Identify and Analysis the Factors Affecting Development of Tourism in Rural Areas  
(Case Study: Rural Areas of Jiroft County)

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Extended Abstract

1. INTRODUCTION

In the current age, diversifying the economy, enhancing human development indicators, reducing the problems of resulted by industrialization, over-standard urban pollution, job creation, culture interaction, environmental protection and ultimately sustainable development are of the most important concerns of the human societies at any local, regional, national and international stage. Hence, tourism is considered as an economic profit especially for developing countries to accelerate their national development. Tourism is of the important actions which recently has gained special role in economic development of some countries. As economists mention it as invisible exports. Currently, many countries receive their socio-economic profits from tourism and therefore they use tourism incomes for developing infrastructure of their habitats and it is mostly considered as an alternative for maintaining the sustainable development of rural economy which traditional industries are in decline. Country of Iran due to climatic variation in one hand and existence of unique historical and cultural sites on the other hand, is considered as one of the richest countries in terms of tourism attractions that has not been benefited from potential capacity of itself. Investigation of tourism industry condition in Iran and considering its revenue figures indicate that despite being located of Iran in 10 main countries in the world in terms of having historical monuments, Iran has gained less than one thousandth of global income from tourism. However, given the economy's reliance on crude oil exports besides its great vulnerability due to changes in oil prices and other economic and non-economic shocks, developing tourism industry can hugely decrease such vulnerability and will help economy policy makers in overcoming current difficulties. Jiroft County has many tourism attractions such as natural, historical, cultural, religious and agricultural attractions and if appropriate planning to be done to develop tourism industry in this County, it has such capability to be considered one of the tourism poles of the country. By regarding this matter, in this research has been attempted assessing the facilities and services of the tourism industry besides identifying factors and barriers on the way this industry in this County.

2. THEORETICAL FRAMEWORK

Since 1992, new paradigm was introduced in the tourism. In this paradigm, sustainable tourism development is defined as follow: sustainable tourism development is a process which satisfies current needs of both present tourists and host areas, while supports future opportunities. Accordingly this should be said that sustainable tourism development is the best use of natural and cultural resources in order to meet the basic needs of present and future generations, so as to preserve the integrity and cultural identity, environmental and economic balance, in order to ensure the welfare of residents and guests. Rural tourism is also set of different activities and different types of tourism in rural areas and around areas which includes positive or negative effects of human and natural environment of village. Nowadays, rural tourism as a new form of tourism has been promoted with the aim of sustainable development of local communities in rural areas and as a tool for economic and social development and one of the most modern jobs in rural areas. Thus regarding the concept of sustainable rural development in which human well-being and quality of life improvement and natural ecosystem has stressed, it could be acknowledged that evaluation of sustainable development of rural tourism which has discussed people and natural ecosystems both

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with equal importance and from this perspective, people will be an integral part of the ecosystem into account which one’s welfare will be subjected to other. Thus it can be said that sustainable development of rural tourism is a process which is focused on the meeting the needs of local communities, improving local production supply chain, encouraging local industries and professions, environmental and social development in accordance with the capacity and stability of tourism income.

3. METHODOLOGY

The current study objectively is applied which has been done using descriptive-analytic approach and data collection is combination of both documental and field study. Statistic population of this research is comprised of officials and experts of tourism in Jiroft County which due to the small size of sample, the sampling method was not conducted and instead, all of the statistic population were taken part in the study. To analyze collected data, statistic descriptive and inferential analyses including one-sample t-test, Pearson Correlation, Regression and factor analysis in SPSS software has been used.

4. DISCUSSION

The current study regarding the tourism importance in the physical and mental health of the people and also economic development of the communities was conducted in order to spatial analysis and determine the quantity and quality of tourism attractions of the Jiroft County and identification of Factors affecting the non-proliferation within the capacity of tourism. Considering the given answers from experts and also analysis of the collected data, the influence of tourism in economic development, quantity and quality of tourism facilities and infrastructure required and also the factors which could be effective in Jiroft area were analyzed. According to the final conclusion of this study it could be said that tourism within the Jiroft area economically has sensible impacts, while positive economic effects is not as it should be and it has not been well-used from high capacity of tourism of this region which should be directed in regional economic prosperity.

5. CONCLUSION

The obtained result of the study shows that satisfaction rate of the experts from facilities and infrastructures of the Jiroft County in low level for tourism development specially rural tourism in the region and indicating the need to develop such infrastructures. Generally it could be said that there are many problems in terms of achieving the goals of sustainable development of tourism in the region of Jiroft like the other areas of the country and it seems, as long as the principles of such areas is not recognized the strengths and weaknesses to be addressed and tourism within the framework of comprehensive plans and the prospective expert is not organized, achieving sustainable development of tourism would be far and therefore The continuation of such a condition could change the weaknesses in areas as sensitive and fragile like Jiroft to serious threats and risks.

Key works: Sustainable development, tourism industry, rural areas, Jiroft County.

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