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The Role of Entrepreneurship in Rural Tourism Development (Agriculture)

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Abstract

One of the most important strategies for sustainable rural development is the growth and development of rural entrepreneurship. In fact, entrepreneurship is the engine of economic development in the use of local power and it has received a lot of attention in rural development planning. The method used to collect material is library and documentary studies. Agricultural tourism entrepreneurship has attracted a lot of attention in recent years, and various countries around the world have made great efforts to promote and promote it. Experts believe that agricultural tourism entrepreneurship can play an important role in sustainable rural development as a new strategy. The role of tourism entrepreneurs is very important for the development of rural and agricultural tourism, so improving the entrepreneurial environment in rural communities and also increasing the knowledge and entrepreneurial skills of farmers and especially rural youth can help develop rural and agricultural tourism

Keywords: Entrepreneurship, Sustainable Development, Rural Areas, Agricultural Tourism.

Introduction

Since in most parts of the world, villages are among the poorest areas in erosion, thinkers and policymakers in all countries of the world have paid special attention to rural development and solving their problems. Today, international experts believe that apart from the macro-policies and macroeconomic development and development strategies, which are also very important, we need to focus specifically on rural development and eradicate widespread poverty. The rulers also pay. The problems of the villages all over the world are due to two main problems: lack of social facilities (infrastructure weakness) and lack of income (economic weakness). Therefore, in order to overcome the socio-economic issues facing rural communities in recent decades, the entrepreneurial approach has been considered as one of the important strategies of rural development. Agricultural tourism is one of the strategies that have been proposed in recent decades to diversify the rural economy and sustainable rural development. Most countries in the world consider this type of tourism as a new strategy for socio-economic development, rehabilitation and reconstruction of rural areas. Tourism in general and agricultural tourism in particular, due to the new demands of tourists and the need for diversity of tourism products and services, provide a basis for business development, especially small and medium businesses and entrepreneurship development. For this reason, entrepreneurship in rural and agricultural tourism has become increasingly important today and has been considered as the driving force of

this industry.

Materials & Methods

The present research is applied in terms of purpose and analytical in terms of method. Therefore, in addition to illustrating what is, analytical research explains the reasons for the problem and its dimensions and dimensions. The topic is addressed by using the library study method, internet search on sites and other scientific and research resources related to the research topic.

Discussion of Results & Conclusions

Undoubtedly, the villages today are facing extensive changes and threats, so ensuring the survival of the villages requires finding new solutions and methods to deal with the problems that lead to innovation, innovation, product creation, processes and methods. The new depends a lot. To achieve this goal, managers must turn to a map that fits the changing conditions of the environment. Rural entrepreneurship creates jobs, stabilizes the population, makes the best use of renewable natural resources, activates the rural economy in the national and international economy, increases production and savings, increases self-awareness, personal and national identity and ... It happens in the villages. Therefore, according to the concept of entrepreneurship and rural development, it is possible to understand the relationship between the two and make them complementary. Sustainable rural development is one of the most important goals of most countries. However, for a variety of reasons, including rising production costs, climate change and environmental problems, experts are pursuing strategies that, in addition to improving the economic situation of farmers and rural communities and reducing poverty, unemployment and migration, also address the issue of sustainability. Consider the development process. Various studies show that agricultural tourism can be a great alternative to sustainable rural and agricultural development. But tourism in general and agricultural tourism in particular, in order to be able to meet the growing demand and different needs of agricultural tourists, must diversify its services and innovations by using creativity and innovation, and this is a ground for business development. Special provides for small businesses and entrepreneurial development. The success of agricultural tourism depends not only on the initiative and efforts of the owners of tourism farms, but also on planning, receiving the necessary financial and educational support, proper infrastructure and public facilities, and active participation of local officials and trustees. Tourism mainly consists of small businesses and as a result the role of tourism entrepreneurs is very important for the development of rural and agricultural tourism, so improving the entrepreneurial environment in rural communities and also increasing the knowledge and entrepreneurial skills of farmers and especially rural youth can be Develop entrepreneurial rural and agricultural tourism entrepreneurship.



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