or return migrants to the countryside | 0.991 | 5 |
| | | X62 Increase in constructions and villa house construction in the village | 0.992 | 4 |
| | | X63 Increase the construction of tourist accommodation (hotels, guest houses, etc.) | 0.991 | 5 |
| | | X64 Improving the condition communication routes (road quality) | 0.864 | 26 |
| | | X65 Access to convenient transportation to get to the city (access to roads) | 0.990 | 6 |
| | | X66 Improving public and individual health in the village | 0.991 | 5 |
| | | X67 Access to drinking water in the village | 0.991 | 5 |
| | | X68 Access to health centers with more and better facilities | 0.991 | 5 |
| | | X69 Access to various banks in the region | 0.990 | 6 |
| | | X70 Access to rural ICT | 0.864 | 26 |
| | | X71 Access to training and counseling centers | 0.990 | 6 |
| | | X72 Access to extension classes and technical advice of agriculture experts | 0.826 | 35 |
| | | X73 Governmental organizations support rural jobs through investment | 0.992 | 4 |
| | | X74 Access to private sector investment in rural entrepreneurship development | 0.991 | 5 |
| | | X75 Access to skilled force (literate and experienced) in the family (access to capital) | 0.992 | 4 |
| | | X76 Access to appropriate equipment and tools in the village (access to capital) | 0.826 | 35 |
| | | X77 More consideration of the police to security in the village | 0.990 | 6 |
| | | X78 Improving the texture and pattern of housing architecture | 0.826 | 35 |
| X79 Selling lands to tourists | 0.990 | 6 | | |
| X80 Strengthening houses and using standard materials | 0.991 | 5 | | |
| X81 People's attention and cooperation to beautify the village | 0.990 | 6 | | |
| X82 Destruction of natural resources of the village (land, spring, river, mirage, forest and rangeland) | 0.987 | 8 | | |
| X83 The presence of tourists has destroyed the gardens | 0.990 | 6 | | |
| X84 Destruction of water and soil resources | 0.856 | 29 | | |
| X85 More attention of villagers to environmental protection | 0.861 | 27 | | |
| X86 Destruction of plant and animal species in the village | 0.990 | 6 | | |
| X87 Increase the natural and man-made attractions of the region | 0.991 | 5 | | |
| X88 Exacerbation in pollution of water, air and noise | 0.990 | 6 | | |

Variables of the fourth factor explain the development of economic capital and job opportunities in the

village, which can lead to reduced migration and youth employment in handicrafts industry and

empowerment of local communities. Economic capital is considered as a necessary and intervening condition for the occurrence of entrepreneurship in geographical spaces. The consequences of tourism in rural areas and expanding entrepreneurial activities are as follows: The abundance of micro and small enterprises in entrepreneurship in geographical contexts (studied rural areas) indicates the impact of these forces on the rural environment, creating job opportunities for the rural residents and youth in the field of tourism, increasing the income of the residents, diversifying economic activities, increasing

purchasing power and improving people's living standards, diversifying the village's domestic products, increasing the prices of local goods, selling land to tourists, increasing the high quality products due to increased competition in regional products, holding conferences (exhibitions and festivals) related to tourism in the region, increasing the use of internet businesses in the region, and introducing the cultural and social values of the village. As a result, this factor was named *development of Economic Capital and Employment of Local Communities*.

Continue Table 7. Variables for factor analysis of local-spatial consequences of tourism economy development with entrepreneurial approach
(Source: Research findings, 2019)

| Row | Factor | Item | Factor loading | Rating | |
|-----|---|------|---|--------|----|
| 2 | <i>Development of rural tourism service platforms</i> | X4 | Rental garden and house (villa) | 0.895 | 19 |
| | | X5 | Rental room | 0.575 | 47 |
| | | X8 | Local food restaurant | 0.917 | 14 |
| | | X9 | Fast food | 0.759 | 42 |
| | | X10 | Cafe | 0.786 | 39 |
| | | X11 | Coffeehouse & teashop | 0.800 | 38 |
| | | X12 | Real state aganecy | 0.835 | 34 |
| | | X13 | Internet cafe | 0.954 | 10 |
| | | X14 | Automobile repair shop | 0.913 | 16 |
| | | X15 | Car wash | 0.800 | 38 |
| | | X16 | Rural Communication Services Office | 0.918 | 13 |
| | | X17 | Insurance offices in the village | 0.893 | 20 |
| | | X18 | Hospital / Specialized clinic | 0.822 | 36 |
| | | X19 | Pharmacy / specialized laboratory | 0.768 | 40 |
| | | X20 | Workshops and furniture and handicrafts shops | 0.912 | 17 |
| | | X21 | Shopping, furniture and handicraft markets in the village | 0.803 | 37 |
| | | X22 | Rural product festivals (furniture, woodcarving, etc.) | 0.843 | 33 |
| | | X23 | Permanent exhibitions of furniture and handicrafts | 0.762 | 41 |
| | | X24 | Temporary exhibitions of furniture and handicrafts | 0.953 | 12 |
| | | X25 | Offices of travel agencies and active tours in the village | 0.956 | 9 |
| | | X26 | Car, motorcycle and bicycle rental company | 0.917 | 14 |
| | | X27 | Tourism taxi offices | 0.859 | 28 |
| | | X28 | Stopovers inside and outside of the village | 0.954 | 10 |
| | | X29 | Kiosks and tourist information centers (brochures) | 0.953 | 12 |
| | | X30 | Cultural-art exhibition (products related to local and traditional rural customs and music) | 0.953 | 12 |
| | | X31 | Recreational and theme parks | 0.954 | 11 |
| | | X32 | Cultural, artistic and recreational complexes | 0.955 | 10 |
| | | X33 | Number of gardens and leisure time centers | 0.861 | 25 |
| | | X34 | Number of natural attractions and historical and ancient monuments | 0.915 | 15 |

terms of hotel and accommodation management, increasing economic opportunities that occur due to the entrance of tourists to the place, increasing

Fifth factor variables are related to the consequences of tourism economy, which leads to increasing the capacity of tourism economy in

(hotel and restaurant management). Therefore, its consequence can be called *expansion of tourism economic development infrastructure*.

accommodation and catering infrastructure for tourists such as hotels and guest houses, and the development of local and indigenous restaurants

Continue Table 7 - variables for factor analysis of local-spatial consequences of tourism economy development with entrepreneurial approach
(Source: Research findings, 2019)

| Row | Factor | Item | Factor loading | Rating | |
|-----|--|------|---|--------|----|
| 3 | <i>Development of social and improving capital of local communities</i> | X48 | Local community readiness to accept new activities | 0.995 | 2 |
| | | X49 | Increasing the desire of villagers to accept tourists in rural areas | 0.995 | 2 |
| | | X50 | Increase collective participation in tourism-related services | 0.731 | 44 |
| | | X51 | Rise in the level of cultural awareness of villagers | 0.995 | 2 |
| | | X52 | Increase traditional arts and handicrafts in the region | 0.995 | 2 |
| | | X53 | Improving the training status of active people in the tourism sector in the field of entrepreneurship | 0.995 | 2 |
| | | X54 | Increasing the participation of villagers in providing accommodation services to tourists | 0.996 | 1 |
| | | X55 | Expanding the village's external relations with neighboring areas | 0.995 | 2 |
| | | X56 | Revival of local traditions | 0.995 | 2 |
| | | X57 | Changing the type of clothing among residents | 0.995 | 2 |
| | | X58 | Expansion of abnormalities (addiction, illegal, etc.) Among the youth of the village | 0.994 | 3 |
| 4 | <i>Development of economic capital and employment of local communities</i> | X35 | Creating jobs for the villagers and youth in tourism | 0.846 | 32 |
| | | X36 | Increase residents' income | 0.909 | 18 |
| | | X37 | Variety of economic activities | 0.871 | 25 |
| | | X39 | Increase purchasing power and improve people's living standards | 0.875 | 22 |
| | | X40 | Variety of domestic products of the village | 0.737 | 43 |
| | | X42 | Rise in prices of local goods and commodities | 0.873 | 23 |
| | | X43 | Selling lands to tourists | 0.677 | 45 |
| | | X44 | Increasing of high-quality products due to increased competition in regional products | 0.632 | 46 |
| | | X45 | Holding conferences (exhibitions and festivals) related to tourism in the region | 0.843 | 33 |
| | | X46 | Increasing the use of Internet-related businesses in the region | 0.884 | 21 |
| 5 | <i>Development of tourism economy development infrastructure</i> | X1 | One-star hotel and above | 0.572 | 49 |
| | | X2 | One-star motel and above | 0.572 | 49 |
| | | X3 | Hotel apartments | 0.572 | 49 |
| | | X6 | Camp (temporary accommodation and tent setting place) | 0.574 | 48 |
| | | X7 | Restaurant Grade 1, 2 and 3 | 0.851 | 31 |
| 6 | <i>Entrepreneurial capital factor and local community development</i> | X38 | Creating or developing local markets | 0.855 | 30 |
| | | X47 | Local attachment and increasing interest to the hometown in local people | 0.872 | 24 |

The sixth factor indicates the consequences of economic and social development of tourism entrepreneurship on the prevailing situation in rural society. Creating or developing local markets can promote productivity and create an entrepreneurial spirit in local people and producers by increasing the sense of responsibility and belonging, interest, and attachment to the homeland as it can be named

entrepreneurial capital factor and local community development. Therefore, a total of six consequences can be inferred from the factor analysis performed as local-spatial consequences of development of tourism economy with an entrepreneurial approach in rural areas of Samen District in Malayer. These six basic consequences are entitled *development of physical and environmental capital, development of*

rural tourism service platforms, Development of social and improving capital of local communities, development of economic capital and employment of local communities, development of tourism economy development infrastructure, the capital of entrepreneurship and the development of local communities which are presented in Table (7) and Figure (3).

According to Figure 3, the impact of local and spatial consequences of tourism economy development with entrepreneurial approach in rural

dynamic network is 88.76%. It is reflected in factors of the variables of development of physical and environmental capital (40.54%), development of rural tourism service platforms (22.98%), development of tourism economy development infrastructure (11.84%), development of economic capital and employment of local communities (49.7%), the expansion of tourism economy development infrastructure (3.37%), and the entrepreneurial capital factor and the development of local communities (2.54%).

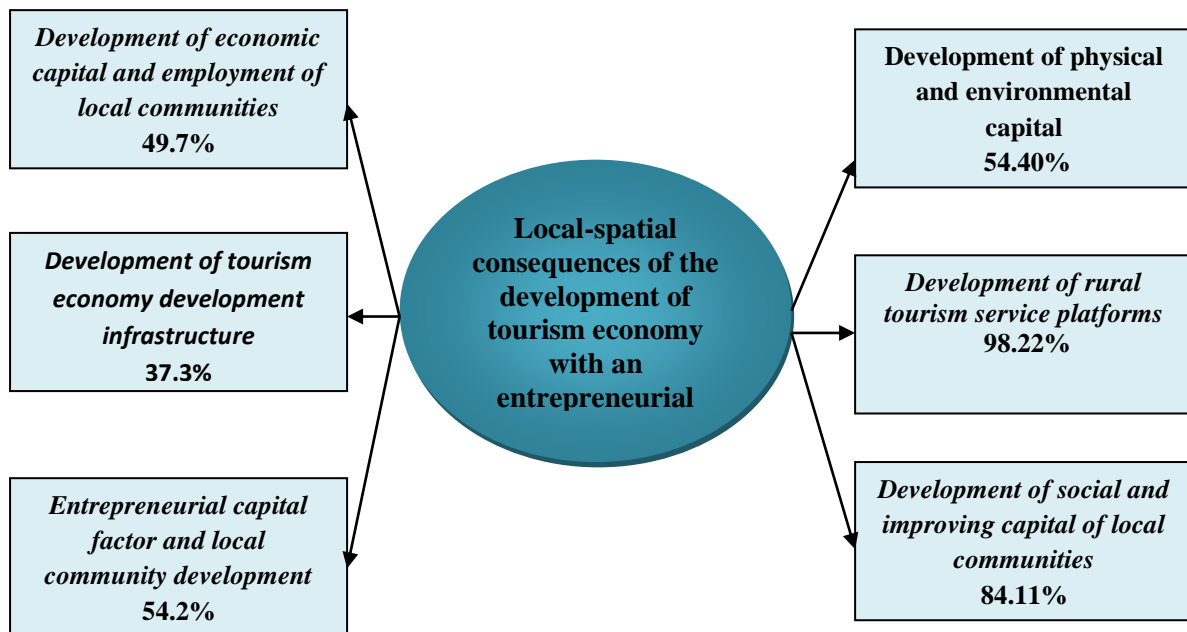


Figure 3. Experimental model of the effects of local-spatial consequences on the development of tourism economy with the entrepreneurial approach of Samen district in Malayer County

(Source: Research findings, 2019)

4. Discussion and conclusion

The current study was conducted to understand how to use the local-spatial capabilities and consequences of entrepreneurship in space (strengthening local entrepreneurship), and develop the tourism economy in rural areas. In order to find these consequences, the local-spatial variables obtained from the tourism entrepreneurship economy in rural areas of Samen District in Malayer County were analyzed. The impact of local and spatial consequences of tourism economy development with an entrepreneurial approach in rural dynamic network was 88.76%. It is reflected in factors of development of physical and environmental capital (40.54%), development of rural tourism service platforms (22.98%), development of tourism economy development infrastructure (11.84%), development of economic

capital and employment of local communities (49.7%), the expansion of tourism economy development infrastructure (3.37%), the entrepreneurial capital factor, and the development of local communities (2.54%). These results are consistent with the findings of Steiner and Cleary (2013), Acs and Virgil (2009), Roknadin Eftekhari et al. (2012), and Bayat and Badri (2017). Analysis of local-spatial consequences showed that the tourism economy development with entrepreneurial approach in rural areas of Samen District in Malayer has led to the preservation of rural natural resources, increased security, development of infrastructure and rural basic services. Also, the development of tourism opportunities and products have led to a change in the structure of the rural environment, population growth, and the development of the

transportation system. Social acceptance of innovations in furniture and woodcarving and participation of rural youth have played a key role in the development of rural tourism entrepreneurship. It has led to the growth and development of social capital (improving collective participation, increasing the level of cultural awareness of villagers, reviving local traditions, etc.). On the other hand, among the youth of the village, it was also found negative social effects of tourism such as expansion of abnormalities (addiction, illegal, etc). On the contrary, tourism has reduced the migration and increased employment of young people, micro and small enterprises, and entrepreneurship in handicrafts in the region. Creating or developing local markets can promote productivity and create an entrepreneurial spirit in local people and producers by increasing the sense of responsibility and belonging, interest and attachment to the homeland. Therefore, according to the obtained results, the following practical suggestions can be presented.

Membership of entrepreneurs in entrepreneurial associations, clusters and active rural companies leads to the creation of rural trade networks. Thus, it brings about a greater cohesion and prosperity in the processes of production, distribution, and consumption of Malayer's products.

In order to prevent the chance for middlemen and intermediaries in each village, a service distribution channel can be used to sell the products of furniture and woodcarving. Encouraging and educating business owners will persuade them to have advertising websites to gain permanent and more suitable customers nationally and globally.

Among the elements for expanding the infrastructure of tourism economy development is the policy of advertising and informing about tourist attractions. It is being achieved through information management, i.e. collecting visitors' statistics from rural areas of Samen District in

Malayer, and distributing data and information about tourist attractions in these areas. Information and advertising have a fundamental place in the competitiveness of tourism destinations. This can be done in a variety of ways, such as providing advertising brochures, creating websites, TV and radio commercials, and sending Internet messages.

Factors of development of service platforms and development of social and improving capital of local communities are the components that have been created through helping to the growth of tourism logistics resources in areas. This is indicated by the growth of micro and medium business, in which political support and social acceptance are necessary and it can bring about the competitiveness for tourism destinations in Saman District. In other words, the competitive status of a destination depends on the variety and quality of products and services from suppliers. At each destination, different groups of suppliers are required such as destination access services (train, and flight access or airport construction in Malayer, access to roads), parking facilities, cultural, recreational and sports facilities, souvenir industries, food and shopping facilities, and high quality services (such as taxi drivers, travel agencies, tour guides, banks, sports facilities, training, and more.

Since most of the tourists entering Malayer have commercial purposes, the development of rural services such as the travel agencies and active tours in the village, the presence of internet cafes for tourists in the village to access the internet, automobile repair shops, insurance offices, local restaurants, and ecolodges seem to be essential.

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واکاوای پیامدهای مکانی - فضایی توسعه اقتصاد گردشگری با رویکرد کارآفرینی در نواحی روستایی (مورد مطالعه: بخش سامن شهرستان ملایر)

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چکیده مبسوط

۱. مقدمه

گردشگری یکی از فعالیت‌های اقتصادی - اجتماعی است که به سرعت در جهان در حال گسترش است و به زعم بسیاری از اندیشمندان می‌تواند پاسخ مناسبی به جریان ناپایداری توسعه در تمامی ابعاد مختلف جغرافیایی (محلی، منطقه‌ای، ملی و بین‌المللی) باشد. در این میان، روندهای متأثر از توسعه در سطح بین‌المللی، روستا را به عنوان یک مکان با ویژگی‌های اقتصادی خاص خود از نظر کارآفرینی و گردشگری معرفی می‌کند که جایگاه خاصی را در دانش اقتصادی و اجتماعی بر عهده دارد. سرمایه‌گذاری در دانش و سرمایه‌های انسانی بومی نواحی روستایی می‌تواند در سر ریز شدن دانش و ایجاد رشد اقتصادی منطقه مؤثر باشد. به عبارتی، روستا برآیندی از عناصر طبیعی و عناصر ساخته شده است که به گونه‌ای زمینه سازگاری فرد را با جامعه فراهم می‌آورد و همواره شکل‌گیری فعالیت‌های مختلف اقتصادی با تحولاتی در این فضای جغرافیایی همراه بوده است و پیامدهای مختلف مکانی - فضایی را در محیط - های روستایی به دنبال داشته است به طوری که، زمینه‌ساز رشد و توسعه بزرگترین کسب و کارهای مختلف در جهان شده است. بنابراین، با توجه به پتانسیل بالای گردشگری نواحی روستایی و تحولات ناشی از آن در زندگی اجتماعی و اقتصادی ساکنان مناطق مختلف، درک پیامدهای مکانی - فضایی ناشی از توسعه اقتصاد گردشگری با رویکرد کارآفرینی نیازمند بررسی‌های علمی دقیق‌تری است.

بنابراین، این مقاله درصدد پاسخگویی به این سؤال کلیدی است که، "پیامدهای مکانی - فضایی حاصل از اقتصاد کارآفرینی گردشگری در نواحی روستایی کدامند؟"

۲. مبانی نظری تحقیق

گستره جغرافیایی روستاها در قلمرو سرزمینی و در اختیار داشتن بخش وسیعی از منابع ملی جامعه روستایی می‌تواند در شکل‌گیری فرصت‌های بسیار زیاد کارآفرینی در مناطق روستایی کشور مؤثر واقع شود که از جمله این فرصت‌ها جاذبه‌های کارآفرینی گردشگری به ویژه در روستاهایی است که در حاشیه کانون‌های جمعیتی واقع شده‌اند. در عین حال باید توجه داشت که صنعت گردشگری آمیزه - ای گسترده از فعالیت‌های گوناگون است که هدف آن تأمین رضایت خاطر گردشگران از یک سو و انتفاع مردم و جامعه محلی در مقصد از سوی دیگر است. جغرافیای کارآفرینی گردشگری از طریق توجه به مکان و فضا درصدد یافتن پاسخ‌های اقتصادی و اجتماعی برای درک پویایی‌ها و عوامل تشکیل‌دهنده صنعت گردشگری است. در این راستا صاحب‌نظران توسعه اثرات و پیامدهای مکانی - فضایی متعددی را برای توسعه اقتصاد گردشگری در سطوح مختلف بیان کرده‌اند. آنان معتقدند عوامل انسانی، عوامل محیطی، تشنج‌ها و بحران‌ها، کارآفرینان، و عوامل خارجی همچون ایجاد رقابت بین بنگاه‌های اقتصادی می‌توانند موجب ابتکار عمل یا نوآوری در روش‌ها و فرایندهای اقتصاد گردشگری شوند.

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ملاير شش پيامد جغرافيايي را بوجود آورده است و تأمل بر آنها مؤيد آن است كه توسعه اقتصاد گردشگري با رويكرد كارآفريني در محدوده مورد مطالعه منجر به حفظ منابع طبيعي روستا، افزايش امنيت، توسعه زيرساخت‌ها و خدمات زيربنايي روستايي شده است. همچنين توسعه فرصت‌ها و محصولات گردشگري منجر به تغيير ساختار محيط روستا، جمعيت‌پذيري و توسعه سيستم حمل و نقل شده است. پذيرش اجتماعي نوآوري‌ها در خصوص مبل و منبت و مشاركت جوانان روستا نقش كليدي در توسعه كارآفريني گردشگري روستاها داشته است و منجر به رشد و توسعه سرمايه‌هاي اجتماعي بهبود ياب (افزايش مشاركت جمعي، بالا رفتن سطح آگاهي فرهنگي روستاييان، احياي سنت‌هاي محلي و غيره) در منطقه شده است، از طرفي تأثيرات اجتماعي منفي گردشگري همچون گسترش ناهنجاري‌هاي (اعتياد، انجام منكرات و ...) بين جوانان روستا نيز ديده شد. از سوي ديگر گردشگري کاهش مهاجرت و اشتغال جوانان و وفور بنگاه‌ها و كسب و كارهاي خرد و كوچك كارآفريني در حيطه صنايع دستي را در منطقه باعث گرديده است. ايجاد يا توسعه بازارهاي محلي، مي‌تواند با افزايش احساس مسئوليت و تعلق مكاني و افزايش علاقه و دلبستگي به زادگاه باعث رونق توليد و ايجاد روحيه كارآفرينانه در افراد محلي و توليدكنندگان گردد. اين نتايج با يافته‌هاي استينر و كلي يري (۲۰۱۳)، آكس و ويبرزيل (۲۰۰۹)، ركن‌الدين افتخاري و همكاران (۱۳۹۳)، بيات و بدری (۱۳۹۶) مطابقت دارد.

كلمات كليدي: كارآفريني روستايي، توسعه اقتصاد گردشگري، پيامدهاي مكاني - فضايي، بخش سامن، شهرستان ملاير.

تشكر و قدرداني

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همچنين، پورتر (۱۹۷۸) براي تعيين اثرها و پيامدهاي ناشي از توسعه صنعت گردشگري يك چارچوب كلي ارائه داد كه اين اثرات در رابطه با محيط، شرايط اقتصادي و اجتماعي مورد توجه قرار مي‌گيرند.

۳. روش تحقيق

نوع پژوهش به لحاظ هدف کاربردي، و از حيث ماهيت توصيفي - تحليلي است. صاحبان كسب و كار ميل و منبت، به تعداد ۱۰۰ نفر جامعه آماری اين پژوهش را تشكيل دادند و به دليل محدود بودن تعداد آنان از روش نمونه‌گيري سرشماری استفاده شد. براي حصول به اهداف پژوهش از روش‌هاي ميداني و پرسشنامه براي گردآوری داده‌ها استفاده شد كه پايي آن با استفاده از آزمون آلفاي كرونباخ براي ۴ مؤلفه اقتصادي، اجتماعي، كالبدی - فيزيكي و زيست-محيطی به ترتيب ۰/۹۰، ۰/۹۰، ۰/۹۹ و ۰/۹۷ محاسبه شد، كه بيانگر مناسب بودن ابزار پژوهش بود. تجزيه و تحليل داده‌ها با استفاده از آماره‌هاي توصيفي و استنباطي نظير ميانگين، انحراف معيار و تحليل عملي در محيط نرم‌افزار SPSS20 انجام گرفت.

۴. يافته‌هاي تحقيق

يافته‌ها نشان داد پيامدهاي مكاني - فضايي توسعه اقتصاد گردشگري با رويكرد كارآفريني را مي‌توان در شش عامل تحت عناوين: توسعه سرمايه‌هاي فيزيكي و محيطي (۴۰/۵۴٪)، توسعه بسترهاي خدماتي گردشگري روستايي (۲۲/۹۸٪)، سرمايه‌هاي اجتماعي و بهبود ياب جوامع محلي (۱۱/۸۴٪)، توسعه سرمايه‌هاي اقتصادي و اشتغال جوامع محلي (۷/۴۹٪)، گسترش زيرساخت‌هاي توسعه اقتصاد گردشگري (۳/۳۷٪) و عامل سرمايه كارآفريني و توسعه اجتماعات محلي (۲/۵۳٪) طبقه‌بندي كرد. شش پيامد مذکور در مجموع ۸۸/۷۶ درصد از واريانس كل متغيرها را تبیین نموده است.

۵. بحث و نتیجه‌گیری

تحليل پيامدهاي مكاني - فضايي نشان داد كه توسعه اقتصاد گردشگري با رويكرد كارآفريني در نواحی روستايي بخش سامن

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