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The importance of entrepreneurship in the development of sustainable tourism projects

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Abstract

The research aimed to examine how entrepreneurship influences the development of sustainable tourism projects. Findings revealed a strong, positive impact driven by initiative, risk-taking, and creativity. Linear regression confirmed a significant relationship between entrepreneurship and sustainable tourism. The study highlighted entrepreneurship as a key contributor to economic growth, innovation, and job creation, stressing the need for adaptability to technological and market shifts. It also emphasized the role of sustainable tourism in balancing economic, social, and environmental goals. Recommendations included supporting entrepreneurship through action plans and digital transformation, and advancing sustainable tourism via smart, eco-friendly practices.

Keywords: Entrepreneurship, tourism projects, sustainable tourism

1. Introduction

Tourism is a vital economic sector that supports economic and social growth globally. With rising environmental awareness and the need to protect natural and cultural resources, there is a growing emphasis on developing sustainable tourism models. Entrepreneurship plays a key role in this shift by enabling the creation of innovative, sustainability-focused tourism projects. It empowers individuals and communities to turn creative ideas into viable ventures that balance economic success with environmental and social responsibility.

2. Research Problem

The problem lies in how entrepreneurship impacts the enhancement or limitation of the success of sustainable tourism projects, focusing on identifying the environmental, economic, and social factors that influence these projects.

3. Research Objectives

- Understand the impact of entrepreneurship on sustainable tourism projects.
- Identify the factors contributing to the success or failure of these projects.
- Provide recommendations to improve the effectiveness of sustainable tourism projects.

4. Research Questions

- What are the environmental, economic, and social impacts of sustainable tourism projects?
- How can entrepreneurship contribute to enhancing sustainable tourism projects?
- What are the main factors that affect the success of sustainable tourism projects?

5. Methodology

5-1 Research Design

- Research Type: Descriptive and Analytical Research.
- Research Tools: Questionnaires, interviews, field observation, document analysis.

5-2 Research Sample

- **Sample Selection:** Choosing a group of sustainable tourism projects in different geographical locations.
- **Sample Size:** A specific number of projects and participants (managers, employees, tourists, environmental experts).

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5-3 Data Collection Tools

- **Questionnaires:** Distribute questionnaires to tourists and tourism operators to collect quantitative data on the impact of the projects.
- **Interviews:** Conduct semi-structured interviews with managers and experts in the field of entrepreneurship to gain qualitative insights.
- **Field Observation:** Visit sustainable tourism projects to observe activities and practices.
- **Document Analysis:** Review reports and previous studies related to sustainable tourism projects and entrepreneurship.

5-4 Data Analysis

- **Quantitative Analysis:** Use statistical software to analyze questionnaire data, such as SPSS V27.
- **Qualitative Analysis:** Analyze interviews and field observations using content analysis methods.

5-5 Research Procedures

- **Planning Stage:** Defining the objectives and research questions, designing research tools.
- **Data Collection Stage:** Distributing questionnaires, conducting interviews, gathering observations.
- **Data Analysis Stage:** Analyzing quantitative and qualitative data, interpreting the results.
- **Writing and Documentation Stage:** Preparing the final report, documenting references and sources.

6. Theoretical Framework of the Research

It includes the independent variable and its dimensions, the dependent variable and its dimensions, as illustrated in the following diagram:

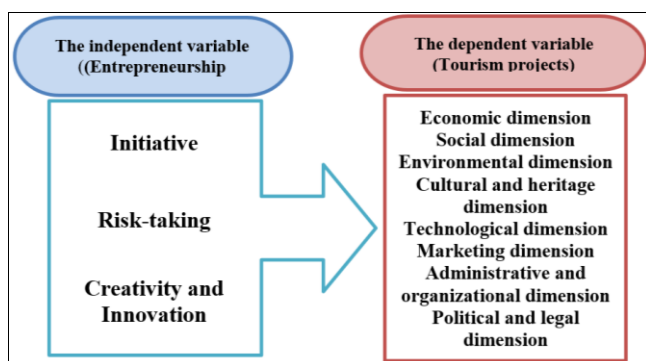


Fig 1: Shows the theoretical framework of the research.

7. Research Ethics

- Ensuring the confidentiality of participants' information and personal data.
- Obtaining the necessary approvals from relevant authorities and participants in the research.

8. Research Limitations

- Challenges in collecting field data (such as access to sites, participant cooperation).
- Potential bias in responses or data analysis.

9. Timeline

- Developing a detailed timeline for each stage of the research, starting from planning to writing the final report.

10. Expected Results

- Providing quantitative and qualitative results on the impact of entrepreneurship on sustainable tourism projects.
- Offering actionable recommendations to enhance the effectiveness of entrepreneurship in supporting sustainable tourism projects.

Through this methodology, the research aims to provide a comprehensive understanding of how entrepreneurship impacts the development and sustainability of sustainable tourism projects, which will help guide future policies and practices in this field.

Research Structure

Chapter One: Introduction and Research Methodology

Chapter Two: Theoretical Framework of the Research

Chapter Three: Practical Framework of the Research

Chapter Four: Conclusions and Recommendations, References.

Chapter Two: Theoretical Framework of the Research

First: Entrepreneurship (Concept, Importance, Features, Dimensions)

1. Concept of Entrepreneurship

Entrepreneurship has gained increasing attention for its vital role in economic and social development. It contributes to GDP growth and helps reduce poverty and unemployment. Defined as the process of turning innovative ideas into new businesses or improving existing ones, entrepreneurship combines creativity and risk-taking to achieve rapid success and profitability. (Ward & Reshack, 2021: 15) ^[15]. It is also defined as the process of turning an abstract idea into a real project by introducing a new product or service that positively impacts people's lives. (Al-Naimi, 2022: 34) ^[5]. Furthermore, it is known as strategic entrepreneurship, which is the process of finding opportunities in the external environment through entrepreneurial activities from a strategic perspective and exploiting them creatively to build a proper market position and invest valuable resources to create wealth (Ashraf Al-Haj, 2024: 7) ^[3]. Entrepreneurship refers to developing and managing economic projects by taking risks to start new businesses, aiming for profit. It plays a key role in driving development. (Al-Rawi, 2023: 4) ^[1]. Another view of entrepreneurship highlights the role of small and medium-sized enterprises, focusing on the creation of new projects as a core entrepreneurial activity. Entrepreneurs drive economic change by launching innovative businesses, using their skills and creativity to turn opportunities into successful ventures despite uncertainty. These projects are key contributors to economic development worldwide and achieve several vital goals, including: (Al-Atrebi, 2021: 16) ^[20].

- Relying on the entrepreneur's personal ability to succeed without external help.
- Contributing to economic growth.
- Playing an important role in serving the community.

Another view of entrepreneurship highlights the role of small and medium-sized enterprises, focusing on the creation of new projects as a core entrepreneurial activity. Entrepreneurs drive economic change by launching innovative businesses, using their skills and creativity to turn opportunities into successful ventures despite

uncertainty. These projects are key contributors to economic development worldwide and achieve several vital goals, including: (Suleiman *et al.*, 2023: 11)^[10].

2. Importance of Entrepreneurship

Entrepreneurship has gained prominence as a key research area because of its vital economic and social benefits. It supports development, reduces poverty, and helps address negative social issues. Its importance is evident in the following points: (Ibrahim *et al.*, 2021: 12)^[9].

- A. Creating new job opportunities for the workforce seeking employment, thereby helping combat unemployment and its economic and social repercussions.
- B. Providing some goods and services that were previously imported, thus promoting the substitution of imports, which positively impacts the country's currency value.
- C. Contributing to increasing the national GDP.
- D. Establishing projects that generate complementary businesses, leading to more local exchange of production inputs.

3. Features of Entrepreneurship

Entrepreneurship includes the following features: (Al-Haj, 2024: 7)^[3].

- A. **Improving Financial Status:** It contributes to improving the financial situation of entrepreneurs and their employees, which subsequently reflects on the national level.
- B. **Creating New Job Opportunities:** It creates new job opportunities, which helps reduce unemployment and impacts the social behavior of society.
- C. **Establishing New Industries:** It introduces new industries that were previously importing their products.
- D. **Raising National Spirit in Youth:** It boosts the national spirit among young people by involving them in industrial and service progress within the country.
- E. **Fostering Creativity and Exploration:** It encourages innovation and the exploration of new projects and ideas.

4. Dimensions of Entrepreneurship

- A. **Initiative:** This involves participating in future problems, needs, and changes, and the extent to which new products and services are introduced based on advanced technology. It also includes a high degree of risk as businesses seize opportunities to offer new ways of producing goods and competing to strengthen their market position and respond to changes in the market (Abdel Rahim, 2013: 14)^[12].
- B. **Risk-Taking:** This refers to businesses daring to introduce new products in the market, taking on high debts, or committing to significant resources in an uncertain environment, regardless of the competitive risks in the market. Risk is considered with the potential for loss (Hussein, 2020: 10)^[6].
- C. **Creativity and Innovation:** Creativity is a multi-stage process resulting in a new idea or work characterized by high fluency, flexibility, originality, and sensitivity to problems. This creative ability can be nurtured and developed according to the capacities and potentials of

individuals, groups, and organizations. Creativity refers to the new ideas and behaviors adopted by businesses, whether in products, technology, or new management practices based on the organization's speed in adopting different types of these innovations (Mahmoud, 2021: 12). Innovation, on the other hand, refers to reaching a new idea related to technology that affects societal institutions. Innovative organizations offer new products with value in services, ideas, procedures, and processes, through the combined efforts of employees expressing innovative behaviors to create these advanced products (Mohamed Ali Zalat, 2024: 17).

5. The Role of Entrepreneurs in Development

Entrepreneurship plays a central role in driving changes in production, marketing, and distribution levels, making it crucial for development through the following (Al-Rawi, 2023: 4)^[11].

- The promotional methods and market expansion undertaken by entrepreneurship will lead to meeting the needs of society members.
- Entrepreneurs seek to discover new resource sources rather than relying on traditional resources, distinguishing them from their peers in finding new and innovative resources.
- Entrepreneurs are responsible for determining production factors through innovation, thereby utilizing capital to create new production factors or new capital resources.
- Entrepreneurs aim to take advantage of any opportunity to introduce modern technology and techniques into the production process to achieve more growth and profits.

Second: Sustainable Tourism Projects

1. Concept of Sustainable Tourism Projects:

A project is an activity that utilizes resources and incurs costs to gain expected benefits within a set timeframe. It can be agricultural, industrial, service-based, or tourism-related, and may vary in size and scope—local, national, or international. (Arifeh, 2011: 63)^[11]. A project forms the core of an organization's economic, technical, and social priorities. It is a temporary system that structures the design, development, production, and marketing of a new product. It involves a multidisciplinary team working within a defined framework and culture to achieve shared goals. (Zmit, 2012: 9)^[13]. It is also defined as a promising opportunity that can be realized based on the market locations attracting it, and how this opportunity can align well with the other strategic goals of the company. A tourism project, like other economic investments, aims to utilize available resources to build and expand productive capacities within the sector. It enhances the sector's contribution to creating value, improving the community's economic and social well-being. Defined as an activity using natural and human resources, a tourism project incurs costs to provide services that generate profits through the sale of tourism products. These projects can vary in size and scope, from local to international, and serve to develop both material and human tourism capital, boosting a country's tourism capacity. They include investments in hotels, tourist cities, universities, institutes, and supporting infrastructure that drives economic growth. (Al-Samarrai and Al-Takimji, 2023: 85)^[17].

2. Importance of Sustainable Tourism Projects

Sustainable tourism projects are crucial for economies worldwide, playing a key role in the development of both developing and developed nations. Tourism offers numerous benefits to host countries, making these projects essential for economic growth. The importance can be summarized as follows:

- A. Contribution to Economic Development:** Tourism projects drive development by bringing in foreign currency, supporting government budgets, and promoting balanced growth. They enhance a country's brand and identity through attractive destinations, while improving capital productivity and contributing to economic growth. (Yassin, 2024: 292-295) ^[14].
- B. Sectoral Interconnection:** Tourism has long-term positive impacts on industries, the economy, and society. It creates economic value, fosters connections between sectors, and directly affects many industries while indirectly influencing others through tourism spending.
- C. Diverse Services and Opportunities:** Tourism projects provide a range of products and services to meet the various needs of local and international tourists, including entertainment and accommodation, in exchange for their spending on these tourism services and products.
- D. Job Creation:** Tourism projects create seasonal job opportunities, boost individual incomes, and reduce unemployment by encouraging entrepreneurship, promoting new tourism types, establishing hotels, developing tourist areas, and offering various services. (Al-Samarrai & Magamis, 2011) ^[18-19].

3. Characteristics of Sustainable Tourism Projects

Sustainable tourism projects are characterized by the following traits (Jasim).

- A. Large Capital Requirements:** Establishing tourism projects often requires significant investments, including the construction of large buildings and modern facilities, which can be costly due to: High land costs for tourism sites or land that may become tourism sites in the future, with many speculators involved, adding extra financial burdens on investors.
The focus on the aesthetic appeal and design of tourism projects, such as hotels and resorts, as well as the additional costs of furniture, decorations, and furnishings that attract tourists.
- B. Long Construction Period:** The construction of a tourism project can take several years, starting with site selection, land acquisition, and necessary procedural tasks.
- C. Long Payback Period:** Tourism projects usually take a long time to recoup the capital invested due to high capital intensity, which includes costs for buildings, furniture, decorations, elevators, and air conditioning systems.
- D. Heavy Reliance on Labor:** Tourism projects are part of the service sector, where it is difficult to replace human labor with machines. As a result, human labor remains essential for delivering tourism services.
- E. Environmental Sensitivity:** Tourism projects are influenced by the surrounding environment, including political, security, economic, and social factors.

4. Dimensions of Tourism Projects

The success of a tourism project depends on various factors that contribute to achieving its economic, social, and environmental goals. The most important dimensions that should be considered in tourism projects are:

A. Economic Dimension: This refers to the local economic impact, including job creation, increased tourism revenue, and growth in sectors like transport, retail, and services.

Financial Sustainability: The project requires careful financial planning to ensure sustainable profitability over the long term.

Attracting Investments: Attracting both local and international investments is essential to the economic dimension by developing infrastructure and creating an investment-friendly environment (Sharma, 2024, p-p: 84-92) ^[29].

B. Social Dimension: This benefits the local community by boosting cultural awareness, supporting tourism education and training, and raising living standards.

Social Responsibility: This involves offering community services, supporting cultural and social projects, and raising awareness of tourism's societal benefits.

Cultural Identity Preservation: The tourism project should respect and promote the local heritage and culture, avoiding negative cultural impacts such as cultural erosion (Dominguez, 2017, 135-143) ^[24].

C. Environmental Dimension: This involves environmental sustainability, including protecting natural resources and reducing negative environmental impacts such as pollution and deforestation.

Environmental Planning: Sustainable tourism projects require the use of sustainable construction techniques, waste management, and reducing energy and water consumption.

D. Cultural and Heritage Dimension

Cultural Heritage Preservation: This involves maintaining historical sites and the cultural heritage of local communities.

Visitor Interaction: How to develop tourism programs that enhance the visitor experience and respectfully showcase local culture.

Cultural and Artistic Activities: Providing opportunities to display local arts and cultures through festivals, exhibitions, and cultural events (Siow-Hooi, 2017, p-p: 603-611) ^[30].

E. Technological Dimension

Innovation in Tourism Services: Using technology to improve hospitality services, such as electronic bookings, tourism apps, and virtual reality.

Improving Visitor Experience: Utilizing technology to enhance the tourist experience through innovative digital services.

Data Management: Collecting and analyzing tourist data to improve planning and decision-making.

F. Marketing Dimension

Tourism Marketing: It involves strategies to attract tourists, such as promotional campaigns, targeting new markets, and using modern media.

Customer Interaction: Understanding customer needs and providing a distinctive experience that meets their expectations.

Branding: Building a strong brand for the tourist destination that increases its appeal and tourist flow (Fayos & Cooper, 2019, p: 14) ^[25].

G. Administrative and Organizational Dimension

Strategic Planning: Includes establishing clear strategies to ensure the sustainability of the tourism project.

Human Resources Management and Humanistic Approach: Recruiting and training qualified personnel in hospitality and tourism fields, and encouraging community support for those who are fair, loyal, caring, and kind.

Group Social Interaction: Encouraging pride, loyalty, and harmony within organizations.

Partnerships and Financing: Seeking partnerships with local and international institutions and determining appropriate financing methods for tourism projects (Knežević, & Others, 2020, p-p: 15-30) ^[27].

H. Political and Legal Dimension

Government Support: Tourism projects require government support through policies and measures that facilitate investment in the tourism sector.

Legislation and Laws: A legal framework is essential to regulate tourism work and protect the rights of investors and tourists.

Political Stability: Political stability is a key factor in attracting tourists and ensuring the success of tourism projects (Al-Muqram, Asma and Younis, Sanbel, 2015) ^[2]. These dimensions interrelate to ensure the success of tourism projects and their ability to achieve sustainable goals. Considering these dimensions helps design tourism projects that are environmentally, economically, and socially profitable.

Chapter Three

The Practical Framework of the Research

Section One: Testing the Measurement Tool

First: Reliability and Validity of the Research Variables

The reliability of a measurement scale refers to its stability and consistency, meaning it will yield the same results if re-applied to the same sample. In other words, reliability implies stability and consistency of the measurement tool (Sekrana, 2003:203) ^[28]. One of the most commonly used scales to measure the reliability of questionnaire items is Cronbach's Alpha. Sekrana (2003:311) ^[28] indicates that if

the value of this test is less than 0.60, it is considered an indication of weak reliability of the tool used. On the other hand, the reliability is considered acceptable if it exceeds 0.70, and it is considered good if the reliability rate reaches 0.80 or more.

Validity ensures that a measurement tool accurately assesses what it is designed to measure, confirming it evaluates the intended phenomenon rather than unrelated factors . (Sekrana, 2003:206) ^[28]. "The researcher employed content validity, requiring accurate variable identification based on their subject knowledge. (Cooper & Schindler, 2014:257) ^[22]. Table (1) shows the reliability coefficients for the variables under investigation.

Table 1: Reliability Coefficient Values of the Research Variables and Their Dimensions

Dimensions of the Research Variables	Cronbach's Alpha Reliability Coefficients
1. Initiative	.778
2. Risk-taking	.741
3. Creativity and Innovation	.791
Entrepreneurship (X)	.888
1. Economic Dimension	.756
2. Social Dimension	.723
3. Environmental Dimension	.719
4. Cultural and Heritage Dimension	.704
5. Technological Dimension	.742
6. Marketing Dimension	.701
7. Administrative and Organizational Dimension	.763
8. Political and Legal Dimension	.746
9. Sustainable Tourism Projects (Y)	.764

Source: SPSS Program Outputs (V.27).

Table (1) shows that all reliability coefficients for entrepreneurship, sustainable tourism projects, and their dimensions are within acceptable statistical limits, confirming the measurement tool's high reliability and supporting confident decision-making.

Second: Testing the Normal Distribution of Data

After confirming the tool's reliability, the researcher needed to verify data normality, as parametric tests require normally distributed data. Applying these tests to non-normal data would make the results unreliable. (Field, 2009:132) ^[26].

Statisticians note that with a large sample size relative to the population, concerns about data normality are often unnecessary. (Field, 2009:329) ^[26]. To ensure accuracy, the researcher tested the questionnaire data for normality using the Kolmogorov-Smirnov test, which is applicable for samples larger than 35 items. (Cooper & Schindler, 2014:623) ^[22]:

$$D = 1.22 / \sqrt{n}$$

For a sample size (n=99), the standardized D value is 0.12. If the K-S statistic exceeds or approaches this value at 1% significance, the data is considered normally distributed, permitting parametric tests. Otherwise, non-parametric alternatives are used. Table 2 displays the normality test results.

Table 2: Normality Test of the Research Variables Data and Their Dimensions

Dimensions of the Research Variables	Kolmogorov-Smirnov test	D - Value	Results
Initiative	113.	0.12	Normally distributed
Risk-taking	164.	0.12	
Creativity and Innovation	171.	0.12	
Entrepreneurship (X)	170.	0.12	
Economic Dimension	160.	0.12	
Social Dimension	153.	0.12	
Environmental Dimension	143.	0.12	
Cultural and Heritage Dimension	131.	0.12	
Technological Dimension	145.	0.12	
Marketing Dimension	123.	0.12	
Administrative and Organizational Dimension	122.	0.12	
Political and Legal Dimension	134.	0.12	
Sustainable Tourism Projects (Y)	113.	0.12	

Source: SPSS Program Outputs (V.27).

Table (2) shows that all data for entrepreneurship and sustainable tourism variables (both sub-level and overall) are normally distributed, validating the use of parametric analysis.

Section 2: Description and Diagnosis of the Research Variables

This section presents, analyzes, and interprets the sample's

questionnaire responses using weighted means, relative importance, standard deviations, and coefficients of variation for each variable.

The study classified responses using arithmetic means on a 5-point Likert scale. Categories were determined by dividing the scale range (4) by 5, yielding 0.80 intervals added sequentially from 1.

Table 3: Weighted Arithmetic Means and Their Response Levels

Weighted Mean	Response Level
1 - 1.80	Very Low
1.81 - 2.60	Low
2.61 - 3.40	Moderate
3.41 - 4.20	High
4.21 - 5	Very High

Source: Dewberry, Chris, (2004)^[23]. Statistical Methods for Organizational Research: Theory and practice. First published, Published in the Taylor & Franci, p15.

This aspect will be addressed according to the following sections

First: Presentation, analysis, and interpretation of the responses of the research sample members regarding entrepreneurship.

This variable's items will be analyzed through questions related to entrepreneurship (Variable 1). Table 4 presents the weighted means, relative importance, and standard deviations at both partial and overall levels:

Table 4: Descriptive Statistics for the Entrepreneurship Variable n=99

Dimensions	Weighted Arithmetic Mean	Standard Deviation	Relative Importance (%)	Response Level
Initiative	3.21	0.99	64	Moderate
Risk-taking	3.51	1.01	70	High
Creativity & Innovation	3.61	0.97	72	High
Entrepreneurship (X)	3.43	1.03	69	High

Source: SPSS Program Outputs (V.27).

Table 4 shows the Entrepreneurship variable scored a weighted mean of 3.43 (High category), with 69% relative importance and 1.03 standard deviation. These results demonstrate its significant presence in the organization and strong awareness among respondents.

Examining sample interest in Entrepreneurship dimensions (Table 4) reveals

Initiative

This dimension scored a weighted mean of 3.21 (Moderate category), with 64% relative importance and 0.99 standard deviation. The results demonstrate the organization's proactive approach to anticipating future challenges and developing innovative, technology-driven solutions despite

associated risks

Risk-taking

This dimension scored a weighted mean of 3.51 (High category), with 70% relative importance and 1.01 standard deviation. The results confirm the organization's risk-taking approach, demonstrated through bold product launches, high debt, and major resource commitments in uncertain environments, irrespective of competitive risks.

Creativity and Innovation

At the overall level, this dimension scored a weighted mean of 3.61 (High category), with 72% relative importance and 0.97 standard deviation, indicating the organization's

capacity for innovative, original, and adaptive solutions that can be further developed based on individual and collective potential.

Table 5: Descriptive Statistics for the Sustainable Tourism Projects Variable (n = 99)

Dimensions	Weighted Arithmetic Mean	Standard Deviation	Relative Importance (%)	Response Level
Economic Dimension	3.44	0.99	69	High
Social Dimension	3.28	0.91	66	Moderate
Environmental Dimension	3.08	0.94	62	Moderate
Cultural and Heritage Dimension	3.14	0.92	63	Moderate
Technological Dimension	3.11	1.01	62	Moderate
Marketing Dimension	3.43	0.96	69	High
Administrative & Organizational Dimension	4.15	0.95	83	High
Political and Legal Dimension	2.70	0.99	54	Moderate
Sustainable Tourism Projects (Y)	3.23	0.97	65	Moderate

Source: SPSS Program Outputs (V.27).

Table 5 shows the 'Sustainable Tourism Projects' variable scored a weighted mean of 3.23 (moderate category), with 65% relative importance and 0.97 standard deviation, confirming its presence in the organization and respondents' awareness

To assess sample interest in "Sustainable Tourism Projects" dimensions (Table 5), the following is observed

Economic Dimension

The economic dimension scored a weighted mean of 3.44 (high category), with 69% relative importance and 0.99 standard deviation, confirming its presence in the organization.

Social Dimension

The social dimension showed a weighted mean of 3.28 (moderate), with 66% relative importance and 0.91 standard deviation, confirming its organizational presence.

Environmental Dimension

The environmental dimension scored a 3.08 weighted mean (moderate), with 62% relative importance and 0.94 standard deviation, confirming its organizational presence.

Cultural and Heritage Dimension

The cultural/heritage dimension scored a 3.14 weighted mean (moderate), with 63% relative importance and 0.92 standard deviation, demonstrating its organizational presence.

Technological Dimension

The technological dimension showed a 3.11 weighted mean (moderate), with 62% relative importance and 1.01 standard deviation, confirming its organizational presence.

Marketing Dimension

The marketing dimension scored a 3.43 weighted mean (high), with 69% relative importance and 0.96 standard deviation, confirming its organizational presence.

Managerial and Organizational Dimension

The managerial/organizational dimension scored a 4.15 weighted mean (high), with 83% relative importance and 0.95 standard deviation, demonstrating strong organizational presence.

Political and Legal Dimension

"The political/legal dimension scored a 2.70 weighted mean (moderate), with 54% relative importance and 0.99 standard deviation, confirming its organizational presence."

Section Three: Testing the Hypotheses of Correlation and Impact among the Research Variables

This section examines variable correlations and impacts using Pearson and linear regression coefficients, testing both sub-hypotheses and overall relationships.

First: Testing the First Main Hypothesis Related to the Correlation Between Entrepreneurship and Sustainable Tourism Projects in Its Dimensions

(There is a statistically significant correlation between entrepreneurship and sustainable tourism projects in its various dimensions).

This main hypothesis branches into three sub-hypotheses, as outlined below

1. There is a statistically significant correlation between initiative and sustainable tourism projects in their dimensions.
2. There is a statistically significant correlation between risk-taking and sustainable tourism projects in their dimensions.
3. There is a statistically significant correlation between creativity and innovation and sustainable tourism projects in their dimensions.

Table (6) presents the Pearson simple correlation matrix between these variables and their dimensions. Before testing this hypothesis, the table also provides information about the sample size (99) and the type of test used (2-tailed). The abbreviation (Sig.) in the table refers to the statistical significance test of the correlation coefficient. If an asterisk (*) appears next to the correlation coefficient, this indicates statistical significance at the 5% level; whereas two asterisks (**) indicate statistical significance at the 1% level.

The strength of the correlation coefficient is judged according to Cohen's (1977:79-81) rule, as follows

▪ Low correlation: when the value of the correlation coefficient ranges between 0.10 to 0.29.
▪ Moderate correlation: when the value ranges between 0.30 to 0.49.
▪ Strong correlation: when the value ranges between 0.50 to 1.00.

Table 6: Testing the First Main Hypothesis (Correlation Hypothesis)

Entrepreneurship	Creativity & Innovation	Risk	Initiative	Independent Variable / Dependent Variable	
0.62**	0.48**	0.50**	0.53**	Pearson Correlation	Sustainable Tourism Projects

** Correlation is significant at the 0.01 level (2-tailed)

Source: Prepared by the researcher based on the results from the electronic calculator using the (SPSS V.27) program.

Table 6 reveals strong positive correlations (>0.50, $p < 0.01$) between entrepreneurship and sustainable tourism projects across all dimensions, with an overall correlation coefficient of 0.62 - indicating a strong relationship per Cohen's criteria.

Among dimensions, the initiative dimension showed the strongest correlation with sustainable tourism projects ($r = 0.53$, $p < 0.01$), while creativity/innovation showed the weakest ($r = 0.48$) - both representing strong positive relationships per Cohen's criteria.

Table 6 results support accepting both the main hypothesis and sub hypotheses, confirming a statistically significant correlation between entrepreneurship and sustainable tourism projects across all dimensions.

Second: Entrepreneurship's significant impact on

sustainable tourism projects across dimensions.

This main hypothesis branches into three sub-hypotheses, as outlined below:

1. There is a statistically significant impact of initiative on sustainable tourism projects in their dimensions.
2. There is a statistically significant impact of risk-taking on sustainable tourism projects in their dimensions.
3. There is a statistically significant impact of creativity and innovation on sustainable tourism projects in their dimensions.

Let me know if you need further adjustments or additional sections translated!

Table 7: Estimating the Simple Linear Regression Relationship Between Entrepreneurship and Sustainable Tourism Projects in Their Dimensions

Dependent Variable / Independent Variable	Sustainable Tourism Projects			
	(β)	(R ²)	T- test	F- test
Entrepreneurship	0.62	0.38	5.87	43.56
The tabular value of (F) at the 1% level	7.07	The tabular value of (T) at the 1% level		2.26

Source: SPSS Program Outputs (V.27).

Table 7 demonstrates a significant positive relationship between entrepreneurship and sustainable tourism projects ($\beta = 0.62$, $p < 0.01$), indicating a 62% increase in projects for every unit increase in entrepreneurship. The model explains 38% of the variance in sustainable tourism projects ($F = 32.56$, $p < 0.01$), with all coefficients statistically

significant ($t = 5.87$ vs critical $t = 2.66$ at $\alpha = 0.01$).

Based on the above, the second main hypothesis is accepted.

First Sub-Hypothesis: There is a statistically significant effect of initiative on sustainable tourism projects.

Table 8: Estimation of the Simple Linear Regression Relationship between Initiative and Sustainable Tourism Projects in Its Dimensions

Dependent Variable / Independent Variable	Sustainable Tourism Projects			
	(β)	(R ²)	T- test	F- test
Initiative	0.54	0.29	5.77	19.20
The tabular value of (F) at the 1% level	7.07	The tabular value of (T) at the 1% level		2.66

Source: SPSS Program Outputs (V.27).

Table 8 indicates a significant positive impact ($\beta = 0.54$, $p < 0.01$), where a one-unit increase in the dimension leads to a 54% rise in sustainable tourism projects.

The model explains 29% of the variance ($R^2 = 0.29$), with strong overall significance ($F = 19.20$, $p < 0.01$; $t = 5.77 >$ critical $t = 2.66$).

Based on the above, the first sub-hypothesis derived from the second main hypothesis is accepted.

Second Sub-Hypothesis: There is a statistically significant effect of risk-taking on sustainable tourism projects.

Table (9): Estimation of the Simple Linear Regression Relationship between Risk and Sustainable Tourism Projects in Its Dimensions

Dependent Variable / Independent Variable	Sustainable Tourism Projects			
	(β)	(R ²)	T- test	F- test
Risk	0.51	0.26	7.43	16.57
The tabular value of (F) at the 1% level	7.07	The tabular value of (T) at the 1% level		2.66

Source: SPSS Program Outputs (V.27).

Table 9 shows a significant positive relationship ($\beta = 0.51$, $p < 0.01$) where a 1-unit dimension increase leads to 51% higher sustainable tourism projects. The model explains 26% of variance ($R^2 = 0.26$, $F = 16.57$, $p < 0.01$) and demonstrates overall significance ($t = 7.43 >$ critical $t = 2.66$).

Based on the above, the second sub-hypothesis derived from the second main hypothesis is accepted.

Third Sub-Hypothesis: There is a statistically significant effect of creativity and innovation on sustainable tourism projects.

Table 10: Estimation of the Simple Linear Regression Relationship between Creativity, Innovation, and Sustainable Tourism Projects in Its Dimensions

Dependent Variable / Independent Variable	Sustainable Tourism Projects			
	(β)	(R ²)	T- test	F- test
Creativity and Innovation	0.48	0.24	9.23	10.55
The tabular value of (F) at the 1% level	7.07	The tabular value of (T) at the 1% level		2.66

Source: SPSS Program Outputs (V.27).

Table 10 demonstrates a statistically significant positive effect ($\beta = 0.48, p < 0.01$), with a 1-unit increase in the dimension leading to a 48% rise in sustainable tourism projects. The model explains 24% of the variance ($R^2 = 0.24$) and shows overall significance ($F = 10.55, p < 0.01; t = 9.23 > \text{critical } t = 2.66$).

Based on the above, the third sub-hypothesis derived from the second main hypothesis is accepted.

Chapter Four

Conclusions and Recommendations

First: Conclusions about Entrepreneurship:

1. Entrepreneurship is a key driver of the economy - it contributes to job creation, enhances innovation, and drives economic development.
2. Adaptation to changes is crucial - entrepreneurs need flexibility and the ability to adapt to market and technological developments.
3. Innovation is the key to success - startups that offer new and innovative solutions are more likely to survive and expand.
4. Challenges are part of the journey - failure is part of the entrepreneurial experience, but it is an opportunity to learn and improve strategies.
5. Funding and financial sustainability are essential - obtaining adequate funding and effectively managing cash flow are crucial for project success.
6. Building a strong network is important - relationships and partnerships help accelerate growth and access additional resources.
7. Knowledge and continuous development are vital - staying informed about the latest trends and developing skills helps maintain competitiveness.

Second: Recommendations to Enhance Entrepreneurship

1. Develop a clear business plan - define the vision, goals, and strategies to ensure the effective execution of the project.
2. Seek market opportunities - study the market and competitors to identify gaps and exploit available opportunities.
3. Adopt technology and digital transformation - use digital tools and modern technology to increase efficiency and improve the customer experience.
4. Diversify income sources - avoid relying on a single source of revenue to maintain the sustainability of the project.
5. Focus on the customer experience - provide added value and build strong relationships with customers to earn their loyalty.
6. Seek appropriate funding - explore diverse funding sources such as investors, loans, and business incubators.
7. Develop leadership and management skills - enhance

decision-making, risk management, and effective communication skills.

8. Build a strong team - choose a qualified and cohesive team that contributes to achieving the company's goals.
9. Take advantage of training and consulting opportunities - benefit from workshops, training courses, and experts in the field.
10. Patience and perseverance - success in entrepreneurship requires time and effort, so it is important to be persistent and learn from mistakes

Third: Conclusions about Sustainable Tourism Projects:

1. Sustainable tourism balances economic, environmental, and social needs—success requires profitability, eco-protection, and community support
2. Demand for sustainable tourism grows as travelers prioritize eco-friendly and culturally respectful experiences
3. Technology drives sustainability—digital tools like online bookings boost efficiency and cut waste.
4. Community partnerships are vital—local involvement creates jobs and authentic tourist experiences.
5. Key challenges: funding, infrastructure gaps, and low sustainability awareness among stakeholders.
6. Sustainable tourism cuts carbon footprint through renewable energy and efficient resource management.
7. Sustainable tourism thrives with long-term planning and clear strategies for managing natural and cultural resources.

Fourth: Recommendations to Enhance Sustainable Tourism Projects

1. Adopt responsible environmental practices - such as using solar energy, reducing water consumption, and recycling to minimize environmental impact.
2. Engage the local community - support handicrafts, employ local residents, and offer tourism experiences that reflect local culture.
3. Adopt smart tourism technologies - such as digital bookings, interactive tourist guides, and sustainable mobility apps.
4. Invest in green infrastructure - design hotels and resorts that adhere to environmental standards and use sustainable building materials.
5. Develop eco-educational tourism programs featuring nature tours and agricultural experiences to promote environmental awareness
6. Effectively market sustainable tourism - use social media and targeted advertising to promote eco-friendly tourism.
7. Diversify tourism products - offer adventure tourism, agricultural tourism, and cultural tourism to attract diverse groups of tourists.
8. Partner with environmental organizations to secure sustainability certifications and enhance credibility.
9. Provide sustainable transportation options - such as

bicycles, electric cars, or public transport to reduce carbon emissions.

10. Implement clear sustainability policies - commit to sustainability standards and update business strategies according to global best practices.

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