

A Survey the Economical Entrepreneurship Status of Women in Attracting Tourism Case Study: Handicraft and Production of Textiles in Beidokht City

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Abstract

This study was conducted to investigate tourism potentiality of Beidokht, a city in Iran. The data form 120 questionnaires, questions in Likert scale about tourist's previous awareness and satisfaction from Beidokht, effective success factors of Beidokht tourism, handicrafts, textiles and traditional architecture were collected. The data were analyzed using SPSS19.0 software by various statistical analyses, both descriptive and inferential correlation coefficients. The results showed that there is a significant correlation between awareness and satisfaction from Beidokht, handicrafts, textiles from one side, and tourism attraction on the other hand. In addition, it can be concluded that the handicrafts of Beidokht was attractive for tourist. Among the reasons presented in the questionnaire for attracting people to Beidokht, the architectural and historical monuments with the rate of 37.7%, have the greatest effect on tourist's attraction, while 24.6% of the people mentioned the rest of the time (such as visiting acquaintances, resting, and relaxing) as agents of visiting the city. Besides, 7.7% of the people believed that the factors of monuments and other items were effective in their trip to the city of Beidokh, and the first three factors (natural attractions, handicrafts, architecture and monuments), were the same (7.7%).these elements cuase that some passangers have gone there. The factors of natural attractions and handicrafts have been effective in attracting people to the city by an average of 3.3%.

Keywords: *Beidokht, tourism, questionnaires*

1. Introduction

The experiences of developed countries show that entrepreneurs have been able to create with their methods, innovations and creativity, a massive and quantitative movement to accelerate their economic growth, since this group identifies and creates opportunities that represent a desirable and available situation in the future (Barringerand Ireland, 2006).

In general, the problems and constraints of rural areas in different parts of the world are caused by two fundamental problems: a (the lack of social facilities and infrastructure weakness) health services, education, insurance and social security, communication lines, transportation and telecommunications, security, drinking water, fuel, electricity, etc. (Economic weaknesses) failure of production services, market, lack of income and employment opportunities, low productivity of production factors and the like (Islam and Carlson, 2012: 2).

Therefore, drawing a large part of creating a successful future requires the overcoming of the above barriers by utilizing local talent and capacities. Because the emphasis on the successful development of rural economies through “fostering entrepreneurial spirit and preserving the intellectual and material assets of the local community” while accelerating the “balanced growth” and developing regional cooperation and coordination among involved organizations (Islam and Carlson, 2012) can accelerate the process of rural development and improve job opportunities and consequently the income of farmers and other workers and help achieve a better quality of life, the environment and a healthy economy (Rezvani, 2008:163). From

(Stoner et al., 2008: 261) point of view entrepreneurship has three major implications for development: 1. Increased economic growth. 2. Increasing the productivity of the factors of production and creation of technology, goods, ideas and new services. 3. Strengthening competitive power in the market, taking into account the potential cultural that human beings have inherited in the handicraft's industry.

The boom in the production and sale of handicrafts by relatives in the tourist destinations has two main goals: First, introduce the culture of the destination land to the guest community (Levy and Hawkins, 2010: 578), and secondly, the revenue generation and economic development of the local community (Roger son: 2007). Experiences from different countries such as China (Ling-en et al., 2013: 120) in Tanzania (Kalavar et al., 2014: 53) and South American countries (Ardren and Hutson, 2007: 370) indicate that the prosperity of production and the sale of handicrafts and traditional tourism in tourist destinations is one of the best ways of valuing and attracting foreign tourists dollars.

Hence, today the production of handicrafts is one of the main activities in the field of tourism and plays an important role in small-scale private entrepreneurship (Nemasetoni and Rogerson, 2005: 199; Rogerson and Lisa, 2005: 106) Iran is an ancient country with a rich cultural background, its products are very diverse and unique (Evoir, 2015: 11). Considering the growing importance of the tourism industry in Iran and the growing attention of officials to this pure industry, companions and organizations related to cultural heritage are a very important mission for the service of this ancient heritage in the field of tourism, and none of provinces of Iran is an exception to this cultural rule. Through the purchase of the handicrafts, thought, and culture of a nation are transferred to another country. So what is exported is the culture of the destination land. Tourists get acquainted with the cultural elements of the destination through artistic craftsmanship, observing the customs and routines of the people of destination and participating in the festivals.

Iran has a wide range of cultural and artistic tourism resources because of rich culture for several thousands of years. However, the abundance and diversity of these resources and their comparison with the incoming tourist statistics, and the competitiveness indices of tourism and arts in the world market, implies that we need a new-look at the country's handicraft market. Despite the variety of handicrafts in the country, and the beauty and delicacy of their production, there are barriers to the marketing of these products. So that rival countries (China, India, Thailand, etc.) have been able to capture a significant number of global markets with proper planning and understanding of the market.

However, in the event of proper planning and marketing, there is still a chance for the country to appear in the global artistic markets. One of the problems that arise in the effective identification of handicrafts is the lack of attention to consumer style.

It should be noted that the sensitivity of this issue is how to balance the preservation of the cultural originality of the arts industry and the desires and style of tourists (Amirkhani, Faeghe 2014).

Finding the answer to this question requires a comprehensive research, and it can be useful in identifying the behavior of the handicrafts by the tourists. This research studies entrepreneurship and handicrafts in order to attract tourists to Beidokht city. Some of Beidokht handicrafts, which are also in the majority of the Gonabad villages, weaving canvas that weave in good shape in Beidokht, weave other clothes for tablecloths, towels and sheet, which have very high quality. There is also a lot of trade there, promising to trade and export foreign goods and import living goods from foreigners (Tabandeh, Sultan Hussein, 2000).

Thus, in the field of handicrafts, emphasizing entrepreneurship towards sustainable development, and by taking advantage of advertising and marketing, the steps towards needing and increasing demand for them is taken and in this way, increased the country share in the cultural exchanges resulting from the purchase of handicrafts by tourists as well as the economic benefits and the take distance from the oil economy.

The city of Beidokht located at 5 km from Gonabad city, according to the importance of the role of women in the city's entrepreneurship by weaving cloth or weaving Forak. There are 5 weaving cloth workshops and 1 wood workshop in this area with at least 4 workers in each workshop (Gonabad Heritage

Office). This kind of handmade that made the cloth with hands was widely used in many cities of Iran, which nowadays does no longer exist.

According to an interview that took place with one of the entrepreneurs of this region in April 2016, we found that this art was being forgotten, and only through entrepreneurship of the first female entrepreneur in this region was restored. This important and urgent issue requires proper management and development of tourism in the field of tourism and the development of the tourism industry, especially in the city of Bidokht, which has a high native potential.

The results of such research can be considered as a useful resource for planners, manufacturers, designers and investors in this section. It should also be noted that one of the characteristics of industrial products is that they cannot be concealed if they have specific characteristics (differentiation) and that they are imaged in the event of a global competition; Therefore, by utilizing the innovation and creativity and applying the characteristics of such researches, it is possible to obtain points such as the prominence of the handicraft's authentication by UNESCO, thereby providing the necessary pre-requisites for the introduction of the global arts industry, as well as its recognition by its constructive name.

This, in turn, can help create and maintain handicraft brand in the country. Also, taking into account the needs of tourists and applying their desired features in a souvenir and handicrafts in other handicrafts that are not very popular, helped their boom and thereby handicraft position in the country came closer to the place it deserves and provided the possibility of global competition. Countries that have taken the lead in exporting and supplying industries (China, India, Thailand, etc.) have achieved this success by employing appropriate marketing techniques, recognizing customer preferences or even making need for it.

2. Literature Review

In last decade, economic compulsion has led more and more young women to take employment. Since this change in the environment is a slow process, and is related to economic growth, which itself is slow one should be careful not to make-ambitious plans to develop women entrepreneurs.

Women have always made a visible and lasting impact of their economic participation in rural households. Increasing number of women, are establishing business in the formal sector as a way of generating income. For many of these women, especially those who are poor, the businesses they establish will remain micro enterprises. From poor women who are running such businesses that simply have to be enterprising in order to survive, to the successful women entrepreneurs running small-scale industries, one finds an endorsement of women tenacity, drive, and capability — bringing them on par with their male counterparts. In the process, rural women entrepreneurs have been able to make their presence felt and contributors recognized; despite adversities and the myriad of problems they face (Yetim, 2008).

Contemporary approaches define rurality as a dynamic entrepreneurial resource (Bryant, 1989) or as an abstract “social representation,” a set of rules and resources existing out of space and time and drawn upon both discursive and non-discursive actions (Halfacree, 1995). Zamani (1995) used the term “innovative milieu” to describe areas that have an environment conducive to innovation and defined them as having, first of all, strong elements of rural entrepreneurship (Zamani, 1995, p. 318).

When the combined level of entrepreneurship and innovation is high, it produces powerful spur to rural development. Elements of rurality viewed as an external physical and socio-economic environment are important conduits of opportunities as well as weaknesses to rural women entrepreneurship and innovation.

3. Methodology

The purpose of this research is to investigate the purpose of the research, since its results can be applied in real conditions of the city and its tourism enterprises. In terms of data collection, the degree and control of variables and the generalizability of the survey type is “descriptive and correlational”. The present research is

purposeful in applied research because its results can be applied in real conditions of the Bidokht and tourism enterprises.

In terms of data collection, the amount and degree of variables' control and the generalizability of survey type are descriptive and cor relational. For sampling, appropriate stratified random sampling was used. According to the Cochran formula, 129 people were selected as the statistical sample. A researcher-made questionnaire was used to collect data. The Cronbach's alpha coefficients for the various variables in this research are: 0.916 for the amount of recognition, 0.739 for satisfaction, 0.873 for effective factors in the better introduction of tourist attractions, 0.842 for knowledge about entrepreneurship and lifestyle, 0.815 for handicrafts, 0.886 for weaving cloth and 0,573 for traditional architecture. To analyze the data means F-test, T-test comparison tests were used, and Pearson correlation coefficient were used to determine the correlation between variables. Also, to estimate the effect of independent variables on the dependent variable multiple regressions was used, and in order to categorize variables related to barriers to entrepreneurial empowerment in factors, factor analysis was used.

3.1 Findings

Based on descriptive statistics, the average age of respondents in this study was 38/78 years. In addition, 15.5% of the respondents were under-diploma, 41.1% had a diploma, 15.5% had an Associate degree, 19.4% had a Bachelor's degree, and 7.8% had a Master's degree and a Doctorate. Also, 37/2 % of respondents were single and 73% of them were unemployed.

Table 1. Individual characteristics of respondents

Variable	spectrum	frequency	percent	Mean	SD
Age	Teenager (10 to 16)	5	3/9	3/78	15/15 4
	Young (17 to 35)	54	41/9		
	Middle aged (36 to 45)	38	29/5		
	Adult (46 to 70)	32	24/8		
Gender	Male	43	33/3		
	Female	86	66/7		
Education	Under Diploma	20	15/5		
	Diploma	53	41/1		
	Associate Degree	20	15/5		
	Bachelor	25	19/4		
	Masters' Degree and Doctorate	10	7/8		
	marital status	Single	48	37/2	
	Married	81	62/8		
Employment	Employed	56	43/4		

t status	Unemployed	73	56/6
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In the inferential analysis section, and given the fact that the variables of weaving cloth and handicrafts and tourist brand are sequential, an agreement table should be used. When the measurements of the variables are sequential and the table is square (3×3 , 4×5 , 5×5 , etc.), Kendall's Tau-b correlation coefficient was used. Given that the data in this study is 5×5 , we used this coefficient.

Table 2. shows the results of the correlation test between handicrafts and the tourism brand.

Table 2 Brands

Type of correlation coefficient	The amount of correlation coefficient	P_value	Number of data
Kendall's Tau-b	0/147	0/041	38

Table 2 Correlation analysis between two variables of handicrafts and tourism

- As shown in Table 2. , considering the P_ value of the table, which is less than 0. 05, it can be said that the relationship between two variables of handicrafts and tourism brand is significant. In other words, there is a 95% probability of correlation between these two variables. Also, the obtained correlation coefficient is a positive numerical value of 0.47, indicating that the two variables are directly related, that is, handicrafts can be introduced as a tourism brand. The correlation coefficient obtained also shows the intensity of the relationship between the two. Regarding the amount of coefficient obtained, it can be said that the relationship between these two variables has a quantitative correlation. Table 3. shows the results of the correlation test between the weaving cloth and the tourism brand.

Table 3. The results of the correlation test between the weaving cloth and the tourism brand

Type of correlation coefficient	The amount of correlation coefficient	P_value	Number of data
Kendall's Tau-b	0/2170	0.003	38

As shown in Table 3, the amount of P_value = 0.003 is less than 0.01, it can be said that the relationship between the two variables of weaving cloth and tourism brand is significant at the probability level of 0.99. In other words, there is correlation between these two variables and the weaving cloth industry is effective in attracting tourists and can be used to some extent as a tourism brand to attract more tourists to the city. Also, the obtained correlation coefficient, that is a positive amount 0.27, indicates that the two variables have a direct relationship with each other, and the more advertisements are made on the weaving cloth industry in this city, the greater the desire of tourists to travel to this city. The correlation coefficient obtained also shows the intensity of the relationship between these two. According to obtained 0/217 for this coefficient, it follows that the city's weaving cloth industry cannot attract tourists to the city alone.

Discussion and Conclusion

Cities and villages in the present age face widespread transformations and threats. Therefore, the guarantee and survival of cities and villages requires new solutions and methods to deal with the problems that

depend on innovation, create products, processes and new methods. Therefore, development of villages and small towns in comparison with the past has a wider connection with the concept of entrepreneurship.

At the present time, institutions and stakeholders in tourism development consider creating entrepreneurship as an interventionist mode of development that can accelerate the development of cities and villages. In this way, the need to promote entrepreneurship in the countryside is also considered. Tourism and rural entrepreneurship are the main solution to prevent rural turmoil and can be exploited as a tool for improving rural incomes. Given the close situation of small towns to villages, common researches between these two areas can be used. This way causes independence, lack of dependence and a reduction in their strong need for community support. Of course, for all these villages, creating entrepreneurship and employment is a means to improve the quality of life of individuals, families and village communities.

The result of this interaction is creation of a healthy environment and economy. Rural tourism is one of the main branches of worldwide and national economy. For this reason, attention to the development and expansion of this industry is one of the main priorities in planning for development in many countries of the world.

Today, the agricultural industry has lost its importance as the central axis of rural development, so, the rural tourism is growing, because population growth, urbanization, increased exploitation and the reduction of natural resources, and consequently the environmental threat to humankind, have forced human societies to survive and continue to grow to other sources of income. Rural tourism causes the rural and peripheral outflow of the economic, social and cultural isolation, and provides the ability to connect to the national, regional and global economy.

In the present study, while analyzing the topics of rural and urban tourism and its role in rural entrepreneurship, introduce the tourism attractions and potential in Bidokht city. The natural, cultural and religious attractions in this city have many abilities in the field of tourism and ultimately economic development. Although the villages of the city have potential tourism attractions, the tourism industry has a significant role in socio-economic development, which can be achieved by wisely managing with the full participation of the people of the field of tourism development in Bidokht city.

Because of the lack of job opportunities and the lack of responsiveness of jobs in small environments, tourism development by creating entrepreneurship as an opportunity can be a way to increase income, create employment and reduce the migration of villagers and small towns in the sector. The employment-generating activities of the tourism sector are solutions to the problem of unemployment and facilitate the development of urban and rural areas.

The handicraft of this city, include cloth weaving, pottery, copper smithing, spinning and weaving in the traditional way and the production of handmade textiles, and wood industry; and the historical monuments include Anahita Temple, Mazar-e Sultani Temple, Qanat Saleh Abad, Saleh Abad Bath, Kowsar Refrigerator and many others. Investigation of facilities available in the Bidokht city shows that the form all villages and natural attractions adjacent to the city of Beidokh which we can infer to Gonabad, and Qasabeh subterranean canal, the beautiful village of Riyab, Kakhak, Mand, etc. In the area of planning and travelling to beautiful desert areas, this area can be used for recreational activities, which helped to create employment and prosperity in tourism industry.

Considering the traditional nature of the city's texture and the present research provided by me, due to the lack of research background in this regard, a special study on the architecture of Mazar Architecture with regard to the high level of recognition of tourists entering the city and with regard to visit and residence Many people who travel to this city and reside in the Mazar Soltani can be used as the main purpose of your research in various ways. In particular, in the present study, the analysis of whether cloth weaving alone could be a factor for attracting tourists, the results of cloth weaving alone could not have the potential to attract tourists.

However, the results of this study identified the role of Mazar Soltani as an effective factor without any need for effective factors. And for cloth weaving, the maze is a good complement to combining these two potentialities and addressing the tourism brand of this two potentialities and addressing the tourism brand of this city.

Figure 1. Textilling Resource: Rahil Mardani



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