

ARTICLE

THE ROLE OF TOURISM AND IMPROVING OF RURAL VALUES TISSUE ON THE SUSTAINABILITY OF RURAL SYSTEMS

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ABSTRACT

Most villages have are old and valuable, which remained open during different historical periods, and lack of organization and the destruction of their fields to provide them, on the other hand this Such places high capacity, to develop tourism, as one of the regional and local development strategies, in the villages and the country that need to evaluate the potential of tourism and its role in the development of the rural areas, especially in rural of Holi villages, the field of rural development and sustainability of the system provided. The present study is an applied. The research method is analytical type. The study sample consisted of professionals, tourists and county officials Holi, is in 2016. The number of population, the equivalent of 1,500 people has been considered. The sample size of 305 people, according to Cochran formula was determined. For statistical data analysis, and to describe the results of the questionnaire, one-sample t-test was used. The results indicate that, with the role of tourism and improvement of rural areas, the sustainability of rural systems, at 95 percent (sig = 0.000), the sustainability of the rural social systems, at 95 percent (sig = 0.000), the sustainability of economic systems rural 95% confidence level (sig = 0.000), and the sustainability of rural physical systems, at 95 percent, (sig = 0.000) are confirmed. Among the indices, physical parameters in the first place, the economic situation in the second position, social status is in third place, and this showed that the tissue conditioners valuable tourism and rural social sustainability of rural systems, is less impact in the Holi district.

INTRODUCTION

Of course, part of the identity of people today, lies in the architecture of their predecessors, so genuine identity of each community, delves into the old architecture is achieved. Perspective and physical structure of the villages of Iran, the influential and the influx of technology, culture and urban landscape, and along with it the decline of native cultural values and rural residents, increasing and too skewed. Obviously, the longer this goes on village is, in its wake towns; away from their original identity will Broadcasting. But part of the places to the empowerment and architectural values, continues to live on. Hence the tissues valuable physical development plans require proper attitude, and rural areas in terms of precious few studies that require particular attention. The main purpose of Prized context of rural development projects is laying the groundwork for authentication, and enables the preservation of such places, and valuable works of rural architecture with the revival texture, and with new ideas and solutions, to meet the increased demand, new ideas and practices livelihoods in the village. In the villages, for the implementation of development projects worth tissue, further consideration is that of culture and history, these villages as a "relic of the past, a legacy for the future" are raised. Rural areas in Iran, due to climatic diversity, a variety of materials and indigenous technology, harmony of man and nature, species unique and unmatched qualities of space, over an extended period and in certain places offer. Villages during the course of your life, because of extensive links with the natural and historical contexts, created many of the values of historical, cultural, natural, tourism, and architecture. Which were part of the national capital and cultural identity and history of the land, are considered? Rehabilitation of Rural valuable monuments and sites, in direct contact with areas of social and economic life of the inhabitants of the village, which, together with the hierarchical chain, and each grain directly connected to the whole set of values to emphasize the place, from all aspects and attributes [1]. Citizens (regional indigenous tourism) that concern urban life and the car, and the problems it brings to the village, or tourists who wish to visit the historical sites of value which, in the village where he spent a few days there, in any case, the economic burden is positive for the village. That's why upgrading projects, open Reviving that with regard to body and texture village, the village is in the range of valuable town, a place for better communication between residents and tourism development, and is necessary.

The study come as necessity, most villages have a two-bit old and which, during different historical periods remain open, and the destruction of their lack of organization and provides them the other hand, the Such places high capacity, for the development of tourism as one of the most important regional and local development strategies, in the villages and country which must assess the role of tourism and its potential in the context of rehabilitation rural values, rural development and it provides system stability a.

History research

Several studies on the theme of study, margins, and it is done, it will be brief: Mojtabayi and Arghan [2] in an article on the feasibility of tissue conditioners with rural value, which is paid to the development of tourism, the results suggest that tissue villages, in addition to the influence of natural factors, human factors also affected. Pari Pishbr *et al* [3] a study to evaluate the role of tourism, and improving tissue with rural values, the sustainability of rural systems using the SWOT model studied, the results show that, the village Citadel, according to historical background and texture it valuable and historic castle, and natural features has many comparative advantages, is in the field of tourism. Arbab Saljugh *et al* [4], in an article restoring the rural areas contain valuable historical monuments of culture, the tourism industry's perspective, the results demonstrate that, historical contexts towns, including the historic values - cultural and rich heritage for future generations are considered. Abbas-Zadeh *et al* [5],

KEY WORDS

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study, evaluation methods values in historical contexts, aimed at developing cultural tourism began; the results indicate that, there is a clear relationship between values and goals of the development of cultural tourism, the need to study the methods of assessment unavoidable. Hayati Rad [6], in an article on the structure of the value is paid in sustainable tourism development, the results indicate that improved textures, rural values, systematic process of identifying, analyzing, planning and decision-making and implementation is designed, whereby spatial and physical development of the village. Haji Zadeh *et al* [7], a study on the sustainable development of tourism in rural areas with rural value that results indicate that perspective and physical structure of Kandovan, with the influence and the influx of technology, culture and urban landscape, and at the same time degradation and cultural values of the indigenous inhabitants of the village, day after day, is increasingly blurred. Hasani *et al* [8], a study on tourism-based economy, that's a step to restoring and enhancing tissue with rural values, the results suggest that tissue rural context, has brought architectural values and quality materials canvas is significant that, in comfort climate and environment to attract tourists an effective role plays. Khodadadi and Mohammad Nejad [9], in an article on the role of valuable tissue rural tourism development that results indicate that the tourism implications in economic, social and physical environment, in the context of looking for valuable rural Javaherdeh had.

MATERIALS AND METHODS

The present study is an applied. The research method is analytical type. The study sample included professionals, tourists and county officials Holi, is in 2016. Total population of 1,500, have been considered. The sample size of 305 people, according to Cochran formula was determined. To evaluate the role of tourism, and improving rural valuable tissue in three different sections (social, economic and physical), from a questionnaire of 42 questions prepared. For statistical data analysis, and to describe the results of the questionnaire, one-sample t-test was used. Also, various statistical data, corporate brochures and statistical offices of the organization were enjoying.

Research hypothesis

1. Improvement textures, tourism and rural values, the sustainability of rural systems, are effective.
3. Tourism and valuable tissues rural development, the rural economic system stability, is effective.
2. Improvement textures tourism and rural values, rural social stability systems, is effective.
4. Tourism and valuable tissues rural development, rural stability of physical systems, is effective.

RESULTS

Using t-test, the indices sustain effective rural systems

1-The Role of tourism and improvement of tissues with rural values, the sustainability of rural systems of fistula was placed on outer skin opening of fistula and knot was secured on the outer hard leather piece [Fig. 3].

Table 1: One-sample t-test to evaluate the role of tourism and improvement of the rural areas, the rural system stability

In the Confidence level 95 percent		Significance level	The t-statistic	Degrees of freedom	Average	In the Confidence level 95percent
maximum	minimum					
3/62	3/43	0/000	74/866	58	3/53	Sustainability of Rural Systems

According to [Table 1], the value t obtained from the study of the test is 74/866, and the role of tourism and improvement of tissues with rural values, the sustainability of rural systems, at 95 percent (sig = 0.000), is confirmed. So valuable tourism and improvement of rural areas, could affect the sustainability of rural systems that, due to the significant amount of good it can get that from the perspective of those questions, rural tourism and rural development have valuable tissue, and can affect system stability rural effective.

2. Examine the valuable role of tourism and improvement of rural areas, the rural social system stability

Table 2: one-sample t-test to evaluate the role of tourism and improvement of the rural areas, the rural social system stability

In the Confidence level 95 percent		Significance level	The t-statistic	Degrees of freedom	Average	In the Confidence level 95 percent
maximum	minimum					
3/76	3/45	0/000	45/98	58	3/60	rural social system stability

According to [Table 2], the value of t obtained from the 45/98 test is evaluated, and the sustainability of rural social systems, at 95 percent (sig = 0.000), is confirmed. So the role of tourism, and the development of rural areas has been valuable, have an impact on rural sustainability of social systems, due to the significant amount of good, and also trace amounts of it can't get that, from the perspective of those who question the sustainability of the rural social systems, attention has been focused on a limited basis.

3. The Role of Tourism and valuable tissues rural development, the rural financial system stability

Table 3: One sample t-test to evaluate the role of tourism and development of the rural areas, the rural financial system stability

In the Confidence level 95 percent		Significance level	The t-statistic	Degrees of freedom	Average	In the Confidence level 95 percent
maximum	minimum					
3/59	3/32	0/000	50/31	58	3/45	rural financial system stability

According to [Table 3], the value of t obtained from the 50/31 test is evaluated, and the sustainability of rural economies, at 95 percent, (sig = 0.000) is confirmed. Tourism and rural development has been so valuable tissue, affect the stability of rural economies, given the significant amount of good, as well as the average amount it can't get that from the perspective of those who question the sustainability of rural economic systems, to considering the average.

4. The Role of Tourism and valuable tissues rural development, rural stability of physical systems

Table 4: one-sample t-test to evaluate the role of tourism and development of the rural areas, the rural physical system stability

In the Confidence level 95 percent		Significance level	The t-statistic	Degrees of freedom	Average	In the Confidence level 95 percent
maximum	minimum					
3/28	3/07	0/000	58/04	58	3/18	rural physical system stability

According to [Table 4], the value of t obtained from the 58/04 test is evaluated, and the sustainability of rural physical systems, at 95 percent (sig = 0.000), is confirmed. So the role of tourism and rural development has been valuable tissue, affect the sustainability of rural physical systems, due to the significant amount of good, and the average value of t where we can see that, from the perspective of those who question the sustainability of rural physical systems, to considering the average.

CONCLUSION

Tourism and Rural valuable role in tissue development, the sustainability of rural systems, at 95 percent (sig = 0.000), the sustainability of the rural social systems, at 95 percent (sig = 0.000), sustainable rural economic systems, at 95 percent (sig = 0.000), and the sustainability of rural physical systems, at 95 percent (sig = 0.000), are approved. Among the indices, physical parameters in the first place, the economic situation in the second position, social status is in third place, and this showed that the tissue conditioners valuable tourism and rural social sustainability of rural systems, is less impact in the Holi district.

CONFLICT OF INTEREST

There is no conflict of interest.

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