

ARTICLE

A STUDY OF TOURISM ROLE GUIDELINE STRATEGIES AND IMPROVEMENT OF RURAL VALUES IN THE SUSTAINABILITY OF RURAL SYSTEMS

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ABSTRACT

Most villages have a two-bit old and who, during various historical periods remain open, and the lack of organization and review them, destroy them provides background, while the high capacity of these tissues, to develop tourism as one of the most important regional and local development strategies, in the villages and the country is the need to evaluate the role of tourism, and improve their ability tissues with rural values, rural development, and stability systems it provided. The present study is an applied. The research method is analytical type. The study sample included professionals, tourists and officials of Holi village, 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, the strategic model was swot. Results indicate that, in considering the weight of opportunities, threats, strengths and weaknesses should be noted that, long history and deep-rooted strength of the tissue, with a score of 0. 8, the disadvantage of increasing the price of land and housing, in the context of value the weight rating 0. 48, the opportunity to sell livestock products and garden surrounding villages, in the context of the village with a score of weight 1, and the threat tends to Villa and build new homes, inconsistent with the context of the village, with a score of 0. 8 wt. the most important are as noteworthy. In evaluation of different strategies, the most important strategy can be valuable tissue encourage residents to participate in the development of infrastructure and tourism facilities, and monetize this way, the executive overseeing the construction and preparation of building codes in and out of range tissue value of the village, in order to preserve the rural landscape and architectural identity of the Islamic Revolution housing Foundation and the VA said.

INTRODUCTION

It is clear that tourism activities, as well as any other interested military function, is planning to provide the optimum use of available opportunities to overcome the limitations and difficulties facing the development of rural tourism, along with the removal and reduction of their duties, engage in tourism other economic sectors, to accomplish. Can be used to develop a sustainable tourism program, will provide the following basic steps [1]. Negative impacts of tourism on local communities, which may include the withdrawal of welfare benefits for the host community, demand for scarce resources, such as drinking water, excessive dependence on tourism host areas, inappropriate behavior and cultural insensitivity tourists [2]. Because rural areas, vulnerable and prone source of environmental change, social and economic, in particular, experience has shown that tourism everywhere spontaneously and accidentally, without planning and effective management, expanded, negative consequences brought, and it has long-term problems than benefits [3].

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 related to the collection, to emphasize the values of the place, from all aspects and attributes [4]. Rural residents as a bridge between economic growth and ability village, and the protection and utilization of valuable monuments and sites, and heritage sites are, and rural communication and living environment, the balance between man and nature. Citizens (regional indigenous tourism) that concern urban life and car and its problems, to bring 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.

High capacity, for the development of tourism as one of the most important regional and local development strategies, in the villages and the country is the need to evaluate the potential of tourism and its role in tissue development with rural values, the field of rural development and sustainability of the systems it provides.

Research History

Peri Pishbar *et al* [5], a study to evaluate the role of tourism and improvement of tissues with rural values, the sustainability of rural systems, using the model SWOT, Case village's Citadel. Abbas-Zadeh *et al* [6], in the study, methods of assessing the value of historical contexts, aimed at developing cultural

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tourism issue. Haji Zadeh *et al* [7] in a research valuable role in rural areas, sustainable development of rural tourism, case study acted Kandovan. Khodadadi and Mohammad Nejad [8] the article examines the role of tissue-value rural tourism development (Case study: Javaherdeh village of Ramsar) began.

MATERIALS AND METHODS

The present study is an applied. The research method is analytical type. The study sample consisted of professionals, tourists and officials Holi village, 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), the size of the strengths, weaknesses, potential and opportunity, a questionnaire of 42 questions prepared. For statistical data analysis, and to describe the results of the questionnaire, the strategic model was swot. Also, various statistical data, corporate brochures and statistical offices of the organization were enjoying.

RESULTS

Analysis, SWOT, to study the internal factors (strengths and weaknesses) and external factors affecting the area (opportunities and threats), the development and sustainability of rural systems, based on tourism and development boom textures rural values, in the study area, the used [9]. In fact, this method as a tool to identify strategic issues, and provide appropriate guidelines and strategies in elderly [7].

The final analysis of factors affecting the rural tourism

The results of the analysis of internal factors affecting the rural system (IFAS)

Using internal evaluation matrix of relationships between different topics, identify and evaluate, and to provide solutions to them, (David, 2004, 36). The organization of internal factors in the case, strengths, and weaknesses facing the system, using the calibration factors and considering the importance of each of the strengths, and weaknesses with respect to the effect of each of them [10], tourism and improve the functions of tissues with rural values, the sustainability of rural systems, computing and described in [Table 5].

Table 5: The results of the analysis of internal factors (strengths)

Rating Weighted	Grading	Weight	Strengths
0.8	4	0.20	History, and root tissue
0.5	1	0.05	There is a strong link between people's social
0.54	3	0.17	Cultural and sports event
0.3	3	0.10	Booming service economy, based on the presence of tourists
0.18	2	0.09	Increase the percentage of service activities, and job creation service
0.18	2	0.09	There are public spaces in tissue
0.14	2	0.07	For multi-family dwellings shared yard
0.06	1	0.06	Being made a joint public places, the people in between houses
0.68	4	0.17	Texture combination with environmental factors.
93.2		1	Total

According to the strengths, the strengths of history, and root tissue with a score of 0. 8, in the first place, and texture combined with environmental factors, with 68 Thread 0. In second place is located. Among all cases, a strong social link between the inhabitants of options, with a score of 0. 05 in the lowest position, is located.

Rating Weighted	Grading	Weight	Weaknesses
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Table 6: Analysis of internal factors (weaknesses)

0.4	4	0.10	Changing demographics, and the loss of traditional social stratification in context
0.14	2	0.07	Polarization living and working patterns, in context based on native
0.27	3	0.09	Changing traditional practices and consumption patterns.
0.03	1	0.03	Changing social relations, neighbors
0.27	3	0.09	Reduction of agricultural activities
0.48	4	0.12	Rising cost of land and housing, in the context of value
0.4	1	0.04	Land and housing speculation, and the inability to buy housing on behalf of the Native
0.4	1	0.04	Increase in new construction exotic and distinctive texture
0.27	3	0.09	Tends to be high-rise building, as well as the figures and village view
0.44	4	0.11	Increased damage to the environment, rural
0.24	3	0.08	Burnout part of the fabric of rural buildings
0.12	2	0.06	Density and congestion on roads in the village
0.24	3	0.08	Lack of water and wastewater infrastructure
98.2		1	Total

According to the [Table 6] above, the increase in the price of land and housing in the context of value, weighted with a score of 0.48, in the first place and increasing damage to the environment of the village, with a score of 0.44 weights are in second place. Among other options, changing social relations, neighbors, weighted with a score of 0.03, is located at the lowest position.

The results of the analysis of external factors affecting the rural system (EFAS)

To organize external factors, opportunities and threats in the form of aspects of the system, using the calibration factors, and given the importance of opportunities and threats, and with respect to the effect of each of them, and tourism functions tissue value, in line with the development of sustainability, the following table were calculated.

Table 7: Analysis of external factors (opportunities)

Rating Weighted	Grading	Weight	Opportunities
0.28		0.14	Holding annual sports event, in place of the old and valuable
0.92	4	0.23	Welcome and hospitality of the inhabitants of tissue from tourists
1	4	0.25	The sale of livestock products and garden surrounding villages, in the context of rural
0.42	3	0.21	Traditional houses valuable functional changes in tissues, in association with tourism functions
0.34	2	0.17	Construction of hotels, motels and hospitality in the context of the village, in order to develop tourism
96.2		1	Total

Based on the above [Table 7], the sale of animal products and rebellious villages, the village tissues weight score one in the first place, and welcome and hospitality tissue residents, tourists with weight rating 0.92, was in second place. At the lowest weight, holding various sporting events annually, in the old location and value with a weighted Thread 0.28, has been replaced.

Table 8: Analysis of external factors (threats)

Rating Weighted	Grading	Weight	Threats
0.05	1	0.05	The absence of the indigenous population, in cold seasons
0.3	3	0.10	The arrival of non-native population in the context
0.8	4	0.20	Villa building and construction of new homes tend to be in conflict with the rural context
0.54	3	0.17	Entry of non-indigenous, rural tourism in economic activity
0.27	3	0.09	Seasonal and temporary jobs in tissue
0.18	2	0.09	Lack of stable jobs for young people
0.14	2	0.07	Open villages, and minor texture valuable
0.12	2	0.06	Increased entry of vehicles to the tissue, and tissue damage to valuable Change indigenous materials, and the use of materials incompatible with the climate and the environment
0.68	4	0.17	Total
3.08		1	Threats

According to the table above, tends to Villa and build new homes, contrary to the texture village with weight rating 0.8, is regarded as the most important threat in the region, and then change the local materials and

the use of incompatible materials, with the climate and perimeter weighting with a score of 0.68, was in second place. At the lowest level entry in the context of non-native population, the weight score is 0.03.

The analysis of strategic factors

By analyzing the strategic factors, planners have taken a strategic decision, can the strengths, weaknesses, threats and opportunities, be limited to a smaller number of factors. This article deals with re-weighting of each of the factors included in the tables to analyze internal and external factors, have been conducted. In fact, the heaviest elements in the two tables in terms of weight should be transferred to the analysis of strategic factors [11]. This is particularly important strategic factors influencing sustainable rural system, based on the value of tourism and tissue, and is summarized in the following [Table 9].

Table 9: The analysis of strategic factors (SFAS)

long time	planning		Rating Weighted	Grading	Weight	Factors
	midterm	short term				
*	*		0.8	4	0.20	S1 = Deep-rooted historical and texture
*		*	0.68	4	0.17	S2 = the perfect combination of fabrics, with environmental factors.
		*	0.54	3	0.17	S3 = cultural and sports event
		*	0.48	4	0.12	W1 = rising cost of land and housing, in the context of value
		*	0.44	4	0.11	W2 = increased damage to the environment, rural
		*	0.4	4	0.10	W3 = changing demographics, and the loss of traditional social stratification in context
*		*	1	4	0.25	O1 = the sale of livestock products and garden surrounding villages, in the context of rural
*		*	0.92	4	0.23	O2 = welcome and hospitality tissue residents, tourists
		*	0.42	3	0.21	O3 = change in tissue function with the traditional ones, in association with tourism functions
		*	0.8	4	0.20	T1 = tends to Villa and build new homes, contrary to the texture village
*		*	0.68	4	0.17	T2 = Change indigenous materials, and the use of materials incompatible with the climate and the environment.
*		*	0.54	3	0.17	T3 = entry of non-indigenous, rural tourism in economic activity

Now, with the interference of each factor on each other, the different competitive strategies / invasive (so), diversity (st), revision (WO), and the defensive strategies (wt) that will be considered, as follows.

Strategies

Competitive Strategies / invasive (so)

In this strategy, focusing on the strengths of internal and external opportunities are based, are as follows:

- Encourage resident's texture valuable partner in the development of infrastructure and tourism facilities, and earn money this way.

Diversification (st)

The diversification of the inner strengths, and focused external threats, and include the following:

- reinforce the traditional village squares and open spaces together to maintain and introduce cultural practices, including celebrations of local ferries, music, folk dances, crafts, local foods to maintain social cohesion.

The strategic review (WO)

Emphasized the weaknesses of internal and external attempts to take advantage of opportunities, in order to eliminate weaknesses facing rural areas, and include the following:

- Diversification of facilities, activities and tourism services, in order to increase the number of tourists in the whole fabric of the village, and reduce pressure on valuable tissue in order to earn money and create jobs.

Defensive strategies (wt)

The strategy is based vulnerability rural area, focuses include:

- Steer investments from constructions and land speculation, and housing to create residential camps and rented houses for tourists, with the value of the surrounding tissue.

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CONCLUSION

Based on what was studied and analyzed, the SWOT analysis showed that the weighted survey opportunities, threats, strengths and weaknesses, it is noteworthy that, long history and deep-rooted strength of the tissue, with a score of 0.8, the disadvantage of increasing the price of land and housing, in tissue-value weighted with a score of 0.48 spot sales opportunities livestock products and garden surrounding villages, in the context of the village with a score of weight 1, and the threat of attitudes to constructions and construction new, contrary to the texture village with weight rating 0.8, as the most important cases are noteworthy. In evaluation of different strategies, the most important strategies can be valuable tissue encourage residents to participate in infrastructure development and tourism facilities, and monetize this way, the executive overseeing the construction and preparation of building codes in and out of Groups of valuable rural context, in order to preserve the rural landscape and architectural identity of the Islamic Revolution housing Foundation and VA, diversification of facilities, activities and tourism services in order to increase the number of tourists, the whole fabric of the village, and reduce the pressure the valuable context, in order to earn money and create jobs, and direct investments from constructions, and land and housing speculation, to create residential camps and rental homes for tourists in the surrounding tissue valuable feature.

CONFLICT OF INTEREST

There Is No Conflict of Interest.

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None

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