

Original Research Article

Human Factors in Rural Entrepreneurship Development in Tourism Sector: A Case Study (Moeil Village in Meshginshahr County)

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Received: 24.09.2021

Accepted: 30.10.2021

Published: 04.11.2021

Journal homepage:<https://www.easpublisher.com>**Quick Response Code**

Abstract: Rural development is increasingly associated with entrepreneurship, which is considered as a central force of economic growth and development. Tourism's role in rural development is basically an economic one and can help to sustain and improve the quality of life in rural areas; entrepreneurship demands an enabling environment in order to flourish and is one of the most urgent needs of today's rural communities. The purpose of this study was to investigate the human resource factors necessary for the development of entrepreneurship in the tourist area of Moeil in Meshginshahr County. The research was quantitative in nature. Also, in terms of purpose, it was a type of applied research conducted using a survey method. The statistical population of the study consisted of 384 rural people at the age Over 15 years that were living in Moeil in 2020. The data collection tool was a researcher-made questionnaire whose face validity was confirmed by experts. The reliability of the questionnaire was also examined by conducting a pilot study and calculating the Cronbach's alpha coefficient (0.89). The findings showed that the results of t-test for both objective and subjective factors were less than 0.05, which indicates the importance of human factors in the development of tourism entrepreneurship in the study area. Also the results of variance test showed that objective and Subjective propellants components between groups with 99% confidence is significant. The results show that human propellants differs between the three groups of bisector, incompetent and harmonious. Finally, according to the research findings, suggestions are presented to promote the development of tourism entrepreneurship.

Keywords: Entrepreneurship, Rural Tourism, Moeil village.

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INTRODUCTION

The concept of entrepreneurship derived from the French word "entreprendre" which means "undertake" (Carton *et al.*, 1998). Entrepreneurship is efficiently used by different disciplines such as economics, sociology, finance, history, psychology and anthropology, each of which works in its own terms and uses the relevant concept (Low and MacMillan, 1988). Shane and Venkataraman (2000) define entrepreneurship as the use of opportunities for the discovery, evaluation and promotion of goods and services provided forms of organization, markets, processes and raw materials that were not available before. As a result of the spread of the globalization worldwide, the formation of a competitive environment has increased the importance and function of entrepreneurship in different fields (Küçükaltan, 2009); especially after the 1980s, the revival of small enterprises and the revival of entrepreneurship has attracted attention (Wennekers and Thurik, 1999). Entrepreneurship, which has a characteristic in practice,

plays an important role in the analysis and solution of both macro and micro problems (Baumol, 1968). Entrepreneurship also has a very important place in many sectors as it has contributed to economic stability, growth and prosperity (Özdevecioğlu and Karaca, 2015); to the creation of macroeconomic parameters that are important in national economies such as national income and employment (Küçükaltan, 2009) and to personal development and solution of social problems (Ball, 2005).

Tourism-based entrepreneurship would mean all commercial enterprises or activities, whether micro or macro in nature, located in urban or rural areas, owned by individual small-scale entrepreneurs, groups of business partners or large-scale private and public limited liability companies that provide a range of services in the tourism industry. These services include transportation, hotel and catering industry, travel agencies, tour operators, entertainment, production and marketing of works of arts and craft, sport tourism and development of games reserves, parks and

zoological/botanical gardens. Thus, the tourism industry can be seen as a mixture of public and private organizations that are actively involved in the development, production and marketing of both products and services that may provide the needs of tourists (Saayman and Slabbert, 2002). 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 (Samiei and Akhoondzadeh, 2013). The tourism sector is highly dependent on entrepreneurship because its survival is closely linked to entrepreneurial activities and sustainability (Crnogaj *et al.*, 2014). Small businesses may cultivate strong social capital as they may act as a link between the local community and the tourism industry (Shaw & Williams, 1998). However, the tourism literature, according to Koh and Hatten (2002), has 'overlooked' the tourism entrepreneur as a player in tourism development. Recently, some scholars note the important role that entrepreneurs may play within destinations. For example, Komppula (2014, p. 361) concludes that "without innovative committed, and risk-taking entrepreneurs no destination will flourish". Ryan, Mottiar, and Quinn (2012) demonstrate that the influence of entrepreneurs may continue long after the original entrepreneur is involved through the development of an environment in which entrepreneurship is encouraged and supported. Saufi (2013) noted that entrepreneurship in tourism has received little attention; however there are numerous studies on entrepreneurship and tourism, as two separate issues (Saufi, 2013, p. 11-12). Tourism is formed of multiple businesses which provide a variety of services for tourists. Tourism business involves in various fields such as transportation, hospitality, travel and tour agents, advertising and promotion, finance and insurance, recreation, etc. (Uriely, *et al.*, 2002, p. 88). Also, tourism has provided the ability of market opportunity identification and products development and created new opportunities for the use of resources (Lordkipanidze *et al.*, 2005; Decelle, 2004). Traditionally, most businesses related to tourism are small enterprises (Bastakis, Buhalis, & Butler, 2004; Morrison, 1998; Page, Forer, & Lawton, 1999). Reasons for the high prevalence of small businesses in tourism include the fact that smaller businesses can often be established with a minimum of capital, there are few specific prerequisite qualifications for most

tourism-related businesses, and businesses can be localized.

In many regions and nations, tourism is viewed as an increasingly important feature of rural development. Rural locations provide particular challenges for entrepreneurs given their remoteness from larger markets and skilled labour and their more dispersed web of business networks. The attractiveness of rural locations, however, provides alternative motives for potential entrepreneurs who are often less driven by growth and profitability and more by personal and lifestyle choices (Bosworth, 2009a). As such, the development of new forms of rural enterprise in recent decades has focused largely on exploiting market niches and opportunities associated with technological development rather than high growth, high impact innovations. The challenge of rural locations arguably makes the role of the entrepreneur and the entrepreneur's knowledge of that local context even more critical (Benneworth, 2004). The main reason why this research addresses the entrepreneurial sector is that with the growth of tourism, diversification of the tourism product is taking place with increased demand for new types of tourism. Also, rural development is increasingly associated with entrepreneurship, which is considered as a central force of economic growth and development. As tourism comprises mostly small enterprises, the role of tourism entrepreneurs can be an important factor for rural development. However, entrepreneurship demands an enabling environment in order to flourish. Entrepreneurial culture, climate, infrastructure and support are important elements for such an environment. The creation of such an environment starts by the development of appropriate institutional support at the country level to address the supply of entrepreneurship, focusing on the number of people who have the motivation, financial means and the skills to start new business. Policies and programmes should be targeted specifically at the entrepreneurial sector to increase the overall education level of the population, specifically ensuring that entrepreneurial training is readily accessible to develop skills and capabilities to start a business. Regarding the sustainable strategies, they have to be based on public/private approach in which the public sector can play a very significant role as facilitator and stimulus for private entrepreneurship in tourism. Entrepreneurship is one of the most urgent needs of today's communities, whether rural or urban. Environmental, demographic, economic, climatic and spatial constraints are among the reasons for the need to focus on entrepreneurship.

According to the approach of tourism development in the country's villages, so far 380 villages targeted for tourism in the country have been identified and registered. The share of Ardabil province is 12 villages targeted for tourism, among which Meshginshahr city has 2 villages targeted for

tourism. The target villages of Moeil have unique attractions such as the advantages of Sabalan heights, very suitable and pleasant climate, hot mineral springs, rivers and mineral drinking water, snowy heights and mountains. Beautiful and lush valleys, beautiful landscape with gardens and pastures and greenery, plant and animal diversity, medicinal plants, natural summers, diverse handicrafts, the existence of nomads, etc. have great potential in attracting tourists. Moeil village as a natural tourism center in the region with diverse capacities can play a role in the development of entrepreneurship and employment in tourism. However, entrepreneurial activities in this village are not properly developed. Therefore, the purpose of this study is to investigate the availability of factors for tourism entrepreneurship development in the tourism target village of Moeil, Meshginshahr County.

Literature

Propellants are important forces that play a role in the future reconstruction of living spaces (Taghilo *et al.*, 2016). Accordingly, human propulsion as a facilitator in achieving goals and improving the quality of life, especially in rural areas. One of the most important measures that can be effective in the development of sustainable tourism is education. Education plays a vital role in increasing the potential for sustainable development in economic activities, stakeholder participation and entrepreneurial growth (Zunker, 2006). In addition, job counseling increases the individual's ability to understand the environment, collect information about jobs, process and use complex information about themselves and the world of jobs to discover and create job opportunities (Peterson *et al.*, 1991). Knowledge is one of the important factors on entrepreneurial behavior of people (Scherer *et al.*, 1991). Knowledge has a direct impact on people sometimes and causes an impact on entrepreneurial activities. The existence of physical infrastructure is one of the objectives Propulsion necessary for the development of tourism. Creativity is another objective Propulsion in entrepreneurship development. Creativity means generating ideas. And creative actions lead to innovation and the application of ideas (Bascavusog lu-Moreau *et al.*, 2013).

Production and sales through marketing is a type of innovation that has a positive effect on entrepreneurship due to the empowerment of people. Innovation and performance capabilities can also be enhanced through entrepreneurship, marketing and investment (Sulistyo, 2016). In the dimension of subjective propellants, it is one of the basic and underlying factors of social capital entrepreneurship.

Because it promotes creativity, innovative behavior and increases the risk-taking of entrepreneurs. In fact, a group of people can be like entrepreneurs located in a geographical area that face more resources and opportunities by connecting with other social sectors (Bhagavatula *et al.*, 2010). The World Bank considers social capital to be the invisible wealth of a country and encompasses the institutions, relationships, and norms that shape social interactions (Nasrolahi Vosta and Jalilvand, 2014). Self-confidence as subjective propellants is the feeling of being valuable, this feeling comes from a set of thoughts, feelings, emotions and experiences during life. Having self-confidence is a basic need of entrepreneurship. The future is something that man can design and shape with purposeful actions. In order to act wisely, a person must be aware of the consequences of his actions, those of others and their reactions, and of forces beyond his control (Govahi, 2016). Foresight in the fields of knowledge, technology, economics, environment and society is done with the aim of identifying new technologies and identifying areas that will be more important in the future.

Introduction of the study area

According to the latest political divisions in Ardabil, the village of Moeil is located in the village of Alani, in the central part of Meshginshahr. This village is located 20 km south of the city center and the road leading to it is asphalt road and mountainous and is blocked upon reaching the village. This village has a mountainous climate and is formed in an uneven space near Sabalan Mountain. Part of the village is spread on the hillside and the other part passes down the village on the way down. Due to the snow and mountainous atmosphere, the agricultural and garden lands of the village are limited. The village has cold climates in winter and cool summers.

METHODOLOGY

This research is a quantitative research in terms of nature and a descriptive research in terms of applied purpose and in terms of data collection. This research was conducted in 2020. The statistical population of the study includes 384 villagers over 15 year's old living in Moeel village. Interview method and questionnaire were used to collect information. Therefore, a questionnaire was provided to the respondents in three parts, including questions about demographic and social characteristics, objective impulses and subjective impulses. The items are compiled as a five-point Likert scale. The validity of the questionnaire is 89%. The collected data were analyzed in SPSS software and one-sample t-test and analysis of variance.

Table-1: Indicators of pathology assessment of rural entrepreneurship development in the study area

Indicators	index
Access to training, counseling and experiences	Use of extension classes, Access to schools at different levels, Use various counseling and support services, Encouraging family, Friends and acquaintances, Village environment, Using technical advice from experts, Using personal experiences, Using the experiences of others and encouraging patterns or individuals, Communicate with successful people and entrepreneurs, Familiarity with new markets, Using the technical advice of experts
Skills and knowledge	Use new methods in activities, Use of technical knowledge in activities, Having the right marketing and economic information and statistics, Choosing the right breed and species, Insurance of products and activities and assets, Use new inputs
Access to capital	Having enough financial capital, Having agricultural land, Having agricultural machinery, Having skilled manpower (literate and experienced) in the family, High external investment
Access to physical infrastructure	Access to appropriate infrastructure, Having a high and appropriate transportation system and physical communication, Having a short distance from the city, Existence of rich natural resources
Innovation and creativity	Use of new inputs (pesticides and improved seeds) in agriculture, Applying today's principles of agriculture, High motivation to be new and up to date, Produce access tools to facilitate work, Variety of products, Variety of products, Great diversity in rural activities
Production, sales and marketing of products	High production and productivity, Pre-selling the product, Familiarity with local markets, Familiarity with regional and national markets, Supply and demand analysis, Identify sales channels, Bargaining ability, Direct and immediate sale of the product, Direct and immediate sales of the product, Awareness of product prices in the market, Awareness of consumer needs, Wholesale
Social space	Having extensive communication and social network with the villagers, Having a positive group spirit, Existence of calm environment and space (security) in the village, Existence of various rural cooperation networks, High economic risk-taking of the villagers, Being a leader in activities, , Being opportunistic, Being a worker and acting, Great eagerness to do great things
Self Confidence	Individual independence in activities and decisions, Confidence and self-reliance, Interest in self-employment and activity, Motivate new resources
Futurism	Motivation to change the quality of life, Pay attention to life changes in the surrounding villages and urban environment

FINDINGS

Demographic description of the studied villagers

384 questionnaires were distributed. In terms of gender, 51/5% of the respondents were men and 48/5% were women. In terms of marital status, 37/8% were single, while 62/2% were married. According to the level of education, 3/8% had attended primary school only; 46/6% had a high school degree; 9.7% had taken some university courses; 29/5% had a university degree; and finally, 12/3% postgraduate education, 1.9% had either a master's degree or PhD.

Description of research variables

The results of the ranking of objective propulsion components in Table 2 showed that access to capital with a coefficient of variation of 6/165 is in the

first place. Which shows that most people believe in the importance of using this component to develop tourism entrepreneurship. Production, sales and marketing component with a coefficient of variation of 7/117 is in the Second place. Given the predominant field of activity of people (agriculture) is not unexpected. According to the respondents, this component plays an important role in the development of entrepreneurship and tourism. Access to physical infrastructure with coefficient of variation 7/700 it is in the third place. The fourth rank related to Skills and knowledge with coefficient of variation 8/758. Innovation and creativity which is the result of using other components with a coefficient of variation of 10/078 is in fifth place. Access to training, counseling and experiences with coefficient of variation 12/392 is in Sixth place.

Table-2: Mean, standard deviation and coefficient of variation

Coefficient of variation	Standard deviation	mean	Component	Objective propellants
12/392	3/52027	35/6229	Access to training, counseling and experiences	
8/758	2/95933	17/2469	Skills and knowledge	
6/165	2/48288	15/6405	Access to capital	
7/117	2/66777	15/6921	Production, sales and marketing component	
7/700	2/77483	15/7630	Access to physical infrastructure	
10/078	3/17459	20/5689	Innovation and creativity	

The coefficient of variation of the components of mental propulsion is shown in Table 3 People about the role of social cohesion they have had the most agreement on the development of tourism entrepreneurship and By examining family and kinship relations by having a role in the development of tourism

entrepreneurship from the perspective of individuals with coefficient of variation 6/465 It is in the first place. Futurism with coefficient of variation 10/045 it is in the second place. Self-confidence coefficient of variation 16/769 is in third place.

Table-3: Mean, standard deviation and coefficient of variation for subjective propellants

Coefficient of variation	Standard deviation	mean	Component	subjective propellants
6/465	2/54264	10/8704	Social space	
16/769	4/09501	27/1578	Self Confidence	
10/045	3/16943	19/7877	Futurism	

Results of the availability of propellants

The result of one-sample t-test in Table 4 shows significant level for all variables the objective propellants is equal to 0.000 and less than 0.05. Based

on this finding, it can be said that the components of objective propellants are important in the development of tourism entrepreneurship in the study area.

Table-4: Evaluation of objective propulsion using one-sample t-test

Upper	Loewr	Mean Difference	Sig.	t	Component	Objective propellants
35/7901	35/4557	35/62287	0/000	417/845	Access to training, counseling and experiences	
17/3875	17/1064	17/24692	0/000	240/647	Skills and knowledge	
15/7584	15/5225	15/64047	0/000	260/110	Access to capital	
31/6758	31/2344	31/45513	0/000	279/524	Production, sales and marketing component	
16/5436	16/2881	16/41584	0/000	251/985	Access to physical infrastructure	
20/7095	20/4249	20/56716	0/000	283/486	Innovation and creativity	

As can be seen in Table 5, the results of a one sample t-test are shown Significant level for all variables the subjective propellants is equal to 0.000 and less than 0.05. According to the results, it can be

said that subjective propellants, like objective propellants, play an important role in the development of tourism entrepreneurship.

Table-5: Evaluation of subjective propulsion using one-sample t-test

Upper	Lower	Mean Difference	Sig.	t	Component	Subjective propellants
10/9912	10/7496	10/87038	0/000	176/532	Social space	
27/3523	26/9633	27/15777	0/000	273/843	Self Confidence	
19/9382	19/6371	19/78768	0/000	257/796	Futurism	

Grouping of villagers by the propellant

Since the fields of tourism entrepreneurship development are not the same for the general rural population studied, in this research, cluster analysis K-Means Cluster is used to group the propellants. Based on the findings of cluster analysis, the studied villagers are divided into three groups. The first group of villager’s bisector. This group included 157 people. In this group, among the components of objective propellants Access to training, counseling and experiences component, it is at a higher level and Access to capital is at the lowest level. Among the components of subjective propellants Futurism highest level and Self Confidence located at the lowest level. Second group of villagers is incompetent group. The second group includes 65 people. In this group among subjective propellants the Social space located at the highest level. Components Production, sales and

marketing component, Innovation and creativity and Access to training, counseling and experiences located on one level. The third group of villagers is harmonious. Based on the findings of cluster analysis this group included 162 people. All components of research in this group are in good condition So that among the components of objective propellants Access to training, counseling and Experiences and Production, sales and marketing component are at the highest level, and among the subjective propellants Social space it is in a better condition.

Accordingly, variance test has been used to evaluate the status of each component. The results can be seen in Tables 6 and 7. As shown in Table 6 and 7 analysis of variance of objective propellants and Subjective propellants components between groups with 99% confidence is significant. The results show

that human propellants (objective and subjective) differs between the three groups of bisector, incompetent and harmonious.

Table-6: Analysis of variance of objective propellants

Sig.	F	df	Mean	Levels	Component	Objective propellants
0/000	757/458	5/46 4/32 4/41	38/02a 34/86b 30/05c	bisector incompetent harmonious	Access to training, counseling and experiences	
0/000	171/459	3/18 3/22 4/61	18/37a 14/55c 16/91b	bisector incompetent harmonious	Skills and knowledge	
0/000	530/313	5/22 5/30 4/51	14/93b 17/32a 12/39c	bisector incompetent harmonious	Access to capital	
0/000	1057/816	3/42 3/22 3/01	35/43a 29/60b 24/42c	bisector incompetent harmonious	Production, sales and marketing component	
0/000	718/989	5/41 2/32 2/45	12/59c 18/33a 15/63b	Bisector incompetent harmonious	Access to physical infrastructure	
0/000	427/402	6/71 5/42 7/22	22/18a 19/78b 17/86c	bisector incompetent harmonious	Innovation and creativity	

Table-7: Analysis of variance of objective propellants

Sig.	F	df	Mean	Levels	Component	Subjective propellants
0/000	556/692	7/42 7/11 5/02	16/14c 18/79b 21/86a	bisector incompetent harmonious	Social space	
0/000	232/103	5/27 4/13 4/22	9/78c 10/63b 12/54a	bisector incompetent harmonious	Self Confidence	
0/000	522/197	3/21 5/27 6/11	18/27c 25/30b 30/47a	bisector incompetent harmonious	Futurism	

CONCLUSION

Rural areas in developing countries, and especially in our country, face many economic and social problems. One of the most important of them is the weakness of economic bases and lack of sources of income and employment. Which is rooted in the predominance of the role of agriculture in these areas as the main field of work and activity. Therefore, rural development planners have placed great emphasis on diversifying the rural economy by focusing on entrepreneurship in non-agricultural areas such as tourism development. Accordingly, in the present study, due to the suitable geographical and natural location of Moeel village, as well as the existence of tourism entrepreneurship, human factors in its development were studied. In this study, human factors were divided into two groups: objective and subjective. The results of for objective propulsion showed that the capital variable is at the highest level from the perspective of villagers and most villagers believe in using this component in the development of tourism entrepreneurship. The study of objective factors shows that the variable of social space is at the highest level from the perspective of

villagers. The results of t-test for both objective and subjective factors were less than 0.05, which indicates the importance of human factors in the development of tourism entrepreneurship in the study area. Since the fields of entrepreneurship development are not the same for the general rural population. Identical individuals were divided into three groups. The first group of villager’s bisector. In this group, among the components of objective propellants Access to training, counseling and experiences component, it is at a higher level and Access to capital is at the lowest level. Second group of villagers is incompetent group. In this group among subjective propellants the Social space located at the highest level. Components Production, sales and marketing component, Innovation and creativity and Access to training, counseling and experiences located on one level. The third group of villagers is harmonious. All components of research in this group are in good condition. Also the results of variance test showed that objective and Subjective propellants components between groups with 99% confidence is significant. The results show that human propellants differ between the three groups of bisector, incompetent and harmonious. Finally, according to the research

findings, suggestions are presented to promote the development of tourism entrepreneurship:

- Provide appropriate facilities for purchasing agricultural machinery, monitoring rent, granting low-interest loans, improving electricity and road infrastructure.
- In order to improve the production, sales and marketing components, familiarity with markets, bargaining power, identifying sales channels and pre-selling products are suggested.
- Paying attention to the opinions of local residents and involving them in decision-making and entrepreneurship development activities in tourism.
- Developing an entrepreneurial culture and cooperation among the villagers through education

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Cite This Article: Robab Naghizadeh (2021). Human Factors in Rural Entrepreneurship Development in Tourism Sector: A Case Study (Moeil Village in Meshginshahr County). *East African Scholars J Econ Bus Manag*, 4(10), 201-208.