Framework for Studying Consequence of Rural Tourism Entrepreneurship Development

(Case Study: Shit and Shirin Sou areas of Tarom County)

Mohammad Javad Abbasi [1] - Jilla Sajjadi[*2] - Ali Abdollahi [3]

1- Ph.D. Candidate in Geography and Rural Planning. Shahid Beheshti University. Iran
2- Associate prof. in Geography & Urban Planning, Shahid Beheshti University, Tehran, Iran
3- Assistant prof. in Business Administration, Shahid Beheshti University, Tehran, Iran

Abstract

Purpose- The purpose of this study is to present a framework for studying the consequences of rural tourism entrepreneurship development.

Design/methodology/approach- The type of study is applied Research and descriptive-exploratory in essence. Data collection tool was a researcher-made questionnaire and the validity of the questionnaire items was confirmed by experts and its reliability was confirmed by Cronbach's alpha (.876). Based on statistical population of experts, local managers and owners of tourism complexes in the villages of Darram and Chavarzgh counties that were selected through purposive non-probability sampling method, 277 households were selected from the owners of tourism complexes and practitioners related to tourism activity. The field-library data collection and data analysis were performed using SPSS software and Structural Equation Modeling (SEM) using AMOS software. The relevance of the four factors affecting the outcomes of rural tourism entrepreneurship development is discussed.

Finding- The results show that the extent of the impact of independent variables of entrepreneurship on tourism development outcomes in the study area, respectively, are the indicators of the opportunities created by the growth and development of entrepreneurship with 0.98 as the first rank and the most influential, socio-economic value creation index of entrepreneurship with 0.87, which is ranked second, innovation and creativity index is ranked third with 0.43 and finally, environmental entrepreneurship index of tourism entrepreneurship is 0.38 and is ranked fourth.

Practical implications- The formulation framework for evaluating the implications of tourism entrepreneurship development presented in this study has a meaningful and acceptable explanation in the study area.

Key words- Tourism Entrepreneurship Implications, Structural Equation Modeling, Consequence of Rural Tourism, Rural Tourism.

Paper type- Scientific & Research.

***Corresponding Author:**
Sajjadi, Jilla, Ph.D.
Address: Human Geography & Spatial Planning Department, Faculty of Geosciences, Shahid Beheshti University, Tehran, Iran.
Tel: +98912 208 4017
E-mail: j_sajjadi@sbu.ac.ir

1. Introduction

The world in the last two decades of the twentieth century witnessed widespread developments in theories, concepts and measures of development. Tourism is not only a dynamic activity of growth (Kastenholz, Carneiro, Marque and Lima, 2012), but also it is a key driver of growth and employment, as it creates employment and income opportunities (Nagaraju and Chandrashekara, 2014) and with its complex links with other sectors of the economy (Figueiredo, Kastenholz., Eusébio, Gomes, Carneiro, Baptista & Valente, 2011), it diversifies the economy, reduces poverty and draws tourists' attention to the impact of tourism spaces. Also, it faces some negative socio-economic and environmental impacts and rural areas may be threatened by the development of tourism activities (Hall & Muller, 2004), and worsen the geographical areas by imbalance in capacity building (Sajjadi , Razavian, Heidari & Jamali, 2018).The most common approaches to explore the spatial implications of tourism development by addressing this issue from the perspective of a theoretical perspective are the same as assuming the effectiveness of propulsion and ignoring the role of intervening variables in the development of causal relationships**.** And the impossibility of generalizing conventional models to all platforms, on the other hand, is a concern in developing an integrated framework for examining the spatial implications of tourism entrepreneurship. Therefore, the issue that has led to the selection of this issue as the subject of research is important because of several scientific concerns which are first: The difference in definitions and lack of incomprehensive solutions, also necessity of having analysis unit about consequences of tourism entrepreneurship. Second: there was no consensus on how to achieve the sustainable development of sustainable rural tourism entrepreneurship and what the appropriate indicators to measure its effects and consequences.

According to the above view, Tarom township, which is located in the north of Zanjan province, has tourist attractions, such as Shit and Shirin Su tourist areas. Prior field research show many of the ideas of entrepreneurship and job creation in tourism in these two areas are a combination of creating tourism activities in the form of tourism entrepreneurship (innovation, risk-taking and opportunism) and job creation with favorable and undesirable effects and consequences. In this regard, the present article seeks to develop a suitable framework for examining the spatial consequences of the development of rural tourism entrepreneurship, and in the next stage, the desired development framework is analyzed and tested in the study area. Therefore, the following key question is posed in line with this research: which framework and model is possible to comprehensively examine the spatial consequences of the development of rural tourism entrepreneurship**?**

2. Research Theoretical Literature

2.1. Existing approaches to analyzing the consequences of tourism development

Research on tourism has largely been expanded after World War II with the rise and growth of mass tourism and over the course of the1960 decade; tourism has become equilibrium as part of the modernization paradigm Contrary to the focus of modernist and modernist scholars' approaches of the 1950s, which included advocating and supporting tourism with a superficial and one-sided attitude and continuing the attitude of theorists in the 1960s as a constructivist, cautious and alert approach focused on the adverse effects of tourism (Naci Polat, 2015 **)** Also Alternative Approach researchers focused on variety of developments with Modified previous views(Jafari et al, 2016) But finally in the fourth approach, its theorists have emphasized the knowledge-based approach to tourism development based on "holistic thinking and holistic tourism as a system" and the issue of tourism infrastructure has been raised from the perspective of sustainability principles(Shen ,Hughey and Simmons , 2008)

2. 2. Introducing Existing Proponents of Rural Tourism Development; Entrepreneurship and Innovation (Theoretical perspective of Evolutionary Economists and Neoschumpeter's)

Entrepreneurship was introduced into theories of economic development by Joseph Schumpeter from the 1940s (Lee., Sam., Florida and Acs, 2004) and followers of this claim can be traced back to two main theoretical perspectives of evolutionary economists' view, and neo-Schumpeterian economists. Intellectual differences of the neoclassicals about innovation and technology are the facts that they do not see innovation as a black

box but they accurately describe its production processes and regard entrepreneurship as a knowledge-based economy and research-based production (Audretsch & Feldman, 2003). The second group, the neo-Schumpiter approach, considers innovation and entrepreneurship an essential element of regional competitiveness and development and there are two identifiable perspectives in this regard. In the first perspective, the creation of innovation is considered to be the spatial core and under difficult factors such as the spatial aggregation of entrepreneurial and innovation activities, the creation of innovative environments and networking of the spatial type, which is the geography of innovation of Feldman (Feldman, 2000). In another theoretical perspective, clusters are considered to be appropriate for industrial activities, including Ashim and Boschma (Boschma 2004), which emphasizes on the role of soft factors such as innovation through non-spatial proximity and does not consider spatial proximity a prerequisite.

Different approaches have been used to study entrepreneurship in different contexts: The first approach is a collection of research that defines entrepreneurship and the second approach is a set of studies that focus on entrepreneurial functions and economic functions; the functionalist approach studies the effects of entrepreneurship on regional development (Nedaei Toosi, 2014). this approach that emphasizes the implications of tourism entrepreneurship has been proposed by authors such

as Butler's Tourism Life Cycle Model (Vala & Beecheril, 2004), Borton's Spatial Evolution Model (Colin Hal &Jenkins, 1998), Entrepreneurial Diamond (Fadeeva & Halme, 2001). And the chaos theory (Russell and Faulker, 2004) that explains various aspects of tourism entrepreneurship development and its consequences. The third approach is a set of studies that assumes the impact of tourism entrepreneurship on regional competitiveness and development, examining the factors affecting tourism entrepreneurship in order to understand the cause of entrepreneurship differences in different regions and thus propose policy strategies (Nedaei Toosi, 2004; Nielsen and Freire-Gibb, 2010) and abovementioned items in the past were major approaches in this field

2.3. Conceptual framework for the consequences of rural tourism entrepreneurship

The concept of the spatial consequence of tourism entrepreneurship has been mentioned in models such as Butler's tourism life cycle, Burton's spatial evolution, diamond entrepreneurship, and chaos theory, but does not provide a definite framework for its effective proponents and the reason why the above models adhere to tensile factors of tourism and market orientation has been less dealt with with developing an entrepreneurial process that will have its own consequences. In the theoretical field, to measure entrepreneurial outcomes, researchers have made the findings presented in Table 1:

Table 1 .Conventional Theoretical Approaches in Measuring Tourism Entrepreneurial Outcomes
(Source: Stevenson & Lundstrom, 2005; Ahmad & Hoffman, 2007; UNECE, 2008; OECD, 2009)

Dimension	Index	Extraction source pattern
Short term results	Increase the rate of establishment of new, small and entrepreneurial businesses	Performance Indicators for Measuring Startups and Entrepreneurship Support Based on Experience of 10 Countries, Eurostat and Performance Indicators of EU Entrepreneurship Program
	Increasing the rate of self-employment in society	
	Increase the survival rate and growth of small and medium enterprises after 3 to 5 years	
	Increasing the efficiency of small entrepreneurial companies (maximizing profits, reducing costs)	
Long term results	Increase domestic and foreign sales of small and medium-sized companies	
	Improving innovation performance of start-ups or small companies	
	Increase the formalization rate of informal businesses	
	Improving economic growth and development	
	Increasing social justice and reducing poverty	
	Job Development (Creating New Jobs and Increasing Number of Jobs)	

In Table 1, overall, long-term and short-term entrepreneurial outcomes were observed. Accordingly, in response to the question "What is the study of the spatial consequences of tourism entrepreneurship?" is a definition that encompasses three components of population, space and activity.

Reflections and implications are a set of environmental and contextual factors and conditions, policies and procedures, and practices based on entrepreneurship and tourism development principles that are designed to reduce potential losses or negative impacts on host communities by evaluating programs and tourism

development management ultimately to achieve sustainable balanced development of tourism areas by examining the extent of social and economic value creation, opportunities for growth and development created by entrepreneurship, innovation and creativity, and environmental sustainability.

Based on the above definition, Butler's Tourism Life Cycle Theory, Chaos Theory and Sustainable Tourism Development can be seen as the fundamental foundations of the theoretical model exploring the spatial implications of rural tourism entrepreneurship development. Schumpeter also introduces entrepreneurship as a complex and disordered process based on chaos in peripheral environments (relationships between locations, levels of technology, market needs, government approaches, policies and rules, competition practices) and internal environments (individual characteristics of entrepreneurs, local participation, entrepreneurial culture is constantly changing, and the entrepreneur, by virtue of his creativity, seeks to identify gaps in the turbulence of the surrounding environment and to create opportunities by connecting different elements with each other (Alvani & Danesh Fard, 2015).

In general, two basic steps in the model can be taken into account when considering the conceptual model and conceptualization of the implications of tourism entrepreneurship development. The first step is considering the environmental and contextual environmental factors, consisting of three dimensions of context and environmental conditions (context), institutional and legal structures (structural dimension), and individual and collective characteristics of entrepreneurs (Zoltan & Szerb, 2010; Isenberg , 2011).

The second step is outcome tourism entrepreneurial activity that represents businesses, start-ups and services created by entrepreneurship, and examine the consequences of rural tourism entrepreneurship by evaluating the following indicators and achieving the following goals: shelf-life and sustainability of natural resources, re-use, recyclability and repair of manufactured products, waste reduction and pollution, innovation and profitability (economic activity in the field of environmentally friendly products).

In other words, at this stage, the consequence of the development of tourism entrepreneurship in products and services is found to be objective, and in the following four basic criteria, based on a process-based approach to entrepreneurship, one can reflect its consequences.

A. Innovations and creations in the field of rural tourism (Schumpeter, 1934);

B. An opportunity created and developed through tourism at the local and regional level that points to changes in the past (Verheul , Wennekers, Audretsch, & Thurik , 2001); (Jamshidi, Barakpour & Sheriff., 2018).

C. Environmental adaptability of established businesses that can be achieved through indicators such as low energy consumption, reduced raw material consumption, use of renewables, product returnability, environmental ethics protection, waste management, utilization of all three stages of green technologies and environmentally friendly infrastructure (Sekerka, 2011; Burer & Wustenhagen, 2009; Anabestani, Bozarjomhori & Sahebkar, 2012).

D. Economic and social value creation in rural tourism (Amini, 2015) ; (Anabestani, Abaszadeh & Vesal, 2017).

Finally, based on the above interpretations, Table 2 shows the indicators of the outcomes of tourism business development due to entrepreneurial factors: (Table 2)

Table 2. Indicators and Criteria for Measuring Independent Entrepreneurship Variables Effective on Outcomes of Rural Tourism Development

Variable	Components	Index	coding	Items of Measurement criteria
Spatial Implications of Tourism Entrepreneurship	Economic and social value creation	Economic efficiency	SEVC1	Local income generation, Promoting local products, Distinctive services, Minimum raw material cost, Continuing household income, Creating a local sales outlet, Creating new jobs in rural tourism, Attract more investor in rural tourism, Increasing the purchasing power of local residents, Reducing local residents' income gaps, Reduce false jobs increase, Economic welfare of local residents,
		Tourism Entrepreneurship Support Policies	SEVC2	Access to bank credit, Venture capital, Insurance support for tourism entrepreneurs, Counseling support for tourism entrepreneurs, Incentive entrepreneurship culture, Tourism entrepreneurship skills training,
		Social Efficiency and the Social Platform to Boost Tourism Entrepreneurship	SEVC3	Local community satisfaction, High satisfaction of tourists, Forming social networks, Increasing social welfare, The spatial identity of tourism entrepreneurs, A sense of belonging to the tourism entrepreneurs, Preservation of indigenous social and cultural patterns, Helping increase local health, Help increase rural social security, Reduce rural migration, Participation of local people and institutions, Positive cultural exchange between tourists and entrepreneurs, to orient the new idea,
		Increasing legal regulations appropriate to tourism entrepreneurship	SEVC4	The Suitability of Rural Tourism Entrepreneurship Legal Frameworks, Eliminate the time-consuming process of obtaining licenses, and inquiries from organizations, Legislation of Rural Tourism Entrepreneurship,
		Increasing entrepreneurial understanding and capability of tourism	SEVC5	Having the intention and motivation of rural tourism entrepreneurship, Understanding the feasibility of rural tourism entrepreneurship, Perceptions of the local community in tourist attraction centers, Having specialized knowledge of rural tourism entrepreneurship, Enjoy the entrepreneurial experience of rural tourism,
	Innovation and creativity	Providing innovative and sustainable product or product	INNOC1	Ability to produce goods and products, High production potential without intoxication, High possibility of production without pollution, High ability to provide services, New packaging with green standards, Non-fossil energy consumption, Use of renewable materials, Supply Chain Integration,

Variable	Components	Index	coding	Items of Measurement criteria
		Providing new and sustainable methods and services	INNOC2	Ability to produce goods and products, High production potential without intoxication, High possibility of production without pollution, High ability to provide services, New packaging with green standards, Non-fossil energy consumption, Use of renewable materials, Supply Chain Integration,
		Finding resources and opening new and sustainable markets	INNOC3	High skill in identifying pristine tourism opportunities, High ability to attract new funds in the development of tourism business, Effective organization and use of resources, Identify new customers, Employment, Identify new funding,
		Creating new and sustainable structures and infrastructures	INNOC4	Ability to build new infrastructure, Modern and environmentally friendly construction, Innovative green design, Using modern technology, Technology Transfer,
	Opportunity, growth and development resulting from tourism entrepreneurship	Improve living standards	OPPGD1	Increase Income, Attract skilled workers in tourism, Attracting surplus labor from the agricultural sector to tourism-related activities
		Volume of Opportunity and Demand	OPPGD2	The volume of tourism demand, Competitiveness in Tourism, Proximity to the consumer market,
		Increasing environmental capacities	OPPGD3	Biodiversity, Geographical diversity, Developing individual skills, Increase creativity and innovation,
		Increase Productivity	OPPGD4	Reduction of waste and waste of tourism activity, Creating a commitment for tourism activists, Using talents and meritocracy, Increasing the motivation of tourism activists, Increasing the quality of tourism product, Increasing local income, increasing local employment, Diversification of high economic sectors to businesses, Keeping prices low for tourists, High participation of villagers,
	Environmental compatibility	Ecological efficiency	ENVC1	Ecological effectiveness, Eco-friendly technology, Improving environmental condition,
		Environmental awareness	ENVC2	Destruction of rangelands and forests, land use change, Damage to resources, Create a sustainable road and landscape, Paying attention to intergenerational justice,
		Biodiversity conservation	ENVC3	High help to conserve plant species, High help in preserving animal species,
		Environmental Health	ENVC4	Reduce pollution (air, water and noise, soil), Reduce business waste, Sewage reduction caused by business,
		Preservation of natural heritage and attractions	ENVC5	High valuation to the environment, High understanding of environmental vulnerability, Understanding the spiritual value of attractions, Striving to maintain the natural conditions of the environment,

2. 4. Introducing Structural Model (Theoretical or Conceptual Model) Investigating the Spatial Consequences of Rural Tourism Entrepreneurship

The present study seeks to delineate causal relationships among the theoretical elements or variables identified in the path chart. The basic conceptual model and research methodology described in the study area are then analyzed (figure 1):
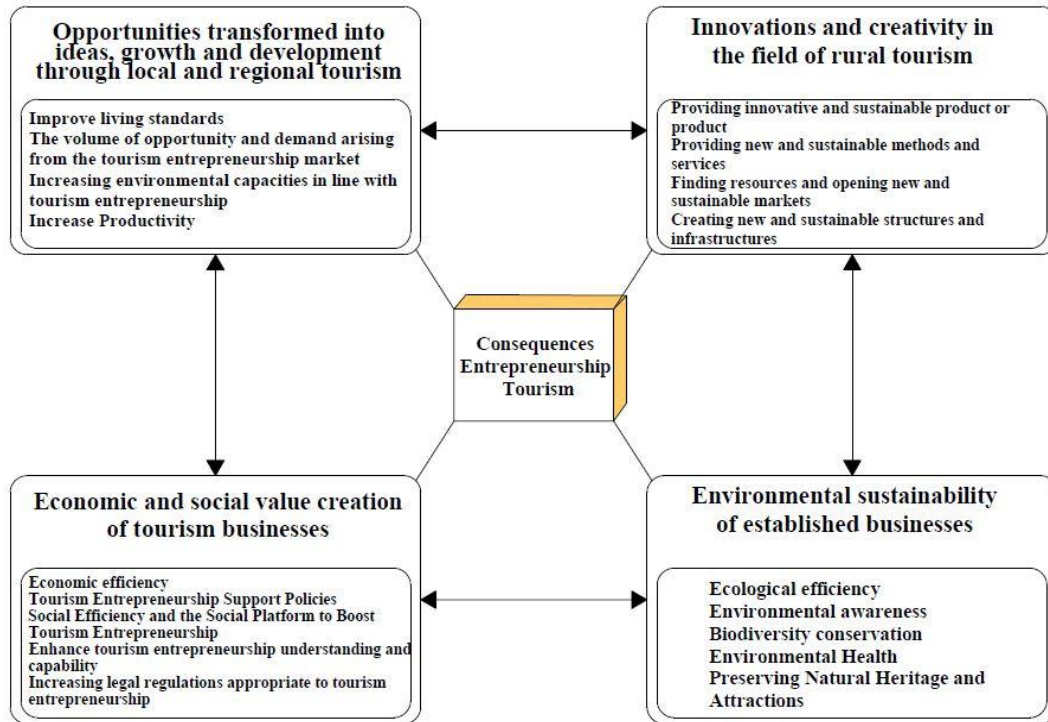

Figure 1. A hypothetical and basic conceptual model of the consequences of rural tourism entrepreneurship development
(Source: Research findings deduced from theoretical foundations and research background, 2018)

3. Research Methodology

The purpose of this study is to develop a framework for studying the consequences of rural tourism entrepreneurship development. In terms of type, application and descriptive-exploratory nature, the data collection tools is a researcher-made questionnaire. The validity of the questionnaire was checked from the perspective of experts and experts; in order to check the reliability of the level and reliability of the research questions, the research questionnaires were examined separately in SPSS software using Cronbach's alpha coefficient and 29 questionnaires were entered into the software .Through this method, the reliability of local officials questionnaire was 0.876 and business owners questionnaire' reliability was 0.911.

In the next step, using the questionnaire, the experts' opinions regarding the determination of indicators were obtained and four main indicators were determined using AHP technique of weighting and evaluation of indicators, pairwise comparisons and relative weight of indicators were performed. Next, by modeling structural equations (SEME) to measure causal relationships by drawing causal relationships between dependent variables (consequences of spatial development of tourism entrepreneurship) the structural model of spatial consequences of rural tourism entrepreneurship is proposed according to statistical data in the context of the study area has been compiled. In other words, the analysis of the consequences of tourism activities on the study area using structural equation modeling (based on covariance) and statistical analysis methods such as SPSS and AMOS software and ARC GIS software was done to draw the required maps .The statistical population of the study is Shit-Walidar and Shirin Su-Siahvaroorud tourism axes of Tarom township, Zanjan province, and there is a demand for tourism in this study area .Figure 2 shows a map of the political and administrative situation of the study area.
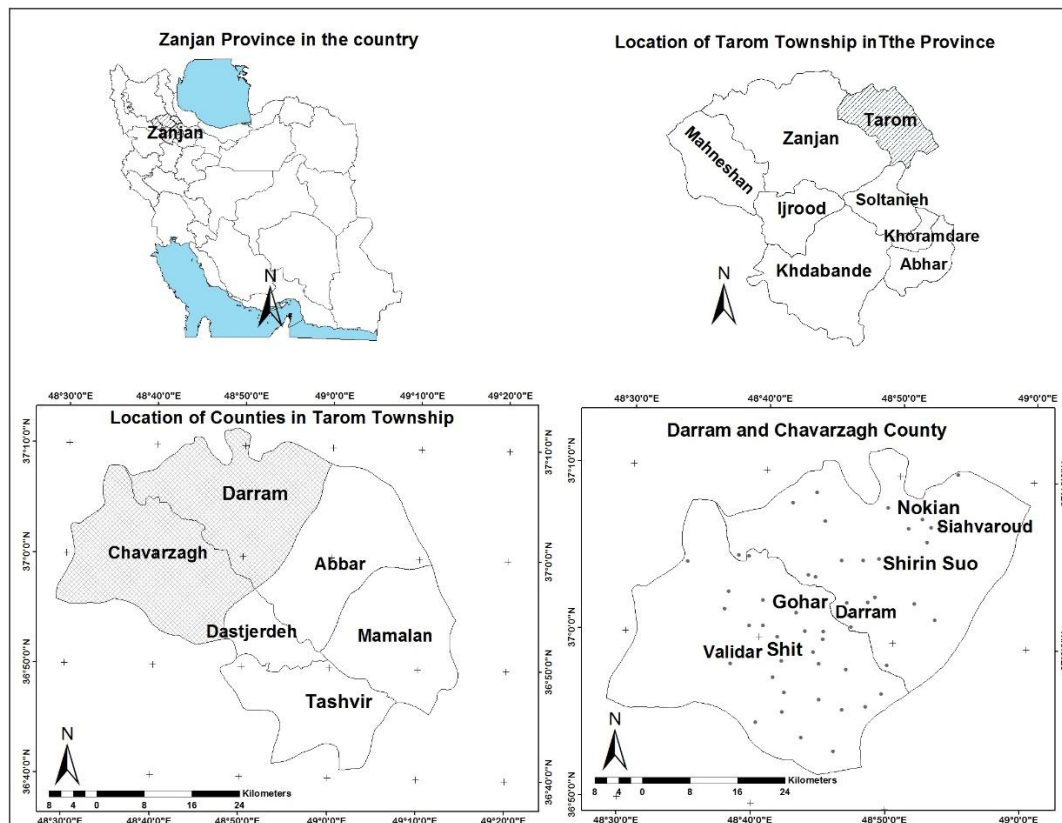
Figure 2. Political and Administrative Situation of the Study Area
(Reference: Iranian Surveying Organization 2019)

4. Research Findings

4. 1. Applying the Selected Model (Explanatory Model) to Investigate the Spatial Consequences of Rural Tourism Entrepreneurship Development in the Study Area

First, to evaluate the validity of the above-mentioned framework indicators from the experts' point of view, to confirm the criteria and indices, and to determine the importance and effectiveness of the four dimensions of the research, weighting of the conceptual model dimensions based on AHP technique was performed .Therefore, AHP technique and paired comparison and weighting questionnaire were used to weight the research (Hulland, 1999).

In this study, we first examine the key indicators and components in entrepreneurial tourism entrepreneurship outcomes that have been developed using library method and extensive studies with the help of Internet tools books and articles. Then, using semi-structured interviews, these indicators and components were screened and

by using a questionnaire, experts' opinions on the indicators were obtained and four main indicators were determined. Secondly, after determining the main indicators, these factors were included in the AHP questionnaire for data collection.

Regarding the descriptive findings of the research chapter, four main criteria, 18 sub-indices and 91 items were excluded; in the next step, the questionnaire was distributed among 31 experts (geography and tourism planning, entrepreneurship, and agriculture experts). In the next step, the reliability of the questionnaires was determined using SPSS software and Cronbach's alpha (0.876). At the end, using AHP technique, prioritization of these indices is done .Initially paired comparisons were made and relative weighting of the indices was performed. In order to summarize the information in this section, each of the experts present in the section was asked to compare the importance and priority of each index according to the comparisons presented in the questionnaire .The results of this technique are presented in Table 3:

Table 3. Weighting the dimensions of the conceptual model (assumed framework) of AHP research from the experts' point of view

(Source: Research finding, 2019)

Components	Index	weight	Components	Index	weight
Opportunities Formed, Growth and Development of Rural Tourism Entrepreneurship (0.27)	Improve living standards	0.26	Economic and social value creation of rural tourism entrepreneursh (0.21) ip	Economic efficiency	0.17
	Volume of Opportunity and Demand Due to Tourism Entrepreneurship Market	0.33		Tourism Entrepreneurship Support Policies	0.13
				Social Efficiency and the Social Platform to Boost Tourism Entrepreneurship	0.24
	Increasing environmental capacities in line with tourism entrepreneurship	0.21		Increasing entrepreneurial capability in tourism	0.19
				Increasing legal regulations appropriate to tourism entrepreneurship	0.15
	Increase productivity	0.20		Increasing entrepreneurial understanding of tourism	0.12
			Environmental Compatibility of Rural Tourism Entrepreneurs (0.29) hip	Ecological efficiency	0.17
				Environmental awareness	0.21
				Biodiversity conservation	0.38
				Environmental Health	0.24
			Innovation and creativity in rural tourism entrepreneurship (0.23)	Providing innovative and sustainable product or product	0.25
				Providing new and sustainable methods and services	0.18
				Finding resources and opening new and sustainable markets	0.31
				Creating new and sustainable structures and infrastructures	0.26

Therefore, using experts' opinions in presenting the model was limited to assessing the explanatory power of the indicators Finally according to the final weight of general criteria and their index, all the designed index are verified by the experts

4. 2. Operating the Early Theoretic Model by Formulating a Measurement Model for Each Proposal of Entrepreneurial Outcomes as a Present Variable

investigating the spatial consequences of tourism entrepreneurship development in the study area using a second-order factor model based on four hidden factors of economic and social value creation, creativity and innovation, opportunities shaped by the growth and development of tourism activities and environmental adaptation

Consequently, based on the objectives of the research and experimental studies, using structural equation modeling in AMOS software, the following is analyzed and figure 3 explains spatial consequences of tourism development.
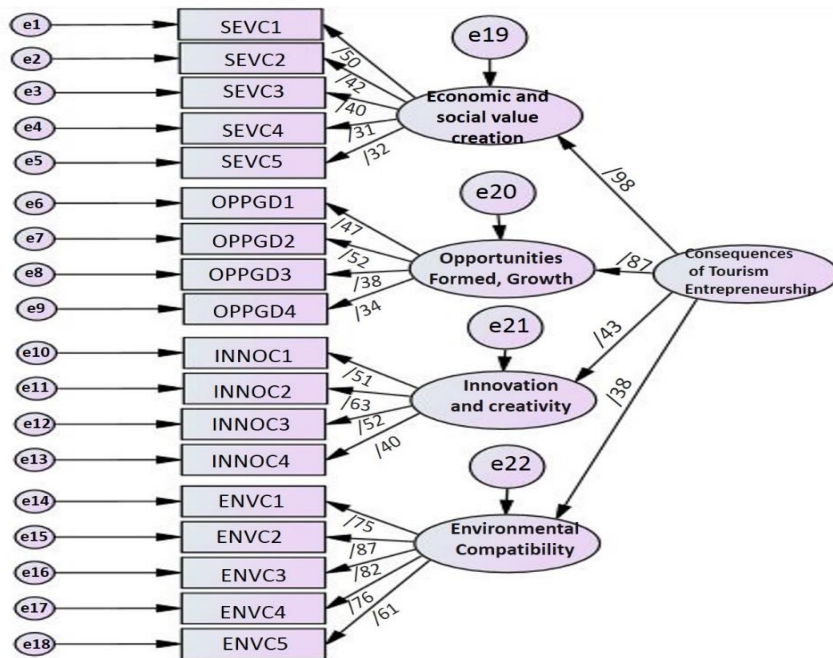
Figure 3 .Theoretical model of Macroeconomic Consequences of Eentrepreneurial elements on tourism development of the Study area (path diagram of causal relationships and correlation of present variables and effects of indicators on study area)

As can be seen in Figure (3), opportunity-formed index, tourism growth and development, with .98 tops the table. economic and social value creation index with .87 is in the second rank, innovation and creativity index with .43 in the third place and lastly the environmental compatibility index with 0.38 in the fourth rank has an impact on the study area**.**

4. 3. The Goodness of fit of the default structural model

Goodness of fit (model validity) shows how much the researcher-designed model is based on actual data **.**Examination of adaptive indicators, absolute fit indicators and plot indicators are very important in assessing acceptable fits for the structural equation model and examine incremental fits of the proposed model relative to the baseline model but absolute fit scales show suggested model to some extent the proposed model can predict the observed variance and covariance matrices **.**Table 4 shows the goodness of fit of the default model**:**

Table 4 .Goodness of fit of default model
(Source: Research finding, 2019)

Abbreviations	Acceptable fit	Assumption	Saturation	Independent
NPAR		40	171	18
CMIN	2df < X2 < 3df	441.06	0.000	1864.7
DF		131	0	153
P	.01≤ p ≤ .05	0.000	0.000	
CMIN/DF	X²/df ≤5	3.367		12.18
GFI	.90≤ CFI ≤95	0.871	1.000	0.535
AGFI	.85≤ AGFI ≤ .90 Close to GFI	0.831		0.480
NFI	.90≤ NFI ≤95	0.763	1.000	0.000
CFI	.95≤ CFI ≤ .97			

Abbreviations	Acceptable fit	Assumption	Saturation	Independent
PNFI	(>= 0/6)	0.654	0.000	0.000
PCFI	(>= 0/5)	0.701	0.000	0.000
RMSEA	. 5≤ RMSEA ≤ .8	0.079		0.172
PCLOSE	.05≤ P ≤ .01	0.000		0.000

In analyzing and interpreting the above indices, it can be said that the number of free parameters for model development, which is 18 for the default model, indicates that the researcher in the model development did not easily spend the degrees of freedom and this is acceptable. The non-significant CMIN chi-square index equals 441.065 and a significance level of 0.000 represents the desired result. The chi-square ratio of degrees of freedom, called the relative chi-square of CMIN / DF is a more appropriate indicator to judge the model developed and the data it supports. For this index values of 1 to 3 are considered good and 3 to 5

acceptable. In this table, the value of 3.67 indicates an acceptable condition for the model. GFI goodness index is 0.901 which indicates that the statistic is acceptable .Also, in the table above is the value of the PNFI .654 standard fit index indicating good status .If the CFI, GFI, AGI, NFI indices are greater than 0.90, the model fit is not considered to be optimal; also, the RMSEA indices and the PCLOSE approximation probability fit indicate that the RMSEA index is the root of the mean squared error approximate .The RMSEA value is 079 .When the value of this statistic is less than 0.05 it indicates that the model has an acceptable fit

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Table 5: Regression coefficients of the structural model of the effects of the four independent variables presented on the spatial consequences of entrepreneurship on tourism development in the study area.
(Source: Research finding, 2019)

Variables	Non-standard estimates	Critical error	Critical Ratio	Significance leve
The Socio-Economic Value of Tourism in the Region	1.000			0.000
Opportunity, growth and development in the area of tourism	1.165	0.265	4.395	0.000
Innovation and creativity in the tourism area	0.860	0.284	4.160	0.000
Environmental Compatibility on Tourism Area	0.799	0.184	4.341	0.000

Table 5 shows the significance level, standard error, and critical ratio for socio-economic value creation indices, opportunity formed with growth, innovation, creativity and environmental adaptability of tourism. Appropriate critical ratio (CR) is greater than 1.96, and standard error (SE) is low and finally significance level (P) is less than 0.05 for other variables. In other words, the results of the table show that all lambda parameters have significant difference with zero value, and P value is less than 0.05 in all of the above relationships, indicating that all the relationships in the model have been empirically supported. Also, according to the direction of path analysis, it can be said that the impact of each index on the spatial consequences of tourism entrepreneurship in the study area is significant (P value of all indicators is less than 0.05).

5. Discussion and Conclusion
In the present study, by considering the shortcomings of current approaches to investigate the spatial

consequences of tourism entrepreneurship development in the past on the perspective of lack of integration, comprehensiveness and inclusiveness of all proponents and dimensions, and lack of attention to the specific context and characteristics of the study area, an integrated review framework is implemented. The spatial consequences of the development of rural tourism entrepreneurship have been addressed. This theoretical model is based on broad theoretical discussions that mainly reveal the comprehensive and integrated aspects of rural tourism entrepreneurship outcomes, by examining and pathologizing existing models in the field of tourism entrepreneurship, its factors and indicators considered the comprehensive and unifying influence on the formation of such a model. As stated above, the results obtained in the business owners group are used in presenting the empirical model because the purpose of the study is to focus on entrepreneurship, so the samples should be

those who are somehow engaged in tourism in the villages either economically engaged or closely involved with shaping conditions and barriers to entrepreneurship. Therefore, in presenting the final model, after the indicators were approved by the experts, the results of the business owners' opinions were assigned and in the indices that were related to the rural population as well as the tourists, before the tests data were combined and then tests were performed.

The results show that the structural equation in each relationship between the above four independent variables and the dependent variables are significant and affect the outcomes of tourism entrepreneurship. In the aftermath of entrepreneurship tourism has had a target range. Opportunity formed index with .98 top the table and has the utmost effects in consequences of tourism entrepreunership. Also socio-economic value creation index came second with 0.87%, innovation and creativity index with 0.43 and the environmental adaptation index with .38% is placed in the fourth rank. The result suggests that the institutional structures and legal procedures of entrepreneurship development are effective in terms of impacting entrepreneurs' recognition of opportunity, economic and social value creation and in promoting entrepreneurial innovation and creativity. On average, in terms of environmental sustainability, entrepreneurial activities have more negative consequences than positive ones. Also, based on the selected indices and based on Structural Equation Testing, the model and formulation framework of the study of tourism entrepreneurship development outcomes are presented in this study, explain the meaningful and acceptable factors in relation to the impact of the four factors mentioned in the study of tourism entrepreneurship development outcomes in tourism area under study**.**

Comparing the results and findings of other studies, it can be acknowledged that according to Burer and Wustenhagen (2009) the study of the consequences of entrepreneurship with the criterion of environmental adaptation of businesses formed through indicators such as low energy consumption, reduce the volume of raw materials. The use of renewable materials, the reversibility of products, the protection and observance of environmental ethics, waste management, the use of green technologies and environmentally friendly infrastructure can be examined, also the research of Verheul, Wennekers, Audretsch and Thurik (2001). Includes the investigation of entrepreunership consequences with opportunity formed criterion is through tourism in local and regional level that mentions the changes of past.Generally, in comparison to the findings with the existing body of knowledge and the analysis of the research achievement: by Considering what was proposed in the theoretical model architecture as well as the implementation of the experimental test ;proposed model was designed by answering two questions of "what" and "how" to achieve a framework for studying the spatial implications of tourism; research has put forward the following with the intention of removing the aforementioned shortcomings**:**

Integrity, Comprehensiveness and Inclusion of All Proponents and Dimensions Affecting the Proposed Framework for Studying the Spatial Consequences of Rural Tourism Entrepreneurship Development with Emphasis on the Concept of Spatial Organization Components (Population, Space and Activity)

Considering the context and specific characteristics of the study area and the different coefficients of importance of propellants effectiveness in proposing a framework to study the spatial implications of rural tourism by using the collected data (structural equation modeling)

The necessity of eliminating the overlaps, parallel work, and taking into account the direct and indirect effects of drivers on one another through the identification of mediating variables

Use of indicators appropriate to environmental context characteristics and validity to measure the proponents of the spatial consequences of rural tourism entrepreneurship**.**

Considering the characteristics of tourism business and the challenges of rural entrepreneurship in the context of balanced and sustainable development.

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چارچوب بررسی پیامدهای توسعه کارآفرینی گردشگری روستایی
(مطالعه موردی: نواحی شیت و شیرین سو شهرستان طارم)

محمدجوادعباسی[1]- ژیلا سجادی[2]*- علی عبدالهی[3]

۱- دانشجوی دکترای جغرافیا و برنامه‌ریزی روستایی، دانشگاه شهید بهشتی تهران. ایران

۲- دانشیار جغرافیا و برنامه‌ریزی شهری، دانشگاه شهید بهشتی تهران. ایران

۳- استادیار گروه مدیریت بازرگانی، دانشگاه شهید بهشتی تهران. ایران

چکیده مبسوط

۱- مقدمه

پژوهش حاضـر در پی تدوین چارچوب مناسـب جهت بررسـی پیامدهای فضایی توسعه کارآفرینی گردشگری روستایی می باشد و در مرحله بعد چارچوب تدوینی مورد نظر در محدوده مورد مطالعه، مورد تحلیل و آزمون قرار می گیرد. بنابراین سـوال کلیدی زیر در راستای این تحقیق مطرح می شود: با کدام چارچوب و الگو؛ بررسی جامع پیامدهای فضایی توسعه کارآفرینی گردشگری روستایی امکان پذیر است؟

۲- مبانی نظری تحقیق

بطور کلی؛ می‌توان با در نظر داشتن تعریف و الگوی مفهومی بررسی پیامدهای توسعه کارآفرینی گردشگری ، به دو گام اساسی در الگوی مورد نظر اشاره کرد:

گام اول: توجه به عوامل محیطی بسترساز و زمینه ساز؛ متشکل از سه بعد بستر و شرایط محیطی(بعد زمینه‌ای)، ساختارهای نهادی و قانونی (بعد ساختاری)، و ویژگی‌های فردی و جمعی کارآفرین.

گام دوم: برآیند فعالیت کارآفرینانه گردشـگری می‌باشـد که نشـان دهنده کسـب و کارها، اسـتارت آپ و خدمات شـکل گرفته ناشی از کارآفرینی می‌باشد. به عبارتی؛ در این مرحله پیامد توسعه کارآفرینی گردشـگری در محصـولات و خدمات؛ نمود عینی پیدا می‌کند و در چهار معیار اسـاسـی زیر؛ بر اسـاس نگاه فرآیندی به کارآفرینی، می‌توان بازتاب و پیامدهای آن را مورد توجه قرار داد:

الف) نوآوری‌ها و خلاقیت های شکل گرفته در زمینه گردشگری روستایی؛

ب) فرصـت شـکل گرفته، رشـد و توسـعه صـورت گرفته از طریق گردشگری در سـطح محلی و منطقه‌ای که اشاره به تغییرات نسبت به گذشته دارد.

ج) سـازگاری محیط زیسـتی کسـب و کارهای شـکل گرفته که می‌توان از طریق شـاخص‌هایی مانند مصـرف انرژی پایین، کاهش حجم مواد خام مصرفی، استفاده از مواد تجدیدپذیر، قابلیت برگشت پذیری تولیدات، حفاظت ورعایت اخلاق محیط زیسـتی ، مدیریت پسـماندها، اسـتفاده از فناوری‌های سـبز و زیرسـاخت‌های سـازگار با محیط زیست هر سه مرحله را مورد ارزیابی قرار داد.

د) ارزش آفرینی اقتصادی و اجتماعی در زمینه گردشگری روستایی.

۳- روش تحقیق

پژوهش حاضـر از نظر نوع؛ کاربردی و از نظر ماهیت توصـیفی- اکتشـافی، ابزار گردآوری داده ها، پرسـش نامه محقق سـاخته که روایی گویه‌های پرسـش‌نامه از دیدگاه کارشناسان و از طریق روش آلفای کرونباخ پرسشنامه مسئولین محلی۰/۸۷۶ و صاحبان کسب و کارها ۰/۹۱۱ بر آورد و پایایی آن تایید شده است.

جامعه آماری کارشناسان، مدیران محلی و صاحبان مجموعه های گردشگری روستاهای گردشگر پذیر دهستان درام و چورزق که با روش نمونه گیری غیراحتمالی هدفمند؛ تعـداد ۲۷۷ خانوار از صـاحبان مجموعه های گردشـگری و شـاغلین مرتبط با فعالیت گردشگری جهت نمونه گیری انتخاب شـدند. روش جمع آوری اطلاعات میدانی- کتابخانه‌ای و تجزیه و تحلیل داده ها با اسـتفاده از تجزیه و تحلیل نتایج حاصـل از پرسـشـنامه؛ از طریق نرم افزار SPSS و روش مدلسازی معادلات ساختاری(SEM) با استفاده از

*. نویسندۀ مسئول:

دکتر ژیلا سجادی

آدرس: گروه جغرافیای انسانی و آمایش، دانشکده علوم زمین، دانشگاه شهید بهشتی، تهران، ایران.

پست الکترونیکی: Email: j_sajadi@sbu.ac.ir

نرم افزار AMOS اسـتفاده شده که به بررسی سهم و ارتباط عوامل چهارگانه موثر در پیامدهای توسـعه کارآفرینی گردشگری روستایی پرداخته شده است.

۴- یافته های تحقیق

با اسـتفاده از نظر خبرگان با تکنیک AHP در ارائه الگو به عنوان افراد دارای ســابقه علمی و مطالعاتی، محدود به میزان بررسـی قدرت تبیین کنندگی شاخص‌ها بود و بر اساس وزن نهایی معیارهای کلان و شاخص های آنها، در مجموع همه شاخص‌های طراحی شده مورد تایید جامعه خبرگان اسـت. مدل نظری کلان پیامدهای عناصـر کارآفرینی بر توسـعه گردشـگری محدوده مورد مطالعه(نمودار مسیر روابط علی و همبسـتگی متغیرهای مکنون و اثرات شــاخص ها بر محدوده مورد مطالعه) نشـان داد، شاخص فرصت شکل گرفته، رشد و توسعه گردشگری با ۹۸/ در رتبه اول اثرگذاری، شاخص شاخص ارزش آفرینی اقتصـادی و اجتماعی با ۸۷/ در رتبه دوم ، شــاخص نوآوری و خلاقیت شـکل گرفته با امتیاز ۴۳/ در رتبه ســوم و نهایتا شاخص سـازگاری محیط زیستی با ۳۸/ در رتبه چهارم تاثیر گذاری بر محدوده مورد مطالعه قرار گرفته است. بررسی برازندگی و نیکویی برازش مدل ساختاری پیش فرض شاخص نیکویی برازش GFI برابر با ۹۰۱/ می باشد که حاکی از قابل قبول بودن آماره می باشد. مقدار RMSEA ۰۷۹/ و مقدار این آماره نشــان می دهد که مدل از برازش قابل قبول برخوردار است.

۵- بحث و نتیجه گیری

در ارائه الگوی تجربی از نتایج به دست آمده در گروه صاحبان کسب و کارها اسـتفاده شده است زیرا از آنجایی که هدف مطالعه تمرکز بر روی کارآفرینی می‌باشـد نتایج تحلیل ها نشــان می دهد معادله ساختاری در هر رابطه بین چهار متغیر مکنون مستقل فوق و متغیر

وابسته پیامدهای کارآفرینی گردشگری معنادار بوده و تأثیرگذارند و شـاخص فرصـت های شـکل گرفته با رشـد و توسـعه حاصـل از کارآفرینی با رتبه اول و بیشـترین اثربخشی را در پیامدهای توسعه گردشگری بر محدوده مورد نظر داشـته اسـت. همچنین؛ شـاخص ارزش آفرینی اجتماعی و اقتصـادی رتبه دوم ، شــاخص نوآوری و خلاقیت؛ رتبه سوم و نهایتا شاخص سازگاری محیط زیستی در رتبه چهارم اثر گذاری در پیامدهای توسعه گردشگری قرار دارند. نتیجۀ حاصل را می توان با این استدلال بیان کرد که ساختارهای نهادی و رویه های قانونی توسعه کارآفرینی؛ از منظر بروز پیامدهای مثبت در زمینه بروز شــناخت فرصــت توسـط کارآفرینان و ارزش آفرینی اقتصــادی و اجتماعی؛ موثر عمل کرده اما در زمینه بروز نوآوری و خلاقیت کارآفرینانه در حد متوسـط و در زمینه ســازگاری محیط زیسـتی فعالیتهای کارآفرینی گردشـگری ضـعیف عمل می کند. همچنین، بر حسب شاخص های انتخابی و بر اساس آزمون معادلات ســاختاری، الگو و چارچوب تدوینی بررسـی پیامدهای توسـعۀ کارآفرینی گردشگری ارائه شده این پژوهش؛ تبیین کننده معنادار و قابل قبول در راسـتای تاثیر عوامل چهارگانه ذکر شــده بر بررسـی پیامدهای توسـعۀ کارآفرینی گردشــگری در محدوده مورد مطالعه دارد

کلیدواژه‌ها: پیامدهای کارآفرینی گردشـگری؛ مدلسـازی معادلات ساختاری؛ پیامدهای گردشگری روستایی؛ گردشگری روستایی.