

# **Examining the Financial Performance of Companies with Professional Services in the Market of Iran (Case Study: Tourist Services Agencies)**

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**Today, tourism has an important place in the economic, social, and cultural changes of countries, especially Iran. Gilan province is one of the provinces that has a very good tourism potential. And firms that are active in this area can take advantage of this sector. In this regard, the main objective of the research is to investigate the effect of financial services companies with professional services such as tourism service agencies in Gilan, with regard to the variables of innovation in service, human capital and entrepreneurial tendency. The statistical population of the study is tourism services agencies of Gilan province, all of which have been studied. After collecting data by questionnaires, structural equation modeling techniques with partial least squares approach were used to evaluate the relationships between variables. The result of the research hypotheses suggests the positive impact of human capital and entrepreneurial tendency on innovation of service. The positive impact of innovation in service on financial performance was also confirmed. The moderating role of entrepreneurial inclination has been confirmed in the relationship between innovation in servicing and financial performance of tourism services agencies of Gilan province. In addition, the role of human capital adjustment was confirmed in the relationship between innovation in servicing and financial performance of tourism services agencies of Gilan province.**

**Keywords : Key Words: Financial Performancetendency to Entrepreneurship, Human Capital, Innovation in Servicing**

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