Potentials of tourism industry in the entrepreneurial, job development, and necessity efficient management

Jalil Mohammadi, Elham Rostami, Seyed Ali Hosseini

ABSTRACT

Nowadays, one of the best-known non-traditional strategies for development is tourism and its related opportunities in the field of entrepreneurship. The current research has been done to identify capabilities, entrepreneurship opportunities, and job creation in the tourism industry. This research is completely applied. The necessity data has been collected using documentary methods and has been analyzed by using analytic and descriptive methods. The results showed that tourism industry in entrepreneurship and job creation is so capable. Unlimited subsection of entrepreneurship and job creation has been identified by separating subsections of the industry and some of these opportunities have been introduced. According to the national development plan, the current status of job and entrepreneurship in tourism is not desirable and some efforts should be done to achieve the real situation of this industry in national scale via suitable planning and efficient management. By looking at the positive, direct, and indirect effects of tourism in the society and need to job creation and entrepreneurship, it is clear that it is necessary to review tourism policies and efficient management.

Key words: Tourism potentialities, entrepreneurship fields, employment, efficient management, tourism resources.

Introduction

It is inevitable to deal with unemployment problems and necessity to create new job opportunities. Tourism development is one of the ways to create job opportunities and to solve unemployment problems in the last three decades. Researches show that tourism sectors are favorite policies to reduce unemployment in the regions where there are limited numbers of job opportunities in the other economic sectors [15].

The studies show that in the developing countries, the lack of capital and labor is not often the main reason in economic development. The main problem is the dynamic entrepreneurship programs [24]. Entrepreneurship role in economic development is not limited to the increase in efficiency and per-capita income rather it includes foundation and the beginning of structural changes in the economic and social activities. Because of the above-mentioned reason, entrepreneurship is named as an engine of economic development.

Different studies have been shown that one of the main objectives of tourism sector development is the creation of job and the main tool for that creation is entrepreneurship. Undoubtedly, the most important effect of entrepreneurship development is innovation, promotion of technical levels, increasing number of invention, production of technical knowledge, job creation, and development of small and medium enterprises, production, and distribution of income in the society which can increase national wealth as a result. Thus, many countries in recent years put entrepreneurship and entrepreneurial activity in their agenda, and they have designed comprehensive programs and policies in this regard.

From one hand, Iranian attractions and tourism capabilities, being among ten top countries in terms of archaeological historical attractions, being among five top in terms of natural attractions, setting the goal to attract 20 million tourists in the outlook document until 2025 are the reasons that we have to pay attention to this sector more than before. On the other hand, oil dependency and unemployment are the other reasons. There are unlimited numbers of tourism and human being resources in the country which need efficient management to use this hidden heaven in the best way.

Review of literature:
Entrepreneurship is the process of creating value through forming a unique set of resources to use the opportunities [1]. “Ertokol” believes that entrepreneurship is a purposeful activity which includes a series individual coherent decisions, or group of people to create, develop or maintain the economic unit. “Robert Nashtat” thinks of entrepreneurship as accepting risks, pursuing opportunities, and satisfying needs via innovation and a business. “Peter Drucker” thinks of entrepreneurship as a behavior and applying management techniques and concepts, product standardization, and working on the basis of education. There are six key factors in entrepreneurship as follow: knowing the objective, having the horizon, using intellectual creativity, being sociable, courage, initiation, being risk-taker and being optimistic in difference between creativities and the opportunities [2].

“Schumpeter” thinks of entrepreneurship as stimulating factor of economic growth and “Soto” remembers it as a principle of development [13]. In terms of management, entrepreneurship is the process which leads to innovation and risk-taking so that enables the organizations to recognize the market opportunities and the new combination of resources in order to achieve that opportunities [7].

“Sexton and Boman” believe that entrepreneurship is the process which starts with identifying one opportunity and ends with successful and consistent using of that opportunity. According to “Timmons” entrepreneurial process originates from one opportunity and is driven by one entrepreneur or one entrepreneurial team [12].

Tourism potentials for economical developing are taken into account as the main views in tourism literature [19]. In developed countries, entrepreneurship is considered as a part of culture and in under-developed countries, the lack of this factor is considered as a major how and it takes into trouble tourism activities development [6].

| Table 1: effective factors on entrepreneurship in tourism industry |
|-----------------|-----------------|--------------------------------------------------|
| effective factors | index | Short description |
| Entrepreneurial specification | Self-confidence, autonomy risk-taking, innovation. | Because of vital role of tourism entrepreneurs in this industry, many features have been investigated in different researches. |
| The problems in tourism industry | Governmental policies | Government support policies are important for real entrepreneurs in the fields like preparing suitable educational and financial grounds. |
| | Education and skill level of employers | The low level of managers and employers in skill and education are the main reason of failure in this business. |

(Source: [8])

About tourism economic impact, “Lee” writes that it causes increase in national income and national net production; he also believes that tourism is a revenue source for government and this industry leads to improvement in social services [10]. If domestic tourism spread in many different regions, it well causes redistribution of income and employment [3].

Various researches have been done in the literature about tourism industry and entrepreneurship fields in it. There are some problems in these researches which are generally about these fields: government role and its policies in this business, education and skill level of the managers, owners of this business, and employers, lack of investment in technology especially in it.

“Momayez”, and et al [14] have done a research entitled “The future entrepreneurship opportunities in the field of tourism”. They came to condition that paying attention to the creation of new opportunities along with the existopportunities in the region lead to increase in job opportunities in the region.

“Khodaei” [9] has done another research entitled “Tourism role in employment and entrepreneurship”. He has studied about Iran tourism and its role in employment and entrepreneurship. He came to conclusion that tourism can have major role in empowering local people, human resource development, economic growth, creating job opportunities, and improving entrepreneurship activities.

“Tetzschner and Herlau [22] have done a research entitled “innovation and social entrepreneurship in tourism: a suitable potential to develop the localbusiness”. In this research, they have explained about development of social entrepreneurship in tourism and it is emphasized to use non-governmental organizations. We can also refer to the report of economic development and cooperation Organization in Sofia, Bulgaria, in October 15, 2007. The report is published as “comprehensive review of strengthening small business and entrepreneurship development in tourism sector in Bulgaria”. In that report, it is emphasized to develop small and medium business and entrepreneurship development through tourism (Development and economic cooperation org. 2007).

The necessity of identifying opportunities:

“Krasner” believes that the main problem of every society his originated from misunderstanding of the opportunities. From his viewpoint, entrepreneurship means getting information from lucrative and undiscovered opportunities [13]. There are some obstacles in the way of improving tourism in Iran including: investors do not have news about
Iran, poor advertisement, and propaganda against from. Opportunity is a chance which provides the market need through a creative combination of resource to create high value. Recognizing entrepreneurship opportunities is one of the basic and important subjects in entrepreneurship researches [18]. Recognizing entrepreneurship is a process which influenced by so many variables in external environment [20]. Available resource is the most important of them [23].

Almost 30 percent of the companies face whit bankruptcy and failure because of failure in recognizing opportunities and business ideas. Opportunities necessarily are not originated from new inventions or new technological changes. Sometimes, business opportunities are created by very simple changes in goods and the current services [25].

Methodology:

The current research is done by using analytical-descriptive method and documentary studies. Its nature is applied. Job creation and entrepreneurship is discussed by studying books in libraries, researcher's observations, and interview which tourism teachers. The result of this analysis can be used directly. At first, inductive method is used for analyzing and finally, analogy method is used for conclusion and presentation of some methods.

Entrepreneurship and employment Characteristics in tourism:

Employment which is the result of tourism activities can compensate the lack of manufacturing factories market. Because there is huge difference between investments in creating a job in tourism services in comparison which other industries. So many jobs in the field of tourism are direct service jobs in attraction and tourism facilities sections. These jobs are mainly seen in hotels, attractions, restaurants, supermarkets, and travel agencies. Some job opportunities in the tourism fields are also seen in agricultural, fishing and transportation services. Some direct jobs in tourism have the following positive characteristics:

- Most of these jobs are almost easy to do.
- These jobs do not need much skill or education.
- These jobs need labor more than capital.

Although tourism spending supports local jobs, these jobs have the following dimension and characteristics: low income, season jobs, and part-time. These jobs also have limited life time and do not have clear outlook except in the sectors like utilities [16]. In sum, five types of labor force employment in tourism are separable:

- Employment related infrastructure, airports, roads, security, health, etc.
- Primary employment which mainly includes activities that are done before or at the time of travelling. For example, tourism institute, activity and transformation information between origin and destination.
- Employment in providing necessities which involve great part of employment in tourism activities and cover those activities that directly meet the daily needs of tourist while he is in the destination. This type of employment over great range of activities in the fields of transportation, hotel, restaurants, and sport and recreational services.
- Software employment which tourist may deal with them directly. Such as: insurance services, banking, Internet, etc.
- Indirect employment which is mainly related to manufactureractivities and simultaneously is provided with investment in tourism [17].

Almost tourism seasons coincide with youth holidays and provide employment for youth as a result. Countries that pay much attention to the benefits as a result of tourism employment have to have accurate analyzes of labor force and design the necessary training for preparedness so that provide employment possibility for these forces [11].

Types of tourism:

Based on tourism world Organization classification, the tourism activities are divided into the following: Cultural tourism, nature tourism, commercial tourism, religious tourism and sport tourism. From place and subject point of view, it is classified as the following [17]:

A. Destination of tourism: 1- Urban tourism 2- Rural tourism 3- tribal 4- Tourism in Nature 5- Marine and Coastal tourism 6- mountainous tourism 7- Spatial tourism 8- Environmental tourism.

B. Tourism from subject view point: 1- Marine tourism 2- Snow tourism 3- Cultural tourism 4- Social tourism 5- Educational tourism 6- Treatment tourism 7- Tourism in nature 8- Eco-tourism 9- Sport tourism 10- tourism and agricultural outlooks 11- Hunting and fishing 12- Commercial tourism 13- political tourism 14- War tourism of 15- Pilgrimage tourism 16- Ghettos tourist 17- Mining and industrial space tourism18- Criminal tourism 19- Virtual Tourism.

There are some other types of tourism which are going up in the recent years. Some other important types will be explained in here [5]:

Recreational tourism: it is usually travelled to different coast of different parts of use of four S(sun, sea, sex, sand).

Urban tourism: urban regions are usually main tourism destinations because of many tourism attractions. The recreation lists which are urban [21]: visiting historical monuments and city market,
shopping, coast, swimming, ski, study of urban cultural history, zoo, industrial tourism, great conferences, and sport event which need stadium.

**Rural tourism:** in rural tourism, cultural, natural, and historical of sources of rural area are available as tourism cultural goods.

**Adventurous tourist:** in every society, there are some people who are much interested in risky actions. Some of these people give answer to their internal needs by having adventurous traveling.

**Health tourism:** This trip includes those different activities which are done by tourists to reach the aim of providing health, Such as health care and recovery.

**Spatial tourism:** there is another of tourism which is space travelling. That is stared in the recent years.

**Electronic tourism:** development of facilities and electronic devices such as T.V., satellite, and Internet have caused that people can communicate with other parts of the world very easily.

**Desert tourism:** this type of tourism is important for tourists those who are interested in travelling to desert areas and riding camels or are interested in doing research about water, soil, and desert area weather.

**Art tourism:** it is looking for recognition of other nation arts and other tribes.

**War tourist (Black):** Black tourism is changed into one of the popular tourism in post-modernism and the number of this type of tourist is increased day by day. Black tourism is organized trips that visit from the cities which are in the danger of earthquakes, tsunamis, floods, etc.

**Nostalgic tourism:** it is one type of the tourism which is based on memories of the tourists.

**Tourism elements:**

Tourist elements are as follow: A) Transportation B) Food and Restaurant C) guest houses D) services E) Attractions (Chuck Wow, 2006).

**Recognition of Iran tourism resources:**

**Cultural resource and tourism archaeology:**

- Some monuments belong to the pre-Islamic era and traditional monuments such as Persepolis, NagshRostam, and Chegazanbil are registered as World heritage in UNESCO. In addition to, some other monuments are very important, such as Hecmatana in Hamadan, TakhteSolyman in west Azarbayjan, Bam citadel, Tavoos church in west Azarbayjan, and tape silk.
- Some monuments and architectures which belonging to Islamic era are Imam Reza holy shrine in Mashhad, Imam mosque in Isfahan, Great Mosque of Yazd, Soltanieh dome in Zanjan. In addition to, there are some other historical monuments which are so exceptional. Such as places gardens, Hafez Tomb, Eram Garden, Fin garden, and old buildings.
- Tribal communities and arts, artifacts, traditional foods, and customs are very important from international tourism point of view.
- There are some traditional villages which are very important and well-known such as Masole village in Gilan, Oramanat village in Kordestan, and Abyaneh village in Esfahan.
- In general there are one million two hundred thousand of the historical monuments in Iran.

**Tourism natural resources:**

- Forms as a result of windy erosion, mud volcano, tidal wetlands, springs, streams, caves, mountains, lakes, vegetation, wildlife, protected areas and national parks, travelling in desert, hydro-treatment, caving, mountaineer, hunting, fishing, skiing on sand, rural tourism, water sports, visiting natural landscapes such as waterfall, streams, etc.
- Different climates.
- Natural beautiful scenes including Alborz range of mountains, Zagros, Sabalan, Lut deserts, Caspian Sea banks, Persian Gulf, beaches, swamps, valleys, and Iran western plateau.
- Protected areas, jungle parks, wildlife protected areas, and national parks.
- Other tourism natural resource including cold and hot mineral water springs, lakes which have healthy water for treatment, and muds which are good for health.

**Man-made tourism resource:**

- Showing places such as cinemas, theatres, and museums.
- Sports places such as Sport Clubs, cultural and sport complexes, pools, sports lands, training camps, cultural completes, educational and cultural centers and cultural and research centers.
- Cultural goods selling shops such as bookshops, audio-product shops, cultural product selling shop, and newspaper stalls.
- Facilities for holding conferences, exhibition and important events.
- Traditional and new agricultural activities, terraced paddies, modern agricultural lands, export industry and cultivation complexes.
- Recreational parks and other attractions including Tele-cabin which is available in big cities superb and in especial places for winter and summer holidays.
- Urban tourism including modern cities, monument and historical cities.

**Entrepreneurship and job creation in tourism resources:**
Entrepreneurship grounds in Cultural resources and tourism archaeology:

- Development and giving services in large scale and high quality which are registered in high value monuments of UNESCO (17 national monuments).
- Paying much attention to religious tourism and so, many tourists in this area and organizing giving many services to these tourists.
- Expanding visits from the regions which are in historical and monument digging and attracting interested.
- Different ways customs which different people live, work, and worship.
- Special events that are known as important or short-term attractions such as annual festivals or traditional games.
- Using much from food tourism, we can present this to so many interested tourists because there are different types of foods and drinking in Iran.
- Using different type of ceremony for different type of tribes to attract tourists such as harvesting specific products, squeezing raised flower water, and religious singing.
- Using unknown and great capacities of handy-craft because Iran is one of three high rocks countries in this regard. For most of Iranian, unknown industries are as glass making, engraving, lattice work, enamel, knife making, shoe making, etc. which we have just heard their names and we have not observed them closely.
- Using much from holy shrines which are available in every region in order to use them as pilgrimage, recreational, and accommodation complexes.

Entrepreneurship fields in tourism natural resource:

- Protection for these species which are going to extinct (plant or animal) and using them to attract tourist.
- Entrepreneurialism in geology and geo parks attractions based on remarkable variation in geology and geomorphological such as volcano formations, main faults functions, caustic erosion, evaporation basins, salt domes, mushroom rocks, alluvial flat, terraces, igneous intrusion, etc.
- Greater use of natural therapeutic resources such as mineral water, mud, etc.
- Using the forests in north of Iran, Zagros, Alborz, etc. for ecotourism and job creation, and strengthen culture of protecting the forests.
- Using the special villages which have special natures of pass the illness time and recover themselves which have so many fans now days.
- Transferring the ownership of springs to native and private sectors in order to use it much better and to develop its facilities such as pool, boating, mineral water production, etc.
- Development of mountainous sports like hiking, rock climbing, climbing slopes, etc.
- Todays, plants are present in 75 thousand products of decoration, hygienic, food, industry, etc. most of people prefer to use plant product rather than chemical ones which is an excellent opportunity to meet their needs.
- Having 300 sunny days in most parts of the country, we can create the attractions like sunny bath, sunny heaters, etc. and present them to the interested people.
- Starting special tours for visiting desert and seeing interesting shapes like Klutz, sand, ridge, etc.
- Having special tours like hunting in special places, fishing and some types of skiing, and marsh hiking to attract interested people and revenue developments.
- Participation of local communities in guiding natural tourism tours.

Entrepreneurship fields in man-made tourism resources:

- Entrepreneurship in rural tourism field with the aim of visiting and getting familiar with villages architectures and cultures.
- Creation and promotion of health tourism which tourists use the clinics of that country to treat themselves and spend some days in that country.
- Creation of tourism centers of lighting and geysers to attract the interested tourists.
- Create of specialized museums and theaters and development of cinema halls and theatre by private sector.
- By correct planning, we can have in-city tours by which we can help the museums prosper and have leisure time for different classes of people. We can prepare good weekend for people by doing this although it is not too expensive.
- So many people are not properly familiar with nuclear industry so it can be attractive for people to visit this industry. The agreement between government and professional tour leaders is necessary.
- Development of zoo, aquarium, and new type of aquarium as street aquariums which are very cheap and have suitable income.
- Industrial tourism for visiting industrial complexes via receiving entrance pay and having significant revenue.
- Creation and development of agricultural tours to attract interested people for visiting farm lands because Iran has farming in four season of the year.
- Development of cultural-Sport places such as sports clubs and pools especially in places which do not have these facilities.
• Creation of new attractions such as a miniature city, old transportation vehicles, and mountainous entertainment centers, etc. because people have new needs.
• Creation of sport - recreation waterfront in coastal regions for the purposes of diving, boat riding, fishing, etc.
• Development of horse farm, horse riding, and the related races in the talented region of the country due to its potential in this area.
• Create of special Sites for shooting, bike and motorbike riding in tourism region to improve tourism and revenue.
• Building of wind parks and installing its necessary tools because this profession is new.
• Experience and close observation of the jobs like bee keeping, animal and plant raising, gardening, etc.

Entrepreneurship for tourism in general:

A. Entertaining services: Restaurants, different units for entertainment, and local souvenirs.
B. Recreational and accommodation Services: hotel, hotel apartment, motel, temporary camping, park, pilgrim house, and other form of temporary accommodation.
C. Construction works where tourism infrastructure is creating.
D. Tour services: travel agencies, air and road transportation.
E. Tourists insurance: Pilgrim insurance, businessman insurance, and responsibility insurance for customs risks.
F. Advertisement and marketing, consulting affairs, Internet services, youth accommodation centers, recreational centers, tourist camp, camping and caravan sites, recreational centers.
G. Initiating different tours with different prices so that people from every class can use it.
H. Possibility of parking development by private sector in crowded area and creating jobs in this field and reducing the problems of this sector.
I. Development of resting rooms incrowded areas of tourist by transferring it to the private sector in order to have good services and get suitable price for it like tourism countries.
J. Entrepreneurship in tourism financial services field. The number of currency exchanger should be increased in tourism main areas and international credit cards should be accepted.

The need for efficient management in tourism:

Management in tourism industry is one of the main effective factors in this industry. By looking at country tourism Management, we can say that management and program life are short. It means that there is not consistency in management. Problems are for short-term period and do not reach to profit stage. There are also several integrations in tourism management and it has caused many problems. It is impossible to have management competition because this organization is governmental.

Create changes in business like globalization of business and high speed of change in it has increased competition and difficulty of management in organizations. In today's business, managers and employers should have ability to deal with internal and ambiguous relationship among data, duties, activities, processes, and people. In such complicated environment, organizations need the managers who are able to consider these inherent complexities in their main decision making. Effective risk management can form the important part of this decision making process which is based on valid conceptual principles.

Today’s tourism industry need competent and entrepreneur’s managers in this field so that provide job and entrepreneurship development fields by using unlimited capabilities of the country in tourism. Managers deal with risk in all organizations.

Focusing of high level of management is on risk, management adjusts investment risk of organizational assets against potential return of that investment. While management and employers take into action the process, operational risks start to emerge. Flaws in the process can lead to inefficiency and program in the operation which can have bad effect on organization's success. To omit or these programs, managers need comprehensive programs.

Conclusion:

The results shows that Iran has great job and entrepreneurship in tourism sector which are unknown or not used very well due to different reasons. So, using efficient and entrepreneurs manager in tourism is more important than before. By separating the subjection to tourism area, we can count so many fields for tourism in this industry, some of them are given. By developing entrepreneurship in tourism, unemployment decreases directly and revenues develop and social, cultured and economical positive changes happen in the society indirectly. In general, development is tourism causes local managers pay much attention to it and it cause development in the primary infrastructure. As we know, the existence of basic and necessary infrastructures is the main conditions for entrepreneurship development. Entrepreneurship improvement in the regions causes development and creation of new facilities and it improve the news technologies.

In our country, most of tourist resources have not used by the tourists yet including agricultural areas, mountains, deserts, rural attractions, urban attractions, handicrafts, art, local culture, nuclear energy, oil and petrochemical, country various
climate, health tourism, sport tourism, fishery tourism, nostalgic tourism, nomadic tourism, rare mine attractions, business tourism, and emotional tourism. This is not also specialized tours to attract the interested people in the different fields. In tourism area, traditional and management methods are used. For example, visiting method and presenting cultural resources such as museums and historical buildings are old and cause the visitors to be disappointed.

Based on the result of the research, some suggestions will be presented for developing entrepreneurship in tourism:

- Some changes should be done in tourism rules in order to create a suitable atmosphere for quality standards.
- Tax exemption in tourism entrepreneurship sectors.
- To normalize the market, governmental and semi-governmental companies in tourism to private sector.
- Preparation of country tourism calendar in order to have more discipline in programs and tourist planning.
- Having systematic view point in tourism management, programs, and supervisions.
- Creation of center for preserving tribal culture and product as one tourist village and creation of centers for tribal recreation in order to create entrepreneurial opportunities.
- Supporting from creating special region for tourism, developing nongovernmental section in the areas and the other entrepreneurial plans.
- Facilitating issuing tourism license.
- Development of scientific exploration of hills and doing research in historical and cultural subjects.
- Create of T.V. channel especially for tourism.
- Using successful strategies of other countries in attracting tourists and their experience in entrepreneurship and job creation.
- Some strategies should be taken into account that local people cause the created opportunities.
- Having entrepreneurship classes in the region and emphasizing much research and education to develop tourism entrepreneurship.
- Training specialized tour leaders in different sub-parts of tourism in province.
- Support from innovations and inventions which revolutionize the tourism industry and financial support from entrepreneurs in this industry by paying long-term loans with low interest.
- Application of mechanism to have much supervision on all plans of entrepreneurs to tourism.

Reference