

The Role of Entrepreneurship in Tourism Industry Development

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Abstract

In today's world, both in developed countries and in developing countries the biggest issues for every industry, every organization are individual thinking and creativity of entrepreneurial. Entrepreneurial thinking led ultimately to eliminate unemployment and social ills. Entrepreneurial thinking is the key to economic growth and development of any country. In recent years, governments of various countries have actively encouraged entrepreneurial thinking because promotion and development of the nation depended on them. So, today, all organizations, companies and communities are trying to understand this process, and it should be implemented. Like other industries, the tourism industry must be able to clearly understand the requirements of the process, tools and resources and get resources and opportunities to the entrepreneur and entrepreneurs. Accordingly, thread tourism, as part of entrepreneurship and promotion of the economic development of one of the axes is important. Therefore, first, we have to get a little familiar with the tourism industry and entrepreneurship, and the next step is making the relationship between these two and generate wealth.

Keywords: entrepreneurship, Tourism, Tourism industry, Development

Introduction

Since developing countries faced with problems such as high unemployment, limited financial resources and the monoculture economy so attention to the tourism development is importance. Since Iran's economy is highly dependent on oil revenues and the international oil price

fluctuations over time in macroeconomic variables such as GDP, gross investment, employment and foreign exchange earnings have been affected. Therefore, in order to diversify the sources of economic growth, foreign exchange earnings and employment opportunities of the country, the development of the tourism industry is very important.

According to these circumstances, and According to World Tourism Organization, Iran ranked fifth in natural attractions and tenth in historical attractions. and growing Young population, high unemployment, the need to increase foreign exchange earnings and foreign investment More attention to these areas can provide achieve full employment, increase foreign exchange earnings, introduce Iranian culture to the world, and engagement constructive and wider with the world, break the ethnic and minority borders.

Tourism and Tourism industry

Tourism now plays a crucial role in the economies of many countries. In fact, the tourism industry has become an important part of providing income countries. Each country will have more tourist attractions and the best way to attract tourists to use, will be more successful.

The word tourism based from tour that meaning turns around, from Greek to Spanish and French, and finally was set to English. Tourism, mixture of different activities such as transport, feeding, stay and event management in order to serve the tourists, play a conjunct chain roles. Tourists, who travel except work and earn money for more than a night or less a year than the traditional homeland of his and will stays in. Based on the definition, one-day visitors are tourists.

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Tourism includes all activities that tourists do when traveling is related to him, and this could include planning a trip, transportation between origin and destination, And so it is. It defines include four stages of consumer behavior that sometimes overlap.

1) pre-trip activities including pre-trip information from various sources, including friends and family, tourist brochures, and so on, save room for the transport travel and residence or a general, program and baggage and finally prepare for the trip

2) travel from origin to destination and vice versa, which may include more than a day.

3) What do tourists in destinations such as visiting an attraction, or attend an event tourism are very diverse in nature.

4) After traveling behaviors such as film prints and photos taken during the trip and tell the memorabilia to others.

Different types of tourism

There are different types of tourism and recognize various tourism in this area for planning is an important point because many tourists are not the same demands and service requirements. For example, tourists who want to travel to visit relatives and friends usually do not require hotel and restaurant outdoor But they are also likely to use the other facilities and utilities, probably Rural tourism is not likely to have any interest in civil service and accommodation total time of his trip, staying in the village.

Accordingly ever international experts and classified according to several criteria have been proposed by various tourism. Dowlatabadi, and Yaghoobzadeh (2009) provided a mechanism to promote cultural tourism in Iran.

Vance Smith defined six types of tourism as follows:

- Ethnic Tourism
- Cultural Tourism
- Historical Tourism
- Tourist naturalistic
- Recreational tourism
- Tourism Business

One of these categories include domestic tourism, cross-border tourism and local tourism Other categories of tourism are as follow (Rezvani,1999):

- Tourist resorts and holidays
- Medical Tourism
- Educational and Cultural Tourism
- Social tourism
- Sport Tourist
- Religious tourism and pilgrimage
- Tourism Business
- Political tourism

Other categories based on the place and topic include the followings:

A) Tourism of The location destinations:

Urban Tourism

1)Rural Tourism

2)Tourist tribal, ethnic

3)Tourism in Nature

4)Coastal and Marine Tourism

5)Mountain tourism

6)Tourist air - space

7)Environmental tourism

B) Types of Tourism subject:

1) Marine tourism

2) Snow Tourism

3) Arts and cultural tourism (heritage tourism)

4) Social Tourism

5) Tourism Science - Education

6) medical tourism

7) Tourism in Nature

8) Ecotourism

9) Sport Tourism

10) Perspectives on tourism and agriculture and nomadic

11) Hunting and fishing tourism

12) Business Tourism

13) Political Tourism

14) War of Tourism

15) Tourism People visit the graves

16) Space Tourism Industry - Mining

17) Tourist Crime

18) Virtual Tour

Tourism in Iran

According to historical attractions, natural and cultural, Iran as one of 10 major countries of the world, but Iran's income than any other country in this field is very limited income. That is not at all comparable with other countries. on the other hand, Iran's income from oil sales that the economy eclipsed all his money and put tourism as an industry by a com-

prehensive planning, can reduce dependence on oil. The tourism industry in the world after oil and auto industry The third industry-income countries without the need for initial investment, all the world's governments have been considered a significant part of their economic. (Investing Daily)

Nearly a decade, authorities are looking more seriously to the tourism. Oil will be finished in the near future, but all traces of ancient civilizations, mountains, lakes, rivers, forests, vast plains, diverse species of plants and animals they are more stable.

Since tourism is one of the most reliable and cheapest sources of foreign exchange earnings is unmistakable in this industry in Iran can easily expand to fill the oil revenues. The industry not only plays a role in promoting the national economy and foreign exchange earnings but also clean and free pollution industrial and yet has a high employment. Because of Iran's historical and ongoing social and cultural scrambling to be able a wide range of diverse attractions that provide Comments tourists' expectations.

Do not forget that the best way to know the land and people of each country to meet people in the streets and interact directly with them. To increase tourism, especially in a country like Iran, the first solution is in the hands of governments and planners because they will not promote tourism and attract tourists, historical attractions, natural and cultural cannot work alone.

Backwardness of the tourism industry in Iran

Iran's cultural and natural attractions and antiquities is the first 10 countries of the world. But, the statistics of income and tourists to Iran shows that we do not use the high potential v.s compared to the world and South Asia and yet we have a negative balance. In the world accelerated the transition from the traditional to the modern technology excludes economic traditional development and reliance on fossil investment limited incomes and new movements and utilization mechanisms are necessary to achieve greater efficiency of natural condition, especially in countries with rich culture, ancient history and antiquities. Iran yet cannot use optimal of this great capital.

Here are some causes of backwardness of the tourist industry in Iran

1-Very adverse advertise about the Iranian government that in the international community is located in the Department of terrorist nations

2 - There are certain laws in the country, including the use of veil for non-Muslim women tourists that lowers motivation tourists.

3 - Lack of private investment in the hotel industry and travel agencies

4 - Lack of appropriate facilities, Hotel, ways convenient access to archaeological sites, there are no recreational facilities for tourists.

5. The lack of proper infrastructure of cities: that our cities aren't seen as tourists to view and they not found any signs or indication of travel guides to places of interest in a city or if there are any of them language is Persian.

6 -old transportation industry: lack of passenger ships to comply with the technology as the industry's growth.

7. Lack of publicity and information on the Internet: a tool for attracting tourists from different times and seasons. This device can be used in all season's invites tourists to visit Iran... Should be tailored to promote a diversity of ecosystems that exist in Iran We are also interested in cultural treasures and nature enthusiasts.

8 - Lack of interest in museums: When we go to a museum we can discover weaknesses. Rate of input expensive cost that is cause lower visitors to visit museums and inappropriate location.

9 - Application of non-expert in the tourism industry

10 – lack of the credit in the economy-wide tax, customs cry to tourist industry

11 - Lack of proper communication

12 – lack of revealed culture in dealing with tourists (cognition popular international languages)

Definition of entrepreneurship and entrepreneur

These words from the French term entrepreneur is derived from the sense of responsibility, pursue opportunities, funding needs and wants through innovation and operating a commercial business is (Burch,1986). Economists have acknowledged the fact that entrepreneurship is an economic phenomenon called.

This means that some phenomenon that have a profound impact on the economy, not economic in nature (Drucker, 1993). Entrepreneur is a process of creating new ideas and innovative use of resources and opportunities based on the knowledge, and acceptance of the risk (Rahimi,2001)

In another definition, entrepreneurship is a process by which individuals entrepreneur and create new ideas and identify new opportunities to mobilize resources to engage in occupations and job creation and new businesses, and new and innovative organizations. This process requires high risk acceptance led to a new product or service to the community (Jahangiri, 2001).

Entrepreneurship is a process that will lead to happiness or new demand. Entrepreneurship is the process of value creation through a unique set of resources in order to take advantage of the opportunities (Ahmadpoor, 2000). Souvenir of these efforts is the employment and the stability of the active forces of society to meet the basic needs of families and higher levels of social welfare, income distribution and social anxiety reduction and social justice.

Some behavioral characteristics of entrepreneurs

Below are mentioned some characteristics of entrepreneurs. Obviously, the characteristics of the entrepreneur do not cover all but their most distinguishing characteristic is considered

Willingness to accept responsibility for: Entrepreneurs feel profound implications for individual activities. They prefer to control their own resources and to use them to achieve their goals.

Tend to moderate risk: Great entrepreneurs do not take risks, but they do calculated risks. A study of the founders of businesses, in popular magazines that have been identified as successful companies, have no found correlation between risk-taking and entrepreneurship. To quote Keith McFarland, one of the researchers of entrepreneurship, "the conviction that entrepreneurs are risk takers extraordinary belief is correct. Unlike professional gamblers, entrepreneurs are seldom gambling. "Or one of the authors belief "Entrepreneurship is not like throwing dart and hoping for the best results.

Internal locus of control: People with an external locus of control believe that external events beyond their control and they will determine their fate. Conversely, successful entrepreneurs believe, luck or forces are not the same.

Creativity: Entrepreneurs break with the common theme being that everyone sees what they see, but think about something that people do not think. Peter Drucker (1985) argues that innovation is essential so that it can be argued that there is no innovation without entrepreneurship and entrepreneurship, it does not.

Anticipating the future: Entrepreneurs have the vision of a desirable future. The entrepreneur may have short-term planning is crucial, but it's such a short-term perspective in order to achieve a target coordinate.

Tolerance for ambiguity: Accept uncertainties as part of life. Find the moment of decision is an entrepreneur only when he is faced with the risk of danger is unknown, the uncertainly, overshadowing every step of the way.

The high level of energy: Entrepreneurs are more energetic than normal people. This energy can be an important factor when considering the effort required to set up a fledgling company must undeniable seems to be. Long hours and hard work in this area is a rule rather than an exception and in this way can sometimes seem overwhelming.

Independence: Just what the entrepreneur thinks in order to fulfill their vision and determination, it shall be his President and employer.

Optimism: Entrepreneurs are often faced with problems at work and probably faltered, but during this period the trust in its attempts to solve this problem. This causes the others to be Optimism to creative and optimistic, and feel confident in the group should be formed.

Stability Ratings: Obstacles, problems and failures often can't urges entrepreneurs to chase their views. They will continue their efforts.

Organization skills: Create a company like putting together pieces of a puzzle is too big. Entrepreneurs know how to bring the right people together to accomplish a task. Effective combination of people and businesses, entrepreneurs are able to change his vision into reality.

As you can see, discipline, tenacity, be in-

clined to value creation, open mind, creativity and innovation, calculated risk taking, independence and achievement orientation towards entrepreneurship principal components.

The Importance of Entrepreneurship

Entrepreneurship is the main development and growth and from viewpoint of economic development planning and sustainable development, it is important because:

- The shift values and the new value is created. In other words, value is done.
- To help create jobs.
- Eliminates gaps in the market, it doing to identify opportunities and create a new opportunity and a new decision is made.
- The transition from recession, the driving force of economic development of the country.
- Providing social welfare assistance and increase in income .
- Providing competitiveness of industry and services in different institutions in the community and improve the quality of products and services.
- Strengthening the competitiveness of domestic industries to foreign competitors products and is admitted to the country in the international arena.
- The use of force and creative thinking led to provide policies, new ideas and ways to improve the community, and is a faster development path on entrepreneurship.

Tourism and its key role in economic development

Attention of policy makers and planners in the country's tourism industry as an economic development strategy, cultural, political, security and it is more focused and the effects of economic and cultural considered the various nations and governments. Tourism industry is Kind of indirect foreign investment in each country and its effects on all sectors of economic expansion.

Tourism industry and its contribution to the national economy, including important topics that are of interest to the owners of closely related industries such as hotel management, transportation, and travel industry, restaurant

industry, Agriculture etc. The main function of this industry is foreign currency income, redistribution of income, creating jobs, sell goods and services required by tourists and especially crafts, transport development and economic prosperity.

Impact of the industry on the economy can be cited as follows:

- Enter the foreign exchange
- Employment in many fields
- Dynamic retail market
- Activation of airports and transportation systems
- Increasing investment
- Increasing local production and industry (handicrafts and cultural products)
- Increasing investment in the private sector (build hotels and other related services)

Entrepreneurship and tourism industry

In today's world of tourism as one of the largest and most profitable sectors of the world economy has become. Travel and tourism industry is still considered one of the sources of employment in rich and poor countries. As one person, every nine people have been able to hire throughout the world.

The importance of tourism in entrepreneurship and revenue splits so that heal economic problems of our society that are high unemployment and low income families. Corporate social responsibilities in the field of tourism businesses play an important role in promoting partnerships are responsible for environmental and social issues. Entrepreneurship and innovation are two key factors in both the main factor for the continued success of tourism and tourism development in global and regional arena (Eduardo Parra lopzeh, 2009 p. 1).

In total, five different types of employment staffing (labor and management) is separable in tourism:

1. Jobs related to infrastructure, airports, roads, safety, health
2. Early work mainly includes activities that provide a context for travel before or during travel. Activity of tourism agencies between the origin and destination of this type.
3. Employment for procure needs, provide a major share of employment in tourism activities will include activities that directly applies

to everyday needs of tourists until he stays the destination. This type of employment includes wide range of activities in the fields of transportation, hotel, restaurants, recreation and sports services.

4 - Recruitment software that tourists may not be dealing with them directly, such as insurance, banking, Internet and save.

5 - Indirect employment to more related with collateral productive activities and the time comes to invest in tourism. (Paply Yazdi, 2007).

Today entrepreneurship in tourism has gained momentum. The role of tourism entrepreneurs is vital for the development of different attract areas. By entering social and psychological into the realm studies about entrepreneurship and entrepreneurs, necessity entrepreneurship in different sectors (particularly education entrepreneurship) and these increase entrepreneurship development efforts in the field of tourism and training in over the past two decades. Similarly, a complex and difficult activities in the global economy and necessary enter to the international trade shows creative development of human resources and skills learned in new businesses, cannot play the activity on the world stage.

The government's move to privatize and reduce stress requires that the conditions for setting up new businesses in the private sector and the strengthening of university education will be provided. The potential for development of tourism entrepreneurship in tourism and sustainable development of natural and man-made followed by the country's economic development, it is essential and inevitable.

Some results of research on the characteristics of entrepreneurs show characteristics are acquired. So should provide a good environment and try to strengthening education, experience and skills in people. According to the requirements of entrepreneurship education in the tourism sector, the first courses in this field of in America began and now many countries have included courses on entrepreneurship in their curriculum. Accordingly, the importance of promoting entrepreneurship in the tourism industry should keep in mind, the importance of innovation that requires a creative force. Innovation and risk are two related issues that occur together in entrepreneurial contexts. Entrepreneurs Innovation always causes revolution in

their everyday lives. They are thinking about particular product or service in ways able to adapt to other users, improve, enlarge, or to replace or combine their (Hezarjaribi, 2000).

In fact, recently, the diversity and creativity of innovative features and introducing new products and services and ways of doing things such as the characteristics of entrepreneurial innovation in the field of tourism is considered. Here, it is necessary to note that all the characteristics of an entrepreneur, risk is the most important.

The main advantage of promoting entrepreneurship in tourism can be stated that the tourism sector, is one of the pillars of economic development, Scholars and policy makers have focused attention on the development of entrepreneurship in tourism and its problems have been resolved.

Several studies have shown that one of the main objectives of the development of the tourism sector and ultimately economic development, job creation and the most important tools, is entrepreneurship.

Promotion of entrepreneurship in the tourism sector cause reduces unemployment, increase people productivity, and consequently, increase their income and resources in public. Although it shouldn't be said that entrepreneurship in tourism, job creation and increased revenues in this sector is the only solution, but it is definitely one of the best solution. (Kalhornya, 2006).

Applications in tourism entrepreneurship: the fertile creativity, encourages innovation and development, increase confidence, develop processes, wealth in tourism sector and, ultimately, increase profits and capital investors and welfare of tourism sector, inability of the economy to create jobs, develop cultural and social abnormalities resolved pursuant to communicate with different tourism, development local and foreign tourism and attract currency for the country, raise the reputation and status of individual and social values, range effects on tourism entrepreneurship is very broad. Some of these effects include:

- Job
- Cultural development
- Encourage investment
- Identifying, developing new relationships with national and international

- Welfare
- Organized and effective use of resources economy

- Improve quality of life

According to the presentation, it can be said briefly about entrepreneurship in tourism: entrepreneurship in tourism in the origin and nature are not different from entrepreneurship in urban areas or economic sectors, but the inputs required for the development of entrepreneurship such investment, management, training and technology in other industries, can be found more easily from tourism industry. In fact, in today's world, entrepreneurship, is one of the most important aspects of tourism that growing importance. Because changes in the composition of income and economics, show need entrepreneurship in tourism more than ever before. We can say that tourism entrepreneurship means use of creativity and innovation related with tourism activities. Having noted that innovation alone will not lead to entrepreneurship, unless they are combined with the capabilities and management functions.

Entrepreneurial opportunities in the tourism industry

Opportunities that can be positioned or not already positioned and we're creating it. Opportunity is center of entrepreneurship. Opportunity Meaning against threats. Opportunity refers to situations which are primarily controlled by the person and also the opportunities for individuals to have positive outcomes (Krueger, 2000).

With the discovery and exploitation opportunities to create value that are entrepreneurship. Entrepreneurial opportunities in the tourism industry generally fall into the following factions:

- Opportunities accommodations: hotels, motels, inns, camping
- Recreational opportunities: park, amusement park, beach sports, sport facilities
- Transportation opportunities: travel agents, taxi, rent a bike
- Basic opportunities: cafes, buffets, carriages, shops
- Cultural opportunities: museums, art exhibits, information services
- Business opportunities: Shopping, crafts, permanent exhibits

- Opportunities for health: hospitals, pharmacies, laboratories
- Business opportunities: passport services, communication services
- Financial Opportunities: Banking, Insurance, money-changing
- Opportunities for Restaurants: Restaurant, Fast Food, Coffee shop

Solutions for the development of entrepreneurship in the tourism industry

1 - The development of small home and community businesses.

2 - Policy in attract investment in domestic and foreign.

3 - To train tour guides (tour leader).

4 - Protection of innovations, inventions and revolutionary innovations in tourism.

5 - Emphasis on teaching and research in developing entrepreneurship.

6 - The establishment of a entrepreneurship classes for tourism managers (public and private sectors).

7 - Training Entrepreneurship to Employees of Cultural Heritage, Handicrafts and Tourism organization.

8 - Supporting entrepreneur's ideas and aim them for developing tourism purposes.

9 - Training entrepreneurial approach to tourism in high school provinces.

10 - Cooperation Cultural Heritage, Handicrafts and Tourism Organization with Vocational Education Organization and Jahad University students for training students (handicrafts and tourism industry fields) and observance of entrepreneurial classes for students.

11 - Sponsored from entrepreneurs in this industry for long-term loans with low interest repayment at least 20 years old.

12 - Create centers for production of handicraft sales (marketing), creation of infrastructure for domestic and foreign tourists out of the way to the bathroom and hotels.

13 - Teach children to recognize and understand tourism industry and through tours and providing puzzles and models of archaeological sites, as well as teaching the kids and to familiarize them with crafts, tourist attractions and tourist Antiquities with education organization.

14 - Make Monitoring Committee entrepreneur's plans in the industry.

15 - Planning the short, medium and long

term, in this context, and supervising its implementation.

Discussion and conclusion

Entrepreneurial is considered the main force of economy by changing and innovation creates development and service production. Tourism is an economic sector that requires a high degree of entrepreneurial activities and contributions.

To meet the increasing demands and huge needs amount requiring innovation and diversification of tourism products. This will create more opportunities for tourism. As tourism industry constantly is growing due to the changing market demand facing, provide suitable context for Entrepreneurship.

But realizing this subject is the time when many intellectuals transfer their results and experiences in the field of entrepreneurship to younger generations interested in entrepreneurship, but this should not oblivious influence of the entrepreneurs, because they can show fresh new ideas about hotel industry in order to promote this industry. Many participants in this industry should look towards the tourism younger generation directing to entrepreneurship.

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