Identification of Obstacles and Problems of Tourism Development in Rural Areas of Tourism Goal in the West of Marivan County

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Extended Abstract
1. INTRODUCTION
Nowadays, tourism, influenced by growth, development of technology innovations, and development of capitalism, has received global expansion. In a way that is considered as a key element in the international economic equations and a broad socio-economic activity. In rural areas, the development of tourism as a new strategy in the field of rural development can play an important role in the diversification of the economy and sustainability of the livelihoods of rural communities. Tourism can fulfill its developmental role only when all its elements in terms of quality and quantity are placed together in a united framework. If damage or shortage of parts and elements are present, the function of the entire series is hampered and causes the lack of favorable development of tourism. In this regard, one should adopt a comprehensive outlook in a way to take into account the views and needs of all the involved sectors and groups, and it is necessary to pathologies the tourism industry in order to solve the problems of planning. The main issue that is dealt with in the study is that, tourism activities, with respect to its potentials, have not been able to achieve a favorable development and a position with economic and social stability of the villagers of this region, among the western villages of Marivan County.

2. THEORETICAL FRAMEWORK
Overall, rural tourism includes any recreational or leisure time activity with services like food, accommodation, and local products from local residents in a place where, with respect to the rules and regulations or the country’s economy and culture, is esteemed as a village. It must be understood that, to achieve these objectives in rural areas, coordination and optimum performance of all components of tourism are required. Indeed, tourism, as an integrated collection, is a scene with multiple actors. In fact, if you are looking for a successful, dynamic, and influential tourism in rural areas, we should evaluate the vast scene of tourism from the perspective of the interested groups. Hence, comprehensive understanding of obstacles and problems followed by practical planning consistent with realities may solve the problems.

3. METHODOLOGY
The qualitative-quantitative research is an applied study in essence. Data from direct observation and semi-structured interviews with four groups of: officials, rural experts, tourists, and owners of tourism-related services, was gathered via snowball sampling. The data were analyzed using the theory of fundamental analysis and obstacles and problems of tourism development of the region were identified. Then, in order to confirm and generalize the findings and to prepare the final model of the research, questionnaire were distributed among 30 members of authorities, 261 of the local residents (Cochran formula) and 100 tourists. The results were analyzed by one-sample t-test and path analysis.

4. DISCUSSION
After coding, the identified obstacles and constraints were classified in three general categories of presentation, demand, and environment. the results of pattern-test showed that, the estimated average for the three categories were within the acceptable range of the test (3) and the high and low extremes were both positive. Finally, with 95% confidence, we could state that, the categories agree with the three mentioned concepts as the obstacles and constraints of the tourism development of the region. To draw the final research model, path analysis was used. Findings showed that, the lack of attention and supervision of governmental organizations were the most influential factors in the underdevelopment of rural tourism in this area.

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5- CONCLUSION & SUGGESTIONS

In this study, obstacles and problems in front of optimal performance of western villages of Marivan County were identified through a combination of quantitative and qualitative approaches. Data from the interviews with four groups of tourists, rural experts, authorities and owners of services were coded and analyzed with t-test. Seven concepts were identified in 3 categories of: presentation (lack of facilities and poor infrastructures, poor quality of information, education and advertising, lack of attraction and poor transportation infrastructures) demand (lack of motivation and willingness to visit the region), and external factors (lack of adequate government oversight, lack of community participation) as obstacles in front of western villages of Marivan town.

With regards to the final model of path analysis, the lack of attention and supervision of governmental organizations, besides having a direct impact, indirectly influences the lack of advertisement and lack of education and awareness, poor transportation infrastructures, and lack of facilities and accommodation as the most effective factors in the underdevelopment of tourism in the region.

To address these problems and dynamicity of the tourism system the following strategies can be useful:

- Formation of a vision of rural tourism management system
- Long-term plans to organize rural tourism through a comprehensive decentralized, and participatory outlook
- Using Advertisements and different promotional tools to introduce potentialities
- Training of manpower and the formation of non-governmental organizations in villages
- Advertising in time for events, ceremonies, and good seasons
- Enculturation and presenting the positive impacts of tourism on the villagers with the help of religious leaders and their Dehyaries
- Increasing the information and education of the related institutions responsible for the management of rural areas in relation to the benefits of rural tourism development
- Creating the necessary support to enter the private sector
- Improvement of rural roads and passages between villages
- Establishing places for holding local festivals in the area

Key words: Rural tourism, grounded theory, snowball sampling, rural tourism industry in the west of Marivan.

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