

Identification and Ranking of International Entrepreneurship Indicators in the Tourism Industry

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Abstract

The purpose of this research was to identify and rank international entrepreneurship indicators in the tourist industry. Therefore, in terms of the goal, it is an applied research, because in addition to the awareness and scientific aspect, it will also have a practical aspect for relevant organizations. According to the purpose and nature, this research is a mixed (qualitative-quantitative) research in terms of method. The results showed that the indicators of international entrepreneurship in the tourism industry include the existence of tourism standards, the quality of hotels and hospitality centers, the use of the experience of successful countries in the field of tourism entrepreneurship, the image of tourist destinations, the creation of a tourism destination brand, the good experience of tourists, competitive advantages, and costs. , promotion of entrepreneurial skills in the field of tourism, support for innovative tourism ideas, correct recognition of international markets in the field of tourism, identification of threats to international markets, international business management methods, government support, financial resources, existence of correct strategies for international entrepreneurship in the tourism sector increasing communication with other countries, transportation infrastructure, Communication and information infrastructures, development of urban public services, health and treatment infrastructures, mobile network coverage, appropriate investment, the existence of correct educational platforms, training of hotel and restaurant personnel in dealing with tourists, welfare of local people, insurance services for tourists, investment in Different sectors of tourism, considering some special facilities for tourists, entrepreneurial culture, legal and legal aspects, political stability of the country, interaction of different sectors and organizations for the development of tourism, organizational integration, development of entrepreneurial culture in the field of tourism, Government support for tourism entrepreneurship, sociological factors, creating a common vision in the field of tourism development, the absence of cumbersome laws and customs, the economic status of the society, good advertising, training of trained personnel, allocating appropriate budget to the tourism sector, correct introduction The country's tourism attractions are proper planning and implementation, access to more tourists, increased participation in international actions and institutionalization of international entrepreneurship.

Keywords: international entrepreneurship, tourism industry, ranking

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Introduction

The tourism industry has become one of the most important industries in the world in recent years. The arrival of international tourists worldwide in 2020 has decreased by 72% compared to the same period last year, which is due to the slow containment of the Corona virus and the restrictions on travel that are still there, leading to a loss of 935 billion dollars in export earnings. International tourism is more than 10 times the loss in 2009. Meanwhile, the Middle East region recorded a 73% decrease, while Africa experienced a 69% decrease, and Europe and America also experienced a 68% decrease (Abtahi Nasiri et al., 2023).

The development of the tourism industry is very important, especially for developing countries, which have many problems such as unemployment and mono-product economy. In the meantime, the country of Iran is unique in terms of historical, religious, cultural, natural and similar attractions with a land of four seasons and a civilization of several thousand years, and it is in the top ten tourism countries in the world ranking (Asadpour Kurdi et al., 2022).

Tourism is very important and influential in the economic, social and cultural development of many countries, in the service industrial position, in the development of most countries, and it has grown significantly in recent years. The development of this industry, in addition to creating many benefits for related businesses such as hotel management, resort management, travel agencies and restaurants, attracts foreign money and in some way earns currency (Jordan et al., 2019). Also, the tourism sector, after factory production, has the largest share in the world's GDP growth, with a share of 9.3%. Today, many developing countries are trying to increase their participation in the global economy through the development of international tourism (Gorsoy et al., 2020).

International entrepreneurship and its development in countries has been identified as a vital approach for successful competition in the global economy, and the implementation of its strategies in line with creating and maintaining opportunities, as well as exploiting them in order to create a competitive advantage, is essential (Kriser et al., 2021). On the other hand, the changing environment of governments has long been involved in the development of entrepreneurship, and with the increase of technological changes and environmental disturbances and the occurrence of unforeseen events, this environment is more effective than before (Musholag and Kedar-Livy, 2022).

Since entrepreneurial companies play an important role in the economic development of countries, they have the ability to become large exporters and increase economic growth in society. Expanding the scope of the company's activities and finding a way to foreign markets is known as "internationalization" and is one of the main methods of the country's growth and development. For this purpose, entrepreneurial orientation is a process that creates new ways to develop and commercialize products, move towards new markets and provide new services to customers (Abadli et al., 2020). Now the concern of the researcher is what are the characteristics of international entrepreneurship in the tourist industry and what are its components?

Research Methodology

In terms of the goal, it is an applied development research, because in addition to the awareness-raising and scientific aspect, it will also have a practical aspect for companies and organizations, especially organizations related to tourism and entrepreneurship. According to the purpose and nature, this research is a mixed (qualitative-quantitative) research in terms of method. The strategy used for the qualitative part was the fuzzy Delphi method, which was carried out using experts selected for this study. DANP method was used for the quantitative part and ranking. Since in most decision-making, elements interact with each other and there are relationships and interdependence between

decision options and decision-making criteria, and one of the goals of most researches is to prioritize and specify the complex interactions between them, the network analysis method, ANP is a suitable method. But it should be noted that in this technique, using the averaging method to obtain the weighted super matrix seems illogical, because using this method means that each cluster of criteria has the same effect. If, according to the results obtained from the DMATEL technique, there are different degrees of influence between the criteria and, accordingly, between the clusters consisting of the criteria. Therefore, to solve the mentioned problem, the network analysis method (ANP) based on Dimtel technique, which is called DANP, is used.

Research results

Identifying the indicators of international entrepreneurship needs in the tourism industry

Table 1: Final extracted components and indicators of international entrepreneurship needs in the tourism industry

	Description of the agent
Tourism quality	Existence of tourism standards
	The quality of hotels and hospitality centers
	Using the experience of successful countries in the field of tourism entrepreneurship
	Image of tourist destinations
	Creating a tourism destination brand
	Good experience for tourists
	Competitive Advantages
	Costs
	Improving entrepreneurial skills in the field of tourism
	Supporting innovative tourism ideas
International tourism markets	Correct understanding of international markets in the field of tourism
	Identifying the threats of international markets
	International business management style
	Government support
	Funds
	Existence of the right strategies for international entrepreneurship in the tourism sector
	Development of an entrepreneurial strategic plan
	Increasing communication with other countries
Infrastructures	Transportation infrastructure
	Communication and information infrastructure
	Development of urban public services

	Health infrastructure and treatment
	Mobile network coverage
	The right investment
	Existence of correct educational platforms
Opportunities and attractions for tourists	Training hotel and restaurant staff in dealing with tourists
	Welfare of local people
	Insurance services for tourists
	Investing in different sectors of tourism
	Considering some special facilities for tourists
	Entrepreneurial culture
Political factors and laws	Legal and legal aspects
	Political stability of the country
	The interaction of different departments and organizations for the development of tourism
	Organizational integration
Society and culture	Development of entrepreneurial culture in the field of tourism
	Government support for tourism entrepreneurship
	Sociological factors
	Creating a common vision in the field of tourism development
	Absence of cumbersome rules and customs
	Economic status of society
correct management	Good advertising
	Training of trained personnel
	Allocation of appropriate budget to the tourism sector
	Correct introduction of the country's tourist attractions
	Proper planning and execution
	Access to more tourists
	Increasing participation in international actions
	Institutionalization of international entrepreneurship
	Using effective and compatible human resources

In this index, the final indicators extracted from the theoretical bases related to the needs of international entrepreneurship in the tourism industry were extracted.

After distributing the questionnaire, the answers are valued according to the fuzzy spectrum.

Table 2: The results of the fuzzy Delphi method of international entrepreneurship needs in the tourism industry

	Average fuzzified responses of experts			Total average			Average fuzzy comments	Index acceptance/ rejection
	L	M	U	L	M	U		≥ 0.7
Existence of tourism standards	5.5	8.0	9.8	0.69	1.0	1.23	0.97	the reception
The quality of hotels and hospitality centers	4.0	6.4	8.4	0.5	0.8	1.05	0.78	the reception
Using the experience of successful countries in the field of tourism entrepreneurship	5.7	8.3	9.8	0.71	1.04	1.23	0.99	the reception
Image of tourist destinations	6.8	9.7	10.0	0.85	1.21	1.25	1.00	the reception
Creating a tourism destination brand	5.6	8.4	9.6	0.7	1.05	1.2	0.98	the reception
Good experience for tourists	3.7	6.4	8.7	0.46	0.8	1.09	0.78	the reception
Competitive Advantages	5.3	8.2	9.4	0.66	1.03	1.18	0.95	the reception
Costs	6.8	9.7	10.0	0.85	1.21	1.25	0.99	the reception
Improving entrepreneurial skills in the field of tourism	6.3	9.2	9.8	0.79	1.15	1.23	0.99	the reception
Supporting innovative tourism ideas	6.4	9.1	10.0	0.8	1.14	1.25	0.98	the reception
Correct understanding of international markets in the field of tourism	5.4	8.1	9.6	0.68	1.01	1.2	0.96	the reception
Identifying the threats of international markets	5.4	8.1	8.6	0.68	1.01	1.08	0.92	the reception
International business management style	5.1	7.9	9.4	0.64	0.99	1.18	0.93	the reception

Government support	3.1	6.1	8.0	0.39	0.76	1.0	0.72	the reception
Funds	3.0	5.7	8.2	0.38	0.71	1.03	0.7	the reception
Existence of the right strategies for international entrepreneurship in the tourism sector	4.7	7.4	9.1	0.59	0.93	1.14	0.88	accepted
Development of an entrepreneurial strategic plan	2.6	5.1	7.1	0.33	0.64	0.89	0.62	rejected
Increasing communication with other countries	3.7	6.5	8.4	0.46	0.81	1.05	0.78	accepted
Transportation infrastructure	3.4	6.3	8.2	0.43	0.79	1.03	0.75	accepted
Communication and information infrastructure	4.1	6.9	9.0	0.51	0.86	1.13	0.83	accepted
Development of urban public services	4.4	7.2	8.9	0.55	0.9	1.11	0.85	accepted
Health infrastructure and treatment	4.4	7.1	9.2	0.55	0.89	1.15	0.86	accepted
Mobile network coverage	3.2	5.7	8.0	0.4	0.71	1.0	0.7	accepted
The right investment	4.2	6.8	9.2	0.53	0.85	1.15	0.84	accepted
Existence of correct educational platforms	5.9	8.6	9.8	0.74	1.08	1.23	0.99	accepted
Training hotel and restaurant staff in dealing with tourists	4.4	7.1	9.2	0.55	0.89	1.15	0.86	accepted
Welfare of local people	4.5	7.0	9.4	0.56	0.88	1.18	0.87	accepted
Insurance services for tourists	4.4	7.1	9.2	0.55	0.89	1.15	0.86	accepted
Investing in different sectors of tourism	5.4	8.1	9.6	0.68	1.01	1.2	0.96	accepted
Considering some special facilities	4.4	7.1	9.2	0.55	0.89	1.15	0.86	accepted

for tourists								
Entrepreneurial culture	4.3	6.8	9.1	0.54	0.85	1.14	0.84	accepted
Legal and legal aspects	4.9	7.4	8.9	0.61	0.93	1.11	0.88	accepted
Political stability of the country	6.1	8.9	9.8	0.76	1.11	1.23	0.97	accepted
The interaction of different departments and organizations for the development of tourism	4.7	7.3	9.4	0.59	0.91	1.18	0.89	accepted
Organizational integration	3.4	6.0	8.0	0.43	0.75	1.0	0.73	accepted
Development of entrepreneurial culture in the field of tourism	3.5	6.2	8.4	0.44	0.78	1.05	0.75	accepted
Government support for tourism entrepreneurship	6.3	9.2	9.8	0.79	1.15	1.23	0.97	accepted
Sociological factors	4.6	7.5	8.9	0.58	0.94	1.11	0.88	accepted
Creating a common vision in the field of tourism development	6.1	8.9	9.8	0.76	1.11	1.23	0.97	accepted
Absence of cumbersome rules and customs	6.0	8.5	10.0	0.75	1.06	1.25	0.98	accepted
Economic status of society	5.1	7.9	9.4	0.64	0.99	1.18	0.93	accepted
Good advertising	4.7	7.3	9.4	0.59	0.91	1.18	0.89	accepted
Training of trained personnel	5.5	8.0	9.8	0.69	1.0	1.23	0.97	accepted
Allocation of appropriate budget to the tourism sector	5.7	8.3	9.8	0.71	1.04	1.23	0.99	accepted
Correct introduction of the country's tourist attractions	4.2	6.8	9.2	0.53	0.85	1.15	0.84	accepted
Proper planning and execution	3.6	6.4	8.8	0.45	0.8	1.1	0.78	accepted

Access to more tourists	5.4	8.1	9.6	0.68	1.01	1.2	0.96	accepted
Increasing participation in international actions	4.0	6.5	8.1	0.5	0.81	1.01	0.78	accepted
Institutionalization of international entrepreneurship	5.5	8.1	9.5	0.69	1.01	1.09	0.96	accepted
Using effective and compatible human resources	2.7	5.4	7.2	0.34	0.68	0.9	0.64	rejected

Examining the opinions of experts showed that the formulation of an entrepreneurial strategic plan and the use of effective human resources were accepted along with the other indicators.

Table 3: The final classification of indicators and sub-indices of international entrepreneurship needs in the tourism industry

	Description of the agent
Tourism quality	Existence of tourism standards
	The quality of hotels and hospitality centers
	Using the experience of successful countries in the field of tourism entrepreneurship
	Image of tourist destinations
	Creating a tourism destination brand
	Good experience for tourists
	Competitive Advantages
	Costs
	Improving entrepreneurial skills in the field of tourism
	Supporting innovative tourism ideas
International tourism markets	Correct understanding of international markets in the field of tourism
	Identifying the threats of international markets
	International business management style
	Government support
	Funds
	Existence of the right strategies for international entrepreneurship in the tourism sector
	Development of an entrepreneurial strategic plan
Increasing communication with other countries	
Infrastructures	Transportation infrastructure
	Communication and information infrastructure

	Development of urban public services
	Health infrastructure and treatment
	Mobile network coverage
	The right investment
	Existence of correct educational platforms
Opportunities and attractions for tourists	Training hotel and restaurant staff in dealing with tourists
	Welfare of local people
	Insurance services for tourists
	Investing in different sectors of tourism
	Considering some special facilities for tourists
	Entrepreneurial culture

	Legal and legal aspects
	Political stability of the country
Political factors and laws	The interaction of different departments and organizations for the development of tourism
	Organizational integration
	Development of entrepreneurial culture in the field of tourism
	Government support for tourism entrepreneurship
Society and culture	Sociological factors
	Creating a common vision in the field of tourism development
	Absence of cumbersome rules and customs
	Economic status of society
	Good advertising
	Training of trained personnel
	Allocation of appropriate budget to the tourism sector
	Correct introduction of the country's tourist attractions
correct management	Proper planning and execution
	Access to more tourists
	Increasing participation in international actions
	Institutionalization of international entrepreneurship
	Using effective and compatible human resources

Prioritizing the needs of international entrepreneurship in the tourism industry by the method of network analysis based on Dimtel DANP

Table 4: Full correlation matrix of normalized dimensions

	C1	C2	C3	C4	C5	C6	C7
Tourism quality	0.162	0.149	0.145	0.146	0.149	0.146	0.147
International tourism markets	0.146	0.164	0.15	0.149	0.148	0.153	0.149
Infrastructures	0.142	0.14	0.155	0.142	0.138	0.141	0.139
Opportunities and attractions for tourists	0.141	0.139	0.139	0.154	0.14	0.136	0.142
Political factors and laws	0.138	0.139	0.141	0.139	0.155	0.135	0.139
Society and culture	0.14	0.138	0.138	0.141	0.139	0.154	0.14
correct management	0.131	0.132	0.132	0.13	0.132	0.135	0.146

Table 5: Matrix of influence and effectiveness

	D	R	D + R	D - R
Tourism quality	7.684	8.27	15.954	-0.586
International tourism markets	7.597	8.40	15.997	-0.803
Infrastructures	7.971	7.91	15.881	0.061
Opportunities and attractions for tourists	7.859	7.86	15.719	-0.0010
Political factors and laws	7.875	7.836	15.711	0.039
Society and culture	7.868	7.853	15.721	0.015
correct management	8.746	7.47	16.216	1.276

Table 6: Final weight of criteria

	Weight
Tourism quality	0.139
International tourism markets	0.137
Infrastructures	0.145
Opportunities and attractions for tourists	0.174
Political factors and laws	0.107
Society and culture	0.144
correct management	0.154

The survey shows that opportunities and attractiveness, followed by correct management, are the highest priority.

Discussion

What are the components of international entrepreneurship in the tourism industry?

The results showed that the needs of international entrepreneurship in the tourism industry include the existence of tourism standards, the quality of hotels and hospitality centers, the use of the experience of successful countries in the field of tourism entrepreneurship, the image of tourist destinations, the creation of a tourism destination brand, the good experience of tourists, competitive advantages, costs, Promotion of

entrepreneurial skills in the field of tourism, support of innovative tourism ideas, correct recognition of international markets in the field of tourism, identification of threats International markets, international business management, government support, financial resources, the existence of the right strategies for international entrepreneurship in the tourism sector, increasing communication with other countries, transportation infrastructure, communication and information infrastructure, development of urban public services, health infrastructure and treatment, mobile network coverage, appropriate investment, the existence of correct educational platforms, training of hotel and restaurant personnel in dealing with tourists, the welfare of local people, Insurance services for tourists, investment in different sectors of tourism, considering some special facilities for tourists, entrepreneurial culture, legal and legal aspects, political stability of the country, interaction of different departments and organizations for tourism development, organizational integration, development of entrepreneurial culture in The field of tourism, government support for tourism entrepreneurship, sociological factors, creating a common vision in the field of tourism development, the absence of cumbersome laws and customs, the economic status of the society, good advertising, the training of trained personnel, budget allocation It is suitable for the tourism sector, proper introduction of the country's tourist attractions, proper planning and implementation, access to more tourists, increasing participation in international actions and institutionalizing international entrepreneurship. These results are in agreement with the findings of Aliabadi and Pargar (2023), Fallah Tafti et al. (2023), Moghadam et al. (2022), Rafiei et al. (2022), Goks et al. colleagues (2022), Masadah et al. (2021).

Tourism is very important and influential in the economic, social and cultural development of many countries, in the service industrial position, in the development of most countries, and it has grown significantly in recent years. The development of this industry, in addition to creating many benefits for related businesses such as hotel management, resort management, travel agencies and restaurants, attracts foreign money and in some way earns currency (Jordan et al., 2019). Also, the tourism sector, after factory production, has the largest share in the world's GDP growth, with a share of 9.3%. Today, many developing countries are trying to increase their participation in the global economy through the development of international tourism (Gorsoy et al., 2020).

Motivation has been identified as a key factor in entrepreneurship and international entrepreneurship (Hessels et al., 2008). In the research of Dimitratos et al. (2012), the role of motivation in international entrepreneurship has been emphasized a lot. In general, entrepreneurship can be divided into two main groups. Transnational entrepreneurs, (international) and entrepreneurs with small and medium enterprises (Associates period, 2009).

Entrepreneurship is considered a major force for promoting economic, social and cultural development and is a concept that has always been with mankind and as a new phenomenon has played an effective role in the economic development and progress of countries. Therefore, guaranteeing the life and survival of countries requires innovation, inventing and creating new products and services, and one of the common features of this category of patterns is attention to environmental factors that affect the entrepreneur and the flow of entrepreneurship (Sodi et al., 2016).

Entrepreneurial attitude is one of the internal capabilities of companies that improves performance. Entrepreneurial tendency refers to the desire of companies to discover new opportunities in the market and is revealed through the desire of companies to accept creativity, aggressive competition, independence and risk-taking (Kevin et al., 2020).

In fact, entrepreneurial orientation is a strategy creation process that leads companies to continuous innovation. This important helps to position the organization in the market and increases the acceptance of risky investments (Rivera and Romero, 2021). Entrepreneurial orientation is considered as a strategic orientation at the company level

and includes company strategies, company management philosophy and company behavior with an entrepreneurial nature. After about two decades, entrepreneurial orientation has become one of the most useful components in entrepreneurship literature and has been used as an independent component in many researches (Wells et al., 2019).

Encountering entrepreneurial businesses with the phenomenon of market globalization, there is a need to accept requirements for Iranian industries, and delay in planning to meet these unavoidable requirements will probably have unfortunate consequences, and the compensation will be the loss of domestic markets. And the removal of Iranian businesses from the world of international competition. Therefore, all Iranian industries should prepare themselves to meet this challenge in a relatively short period of time. The economic, geographical and political situations of some neighboring countries have led to the creation of potential opportunities for the country, and with proper use of the created opportunities, the speed of development and growth of Iran's economy can be increased (Fasharki et al., 2016).

- Considering that the results showed that the needs of international entrepreneurship in the tourism industry include tourism quality, international tourism markets, infrastructure, opportunities and attractions for tourists, political factors and laws, society and culture, and proper management, it is suggested that all these factors It should be taken into consideration by the officials of the tourism sector and by improving the infrastructure and providing political conditions and laws, they should raise the quality of tourism and provide more opportunities and attractions. Naturally, this work requires proper management in this sector. It is suggested that future studies in this field should be done in a comparative way about international entrepreneurship of different countries and its different dimensions.

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