



Identifying and Analyzing the Obstacles of Developing Tourism Entrepreneurship among Rural Women (Case Study: Oraman District of Sarvabad County)

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Abstract

Purpose- The purpose of this research is to identify and analyze the obstacles of developing tourism entrepreneurship among rural women in Oraman District of Sarvabad County, considered as one of the important poles of rural tourism in the country.

Design/Method/Approach- This study is applied in terms of purpose; descriptive-analytical in terms of method, and mixed in terms of data gathering as a combination of two methods namely documentary (library) and survey based on observation, interview and questionnaire. The statistical population of this research includes rural women of Oraman District, and key informative and experts in rural development. The sample size was 97 samples among rural women occupying in the field of rural tourism in Oraman District and 50 ones of key informative and experts in rural development selected by snowball sampling method.

Findings- The data analysis employing inferential statistics (chi-square, one-sample t-test and correlation) showed that, legal obstacles and weakness in policy making and planning with a mean score of 4.96, weakness in tourism infrastructure, services and facilities with a mean score of 4.53 and social and cultural obstacles with a mean score of 4.48 have higher priority, respectively whereas financial obstacles have the lowest calculated mean score (3.78) among the studied indicators. Also, the results of the correlation test revealed that rural women with a better and more favorable situation in terms of personality and background, i.e. with a higher education level and occupying in the field of rural tourism and more purposeful in life, have more tendency to enter the field of rural tourism and entrepreneurship. In addition, there is a negative relationship between the desirability of personality and background variables with the effect of identified obstacles on women entrepreneurship, which means that the better the personality and background variables are, the less the effect of the identified obstacles on women's entry into the field of tourism and entrepreneurship and innovation.

Practical implications- The government as well as government institutions responsible for development in the area should first improve the tourism development environment in the studied rural areas and provide the conditions for the development of rural tourism in the area and prevent the region from moving towards stagnation in tourism, and then in the next stage entering more women into the field of tourism, make an attempt to direct them towards entrepreneurial activities.

Original/value- There are many obstacles in front of rural women in the direction of turning to entrepreneurial activities in the field of rural tourism. Obviating these obstacles, firstly, requires identifying them and then applicable planning pertinent to each obstacle.

Key words- Entrepreneurship, Tourism, Rural women, Villages of Oraman District

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How to cite this article:

Mohammadi, S., Hedayat, A. & Mohammad Sharifi, Zh. (2024). Identifying and analyzing the obstacles of developing tourism entrepreneurship among rural women (Case study: Oraman District of Sarvabad County). *Journal of Research & Rural Planning*, 13(1), 45-67.

<http://dx.doi.org/10.22067/jrpp.v13i1.2301-1069>

Date:

Received: 04-11-2023

Revised: 09-12-2023

Accepted: 01-02-2024

Available Online: 01-02-2024

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1. Introduction

Nowadays, entrepreneurship in the field of tourism is considered as the most important strategy in its sustainability (Lordkipanidze, 2002). Undoubtedly, the integration of tourism and entrepreneurship not only can respond to the needs of villagers, but also guarantee safe tourism for tourists (Ghanian et al., 2012). The expansion and sustainability of tourism as a system with different actors placed in two sub-systems namely supply and demand (Sharpley, 2009; Ghasemi Khozani, 2012) firstly depends on the favorable conditions of the supply dimension of the tourism system (Kazemi, 2011; Jafari, 2002). Providing new services and products to tourists, entrepreneurship can appropriately promote the most important elements of this sector, namely the service situation, the quantity and quality of attractions, transportation, advertising and marketing (Jafari, 2002). Furthermore, in the demand dimension, creating new demands and responding to the various needs and demands of the market, entrepreneurship can lead to advancing the wheel of tourism development in the destination and reducing the effects of disordered and unbridled tourism (Nongsiej & Shimray, 2017; Lordkipanidze, 2002; Karimi, 2015). The spread of entrepreneurship in rural areas is as an intervention in order to accelerate and move towards achieving rural development (Imedashvili, 2013). The request to increase entrepreneurial initiatives in rural areas is due to the need to diversify the rural economy, as a basic principle in achieving a sustainable livelihood for villagers. Meanwhile, increasing their capabilities and bringing positive economic and social consequences, the development of entrepreneurship among rural women leads to improving personal abilities, increasing decision-making power, financial independence, eliminating gender inequalities, improving the quality of life, increasing their happiness, strengthening families and rural society and its development (Sathiabama, 2010; Wube, 2010). Rural women can be active more in jobs that require neither a lot of capital nor education and have little risk (Ghanian & Fotovati, 2013). In the meantime, the ease of employment due to not requiring a lot of capital and expertise as well as the compatibility of the nature of tourism jobs with women's abilities to perform traditional jobs (production of local agricultural and livestock products, handicrafts and local foods, etc.), rural

women participation in tourism activities can bring many benefits to them in order to improve their quality of life by empowering and creating gender equality (Mrema, 2015; International Labor Organization, 2016). Investigating the existing conditions indicates the fact that despite the existence of abundant capacities and capabilities in rural areas and the ability of rural women to take advantage of these capacities in the field of entrepreneurship, women's capabilities have not been appropriately tapped due to some restrictions. (Hosseininia et al., 2014). Living in rural communities, women taste discrimination and experience deprivation since they are responsible for those economic activities that do not lead to tangible income, and this causes the situation in which they have a low socio-economic status, their access and ownership of resources is limited, and the control of their life and income is in the men's hands (Amini & Taheri, 2017). Hence, it is necessary to create self-awareness, guide women's economic and social abilities, and plan to attract their participation in various activities (Bashirahsan & Ghorbaninejad, 2017) in order to empower rural women. In general, the strategy of developing entrepreneurship in rural areas is a solution to improving the villagers' quality of life, increasing their self-confidence, particularly among women, attracting and retaining skilled population in villages, and finally marketing, connecting and being able to compete with global markets (Dinis, 2011). Nonetheless entrepreneurs in rural areas confront many limitations, such as limited access to large markets, few opportunities for networking and communication, lack of knowledge about new technologies, and problems related to rising costs owing to the lack of necessary infrastructures (Jurdana et al., 2015). In addition to these general problems, there are also personal and special problems for women including the traditional division of labor between men and women and social and cultural barriers which cause limitations and challenges for women's presence in the economic environments of the villages and hinder rural women's role in the economic development of the villages through creating and prospering small businesses. Therefore, obviating these obstacles and problems, the possibility of women's successful presence in the field of entrepreneurship should be created. As a result, gender equality, improving the level of rural women's happiness and their objective and mental well-being, the stability of the family

system and rural communities, and ultimately solving the problem of poverty and unemployment as the most important obstacles to the realization of sustainable rural development would be achieved. Furthermore, in the field of rural tourism entrepreneurship, as a greatly welcomed activity by visitors in recent years, it seems essential for women to turn to entrepreneurial activities and set up small and productive enterprise since women can play a prominent role in its development due to the characteristics of rural tourism activities. Better services to tourists will be provided and the rural tourism attraction will be diversified by becoming rural women entrepreneurs in the field of rural tourism. Consequently, by creating jobs and stable income, rural tourism will be removed from seasonality, which is considered as the main problem of all the target villages for tourism in the country and consequently tourism activities will be welcomed by the local people. Reducing the pressure on the natural resources of the villages, sustainable tourism will be achieved on account of the satisfaction of the local community and tourists as well as the protection of the natural environment. Accordingly, the main goal of this research is to identify and analyze the obstacles of developing tourism entrepreneurship among rural women in Oraman District of Sarvabad County. The results can pave the way for planning to remove the obstacles and problems and subsequently moving the tourism on the path of sustainability through the role of women entrepreneurs. Therefore, the main questions of the research are as follows:

1. What are the most important obstacles in the weakness of women entrepreneurship in the field of rural tourism in the study area?
2. Do personality and background variables including age, education level, the number of women participating in the field of rural tourism, having friends, acquaintances or family members active in the economic field of tourism and being purposeful in life affect the tendency of rural women in the region to carry out entrepreneurial activities?

2. Research Theoretical Literature

2.1. Research background

Different studies have been carried out by researchers either inside or outside Iran, some of which are in the following:

[Bouzarjmechri et al. \(2016\)](#) investigated the financial and marketing obstacles and challenges of rural women's entrepreneurship in Sarchehan village, Bavanat County. The findings of this research

showed that, according to the experts, in the financial dimension, the indicators of administrative bureaucracy and obtaining a license with the weight of 0.309 and 0.232, and in the marketing dimension, the indicators of the existence of middlemen and brokers and lack of transportation facilities with the weight of 0.237 and 0.200 are as the most important obstacles and challenges facing women for the development of entrepreneurship in rural areas, respectively.

[Shirmohammadi & Mavouni \(2021\)](#) conducted a research titled "Designing a rural women entrepreneurship model in agricultural tourism using a mixed approach". The results indicated that the causal conditions affecting agricultural tourism include: the intention to implement entrepreneurship in agricultural tourism, perceived self-efficacy, perceived opportunity and capability, and planned behavior. Intervening conditions include increasing awareness, financial and educational support, initiative and effort of the owners of tourism farms, and background conditions include improving the entrepreneurial environment in rural communities, increasing knowledge and skills, and facilities and participation of authorities.

[Karimzadeh \(2019\)](#) in a research titled "The obstacles of entrepreneurship for Baluch women in Saravan District" found out that personality-cultural obstacles are the most effective obstacles to Baluch women's entrepreneurship in Saravan County. Economic obstacles, support obstacles, educational obstacles and infrastructural obstacles are the next priorities. The results also indicated that cultural restrictions in the region, such as prejudices and discriminations, have the highest priority among the personality-cultural obstacles as the most important obstacle facing the women of the county.

[Moradi & Ahmadvand \(2021\)](#) analyzed the effects of tourism on the development of rural women's agriculture employment in Boyer Ahmad County. The findings revealed that the most obvious effects of tourism on rural women's agricultural employment are categorized into six factors, which can explain 59.27% of the total variance. According to the content of the items, these six factors are named production, economic, capital, service, welfare, and social. Among these factors, the largest contribution is related to the production factor, which could explain 22.82% of the total variance, and the lowest effect is related to the social factor, which accounts for 4.47% of the variance of the factors.

Hosseinpour Niazi et al. (2023) investigated the role of rural women entrepreneurship in the development of food tourism (case study: Servlet village located in Guilan province). The results showed that among the individual characteristics, the factor of risk-taking in rural women entrepreneurship has the greatest effect on the development of food tourism in this village. Then, creativity, innovation and responsibility have been effective, respectively. Also, the indicator of husband's income showed the least effect on the development of food tourism. Afterwards, dissatisfaction with the previous job and future outlook has the least effect, respectively. Also, there is a significant relationship between the individual characteristics of rural women entrepreneurs and the development of food tourism.

Sharif & Lonik (2014) in research titled "Entrepreneurship as a catalyst for rural tourism development", pointed out that in the entrepreneurship context, local participation is significant not only as an entrepreneur and labor and complementary sectors of the others, but they can also encourage the other residents' involvement to join together and develop the entrepreneurial activity. In addition, through tourism development, the rural community has the opportunity to offer services or sell products to the both local and foreign tourists.

Jurdana et al. (2015) conducted research titled "Entrepreneurship in tourism as a factor of rural development". The results indicated that at the national level independent entrepreneurial activities are carried out by people of a mature age with certain work experience, and mostly with secondary school or higher education qualifications, while the youth rarely choose this independent activity. For the most part, entrepreneurs initiate their own businesses out of economic necessity or are driven by inquisitiveness in identifying business opportunities.

Seal (2016) in a qualitative study titled "Rural tourism entrepreneurship as a mechanism for rural development: a case study on Anegundi, Karnataka" found out that tourism entrepreneurship creates new opportunities for income generation and employment for the villagers and their empowerment.

Kumari & Shankar (2020) in research titled "Rural women entrepreneurship in tourism sector: findings from case studies" pointed out that the development of rural women entrepreneurship is essential for the true development of India's economy. Nevertheless, the problems encountered by the rural women entrepreneurs are totally different from those of their urban counterparts. Tourism sector can provide lots of

chances for the rural women development via entrepreneurship.

Rao et al. (2022) in a study titled "The improvement of women's entrepreneurial competence in rural tourism: An action learning perspective" noted that rural tourism is particularly appealing to women entrepreneurs. Managing rural tourism businesses requires complex abilities. Rural women in most cases, however, are impoverished, poorly educated with scarce resources which restricts their opportunities to independently develop comprehensive abilities.

In general, abundant studies have been conducted by researchers either inside or outside Iran regarding the obstacles of developing tourism entrepreneurship in rural areas. Nonetheless, on the one hand, few of these studies are related to women entrepreneurship in the tourism sector, and on the other hand, the studies conducted about women entrepreneurship in the tourism sector, have mostly limited themselves to mentioning the obstacles to women entrepreneurship and in fact have not addressed the main causes of the situation in the study area. The present study, in addition to identifying the obstacles of women entrepreneurship in the tourism sector, it attempts to explain the factors related to the occurrence of such a situation in the study area, these two aspects differentiate it from other research.

2.2. Theoretical Literature

Contrary to the traditional theories of rural development that ignored the importance of local people and their participation in rural development, in the theory of sustainable rural development, local people are the potential source of rural development, these capitals should be made real and productive through activities such as entrepreneurship (Gulumser et al., 2012). Since the first capital in any country to achieve development is human capital, and as entrepreneurship focuses on human capital, it can be considered as one of the components of national development. Consequently, in order to develop and increase the share of women as half of the country's human capital in the national economy and to deal with their unemployment, it is necessary to provide the necessary conditions for the development and entrepreneurship of women in the society (Alidoust et al., 2012). Female labor is now considered essential in rural areas. It is required in order to initiate new business activities as part of the production diversification process, to raise labor force participation rates, to create new jobs and generally to spur new development strategies effectively in the

rural environment (Talón Ballestero et al., 2014). Nowadays, strengthening the entrepreneurship of rural women is of paramount importance due to being reasonable, humane and compatible with the environment. In developing countries, women are the first hope for the advancement of families and the growth and development of their society. The success of women in these societies not only brings economic benefits to the country, but also creates social and cultural benefits (Shaterian et al., 2017).

Entrepreneurial obstacles can be considered as any type of economic, social, cultural, environmental, infrastructural, technical and personal phenomena and features that permanently and temporarily affect the establishment and successful performance of businesses resulting from entrepreneurship which act as an inhibitor. One of the dilemmas facing the development of entrepreneurship is the introduction of entrepreneurship and its resulting businesses as a

completely risky activity with no support and certainty, while an entrepreneur must meticulously calculate the amount of its risk and reward and perform based on it (Heaton, 2005). It can be said that the lack of prosperity of entrepreneurship is not merely due to economic conditions, a set of economic, social, cultural and organizational conditions in developing countries can also play a role as obstacles to the favorable development of entrepreneurship (Toghraee et al., 2015). Culture, education and quality of life are fundamental for a strong climate for entrepreneurs. The entrepreneurial support includes direct private and public initiatives and programs intended to help entrepreneurs which should be in the direction of removing and eliminating the obstacles and challenges of the entrepreneurs' optimal performance (Figure 1) (Lordkipanidze, 2002).

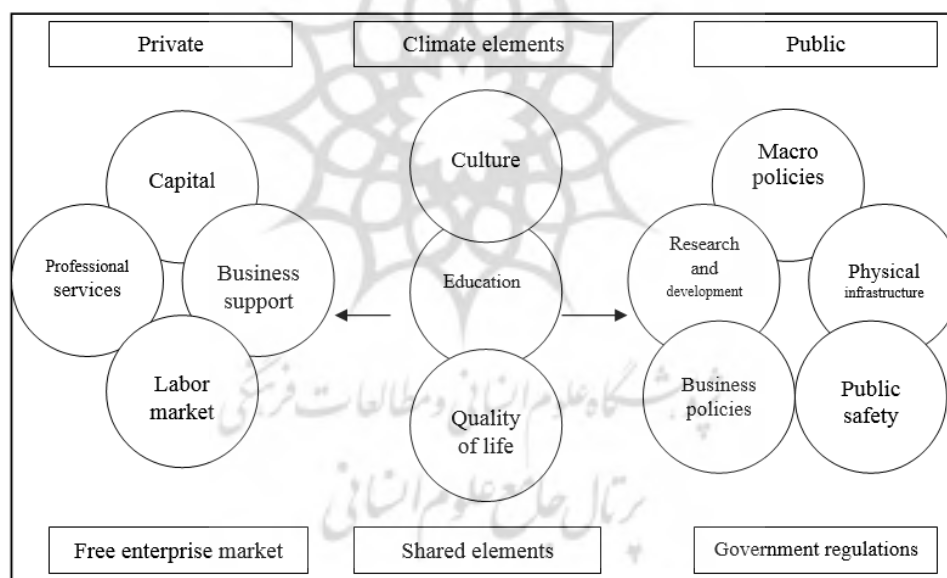


Figure 1. The effective elements for entrepreneurship development

Source: Lordkipanidze, 2002

The rural environment will create challenges and opportunities that affect the efforts of entrepreneurs. The success of entrepreneurs in rural environments is in the group of favorable environmental conditions and related elements. An entrepreneur in a rural environment, in addition to livelihood, also requires a sales market. As a result, the rural environment, besides the living environment, becomes a work environment and a market, that is, the formation of a production and consumption environment.

The social environment of the villages should be coordinated and developed with the market system that includes the sale and consumption stage in the villages as new customers and markets are attracted and created. In this case, the concept of consolidation is proposed, which refers to the connection, dependence and influence of the social environment as a broader and upstream structure on economic activities. Subsequently, a new rural economic-social environment is formed in the villages due to the continuous connection of

the social and livelihood structure with the expanding markets owing to the prosperity of

entrepreneurship in the village environment (Figure 2) (Imedashvili, 2013)

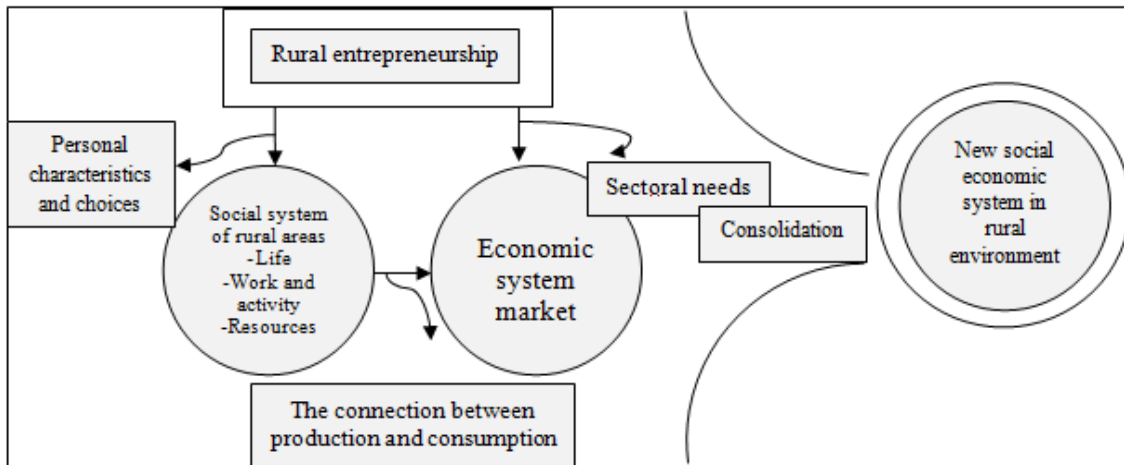


Figure 2. The role of rural entrepreneurship in the formation of a new social-economic system in villages

Source: Imedashvili, 2013

In terms of the obstacles to women entrepreneurship in general, two categories of obstacles can be identified. The first category is general and cause problems for either men or women, and the second category is obstacles specific to women and are more severe for female entrepreneurs due to the family, social and legal conditions.

In the field of tourism, the most important obstacles to the women's presence in the field of tourism entrepreneurship, similar to general problems of other entrepreneurs, especially in rural areas, are lack of financial resources, uncertainty and credibility of women in society, lack of providing necessary training, lack of public and private support of women entrepreneurs from families, society and the government (Twining-Ward, 2010). Therefore, in addition to the various restrictions encountering entrepreneurs or the creators and developers of economic enterprises, women and some groups of society must overcome other limitations, which are sometimes insurmountable. The cause of these restrictions is often the various discriminations fixed deeply due to dominant cultural behaviors in societies. Female entrepreneurs form the largest population group suffering from such discriminatory occupational and commercial practices (Salehi, 2010). Because of strong gender stereotypes, rural female entrepreneurs are pressed to cut down on the hours worked by the extensive family members. Rural women usually prefer to engage in new on-farm activities rather than salaried employment since

they can combine domestic duties and the work on the farm. Even though rural women have low level of education and working skills, it has given them the advantage of flexibility in terms of employment and the facility to render professional the role of housewife, permitting them to take commercial initiatives primarily on a co-operative basis (Petridou & Glaveli, 2008).

Cultural conditions meaning a set of beliefs and ideas have an important effect on the status of women's entrepreneurship. In China, the general culture tends to production and families are the first supporters of their children in production and entrepreneurship. On the contrary, in the general culture of sub-Saharan African countries believing in witchcraft, people turn to witches for their or others' business failure or prosperity. In this region, the cultural conditions have had a very negative effect on the lack of entrepreneurs and the presence of women in the society and economy. In this culture, women are not allowed to work freely in economic and social fields. In Morocco and Saudi Arabia, the existence of negative cultural stereotypes and the traditional division of labor are the main obstacles to the presence of women in economic fields and the establishment of entrepreneurial businesses. Thus, in order to remove the environmental obstacles facing women entrepreneurs and their strong presence, the cultural conditions must be changed first, which will provide the possibility for removing other obstacles (Fallatah, 2012).

2.3. Tourism entrepreneurship and its role in sustainable tourism and rural development

In recent years, entrepreneurship in the field of tourism has become increasingly important and is a driving force of this industry (Karimi, 2015). The expansion of tourism in rural areas can lead to economic growth and improvement of the quality of life in rural areas (Lordkipanidze, 2002). Koh & Hatten (2014) emphasizing the significance of entrepreneurship in tourism development, believe that the birth of touristic business is not an act of nature but an act of the tourism entrepreneur. Tourism produces a great deal of benefit as the fastest growing sector in the world (Nongsiej & Shimray, 2017). In the global economy, small businesses play an important role in reducing unemployment, penetrating new markets, and overall national economic growth, while tourism is an activity that many of its activities are created in the form of small businesses. (Taskov et al., 2011). Meanwhile, the increase of connection between small businesses, called networking, plays a significant role in the success of small businesses resulting from tourism. These small businesses in rural areas make women empowered and gender inequalities which are due to the traditional division of labor between women and men are vanished. Therefore, tourism is a factor for creating gender equality in communities (Twining-Ward, 2010). The growing significance of rural tourism and above all the powerful growth of rural tourist establishments have provided an appropriate opportunity for women to join the job market and recognize their economic independence and professional status (Talón Ballestero, 2014). Entrepreneurship in the field of tourism is one of the suitable solutions in order to realize the sustainability of tourism as the main goal of tourism destinations. In terms of social dimension, entrepreneurship in rural tourism destinations causes gender inequalities to disappear. Furthermore, social justice and equality are achieved due to the access of different classes to the benefits of tourism, cultural and social communication and interaction are achieved, traditions and indigenous ceremonies in rural areas are preserved as an effective opportunity and a popular attraction, more services and facilities are absorbed by villages, the local people's involvement and participation in tourism and rural development are achieved, and finally many social harms of the youth are obviated through empowering and increasing capital. Hence, according to the favorable

effects of entrepreneurship in the field of tourism, the local people's quality of life is also improved. Accordingly, entrepreneurship keeps the local people's support for tourism alive. In this regard, tourism activities as an accepted economic sector in the destination requires entrepreneurial activities. Various models have been presented by researchers in the field of tourism, the most important of these models are Butler's Tourism Area Life Cycle model and Doxey's Irridex Model (Figure 3). In these models, it is believed that initially, favorable changes in the residents' quality of life occur due to the expansion of tourism in the destination. However, when capacity of the environment or the changes reach the threshold, adversary changes due to the development of tourism occur and the residents' quality of life declines (Ghadami et al., 2011). At this stage, tourism in the tourist destination in the Butler model is faced with stagnation and in the Doxey model with residents' antagonism, and unfavorable conditions appear, where two scenarios are possible: the decline and fall of tourism in the destination, innovation and its rejuvenation. If it continues to decline, the number of tourists will fall down, investors will leave and the economic profit will decrease. Another scenario is rejuvenation and recovery, where the destination tries to seek its position in the tourism market with new management and planning (Chai, 2009; keovilay, 2012). In this regard, one of the solutions that leads to innovation and restoration of the tourist destination and can revive the tourist destination due to the positive effects mentioned in terms of demand and supply aspect, is carrying out entrepreneurial activities (Figure 3).

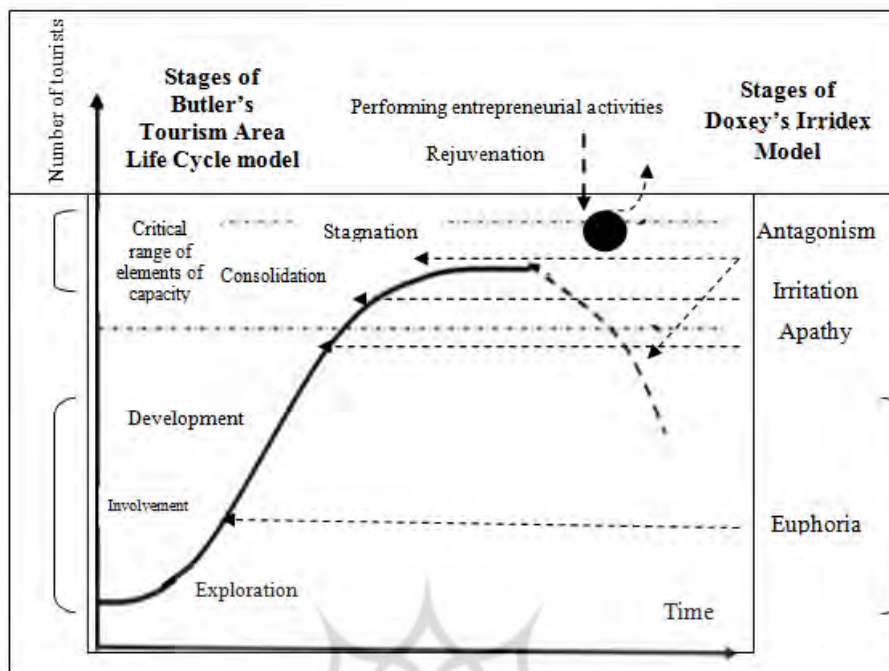


Figure 3. The role of entrepreneurship in the rejuvenation of the tourist destination in the integrated Butler’s Tourism Area Life Cycle model and Doxey’s Irridex Model
 Source: Research findings, 2024

Finally, according to the variables, indicators and dimensions identified as obstacles to rural women entrepreneurship in tourism activities, which is a combination of the results of previous studies and its adaptation to local conditions in the study area,

the identified obstacles to entrepreneurship rural women in the field of tourism in the rural areas of Oraman District and their connections are theoretically illustrated in the conceptual model of the research in [Figure 4](#).

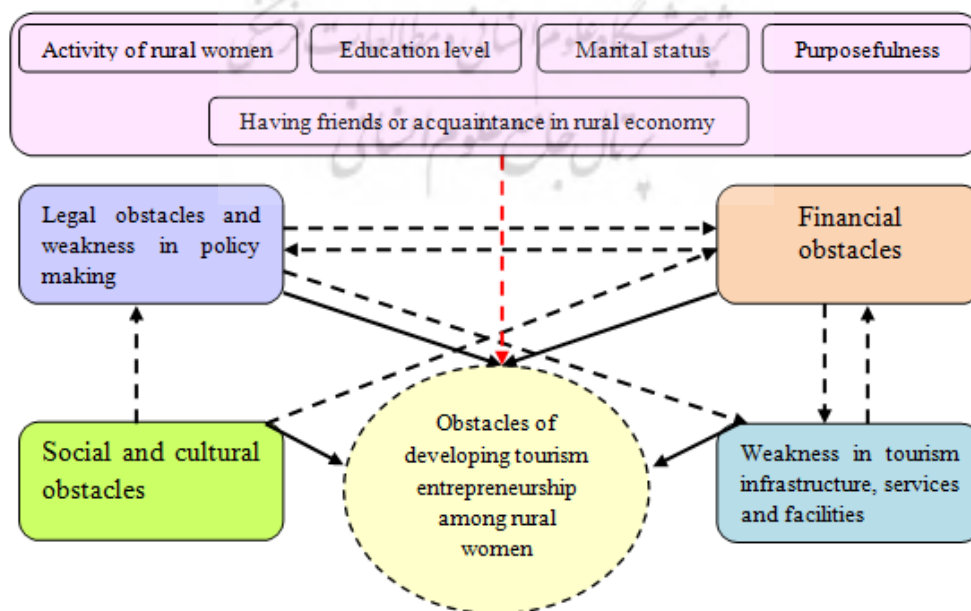


Figure 4. Conceptual model of the research

3. Research Methodology

3.1. Geographical Scope of the Research

Oraman District with 14 villages, 3707 households and approximately 14269 population, belongs to Sarvabad County located 75 km southeast of Marivan County and 170 km southwest of Sanandaj County (Figure 5) (Statistical Center of Iran, 2015). This district has two sub-districts named Oraman Takht and Shalyar, where agricultural activities form the dominant occupation of the people in this region. Nonetheless, the lack of land due to the

topography of the region (located in the high Zagros) and the lack of industrial sites owing to the lack of sufficient government support, are reasons leading many villagers to outside the region for employment (seasonal employment). In the meantime, due to the numerous potentials of this region as well as increasing acceptance of rural tourism, the tourism boom is considered as a desirable supplement and a reliable solution for the employment and economic diversity of the region.

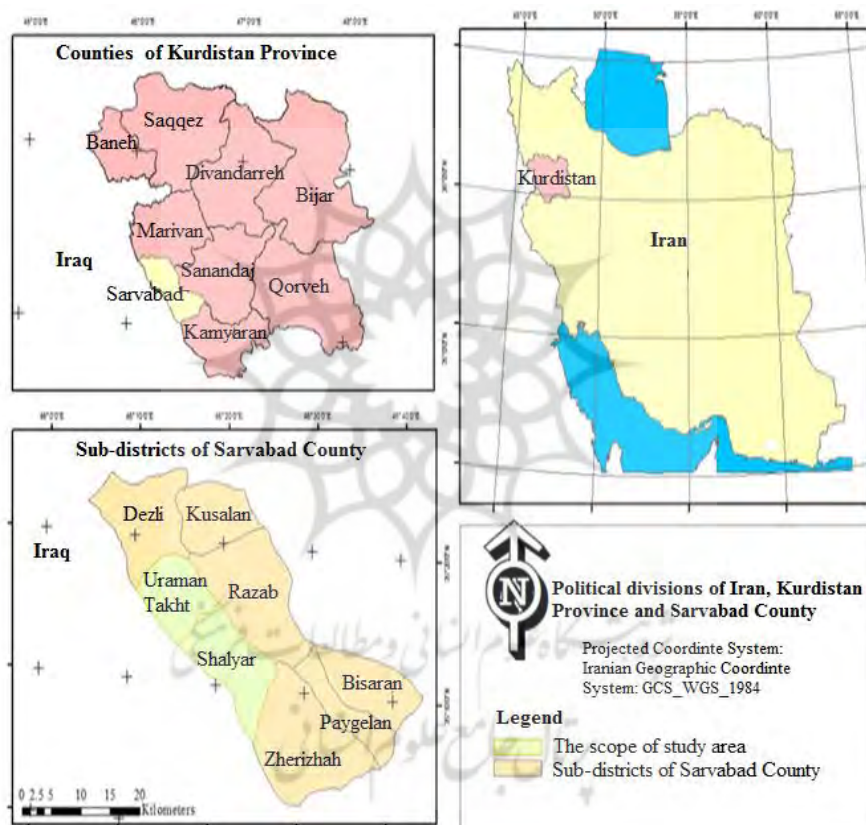


Figure 5. The location of the study area

3.2. Methodology

This study is applied in terms of purpose; descriptive-analytical in terms of method, and mixed in terms of data gathering as a combination of two methods namely library (books, articles, journals, reports and statistics, searching on the internet and using basic maps as well as using the resources available in organizations) and survey based on observation, interview and questionnaire. Face and content validity of the questionnaires, after its preparation, was confirmed by its initial control of university

professors. Conducting a pre-test and distributing 30 questionnaires among the villagers, the reliability of the questionnaires was confirmed by calculating Cronbach's alpha acquired 0.77. The statistical population of this research includes women occupying in the field of tourism in the villages of Oraman District, local managers, officials and a number of experts in the field of development informant of the conditions of the study area. In order to determine the sample size in the group of rural women, considering the limitations of the region and

the main characteristics of respondents to be active women in the field of tourism or in economic activities, 97 women were identified. Conducting census, the questionnaires were distributed among all

of them. In the group of local experts, specialists and officials in the field of rural development in the region, 50 ones were identified by snowball method and questionnaires were distributed among them (Table 1).

Table 1. Distribution of samples among statistical communities

Distribution of questionnaires among rural women		Sample size in the group of key informative and experts	
Village	Number of questionnaire (Women active in economic activities)	Respondents' characteristics in the group of key informative and experts	Number of distributed questionnaires
Oraman	24	Councils and rural municipality administrations	5
Daraki	35	Employees of related government offices (District, governor of county, Cultural Heritage and Tourism Organization, Natural Resources)	12
Selin	7	Experts in the field of development (geography and rural planning, sociology of rural development, management and entrepreneurship management)	20
Dezli	17	Owners of tourism business in the region	8
Belber	14	Trustees and educated people in the villages	5
Total	97	Total	50

In order to analyze the data, chi-square, one-sample t-test and correlation coefficient were employed. Based on numerous previous studies and the conditions of the study area, the most important effective obstacles to the desirable entrepreneurship of rural women were identified

in the form of 8 indicators including 51 variables (Table 2). The independent variable of this research is the obstacles and problems affecting rural women entrepreneurship in the field of tourism in the region, and the dependent variable is entrepreneurial activities in the field of tourism by rural women.

Table 2. Variables and indicators affecting rural women entrepreneurship

Indicators	Variables
Financial obstacles	Lack of personal capital, lack of access to capital and private investors, increase in daily production costs, lack of the private sectors and credit and financial institutions' trust towards rural women entrepreneurs
Legal obstacles and weakness in policy making	Lack of a specific and active trustee supporting women entrepreneurship in the field of tourism in the villages of the region, not recognizing the multiple roles of women in planning and allocating credits, lack of valid guarantor and collateral to borrow public loans, unfamiliarity of the rural development officials with the concept of entrepreneurship and the women's role in its development in the field of rural tourism, lack of coordination among various rural development organizations and administrations of the region for tourism development, weakness of insurance in the field of tourism entrepreneurship for rural women, lack of comprehensive plan for tourism and rural development in the region emphasizing on the rural women entrepreneurship, high interest of bank loans, low level of rural municipality administrations' and councils' activity in cooperation with religious officials of villages in order to create opportunities for women's participation in the economic activity of rural tourism, high rate of poverty among villagers particularly rural women
Social and cultural obstacles	Multiplicity of women's duties in rural households, lack of non-public organizations supporting women entrepreneurship, interference of husband in matters related to women's economic activities, local norms based on the non-acceptance of women in the labor market, lack of women's access to trained and competent workforce, rural women's dependence on men in doing daily tasks, lack of cooperative culture and women's production cooperatives in the village, lack of family support for women and girls entrepreneurs
Weakness in tourism infrastructure, services and facilities	Destruction of the natural environment and landscape of the region as the most important attraction of the villages, weakness of the public infrastructure (transportation, energy, etc.), lack of access to appropriate spaces for initiating businesses, lack of facilities for tourism development in the villages.

4. Research Findings

Since the initial responses were given in a five-point Likert scale and ordinal scale, the chi-square test was applied to test the respondents' agreement with the identified obstacles and problems, and the findings are in four dimensions including financial obstacles, legal obstacles and weakness in policy making, social and cultural obstacles and weakness in tourism infrastructure, services and facilities as follows:

4.1. Financial obstacles

Financial resources are considered as a significant catalyst and accelerator in the creation and survival of entrepreneurial activities, as it has been mentioned in the literature review, generally, both in the national and international arena, entrepreneurs confront with financial obstacles and they have difficulty providing financial resources. Meanwhile, rural women are a group financially dependent on men due to the traditional division of labor in these areas and the responsibility of financial resources and outside employment is assigned to men, which means they have little strength and major weakness in providing financial resources for their businesses. Investigating the responses provided by the respondents shows that at a significance level of 0.01 and with a calculated mean score of 3.63, they believe in the lack of financial capital of rural women occupying in the field of tourism in order to initiate new and independent business, it is assessed at a high and very

high level by 58% of respondents. In this situation, one of the solutions employed in different areas and in the leading countries in the field of entrepreneurship is to provide financial resources in two ways; banks and private sector capitals. It shows that from the respondents' point of view and with a calculated mean score of 3.39, rural women occupying in the field of rural tourism do not have access to the capital of private investors. In fact, networking and the first link of the tourism production process, which is the connection between investors and idea owners, has not been established. Also, another obstacle is the lack of the private sectors and credit and financial institutions' trust towards women occupying in the field of rural tourism in the study area, with a mean score of 3.25 at a significance level of 0.01. Many rural women occupying in the field of tourism pointed out that they did not have the necessary capital to develop their business and they cannot provide their financial resources due to social restrictions, not having valid collateral to provide to banks, unfamiliarity with administrative bureaucracy and its complexity. As a result, they have not implemented many of the activities and ideas that they intend to develop their business. They stated that one must be male in terms of gender in order to be able to benefit from public and private financial resources, because the assurance to women's economic effectiveness is very limited and low. These results are shown in [table 3](#).

Table 3. The responses regarding the financial obstacles of developing tourism entrepreneurship among rural women

		Variables	Very low	Low	Average	High	Very high	Mean	Chi-square	Sig.	Result
Financial obstacles	1	Lack of personal capital	12	14	36	38	47	3.63	32.89	0.000	Confirmed
	2	Lack of access to capital and private investors	19	17	31	46	34	3.39	19.08	0.001	Confirmed
	3	Increase in daily production costs	22	18	46	38	23	3.14	19.56	0.003	Confirmed
	4	Lack of the private sectors and credit and financial institutions' trust towards rural women entrepreneurs	17	21	40	45	24	3.25	20.72	0.000	Confirmed

4.2. Legal obstacles and weakness in policy making

Investigating the performance of government institutions in order to create an entrepreneurial environment for rural women indicates that at a significance level of 0.05 and with a calculated mean score of 3.20, the respondents believe in the lack of a specific and active trustee supporting

women entrepreneurship in the field of tourism in the villages of the region. In fact, considering the importance of entrepreneurship in the sustainable tourism and rural development, an institution or workgroup with executive power and appropriate decision-making should specifically work in the field of tourism entrepreneurship in the region with emphasis on women. The significance is felt

more as the tourism and its entrepreneurship activity is multifaceted and depends on different organizations and institutions in the field of rural development. Admittedly, their different opinions or parallel work can create many obstacles and challenges for tourism entrepreneurship in the villages of the region. This is reflected in the responses as the variable of lack of coordination among various rural development organizations and administrations of the region for tourism development is assessed high and very high by 76 respondents (52%) with a calculated mean score of 3.46 at a significance level of 0.01.

Furthermore, at a significance level of 0.01, 58% of respondents highly and very highly believe in the unfamiliarity of the rural development officials with the concept of entrepreneurship and the women's role in its development in the field of rural tourism. Therefore, it is deduced that not only are the concept of entrepreneurship and its implementation process unfamiliar to rural women and local people, but the regional development officials are also not familiar with this new approach in the field of rural development.

One of the obstacles which has penetrated into planning and legislation as well is not recognizing the multiple roles of women in planning and allocating credits which obtained a mean score of 3.59 at a significance level of 0.01 and a majority of respondent noted that the government has no plan for tourism and rural development in the region emphasizing the women's presence and role.

In addition, the respondents believe in the high interest of bank loans with a mean score of 3.32 and the lack of valid guarantor and collateral to provide to banks with a mean score of 3.10. In fact, providing financial resources to rural entrepreneurs, particularly women, requires special attention and more facilitation than other groups since poverty and deprivation are the obvious manifestation of rural areas and especially women residing there. The government should create certainty and trust to the future for entrepreneurial businesses. Undoubtedly, one of the most effective solutions is to ensure entrepreneurial businesses, which is of paramount importance in the rural areas as well as the study area where the financial foundations are weak and

there is social limitation for the economic participation of rural women. The results indicated the weakness of insurance in the field of women tourism entrepreneurship with a mean score of 3.26 and 50% responses of high and very high. Considering the weak self-confidence, hope for the future and the low risk-taking of the studied women, ensuring their fledgling businesses in the field of tourism can lead to their sustainability, attracting more women to this field and creating new opportunities in the field of tourism development.

One of the main rural development obstacles which challenge and fail the launch, creation and effect of any development activity in rural areas is the high poverty among the villagers. Due to the interaction between poverty and the level of vulnerability, the level of villagers' resilience against natural and human threats is low which results in economic and social stagnation in rural areas. Moreover, economic poverty causes cultural and social poverty and ultimately in a vicious circle, it leads to the lack of development of rural areas and the failure of economic activities. In the studied rural areas, the findings show that at a significance level of 0.01 and with a calculated mean score of 3.59 and 63% respondents noted a high and very high level of poverty among rural women in the target tourism villages. Inevitably, the economic poverty of the studied rural women, in terms of psychological and motivational characteristics, such as taking risk and enduring initial difficulties, on the one hand and in terms of finances, as one the main conditions for setting up and tending to entrepreneurial activity, on the other hand, causes rural women occupying in the field of tourism, even with innovative ideas and identifying opportunities, confront with failure and unwilling to undertake the risk and entrepreneurship activities. Furthermore, in terms of local management, the low level of rural municipality administrations' and councils' activity in cooperation with religious officials of villages in order to create opportunities for women's participation in the economic activity of rural tourism has been confirmed with a calculated mean score of 3.43. All these findings are illustrated in [table 4](#).

Table 4. The responses regarding the legal obstacles and weakness in the policymaking of developing tourism entrepreneurship among rural women

	Variables	Very low	Low	Average	High	Very high	Mean	Chi-square	Sig.	Result	
Legal obstacles and weakness in the policymaking	1	Lack of a specific and active trustee supporting women entrepreneurship in the field of tourism in the villages of the region	23	19	39	39	27	3.20	11.53	0.004	Confirmed
	2	Not recognizing the multiple roles of women in planning and allocating credits	12	13	33	52	37	3.59	39.22	0.000	Confirmed
	3	Lack of valid guarantor and collateral to borrow public loans	25	18	48	30	26	3.10	17.52	0.002	Confirmed
	4	Unfamiliarity of the rural development officials with the concept of entrepreneurship and the women's role in its development in the field of rural tourism	21	15	26	45	40	3.46	21.94	0.000	Confirmed
	5	Lack of coordination among various rural development organizations and administrations of the region for tourism development	12	19	40	45	31	3.43	26.16	0.000	Confirmed
	6	Weakness of insurance in the field of tourism entrepreneurship for rural women	27	20	26	35	39	3.26	8.89	0.043	Confirmed
	7	Lack of comprehensive plan for tourism and rural development in the region emphasizing on the rural women entrepreneurship	13	15	20	46	53	3.75	47.52	0.000	Confirmed
	8	High interest of bank loans	18	22	34	42	31	3.32	12.49	0.011	Confirmed
	9	Low level of rural municipality administrations' and councils' activity in cooperation with religious officials of villages in order to create opportunities for women's participation in the economic activity of rural tourism	21	19	23	43	41	3.43	18.34	0.001	Confirmed
	10	High rate of poverty among villagers particularly rural women	11	16	27	60	33	3.59	50.10	0.000	Confirmed

4.3. Social and cultural obstacles

One of the main dimensions of the entrepreneurial environment, which is emphasized in the behavioral approach as one of the new approaches of entrepreneurship investigation, is the social and cultural conditions of the entrepreneurial environment. Admittedly, provided that the social and cultural conditions of the environment are favorable and supportive of entrepreneurial activities, more entrepreneurs will emerge and the survival of start-up businesses will increase. The findings revealed that at a significance level of 0.01 and with a calculated mean score of 3.64, the multiplicity of women's duties in rural households is as an obstacle for women occupying in the field of tourism entrepreneurship. This is a reflection of the traditional beliefs in the studied villages, forming traditional division of labor between men and women in the rural environment of the region, which does not consider employment outside the

home as part of women's duties, and if women are employed, they should still perform all housework duties, which definitely creates a difficult situation for occupied women. This issue is confirmed as the variable of local norms based on the non-acceptance of women in the labor market obtained with a mean score of 3.80 and significant at 0.01 level. Furthermore, the lack of family support for women and girls entrepreneurs with a calculated mean score of 3.42 is an obstacle which 67% responded it as high and very high. Therefore, it can be deduced that the culture of women entrepreneurship and employment is not accepted as the official labor force of the family in the studied rural communities. The consequence of this situation can be observed in variables including rural women's dependence on men in doing daily tasks with a mean score of 3.48 and the lack of cooperative culture and women's production cooperatives in the village with a mean

score of 3.25. Rural women’s dependence on men leads not to developing women's independence and self-efficacy, and the production cooperatives, which are a form of networking in economic affairs and are able to lead to the entrepreneurship of rural women occupying in the field of tourism by sufficient support and creating opportunities,

will not be formed. In addition, this traditional division of labor and the non-acceptance of women in the economic environment has caused social insecurity for women occupying in the rural areas of the region which confirmed by the respondents with a mean score of 3.27. These results are depicted in [table 5](#).

Table 5. The responses regarding social and cultural obstacles of developing tourism entrepreneurship among rural women

	Variables	Very low	Low	Average	High	Very high	Mean	Chi-square	Sig.	Result	
Social and cultural obstacles	1	Multiplicity of women's duties in rural households	16	21	15	42	53	3.64	39.90	0.000	Confirmed
	2	Lack of non-public organizations supporting women entrepreneurship	17	21	38	36	35	3.34	12.69	0.013	Confirmed
	3	Interference of husband in matters related to women's economic activities	17	13	48	52	17	3.26	48.74	0.000	Confirmed
	4	Local norms based on the non-acceptance of women in the labor market	12	22	12	38	63	3.80	63.37	0.000	Confirmed
	5	Lack of women’s access to trained and competent workforce	18	28	51	35	15	3.02	28.47	0.000	Confirmed
	6	Rural women's dependence on men in doing daily tasks	20	15	17	63	32	3.48	53.91	0.000	Confirmed
	7	Social insecurity for women occupying in the isolated rural areas	19	11	48	49	20	3.27	47.03	0.000	Confirmed
	8	Lack of cooperative culture and women's production cooperatives in the village	20	25	30	42	30	3.25	10.08	0.043	Confirmed
	9	Lack of family support for women and girls entrepreneurs	16	22	11	79	19	3.42	106.4	0.000	Confirmed

4.4. Weakness in tourism infrastructure, services and facilities

One of the major obstacles in the creation and survival of tourism activities is the weakness in infrastructures, services and facilities. Doubtlessly, when a destination is in distress in terms of basic infrastructure and services, the development and expansion of tourism has not taken place and it cannot be expected that women perform entrepreneurial activities in the field of tourism after acquiring practical experience and motivational and financial conditions. The result of the chi-square test reveals that the respondents believe in the destruction of the natural environment and landscape of the region which is the most important attraction of the villages. This item is significant at 0.01 level with a maximum (60 percent) responses of high and very high. Field observations also showed that in the target villages of tourism, the indiscriminate construction of tourist and residential buildings

and the increase in pollution due to the arrival of too many tourists, which are all signs of unorganized tourism, have caused natural landscape deterioration in the region. The continuation of this trend leads to a decrease in the tourists’ satisfaction and pleasure and consequently causes tourism stagnation in the region. Respondents pointed out the weakness of the public infrastructure of tourism in their villages with a calculated mean score of 3.17 at a significance level of 0.05. The field observations also indicated that transportation roads to the tourism target villages are not satisfactory. Furthermore, the villagers stated that there are disruptions in energy supply in their villages, especially in the cold season. Other welfare facilities and infrastructure acquired for tourism are also facing many restrictions in the villages. Considering the social restrictions in rural areas related to women's employment, appropriate spaces for initiating their businesses in rural areas

should be constructed in order to provide their psychological security. The respondents noted the lack of appropriate spaces for initiating women businesses with a calculated mean score of 3.46 which is significant at 0.01 level. Rural women

stated that it is very difficult to gain access to socially and psychologically suitable workshops or shops in the villages. These findings are demonstrated in [table 6](#).

Table 6. The responses regarding the weakness in tourism infrastructure, services and facilities of developing tourism entrepreneurship among rural women

		Variables	Very Low	Low	Average	High	Very High	Mean	Chi-Square	Sig.	Result
Weakness in tourism infrastructure, services and facilities	1	Destruction of the natural environment and landscape of the region as the most important attraction of the villages	12	23	26	47	39	3.53	25.73	0.000	Confirmed
	2	Weakness of the public infrastructure (transportation, energy, etc.)	21	23	36	43	24	3.17	12.55	0.014	Confirmed
	3	Lack of access to appropriate spaces for initiating businesses	16	20	22	57	32	3.46	37.11	0.000	Confirmed
	4	Lack of facilities for tourism development in the villages	18	24	19	37	49	3.51	24.12	0.000	Confirmed

One-sample t-test of the obstacles of developing tourism entrepreneurship among rural women in Oraman District in [table 7](#) revealed that as the mean scores acquired higher than the numerical test value (more than 3) and the values of t statistics are positive (significant at 0.05 and 0.01 level), the four indicators are confirmed as obstacles of developing tourism entrepreneurship among rural women occupying in the field of rural tourism in Oraman District. It is worth mentioning that legal obstacles and weakness in policy making with a mean score of 4.96, weakness in tourism infrastructure, services and facilities with a mean score of 4.53 and social and cultural obstacles with a mean score of 4.48, have

the highest calculated mean score, respectively ([Figure 6](#)). In other words, from the respondents' point of view, they are known as the most important obstacles of developing tourism entrepreneurship among women occupying in the field of tourism in Oraman District. Nonetheless, the financial obstacles have the lowest calculated mean score (3.78). Considering its lower and its positive upper level, it can be deduced that this obstacle, from the respondents' view point, is at an average level and are less effective on the lack of entrepreneurial activities of rural women occupying in the field of tourism in Oraman District.

Table 7. Assessing the respondents' point of view regarding the obstacles of developing tourism entrepreneurship among rural women using the one-sample t-test

Indicator	Test Value = 3						
	Mean	t	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Financial obstacles	3.36	3.78	146	0.000	0.364	0.173	0.551
Legal obstacles and weakness in policy making	3.43	4.96	146	0.000	0.437	0.239	0.531
Social and cultural obstacles	3.40	4.48	146	0.000	0.400	0.218	0.561
Weakness in tourism infrastructure, services and facilities	3.42	4.53	146	0.000	0.453	0.241	0.612

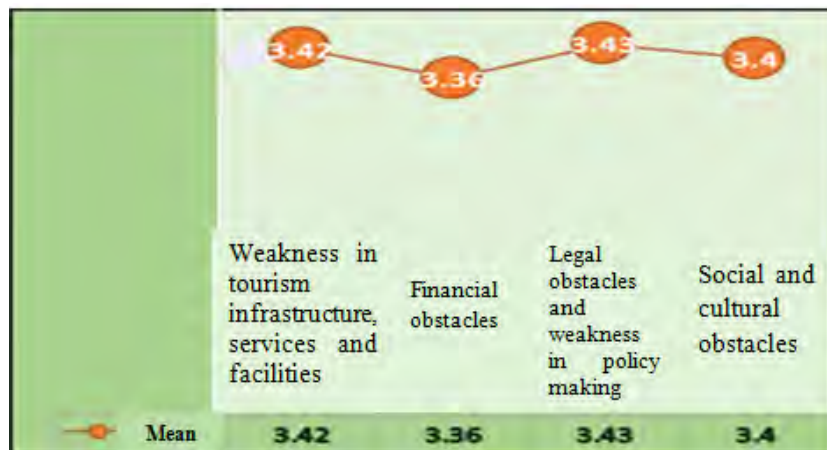


Figure 6. The mean scores of the obstacles of developing tourism entrepreneurship among rural women from the respondents' point of view

Partial correlation test was employed to investigate the effect of personality and background variables such as: age, education level, the number of women participating in the field of rural tourism, having friends, acquaintances or active family members in the economic field of tourism and being purposeful in life on rural women's tendency to carry out entrepreneurial activities in tourism as well as the effectiveness and performance of the factors identified as obstacles of developing tourism entrepreneurship among rural women in the field of tourism. It is worth noting that a favorable level of mentioned personality and background characteristics are essential for the development of entrepreneurial activities. In this regard, firstly, personality and background characteristics were categorized in two levels (high/ low, or with/without, good/bad) and then combined. Changing their scale to an interval scale, their correlation with other two mentioned variables was calculated through Pearson correlation

analysis. Then in the second stage, a partial correlation was calculated by considering the personality and background variable as a control variable or a variable whose role should be removed from the relationship between the other two variables. According to the results of the Pearson correlation test shown in table 8, there is a significant relationship between the three variables. In the next stage, in the partial correlation, there is still a significant relationship between the variables, but with a decrease in correlation coefficients (Table 9). It can be concluded that the personality and background characteristics in the studied rural area do not have a significant effect on reducing the identified obstacles of developing tourism entrepreneurship among rural women occupying in tourism. In addition, the effect of the identified obstacles on rural women's tendency for entrepreneurship is so high that personal differences cannot eliminate them. In order to better understand, the results of table 8 and 9 are illustrated in figure 7, as well.

Table 8. The results of Pearson correlation between personality and background characteristics, tendency to entrepreneurship and obstacles of developing tourism entrepreneurship among rural women

		Personality and background characteristics	Women's tendency to entrepreneurship in the field of tourism	Obstacles of developing tourism entrepreneurship among rural women
Personality and background characteristics	Pearson correlation	1	0.282**	-0.366**
	Significance (Two-tailed)		0.005	0.000
	Number		97	97
Women's tendency to entrepreneurship in the field of tourism	Pearson correlation		1	-0.487**
	Significance (Two-tailed)			0.000
	Number			97

** significant at 0.01 level.

Table 9. Partial correlation between personality and background characteristics, women's tendency to entrepreneurship and obstacles of developing tourism entrepreneurship among rural women

Control variable		Women's tendency to entrepreneurship in the field of tourism	Obstacles of developing tourism entrepreneurship among rural women
Personality and background characteristics	Women's tendency to entrepreneurship in the field of tourism	1	-0.315
	Pearson correlation		
	Significance (Two-tailed)		0.004
	Number		97

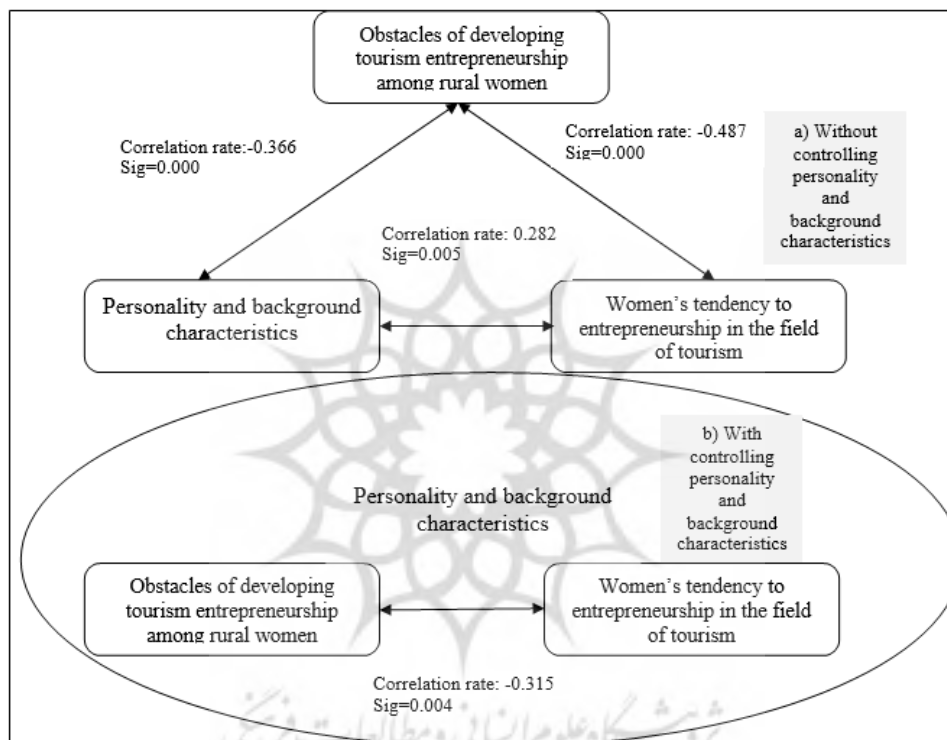


Figure 7. Pearson correlation, partial correlation between personality and background characteristics, women's tendency to entrepreneurship and obstacles of developing tourism entrepreneurship among rural women

5. Discussion and conclusion

Nowadays, entrepreneurship is an effective solution and an incentive element to solve insurmountable economic and social problems in rural areas and is widely implemented in leading countries, especially developing countries with large rural population such as Iran. The review of previous studies also indicated that in the developing regions and countries, due to the weakness of the economic and social structures, there are always many obstacles and problems facing the successful entrepreneurial performance, particularly for women who are enthusiastic to revolutionize their life environment by conducting entrepreneurial activities in the field of business and society. Investigating various viewpoints in

the field of entrepreneurship showed that these problems and obstacles can be divided into three categories: the first category are problems and obstacles common to all entrepreneurs, the second category are the ones that have a greater functional intensity on women in rural environments, and the third category are the ones that are unique and specific to rural women. Hence, the present study aimed at identifying the obstacles of tourism entrepreneurship among rural women in Oraman District. The results of one-sample t-test revealed that, in line with the findings of Bouzarjmehri et al. (2016) and Karimzadeh (2019), as the mean of scores acquired higher than the numerical test value (more than 3) and the values of t statistics are

positive, the respondents agree with four indicators (financial obstacles, legal obstacles and weakness in policy making, social and cultural obstacles, weakness in tourism infrastructure, services and facilities) as obstacles of developing tourism entrepreneurship among rural women occupying in the field of rural tourism in Oraman District. It is noteworthy that legal obstacles and weakness in policy making with a mean score of 4.96, weakness in tourism infrastructure, services and facilities with a mean score of 4.53 and social and cultural obstacles with a mean score 4.48 are identified as the most important obstacles of developing tourism entrepreneurship among rural women occupying in the field of rural tourism in Oraman District, respectively. However, financial obstacles with the lowest mean score (3.78) are at an average level and less effective on the lack of entrepreneurial activities of rural women occupying in the field of tourism in Oraman District.

In general, it can be concluded that the rural tourism system of the study area has weaknesses and challenges in the supply side (weakness in services and infrastructure) which leads to a weakness in the demand side as well. Furthermore, there are other obstacles and weaknesses such as the weak performance of government institutions, financial obstacles, and social and cultural obstacles. Therefore, in order to achieve developing tourism entrepreneurship among rural women, problems and obstacles should be resolved by coordinating all sectors and sub-sectors related to rural tourism in the region. Developing tourism entrepreneurship can act as a great driving force for the sustainable development of rural areas by providing a suitable bed for innovative activities and their entrepreneurship in the field of tourism in rural areas. The entrepreneurship of rural women in the field of tourism is a factor in improving the economic situation at the individual, family and rural community levels. There would be hope that the economic-social isolation of rural women, poverty and the severe deprivation among them and gender inequalities would be eliminated and the dynamics of half of the human resources in the villages (women), family strength and creating a lively environment for either work or life of rural women would be achieved which is one of the main goals of sustainable development being followed seriously by different countries.

Also, in order to answer the second question, the results of the Pearson correlation test showed that, consistent with the findings of [Momayez et al. \(2013\)](#), [Moradi & Ahmadvand \(2021\)](#), [Hosseinpour Niazi et al. \(2023\)](#), [Jurdana et al. \(2015\)](#), [Kumari and Shankar \(2020\)](#), and [Rao et al. \(2022\)](#), the two variables including women's tendency to entrepreneurship and personality and background characteristics had a significant correlation. Rural women with a better and more favorable situation in terms of personality and background characteristics, that is, with higher education level, with more rural women occupying in the field of tourism in their villages, be more purposeful in their lives and with acquaintances or close friends occupying in the field of tourism, have more tendency to enter the field of rural tourism and entrepreneurship. Also, there was a negative relationship between the favorability of personality and background variables with the effect of identified obstacles for women entrepreneurship, which means that the more favorable the personality and background variables were, the less the effect of the identified obstacles on women's entry into in the field of tourism, entrepreneurship and innovation. In addition, the results of the partial correlation test, removing the effect of personality and background variables, showed that there is still, but with less intensity, a significant and negative relationship between tendency to entrepreneurship and the effect of obstacles of developing tourism entrepreneurship among women. This means that the obstacles of developing tourism entrepreneurship in the studied rural areas are very severe as personality and background characteristics, although are effective in reducing the effects of these obstacles, this effect is partial and limited. This result is consistent with the behavioral approach in the development of entrepreneurship. This approach believes that the entrepreneurial environment, i.e. economic, social, natural and institutional conditions, play an effective and decisive role in the growth of entrepreneurship and entrepreneurial activities, and the growth and development of entrepreneurial activities cannot be solely based on favorable personality and psychological characteristics. Nonetheless, not only is the entrepreneurship environment not favorable in the studied villages, but also the psychological and

personal characteristics are not satisfactory among rural women.

Ultimately, according to the obtained results and the high mean score of legal obstacles and weakness in policy making as the most important obstacle to entrepreneurship of rural women in the field of tourism, it is suggested to improve the existing unfavorable situation of entrepreneurship of rural women occupying in the field of tourism in the region. The government's serious involvement in all stages from setting up to implementation and support for the survival of new businesses is necessary. Indeed, it is the first and the most basic step in the development of entrepreneurship. Based on this, in the study area, according to the findings of the research, the government as well as government institutions

responsible for development in the area should first improve the tourism development environment in the studied rural areas and provide the conditions for the development of rural tourism in the area and prevent the region from moving towards stagnation in tourism, and then in the next stage entering more women into the field of tourism, make an attempt to direct them towards entrepreneurial activities.

Acknowledgments: This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Authors' contributions: The authors equally contributed to the preparation of this article.

Conflict of interest: The authors declare no conflict of interest.

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شناسایی و تحلیل موانع توسعه کارآفرینی گردشگری در میان زنان روستائی (مورد مطالعه: بخش اورامان شهرستان سروآباد)

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چکیده مبسوط

۱. مقدمه

حضور زنان در محیط‌های اقتصادی روستاها را با چالش‌هایی روبروست و مانع نقش آفرینی آنها در توسعه اقتصادی روستاها با ایجاد و رونق کسب و کارهای کوچک می‌شود که می‌بایست در زمینه آماده‌سازی محیط‌های عمومی روستایی با رفع این موانع و مشکلات، زمینه‌ساز حضور موفق زنان در عرصه کارآفرینی شد و بدین ترتیب به برابری جنسیتی، ارتقای سطح شادی و بهزیستی عینی و ذهنی زنان روستایی، پایداری نظام خانواده و اجتماعات روستایی و در نهایت حل مشکل فقر و بیکاری به عنوان مهم‌ترین موانع تحقق توسعه پایدار روستایی، دست یافت. از سویی دیگر نیز، در عرصه کارآفرینی گردشگری روستایی به‌عنوان فعالیتی که در چند ساله اخیر با استقبال فراوانی از سوی بازدیدکنندگان روبرو بوده است، ضرورت روی آوردن به فعالیت‌های کارآفرینانه توسط زنان و راه‌اندازی کسب و کارهای کوچک و مولد کاملاً احساس می‌شود چرا که ویژگی فعالیت‌های گردشگری روستایی به گونه‌ای است که زنان می‌توانند نقش پررنگی در توسعه آن ایفا نموده و با کارآفرین شدن زنان روستایی در حوزه گردشگری روستایی، خدمات‌دهی مطلوب‌تری به گردشگران، تنوع‌بخشی بیشتر به جاذبه‌های گردشگری روستایی حاصل آید و در نتیجه با ایجاد شغل و درآمد پایدار، گردشگری روستاها از حالت فصلی بودن خارج گردد. در این راستا هدف اصلی و کلی این پژوهش، شناسایی و تحلیل موانع موثر بر کارآفرینی زنان روستایی بخش اورمان در زمینه توسعه گردشگری می‌باشد.

۲. مبانی نظری

در ارتباط با موانع کارآفرینی زنان، می‌توان دو دسته از موانع را مشخص نمود، دسته اول موانعی هستند که عمومی بوده و برای مردان و زنان ایجاد معضل می‌نمایند و دسته دوم موانعی هستند که مختص زنان می‌باشند و به دلیل شرایط خانوادگی، اجتماعی و حقوقی در مورد زنان کارآفرین، شدیدتر است. در زمینه گردشگری، مهم‌ترین موانع حضور زنان در عرصه کارآفرینی گردشگری همانند مشکلات عمومی دیگر کارآفرینان به ویژه در مناطق روستایی، کمبود منابع مالی، عدم اطمینان و اعتبار زنان در جامعه، عدم ارائه آموزش‌های لازم، فقدان حمایت‌های دولتی و خصوصی از سوی خانواده‌ها، جامعه و دولت از کارآفرینان زن می‌باشد. فرهنگ اقتدارگرا و مردسالار، همواره رواج دهنده باورهای سنتی و کلیشه‌های جنسیتی بوده و از ابتدا، تربیت و اجتماعی شدن دختران، در نظرگرفتن خویش به عنوان جنس دوم و تضعیف اعتماد به نفس و تعمیق حس حقارت و خودکم‌بینی توانایی‌های خویش را در پی داشته‌است. همچنین کمبود آگاهی زنان در ابعاد حقوق فردی، خانوادگی و اجتماعی، حرفه‌ای و عدم شرکت در تشکلهای صنعتی حرفه‌ای و فعالیت‌های اجتماعی، فرهنگی و سیاسی، به استمرار ساخت نابرابر کمک می‌رساند. زنان روستایی به دلیل مسئولیت خانه‌داری و خانوادگی، در هر نوع فعالیتی نمی‌توانند حضور یابند و باید بیشتر در فعالیت‌های کارآفرینی مرتبط با مزرعه و نزدیک به خانواده‌هایشان عمل نمایند.

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۳. روش‌شناسی تحقیق

تحقیق حاضر از لحاظ هدف، کاربردی؛ از لحاظ روش، توصیفی-تحلیلی و از لحاظ روش گردآوری اطلاعات، ترکیبی از روش کتابخانه‌ای و روش میدانی با استفاده از پرسشنامه، مصاحبه و مشاهده می‌باشد. تعیین رویی صوری و محتوایی پرسش‌نامه‌ها با نظر اساتید دانشگاهی و با انجام پیش‌آزمون و توزیع ۳۰ پرسشنامه در میان روستاییان صورت گرفت و جهت تعیین پایایی پرسشنامه‌ها از آلفای کرونباخ استفاده گردید که مقدار آن ۰/۷۷ حاصل آمد. جامعه آماری پژوهش شامل زنان شاغل در عرصه گردشگری روستاهای بخش، مدیران محلی، مسئولین و تعدادی از متخصصان عرصه توسعه و آگاه به شرایط منطقه مورد مطالعه می‌باشد. جهت تعیین حجم نمونه در ابتدا در گروه زنان روستایی به منظور تعیین افراد نمونه، ۹۷ زن شناسایی شدند و با روش تمام‌شماری در میان تمامی آنها پرسشنامه‌ها پخش توزیع گردید. در گروه آگاهان محلی، متخصصان و مسئولین عرصه توسعه روستایی در منطقه نیز، تعداد ۵۰ نفر به روش گلوله‌برفی شناسایی و پرسشنامه‌ها در میان آنان توزیع گردید. به منظور تجزیه و تحلیل داده‌ها از آزمون‌های کای دو، t تک نمونه‌ای و ضریب همبستگی استفاده شده است.

۴. یافته‌های تحقیق


جمع‌بندی پاسخ‌های ارائه شده از سوی پاسخگویان در ارتباط با موانع توسعه کارآفرینی گردشگری در میان زنان روستایی شاغل در عرصه گردشگری منطقه اورامان با آزمون t تک نمونه‌ای نشان می‌دهد که پاسخگویان در سطح معنی‌داری ۰/۰۵ و ۰/۰۱، و با محاسبه میانگین‌های بیشتر از مطلوبیت عددی مورد آزمون (بیشتر از ۳) و مقدار مثبت آماره‌های T با شاخص‌های چهارگانه آورده شده به عنوان موانع توسعه کارآفرینی گردشگری در میان زنان روستایی شاغل در عرصه گردشگری روستایی منطقه اورامان موافق هستند. نکته قابل ذکر، این مطلب می‌باشد که به ترتیب موانع قانونی و ضعف در سیاست‌گذاری و برنامه‌ریزی با میانگین ۴/۹۶، ضعف در زیرساخت‌ها و خدمات و امکانات با میانگین ۴/۵۳ و موانع اجتماعی و فرهنگی با میانگین ۴/۴۸ دارای بیشترین میانگین‌هایی محاسبه شده می‌باشند و یا به عبارتی دیگر از دیدگاه پاسخگویان به عنوان مهمترین موانع توسعه کارآفرینی گردشگری در میان زنان شاغل در

عرصه گردشگری منطقه اورامان شناخته شده‌اند. در ادامه نتایج آزمون اولیه همبستگی پیرسون نشان داد که بین سه متغیر ارتباط معنی‌دار وجود دارد و در مرحله بعدی و در همبستگی تفکیکی یا جزئی نیز مشاهده شد که با مقداری کاهش همبستگی، این ارتباط حفظ گردیده است تا بدین ترتیب بتوان اظهار کرد که ویژگی‌های شخصیتی و زمینه‌ای مورد بررسی در محیط روستایی مورد مطالعه، تاثیر چشمگیری بر کاهش موانع شناسایی شده در راستای کارآفرینی گردشگری در میان زنان روستایی شاغل در گردشگری ندارند.

۵. نتیجه‌گیری و پیشنهادات

نتایج پژوهش نشان داد که از دیدگاه پاسخگویان، موانع قانونی و ضعف در سیاست‌گذاری و برنامه‌ریزی، ضعف در زیرساخت‌ها و خدمات و امکانات و موانع اجتماعی و فرهنگی به ترتیب به عنوان مهمترین موانع توسعه کارآفرینی گردشگری در میان زنان شاغل در عرصه گردشگری منطقه اورامان شناخته شده‌اند. این در حالی است که موانع مالی دارای کمترین میانگین محاسبه شده در میان شاخص‌های مورد بررسی می‌باشند و می‌توان گفت که مانع مالی از دیدگاه پاسخگویان در سطح متوسط و کمتری نسبت به سایر موانع شناسایی شده در عدم شکل‌گیری فعالیت‌های کارآفرینانه زنان روستایی شاغل در عرصه گردشگری منطقه اورامان اثرگذار می‌باشند. لذا می‌توان بیان کرد که سیستم گردشگری روستایی منطقه مورد مطالعه در بعد عرضه دارای ضعف و چالش است (ضعف خدماتی و زیرساختی). همچنین نتایج آزمون همبستگی پیرسون نشان داد که دو متغیر، میزان تمایل به فعالیت‌های کارآفرینانه زنان روستایی شاغل در عرصه گردشگری و ویژگی‌های شخصی و زمینه-ای دارای ارتباط معنی‌دار بوده و زنان روستایی دارای وضعیت بهتر و مطلوب‌تر از نظر وضعیت شخصیتی و زمینه‌ای، داشتن هدف در زندگی و دارای آشنا یا دوستان نزدیک شاغل در عرصه گردشگری، تمایل بیشتری به ورود به عرصه گردشگری روستاها و کارآفرینی در آن را دارند. **کلید واژه‌ها:** کارآفرینی، گردشگری، زنان روستایی، روستاهای بخش اورامان.

تشکر و قدردانی: پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.

<p>Use your device to scan and read the article online</p> 	<p>How to cite this article: Mohammadi, S., Hedayat, A. & Mohammad Sharifi, Zh. (2024). Identifying and analyzing the obstacles of developing tourism entrepreneurship among rural women (Case study: Oraman District of Sarvabad County). <i>Journal of Research & Rural Planning</i>, 13(1), 45-67. http://dx.doi.org/10.22067/jrrp.v13i1.2301-1069</p>	<p>Date: Received: 04-11-2023 Revised: 09-12-2023 Accepted: 01-02-2024 Available Online: 01-02-2024</p>
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