



Woman in Culture and Arts

The Role of Bakhtiari Women in the Development of Tourism and Local Economy, with an Emphasis on Social Entrepreneurship and Traditional Clothing Production in Sustainable Paradigm

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Article Info	ABSTRACT
<p>Article type: Research Article</p> <p>Article history: Received: 29 December 2023 Received in revised form: 24 April 2024 Accepted: 30 May 2024 Published online: 1 October 2024</p> <p>Keywords: <i>Bakhtiari Women,</i> <i>Local Economy,</i> <i>Social Entrepreneurship,</i> <i>Sustainable Development,</i> <i>Tourism,</i> <i>Traditional Clothing.</i></p>	<p>Introduction The development of local economy and empowerment of women through various methods including social entrepreneurship within the framework of sustainable development is one of the goals pursued in this field. The development of tourism and local economy has been considered as one of the most important challenges of economic and social development in Iran and all around the world.</p> <p>The aim of this study in this regard is to investigate and analyze the role of Bakhtiari women in the development of the local economy and tourism in Iran, with a particular focus on the significance of social entrepreneurship and the production of traditional Bakhtiari clothing as critical factors in this development. The role of indigenous people and local communities in the economic and social development of their regions is of high importance. In this context, the Bakhtiari tribes, as one of the native tribes of Iran with ancient history and culture, play an important role in the development of tourism and the local economy.</p> <p>The research aims to investigate and analyze the role of Bakhtiari women in the development of tourism and the local economy of Iran, emphasizing the importance of the role of social entrepreneurship and the production of traditional Bakhtiari clothes as key factors of this development and tries to answer these 2 questions that: "How Bakhtiari women can help the development of tourism and the local economy of their region?" and "What role do they play in local economic development?" The main hypothesis of this research is that Bakhtiari women can have an important impact on the development of tourism in their regions by preserving and promoting their culture and arts. Social entrepreneurship by Bakhtiari women helps to develop the local economy and create job opportunities in these areas. The production of traditional Bakhtiari clothing has helped to promote cultural and historical tourism in the target areas and increases the attractiveness of sustainable tourism in these areas.</p> <p>Methodology Qualitative and quantitative methodologies were implemented in this investigation. Data collection was conducted through questionnaires and field interviews with the people of Chaharmahal and Bakhtiari provinces and library studies. The statistical population, Bakhtiari women, and the statistical sample of 389 people were selected and data analysis was done using statistical methods and analytical models. Qualitative research has been used to gain a deeper understanding of the role of Bakhtiari women and social entrepreneurship, and quantitative research has been used to measure their impact on tourism development and the local economy. Interviews were conducted with Bakhtiari relatives and local businesses, and questionnaires were completed by selecting tourists and travelers in the region. The data were analyzed by two quantitative descriptive methods (statistical and comparative) and qualitative through inferential analysis and interpretation, and the results are given in the form of frequency tables and in descriptive-analytical form. Sampling was done using</p>

geographical cluster sampling method from different urban and rural areas of Chaharmahal and Bakhtiari province. The sample size was estimated to be 389 by G-Power software calculations and the samples were selected from the cities of Shahrekord, Ben, Shalamzar, Junqan, Farsan, Lordegan, Borujen, Chelgerd and Ardal to cover relatively the entire province.

Results

The results of this study indicate that Bakhtiari women significantly impact the development of tourism and the local economy, and through social entrepreneurship, they create job opportunities and develop local economic activities. The production of traditional Bakhtiari clothing, as a main occupation, plays a special role in promoting cultural and historical tourism and empowering women. Their social and economic impacts are observable through social entrepreneurship and traditional clothing production. Bakhtiari women have the ability to create local job opportunities, acting as an effective tool for local economic development and attracting tourists to the region. The production of traditional Bakhtiari clothing, as a main occupation of this ethnic group, helps promote cultural and historical tourism regarded region and preserve and enhance cultural and historical identity of region.

Conclusion

In regard of developing tourism and the local economy, Bakhtiari women by focusing on social entrepreneurship and traditional clothing production, play an influential and positive role. They enhance the tourism appeal of their region and attracting tourists by preserving their culture and traditions. In the other hand, traditional clothing production, as a local art and process, diversifies local markets and increases the income of individuals and local businesses. In the realm of social entrepreneurship development, Bakhtiari women have turned their artistic creativity into local businesses, contributing to employment, economic development, and regional welfare. These local entrepreneurs have not only preserved their cultural values but also promoted new markets by creating unique products. In today's global complexities, the preservation of local identity and culture by Bakhtiari women is a strength that draws tourists and enhances the local economic system. Therefore, encouraging social entrepreneurship development and supporting traditional clothing production as a local development strategy is of particular importance. These actions help achieve sustainable development and improve the quality of life for regional residents, and serving as a positive model in tourism and local economic development. In local policy-making and planning, attention to this matter and taking appropriate measures to support and develop these activities can be a step towards achieving sustainable development goals. This research not only aids in a deeper understanding of this role and its lesser-known impacts but also assists policymakers, entrepreneurs, and planners in deprived areas to optimally utilize the resources and capacities of local communities and contribute to the sustainable development of these regions.

Conflict of interest

The authors certify that this work has not been published in any of publications and is the result of the author's research activities. This research was conducted according to ethical laws and regulations and no violations or frauds were committed. The correspondent author is responsible for reporting potential conflicts of interest and financial sponsors of the research.

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