Investigating and ranking the factors affecting the failure of entrepreneurship development in the tourism industry

Case study of Shiraz City, Iran

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Abstract

The aim of this study is to investigate and prioritize the factors that contribute to the failure of entrepreneurship development in the tourism industry in Shiraz, using the Analytical Hierarchy Process (AHP) method. The first step involved reviewing the scientific literature and consulting with experts to identify 20 factors that affect entrepreneurship development in the tourism industry, which were then grouped into five main factors. A hierarchical decision tree was created to guide the research process. The opinions of 22 experts and specialists were obtained through a paired comparison questionnaire designed specifically for the AHP method. Factors were then weighted and ranked using the AHP technique and Choice Expert software.

The findings indicate that the primary factors contributing to the lack of progress in entrepreneurial development within the tourism industry of Shiraz City *can be categorized as follows: services-related factors hold the highest significance, personal and psychological factors follow closely in second place, social and cultural factors, economic policies, government laws, and financial and economic factors hold the subsequent importance levels, Furthermore, the sub-factors within each main category were assessed and ranked, leading to the formulation of practical recommendations based on these priorities.*

Keywords: Entrepreneurship development, tourism industry, hierarchical technique, Shiraz City **(Iran)**

JEL: L26, Z32

Introduction

The evolution of the last two decades through the development of tourism destinations and resources and increased ability to access them (Wang et al, 2020). The tourism industry has transformed into a social, economic, and cultural phenomenon, and is now considered one of the rapidly growing economic sectors globally. It encompasses activities such as traveling and lodging in locations outside one's habitual place of residence, driven by diverse objectives and motivations (Fatima et al, 2016). At present, the tourism industry plays a crucial part in the economic progress of nations across the globe, as it leads to a rise in job opportunities, personal incomes, tax revenues for governments, and international trade development (Mohamed, 2011). Currently, this global industry plays a role in creating more than 10% of the world's gross domestic product, and one out of every 10 jobs in the world economy is related to tourism (World Travel and Tourism Council, 2019). Tourism is known for its variety in terms of its different types and forms (Ismagilova et al, 2015). This variety emerges from diverse reasons that motivate people to travel(Pulido-Fernández et al, 2019). This research delves into historical and cultural tourism, which is one of the most

widespread forms of tourism. The tourism industry has emerged as one of the most thriving, alluring, and employment-generating sectors in the world in the 21st century. Its rapid expansion over the past few decades has played a significant role in boosting foreign exchange reserves and promoting economic growth, leading to many countries focusing on tourism development. The growth of tourism in each region is influenced by various factors, such as government policies, social and cultural aspects, natural and historical attractions, and the quality and quantity of services offered to tourists (Garrod et al, 2006). Since millions of people from different regions of Iran and neighboring and distant countries visit Shiraz for cultural and historical tourism each year, it's crucial to pinpoint the factors impeding entrepreneurship development in the city's tourism industry. Identifying these factors can help create enhancement programs to overcome obstacles that hinder the success of entrepreneurship development in Shiraz's tourism sector and improve competition in attracting tourists to the city.

The concept of tourism experience emerged as a product of the industrial revolution and is shaped by contemporary society. Tourism is regarded as a crucial and influential economic factor and a significant contributor to global communication, social, and cultural development. Sustainable tourism has currently become a critical aspect of enhancing economic prosperity in many countries (Shahriari, 2022). As per the World Trade Organization's report, worldwide tourism figures are rising by 4.3% annually(World Travel and Tourism Council, 2019). Cities are highly regarded as significant tourist destinations across the globe due to the abundance of cultural and historical landmarks they possess (Timothy-Wall, 1995). Shiraz is a significant tourist destination nationally and internationally, primarily because of the presence of the tombs of two renowned Iranian poets, Hafez and Saadi. As the capital of Fars province, Shiraz has emerged as a leading tourist center in Iran. Its diverse cultural and historical sites have long been drawing foreign visitors. The city, with its rich historical and cultural heritage, has immense potential to attract and expand its foreign tourism. The region offers numerous attractions, especially historical ones, which play a pivotal role in luring foreign tourists to urban areas (Shahriari, 2022).

The country's vision document aims for Iran to achieve 5.1% of the global tourism program, which translates to around 20 million international tourists and a revenue of approximately $ 25 billion. However, the current state of tourism falls short of this goal. The city of Shiraz, located in Fars province, has the potential to significantly contribute to achieving this goal due to its abundant natural, cultural, and historical attractions and favorable geographic location. Proper utilization of these resources can lead to the growth and development of society through the promotion of tourism. Therefore, special attention should be given to tourism development and planning in Shiraz to maximize its potential for attracting and developing tourism activities. The city's untarnished natural, historical, and cultural attractions provide ample opportunities for tourism growth (Ziaabadi, 2016). Thus, to reach this objective, it is crucial to examine and prioritize the factors that hinder the development of entrepreneurship in the tourism industry of Shiraz. Therefore, the primary objective of this study is to investigate and prioritize these factors using the hierarchical analysis approach.

The state of the tourism industry and tourism trends in Iran

Iran is one of the most important countries in the world in terms of variety and number of tourist attractions. In such a way that some sources consider Iran as one of the top 10 countries in the world(Veisi-Mehmandoost, 2015).Iran has numerous tourist attractions, including historical, cultural, religious, urban, rural, coastal, and mountainous sites, as well as diverse climate conditions and friendly people, making it an attractive destination for international tourists. The process of

tourism policymaking reflects the proliferation of strategic management tools and principles in the tourism industry, and like other sectors, it faces various obstacles in implementation. Iran has a long history of employing a thorough and comprehensive approach to tourism policymaking, dating back to the development of the country's twenty-year vision document in 2025. The vision document has been utilized by various sectors' decision-makers, as a blueprint for planning and policymaking, including tourism. The government's Organization of Cultural Heritage, Handicrafts, and Tourism is responsible for formulating tourism policies and utilizes the vision document as the foundation for designing plans and strategies to advance the tourism industry and increase Iran's profits in the global arena (Mazloumi-Jalali, 2012).

Tourist arrival in Iran can be categorized into three distinct phases. The initial phase, spanning from 1969 to 1977, was marked by extensive construction programs. During this period, the number of foreign tourists visiting Iran increased from 341198 in 1969 to 678157 in 1977, with an average annual growth rate of 22.65%. The primary reason for the attraction of Western visitors during this period was the dominance of a Western-oriented government in Iran (Semiromi et al, 2013).

After the Islamic Revolution and the onset of the Iran-Iraq War, the tourism industry in Iran entered its second phase. During this time, the country was not culturally prepared to receive foreign tourists and the visitors themselves did not feel safe, resulting in a significant drop in tourist numbers. Between 1978 and 1988, the number of foreign tourists plummeted, marking this phase as a period of decline. This situation persisted until the end of the Iran-Iraq War in 1988. During this time, the number of foreign tourists decreased from 678157 in 1977 to 70740 in 1988, with an average annual growth rate of 8.24% (Semiromi et al, 2013).

After the Iran-Iraq War, Iran's tourism industry entered its third phase with the reconstruction period and the implementation of the first development plan. Due to the establishment of stability and security, as well as the preparation of economic, social, and cultural development programs, Iran experienced an average annual growth rate of over 50 % between 1988 and 2002. The tourism sector's foreign currency income significantly increased in 2013. In 2002, there was a significant increase in the amount of foreign currency income generated from tourism in Iran. This was due to a relative restoration of the country's economy and security, which led to an increase in the number of foreign visitors. The number of foreign tourists visiting Iran in 1990 was 161000 which marked a 42% increase from 1989. The numbers continued to rise steadily, with a 10 % growth rate until the first half of the 70s. From 1994 to 1996, there was an annual growth rate of 30 %, resulting in a total of 580000 to 670000 visitors. However, from 1996 to 1998, there was a decrease in the growth rate from 23% to 25%, and the number of visitors was 980000. Between 1998 and 2000 Iran's economy grew by 24 %, and there were one million and 300000 foreign tourists visiting the country (Semiromi et al, 2013).

Obstacles, inadequacies, and challenges of the tourism industry

Thus far, considerable research has been conducted on the hindrances, deficiencies, and difficulties confronting the tourism industry in Iran, particularly in Fars province and Shiraz City. In the following, we will outline the most significant obstacles and challenges.

1. Economic obstacles and failures: Insufficient backing for investment in the tourism industry by both the government and private sector, unsuitable economic policies, and an upsurge in tax rates, duties, insurance, and other related expenses have led to a lack of support for the tourism industry. Additionally, there is a shortage of adequate encouragement and assistance for the private sector to invest in the tourism industry (Mohseni, 2009).

2. Social obstacles: There are several factors that hinder the development of tourism, such as concerns about the negative impact on local culture, insufficient understanding of the preferences and interests of both domestic and foreign visitors, cultural and religious limitations, and instances of inappropriate behavior by officials in the passport control and customs departments at airports. In addition, low levels of public awareness about the country's tourist attractions, inadequate availability of healthcare and medical facilities, a lack of effective planning to occupy tourists' free time, legal and administrative barriers such as complicated customs regulations and event permit requirements, and weaknesses in legal protections and regulations all contribute to this problem (Sanadgol-Sharifinia, 2017).

3. Management and organizational obstacles: The ineffective management of the tourism industry at the macro level, insufficient focus on the professional development of human resources within the industry, and the absence of a comprehensive and strategic plan, along with the lack of clearly defined goals and policies for both Iran's domestic and international tourism, all contribute to the problem. Other issues include inconsistencies in cooperation between various organizations and government entities that could play a role in improving the situation, decisions made independently by different organizations, a shortage of qualified personnel, and a failure to draw on the expertise of seasoned professionals who have a deep understanding of the tourism industry.

4. Educational and research obstacles: The absence of consistent and periodic training for the technical, operational, and educational staff, coupled with a lack of a well-functioning research system to identify the strategic requirements of the tourism industry, are additional challenges that need to be addressed.

5. Inadequacy of facilities and welfare services: The inadequacy of the welfare, service, and accommodation systems within the tourism industry, combined with a lack of effective oversight and control mechanisms for ensuring that repairs and maintenance are carried out appropriately, are other factors that contribute to the problem.

6. Cultural and advertising obstacles: Psychological issues, negative attitudes, and misconceptions about tourists, as well as a deficiency in advertising and information infrastructure, and a failure to utilize appropriate communication principles and methods with visitors, are also contributing factors (Sanadgol-Sharifinia, 2017).

The growth of the tourism industry is crucial for improving various economic aspects, such as job creation, income generation, poverty reduction, and social welfare. It also plays a significant role in expressing national identity and creating social security. To achieve these goals, it is essential to develop the tourism industry and invest in other economic sectors to be present in the global tourism chain.

However, identifying the obstacles that hinder this industry's growth and finding scientific solutions is necessary to achieve the long-term and short-term goals set in the 20-year vision document for the development of the tourism industry in Iran. In Shiraz City, it is essential to overcome these obstacles to ensure the smooth growth of this profitable industry. The researcher tries to examine the opinions of experts active in the city's tourism industry Shiraz and investigate and rank the factors affecting the failure of entrepreneurship development in the tourism industry of the city. Therefore, the main problem of the research is, what are the factors affecting the failure of entrepreneurship development in the tourism industry of Shiraz City? What is the status of the prioritization of the main and secondary factors affecting the failure of entrepreneurial development in the tourism industry of Shiraz using quantitative multi-criteria decision-making techniques, including the Analytical Hierarchy Method?

Material and Method

Analytical Hierarchy Process (AHP) research method and process

This research is a descriptive-analytical study and in terms of the purpose of the present research, it is considered applied research, which was carried out in a cross-sectional way in 2023 in the city of Shiraz. The procedure for conducting this research was based on the concept of AHP. First, according to the review of previous literature and research and using the opinions of experts to identify the factors affecting the failure of entrepreneurship development in the tourism industry of Shiraz City, a hierarchical decision should be designed. As a result of this stage, 20 effective factors have been classified in the form of five main factors, which are presented in the hierarchical tree (see Figure 1).
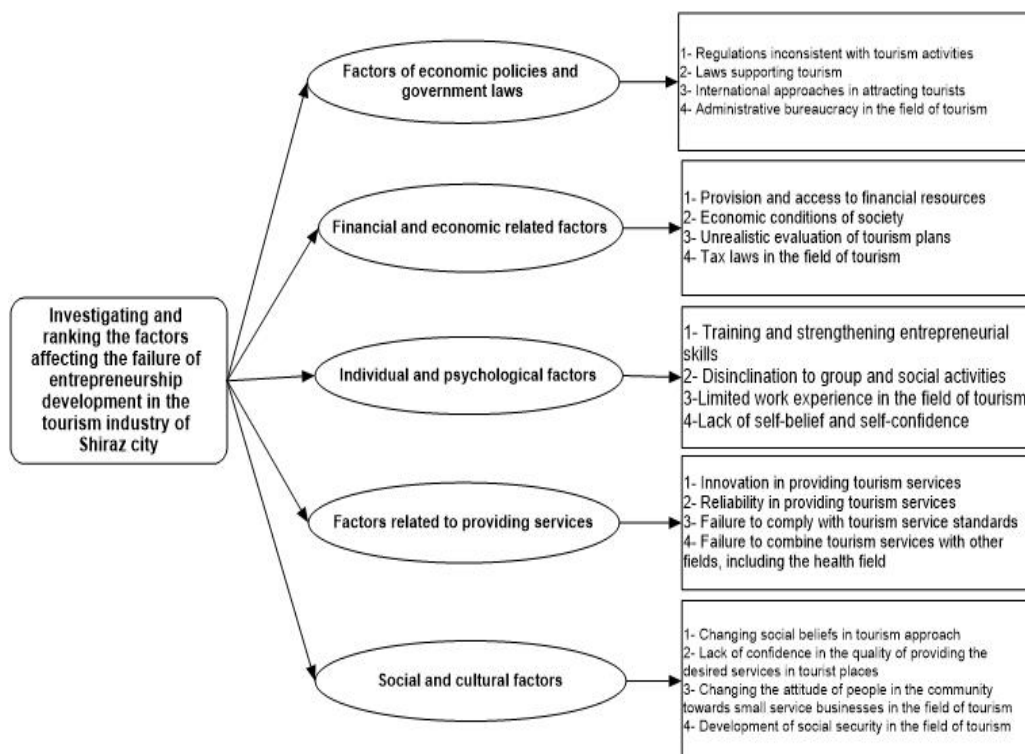

Figure 1. Hierarchical AHP tree diagram of factors affecting the failure of entrepreneurship development.
Source: Own edition, 2023

To collect the opinions of experts about the importance of various indicators affecting the failure of entrepreneurship development in the tourism industry, a questionnaire was compiled so that several tourism industry experts and university professors active in this field could complete it. This questionnaire includes a pairwise comparison between five main factors as well as tables for pairwise comparisons of the indices of each factor relative to each other. At this stage and in the next step, to calculate the relative importance (weight) of each of the main factors, a questionnaire was prepared and distributed according to the format of the AHP questionnaire (two-by-two

comparison) to obtain experts' opinions. This questionnaire includes a matrix for pairwise comparison of factors. Therefore, there are as many comparisons as possible. Considering that level one had 5 factors, the number of comparisons or questions is equal to the:

$$\frac{n(n-1)}{2} = \frac{5(5-1)}{2} = 10$$

Once the questionnaires were finished, the inconsistency rate of each questionnaire was reviewed separately. Subsequently, 22 questionnaires were analyzed, and the experts' opinions were combined using the Choice Expert Team software, which provides various tools to obtain pairwise comparison matrices from different experts and merge them into a single matrix using the geometric mean of the matrix elements.

The main question of the research

- What is the priority of the main factors affecting the failure of entrepreneurship development in the tourism industry of Shiraz City?
- What are the economic policies and government laws-related factors that impact the failure of entrepreneurship development in Shiraz's tourism industry? And what is their priority?
- What are the economic and financial factors that are connected to the failure of entrepreneurial development in the tourism industry of Shiraz City? And what is their priority?
- What are the personal and psychological factors that are associated with the failure of entrepreneurial development in the tourism industry of Shiraz? And what is their priority?
- What are the factors associated with service delivery that contribute to the failure of entrepreneurship development in Shiraz's tourism industry? And what is their priority?
- What are the social and cultural factors affecting the failure of entrepreneurship development in the tourism industry of Shiraz? And what is their priority?

Analysis of data

The procedure of conducting this research based on the concept of AHP was based on three basic steps.

The first step: compiling the AHP hierarchical tree of the research problem and calculating the importance (weight) of the ratio of each of the main factors.

Second step: Calculate the weight of level two elements (sub-factors).

The third step: the final weight of all sub-factors.

Results

The results of the analysis and the calculated weights of the main factors (Table 1)show that the factors related to providing Services with a relative weight of 0.229 are in the first place, followed by personal and psychological factors with a relative weight 0.217 in the second rank; and social and cultural factors with a relative weight of 0.205 in the third rank; and factors of Economic policies and government laws are ranked fourth with a relative weight of 0.199, and financial and economic factors are ranked fifth with a relative weight of 0.150. Finally, the inconsistency rate (IR) of the target matrix is 0.04, and because this value is less than 0.1 (IR≤0.1), therefore, there is consistency in the experts' judgment in the pairwise comparisons of the target matrix.

Table 1. The ranking of each of the main factors affecting the failure of entrepreneurship development in the tourism industry of Shiraz

Symbol	Main factors	Weight (Relative Importance Factor)	Rank
A	Political economic factors and government laws	0.199	4
B	Financial and economic factors	0.150	5
C	Individual and psychological factors	0.217	2
D	Factors related to providing services	0.229	1
E	Social and cultural factors	0.205	3

Source: Own edition, 2023

To ensure that the ranking or priority of the factors influencing the failure of entrepreneurship development is reliable, it is essential to calculate the inconsistency rate (I.R) of the pairwise comparisons matrix. The process for determining the inconsistency rate involves the following steps:

Step 1: Calculate the weighted sum vector (WSV): $WSV = D \times W$

First, we multiply the pairwise comparison matrix D by the vector of relative weights (W):

$$WSV = \begin{bmatrix} 1 & 2.613 & 0.736 & 0.728 & 0.597 \\ 0.383 & 1 & 1.108 & 0.632 & 0.842 \\ 1.359 & 0.902 & 1 & 1.204 & 1.151 \\ 1.374 & 1.581 & 0.831 & 1 & 1.364 \\ 1.674 & 1.188 & 0.868 & 0.733 & 1 \end{bmatrix} * \begin{bmatrix} 0.199 \\ 0.150 \\ 0.217 \\ 0.229 \\ 0.205 \end{bmatrix} = \begin{bmatrix} 1.040 \\ 0.784 \\ 1.134 \\ 1.200 \\ 1.073 \end{bmatrix}$$

Step 2: Computation of compatibility vector (CV):

To obtain the compatibility vector, we need to divide the elements of the weighted sum vector by the vector of relative weights.

$$CV = \begin{bmatrix} 1.040 \\ 0.784 \\ 1.134 \\ 1.200 \\ 1.073 \end{bmatrix} \div \begin{bmatrix} 0.199 \\ 0.150 \\ 0.217 \\ 0.229 \\ 0.205 \end{bmatrix} = \begin{bmatrix} 5.225 \\ 5.227 \\ 5.228 \\ 5.238 \\ 5.232 \end{bmatrix}$$

Step 3: Calculation of the largest eigenvalue of the matrix of pairwise comparisons (λ_{max})

$$\lambda_{max} = \frac{5.225 + 5.227 + 5.228 + 5.238 + 5.232}{5} = 5.230$$

Step 4: The inconsistent index is calculated as follows:

$$II = \frac{5.230 - 5}{5} = 0.046$$

Step 5: calculating the incompatibility rate (IR):

$$IR = \frac{II}{IRI} = \frac{0.046}{1.12} = 0.04 \leq 0.1$$

Here IRI (Random Inconsistency Index) is the value extracted from the corresponding table. (Table 2). This value is equal to 1/12 for the matrix with dimension n = 5. Finally, the inconsistency rate of the desired matrix is equal to (IR=0.04) and since this value is less than 0.1, is (IR ≤0.1) therefore, there is compatibility in pairwise comparisons.

Table 2. Random Inconsistency Index (I- RI)

N	1	2	3	4	**5**	6	7	8	9	10
I.R. I	0	0	0.58	0.9	**1.12**	1.24	1.32	1.41	1.45	1.51

Source: Own edition, 2023

During this stage, the weight of the significant sub-factors within each subgroup is determined, and the outcomes are as follows. The results of the analysis calculating the weights of the sub-factors of economic policies and government laws show (Table 3) that the factor of international approaches in attracting tourists with a relative weight of 0.385 is in the first place, followed by the factor of laws supporting tourism with a relative weight of 0.266 in the second place and the factor Regulations incompatible with tourism activities with a relative weight of 0.244 are in the third place and the factor of administrative bureaucracy in the field of tourism is in the fourth place with a relative weight of 0.105. Finally, the inconsistency rate of the desired matrix is equal to (IR = 0.05) and because this value is less than 0.1, (IR ≤0.1), therefore in the pairwise comparisons of the desired matrix, there is consistency in the judgment of experts.

Table 3. The rank of each sub-factor (economic policies and government laws)

Symbol	Secondary factors	Weight (Relative Importance Factor)	Rank
A1	Regulations incompatible with tourism activities	0.224	3
A2	Tourism protection laws	0.266	2
A3	International Approaches in attracting tourists	0.385	1
A4	Administrative bureaucracy in the field of tourism	0.105	4

Source: Own edition, 2023

The results of the analysis calculating the weights of the financial and economic sub-factors show (Table 4) that the factor of the economic conditions of the society with a relative weight of 0.390 is in the first place, followed by the factor of provision and access to financial resources with a relative weight of 0.251 in the second place and the factor of unrealistic evaluation Tourism plans with a relative weight of 0.232 is in the third place and the factor of tax laws in the field of tourism is in the fourth place with a relative weight of 0.127. Finally, the inconsistency rate of the desired matrix is equal to (IR = 0.03) and since this value is less than 0.1, is (IR ≤0.1) therefore, there is consistency in the judgment of the experts in the pairwise comparisons of the desired matrix.

Table 4. The rank of each sub-factor (financial and economic factors)

Symbol	Secondary factors	Weight (Relative Importance Factor)	Rank
B1	Supply and access to financial resources	0.521	2
B2	Economic conditions of society	0.390	1
B3	Unreal evaluation of tourism plans	0.232	3
B4	Tax laws in the field of tourism	0.172	4

Source: Own edition, 2023

The results of the analysis calculating the weights of individual and psychological sub-factors show (Table 5) that the factor of lack of self-confidence with a relative weight of 0.342 is in the first place, followed by the factor of training and strengthening entrepreneurial skills with a relative weight of 0.312 in the second place and the factor of limited work experience in the field Tourism with a relative weight of 0.210 is in the third place and the factor of not wanting to participate in group and social activities is in the fourth place with a relative weight of 0.136. Finally, the inconsistency rate of the target matrix is equal to (IR=0.04) and because this value is less than 0.1, is (IR ≤0.1) therefore, there is consistency in the experts' judgments in the pairwise comparisons of the target matrix.

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Table 5. The rank of each sub-factor (personal and psychological factors)

Symbol	Secondary factors	Weight (Relative Importance Factor)	Rank
C1	Training and strengthening entrepreneurial skills	0.312	2
C2	Not wanting to participate in group and social activities	0.136	4
C3	Limited work experience in the field of tourism	0.210	3
C4	Lack of self-confidence	0.342	1

Source: Own edition, 2023

The results of the analysis calculating the weights of sub-factors related to service provision show (Table 6) that the factor of innovation in the provision of tourism services with a relative weight of 0.368 is in the first place, followed by the factor of non-compliance with the standards of tourism services with a relative weight of 0.309 in the second place and the factor Reliability in the provision of tourism services with a relative weight of 0.226 is ranked third and the factor of not integrating tourism services with other areas including health is ranked fourth in importance with a relative weight of 0.097. Finally, the inconsistency rate of the target matrix is equal to (IR=0.07) and because this value is less than 0.1, (IR ≤0.1) therefore, there is consistency in the experts' judgments in the pairwise comparisons of the target matrix.

Table 6. The rank of each of the sub-factors (providing services)

Symbol	Secondary factors	Weight (Relative Importance Factor)	Rank
D1	Innovation in providing tourism services	0.368	1
D2	Reliability in providing tourism services	0.226	3
D3	Failure to comply with tourism service standards	0.309	2
D4	Failure to combine tourism services with other fields, including the health field	0.097	4

Source: Own edition, 2023

The results of calculating the weights of social and cultural sub-factors show (Table 7) that the factor of changing social beliefs in the tourism approach with a relative weight of 0.336 is in the first place, followed by the factor of changing the attitude of the community members towards small service businesses in the field of tourism with a relative weight of 0.307. The second rank and the factor of lack of trust in the quality of providing desirable services in tourist places with a relative weight of 0.207 is in the third rank and the factor of social security development in the field of tourism is in the fourth rank of importance with a relative weight of 0.149. Finally, the inconsistency rate of the desired matrix is equal to (IR = 0.07) and because this value is less than 0.1, is (IR ≤0.1) therefore, there is consistency in the judgment of experts in the pairwise comparisons of the desired matrix.

Table 7. The rank of each sub-factor (social and cultural)

Symbol	Secondary factors	weight (Relative Importance Factor)	Rank
E1	Changing social beliefs in the tourism approach	0.336	1
E2	Lack of confidence in the quality of providing the desired services in tourist places	0.207	3
E3	Changing the attitude of people in the community towards small service businesses in the tourism field	0.307	2
E4	Development of social security in the field of tourism	0.149	4

Source: Own edition, 2023

The subsequent discussion will focus on the comparison, final weight, and ranking of all the sub-factors that have an impact on the failure of entrepreneurship development in the tourism industry of Shiraz City. According to the findings of the research, the final weight and rank of all sub-factors are described in Table 8. Final weights show that the factor of innovation in providing tourism services with a relative weight of 0.084 is in the first place, followed by the factor of international approaches in attracting tourists with a relative weight of 0.077 in the second place. The lack of self-confidence and trust in ego with a relative weight of 0.074 is in the third rank. Non-compliance with the standards of tourism services with a relative weight of 0.071 is in the fourth rank and Changing social beliefs in tourism approach with a relative weight of 0.069 is in the fifth rank.

Table 8. The final weight and ranking of all sub-factors affecting the failure of entrepreneurship development in the tourism industry of Shiraz

Main factors	Secondary factors	Final weight	Rank (Priority)
Economic policy factors and government laws	A1	0.049	11
	A2	0.053	9
	A3	0.077	2
	A4	0.021	19
Financial and economic factors	B1	0.038	14
	B2	0.059	8
	B3	0.035	15
	B4	0.019	20
Individual and psychological factors	C1	0.068	6
	C2	0.030	17
	C3	0.046	12
	C4	0.074	3
Factors related to service delivery	D1	0.084	1
	D2	0.052	10
	D3	0.071	4
	D4	0.022	18
Social and cultural factors	E1	0.069	5
	E2	0.042	13
	E3	0.063	7
	E4	0.031	16

Source: Own edition, 2023

Training and strengthening of entrepreneurial skills with a relative weight of 0.068 is in the sixth rank followed by Changing the attitude of community members towards small service businesses in the field of tourism with a relative weight of 0.063 in the seventh place. The economic conditions of the society with a relative weight of 0.059 is in the eighth place while Laws supporting tourism with a relative weight of 0.053 is in the ninth place. Reliability in providing tourism services with a relative weight of 0.052 is in the 10th rank followed by Incompatible regulations with tourism activities with a relative weight of 0.049 in the 11th rank. Limited work experience in the field of tourism with a relative weight of 0.046 has the twelfth rank right before the Lack of trust in the quality of providing desirable services in tourist places with a relative weight of 0.042 with the 13th rank. Providing and access to financial resources with a relative weight of 0.038 is in the 14th rank followed by Unrealistic evaluation of tourism plans with a relative weight of 0.035 in the 15th rank and the Development of social security in the field of tourism with a relative weight of 0.031 in the 16th rank. Unwillingness to Group and social activities with a relative weight of 0.030 has the 17th rank before the Lack of integration of tourism services with other fields, including the health sector with a relative weight of 0.022 in the 18th rank. Administrative bureaucracy in the tourism field with a relative weight of 0.021 in the 19th rank while Tax laws in the field of tourism is ranked 20th with a relative weight of 0.019.

Conclusions and recommendations

Iran, the cradle of civilization, is one of the richest civilizations in history, which has offered many archaeological, historical, and cultural attractions to tourists. These attractions include the remnants of the Achaemenes, Sassanid, and Islamic civilizations, magnificent museums, traditional arts, picturesque landscapes, mountain and beach resorts, and opportunities for hunting and fishing. With such a wealth of tourist destinations, Iran is ranked among the top ten countries worldwide for tourist attractions and is considered one of the top five countries globally for ancient monuments. Moreover, Iran's ecotourism offerings and diverse range of plant and animal species further enhance its appeal to visitors. Despite being among the top three countries globally for the diversity of handicrafts, Iran's share of the world's tourism income is merely 0.5%, and it ranks unfavorably compared to other nations regarding the revenue generated from attracting tourists. This incongruity between Iran's tourism potential and its tourism income justifies the significance of this research and other similar studies(Bishami et al, 2017).

The findings of the study on the ranking of the factors that contribute to the failure of entrepreneurship development in the tourism industry of Shiraz reveal that among the primary factors examined, those linked to the provision of services carry the most substantial weight and are deemed the most critical factor affecting entrepreneurship development in the city's tourism industry. Conversely, financial, and economic factors possess the least amount of weight and are considered the least important factors. Within the sub-factors associated with service provision, the "innovation in providing tourism services" factor surpasses other factors in importance. On the other hand, among the sub-factors associated with personal and psychological factors, the "lack of self-confidence" factor is the most significant and ranks highest among other factors. The outcomes of the prioritization of factors that influence entrepreneurship failure in the tourism sector of Shiraz indicate that the most critical factors are related to service provision, which demonstrates their substantial significance in the development of entrepreneurship in this industry. On the other hand, the financial and economic factors have the least importance among the primary factors. Regarding the sub-factors, innovation in providing tourism services is the most crucial one, followed by international approaches in attracting tourism. Additionally, the lack of self-confidence and non-compliance with tourism service standards have the highest impact on the failure of entrepreneurship development in the tourism industry of Shiraz. The study finds that the change of social beliefs in the tourism approach, and the economic conditions of society are the most significant factors among the social and cultural factors and financial and economic factors, respectively. Overall, the ranking of all sub-factors underscores the significance of innovation in tourism service provision as the most vital factor in entrepreneurship development.

The study results indicate that tax laws in the tourism industry have the lowest weight and least importance among the factors affecting the failure of entrepreneurship development. Based on these findings, the following recommendations are proposed.

– Development of innovation in the provision of tourism services by establishing educational institutions in the field of tourism.
– Regular and effective advertising of the province's attractions at the national and international level Extensive advertising to familiarize the world with the natural gifts and tourist attractions of Shiraz.
– The development of the ecotourism industry in the province is due to the existence of unique and pristine natural landscapes.
– Development of infrastructures and facilities related to the tourism industry.

- Dissemination of motivation management system in tourism entrepreneurs through three main channels including management consulting, training, and modeling.
- Upgrading the cultural level of citizens in improving interaction with tourists entering Shiraz city.
- Concluding international agreements with target countries and tourist hubs in East Asia and Europe to provide facilities to foreign tourists, including visa exemption.
- Inviting foreign investors who are active in the field of international hotels and providing incentives to such investors in the tourism industry of Shiraz.

From the totality of what has been said, it can be said that the beautiful city of Shiraz, as a part of the vast body of Iran, which, benefiting from its diverse historical and natural background, has long attracted the attention of tourists, and is considered one of the tourist's centers, which has taken steps along with the development of tourism in Iran. Although it is still in its infancy and faces many challenges and problems, it has not benefited from the effects of tourism. This should be strengthened with the necessary measures to strengthen its positive effects and reduce its negative effects and cause the prosperity of the tourism industry and the economic development of Shiraz city.

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