



Original Article

Empirical Analysis of the Effect of Tourism Services Supply Chain on Sustainable Rural Development (Case Study: Baraghan Village, Alborz Province)

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Abstract

Purpose- tourist service chain is one of the concepts that all aspects of sustainable rural development are considered and by strengthening it, sustainable rural development can be achieved. the purpose of this study was to investigate the effect of tourism service chain on sustainable rural development in Baraghan village of Alborz province. the research method is descriptive - analytical which is used questionnaire.

Design/methodology/approach- The research employs a descriptive-analytical method using a questionnaire survey. The statistical population comprised 150 households, with 128 selected through systematic random sampling using a census approach. Data reliability was confirmed through Cronbach's alpha coefficient ($\alpha = 0.76$), and validity was verified by 8 geography, rural planning, and tourism management experts. Data analysis utilized Spearman correlation, regression analysis, and factor analysis with principal component extraction and Varimax rotation.

Findings- The tourism services supply chain significantly impacts rural economy, though benefits primarily accrue to non-indigenous residents. Positive effects include increased sales of complementary products (dairy, handicrafts), improved transportation infrastructure, enhanced physical village aesthetics, and expanded advertising presence. However, challenges include rising prices, agricultural land degradation, noise pollution, solid waste management issues, urban-style construction threatening vernacular architecture, and limited local product distribution. Factor analysis identified five key components: local product sales (28.12%), rural improvement (18.18%), social relations enhancement (12.19%), institutional and public-private financing (10.21%), and communication services (9.9%), collectively explaining 83.4% of variance.

Research limitations/implications- The study focuses on a single village, limiting generalizability. Cross-sectional design captures current conditions without longitudinal tracking. Future research should examine multiple rural destinations and employ mixed-methods approaches.

Originality/value- This research provides empirical evidence on tourism service chain dynamics in an Iranian rural context, offering practical insights for policymakers and planners to enhance indigenous community benefits, address environmental concerns, and promote sustainable rural development through balanced tourism service management.

Keywords: Tourism service chain, Sustainable rural development, Rural tourism, Baraghan village.

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How to cite this article:

Rafiee, M., & Azmi, A. (2026). Empirical analysis of the effect of tourism services supply chain on sustainable rural development (Case study: Baraghan Village, Alborz Province). *Journal of Research & Rural Planning*, 15(1), 1-17.

<http://dx.doi.org/10.22067/jrpp.v15i1.2601-1159>

Date:

Received: 09-01-2026

Revised: 10-02-2026

Accepted: 10-03-2026

Available Online: 10-03-2026

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1.Introduction

With the development of human civilization and improving the level of global economy, the tourism industry has become the fastest growing industry in the world (Lozano et al., 2016). The people are keen on reducing life pressure and supporting more and more sustainable tourism by tourism (Galeazzo et al., 2020), while competition between tourism companies is growing increasingly to attract tourists. Poor experience of tourists from sustainable tourism, advertising and pricing of tourism products and sustainable development services can easily affect tourist purchasing behaviors and lead to the lack of smooth performance of tourism companies. Therefore, they have to invest in sustainable competitive service efforts to provide tourists with sustainable tourism products (Rahman and Soesilo, 2018), to make tourists more aware of sustainable tourism products, and to set tourist's loyalty to products and brands (Moon & Han, 2018), and attractive retail prices for sustainable tourism products (Malekian & Han - Barzoki, 2019). More recently, researchers have become more interested in advertising and pricing in tourism management procedures (Jena & Meena, 2019; Khorshidvand et al., 2021). However, it should not be forgotten that for sustainable tourism products, sustainable services efforts of tourism companies and the tourist experience of sustainable tourism also play an important role in tourist demand (Jena & Meena, 2019; Sindhuri et al., 2017).

When the growth of tourism demand is strong and the future is promising, the selection of tourism companies to increase investment in human capital to improve the quality of services and innovation as the core of competitive strategy is not only a rational choice but also a source for corporate profits. All researchers have pointed out that one of the most effective ways for the tourism industry to effectively respond to the improvement and return of tourism demand in the post - epidemic Corona is improving its quality (Chen, 2021).

For this purpose, Iran has tourist attractions in terms of natural, cultural, ancient civilization and ancient and religious monuments that have the ability and ability to attract tourists. Therefore, tourism industry in many countries of the world is considered as a source of sustainable income,

which in addition to its positive impact on economies of countries, is considered as an important and effective factor of employment and elimination of deprivation. The importance of Iran's tourism services chain and its impact on the economic, social and cultural development of the country has caused many local and national planners and planners to plan and plan around the world to expand it. Iran is one of the countries that has diversified tourism attractions at the national and regional level that can be considered as one of the tourism destinations. The country is rich in the number and variety of historical, cultural, religious and natural attractions of the world. It is also due to the places of religious places and old relics of the past and the existence of beautiful landscapes has the ability to attract many tourists. For this purpose, with regard to the specific cultural - religious situation of the country among other countries, religious tourism has many development and development (Toshani et al., 2024).

Service chain systems have already taken a long way so far, the purpose of the supply chain is to support the performance of existing management and inventory control and cost of a complex so that the management of the organization is more effective and effective. Although the service chain management roots are referred to as suppliers or firms, most of the development that has occurred in this context (solutions, tools, and tools) around effective management of the service chain to meet customer demand is better, rapidly and effectively (Lan & Unhelkar, 2006).

The service chain of tourism product (as a service product) includes various components that are offered to tourists as a package or individual. The main and direct service chain of tourism services is pre - traveled and at the planning stage, followed by a variety of institutions and organizations that are mainly private. Reservations, reservation, accommodation, reception, gravity and tourist attractions and support services in the middle line provide tourism product. However, although from this middle line, there are a diverse set of services and industrial, private and governmental sectors that contribute to various industries in preparing, preparing and supplying tourism product (DEVCO & UNWTO, 2013).

Tourism supply chain is defined as a network of extensive activities in the field of rural sustainable development. In other words, tourism services

supply chain includes suppliers of all rural and services sectors in a specific destination. In other words, tourism services chain includes suppliers of all rural and service goods that are active in delivering tourism products to tourists (Ramezani et al. 2012).

Sustainable rural development is a development that meets the needs of current and present generation without compromising the ability of the next generation to supply their own needs and therefore the tourism services chain is considered as an appropriate alternative to achieve sustainable development. The tourism service chain consists of a set of activities which sometimes provide a qualitative degradation and even destruction because of intensive use of nature, and in contrast, it has been able to preserve the environment. according to the role of rural sustainable development in the service chain, paying attention to both concepts and realization of rural tourism in two aspects of tourism services and sustainable rural development is necessary. Sustainable rural development has economic, social and environmental aspects that in all aspects of tourism services chain are the context for realizing the development of them. It should be noted that in the biological space of the village, the optimal realization of tourism services chain is related to that the negative outcome of tourism reaches to the minimum and its positive effects may reach the maximum that this point is hidden in the concept of sustainable development. Planning process in tourism services chain can be effective in sustainable rural development in economic dimensions (relationship between development with other economic sectors), society (participation in planning, education and employment) and environmental (conservation of important and scarce resources). As a result of the tourism services chain, it needs to apply certain guidelines and principles such as culture and training, accepting capacity, establishing participatory management, paying attention to maintaining the environment and taking advantage of indigenous knowledge (Pouratashi, 2000).

Baraghan village has diverse features of tourism which is important in terms of roundness and existence of historical monuments. There are also various economic activities such as manufacturing and selling handicrafts and types of residential and reception centers and many tourists come to the region. Also, this rural area has a variety of challenges in rural tourism economy including

environmental and social and economic. Despite all these capacities and providing services including residential, welfare and supply of products, especially in the tourist seasons, there are many problems and some of the services offered to tourists will be discussed. Sometimes with the existence of suitable distribution facilities, there is no appropriate distribution or services provided to the tourist volume. Therefore, in this regard, in terms of diversity of all economic activities in a tourism chain, it is a good choice to evaluate the impact of tourism services on sustainable rural development. Therefore, this study aimed to investigate the effect of tourism services chain on sustainable rural development in Baraghan.

2. Research Theoretical Literature

Rural tourism has a particular type of tourism, which includes natural resources and residences, protected areas, unique landscapes, and diversity and culture (Paresishvili, et al, 2017). Rural tourism can be defined as a kind of tourism which is done in the village Context, or an economic activity that is dependent on the village and it uses it and offers something different from common tourism, rural tourism is related to the nature or the village (Peng & Lin, 2016). It can be said that rural tourism is not only a substitute for other types of tourism, but it is a kind of tourism in which tourists are actively looking for spaces outside of the city and rural life in contrast with urban life attracts tourists. (Kuzo & Kosar, 2017)

Today 's supply chain is complex and global networks that seek to provide appropriate products and services at the right place in the appropriate time (Kochan & Nowicki, 2018) without stability in global markets (Fiksel, 2010). Recent decades have been important for major changes in the supply chain and these changes have been caused by increasing the level of globalization and the higher rate of innovation (Kamalahmadi & Parast, 2016). Globalization is one of the most important factors in supply chain weakness, because it exposes the services to a broader spectrum of fluctuations and complexes (Maklan & Juttner, 2011). the service chain may have multiple interpretations, but in this research, one of the general, comprehensive and accepted definitions of this concept is used, network of institutes which are created by upstream and downstream communications, in the past few decades, there are prominent events and chronic problems, such as destructive earthquake, political challenges, fuel

hazards, diseases and terrorism, which severely impair the ability to produce and distribute productions. (Mandal, 2012; Sodhi et al., 2013; Chen et al. 2013; Sawik, 2013) and / or knowledge and information may occur by natural disasters such as floods, earthquakes, or disturbances that may occur as a result of loss of key suppliers, urban traffic, industrial challenges, and all can threaten the strength of supply chains (Pettit et al., 2010).

Tourism services chain consists of all suppliers (direct and indirect) of goods and services that satisfy the needs of tourists (Bay & Ran, 2022). The tourist service chain covers all aspects of economic, social and cultural dimensions of a tourist place and is equally sensitive to external developments as it plays an important role in rural tourism development.

2.1. Research background

Azizpour & Mazidi (2025) have argued that the spatial organization based on the capacity of villages - based on the capacity of villages - based on the capacity of villages - based on the tourism services chain, is the pattern of spatial organization based on the role of the two cities of Fazel Abad and Ali Abad toward the multi - core pattern with the role of villages - orientation. Marvi (2023) in this article entitled " supply chain resiliency model in promotion of marketing health and tourism services in Tehran" believes that the factors that use new technologies in supply chain, development of information system, creation of strategic relations with suppliers, empowerment and training of personnel, promotion of basic communication infrastructure are the most important factors affecting the resiliency of health tourism services in Tehran province. Toshani et al. (2023) believe that three dimensions of reception centers, stores and travel agents and tours in the first level and two dimensions of residential and environmental and energy in the second level and two dimensions of management and economic, information and communication at the fourth level and two aspects of management and economy are at the fifth level and finally security and safety at the sixth level.

Azizi et al. (2023) believe that all the spatial planning indices of the value chain governance of ecotourism settlements (case study: district 9 of land use Iran) believe that all of the spatial planning indices of the value chain of the ecotourism settlements are in undesirable condition. The results of the analysis of gray

relation indicate that the studied villages are not equal in terms of spatial planning of the value chain of settlements in the region. Gharani et al. (2022) in an article entitled " the chain of services and development of rural economy " believes that one of the important industries of the village, handicrafts and tourism assistance to the growth of production, construction and sale in the village can improve the situation of rural economy and rural services chain.

Shaabani et al. (2021) believe that the results show that the two active components of this chain, namely producer and facilitator, have the highest direct and positive impact on rural tourism development and two activities of raw materials and completion (package) have negative and negative effects on the development of tourism economy. according to the results, the impact factor of the two levels of sales and retail stores is small and low value that in fact the physical presence of merchants and virtual and virtual stores, permanent and local markets and distribution and distribution networks in the region are weak and the necessity of using new technologies and electronic commerce for market development is obvious. Ghadiri Maasoum et al. (2019) in the paper entitled " evaluation of tourism services in the village of Egypt " believe that in the Egyptian village, five factors of transport, visitor information, accommodation, infrastructure and attractions have suitable performance and three factors of entertainment services, recreation and entertainment and shopping facilities have unsuitable performance in the tourism services chain of Egypt.

Shi et al. (2024) believe that retail price, service level, advertising level, and service chain profits are all increased by increasing service coefficient and advertising coefficient, and the speed of this increase for centralized model is more than other models. It is possible to provide valuable information for the companies in the service chain to develop collaborative strategies and promote the practices of tourism services chain management. Sinha & Mittal (2021) showed that the enablers are efficient and integrated, logistics and communication infrastructures, safe accommodation of the pilgrims, safe accommodation of the pilgrims, the infrastructure of health infrastructure, food, international pilgrims, government initiatives, personal safety. The results of the past researches show that so far, the supply chain of religious

tourism in Iran has not been addressed, so it is necessary to do so. Yang & Chen (2021) studied the impact of service level on the decisions of the supply chain in tourism supply chains. They built a travel service chain consisting of hotels and online travel agencies, where hotel rooms are reserved through reception of hotels and online travel agencies. They examine how hotel services influence the profit of the travel service chain under the three models. Jenna & colleagues (2019) discussed two tour operators offering tours and competing through a local operator on price and services in a paper titled "competition for price and services in the tourist service chain".

Zhang et al (2021) say that a travel service chain consisting of a travel service chain consisting of a travel service provider of an uncertain demand and a travel service provider that invests in value - added services improving the service level of tourism products can improve the quality of tourism products, attract more tourists and improve the level of protection and protection of the pandemic in the area of improving product service level. therefore, improving the level of service for increasing the tourist product attracts more tourists and ensures the protection and safety of tourists.

3. Research Methodology

3.1 Geographical Scope of the Research

Baraghan village is located in Baraghan village, Chandar district of Savojbolagh county, west of Alborz province and is located in the heart of Alborz mountains at 1,650 m above sea level, between Karaj and Hashtgerd. the prosperity of the tourism industry in this village is due to the fact that it is directed to the kordan river; however, it should not be forgotten that the geographical location of Baraghan among the two rivers and shahrood is one of the main reasons for the development of this village. Geographical coordinates of Baraghan are 50 degrees and 56 minutes east and 35 degrees' north latitude.

Baraghan is located in northwest of Karaj and is located in the center of karaj 21 km (about 40 minutes of driving). the village is located in the capital city of Tehran about 68 km (1 hour and a half). About 470 people live in the village, according to the latest census in the year 95, and now, according to the region 's climate, the number will double in the first 6 months of the year, and in the end of the week, every home in the village is filled with residents. of course, the main texture of Baraghan village is about 52 hectares which in the past 1500 families and about 6000 people lived.

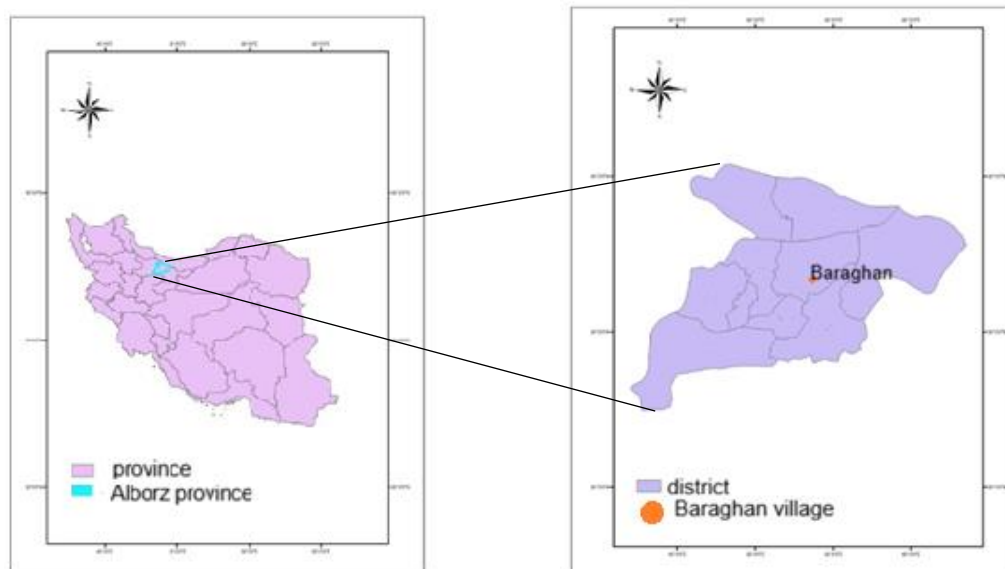


Figure 1. The study area

3.2. Methodology

the research method is descriptive - analytical which is used questionnaire. the family analysis unit. the statistical population consisted of 150

households that were selected as a sample of 128 households. the method of determining the sample size was census. the reason for choosing the census was that non - beneficiaries and practitioners of tourism, those who indirectly fall under the

auspices of tourism or even the benefit of tourism can also be considered in the study to use all the comments that agree or disagree on the field of tourism services. the sampling method was systematic random sampling. the reliability of the research was calculated 76.76 using Cronbach 's alpha formula (table 1), which indicates the suitability of the data and the validity of the

research was confirmed by 8 experts of geography and rural planning and tourism management. the scale used Likert spectrum is 5 levels ranging from 1 to 5 very high. For the normality of the data, a single-sample Kolmogorov-Simronov test was used, which indicates the non-significance and normality of the data (Table 2).

Table 1. reliability

Component	Reliability	Appropriate/unappropriated
economy	0.78	appropriate
social	0.77	appropriate
physical	0.81	appropriate
infrastructural	0.72	appropriate
tourism destinations	0.79	appropriate
settlement	0.71	appropriate
infrastructural	0.72	appropriate
advertising	0.76	appropriate
environment	0.75	appropriate
average	0.76	appropriate

Table 2. Normality test

Component	Do you mean	Degree of freedom	Statistics
economy	0.07	128	0.282
social	0.12	128	0.871
physical	0.16	128	0.921
infrastructural	0.18	128	0.933
tourism destinations	0.22	128	0.97
اقامتی	0.23	128	0.981
infrastructural	0.24	128	0.983
advertising	0.11	128	0.794
environment	0.08	128	0.313

Table 3 shows the variables of research.

Table 3. Research variables

Component	Variable
Economy	economic benefits, land degradation, selling agricultural crops, selling dairy products, selling handicrafts, selling handicrafts, selling rural shops, the shortage of raw materials in the village, increasing the income of villagers, developing tourism businesses.
Physical	increasing the prices of agricultural land, changes of agricultural land, lack of housing for new people, becoming more beautiful in rural structure, urban housing, reconstruction of rural houses, improvement of streets and streets, complete implementation of rural guide plan
Social and cultural	decrease of social challenges in rural, profit and benefit of all of tourism benefits, the most benefit of the indigenous people for non - native people, some moral problems in rural society, decrease of immigration, improved security in tourism
environment	people awareness, attention to the environment of the village, noise pollution, wastes challenge, consideration of environmental issues by tourists
Transportation	improving the rural taxi and bus routes, improving the road leading to the village,

Component	Variable
	improving the road to the village, improvement of road pavement, development of tourist buses in the village, suitable tourism tours, increasing the workshop in the village
Infrastructure	improving infrastructure, infrastructure development, improving the quality of infrastructure, private sector investment in rural affairs, improving the quality of mosques and libraries, improving the quality of mosques and libraries and ... in the village, improving the information and upgrading the Internet, increasing the tourism agencies.
Settlement	the existence of rural settlements, the quality of restaurants, development of shopping centers, diversity of local products, price of reception centers, price of residential centers
Tourist attractions	natural attractions in the village, village architecture, historical buildings in the village, culture of indigenous people, tourist events in the village, beauty of surrounding villages, entertainment facilities, religious attractions.
Administration	attention of local managers to tourism development, attention of province managers to tourism development, attention of private sector to tourism development, recognition of islamic council members to tourism development, village head village attention to rural tourism development.
Advertising	advertising for tourist training, distribution of brochures in the village, advertising on roads leading to village, development of internet sites, advertising of indigenous people for their village, history of village promotion in national media, advertising channels messengers

Source: Azizpoor & Mazidi, 2025; Toshani et al., 2023; Gharani et al., 2022; Ghadiri Maasoum et al., 1999; Shi et al., 2021; Sinha & Mittha, 2021; Yang & Chen, 2021; Jena & Meena, 2019.

4. Research Findings

Table 3 presents the economic attributes of the tourist service chain. Tourism has positive impact on the production of complementary products such as dairy products and handicrafts, but the benefits of the economy are small in general and most of

the benefits of tourism toward non - indigenous people have been. the destruction of agricultural land is an important matter and new opportunities in the village have not been created, but the farmers have managed to marketing among tourists and sell some of their products directly (table 4).

Table 4. Economic dimension

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
Tourism brings us a lot of economic benefits.	7	55.5	37.5	0	0	2.30	low
Tourism damaged farmland	0	0	5.5	50.8	43.8	3.62	high
Sales of agricultural crops up	0	0	46.9	51.6	1.6	3.55	high
Sales of dairy products increased	0	0	0	64.1	35.9	4.36	high
Hand - made crafts	4.7	44.5	50.8	0	0	4.26	low
Rural shopkeepers selling more	0	0	47.7	28.9	23.4	3.76	high
The goods in the village are expensive	0	12.5	36.7	25.8	25	3.37	low
Early materials in rural tourism are low	7	43.8	49.2	0	0	2.58	low
The income of the peasants increased	7	55.5	37.5	0	0	2.3	low
Good business has been achieved by developing rural tourism.	43.8	50.8	5.5	0	0	1.62	low
Total						2.92	low

Very low.....5 very high

In terms of physical structure of the village, the structure of the village is more beautiful and investment in physical affairs has increased but there has been a great tendency to create buildings with patterns of cities that this problem has

negative effect on vernacular architecture of the region. Another problem is the desire to buy second homes that cause housing in the village for newly married people (table 5).

Table 5. Physical dimension

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
Agricultural prices have increased	0	0	36.7	41.4	21.9	3.15	high
Agricultural land changes	0	51.6	0	0	48.4	1.52	low
Housing shortages for newly married people	0	0	48.4	48.4	3.1	3.45	high
The structure of the village is becoming more beautiful	54.7	43.8	1.6	0	0	1.47	low
Rural housing has been found in urban form.	0	25	75	0	0	3.25	high
Rural house gradually rebuilt	0	81.3	18.8	0	0	2.19	low
There were better streets, streets, streets	28.1	28.1	43.8	28.1	0	3	high
Rural guide plan fully implemented	0	49.2	50.8	0	0	2.51	low
Total						2.56	low

Tourism has led to more attention to security by local authorities and the situation of rural security is good, but some cultural and social challenges between tourists and the indigenous people have

emerged from cultural and economic differences. of course, tourists have been able to reduce migration and tend to decrease migration (table 6).

Table 6. Social and cultural dimension

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
Social challenges in rural areas	0	53.9	43.8	0	0	3.41	high
All the benefits of tourism are the same.	74.2	1.6	0	0	0	1.27	low
Non - native people benefit more from tourism interests than indigenous people	0	46.9	24.2	3.9	3.9	3.57	high
Little moral dilemmas in rural society	0	18	1.6	0	0	2.21	low
migration is reduced	17.2	28.9	29.7	0	0	2.27	low
Good security for tourism in the village	6.3	38.3	4.7	50.8	50.8	3.41	high
Total						2.69	low

people 's attention to the environment has grown and authorities have increased some facilities, such as the waste surface and the development of

garbage collection machines, but with so much noise pollution and the problem of solid waste is still a major concern in the region (table 7).

Table 7. Environment dimension

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
People 's awareness of the environment has grown	0.8	1.46	14.8	14.1	24.2	3.15	high
More environmental attention has been paid to the environment	49.2	3.1	6.3	41.4	0	2.4	low
There's a lot of noise pollution in the village	0	0	0	82	18	4.18	high
Wastes are the main challenge of the village	0	0	0.8	50	49.2	4.48	high
Tourists observe environmental issues	51.6	44.5	3.9	3.9	0	2.01	low
Total						3.24	high

With the development of tourism, transport facilities have increased which in addition to tourists of the indigenous people have the possibility of using it and this caused the

transportation infrastructure to be improved. also, the garage has grown in the village, which is good for tourists and the local people (table 8).

Table 8. Transportation dimension

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
Taxi and village bus routes suit	0	47.7	27.3	27.3	25	2.77	low
Roads leading to village are appropriate	0	0	1.46	1.46	53.9	3.54	high

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
He went to the village	0	0	0	0	13.3	4.87	high
Pavement is convenient	0	14.8	19.5	19.5	65.6	3.51	high
Tourist buses available in village	2.67	32.8	0	0	0	1.33	low
Appropriate tour tours will be held	0	2.3	55.5	55.5	42.2	3.44	high
There's a workshop in the village	0	0	46.1	46.1	53.9	3.54	high
Total						3.77	high

With the development of tourism tendency to investment in infrastructure affairs has become more and more private sector has become more willing to invest in the village. Many tourist

agencies have been formed to help tourists Even the infrastructure that usually offers services to locals such as mosques and libraries is also grown (table 9).

Table 9. Infrastructure dimension

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
Under construction of water, electricity, gas, etc.	0	0	48.4	43	38.6	3.6	high
Internet and telephone infrastructure and so on	0	5.5	81.3	13.3	0	3.08	high
Investment in the village infrastructure has grown	0	1.6	74.2	24.2	0	3.23	high
Government pays more attention to infrastructure development	0	0	69.5	30.3	0	3.30	high
Private sector to invest more in rural matters	1.6	85.2	13.3	0	0	2.12	low
The mosque, library, and ... have improved better in the village.	0	0	3.1	50.8	46.1	4.43	high
There are good news updates and websites in the introduction of the village.	0	0	50.8	49.2	0	3.49	high
There are good agents in the village for transporting tourists to the village.	0	0	45.3	50.8	3.9	3.59	high
Total						3.35	high

Residences and restaurants with acceptable quality have been developed in the villages. Shopping centers have been developed, but the price of some

of these centers and products that are high and sometimes not suitable for local people (table 10).

Table 10. Residences and restaurants and reception rooms

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
There are good rural settlements in the village.	57.8	35.9	6.3	0	0	1.48	low
Restaurant quality is good	0	0	0	50.8	49.2	4.49	high
There are good shopping centers in the village.	0	0	50	50	0	3.50	high
Diversity of local products	52.3	43	4.7	0	0	1.52	low
Reception centers prices are appropriate	0	0	48.4	50.8	8	3.52	high
The prices of residential centers are appropriate	0	6.7	38.3	0	0	2.38	low
Total						2.81	low

The village has good tourist attractions that gradually become more investment and some of them have been rebuilt and there are many

recreational facilities for tourists. Various tourist events have also been held in recent years (table 11).

Table 11. Tourist attractions

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
There are good natural attractions in the village.	4.7	89.8	5.5	0	0	2.01	low
The village is beautiful in architecture	0	0	12.5	83.6	3.9	3.9	high
There is a good historical background in the	0	100	0	0	0	2	low

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
village.							
Indigenous people 's culture is beautiful	0	0	0	52.3	47.7	4.48	high
There is good tourism in the village.	0	2.3	84.4	13.3	0	3.11	high
Villages have unique beauty to villages	0	0	0.8	73.4	25.8	4.25	high
There are good fun and entertainment facilities in the country.	0	0	0.8	67.2	32	4.31	high
There are good religious facilities for tourists in the village.	0	50.8	49.2	0	0	2.49	low
Total						3.32	high

The attention of local and provincial managers to investment in rural and sustainable rural development has become more and new plan and investment in the village has been done that led to rural development. Meanwhile, the private sector is

gradually developing its investments in the region. However, it is felt that more investment should be made in the training of local managers than with the principles of tourism development (table 12).

table 12. Management

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
Local managers pay attention to rural tourism development	0	0	2.49	50.8	0	3.51	high
Provincial administrators pay special attention to tourism development	0	0	51.6	48.4	0	3.48	high
Need for management training to promote rural tourism	50	8	49.2	0	0	1.99	low
Private sector brings good managers to develop tourism	0	0	0	50.8	49.2	4.49	low
Islamic council members have found good understanding of rural tourism development	50.8	38.3	9.4	1.6	0	2.11	low
Village head village has created good programs for rural development.	0	0	38.3	61.7	0	3.62	high
Total						3.2	high

Tourism development was accompanied by the development of advertising. the advertisement has also led to the development of tourism and has

created opportunities to familiarize investors with investment opportunities in the region. on the other hand, it has led to the reputation of the village (table 13).

Table 13. Advertisement

Statements	Very low	Low	Medium	High	Very high	Mean	Attitude
There are good advertising in the village to train tourists.	0	0	72.2	24.2	3.1	3.3	high
Good brochures are distributed in the village	2.3	43	54.7	0	0	2.52	low
There are good ads for the village on the road leading to the village.	50.8	49.2	0	0	0	1.49	low
appropriate internet site for introduction village	18	37.5	39.8	4.7	0	2.31	low
People indigenous people make good publicity for their village	0	0	49.2	50.8	0	3.51	high
There is a history of village advertising in national media.	0	0	50.8	46.1	0	3.95	high
There are good channels in the messengers to introduce the village.	0	0	73.4	26.6	0	3.27	high
Total						2.7	low

Spearman correlation coefficient is used to identify the factors affecting the tourism services chain. The results of table show that the performance of tourism services chain has meaningful relation

with the above components. this correlation is direct, each of the components has an important role in the tourism service chain (table 14).

Table 14. the relationship between the performance of tourism services with component

Component	correlation coefficient	significant
Economy	0.295	0.0
Physical	0.747	0.0
Social	0.323	0.0
Biological environment	0.723	0.0
Transportation	0.686	0.0
Infrastructure	0.400	0.0
Administration	0.846	0.0
Advertising	0.679	0.0
Settlement	0.812	0.0

Regression is used to identify the most effective components in tourism services chain.

The summary is as follows (table 15):

Table 15. Summary regression model

Value R	R square	Adjusted R square	Std error of estimate
0.85	0.73	0.70	0.173

The table of regression is as follows, which

indicates the suitability of the model (table 16).

Table 16. Means of regression testing

	Sum of squares	Degree of freedom	Mean square error	F	Significant
Regression	9.5	10	0.951	31.922	0.0
Residual	3.48	117	0.030		
Total	12.99	127			

In this table, it is clear that the most important component in the tourism service chain is advertising and in the second place is economic and third order of tourism attraction. this shows

how important it is in attracting tourists and should be effective programs in attracting tourists through advertising (table 17).

Table 17. Value of beta

Dimension	Unstandardized B	Coefficient Std error	Standard Coefficient Beta	T	Significant
Constant	5.061	0.819		6.18	0.0
Advertising	0.23	0.034	0.72	7.02	0.0
Economy	0.192	0.017	0.64	11.21	0.0
Physical	0.042	0.028	0.21	1.51	0.0
Social	0.083	0.024	0.42	3.4	0.0
Transportation	0.050	0.026	0.22	1.94	0.0
Infrastructural	0.099	0.031	0.54	3.22	0.0
Settlement	0.007	0.037	0.036	1.18	0.0
Tourist attractions	0.266	0.041	0.61	6.4	0.0
Administration	0.033	0.051	0.04	0.64	0.0

$$Y=5.061+1.72x_1+1.44x_2+0.21x_3+0.42x_4+0.22x_5+0.54x_6+0.036x_7+1.25x_8+0.64x_9$$

In the following, effective factors in the improvement of tourism services chain are identified. Therefore, factor analysis is used. The method used is principal component. The amount of K.M. O is 0.81 and Bartlett 's Bartlett test

indicates the suitability of the data for factor analysis. Varimax rotation was used for data analysis. The method of data extraction is based on value line 1. the amount of variance explained is 83 percent (table 18).

Table 18. the effective factors on sustainable rural development in the tourism service chain

Components	Variables	Weight
Selling local products	economic benefits, sales of agricultural products, sales of dairy products, sales of handicrafts, sales of rural shops, rural income, development of good business	28.12
Rural development	the beauty of the physical structure of the village, the reconstruction of rural houses, improvement street and streets, implementation of rural guide plan, improvement of road routes and bus routes, improvement of roads leading to village, improvement of roads leading to village, improvement of roads leading to tourism, development of tourism tourism tours	18.18
Improving social relations	reducing social challenges in the village, taking advantage of the interests of the people, indigenous to reduce moral problems, decreased immigration, improving security, improving awareness, paying attention to the environment of the village, paying attention to the tourists of environmental issues, improving the transportation to the village,	12.19
Agencies and improving public and non - governmental financing	improving the infrastructure of rural tourism, private attention to the development of infrastructure, public attention to the development of infrastructure, public attention to tourism development, attention of the local managers to the development of rural tourism, attention of the village head to rural tourism development.	10.21
Communication services and notification	development of information and internet websites, good advertising in the village for tourist training, advertising brochures, advertising on roads, internet sites, advertising in the national media, the presence of good channels in the messengers to introduce the village	9.9
Increasing commodity and service cost and pollution	land degradation, gravity of domestic goods, increasing the prices of agricultural land, changing agricultural land, increasing voice pollution, waste challenge	4.8
Total		83.4

5. Discussion and Conclusion

The service chain of tourism services is all economic and social processes affecting rural tourism affecting sustainable rural development. The findings show that the economic impact of tourism in the tourism services chain is limited and, in most cases, non - native people have benefited from tourism. in the physical view of roads and street, it is better to move the rural structure toward urbanization and lose its local nature. Socially, some social challenges and social conflicts have increased. in terms of management, attention is paid to local and provincial managers and more investment in infrastructure and

residential affairs will be done. On the other hand, tourism leads to the spread of advertising and informing in the villages and the village has been raised largely. Among the extraction factors, important regression has the role in rural tourism development. the results of factor analysis show that four components of local products sale, improvement of rural areas, improvement of social relations, institutions and improving public and non - governmental and communication services are effective.

In response to the research question, it can be concluded that tourism services chain has a positive impact on sustainable rural development

and has provided conditions for development. for example, environmental challenges such as waste and noise pollution are among the concerns. also lack of sufficient interest of indigenous people from tourism services chain benefits is another challenge. price rises including goods and services and land price are among other concerns.

This research, like Azizpoor and Mazidi (2025), believes that the supply chain of tourism is not only in the village but also in relation to urban and rural settlements and non - native people have found many villages with villages to attract tourism interests. This article, as by Toshani et al (2023), believes that all aspects of advertising, economic, physical, social, transport, infrastructural and residential are effective in tourism services. This study, like Azizi and et al (2022), believes that catering and accommodation facilities require more investment to improve their facilities. Also, this research like the century (2022) concluded that handicrafts could be a good contribution to earning income in the services of tourism services for villagers. The study, like innocent Ghadiri Maasoum et al. (1999), believes that transportation, visitor information, stay, infrastructure and attraction have appropriate performance. Similar to shi et al. (2024), this study believes that retail price, service level, advertising level, and tourism service chain profit have all increased. The findings of this study, as Sinha and Mittal (2021), believe that an efficient and integrated information system, and updating and promotional information for tourism development is essential. as young and Chen (2021), the study believes that residential services have an important role in quality and performance of tourism services chain and sustainable rural development. As in Jena & Meena (2019), the role of agencies and

tours in rural tourism development and optimal performance of tourism services are important. On the other hand, this study, like Zhang et al. (2021), believes that improving the service level of tourism products can improve the quality of tourism products and sustainable rural development leading to improved environment.

finally, according to the above - mentioned topics, the following suggestions are presented:

1. Based on the findings of research, tourism benefits in the services of tourism services to the benefit of non - native people. Although these inter and external relationships can lead to sustainable rural development, it should be managed in such a way that indigenous people have more roles.
2. Environmental challenges such as noise pollution and wastes are among the concerns that should be reduced by the development of sanitary and environmental infrastructure such as waste and garbage collection tools.
3. Becoming a city is an important concern for the local culture of the region. In this regard, educational and cultural programs should be used to preserve local values.

Acknowledgments

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Authors' contributions

The authors equally contributed to the preparation of this article .

Conflict of interest

The authors declare no conflict of interest.

Funding

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

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تحلیل تجربی اثر زنجیره تأمین خدمات گردشگری بر توسعه پایدار روستایی (مطالعه موردی: روستای برغان، استان البرز)

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چکیده مبسوط

۱. مقدمه

سیستمهای زنجیره خدمات با هدف پشتیبانی از عملکرد مدیریت موجود و کنترل های هزینه حمل موجودی و هزینه های انجام آن مطرح شده است، به طوری که مدیریت موجودی کارآمدتر و اثربخش تر باشد. با اینکه ریشه های مدیریت زنجیره خدمات به مدیریت تأمین کنندگان یا ورودیها به یک فرایند یا شرکت برمی گردد. به توسعه جوامع و رشد اقتصادی و اجتماعی، صنعت گردشگری به سریع ترین صنعت در حال رشد در جهان تبدیل شده مردم مشتاقند از طریق گردشگری، فشار زندگی را کاهش دهند و بیشتر و بیشتر از گردشگری پایدار حمایت می کنند. در همین حال، رقابت بین شرکت های گردشگری برای جلب توجه گردشگران، روز به روز شدیدتر می شود. تجربه ضعیف گردشگران از گردشگری پایدار، تبلیغات و قیمت گذاری محصولات گردشگری و تلاش های خدمات توسعه پایدار به راحتی بر رفتارهای خرید گردشگران تأثیر بگذارد و منجر به عدم عملکرد روان شرکت های گردشگری شود. بنابراین، باید در تلاش های خدمات پایدار رقابتی سرمایه گذاری کنند تا محصولات گردشگری پایدار رقابتی تری را برای گردشگران ارائه دهند. با وجود تمام این قابلیت ها توزیع و تهیه خدمات اعم از اقامتی، رفاهی، عرضه محصولات به ویژه در فصول گردشگری با مشکلات زیادی روبرو است و بعضا نارضایتی از خدمات ارائه شده به گردشگران مطرح می شود. گاهی با وجود امکانات توزیع مناسبی صورت نمی گیرد یا خدمات ارائه شده متناسب با حجم گردشگران نیست. لذا از این نظر این منطقه به لحاظ اینکه تنوعی از تمامی فعالیت های اقتصادی موجود در یک زنجیره گردشگری را داراست انتخاب مناسبی برای ارزیابی تاثیر زنجیره خدمات گردشگری بر توسعه پایدار روستایی باشد. بنابراین این تحقیق با هدف بررسی تاثیر زنجیره خدمات گردشگری بر توسعه پایدار روستایی در برغان انجام گرفت. بنابراین این تحقیق

با هدف بررسی تاثیر زنجیره خدمات گردشگری بر توسعه پایدار روستایی در برغان انجام گرفت.

۲. روش تحقیق

روش تحقیق توصیفی تحلیلی است که از ابزار پرسشنامه استفاده شده است. واحد تحلیل خانوار بوده است. جامعه آماری شامل ۱۵۰ خانوار است که نمونه ای بالغ بر ۱۲۸ خانوار انتخاب شد. روش تعیین حجم نمونه سرشماری بوده است. علت انتخاب سرشماری این بود که غیر از ذی نفعان و شاغلان گردشگری، افرادی که به طور غیرمستقیم تحت تاثیر گردشگری قرار می گیرند یا حتی منفعتی از گردشگری نمی برند نیز در تحقیق لحاظ شوند تا از تمامی نظرات موافق و مخالف در زمینه زنجیره خدمات گردشگری استفاده شود. روش نمونه گیری به صورت نمونه گیری تصادفی سیستماتیک بوده است. پایایی تحقیق با استفاده از فرمول آلفای کرونباخ برابر با میانگین ۰/۷۶ بوده است که حاکی از مناسب بودن داده ها دارد و روایی تحقیق با استفاده از نظر ۸ نفر از متخصصان جغرافیا و برنامه ریزی روستایی و مدیریت جهانگیری تایید شد.

۳. یافته های تحقیق

منافع اقتصادی زنجیره خدمات خدمات گسترده بوده است. گردشگری بر تولید محصولات مکملی همچون محصولات لبنی و صنایع دستی تاثیر مثبتی گذاشته و فروش آن ها را بیشتر کرده است اما بیشتر منافع گردشگری به سمت افراد غیربومی رفته است. تخریب زمین های کشاورزی زیاد بوه است و فرصت های جدیدی در روستا به وجود نیامده است اما کشاورزان توانسته اند در بین گردشگران بازاریابی کنند و برخی از محصولات خود را به طور مستقیم به آن ها بفروشند. به لحاظ کالبدی ساختار روستا زیباتر شده و سرمایه گذاری در امور کالبدی بیشتر شده است اما تمایل زیادی برای ایجاد ساختمان هایی با الگوگیری از شهرها ایجاد شده است که این مساله بر معماری بومی منطقه اثر منفی گذاشته است.

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است هر یک از مولفه ها نقش مهمی در زنجیره خدمات گردشگری دارند.

۴. بحث و نتیجه گیری

این تحقیق نشان داد که زنجیره خدمات گردشگری منجر به توسعه گردشگری و خدمات رسانی به روستاییان شده است و تمامی ابعاد توسعه روستایی را تحت تاثیر قرار داده است. ۵ مولفه که در زنجیره خدمات گردشگری موثر هستند شامل فروش محصولات محلی، بهسازی نواحی روستایی، بهبود روابط اجتماعی، نهادها و بهبود سرمایه گذاری های دولتی و غیر دولتی، خدمات ارتباطی و اطلاع رسانی و افزایش هزینه های کالا و خدمات و آلودگی است. البته مورد آخر برخلاف موارد دیگر منفی است و نشان می دهد که این زنجیره فقط تاثیرات مثبت نداشته و تاثیرات منفی بر روستا گذاشته است. افزایش هزینه ها و قیمت ها و آلودگی محیط زیست از جمله تبعات منفی زنجیره خدمات گردشگری روستایی هستند که بایستی مورد توجه قرار داد و از اثرات منفی آن کاست. در کنار این موارد حمایت دولت و نهادهای غیر دولتی می توانند بستر های توسعه زنجیره خدمات گردشگری را ایجاد کنند و به توسعه روستایی و توسعه گردشگری روستایی کمک کنند.

کلیدواژه ها: زنجیره خدمات گردشگری، توسعه پایدار روستایی، گردشگری روستایی، روستای برغان.

تشکر و قدردانی

مطالعه حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسنده (گان) است.

همچنین گردشگری سبب شده تا مساله امنیت توسط مسئولان محلی بیشتر مورد توجه قرار گیرد از نظر زیست محیطی هم توجه مردم به محیط زیست بیشتر شده است و مسئولان برخی امکانات مثل سطح زباله و توسعه ماشین های جمع آوری زباله را بیشتر کرده اند اما منطقه دچار آلودگی ناشی از پسماندها شده است و همچنین سر صدا و آلودگی صوتی از جمله نگرانی ها است. در عین حال با توسعه گردشگری امکانات حمل و نقل بیشتر شده که علاوه بر گردشگران مردم بومی هم امکان استفاده از آن را دارند. همچنین با توسعه گردشگری تمایل به سرمایه گذاری در امور زیربنایی توسط مسئولان محلی و دولتی بیشتر شده است و بخش خصوصی تمایل بیشتری به سرمایه گذاری در داخل روستا پیدا کرده است. در برغان اقامتگاه ها و رستوران های زیادی با کیفیت قابل قبول در روستاها توسعه یافته اند. مراکز خرید گسترش یافته است اما قیمت برخی از این مراکز و محصولات که می فروشند زیاد است و بعضا مناسب افراد بومی نیست. از دیگر اتفاقاتی که در روستا افتاده است توجه مدیران محلی و استانی به سرمایه گذاری در روستا و توسعه پایدار روستایی است و برنامه ریزی ها و سرمایه گذاری های جدیدی در روستا صورت گرفته است که منجر به توسعه روستا شده است. در کنار این موارد توسعه گردشگری همراه با توسعه تبلیغات بوده است. این تبلیغات هم منجر به توسعه گردشگری شده است و هم فرصت هایی برای آشنایی سرمایه گذاران با فرصت های سرمایه گذاری در منطقه پدید آورده است. برای شناسایی عوامل موثر در زنجیره خدمات گردشگری از ضریب همبستگی اسپیرمن استفاده می شود. نتایج جدول نشان می دهد که عملکرد زنجیره خدمات گردشگری رابطه معنی داری در سطح ۰/۰۱ با مولفه های فوق داشته است. این همبستگی مستقیم

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How to cite this article:

Rafiee, M., & Azmi, A. (2026). Empirical analysis of the effect of tourism services supply chain on sustainable rural development (Case study: Baraghan Village, Alborz Province). *Journal of Research & Rural Planning*, 15(1), 1-17.

<http://dx.doi.org/10.22067/jrrp.v15i1.2601-1159>

Date:

Received: 09-01-2026

Revised: 10-02-2026

Accepted: 10-03-2026

Available Online: 10-03-2026