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Identification and Spatial Analysis of Suitable Substrates for Entrepreneurial Opportunities in Rural Tourism Case Study: Rural Areas of Varzegan County

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Abstract

Tourism and related opportunities are one of the best known strategies of rural development in the field of entrepreneurship. Opportunity identification is key component of the entrepreneurial process and one of the main factors in the survival and development. In this research we discus about process identifying entrepreneurial opportunities in rural tourism in Varzegan region. It includes collecting, classification and analyzing and modeling information related to tourism

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and entrepreneurship through GIS and MCDM. The result shows that rural areas of Varzegan region have suitable entrepreneurial opportunities for rural tourism.

Keywords: Entrepreneurship, Entrepreneurial Opportunities, Rural Tourism, Varzegan.

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