

IDENTIFYING ENTREPRENEURIAL OPPORTUNITIES FOR THE CONSTRUCTION INDUSTRY CAUSED BY RELIGIOUS TOURISM, CASE STUDY: THE RELIGIOUS CITY OF MASHHAD

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ABSTRACT: Entrepreneurship is the process related to discovering, evaluating and exploiting opportunities, by which new goods and services are created or provided. Concerning that tourism religious industry in many countries is representative of cultural identity of a country and one of the important resources of gaining foreign exchange. Therefore, identifying the entrepreneurial opportunities of construction industry in the field of religious tourism in the Holy City Mashhad is of a particular importance. Accordingly, the objective of the present study is to identify the entrepreneurial opportunities of construction industry in the field of religious tourism in the Holy city Mashhad. This descriptive research employs a survey method and its population includes elites of tourism business of the region including investors, service providers, in the tourism section, experts and managers related to the field of tourism business and also the owners of construction industry. To conduct the research, 286 participants were selected randomly as the sample. Reliability coefficient was reported as equal to 0.89 and its concurrent validity as equal to 0.79. The data analysis was conducted in two levels of descriptive and inferential statistics using SPSS software. The results indicate that paying attention to create new opportunities alongside the natural opportunities existing in the city result in job creation, increase in the domestic investment, and increase in foreign investment and at last it results in economic growth and growth in modern buildings and increase in tourists compared to other countries of the region.

KEYWORDS: opportunity identification, entrepreneurial opportunities, entrepreneurship, construction industry, religious tourism.

INTRODUCTION

In the surging and changing world of today, every country requires to identify opportunities continuously grow its economy and identifying opportunities is the heart of entrepreneurship Surging world ([Mohammadi Eliasi, 2009](#)). Concerning that tourism industry in many countries is representative of cultural identity of every country and is one of the important resources of gaining foreign exchange. Developing tourism industry is highly important for developing countries which encounter challenges such as high unemployment rate, restrictions on foreign exchange reserves and single-product economy ([Mcintosh et al., 1995](#)). Tourism and entertainment in a modern way is the part and parcel of a industrialized society and is an important loop in its reproduction ([Momeni et al., 2008](#)). It should be noted that religious tourism is one of the oldest kinds of tourism of the past and it is present all over the world ([Ajit, 2004](#)). And based on estimation, it allocates to itself 26 percent of all tourist flows of the world ([ICEP, 1997](#)). Therefore, Mashhad is

part of the holy cities of the world (geography of pilgrims) where is come into existence under the guise of ideology and has shaped its spatial nature and form as well as socioeconomic life totally under the influence of religious and cultural as well as tourist factors raised from it. And every year, it appeals a thousand of pilgrims from inside and outside of the country. According to statistics, more than 50 percent of pilgrims and tourists in Mashhad are accommodated in private homes and motels. In this regard, using tourism system and construction industry enjoy a high importance. Considering the fact that construction industry contains economic advantages and environmental growth, in such a way that by increasing construction, particularly considering modern and special construction and requiring the environment and tourists can be as constructive and driving force economy and the factor of dynamicity of tourism in addition to creating entrepreneurship. Therefore, golden opportunity identification in the field of

construction of the tourism domain in Mashhad enjoys a high importance.

In spite of the fact that so far, little research has been conducted regarding the effect of entrepreneurship on the economy of construction industry and engineering in increasing tourism. However, investigating local dimensions of new business, entrepreneurship researchers state that local environment influences entrepreneurship opportunities. On the other hand, entrepreneurial successfulness affects its own local economy. By investigating important issues of metropolises including the field of construction industry, researchers have found out that these cities enjoy real capacity for entrepreneurship in this field. However, the important point is the changes in the approach of public section to private one ([Aharjani Mirzaei, 1992](#)). Private section enjoys a higher efficiency. Therefore, the present study has the objective to identify entrepreneurship opportunities of construction industry in the field of tourism in Mashhad. After data being collected, different types of business were identified and finally were prioritized in terms of their importance. At last, there were presented some strategies and suggestions.

1.1. Theoretical framework

Considering the fact that in the present study, entrepreneurship and identifying opportunities are emphasized. A brief review to the concept of entrepreneurship is also beneficial. The etymology of the term *Entrepreneur* originates from French and the verb *entreprendre* which means "undertake" ([Gartner, 2002](#)). Entrepreneurship is the motor of changes of and improvement in economy, culture and society. Growth and acquisition of this phenomenon can result in fundamental changes and transformation in national economy. Entrepreneurship is a process by which an entrepreneur provides a new product and service by presenting a new idea and thought in creating business by accepting dangers and risks ([Guizzardi and Mazzocchi, 2010](#)).

1.2. The concept of opportunity identification

Opportunity identification refers to a comparative process between an unmet need and the market and a solution for its satisfaction ([Lumpkin and Hills, 2004](#)). Opportunity identification is a process by which individuals reach this conclusion that they have potential capacities for creation of new things which have the capacity of creating economic value as well ([Baron and Shane, 2005](#)). [Ardichvili et al., \(2003\)](#) in a definition for opportunity identification state that because individuals change their

primary ideas to business plans, opportunities improve. But the process of opportunity improvement is different from identifying opportunities conceptually. What is called in entrepreneurship literature as opportunity identification includes three different stages: 1) feeling or understanding market requirements or unused resources, 2) identifying or discovering a proportion between the needs of specific markets and specific resources and 3) creating a new proportion between requirements and resources which so far have been separated from each other in shaping the concept of a business. These processes, respectively include perception, discovery and creation and indicate identification ([Ardichvili et al., 2003](#)).

1.3. Opportunity in tourism industry

Tourism is one of the biggest and fastest developing industries in the world. Alongside its quick growth, a verity has occurred in products and objectives of tourism, which consequently the demands for various kinds of tourism such as natural, historical, religious and tourism is created ([Momayez et al., 2013](#)). The incremental increase in popularity and universality of nature and adventurous trips and outside of the living place and vast influences of commercialization of trip opportunities, a high pressure has been put on using unique and particular resources of the regions ([Fatemi, 2001](#)). As observed in the above definition, two issues of adopting a new approach in exploiting unique resources in regions and also expanding trip culture among people (as a new process) have caused the definition of new approaches and increasing opportunities in tourism industry ([Pourkazemi and Rezaei, 2006](#)).

1.4. Religious tourism

Religious tourism is considered as one of the oldest and the most booming kinds of tourism in the past and present of all over the world ([Ajit, 2004](#)). Nowadays, religious tourism with its all sections and types has been able to be located in the world tourist context because of its indexical structural and functional features, in such a way that its influence domain has covered all of the world ([Santos and Da Graca, 2004](#)). According to the estimation of the [UNWTO, \(2007\)](#), it covers all over the world, religious tourism has allocated to itself 26 percent of tourism flows of all over the world ([ICEP, 1997](#)). In this kind of tourism, the main motivation is pilgrimage to holy places and shrines whose accommodations and facilities type influence it. Accordingly, tourism resources and attractions have been considered as important in all sections of

tourism planning and management; however, using tourism endowments and providing appropriate ground for improving tourism is not possible. Therefore, identifying attractions in the first stage and planning for its improvement in the next stage seem necessary [Behzadfar and Zamanian, \(2008\)](#). However, to attain the best strategies in the issue of tourism, required cooperation in research, information, product improvement, human resources, marketing and supervision on executing laws sections seem necessary ([Shahandeh, 1999](#)).

1.5. Research questions

The present study is to identify entrepreneurship opportunities in construction industry in the field of tourism in the Holy City Mashhad and to do so, the following research questions have been investigated:

The main research question:

What entrepreneurship opportunities are available in the construction industry and what are the most important opportunities?

Subsidiary research questions:

- ✓ What are the entrepreneurship opportunities in the construction industry in the field of providing accommodation for pilgrims and tourists?
- ✓ How should entrepreneurship opportunities for attracting tourists and providing the ground for more lasting religious pilgrims in Mashhad occur?
- ✓ How should providing entrepreneurship opportunities for improving tourists' buildings and its influence on urban management in the field of engineering and managing construction be?
- ✓ To what extent can the application of construction industry influence the field of tourism in the Holy city Mashhad and does it enjoy technical, industrial, economic and cultural justifications in the section of construction?

METHODOLOGY

The present study in terms of controlling research conditions is a survey study and it employs a descriptive design. In addition, this study is an applied research in term of objective and in terms of range, it is a micro study and temporally it is a sectional survey, in such a way that the method of data collection employs interview form and the measuring tools are researcher-made questionnaires. In this study, to measure constructions, Likert scales techniques are used. The population of this study includes elites of tourism business of the region including investors, providers of services in tourism section, experts and managers related

to the field of tourism business and owners of construction industry, which based on the questionnaire, the owners of existing business were considered in five fields of accommodation, entertainment and recreation, handicraft products and souvenirs and transportation and information located in Mashhad. The number of samples were determined as 286 participants based on Cochran sampling formula with estimating accuracy $d=0.05$, the maximum of variance $pq=0.25$ and the P-value of 95%, in five fields (accommodation, entertainment and recreation, handicraft products and souvenirs and transportation and information).

In the research, to determine the reliability of the questionnaire, Cronbach alpha technique was employed in such a way that firstly the questionnaires were distributed among experts, elites and officials of Tourism Organization randomly, then the collected data were tested and by measuring Cronbach alpha, the reliability was confirmed. It should be mentioned that the range of alpha is between zero to one, zero indicates lack of reliability and one is considered as the existence of complete reliability between questions and their internal consistency. If the amount of alpha becomes more than 0.7, the questions and items for evaluation of the concept or desired variable are suitable. Finally, data analysis was conducted using SPSS statistical software program, in such a way that to describe the qualitative attributes, calculation of percentage and frequency distribution and to describe quantitative attributes the calculation of central indices and distribution were considered. Finally, to test and prioritize variables, Friedman nonparametric test was used.

RESULTS

3.1. Findings of the qualitative stage of the research

Demographic characteristics of respondents are shown in the table 1. Among the 100 person sample, 62 individuals were male and the rest were female. The average level of education of individuals was BA. Individuals ranging from 20 to 50 years old participated in answering the questions of questionnaire and 61% of participants held BA degree and 31% MA. In addition, the average age of participants was as such: 50% of participants were in the range of 25 to 30 years old, 37.2% ranged from 31 to 35 years old and 12.8% were more than 35 years old. Also, 45% of participants had work experience up to 5 years, 44% 5 to 10 years, 9% 10 to 15 years and 2% 15 years and more work experience.

Table 1: Demographic characteristics of sample surveys

Subjects	Variable	First questionnaire	
		Frequency	Percentage
Gender	Male	62	62
	Female	38	38
Degree	Diploma	8	8
	BA/BSc	61	61
	MA/MSc	31	31
	MA and Higher	0	0
Age	Up to 20	1	1
	20 to 30	43	43
	30 to 40	31	31
	40 and more	17	17
	No answer	8	8
Work experience	Less than 5 years	45	45
	5 to 10 years	44	44
	10 to 15 years	9	9
	15 years and more	2	2

3.2. Findings of the quantitative stage of the research

Following interview with elites and experts of construction industry and conceptualization of interview data, a main question was proposed to answer five subsidiary questions. In this section,

based on usefulness and brevity, the final findings of the research are pointed out in every stage.

3.2.1. First question

What are the entrepreneurship opportunities of construction industry in the field of accommodation providing for pilgrims and tourists?

To answer the above question, two hypotheses are presented. To reject or confirm the hypotheses single-sample t test were used. Therefore, the hypotheses to be answered are as follows:

H_0 : the importance of accommodation providing for pilgrims and tourists in creating entrepreneurship opportunities of construction industry is not high.

H_1 : the importance of accommodation providing for pilgrims and tourists in creating entrepreneurship opportunities of construction industry is high.

$$\begin{cases} H_0: p \leq 0.5 \\ H_1: p > 0.5 \end{cases}$$

Table 2: Binomial test of significance for accommodation providing the pilgrims and tourism

Topics	t-value:0.5				
	Group	Number	Ratio	Test ratio	P-value
Importance of accommodation providing	≤ 3	9	0.09	0.5	0.000
	$3 >$	91	0.91		

Regarding the results of the table 2, the ratio of participants who consider the importance of pilgrims' accommodation as moderate and lower than that equals 0.09, and the ratio of participants who consider the importance of pilgrims' accommodation as higher than moderate level that equals 0.91. Concerning the obtained P-value ($P=0.000$) which is less than the error level 0.05, it can be concluded that the null hypothesis is rejected and the directional hypothesis is confirmed indicating the fact that the importance of pilgrims' and tourists' accommodation is placed in a high level in creating entrepreneurship opportunities.

3.2.2. Second question

How should entrepreneurship opportunities for attracting tourism and creating ground for retaining pilgrims longer in the Holy city Mashhad occur?

H_0 : the importance of creating grounds for retaining pilgrims longer in the Holy city Mashhad in creating entrepreneurship opportunities for attracting tourists is not high.

H_1 : the importance of creating grounds for retaining pilgrims longer in the Holy city Mashhad in creating entrepreneurship opportunities for attracting tourists is high.

$$\begin{cases} H_0: \mu \leq 3 \\ H_1: \mu > 3 \end{cases}$$

Table 3: Single-sample t test for the importance of creating grounds to keep pilgrims longer

Subjects	t-value: 3				
	Mean	sd	Statistical t	df	P-value
importance of creating grounds to keep pilgrims longer	3.580	0.647	8.969	99	0.000

Concerning the table 3, the mean of the importance of creating grounds for retaining pilgrims longer is higher than the moderate level (3.580) and concerning the obtained P-value ($P=0.000$) which is less than the considered error and also the statistical t-value (8.969) which is greater than t-value of the table of t-distribution (1.66); therefore, it can be

concluded that the null hypothesis is rejected and the directional one is confirmed indicating that the importance of creating grounds for retaining pilgrims longer in the Holy city Mashhad in creating entrepreneurship opportunities for attracting tourists is high.

3.2.3. Third question

How will creating entrepreneurship opportunities for improving tourist buildings and its effect on urban management in the field of construction engineering and managing be fulfilled?

H₀: the importance of improving tourist building and its effect on urban management in the field of construction engineering and management in

creating entrepreneurship opportunities is not high.

H₁: the importance of improving tourist building and its effect on urban management in the field of construction engineering and management in creating entrepreneurship opportunities is high.

$$H_0: \mu \leq 3$$

$$H_1: \mu > 3$$

Table 4: One sample t-test related to the developing tourist buildings

Subjects	t-value: 3				
	Mean	sd	Statistical t	df	P-value
importance of improving tourist buildings	3.451	0.530	8.517	99	0.000

Concerning the results of the table 4, the mean of the importance of improving tourist buildings is higher than the moderate level (3.451), regarding the obtained P-value (P=0.000) is less than the considered error 0.05 and also the value of statistical t (8.51) which is greater than the t-value of the t-distribution table (1.66); therefore, it can be concluded than the null hypothesis is rejected and the directional one indicating the fact that the importance of improving tourist building and its effect on urban management in the field of construction engineering and management in creating entrepreneurship opportunities is high is confirmed.

3.2.4. Fourth question

What are entrepreneurship opportunities in creating shopping malls and commercial complexes for attracting tourists in construction industry?

H₀: the importance of shopping malls and commercial complexes for attracting tourists in construction industry in creating entrepreneurship opportunities is not high.

H₁: the importance of shopping malls and commercial complexes for attracting tourists in construction industry in creating entrepreneurship opportunities is high.

$$\{H_0: p \leq 0.5$$

$$\{H_1: p > 0.5$$

Table 5: Binomial tests related to the importance of shopping malls and commercial complexes to attract tourists

Subjects	t-value: 3				
	Mean	sd	Statistical t	df	P-value
the importance of shopping malls and commercial complexes to attract tourists	3≤	23	0.23	0.5	0.000
	>3	77	0.77		

Concerning the results of the table 5, the ratio of the participants who consider the importance of shopping malls and commercial complexes to attract tourists for attracting tourists as located in moderate level and lower to be equal to 0.23 and the ratio of participants who consider the importance of shopping malls and commercial complexes to attract tourists for attracting tourists as located in higher than the moderate level to be equal to 0.77 and concerning the obtained P=value (P=0.000) who is less than the error level 0.05, it can be concluded that the null hypothesis is rejected and the directional hypothesis indicating that the importance of shopping malls and commercial complexes for attracting tourists in construction industry in

creating entrepreneurship opportunities is high is confirmed.

3.2.5. Fifth question

To what extent can the application of construction industry be effective on the field of tourism in the Holy city of Mashhad and does it enjoy technical, industrial, economic and cultural justifications in the construction section?

H₀: the application of construction industry in the field of religious tourism is not high.

H₁: the application of construction industry in the field of religious tourism is high.

$$\{H_0: \mu \leq 3$$

$$\{H_1: \mu > 3$$

Table 6: Single-sample t-test related to the application of construction industry in the field of tourism industry

Subjects	t-value: 3				
	mean	sd	Statistical t	df	P-value
the application of construction industry in the field of tourism industry	3.471	0.591	7.966	99	0.000

The mean of the application of construction industry in the field of religious tourism is higher than the moderate level (3.471), concerning the table 6, the obtained P-value (P=0.000) which is less than considered error 0.05 and also the statistical t-value (7.966) which is greater than the t-value of the distribution table (1.66); therefore, it can be concluded that the null hypothesis is rejected and the directional one indicating the fact that the application of construction industry in the field of religious tourism is high is confirmed.

3.2.6. Main question

What entrepreneurship opportunities are in the construction industry in the field of tourism and what are the most important of them?

Regarding the results of subsidiary questions of the present study, the results indicate that the factors of "supplying accommodation for

pilgrims and tourists, great shopping malls and commercial complexes, creating grounds for retaining pilgrims and tourists longer, improvement of tourist buildings and the application of the construction industry in the field of religious tourism" all have significant roles in creating entrepreneurship opportunities in construction industry in the field of tourism.

To find out the most important factor Friedman test identified in the table 6 was used. As clearly mentioned, prioritizing the factors is identified:

1. Supplying accommodation for pilgrims and tourists
2. Great shopping malls and commercial complexes
3. Creating grounds for retaining pilgrims and tourists longer
4. The application of the construction industry in the field of religious tourism
5. Improvement of tourist buildings

Table 7: prioritizing the factors effective on creating entrepreneurship opportunities in construction industry

Rank	Factors	Mean	Rank mean
1	Supplying accommodation for pilgrims and tourists	3.771	3.64
2	Great shopping malls and commercial complexes	3.618	3.08
3	Creating grounds for retaining pilgrims and tourists longer	3.580	3.04
4	The application of the construction industry in the field of religious tourism	3.471	2.68
5	Improvement of tourist buildings	3.451	2.57

P-value: 0.000

3.3. Prioritizing indices in terms of their importance

To prioritize indices in terms of their importance, Friedman test was used. The results in table 8 were obtained based on the 5-fold indices of supplying accommodation for pilgrims

and tourists, great shopping malls and commercial complexes, creating grounds for retaining pilgrims and tourists longer, the application of the construction industry in the field of religious tourism, improvement of tourist buildings.

Table 8: prioritizing indices of opportunity identification

Factors effective on creating entrepreneurship opportunities	Rank	Index	Mean	Mean rank
Supplying accommodation for pilgrims and tourists	1	Demands for accommodation of pilgrims in the field of religious tourism (Mashhad)	4.15	3.60
	2	Investor's interests in constructing in the field of accommodation (hotels, motels, houses for pilgrims ...) for tourists	3.79	3.02
	3	Entrepreneurship opportunities of construction industry in the field of supplying pilgrim accommodation	3.71	3.00
	4	Required costs for construction in the field of tourism in Mashhad	3.69	2.81
	5	Policy-made Problems and challenges for investing activities of construction industries in the field of tourism in Mashhad	3.49	2.57
Retaining pilgrims longer	1	The rate of being influenced of satisfaction and interest in tourists for policy making and investing in construction industry	3.72	3.81
	2	Entrepreneurship in creating tourist centers for attracting tourists in construction industry	3.70	3.65
	3	Entrepreneurship opportunities for attracting tourists and making pilgrims to retain longer	3.57	3.52
	4	The ability of actors in construction industry in creating methods to provide construction services in the field of tourism	3.51	3.44
	5	Fulfilling the amount and type of tourists' demands (changes in culture, tastes and ideas of tourists)	3.50	3.34
	6	The number of buildings with unique features is for attracting and using tourists	3.47	3.25

Table 8 continued: prioritizing indices of opportunity identification

Factors effective on creating entrepreneurship opportunities	Rank	Index	Mean	Mean rank
Improving tourists buildings and its effect on urban management	1	Entrepreneurship for improving tourist buildings and its effect on urban management in the field of construction engineering and management	3.77	5.88
	2	The amount of created business in construction industry in the field of tourism	3.63	5.51
	3	The effect of improving buildings for tourists in urban management in engineering field and construction management	3.67	5.50
	4	Policy-made Problems and challenges for investing activities of construction industries in the field of tourism in Mashhad	3.57	5.30
	5	The number of centers and companies activating in construction in tourism industry in Mashhad	3.41	4.88
	6	Familiarizing with different fields of construction industry in the field of tourism	3.34	4.81
	7	Constructions for flourishing tourism is locate in what stage of its life.	3.27	4.51
	8	Familiarizing with different fields of construction industry in the field of tourism	3.19	4.49
	9	The existence of information regarding how to provide construction services in the field of tourism	3.14	4.12
Improving great shopping malls	1	The amount of attention to tourists' requirements and interests in constructions related to tourists (shopping malls, entertainment centers, ...)	3.83	3.79
	2	Entrepreneurship opportunities of construction industry in creating shopping malls and entertainment centers for tourists	3.70	3.57
	3	Entrepreneurship opportunities in creating shopping malls and commercial complexes for attracting tourists in construction industry	3.57	3.55
	4	Construction features of Mashhad which influence the long-term dynamicity of competitions, cost structure and its profitability	3.63	3.43
	5	Lack of stability and many changes of construction industry for activity in the field of tourism	3.53	3.34
	6	Attraction of commercial complexes and shopping malls for tourists	3.46	3.32
Religious tourism	1	Profitability of construction industry in the field of tourism	4.00	11.13
	2	The need of advertisement for introducing construction industry and its application in the field of tourism in Mashhad	3.74	9.85
	3	Higher levels of capital needed to start construction in the field of tourism in Mashhad	3.70	9.51
	4	Hope for the success of the investment in construction industry for tourists in Mashhad	3.70	9.42
	5	Investors' Interest to invest in construction industry for tourism in Mashhad	3.69	9.37
	6	Having the unique characteristics of tourism-related facilities in Tourism of Mashhad	3.59	9.21

Table 8 continued: prioritizing indices of opportunity identification

Factors effective on creating entrepreneurship opportunities	Rank	Index	Mean	Mean rank
Religious tourism	7	Interest in separating and creating new business partners in the construction industry in tourism industry	3.47	8.48
	8	Quality of tourism companies providing tourist services for tourists	3.41	8.07
	9	Mashhad Tourism market segmentation based on the needs and demands of tourism	3.32	8.06
	10	Quality of tourism companies providing tourist services for tourists	3.31	7.94
	11	The existence of patents for innovation in the field of tourism industry	3.28	7.67
	12	Number of buildings with unique features is to attract tourists	3.26	7.60
	13	The amount of assets and infrastructure required to deliver innovation to the commercial stage	3.21	7.33
	14	The existence of transportation services for tourists to reach the area of their interests	3.20	7.15
	15	Quantity and variety of companies providing tourist services for pilgrims and tourists.	3.01	6.59

CONCLUSION

In recent years and by expansion of research on entrepreneurship, opportunity identification has been considered as the central point of entrepreneurship by researchers. Emphasizing the attention to opportunity and opportunity identification has gone far up to the point where opportunity identification is considered as the heart of entrepreneurship. On the other hand, tourism is one of the industries which is growing rapidly. By tourism's growing and flourishing, new needs and demands will be presented. This issue provides an environment for creating new businesses.

Considering the fact that construction industry and tourism are two important fields in creating entrepreneurship and they are influential in economic growth and by considering the importance of this issue which Iran is one of the potential countries in creating entrepreneurship opportunities in construction industry and flourishing tourism compared to other countries of the region should be highlighted. The importance of applying this construction industry in all industries particularly tourism industry, because of the reasons such as need to accommodation centers with facilities and welfare particular to tourists, the existence of shopping malls and commercial centers desired by tourists, the existence of required facilities for Inter-urban and sub-town transportation in the line with introducing the cultural and religious structure of the country, combating the negative propaganda against Iran and Employment in various sectors of industry and academia accompany the economic growth of the country. Therefore, regarding the data analysis, by applying and administrating plans such as "encouraging investment", "creating appropriate ground for entrepreneurship in these industries", "acculturation", "information", "innovation and creativity", "reducing costs", "national and international exhibitions", "advertisement" and ..., the demand for starting different business in this line can be accelerated. In the line with the conditions of construction industry in the field of tourism in the future, the following issues can be noticed:

- Increasing risky investment
- Attracting Foreign Investment
- Increasing interest of entrepreneurs in the creation and development of innovative construction
- Creating entrepreneurial opportunities in various fields

The important entrepreneurship opportunities identified in construction industry in the field of tourism can result in creating and improving a

great number of businesses. This issue can contribute to employment, increase in domestic investment, increase in foreign investment and at last it results in economic growth and flourishing in modern buildings and increase in the number of tourists compared to other countries of the region.

SUGGESTIONS

1. Investigating problems and removing policy made barriers for the investors' activity in construction industry in the field of tourism;
2. Necessary policy making in line with providing innovative and creative projects;
3. Familiarizing investors;
4. Creating encouraging facilities for investors such as relevant patents and taxes;
5. Reinforcing research and academic centers in this line;
6. Creating networking between industry and academia in the form a coherent, meaningful and purposeful relationship.
7. Required supports of entrepreneurship in this industries;
8. Creating industrial clusters is one of the best strategies which can improve the interactions between real and legal persons both qualitatively and quantitatively. By constructing the cluster between small and medium businesses, in addition to other synergies which occur, it facilitates the information flow between these firms. Informal industrial networks are reinforced. The presence of experienced individuals in these industrial clusters can help newcomers and provide the possibility of study and need analysis for educational courses, seminars and educational workshops related to their problems via these industrial clusters.

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