

Reviews of nomadic tourism in job creation and entrepreneurship

Reza Lahmian*

*Assistant Prof. of Geography & Urban Planning,
Payam-e Noor University, Tehran, Iran*

Maral Firouzmand

M.A. of Geography & Urban Planning, Payam-e-Noor University, Babol, Iran

Abstract

Tourism as one of the most important avenues of economic and cultural development in the world counts. Unfortunately, in our country still has not gained its rightful place. In this paper, the role that tourism nomadic entrepreneurship and employment opportunities have been examined. In fact, tribal tourism as one of the branches of the tourism industry has attractions are many. Lifestyle, clothing, food, culture, crafts, special events and attractions include life nomadic tribes for developing tourism and to create employment and entrepreneurship is considered. this is important not only to achieve, could be untapped potential and attractions and spectacular nature, take optimal use. The research method is documentary and library and in the case of books, magazines and research on issues related to it are used

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**Corresponding author: r_lahmian@yahoo.com*

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Introduction

Today, tourism in many of the country's cultural identity of the country and one of the most important sources of currency in which the economists so-referred invisible exports (Taghvaei et al. 2010: 40). Total phenomena tourism and communications arising from the interaction of capital, tourists, governments and host communities, universities and non-governmental organizations, in the process of absorption, transport, reception and monitoring of tourists and other visitors is said. Tourism is not merely a one-dimensional phenomenon that the linear definitions are debatable, but because of the nature of their different attitudes and aspects of functionality such as many areas of economic, social, cultural and is religious (Papeli yzdi and Saghaei, 2007: 18- 12). The tourism industry has broad functional in all areas of economic, social and cultural dimensions and is suitable to any country According to their capacity and ability to take advantage of it. And must use all appropriate mechanisms to exploit this issue is very important. One of these categories is the nomadic tourism. Various Tribal and nomadic life, including tourist attractions is the existence of a large number of nomadic tribes in different parts of the country, may be grounds for development of tourism and tourism are the nomadic. The nomadic tourism as a branch of the tourism industry has many attractions is .nv life, clothing, culture, ceremonies and special. Among the attractions of this sector for the development of tourism the nomadic, followed by job creation and entrepreneurship is included in. It is the purpose of employment and entrepreneurship by organizing nomadic life, they can create jobs Not that others have created job opportunities their activity is born. One of the mechanisms to promote sustainable job creation in tribal society, are tribal tourism by recognizing the potential of each areas nomadic It can be transformed from potential to actual penis, causing many jobs were among nomadic youth And the negative consequences of their migration poses to many nearby towns can be prevented. The purpose

of this article is to explain entrepreneurial opportunities nomadic tourism.

History Research

Manouchehri in a study entitled "The Role of craft villages in entrepreneurship and employment for tourism" in the year (2011) was done in this study is a review of a documentary study and library was collected. The results indicate that the direct relationship between tourism and handicraft villages and there entrepreneurship.

An article as "exploring the potential of tourism entrepreneurs in the tribal society of Iran" by (Kerkeabadi and Mostakhdemin Hosseini) was conducted in 2010. The results show that tourism to obtained elderly nomadic tribes and nomads could increase revenue without intermediaries to sell their products Sell and also formed cooperatives made up of tribes and grant aid or low-interest loans to build infrastructure and equipment necessary nomadic and nomadic spirit breathed into it.

An essay titled "Tourism, a tool for reducing poverty in Kurdistan" by (Haji and faithful) in the years 2006 and 2007 "was carried out evenly the results show that the poorest people in the area who benefit directly from tourism attending are manufacturers of handicrafts. Development of tourism activities and measures suitable for the production and distribution of goods and services that tourism is essential. This would allow tourism spending is paid directly to households in lower income deciles area. diversification of tourism products on offer and guidance of local people incentives to entrepreneurship and other measures that will help to benefit the local people as much as possible. A study entitled "Tourism and Sustainable Development symbol of dynamic management" by (Goel kohen) was conducted in 1998. The results show that the role of tourism (domestic and foreign) in advancing development goals and its importance in the global economy is expanding Tourism industry, showed that the government should support policy formulation and implementation in the field have realized Despite the positive aspects and manufacturer of the industry, and environmental non-economic issues, particularly Negative factors that enhance without doubt, the studies and appropriate Research, "the successful management of tourism" can reduce them or remove. Article appearing under the title "The role of

entrepreneurship in tourism development in disadvantaged areas (villages)" by Rahmatiyani and Rahimi is done. The results of the study showed a broadly is that tourism creates new opportunities for entrepreneurship Will be. Even tourism businesses that are not directly involved could benefit through communicate closely with tourist facilities, for example, local cuisine can be supplied as part of the local tourism rural Used. Tourism can accomplish to expand businesses (catering, services, tourism, recreational activities, arts / crafts, etc) help (Najafi & Azadi, 2012).

Article appearing under the title "the importance of promoting entrepreneurship in tourism" by (Najafi and Azadi) was conducted in 2012. The main result of this study emphasis on promoting entrepreneurship in the tourism industry to the point that understanding the culture and entrepreneurial atmosphere necessary condition for the creation of an entrepreneurial environment. It results capable of. In addition, supporting entrepreneurs need by providing motivational factors such as will be or financial Supports, education and training are taken into consideration. Policies that can be Awareness should make public the benefits of entrepreneurship in the economy and society will be promoted. Combining elements of entrepreneurship at all levels of the education system, the development of guidance and support programs can be developed to increase the level of entrepreneurship and the formation of positive attitudes towards entrepreneurship help.

Research objectives

Examine and evaluate the role of tourism in entrepreneurship and job creation nomadic. The nomadic tourism in developing entrepreneurship. By studying relationships between nomadic tourism and entrepreneurship

- Research Method

The research method is descriptive and analytical information required by library and documents have been collected

Theoretical Foundations

- Tourism

Tourism industry clean and one of the major industries in the world is. Keep in mind the economic analysts believe that the tourism industry,

after the oil and automobile industries in the world's Row. The word 'tourism' (tourism) of the word" net "means navigation is getting to the root of the word" Captain "means revolve and sweep between origin and destination. In culture and tourism travel on a journey where the destination is and then location contains, according to the State Expediency Council "(Sedaei & Dehghan, 2010: 57)

"As defined by the International Organization of international tourism conference in Rome, according to the proposal presented" a tourist or temporary visitor who is to leisure, rest, visiting family, vacationing, visiting landmarks, carried out medical, treatment, business, sports, pilgrimage, to a country other than their own travel, provided that the minimum length of stay of 24 hours and less than 3 months but earn Occupation is not considered "(Kerkeabadi and Mostakhdemin Hosseini, 2010: 48) "Statistical Center of Iran in order to separate non-tourist travel, has provided the following definition of tourism "The Tourist individual person to a country or a city other than their usual environment for a period of not less than 24 hours and not more than one year travel And His purpose of travel, leisure, recreation, sports, visiting relatives and friends, mission, attend seminars, and study treatment or religious activities "(Kerkeabadi and Mostakhdemin Hosseini, 2010: 48)

- Define indicators of tourism

Tourism to define multiple criteria and indicators which can be used to define and classify the types of tourism:

Index	Property
Time	Breakdown based on travel time
Season	Breakdown based on seasons
Motivation	Breakdown based on interests (recreation, health, pilgrimage and..)
Place	Bio-based separation distance and proximity to centers
The shape and organization	Based on individual travel, group, business, family and...
Type of vehicle	Based on the type of vehicle
residence	The accommodation (hotels, beaches, Pensions and...)

Source: Papeli Yazdi and Saghaei, 2009

- Major forms of tourism

Depending on the type, location and nature of this industry, tourism is divided into different categories, including the following, which is

fairly comprehensive, include: archaeological tourism, pilgrimage tourism, nomadic tourism, rural tourism and tourism natural.

1 Recreational tourism and the holiday

This type of tourism involves individuals or groups that want to vacation, recreation and rest, use water warmer or cooler than its location to travel to process. In the city or country of residence as well as factors such as the cost of round-trip, the cost of hotels, food and drinks and additional purchases are effective. Tourists by travel agents and corporate travel tourism country is carried out are also attempting to do it (Rezvani, 1995).

2 Tourism therapies

This includes individuals and groups who use climate change (for the purpose of medical and healthcare) use mineral water, he was recuperating, curing and the like travel

3 Cultural and educational tourism

This type of tourism to become familiar with cultural heritage, customs, buildings and monuments with the aim of training, research takes place. Tourists who are in this group, called the probe tourism (Rezvani, 1995)

4 Social tourism

In this type of tourism, mainly social purpose, anthropology, sociology, etc. is desired. Meet acquaintances, relatives and friends are also of this type of social tourism (Rezvani, 1995)

5 Sports tourism

Any type of travel is to sports activities, sports tourism is called. Such as skiing, hiking, trekking, climbing, cycling, hunting, swimming, sailing, participating in sports and watch sports and travel This may be done individually or collectively. Many countries established a set of well-equipped sports facilities in the sports, hunting and sports attract tourists often through tourism (Rezvani, 1995)

6 Religious tourism and pilgrimage

This type of tourism is one of the most common forms of tourism around the world. Religious, shrines and holy places every year attracts large number of tourists to the Residential and entertainment

facilities such as the type of tourist lodgings and religious centers According to the social and cultural fabric and belief tourists has its own characteristics in each country of great diversity (Rezvani, 1995)

7 Tourism commercial

The most important trips that are done under the title of: trips that people take part in fairs, exhibitions, product, visiting the factories and their facilities. Business travel is usually not an option and the cost of such travel accommodation business for the company (Rezvani, 1995)

8 Political tourism

Travel to participate in meetings and international forums, congresses and seminars on political, national and religious celebrations, special occasions such as funerals political leaders and political figures, the victory of party leaders and the government to reach a political Tourism read it and ... (Rezvani, 1995).

- The Nomadic Tourism

Tribal people are said to have been tribal social structure and livelihoods are dependent on livestock Whose aim is to provide the right conditions for their cattle from one area to another Z (in the spring from winter to summer and the winter season the autumn) migrate. They resort to temporary and can be collected and re-install it there.

Originality means that your visitors are nomadic tourists postmodern cultural perspectives tribal areas to search. Although tribal tourism capitalist economy in the space occupied tribal areas and integrate them into the consumption cycle show, but what can Is. Cognition the importance of tourism and spatial analysis such benefits on a tripod, prosperity and stability to development is (Papeli Yazdi, 2007: 210).

This type of tourism in order to observe the lifestyle of indigenous people and ethnic done. The purpose of ethnic tourism, recognizing the company's various ethnic groups and their experience is. Iran because of various ethnic groups, lor, Kurds, Turks, Baloch, Arabs, Turkmen and characteristics that each of them have a lot of charm eligible for any external observer and tourists. Many tourists are interested in traditional life were so closely watch (Mostakhdemin Hosseini and Kerkeh abadi, 2010: 43).

Nomadic Tourism ability to define a capitalist economy in the tribal areas and integrate them into the consumption cycle show, but what could be material Cognition this kind of space tourism and its analysis is based on benefits, welfare and stability are beneficial for development. Development of tourism services tribes have positive and negative impacts and challenges that cultural actions planning can reduce the negative effects and challenges and the added benefits (Papeli Yazdi, 2006: 210)

Iran is rich in this area dramatically and could fail to attract thousands of tourists, researchers and anthropologists from around the world. What the discussion as a tourism nomadic tribal society of Iran is a problem for is that Lest this type of tourism according to tribal bias towards the private sphere and privacy tribal customs of tribes to put his eclipse And to strike its own problems Increase . However if planning and infrastructure for tourism should not be concerned about cultural identity was made available to the nomads. Unless they have the identity that they will lose business overnight

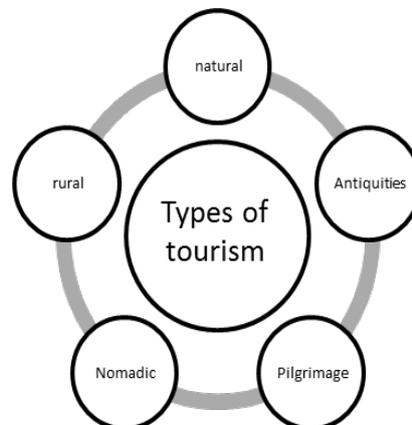


Figure 1: Types of tourism
Source: Authors

Entrepreneurship

In general, entrepreneurship means "commitment" originated. The gestation academic dictionaries, an entrepreneur is someone who commits a hazard is an economic activity to organize, manage and pay. According to Peter Drucker, the new small business entrepreneur is someone who starts with their capital. Hisritch et al entrepreneurial

process of creating something new and colleagues know that with time and effort and accepting financial risk, mentally and socially to obtain the financial resources of personal fulfillment and independence They are the result of creativity and innovation process of regular activities with the requirements and opportunities gives bond market (Ghaniyan & Fotovvati, 2013: 35).

Shoompiter Dynamic theory of entrepreneurship as an engine of economic development and the entrepreneurial engine (the theoretical ideal) embodied opens

This kind of ideal, creative force, vision, business idea, not wanting to office managers who does not innovative skills should tempt Tantalizing investment in capitalism, the ability to apply risk for attack Positions unknown and a wide variety of innovations (products or processes, transformation of products, new markets, Diversify, new materials or Structure of new markets) to consider deals (Moghimi, 2004: 80).

Stevenson and Jarylo Also believe that entrepreneurship is not limited only to independent risky activities, But also including entrepreneurial organizations and corporate collections as well as the screw. "John Thompson" believes that entrepreneurial behavior needs of learners and essential for all organizations (public, private, voluntary, etc.), of any size (large, medium, small) is (Moghimi, 2004, 84).

Tourism can play an important role in job creation and entrepreneurial people have also is . Entrepreneurship, the process of creating something new and take risks and its benefits (Hisrich, 2005, 8)

- Tourism and employment

Tourism is a user industry. Since many tourism services can not be delivered using the technology, employment of manpower in this industry are plentiful. The development of tourism in different places, creating permanent and seasonal and part-time employment for manpower with expertise and training provided and the average unemployment rate decreases. In addition to direct employment in tourism and other activities that are related to tourism Such as construction work, repairs, hire cars, street vendors and such are provided for indigenous people. Tourism as an economic activity can lead to higher levels of employment a total of five types of employment of manpower in case it is indivisible:

- 1 Employment-related infrastructure, airports, roads, security, health
- 2 Initial work mainly includes activities that provide background for travel before or during travel is done, Tourism and transport information between the institutions of this type is the beginning and destination
- 3 Employment in supplies, the major share of employment in tourism activities and activities to be included in the covers that directly meet the needs of tourists everyday until it resolves its destination. This type of employment is a wide range of activities in the field of transport, hotels, restaurants, and entertainment services in place.
- 4 Employment software that tourism is directly involved with it. Such as insurance, banking, internet and etc.
- 5 Indirect employment to more productive activities related collateral and comes at the same time provide investment in tourism (Zamani, 1994: 36).

- Tourism capabilities tribal society of Iran

Iranian nomadic community has a lot more functionality to attract tourists nomadic that must be programmed with different mechanisms and brought it from potential to actual.

Overall manufacturing activity nomadic communities can be divided into three categories:

1. The activities of animal husbandry and animal production and products Of Dairy
2. Agricultural production
3. Handicraft production

Tribal areas as inheritance is concerned that the role of human history on the apex of its originality shines The situation represents a historical and cultural heritage Electronic Civilization tribal areas that have been formed over the years

The nomadic tourism, lifestyles tribal areas along their customs and traditions attention to their peaceful transfer plays a very large role Kind of housing and clothing in the tribal areas can also be considered a source of inspiration for many tourists And the need to achieve sustainable tourism in every region First, pay attention to its infrastructure and prepare the necessary facilities in this regard.

In general, tourism can be nomadic capabilities outlined as follows:

Customs, housing, clothing, crafts, music, folklore, kind of living, climate, landscape (Papeli Yazdi: 2007: 212).

The following is a description of what life will be discussed a few of the numerous attractions:

Natural attractions: places of residence and places all the Nomads are also accuse of natural Attractions often in connection with or near the springs and waterfalls, rivers and wetlands, hillsides and forests and plains, these areas are home to find that hypocrisy, an opportunity is appropriate for nature tourism.

Migration: Migration and displacement of tribes along the way home and livestock, for many people, especially those who live in areas of the lifestyle there, very charming. In many cases it is observed that the number of tourists part the migration routes of nomads have gone by and even a few nights in the tribal areas have lived with them in their black tents.

Crafts: Nomads due to low dependence on low interaction with civil society and with civil society and interaction with nature, the ability to produce diverse and interesting crafts such as black tents, carpets, rugs, saddle bags, saddlebags and have These artifacts can additionally aesthetic attraction, as a source of revenue for tribes to be considered

Prepare and cook food: tribal society with regard to the bulk of their food needs from the natural resources available and provide, in the field of culture preparation, reproduction and maintenance of their visas, the category to fit the situations and conditions appropriate to each area varies. The nomadic life of attractions both for tourists is interesting to tourists and selling these foods can be a source of revenue for tribes, especially the tribal women.

Culture and customs: the customs and cultures of ancient standing, music and folk dancing, rituals and mourning their wedding with traditional coverage Ashar, their stories and legends, entertainment, competitions and games of all local cultural attractions are part of the community

- Tourism nomadic and entrepreneurial opportunities

One of the concerns of the world in the third millennium due to population growth, the issue of employment is stable In addition to providing job security in line with productivity, sustainability-oriented

act. Experts believe tourism arrivals per 4 to 10 direct jobs will be created at the destination by counting the jobs created in the manufacturing and service for every tourist this figure is 15 to 18 people directly and indirectly for any tourists arrive. At the same time the rate of employment in the tourism sector, as is 11/2 times faster than other sectors and accordingly, in addition to its social and cultural functions, is that economists are the best way to promote the rapid development and comprehensive in the industry to introduce their communities (Gholamrezaie et al., 2012).

In between nomadic tourism due to the aforementioned features and attractions, you can create entrepreneurial opportunities related to tourism between the tribes as part of the community by having a substantial amount of labor, Grounds for the dynamics of this section, Prosperity and development of the country's tourism industry. Because as we know Achieve development in any society needs to develop a comprehensive and coordinated all parts of society. Actual and potential resources need an opportunity to flourish among tribes and nomadic Upbringing that tourism can be somewhat with his the result Provide this opportunity.

- Difficulties and bottlenecks tribal tourism

1. The problems relating to infrastructure: the lack of appropriate infrastructure for tourism planning
2. social problems and to eat nomadic lifestyle
3. Planning mismatch nomadic life balance
4. The lack of trained and skilled tourism professionals in the Amr.bkhsvs the spirit and customs of the surrounding tribes have full and comprehensive information on the subject
5. Lack of government financial support in the form of lending at low interest rates and reasonable terms.
6. Lack of coordination between different departments organizations. (Mostakhdemin Hosseini and Kerkeh Abadi, 2010: 49).

Tribal tourism in the world and Iran

Tourists are nomadic postmodern pilgrims in eye-cultural originality of its meaning nomadic areas addressing. Although tribal tourism capitalist economic potential in the space occupied tribal areas and integrates them into the consumption cycle show but what can be

important to Cognition this tourism and spatial analysis of the tripods usefulness, prosperity and stability to develop useful (Papeli Yazdi, 2007: 210).

Conclusion

Iran has a long history and old from different ethnicities and different climate with an excellent platform for the planning of tourism. Considering that Iran is currently one of the few countries where there are nomadic and tribal-based nomadic life still maintain their old traditions have, Can be very good for tourism planning tribal areas, which in this branch of tourism products, tourism and study to meet the nomadic life and Travel to tribal areas to benefit are the attractions of this kind of life. Nomadic tourism as an important factor for entrepreneurship and improve the lives of nomads and eliminate chaos and disorder that are born of unemployment and poverty, are the authorities should develop the necessary infrastructure needed in these areas provide a context for entrepreneurs.

Suggestions

In this context, the following proposals can be presented:

- Create mechanisms of encouragement and support to attract investors and entrepreneurs in the areas of existing and susceptible tribal tourism
- Providing support facilities and conditions for development of tourism tribal cooperatives as the third sector and other sectors of the economy with the aim of talented graduates seeking employment
- Introducing and identification of tourism tribal areas prone to community tourism through the mass media and electronic advertising practices
- Studies aimed at identifying potential land use cultural, climatic, economic, infrastructural and demographic occasion with policies and strategies were formulated based

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