

# **A Scientific Research on Examining the Factors Affecting Entrepreneurial Opportunities from the View of Successful Entrepreneurs of the Cultural Heritage, Crafts and Tourism Organization**

## **Abstract**

Currently, work and activity have taken a new form and are moving towards self-employment and entrepreneurial roles have become significant. Entrepreneurship and entrepreneurs play a key role in the process of economic development and progress of diverse societies. Entrepreneurs do not only generate first-hand job opportunities, but also are creative with the necessary structure, thinking, movement and culture. Considering the importance of the tourism sector in Isfahan, the growth of this sector and the issue of unemployment in this province; attention to the tourism sector, handicrafts and the creation of small workshops and overall, the thoughtfulness towards the nature of entrepreneurship can all be solutions in creating job opportunities. Consequently, the necessity and carrying out of this research with an attempt to determine the role of factors related to the development of entrepreneurship as well as its ranking, are a step towards improving the problems and upcoming hinders. Considering the position and necessity of the subject, the present research has investigated the factors affecting entrepreneurship; thus, the statistical population of the present study is made up of 100 entrepreneurs from Isfahan city, and according to Cochran's formula, the number of sample members was calculated as 33 people. Using database theory, these factors were identified, and finally, in the selection stage, the following indicators are considered: entrepreneurship skills training, counseling, provision of financial resources, basic infrastructures (cultural-economic-physical-commercial), environmental factors, strategic factors, individual factors ( personality traits), cultural influences, basic knowledge, driving forces, social networks, entrepreneurial awareness, individual consequences, macro consequences, reforming laws and regulations, entrepreneurial capacity building and empowerment, entrepreneurial motivation system, facilitating general conditions and limiting general conditions; moreover, they were all introduced as effective components regarding the issue of entrepreneurship.

**Research aims:**

1. Identifying the aspects affecting entrepreneurial opportunities.
2. Studying entrepreneurship opportunities in the organization of cultural heritage, crafts and tourism.

**Research questions:**

1. How are the factors affecting entrepreneurial opportunities identified?
2. What factors are effective in entrepreneurship opportunities in the organization of cultural heritage, crafts and tourism?

**Keywords:** entrepreneur, entrepreneurial opportunities, cultural heritage, structural equation technique.

**Introduction**

Entrepreneurship is a combination of opportunities in the fields in which it is located, personal characteristics are necessary to identify and pursue these opportunities and create specific results. Companies can not only contribute to the development of specific company advantages, but also can direct specific entrepreneurial processes through the identification of opportunities and the development of new products and services in the local market. An entrepreneur suffers from uncertainty and risk-taking. John Baptist C has emphasized the role of entrepreneurial management. He claims that an entrepreneur must perform specific business tasks and also be a provider of his own capital and must also be risk-taking. An entrepreneur is someone who achieves success by avoiding the incompetence of others. Many thinkers have discussed organizational entrepreneurship and introduced it as an innovative activity within an organization. Environmental uncertainty, disruption and heterogeneity for current organizations leads to the creation of a group of strategic challenges. Increasing competition in domestic and global markets has revealed the important role of entrepreneurship in business development; therefore, organizations increasingly rely on the effective use of organizational entrepreneurship in order to face development challenges and raise the competencies of the central core. Organizational entrepreneurship is an

attempt to improve competitive advantage by creating internal innovations that generate new industries. Entrepreneurship, renewal of strategies and transformation in the organization, entering new markets and a dynamic process to increase wealth. Undoubtedly, entrepreneurship plays a very key role in the economic and sustainable development of all societies. So that today it is considered one of the indicators of development in developing countries. Entrepreneurship is the most important source of innovation, employment and development. In the conditions where the reduction of investment in the country's economy on the one hand, low productivity and the tendency to adjust the manpower in government and government-affiliated organizations on the other hand, and the addition of a lot of newcomers to the work field are recent cases. has turned unemployment into a major economic and social problem of this time, since entrepreneurship is considered as a solution and cure for the problem of unemployment; and self-employment is considered as the most prominent achievement of entrepreneurship, it seems that developing entrepreneurship and promoting entrepreneurship culture in the country is a serious economic, social and political necessity.

The studies conducted indicate that no independent work with this title has been done so far, however, many articles have been published in topics related to entrepreneurial opportunities in various industries. Foss and Klein (2018) examined entrepreneurial opportunities, in this article, regarding the fact that for more than a decade now, there has been a debate in management research about the status of opportunity creation and entrepreneurship; in this research, it is argued that the existing discussions in this field have led to a little insight in entrepreneurship and the development of appropriate mechanisms in this field has been discussed.; uncertainty is a very important topic for entrepreneurship and innovation that has not yet been used in opportunity-based approaches. In another research, Todshini et al. (2017) examined innovative and sustainable business models in the fashion industry and investigated opportunities and challenges in this field. This study seeks to help understand the inner dynamics of entrepreneurship by using sustainable business models. Specifically, the researchers in this investigation focused on the fashion business, as a resource-intensive industry where opportunities to reduce environmental impacts and innovate business models have been challenged. The purpose of the research of these academics is to examine innovative business models in the fashion industry, especially in terms of sustainability value. Bland and McCaffrey (2017) discussed the theory of entrepreneurship and institutional uncertainty. This article examines the entrepreneurial concept of uncertainty and relates it to the

institutional structure of society. A framework for understanding institutional uncertainty is introduced that emphasizes how uncertainty appears at different institutional levels. This approach shows that different types of uncertainty (i.e. types caused by different institutional levels) affect entrepreneurship; therefore, it guarantees different answers. Common business entrepreneurship, which is done at the lower institutional level of market exchange and market structures, is suitable for overcoming uncertainty in those areas. Bagheri (۲۰۱۲) in an article titled "Identifying Entrepreneurial Opportunities in the Tourism Industry" investigated the factors affecting entrepreneurship in the tourism industry. However, in the aforementioned studies, this issue has not been addressed from the point of view of entrepreneurs; Therefore, the current research, which was carried out using quantitative and qualitative methods and relying on statistical and library data, aims to investigate this issue.

## **Conclusion**

Causal conditions include cases of categories that directly affect the central phenomenon or are in some way the creator and developer of this phenomenon, which can often be found by regularly observing at the data and reviewing the incidents. The obtained results showed that training, counseling, financial resources, knowledge, individual factors, strategic factors, driving forces and entrepreneurial consciousness can be effective causal conditions on entrepreneurial opportunities. The central category is the main phenomenon of this research, which is the identification of entrepreneurial opportunities. This spectacle is the basis and axis of the process to which all other main categories are related, and according to the findings of the research, it is possible to determine the factors that influence this phenomenon and strategies and the consequences. In this research, the central category of entrepreneurial capacity building and empowerment and entrepreneurial motivation system is considered. Strategies are the actions that are presented in response to the central category or phenomenon, chosen in a purposeful way, and by using them, the central phenomenon can be implemented. The interviewees of this research pointed out the importance of laws and regulations more than others. Background conditions are generally special factors that entrepreneurs cannot control, but our strategies are affected by that background. In relation to these factors, the main infrastructures (cultural-economic-physical-commercial), social networks, environmental factors and cultural factors have been emphasized during the interviews. The intervening conditions, which adjust the causal conditions and affect the strategies, during the

conducted interviews, the vast majority pointed to the facilitating general conditions and limiting general conditions, which shows how these factors facilitate the implementation of adopted strategies. Consequences and results are derived from the adoption of strategies that, in a successful state, will lead to the realization of the central category. As a result, the interviewees of this research pointed out individual and macro consequences.

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