



The role of rural women entrepreneurship in the development of food tourism (case study: servlet village located in guilan province)

Samaneh. Hosseinpour Niazi¹

Homa. Salehi^{2*}

Shohreh. Taj³

1. PhD student, Department of Geography and Rural Planning, Central Tehran Branch, Islamic Azad University, Tehran, Iran

2. *Corresponding author: Department of Human Geography, South Tehran Branch, Islamic Azad University, Tehran, Iran

3. Department of Human Geography, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Email: salehi.kh.homa@gmail.com Received: 06.09.2022 Acceptance: 12.12.2022

Journal of Applied Family Therapy

eISSN: 2717-2430
http://aftj.ir

Vol. 3, No. 5, Pp: 252-267
Winter 2023 Special Issue

Original research article

How to Cite This Article:

Hosseinpour Niazi, S., Salehi, H., & Taj, Sh. (2023). The role of rural women entrepreneurship in the development of food tourism (case study: servlet village located in guilan province). *aftj*, 3(5): 252-267.



© 2023 by the authors. Licensee Iranian Association of Women's Studies, Tehran, Iran. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0 license)

Abstract

Aim: In recent years, the tourism industry has focused on major shopping malls, resorts, hotels and places to visit, but in recent years, food tourism has become one of the main pillars of the industry. In the meantime, creative, innovative and innovative women as entrepreneurs have been the source of great changes in the fields of industry, production and services in rural areas. Therefore, the purpose of this study is to investigate the role of rural women entrepreneurship in the development of food tourism (case study, Serulat village located in Guilan province). **Method:** The present research is descriptive-analytical in nature and method and is applied in terms of purpose and strategic development. The statistical population of the study consists of 30 women entrepreneurs in Serulat village of Guilan province. This village has a population of 509 people. 261 men and 248 women live in this village. The required sample size was calculated using Cochran's formula at 95% confidence level and 1% error for this village of 93 people. In this research, the library method has been used to collect information related to the subject for the theoretical foundations of the research and also the field method has been used to conduct a questionnaire and conduct interviews with village officials and experts. Data analysis was performed by trait independence test using chi-square distribution. **Results:** The results showed that there is a significant relationship between the individual characteristics of rural women entrepreneurs and the development of food tourism. **Conclusion:** Considering that it is difficult for women entrepreneurs to create and maintain a business; Therefore, politicians should help by creating a favorable environment to promote women's entrepreneurship.

Keywords: Entrepreneurship, Rural women, Food tourism, Serulat village.

References

- Afshari Azad, M. R., & Pouraki, H. (2012). Urban morphology and flooding of roads in Rasht city, *Aamish Environment*, 5(17), 25-40.
- Aghbaee, F., Estelaji, A., & Kordavani, P. (2019). Explanation of entrepreneurial capabilities in rural areas (case study of Sabalan region). *Geography*, (60), 47-57.
- Amin, M., & Dadras, H. (2015). Food Tourism and Sustainable Development of Tourist Destinations (Case Study: Gilan Province) Fourth National Conference on Tourism, Geography and Environment
- Beygi, M., & Beygi, H. (2017). The role of native and local food festivals in the development of destination tourism, the first national conference of new technologies in science and food industry and Iranpak tourism
- Brockhaus, R., & Nord, W. (1979). An exploration of factors affecting the entrepreneurial decision: Personal characteristic Vs. Environmental Conditions. *Proceedings of the National Academy of Management*
- Buczowska, K. (2014). Local food and beverage products as important tourist souvenirs. *Turystyka Kulturowa*, 1, 47-58.
- Dadvarkhani, F., Rezvani, M. R., Imani Ghesghlagh, S., & Bozarjomehri, Kh. (2011). Analysis of the role of tourism in the development of entrepreneurial characteristics and entrepreneurial tendencies among rural youth (case study: Kandavan and Eskandan villages of Esko County) *human geography researches*. (78).
- Dianne H. B. Welsh 'Eugene Kaciak; w omen's entrepreneurship: A model of business-family interface and performance
- Djivre, J. (2006) Female Entrepreneurs of the Nrth: Breaking Ground, *Curren Research Issue in Small Business Development Comm 6926 EA*, PP 1-12
- Jing, G, and Wu, B. (2017), Revitalizing traditional villages through rural tourism: A case study of Yuanjia Village, Shaanxi Province, China, *Tourism Management*, 63 (2): 223-233
- Kazemzadeh, S., & Fazli Nasab, B. (2015). Investigating the role of women in rural development, the first international conference on management, economics, accounting and educational sciences.
- Khasal, A., & Safiri, Kh. (2019). Investigating the effect of individual and social characteristics of women entrepreneurs on success in entrepreneurship, *Scientific and Cultural Journal of Women and Family Education*. 13(46),
- Lavoie Dina, from sur I entrepreneurship feminin quebecois, montreal, ecoledes hautes etudes commerciales montreal (١٩٩٥)
- Lerner M., Brush C.G., Hisrich r. D.(1997), Israel Women Entrepreneurs: An Examination of Factors Affecting Performance , *Journal of Business Venturing*, vol. 12, pp. 315-339
- Lewis, Goeff. (2007). 'Who in the world is entrepreneurial?', *Journal of Fortune*, Small business. June
- Mahmoudi, A., Emam Yaari, D., Amini, H., & Hakemabadi, M. (2015). Introducing the natural attractions of Gilan province, a case study of Talesh city, the second international conference and the fifth national conference on tourism, geography and sustainable environment.
- Mardanshahi, M. M., & Nezamzadeh, S. E. (2017). Effective factors on the entrepreneurial intention of managers of active and superior rural cooperatives in Neka city. *Cooperative and Agriculture Quarterly*, 6(23), 27-52.
- Moradi, A., & Bahrami, R. (2017). The role of local management in participatory planning with an approach to the role of rural women in Sahne city, the 9th conference of modern researches in science and technology
- Motiee Langarodi, H. (2013). *Rural planning with an emphasis on Iran*, Mashhad Academic Jihad Publications.
- Oliver, T. (1991). 'Ideas Entrepreneurship and the politics of Health Care Reform', *Stanford Law & Policy Review*, fall, Vol.127. p.169

- Rostamalizadeh, V., & Alijomeh zadeh, P. (2018). Factors Affecting on the Success of Women Entrepreneurs in Tehran. *Quarterly Journal of Social Development (Previously Human Development)*, 12(3), 147-172.
- Salvador Manzanera-Romána, , Gaspar Brändle ; Abilities and skills as factors explaining the differences in women entrepreneurship
- Swati Panda; c onstraints faced by women entrepreneurs in developing countries: review and ranking
- Telfer, D. J., & Wall, G. (2000). Strengthening backward economic linkages: Local food purchasing by three Indonesian hotels. *Tourism Geographies*, 2(4), 421-447 .
- VarkianiPor, N., Hosseini, S. M., Samiee, R., & Shrafi, M. (2019). Providing the Entrepreneurship Development Model Women with a sustainable rural development appriach in Gulistan e Jauhar. *Journal of Applied researches in Geographical Sciences*, 19 (54) :147-166.
- Wickham, P. A. (2000). 'Strategic Entrepreneurship' A decision making approach to new venture creation and management, Prentice Hall.
- William B.Gartner and Scott A. shane (1997) measuring entrepreneurship over time,
- Zimny, ewa ruminska(2003). Womens entrepreurship in trasition cocentries , 48 the world conference intemational coacil for small business, Belfast , nor them , irelana.