In the Name of Allah

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8-3. Introduction: includes necessity of doing the research, unanswered questions about topics of the article and purpose of the research and the method of article for answering them.

8-4. Research theoretical literature: includes scientific descriptions, latest theories and scientific discussions related to the article's topic, viewpoints of the connoisseurs, background information and finally a conceptive model for the research.

8-5. Methodology of the research: includes designing the research, time and place of doing the research, samples under study, sampling method, and process of gathering data, measurement tools and methods of quantity and quality analysis.

8-6. Findings: presenting precise results of important findings according to scientific principles and using the required tables and charts.

8 -7. Discussion and conclusion: includes the effects and the importance of the findings of the research and those of similar researches emphasizing on the differences between them and the reasons for those differences, explains the article's potential to be universal and the scientific usage of the findings and presents necessary guidelines for continuing relative researches, conclusion, possible suggestions and recommendations.

8-8. Acknowledgment: be submitted before used resources and refrain from mentioning the doctor and engineer.

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For example: (Woods, 2005, p.27).

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- Turgat, H. (2001). Culture, continuity and change: Structural analysis of the housing pattern in squatter settlement. *Global Environment Research (GBER)*, *1*(1), 17-25.

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Table of Contents

Analysis of the Spatial Planning Factors Affecting the Development Pattern of Second Home Tourism in the Forest Villages of Mazandaran Province

Ghadir Firouznia[*1]- Elahe Anzaei[2]- Abdolreza Roknoddin Eftekhari[3]- Mahdi Pourtaheri[4]

1- Associate Prof. in Geography & Rural Planning, Payame Noor University, Tehran, Iran.
2- Ph.D. Graduated in Geography & Rural Planning, Tarbiat Modarres University, Tehran, Iran.
3- Full Prof. in Geography & Rural Planning, Tarbiat Modarres University, Tehran, Iran.
4- Associate Prof. in Geography & Rural Planning, Tarbiat Modarres University, Tehran, Iran.

Abstract

Purpose- This study aims to demonstrate the factors affecting the current development pattern of second homes, emphasizing on the role of spatial planning in the forest villages that are considered as the tourism destinations of Mazandaran province.

Design/methodology/approach- This is a descriptive-analytical study carried out in nine villages of nine county of Mazandaran as tourism destinations. The statistical population consisted of 18 rural managers and 1980 rural households in the under-study villages.

Findings- The ANOVA results showed that the institutional-political factor of social-cultural dimension, with the mean of 3.7133 had the highest effect on the current development pattern of second homes.

Research limitations/implications- As the statistical population of the present study consisted of rural managers, it was difficult to have access to the managers since they were involved in agricultural works .

Practical implications- Based on the current pattern of second home development, the distribution pattern of the spatial planning of second homes was designed. In order to sustain second home development, the negative points in each step of the input, activity, short-term, and long-term consequences should be reduced or eliminated.

Originality/value- Since second home tourism is one of the different types of rural tourism that plays a main role in the development of rural areas, and considering the importance of second home tourism in the development of rural areas and their impact on the villagers' life, it is necessary to clarify the factors affecting second home development. Therefore, this study aims to improve the proper distribution of spatial planning in second homes by providing a spatial planning pattern for second home development.

Key words- Sustainable tourism development, Spatial planning, Second homes, Forest villages, Mazandaran.

Paper type- Scientific & Research.

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*** Corresponding Author:**
Ghadir Firouznia, Ph.D.
Address: Department of Geography, Faculty of Social Sciences, Payame Noor University, Tehran, Iran.
Tel: +98912 194 6800
E-mail: firoznia@yahoo.com

1. Introduction

Second home development in rural areas, especially in villages with the potentials such as pristine nature and proper pathways and facilities, has resulted in economic, environmental and social-cultural consequences (Kietäväinen, Asta, Rinne, Paloniemi & Tuulentie, 2016). In order to develop second homes in rural areas, it is necessary to identify the factors affecting the development of these places. Second homes are developed for two reasons: 1) minimizing the negative effects of second homes; and 2) optimizing the positive effects of second home tourism (Gallent & Tewdwr-Jones, 2001).

The legal distinction between second homes and indigenous homes is considered as one of the factors affecting second home development. The distance between indigenous and second homes and the way they are related to each other should be considered for proper spatial distribution and sustainable second home development (Dematos, 2013; Overvag, 2009). If there is no legal distinction between second homes and indigenous homes, then it will be difficult to provide a proper level of services for tourists.

If second homes are suddenly located in tourism sites and suburban districts, it will be difficult to determine services for these areas or the people who provide these services. This does not allow to determine the rate of using the required facilities such as rural water resources by second home owners in villages. Collaboration of owners and indigenous people is another effective factor in second home development. For example, for local authorities, controlling second home development when people aim to build second homes outside their place of residence is a serious problem.

Local authorities can control second home development when they have a local connection with second home owners, and the owners can be involved as a member of local community in proper second home development (Osti & Santifaller, 2011).

On the other hand, according to Hoogendoorn' study (2010) on people's involvement in second home development in South Africa, the collaboration of the local community and authorities increases the authorities' awareness of the residents' attitude towards second home development and this is an important factor that affects the relationship between indigenous people and owners. The way local people and owners collaborate in second home development depends on a number of factors, including the features of the governing planning system Up-to-down and down-to-up planning should be considered in order to encourage people for more collaboration. This will change the perspective on the management and planning of second home development. In addition, it is imperative to determine certain people for the management of this process. This factor also affects the compliance with construction laws in second home development. Moreover, effective natural and bioenvironmental factors must be taken into account for the proper second home development. The boundaries of natural resources, including water resources, forests and pastures should also be determined. The way lands are sold for building second homes affects second home development. Failing to supervise the sale of valuable agricultural lands, while also changing land use and destroying agricultural lands and gardens, results in so-called *stock exchange game* in these areas.

Land stock exchange game while creating false economics in rural areas, encourages villagers to change land use in rural areas, thereby reducing employment in rural areas and increasing the migration into the city. On the other hand, with the drastic increase in land prices, rural youths are not able to buy land in their village to build a house and are forced to move into the cities.

Therefore, second home tourism, in addition to generating income in rural areas through the sale of services and goods to homeowners, will undermine the rural economy in the long time. All of these effective factors in second home development are related to the spatial planning of second home in rural areas. Of course, this does not mean that there are no rules in this section, but it shows that there is no proper monitoring and enforcing of the rules.

The role of local organizations and public institutions is another factor influencing second home development in spatial planning in order to properly monitor second home development. While providing the ground for collaboration of local community, they can monitor second home development in rural areas. Thus, the factors affecting second home development are divided into socio-cultural, institutional - political-economic and environmental-physical dimensions.

This paper aims to identify the most important factors influencing the current pattern of second

home development by assessing the current pattern of second home development to provide the necessary background for sustainable development of second home tourism destinations.

Consequently, this study seeks to answer the following question:

Which spatial planning factor has the highest effect on the development pattern of second home tourism?

2. Research Theoretical Literature

Literature review shows that second home tourism first emerged in economic theories, and was initially considered by the economic scholars. However, as the importance of other aspects of second home tourism and its effects were clarified, it was used in other scientific areas (Firoznia, Roknoddin Eftekhari, & Valihkani, 2013, as cited in Wang, 2006) including geography and rural planning. In the last few years, second home tourism was addressed in environmental theories indicating its interdisciplinary importance (Marjavaara, 2008).

Considering the different views on second home tourism, it can be argued that second home tourism provides new opportunities for many villages as a means of rejuvenating rural communities and leads to sustainable development of these areas while its unplanned development results in social and environmental damage to rural settlements (Rezvani & Safaei, 2005). Second home development leads to the development of rural areas when it is associated with comprehensive planning for sustainable tourism development strategy (in three dimensions).

Sustainable tourism development strategy in the new world is an inclusive approach that seeks long-term growth of the tourism industry without having damaging effects on natural habitats and emphasizes that human beings can manipulate specific aspects of nature in positive or negative directions for tourism development. Consequently, in recent years, the concept of sustainable tourism development has partially regained its position so that it is able to respond to unpredictable tourism threats (Butler, Hall, & Jenkins, 1997).

Considering sustainable development paradigm, spatial planning is suggested for second homes, creating solutions for a specific geographic area, that is, it seeks to combine integrated solutions with other solutions in smaller and bigger realms (Roknoddin Eftekhari, Badri & Sojasi Qidari,

2014). This is a kind of strategic planning that aims to define and formulate a strategy. Therefore, strategic planning is a structured solution to make fundamental decisions and take actions that form the nature of the region, type of activities, and the reason for those activities by managers and planners (Omidvar, 2005).

In this framework, tourism activities are related to a variety of environments and factors, and internal and external changes affect it at different times. Therefore, it requires spatial strategic planning to make the best use of the opportunities available by overcoming the constraints in tourism development while simultaneously eliminating and reducing its responsibilities, engaging the tourism industry with other economic sectors (Roknoddin Eftekhari, Mahdavi, & Akbari Samani, 2011).

Therefore, strategic spatial planning promotes sustainable tourism development with respect to the capacities and potentials to cope with the changes on the one hand, and guarantees different land use interests through public involvement in the decision-making process or considering a particular type of development in the framework of strategic planning in coordination with these interests on the other hand. Strategic environmental assessment is also beneficial (Risteski, Kocevski, & Arnaudov, 2012).

A number of theories have been put forward regarding the process of second home development and the factors affecting them. These theories rely on concepts such as capacity, participation, land management, integrated management, and environmental protection to analyze and interpret the extent of impact each of these concepts have on the formation of new approaches and theories representing a part of the process of tourism development.

In the theory of tourism or recreation carrying capacity, existing capacities in the region are identified economically, environmentally, socially and humanely, physically and bio-environmentally and accurate capacity assessment is carried out in order to preserve resources for future generations and to preserve existing tourism capabilities and regional development (Nouri, Rastqalam, & Amini, 2012).

Social capital is one of the most important theories in tourism. Social capital in second home tourism is the first stage of sustainable second home development among indigenous people (Strandell, & Hall, 2015). Social capital is the result of and an

extension of three important components of social trust, network communication (social cohesion), and norms (social participation) (Azkia & Ghaffari, 2001). It is strongly interdependent on physical, economic, and human capital that help to accelerate economic, cultural and information development of society and create a sense of cooperation among members of the rural community (Papzan, Khaledi, & Solaimani, 2011). The rapid and unplanned second home development results in the destruction of pristine natural resources. Although according to social exchange theory (Simposn, 1991), in such circumstances, residents evaluate tourism on the basis of perceived benefits or costs in return for the services they provide, the negative effects of

overpopulation in the rural population has many recreational attractions. Therefore, it is necessary to make the best use of lands relying on the development and local participatory planning theory as well as land management theories, while actively engaging indigenous peoples in the physical development process according to the needs of residents and tourists (Rahnamaei, Farhadi, Ditman, & Ghadami, 2008). Thus, according to Roknoddin Eftekhari et al. (2014), local spatial planning management theories that lead to the formation of NGOs and development of co-operatives in rural areas, integrated regional management in collaboration with other government agencies should be considered.
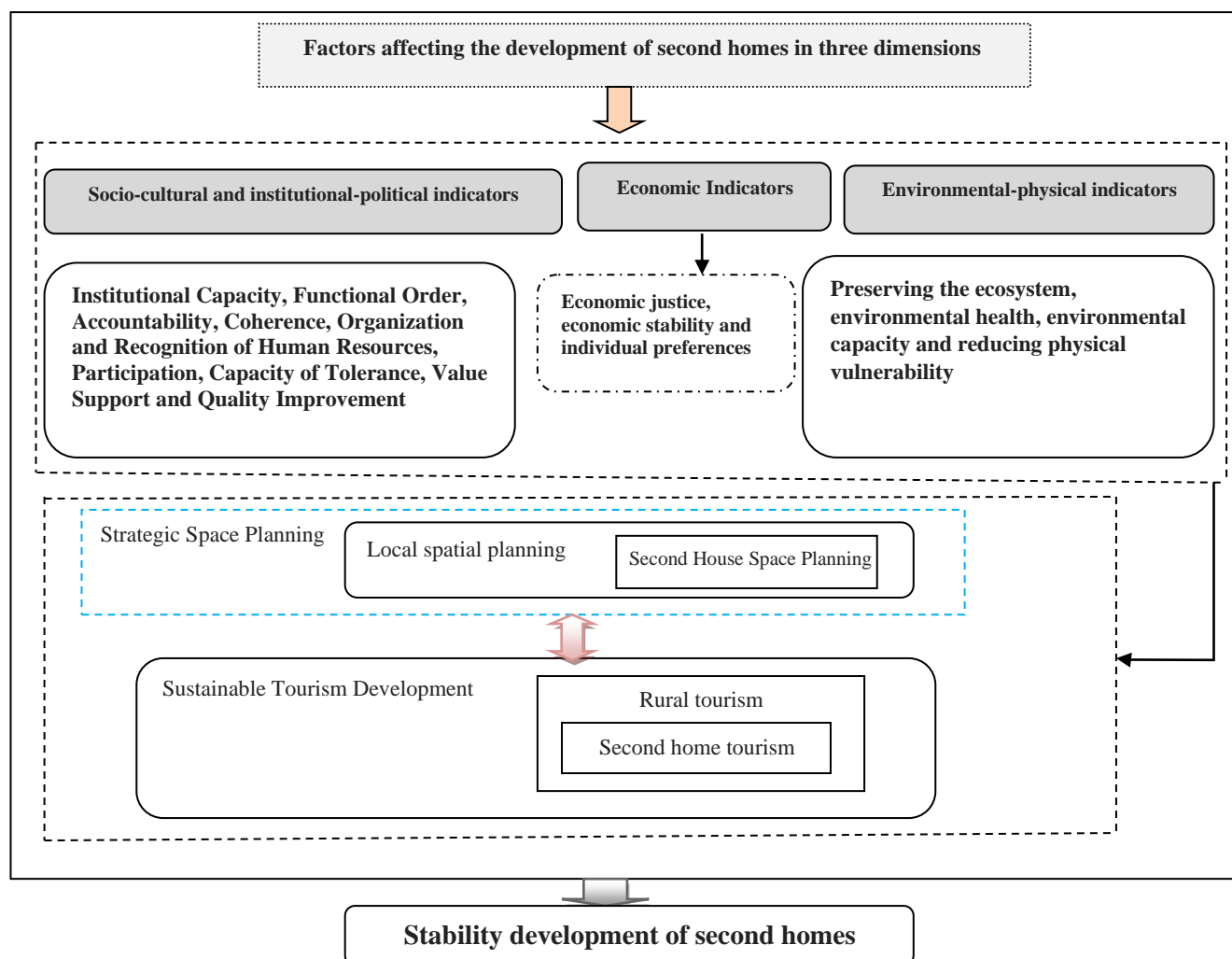
Figure 1. Conceptual pattern of the factors influencing spatial planning and the pattern of second home development

3. Research Methodology
3.1 Geographical Scope of the Research
Nine villages were considered as the tourism destinations in forest areas of Mazandaran province and were selected as the understudy villages including: Javaherdeh (Ramsar), Brese (Tonekabon), Reis Kola (Nour), Kandelus (Noshahr), Baliran (Amol), Shayade (Babol), Lajim (Savadkoh), Asiabsar (Behshahr) and Suchlama (Neka).
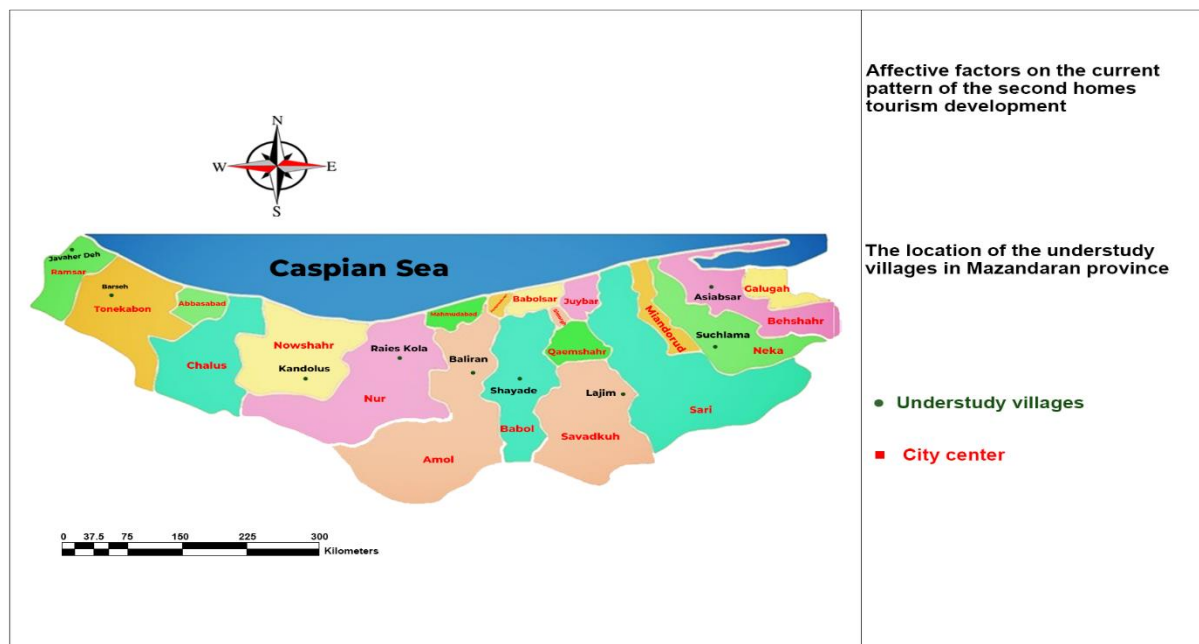
Figure 2. Location of the understudy villages in Mazandaran province

3.2. Methodology
This is a descriptive-analytical survey based on quantitative and observation methods. The statistical population consisted of 1980 rural households and all members of the Islamic Council and nine rural municipalities. Given the nature of the research, the sample size of the rural head of households was selected using the Cochran formula equivalent to 321 household heads. Also, local managers at the level of studied villages were numbered 18 individuals and their views on the indicators were obtained. According to the Cochran formula, the number of the sample population studied was 321 households. Considering that in correlation and descriptive surveys, the minimum sample size should be 30, at least 30 households were selected for field operation for the villages with a sample size of less than 30 households.

Thus, 379 households were selected. In this paper, the validity and reliability of the questionnaire were evaluated using SPSS software. The validity of the explanatory items affecting second home development was 0.701 using KMO test. Also, the results of the structural validity test showed that Cronbach's alpha coefficient obtained from a questionnaire designed to assess the impact of factors on second home development in the villages under study was 0.948, confirming the reliability or validity of the questionnaire. Figure (2) shows the location of sample villages in Mazandaran province.

On the other hand, in order to select indicators to measure the factors affecting second home development in three dimensions, the indicators were indicated by reviewing the literature. Then, they were analyzed in terms of frequency of repetition in different sources and 169 main indicators were extracted. Then, a questionnaire was prepared using these indicators. Finally, a survey was carried out on experts (16 university professors) who had the required knowledge, and appropriate and localized set of indicators to measure the factors affecting second home development were selected and presented. The views of the target group on factors affecting

second home development were obtained. Moreover, to determine the effect of different factors on three dimensions of the current development pattern of second homes, and to determine the differences between the factors affecting three dimensions (socio-cultural, institutional-political, and economic and environmental-physical), ANOVA test was conducted. Tukey test was used to determine the extent of impact of each of the factors.

Then, 452 operational components were obtained using the documentary studies, and the most frequent components were selected. Finally, 169 components were selected in three economic, environmental-physical and socio-cultural and institutional-political dimensions.

According to a survey of experts, all components (169) were approved; that is, the mean of all components was equal to or higher than the mean (2). The approved indicators from the experts' point of view were reported in the following Table 1. Finally, based on the research findings, the

current pattern of spatial planning indicators of second home development was presented. Therefore, the hypothesis of the present study is proposed as follows:

It seems that among the factors influencing spatial planning on the current pattern of second home development in the region in three dimensions (socio-cultural and institutional-political-economic and environmental-physical), the institutional-political factor has the highest effect among others in having:

- inappropriate mechanism for selection of second home sites and carrying capacity measurement in all three dimensions
- no respect for socio-cultural values
- individual preferences and individual economic benefits
- no respect for preserving natural landscape and protecting agricultural lands
- no respect for the indigenous context

Table 1. Measurement indicators of factors affecting sustainable development of second home tourism

Factors	Indicators	Number of components	Component validity of the KMO test	Reliability of the Components Cronbach's Test [1]
Institutional-political	Institutional Capacity: The Relationship Between Managing Organizations on How to Develop Second Homes	4	0.765	0.934
	Management and Planning (Functional Order): Organizations' Order and Legitimacy in Facilitating or Stricter Villas	11	0.684	0.918
	Management and Planning (Practicability): The Impact of Organizations' Complicity with Implementing Oversight Rules in the Development of Villas	10	0.616	0.922
	Management and Planning (Coherence): Coherence and coordination between relevant development agencies and licensing villas	6	0.732	0.957
	Management and Planning (Human Resources Management): The Impact of Using Creative and Educational Personnel (related disciplines) in relevant organizations on how to develop second homes	6	0.715	0.914
	Partnership	13	0.628	0.992
Social and cultural norms and values.	Tolerance capacity: Adoption of the socio-cultural characteristics of indigenous people on the acceptance of new owners	6	0.564	0.974
	Protecting Values: The Impact of Owners' Respect for Native Values on the Easier Development of Villas	19	0.641	0.943

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Factors	Indicators	Number of components	Component validity of the KMO test	Reliability of the Components Cronbach's Test [1]
life conditions	Quality Improvement: The Impact of Quality of Life in the Area on Attracting the Attention of Owners to Build Second Houses	16	0.567	0.956
Economic	Economic Justice: The Impact of the Economic Impact of the Region on the Possibilities of Attracting the Attention of Owners to Build Second Houses	9	0.670	0.902
	Economic stability: the impact of the situation on the prices of services and facilities in attracting the attention of owners to build second homes	5	0.714	0.924
	Individual preferences: The impact of respecting the public interest by landlords and natives in the development of a more comfortable villa	10	0.758	0.904
Observe the natural and physical capacity	Preserving the Ecosystem: The Impact of Observing Environmental Laws on the Level of Adoption of Secondary Home Development	13	0.695	0.915
	Environmental Health: The Impact of Observance of Health Laws and Health Facilities of the Region on Attracting the Attention of Owners for the Construction of Second Houses	9	0.594	0.916
	Environmental Capacity: The acceptance of the ecosystem-native physical characteristics on the acceptance of new owners	8	0.691	0.926
	Reducing the physical vulnerability: the impact of discipline and physical properties of native acceptance of new owners	11	0.727	0.934
			0.705	0.948

4. Research findings

To test the research hypothesis, the impact of factors such as inappropriate mechanism for selection of second home sites and tolerance capacity measurement in all three dimensions (ecological, socio-cultural and economic), institutional-political factor, no respect for socio-cultural values, individual preferences and individual economic benefits, no respect for preserving natural landscape and protecting agricultural lands, and no respect for the indigenous context were evaluated.

Analysis of the current status of impact of spatial planning indicators of second home tourism from the statistical samples' viewpoint

The descriptive findings of Table 2 show that according to the research samples' viewpoints, socio-cultural and institutional-political dimensions with a mean of 2.51 had the highest impact on second home development in rural areas. Also, as

shown in Table 2, indicator of organizing and recognizing human resources with a mean of 2.76 had the highest impact on second home development.

It is worth noting that local managers scored 89.5% for the effectiveness of the indicator of organizing and recognizing human resources in second home development in the current situation. This means that local managers believe that lack of employment of skilled people with knowledge of rural tourism, notably second home tourism in the decision-making process, leads to unplanned second home development and the shortage of services and facilities in tourism destination in the current situation.

The practicality indicator, with a mean of 2.65 had the highest impact on second home development according to local managers.

Table 2. Percentage of local managers' view on the impact of tourism spatial planning indicators on second home development

(Source: Research findings, 2018)

Indicators	Percentage of managers' opinion on spatial planning indicators of second home development in the current situation				Total average
	low	Medium	Much	Average	
The Relationship Between Managing Organizations on How to Develop Second Homes	6.3	19.4	74.3	2.7	2.63
Functional Order	8.8	30.9	60.3	2.59	
Practicability	3.8	29.3	66.9	2.65	
Coherence	12.6	38.7	48.7	2.51	
Human Resources Management	3.2	7.13	89.5	2.76	
Partnership	4.2	14.6	81.2	2.56	
Tolerance capacity	4.1	43.3	52.6	2.3	2.39
Protecting Values	7.3	37.7	55	2.49	
Quality Improvement	4.7	13.6	81.7	2.37	
Economic Justice	8.9	37.7	53.4	2.46	2.16
Economic stability	46.6	17.3	36.1	1.93	
Individual preferences	15.7	25.7	58.6	2.13	
Preserving the Ecosystem	13.58	45.02	41.4	2.35	2.35
Environmental Health	8.9	11.7	79.4	2.42	
Environmental Capacity	9.9	38.8	48.7	2.52	
Reducing the physical vulnerability	10.9	40.3	48.8	2.11	

As shown in Table 2, the highest mean impact of spatial planning indicators on second home development in the socio-cultural and institutional-political dimensions were 2.51. In addition, institutional-political indicators with a mean of 2.63 had the highest mean in spatial planning.

The results of the ANOVA test, which was used to determine the significant difference between the factors affecting the current pattern of second home development from viewpoint of rural managers, indicates that considering values with significance level (95% confidence), the results were significant. In other words, from the perspective of rural managers, there is a difference between factors affecting the current pattern of second home development in most of the three dimensions and these factors had different roles in the current pattern of second home development (Table 3).

Table 3. ANOVA results to determine the significant difference between the factors affecting the current pattern of second home development from the perspective of rural managers

(Source: Research findings, 2018)

		Sum of squares	df	Average squares	F	sig
Examples studied	Intergroup	0.013	17	0.004	2.25	0.004
	Intergroup	0.028	17	0.001		
	Total	0.041	17			

Considering the significance level (0.004) which is less than 0.004, and from the perspective of rural managers, there was a difference between factors affecting the current pattern of second home development from three dimensions (socio-cultural and institutional - political- economic and environmental-physical). Moreover, these factors had a different impact on the current pattern of

second home development. There was a difference between the responses of the groups to the impact of each of the factors mentioned in the current pattern of second home development**.**

The impact of each of the three factors on the current pattern of second home development was analyzed based on the results of the Tukey test. From the point of view of rural managers, considering the values at a significant level, with 0.95% confidence, the results obtained in each of the three dimensions were different (Table 4).

In other words, from the point of view of rural managers, there was a difference between the effectiveness of factors affecting the current pattern of second home development. From the

rural managers' point of view, there was a significant difference between indicators of economic, environmental, physical, socio-cultural and institutional-political factors.

Namely, from the point of view of rural managers, the institutional-political (socio-cultural and institutional-political) factors and other influential factors in economic, environmental, physical, and socio-cultural dimensions are not parallel and are quite different from each other. On the other hand, the pairwise comparison of these factors shows that each of them has a different impact on the current pattern of second home development in the villages studied**.**

Table 4. The results of significant differences between the three factors affecting the current pattern of second home development from the perspective of rural managers.

(Source: Research findings, 2018)

عامل (I)	(J) Factor	The average of two factors (I-J) difference	standard error	sig	Confidence interval ۹۵٪	
					Upper Bound	Lower Bound
Institutional-political	Socio-cultural	0.71333-	0.17821	0.000	0.2548-	1.1718-
	Economic	0.95333-	0.17821	0.000	0.4948-	1.4118-
	Environmental-physical	1.3334-	0.1788821	0.000	0.8848-	1.8018-
Socio-cultural	Institutional-political	0.71333	0.000	0.000	1.1718	0.2548
	Economic	0.000	0.000	0.000	0.2185	0.6985-
	Environmental-physical	0.63000-	0.17821	0.002	0.1715-	1.0885-
Economic	Institutional-political	0.95333	0.17821	0.000	1.4118	0.4948
	Socio-cultural	0.24	0.17821	0.000	0.6985	0.2185-
	Environmental-physical	0.39000-	0.17821	0.000	0.8485-	0.0685
Environmental-physical	Institutional-political	1.34333	0.17821	0.000	0.8488	1.8018
	Socio-cultural	0.63333	0.17821	0.000	1.0885	0.1715
	Economic	0.39	0.17821	0.000	0.8485	0.0685-

Also, according to rural managers, three homogeneous groups were formed to determine the extent of differences in the impact of each factor on the current pattern of second home development in terms of three dimensions. Environmental-physical factors with a mean of 2.3700 in the first group, socio-cultural factors (socio-cultural and institutional-political) with a mean of 2.3233 and economic dimensions with a mean of 2.0833 in second group, institutional-

political (socio-cultural and institutional-political) with a mean of 3.7133 and socio-cultural factors with the mean of 2.3332 in the third group had higher impact in the current pattern of second home development. Also, among the factors affecting the triple dimensions with respect to the obtained means, the effect of institutional-political factor (socio-cultural and institutional-political) is more than other dimensions (Table 5)

Table 5. The rate of the differences among the factors affecting the pattern of second home development from the perspective of rural managers

(Source: Research findings, 2018)

Factores	Number	Subset for alpha= 0.05		
		Homogeneous group first	Homogeneous group second	Homogeneous group third
Environmental-physical	18	2.37		
Economic	18		2.0831	
Socio-cultural	18		2.3233	2.3233
Institutional-political	18			3.7133
(sig)		0.0001	0.000	0.000

Therefore, in terms of rural managers, the institutional-political factor (socio-cultural and institutional-political) with the mean of 3.7133 and then, socio-cultural factor (socio - cultural and institutional-political) with a mean of 2.3233 had the highest effect on the current pattern of second home development. The socio-cultural and institutional-political dimension was the most influential dimension in the current pattern of second home development**.**

5. Discussion and Conclusions

According to the literature review, a number of studies on second homes, including the work of Moruno and Blanco & Cabanillas, F. J. (2014) provided a pattern for second homes based on the sustainability of economic, social and natural factors. Most of the studies have dealt with the positive and negative consequences of second homes in rural areas, evaluating the tourism sustainability of second homes, providing tourism sites based on the sustainability of social and economic indicators, and so on.

For example, Moruno. (2014) provided the pattern in rural areas of Spain in order to determine the appropriate location for the construction of second homes in the study areas. This pattern is a combination of evaluating the criteria of tourist, socio-economic and natural resources. They showed the best place to build second homes from an economic, social and natural point of view. In fact, it dealt with the site selection of second homes and examined only the environmental factors in the area from various dimensions and did not discuss the important factor, namely the impact of the planning factor on these factors.

Also, Johannena and Ruhonen introduced a spatial pattern and physical changes of social activities associated with second homes. In fact, they only described the change in the spatial pattern of second

homes and the change in the social pattern of second homes in Finland.

Finally, Kim and Reagan (1998) dealt with different aspects affecting home architecture. In fact, the principles of sustainable design and architectural pollution prevention were addressed. The spatial planning of second home development factors (socio-economic-cultural and environmental - physical is the missing link in the studies mentioned. The present study outlines spatial planning of second home development, paying attention to preserving natural landscapes, social and natural tolerance capacity, protecting agricultural lands, observing community interests, engagement of stakeholders and managers based on the spatial planning approach with emphasis on the institutional-political factor in the sustainable tourism development**.**

The results of the analysis of variance show that the institutional-political factor (socio-cultural and institutional-political) compared to other factors of the studied dimensions (socio - cultural factors of socio - cultural and institutional - political), economic, environmental, physical factors with a mean of 3.7133 had the highest impact on the current pattern of second home development (the research hypothesis is confirmed).

In addition, results indicate that the most important factor in the disorganization of the status of second homes in all aspects of sustainable tourism development is the lack of attention and weakness in the institutional-political factor that is confirmed by the lack of supervision over second home development in all aspects of tourism. This is related to the current pattern of second home development where brokers and intermediaries, are a major element of land and villa purchases in the understudy villages and generally in the rural areas of Mazandaran province.

These unknown brokers are an integral part of the land deals and the purchase of the villas, which, according to local people, these groups will benefit most from these deals. Brokers do not care about the benefit of the indigenous people and the owners of second homes and conclude an unfair deal. According to local people, they later find out that the price of the land or villa is much higher or according to owners, after purchasing the villa they find out that the villa purchased is completely different in terms of all the features (facilities, surroundings, village amenities, and so on) with the specifications stated by the brokers.

These brokers have no identities, thus, none of the locals and owners can follow this issue as a legal case. This was true in all the villages under study, but has not yet received the attention of relevant authorities and supervisory units of the city and the province. In these circumstances, business license holders have to go through a long process in different departments such as health, public places surveillance authority, municipalities, finance department, authentication and good conduct department. However, these brokers and intermediaries, regardless of their number and identity, continue to operate without concern and supervision.

On the other hand, land and villas are sold without any supervision and at the will of the people. The multifaceted rental of villas and the price of land and villas are a major concern for the local people, and especially for the homeowners because nonindigenous brokers, who are not supervised by any union or affiliation, do not follow any specific criteria for price determination.

Building villas, national land and natural resources takeover, unauthorized forest use change into construction, dumping of waste in the forest and illegal road construction for accessing to the villas are some of the most important causes of trespassing on the forests of Mazandaran province, all of which result from the lack of proper management and supervision. Due to the extensive deforestation caused by illegal construction of numerous villas, soil in the area remains uncovered, resulting in erosion by the minimum amount of rainfall. As a result of this erosion, floods occur, dam reservoirs are filled with sediments, facilities and infrastructure of the surrounding villages and towns are seriously damaged, and due to the loss of fertile surface soil, the agricultural crop area is reduced.

In addition, sediment enters the river and springs, causing severe water pollution. Trespassing on forests and land use change has caused many environmental problems in the region, but unfortunately no protection of conservation forest is carried out by the managers and authorities, so this thinking has led to the decline of forest lands around tourist villages.

Considering the description of the spatial planning status of second home development in the study villages and its relation to sustainable development of the tourism destination, the transformation and change in second home development planning mechanism can be regarded as a solution to reduce or eliminate the problems of unplanned second home development.

Given that in recent years, environmental protection policies and rural contexts in the process of second home development was considered as one of the governmental priorities, unfortunately the results of this study indicate that the first step in implementing these policies that is the development of the legal framework for second home development has not been considered enough.

Among the most important requirements in second home development is giving loans to rural areas and helping to build second homes in rural areas to sustain the indigenous population. Implementing the strategy indicates its low success rate because these loans helped the migrated non-indigenous or indigenous people to construct second homes in the village, thereby creating a wave of high demand for land in rural areas, so that indigenous people sell their land because of financial problems or the temptation to bid for the land. This results in the lack of land in the village and the migration of young people out of the village due to unemployment and the inability to buy land in the village, and this is an unexpected result (that is different from staying the indigenous population in the village).

Therefore, findings show that the macro-government policies in the field of rural tourism in general and in the field of second home tourism in rural areas in particular, must consider all the effective factors such as socio-cultural, institutional - political-economic, environmental- physical factors and develop legal frameworks for second home development and implement targeted, coherent and comprehensive programs.

A formulated theoretical framework shows the relationship between indicators of socio-cultural and institutional - political- economic and environmental

-physical factors. As stated earlier, all the indicators affecting second home development were approved by experts. Next, to test the research hypothesis, these indicators were considered by the population (local managers). Indicator test results (in the form of hypotheses) were explained.

Findings show that the political-institutional factor is the most important factor in the present situation. As a result, this is the best way to improve the status of second homes. In fact, the most important way to improve the current situation is to transform and modernize the management and planning mechanism of second homes at all levels of the country.

Unfortunately, the performance of the current management and planning mechanism of second homes in the country has failed to solve various problems of second home tourism. There are no legal requirements for supporting the execution process of home development in rural areas of the country, or because of lack of supervision, it has failed to bring about a change in second home development.

Therefore, considering the importance of sustainable development of suitable second homes in rural areas, which is also mentioned in the theoretical research framework, it seems that the institutional-political factors are the most important and most influential factors in planning sustainable second home tourism development.

Finally, based on the theoretical indicators obtained in the present study and the evaluation of local managers on the current status of the indicators in the villages under study, the current pattern of spatial planning of second home tourism development is as shown in Figure 3.

Existing Pattern of Spatial Planning Development of Second

Outcomes (long term)	Outcomes (short	Output (short term)	Activities	Input
Secondhomses: - Increase the illegal development of second homes - lack of environmental compatibility - Incompatibility with the bearing capacity of the area - Lack of social capital with the development of second homes - Based on the provision of individual interests	- Improper tourism development in second homes in the region in all dimensions - Lack or weakness in people's participation in the process of planning second homes development - The weakness in complying with the rules related to tourism in rural areas	- Lack of legal tools on all issues related to the development of the second home - poor performance of the organization and tourism and rural institutions - The lack of a native model for the development of second homes in the region and country - The lack of effective and effective government communication with private institutions and institutions, specialists and elites and villagers. - The poor performance of local and public organizations to monitor the development of second homes	* Local monitoring and control: the lack of monitoring of people's organizations and the government's inadequate supervision over the development of the second home-the lack of public and state supervision over the proper use of land-the lack of second-house management with the help of officials and people • Reform and institutionalization of legislation: the lack of documentation of all rural and agricultural lands - the lack of rural property legislation based on existing reality - existing laws The most important problem of documenting rural lands - the lack of the drafting and implementation of a time ownership law for land conservation * Institutional Capacity: Low Control of Villagers on Villages' Activities - Lack or weakness of NGO activities in the field of tourism in second homes. - Functional order: Lack of coherent legislation on how to locate second homes - Failure to adhere to different distances in different dimensions - Lack of knowledge of landlords before building second homes from rural constraints and facilities - Improper development of second homes based on sustainable economic and Stability of environmental and social conditions of the region * Acceptability: Lack or weakness in monitoring the implementation of tourism projects - Different perceptions of officials of rural land laws - Non-coherent land laws - Lack of official use of indigenous experiences * Coherence: Inappropriate communication among tourism officials; Lack of mutual interaction between regional and national institutions; Secondary homes; Lack of use of views by provincial and provincial authorities for tourism projects; *Organizing and recognizing human resources: weakness in the use of educated people in tourism - lack of innovation in the process of tourism in the second home-low flexibility in tourism decisions-not accepting appropriate ideas from institutions * Participation: Weakness in people's interest in tourism projects with rural dignitaries; Weakness of local managers in the process of participation of owners and indigenous peoples; - Low attention of the authorities to the involvement of managers, owners and people in decision making; second homes; * Capacity of social and environmental permeability: The owners 'lack of attention to local values and traditions and local norms - Increasing crime in the village - Increasing the proportion of villas to natives' homes - Reducing compliance with the law - Reducing collective rights - Pressure on natural resources - Non-sanitary waste disposal and wastewater-Contamination of water resources - Damage to forest lands - Lack of education for the proper use of nature - Indigenous texture change and native village architecture - Use of non-indigenous materials - Land degradation * Individual preferences: Selling land at an arbitrary price to the owner - High fluctuation of prices for various services - Large increase in land prices and cost of goods and services - Reduced farmers - Increased youth migration - Increased relative income of the village.	*Weakness in policy and planning how to develop second homes * Not paying attention to the capacity for social-cultural tolerance in the development of the second home * Not paying attention to the environmental and physical capacity in the development of the second home * Lack of attention to collective preferences in the development of the second home

The unsustainability of tourism development in

Figure 3. The current pattern of spatial planning of second home development in the forest villages under study

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بررسی عوامل برنامه ریزی فضایی موثر بر الگوی توسعه گردشگری خانه‌های دوم در روستاهای جنگلی استان مازندران

قدیر فیروزنیا*¹ – الهه انزایی² –عبدالرضا رکن‌الدین افتخاری³– مهدی پورطاهری⁴

۱ - دانشیار جغرافیا و برنامه‌ریزی روستایی، دانشگاه پیام نور، تهران، ایران.

۲ - دانش آموخته دکترای جغرافیا و برنامه‌ریزی روستایی، دانشگاه تربیت مدرس، تهران، ایران.

۳ - استاد جغرافیای روستایی، دانشگاه تربیت مدرس، تهران، ایران.

۴ - دانشیار جغرافیا و برنامه‌ریزی روستایی، دانشگاه تربیت مدرس، تهران، ایران.

چکیده مبسوط

۱. مقدمه

یکی از مسایل مدیریتی امروز در مناطق روستایی، چگونگی استفاده مناسب از اراضی و چشم‌اندازهای زیبای مناطق روستایی است. استفاده از اراضی روستایی ابعاد گوناگونی دارد، اما یکی از مهم‌ترین و درحال گسترش ترین استفاده از این اراضی، بعد تفریحی و گردشگری می‌باشد. این نوع استفاده از اراضی، از طریق ایجاد خانه‌های دوم در مناطق روستایی و اقامت طولانی‌تر گردشگر نسبت به انواع دیگر گردشگری، تأثیر زیادی در پایداری اراضی و نواحی روستایی گذاشته و می‌گذارد. در بسیاری از کشورها در شیوه مدیریت برنامه‌ریزی توسعه خانه‌های دوم تلاش می‌شود که با حداقل تأثیرات منفی بر محیط زیست مواجه شوند و از این رو هر نوع کاربری اراضی بر اساس برنامه‌های توسعه پایدار تعیین می‌شود، تا جایی که در بسیاری از کشورهای توسعه‌یافته و در حال توسعه، بدلیل اتخاذ مدیریت سبز، روند گسترش خانه‌های دوم توانسته است تأثیرات مثبت پایداری را در نواحی گردشگری داشته باشد. برنامه‌ریزی فضایی به عنوان برنامه مناسب خانه‌های دوم می‌باشد که برای اهداف جغرافیایی خاص یک راه حل دارد.

۲. مبانی نظری تحقیق

این پژوهش بر مبنای رویکرد برنامه‌ریزی فضایی و توسعه پایدار گردشگری می باشد. دراین میان، در مورد روند توسعه خانه های دوم و عوامل تاثیر گذار بر آن، نظریه های متعددی ارائه شده است که اغلب از مولفه‌هایی که شامل نظریه ظرفیت تحمل، مشارکت،

مدیریت زمین، مدیریت یکپارچه، حفاظت از محیط زیست، جهت تحلیل و تفسیر میزان اثرگذاری استفاده شده است.

۳. روش تحقیق

روش تحقیق مقاله حاضر، توصیفی -تحلیلی و مبتنی بر شیوه های کمی و کیفی است. حجم نمونه شامل ۱۸ نفر از مدیران روستایی و ۱۹۸۰ خانوار روستایی ۹ روستای جنگلی هدف گردشگری استان مازندران می باشد. از آزمون آنالیز واریانس(ANOVA) بـرای مشخص کردن وجود تفاوت‌ها بین عوامل تاثیرگذار و سپس آزمون توکی برای مشخص کردن میزان تاثیر هر یک از عوامل تاثیرگذار استفاده شده است.

۴. یافته‌های تحقیق

بر اساس آزمون واریانس، بین عوامل موثر در الگوی فعلی توسعه خانه‌های دوم تفاوت وجود دارد. بر اساس آزمون تـوکی از دیدگاه خـانوار روستایی و مدیران در مقایسه زوجی عوامل یاد شده، بـین شاخص هـای عوامل تاثیرگذار ابعاد اقتصادی و زیست محیطـی- کالبدی و اجتماعـی- فرهنگی و نهادی- سیاسی تفاوت معناداری وجود داشته است. بـه عبـارت دیگر، از دیدگاه مدیران روستایی و خانوار روستایی عامل نهادی- سیاسـی (از بعد اجتماعی- فرهنگی و نهادی-سیاسی) و عوامل تاثیر گـذار دیگـر در ابعاد اقتصادی و زیست محیطی- کالبدی و اجتماعی-فرهنگی در مـوازات یکدیگر نیستند و کاملا متفاوت از یکدیگرند. همچنین از بین عوامل مـوثر در ابعاد سه‌گانه با توجه به میانگین های به دست آمده، از نظر مـدیران روستایی و خانوار روستایی تاثیر عامل نهادی- سیاسی (از بعد اجتمـاعی- فرهنگی و نهادی-سیاسی) بیشتر از سایر ابعاد است.

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*. نویسندهٔ مسئول:

دکتر قدیر فیروزنیا

آدرس: گروه جغرافیا، دانشکده علوم اجتماعی، دانشگاه پیام نور، تهران، ایران.

پست الکترونیکی: Email: firoznia@yahoo.com

۶. بحث و نتیجه گیری

بر اساس تحلیـل واریـانس ، عامـل نهـادی- سیاسـی بـا میـانگین
۳/۷۱۳۳ بیشترین تاثیر را در الگـوی فعلـی توسـعه خانـههای دوم
داشته است. شاید گفـت اصلیترین و مهمتـرین عامـل بیسـامانی
وضـعیت خانـههای دوم، کـم تـوجهی و ضـعف در عامـل نهـادی –
سیاسی می باشد. از طرف دیگر قیمت اراضی و ویلاهای ساخته شده
هم بدون هیچ گونه نظارتی بـه فـروش میرسـد. مهمتـرین راهکـار

جهت اصلاح وضـعیت فعلـی، ایجـاد تحـول و نوسـازی در سـازوکار
مدیریت و برنامه ریزی توسعه خانههای دوم می باشد.

کلیدواژهها: توسعه پایدار گردشگری، برنامهریزی فضایی، خانـههای
دوم، روستاهای جنگلی، مازندران.

Investigating the Host Community Support for Rural Tourism Development (Case Study: Central District of Firoozabad County)

Vida Aliyari [1] - Maryam Sharifzadeh [2*] - Neda Aliyari [3]

1- M.Sc. Student of Rural Development, Yasouj University, Yasouj, Iran
2- Associate Prof. in Rural Development Management, Yasouj University, Yasouj, Iran
3- Ph.D. Student of Agricutural Development, Yasouj University, Yasouj, Iran

Abstract

Purpose- This survey research was conducted with the aim of assessing the rural residents' support for tourism development and their effective factors in the tourism target villages in the Central District of Firoozabad County.

Design/methodology/approach- The statistical population of this study was resident household heads. Using Bartlett Table, 155 households were studied by simple random sampling method. The data gathering tool was a researcher-made questionnaire which its validity and reliability were confirmed.

Findings- Based on the findings, the residents were categorized into two groups of committed supporters and passive supporters according to their support for tourism. The results of the logistic regression model showed that the perception of social, economic and environmental impacts is directly (positively) significantly predictive of the residents' support for tourism development. The highest coefficient of the logistic regression model was related to the perception of social impacts (with a coefficient of 10.661) as compared to the economic impacts (with a coefficient of 8.659) and the environmental (with a coefficient of 7.683). In addition, in 95.5% of the cases, the function can correctly measure levels of support for rural tourism. The accuracy of the model was also confirmed through the ROC curve.

Research limitations/implications- Difficulties in completing the questionnaires due to the number of the tourist arrivals and people's occupations, the reluctance of some households to respond because of the distrust resulting from the location of the village in the palace privacy, and the problems encountered in this regard, which were resolved by the researchers' frequent visits to the area and acquiring the villagers' trust.

Practical implications- In addition to improving the resident's perceptions of environmental impacts, further attention must be paid to improving the residents' perceptions of economic and social impacts.

Originality/value- The development of tourism industry is heavily dependent on the participation and support of local residents. Improving the residents' perceptions of the impacts of tourism will lead to more residents' support for the industry, thereby, be paid more by tourists in the area, and recommend destinations to others and their desire to return to the area.

Keywords: Support, Host community, Rural tourism, Firoozabad County.

Paper type- Scientific & Research.

* Corresponding Author:
Sharifzadeh, Maryam, Ph.D.
Address: Department of Rural Development Management, Faculty of Agriculture, Yasouj University, Yasouj, Iran.
Tel: +987431006266
E-mail: m.sharifzadeh@yu.ac.ir

1. Introduction

T ourism is one of the largest, fastest and most promising developing industries in the world (Abdollahzadeh & Sharifzadeh, 2012), which has a significant impact on the economic and social development of countries (Batala, Regmi, & Sharma, 2017) and has the potential to support local communities in the development of economic diversity (Abdollahzadeh & Sharifzadeh, 2012). According to the report of World Tourism Organization (2018), there were over one billion tourists in 2017 with total spending of $ 1.5 billion (i.e. 10% of the world's GDP) (Al-Rousan, Mustafa, Almasri, & Balaawi, 2019). Tourism created more than 313 million jobs in 2017, accounting for 9.9% of total employment (Ulkhaq, Siamiaty, Handoko, Madjid, & Nu, 2019) (creating 1 in 10 jobs) (Kim & Hall, 2019). It also directly supports 118,454,000 jobs (Aung, 2019; Ulkhaq et al., 2019), which is expected to increase by 2.2% in 2028 to 150,139,000 jobs, or 4.2% of total employment. In addition, this sector accounts for 6.6% of total world exports and approximately 30% of total world service exports (Ulkhaq et al., 2019). The industry has also grown significantly at the rural level, as rural tourism is known as "an alternative strategy for rural development" (Oruonye, 2013, p. 6) and "a key approach to poverty reduction" (Goa & Wu, 2017). In particular, tourism has been formed in areas with diverse resources, attractions and services, and has transformed the capacities of the region into a potential destination (Kastenholz, Marzuki, & Al-Mulali, 2012). Tourism is also explained as "a multidimensional activity that affects all aspects of the life of the host community" (Diniz, Falleiro, & de Barros, 2014, p. 6). As well as providing employment opportunities and direct and indirect income, the industry also provides significant services and facilities to local residents (Carneiro & Eusébio, 2015). However, tourism has the potential to create both positive and negative impacts (Abdollahzadeh & Sharifzadeh, 2012; Carneiro & Eusébio, 2015), affecting the local residents' support on tourism development decisions. Therefore, it is necessary to investigate the level of residents' support and determine the factors that influence their level of support (Mohamadzadeh, Panahi & Samadzad, 2017).

Measuring the perception of the host community regarding the positive and negative impacts of tourism development in the region can reduce the negative impacts and increase the positive impacts of tourism. Obviously, if the host community benefits from tourism development, it also supports other tourism development programs (Shafie & Mohammadi, 2014). In fact, the development of tourism destinations requires the full support of local community residents and the development of a satisfactory interaction of tourists and hosts. As a result of these constructive and effective interactions, tourism benefits for the tourists and host communities can be enhanced and provide the basis for national development (Mohamadpor, Rajabzadeh, Azar, & Zargham, 2016). Nowadays, planning to attract tourists is becoming increasingly important in many countries. In particular, rural tourism can be used to promote the countries' macro-development goals. Given that residents of many tourism destinations are an essential part of the tourism "generator", the attitude and behavior of residents has a significant impact on success (Deery, Jago, & Fredline, 2012), and the support of local residents is essential to ensure the long-term success of tourism industry development (Lalith Chandralal, 2010). However, tourism development studies have largely neglected the status of residents although this may affect their understanding of the impacts of tourism and in turn the host community's support for tourism development (Stylidis, Biran, Sit, & Szivas, 2014). The significant potential and capacity of Firoozabad County in Fars Province in terms of attracting tourism has made tourism expansion a necessity for the development of this county (Aliyari, Sharifzadeh, & Ahmadvand, 2019). However, the expansion of tourism without proper planning and management has caused many problems (social, economic and environmental) in this area. Local surveys indicate that the arrival of great numbers of tourists into the tourism target villages of the Central District of Firoozabad County has had many positive and negative impacts for the residents of these villages. Therefore, this study aims to measure the level of local residents' support for rural tourism in Firoozabad County because no study has been carried out in this area yet. However, due to the arrival of tourists, positive and negative economic, social and environmental impacts have occurred;

thus, identifying the factors affecting the level of residents' support leads to present solutions to improve the residents' perception of this industry and enhance their support for tourism. In this regard, the specific objectives of this study included the categorization of rural residents based on the amount of tourism support, the explanation of factors affecting the level of local residents' support for rural tourism, and finally offering strategies to increase the local residents' support for rural tourism.

2. Research Theoretical Literature
2.1. Theoretical foundations
One of the main issues related to tourism areas is the attitude and perception of local residents, which has been the focus of many researchers. In the 1960s, the focus of these studies was on the positive aspect and in the 1970s the focus was on the negative aspects of tourism impacts. In the 1980s, this approach became more balanced and orderly, while in recent years researchers' attention has shifted from studying the impacts of tourism to the study of residents of the communities (Mcgehee, & Andereck, 2015). Local residents are "the main beneficiaries of tourism developments" (Mohamadpor et al., 2016) and tourism development is highly dependent on their goodwill (Aligholizadeh Firozjaei, Ghadami, Ramezanzadeh Lasboyee, 2010; Gabriel Brida, Disegna, & Osti, 2014; Mohamadpor et al., 2016). Local residents are at the center of the decision-making and planning process for this industry (Gabriel Brida et al., 2014; Mohamadpor et al., 2016). Interactions between tourists and residents and the support provided by the host community are known as important factors in the development of successful and sustainable tourism (Gursoy, Boğan, Dedeoğlu, & Çalışkan, 2019). Many researchers believe that the attitude and perception of residents (Khoshkam, Marzuki, & Al-Mulali, 2016; Wang, 2019; Zhuang, Lin, & Li, 2019) and assessing the quality of support provided by host communities can have significant impacts on the success of tourism development programs (Wang, 2019; Zhuang et al., 2019). Numerous studies have been conducted on the residents' perceptions of the impacts of tourism and the support of host communities for tourism development. Many theories and conceptual models have been used to study the attitude and behavior of local residents towards tourism (Gursoy et al., 2019). These models

included Community Attachment (Long & Kayat, 2011; Woosnam, 2011); Power Theory, Stakeholder Theory (Gursoy et al., 2019; Long & Kayat, 2011) Growth Machine Theory (GMT), Social Exchange Theory (SET) (Abedtalas, Tobrak, & Sercek, 2016; Long & Kayat, 2011; Gursoy et al., 2019; Woosnam, 2011), Doxey's Irridex Model (1976), Tourism Area Life Cycle (TALC) (Butler, 1980); Social Representation Theory, Dependency Theory, Identity Theory, Theory of Planned Behavior (TPB) (Abedtalas et al., 2016) and Segmentation Approach (Aligholizadeh Firozjaei et al., 2010). The Butler and Doxy Tourism Destination Life Cycle Model is a reflection of residents' perceptions of tourism. According to this framework, residents' attitudes towards tourism will change as tourism develops. Also, according to this model, communities have a certain capacity to attract tourists. Although these frameworks are useful criteria for assessing community attitudes at specific stages of tourism development, they have some drawbacks and ignore facts such as residents' different reactions to tourism development, the effect of different factors on residents' perceptions, as well as residents' heterogeneity in terms of attitude (Long & Kayat, 2011). Most of these frameworks also consider the relationship between tourists and residents cursory, and no agreement has been reached on the severity and direction of the determinants of tourist behavior (Zhang, Ghoochani, Pan, & Crotts, 2016). In the Theory of Planned Behavior (TPB), an advanced version of the theory of rational action, internal factors such as individual attitudes toward behavior, subjective norms and perceived behavioral control are among the determinants of tourism support; however, this theory has not been extensively tested in the context of tourism support (Abedtalas et al., 2016). Social Exchange Theory is the most common theory of residents' reaction to tourism development (Adeyinka-Ojo, Khoo-Lattimore, & Nair, 2013; Aligholizadeh Firozjaei et al., 2010; Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017; Stylidis et al., 2014). This theory is summarized by Perdue, Long & Allen (1990) as a proper framework (Ap, 1992; Waitt, 2003) for investigating the relationship between the residents' perceptions and attitudes towards tourism impacts and residents' support for tourism development. This theory is based on the principle that human beings seek reward and avoid

punishment and take action with the expect of gaining profit (Choi, 2013; Proyrungroj, 2017). Therefore, social interaction is considered as the exchange of resources, and people will exchange if its benefits outweigh its costs (Proyrungroj, 2017; Stylidis et al., 2014). Social Exchange Theory from the perspective of tourism development shows that residents' perceptions of tourism development affect their level of support (García, Vázquez, & Macías, 2015; Stylidis et al., 2014; Woo, Kim, & Uysal, 2015). According to this theory, factors affecting residents' perceptions of tourism impacts can be categorized into internal and external dimensions. The external dimension refers to the levels of tourism activities and the internal dimension refers to the characteristics of the host community (Del Chiappa, Lorenzo-Romero, & Gallarza, 2016; Khoshkam et al., 2016). In the internal dimension, tourism has influenced each member of the host community differently, so that personal experiences of the positive and negative impacts of tourism can influence the attitude of residents towards tourism development (Khoshkam et al., 2016). However, this theory also has its own drawbacks. This theory emphasizes the economic impact on the attitude of residents. Nevertheless, according to the results of some studies, despite expecting the neutral attitude of the residents without benefiting tourism advantages, some of them have a positive or negative attitude towards tourism. Therefore, non-economic factors are also important in the social exchange and attitude of residents towards tourism (Maruyama, Keith, & Woosn, 2019). Hence, some scholars have emphasized the importance of combining social exchange theory (SET) with other theoretical frameworks to achieve a broader approach (Abedtalas et al., 2016; Maruyama et al., 2019).

Some scholars have used the social exchange practice model. This model is on the basis of the exchange relationships concept in which understanding the positive impacts of tourism encourages the community to support and participate in tourism activities, while perceiving the negative impacts inhibits residents from supporting tourism development (Choi, 2013; Gursoy et al., 2019; Mcgehee, & Andereck, 2004; Rasoolimanesh et al., 2017; Woo et al., 2015; Zaidan, 2016). Some researchers also use social representation theory (SRT) as an alternative or complement to social exchange theory. This

means that despite the dominance of social exchange theory, there is no agreement on it. According to the theory of social representation, attitudes reflect true social representations that are widely used in society. This theory examines the perception of the nature of phenomena and the cause of events. This theory has been used and supported by myriad studies. However, it does not have clear and integrated dimensions (Abedtalas et al, 2016). The importance of paying attention to residents' perceptions of the impacts of tourism on sustainable tourism development at destination has led many researchers to study the perceived impacts of tourism on residents (Jani, 2018). Residents' perceptions of the impacts of tourism (costs and benefits) are divided into economic, social, cultural and environmental dimensions (Abedtalas et al., 2016; Long & Kayat, 2011), which in turn influences the residents' support for tourism development (Long & Kayat, 2011) and reflects the three-dimensional line of sustainable tourism. These three dimensions differ in terms of strength and direction for different residents in the same destination and are usually used to explain the perceived impacts of tourism on residents (Jani, 2018). By reviewing the theoretical foundations of tourism, it can be stated that this research has taken a new approach to the theory of social exchange and investigated the perception of tourism impacts in terms of the costs and benefits of the three economic, social and environmental dimensions and the support due to these perceptions in such a way that the host community will be discouraged or perhaps suppressed of tourism development if they consider its costs and threats, while they will support it if they consider tourism benefits.

2.2. Theoretical background of the research

The phenomenon of tourism and its continuous growth accompanies with its different perceptions of local residents. Numerous research has studied the residents' perceptions of the impacts of tourism (Jurowski & Brown, 2001; Lin, Wang, & Yeh, 2019; Mohamadpor et al., 2016; Stylidis et al., 2014). Perceptions of economic benefits (such as income generation through selling rural products, income generation through the sale of food from the supermarkets, increasing purchasing power of local residents and self-employment) were found to be effective on residents' attitudes toward tourism development, while the results of a study by Choi (2013) indicated that negative economic impacts

such as income gap and seasonality of income were perceived by residents in tourism areas. Some studies also investigated residents' perceptions of the social impacts of tourism. These studies have highlighted issues such as the sense of pride and cultural honor (Andereck, Valentine, Knopf, & Vogt, 2005; Choi, 2013; Mohamadpor et al., 2016; Woo et al., 2015), the sense of place attachment (Andereck et al., 2005), the authenticity of the indigenous culture (Gabriel Brida et al., 2014), the diversity of cultural activities (Mohamadpor et al., 2016), the level of residents' participation, cultural experiences (Pavlic, Portolan, & Puh., 2015) as well as abnormalities such as addiction (Lin et al., 2019; Tichaawa, & Mhlanga, 2015), crime (Jurowski & Brown, 2001; Mcgehee & Andereck, 2004; Mohamadpor et al., 2016; Pavlic et al., 2015; Stylidis et al., 2014; Tichaawa, & Mhlanga, 2015), and local conflicts (Lin et al., 2019; Pavlic et al., 2015). The results of some other studies also indicate the perception of environmental impacts such as pollution (water, soil, sound) (Stylidis et al., 2014; Tichaawa, & Mhlanga, 2015) soil erosion, invasion of protected areas in the village (Tichaawa, & Mhlanga, 2015) scattering rubbish (Amini, Bakhty, & Babajamali., 2015) and causing traffic in the village (Lin et al., 2019; Stylidis et al., 2014). Based on studies, some issues such as rural housing reinforcement (Gabriel Brida et al., 2014; Mcgehee, & Andereck, 2004), expanding space and public places (Choi, 2013), providing welfare services (Choi, 2013; Gabriel Brida et al., 2014) and creating the incentive to repair traditional houses (Lin et al., 2019) are mentioned by rural residents as favorable environmental impacts.

Various studies have been carried out to investigate local residents' support for tourism development and the factors affecting host community's support. In this regard, the results of AbdolManafi and Azkia's research (2011) highlighted the importance of the involvement of local people and relevant authorities in protecting the global environment, cultural and natural heritage. Stylidis et al. (2014) found that residents' perceptions of the impact of tourism on residents' level of support were significant. The findings of Khoshkam et al. (2016) indicated a positive and direct relationship between the perceptions of development and residents' attitudes towards tourism development in Anzali Wetland.

According to the results of Choi's (2013) research, the economic impacts of tourism are more favorably perceived by those who benefit from its social and cultural conditions. This perception contributes to local residents' support for tourism development, even if they have a negative perception of environmental impacts. Aligholizadeh Firoozjaie and Ghanbarzadeh Ashari (2016) assessed rural residents' support for rural tourism development in the villages of forest regions and their effective factors. According to the results, residents were highly supportive of tourism development. In this study, residents' attitude to the social and economic impacts of tourism had a direct and significant impact, and their attitude to environmental impacts had a negative and significant effect on the level of residents' support for tourism development. In a study of factors affecting rural residents' support for tourism, Mcgehee and Andereck (2004) found that personal tourism benefiting in the form of positive and negative tourism impacts leads to support and expansion of tourism among Arizona residents. The results of the study by Lin et al. (2019) indicated high support of residents for tourism development when they perceived positive impacts and their low support while perceiving negative impacts of tourism. Abdolahi et al. (2016) found that residents' support for tourism development was above average. In this study, economic and environmental impacts were significant predictors of residents' support for tourism development, whereas socio-cultural impacts were not predictable for residents' support for tourism development. Mohamadpor et al. (2016) studied the role of host communities in supporting the tourism development in Gilan Province. Based on the results, tourism satisfaction and social dimensions are the most important factors affecting the support or lack of support of the host community, respectively. Nevertheless, the quality of tourist-host interactions is reduced if the inhabitants of the tourism target villages perceive the existence of tourists as causing damage to the physical and social environment. In this regard, Aligholizadeh Firozjaei et al. (2010) stated in their research that the level of support of residents depends on the level of tourism development. The results showed a significant difference in the nature of the villagers' attitude and tendency towards tourism. In addition, coastal villages in which residents had

a stronger perception of the negative impacts of tourism were less supportive of tourism development rather than offshore villages. Gabriel Brida et al. (2014) and Donny Sita and MohdNor (2015) described the residents' perceptions of the economic, environmental, and socio-cultural impacts on their support for local tourism policies. Residents perceiving tourism as positive have a greater tendency to support tourism development policies; on the contrary, residents with a negative perception of tourism costs and benefits were preventing further tourism development. Therefore, it could be stated that those who directly benefited from tourism and were more satisfied with tourism expressed more support for this industry (Campón-Cerro, Folgado-Fernández, & Hernández-Mogollón, 2017; Jeon, Kang, & Desmarais, 2016). Andereck et al. (2005) also studied the residents' perceptions of the impacts of tourism on local communities. Based on the results, local residents benefiting from tourism perceived more positive impacts; however, they did not differ from other residents in terms of their perceptions of the negative impacts of tourism. Furthermore, the results of the research by Gabriel Brida et al. (2014) indicated the negative perceptions of the local residents toward the tourism impacts and consequently their less support for increase in the number of tourists. Lalith Chandralal (2010) also studied the impacts of tourism and community attitude towards

tourism in Sri Lanka and noted that there is considerable support for the development of tourism and the increasing number of trips. Jurowski and Brown (2001) compared the views of involved and uninvolved citizens on the issues of tourism development. The results showed that tourism had both positive and negative benefits for the host community, and there was a statistically significant difference in the support of these two groups. Tichaawa and Mhlanga (2015) found that local residents of Victoria Falls, Zimbabwe supported tourism development. Woo et al. (2015) found that quality of life was an effective predictor of tourism development support. The research results of Campón-Cerro et al. (2017), Pavlic et al. (2015), and Diniz et al. (2014) indicated greater residents' support for tourism development by improving the perceptions of quality of life. Thus, it is clear that a more favorable perception of the economic, socio-cultural and environmental impacts leads to greater support (Stylidis et al., 2014) and the negative perceptions of residents will nullify the positive impacts of tourism (Chili, 2015). Therefore, investigating the residents' attitude towards tourism development can help to improve the management of tourism destination (Lundberg, 2015). In this regard, the perceived economic, social and environmental impacts and residents' support are illustrated in Figure 1.
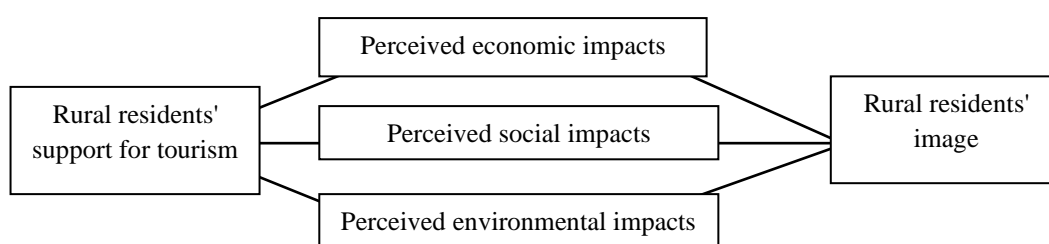
Figure 1. Perceived economic, social and environmental impacts and residents' support
(Adapted from Homsud & Promsaard, 2015)

3. Research Methodology
3.1. Geographical Scope of the Research
Firoozabad County has two districts including Central and Meymand and 5 rural districts (Statistical Center of Iran, 2016). This county has natural, rural, nomadic (Aliyari et al., 2019) and geotourism attractions. As the first major capital of Sasanian Dynasty, it has many historical and

architectural monuments (Badri & Shoaei, 2011). In the Central District of this county, there are three tourism target villages (see Figure 2) which have cultural attractions such as Ardeshir Babakan Palace, Naghshe Pirozi, Qalah-e Dokhtar, Coronation of Ardeshir Babakan, the ancient city of Gur, Minar Monument, Mehr Narseh Bridge and natural attractions such as springs, waterfalls, agricultural fields, Murdestan, Tangab Dam,

Kherqeh, Padena Forbidden Hunting Area, Konar Siah Salt Dome and Hanifghan. According to the statistics of the Cultural Heritage Organization and the statements of the rural managers, about 5,000 local and foreign tourists travel to these villages annually to benefit from the tourist attractions (Aliyari et al., 2019). In these villages, there are tourism facilities and service operations such as cafes, restaurants, accommodation facilities, crafts company, canteens, barbecues and sandwich shops and cultural tourism infrastructure such as tourism festivals, libraries, sport grounds, rural gardens and local clothing stores (Aliyari & Sharifzadeh, 2017), which besides social activities such as traditional and indigenous games, folk dances, traditional and local food offerings, and

handicrafts faires such as *Jouval, Baladan, Tirdan, Chante, Mafrash, Mahle Sazi, two-layer sewing, Gabbeh, carpet, Jajim*, etc. are offered to tourists (Aliyari et al., 2019). However, the distribution of tourism facilities and services among the tourism target villages is not equal, while Atashkade Village has the highest and Roozbedan Village has the least facilities and services (Aliyari & Sharifzadeh, 2017). The three tourism target villages in the central district of the county are shown in Figure 2, which includes the villages of Atashkade and Moshkan from Ahmadabad rural district and the village of Roozbedan from Jaydasht rural district (Statistical Center of Iran, 2016).
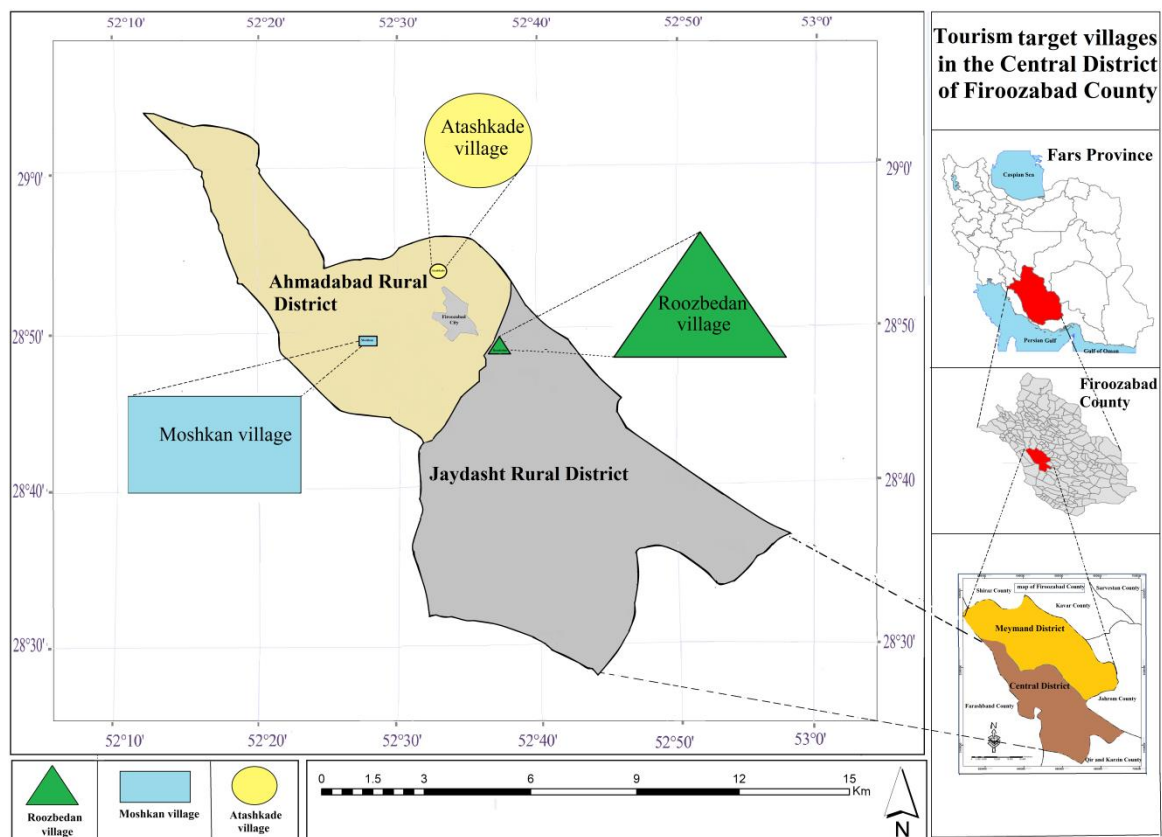
Figure 2. The map of Central District of Firoozabad County
(Source: Statistical Center of Iran, 2016)

3.2. Methodology

The present study is a descriptive-analytical survey. The purpose of this study was to measure the level of host community's support for rural tourism development in the central district of Firoozabad County. A researcher-made

questionnaire was used for data collection. The residents' perceptions of the economic, social and environmental impacts of tourism were considered as independent variables and residents' support for tourism development was considered as the dependent variable. The five-point Likert

scale (from strongly decreased (-2) to strongly increased (+2)) was used to determine the effects of the studied indices. In addition, five-point Likert scale (from very low (1) to very high (5)) was used to determine the dependent variable indices. Each variable is listed in Table (1). The statistical population of this study consisted of rural household heads of tourism target villages in Firoozabad County. Based on the 2011 census, 598 resident household heads (villages inlcuding Atashkade, Moshkan and Roozbedan) were identified**.** Simple random sampling was used to administrate the questionnaire. Using Bartlett's table, one percent error rate and t = 2.58, the sample size was estimated (155 households

heads), and the partcipants were interviewed using proportional assignment. In order to determine the conceptual validity of the research instrument, the initial questionnaire was distributed among the specialists and was corrected according to their suggestions. To determine the reliability of the research instrument, a pre-test (38 participants out of the statistical population) was conducted. Cronbach's alpha coefficient was calculated, which showed that the reliability of all constructs was appropriate and acceptable. The operational definitions for the research variables are given in Table (1).

Table 1. The studied indices and Cronbach's alpha coefficient for the research variables
(Source: Research findings using: Aligholizadeh Firozjaei, Ghadami, Ramezanzadeh lasboyee, 2010, p. 37; Jurowski & Brown, 2001; Bagri & Kala, 2016; Choi, 2013; Mcgehee & Andereck, 2004; Pavlic, Portolan, & Puh, 2015, p. 267; Woo, Kim, & Uysal, 2015; Garau-Vadell, Gutierrez, Tano, & Diaz-Armas, 2016; Muresan, Oroian, Harun, Arion, Porutiu, Chiciudean, Todea, & Lile, 2016)

Dimensions	Components	Cronbach's alpha
Perception of Social impacts	Positive attitude of villagers towards the region, the sense of pride and cultural honor, place attachment, return of rural immigrants, village fame, power of social groups and family structure in the village, authenticity of indigenous culture, commodification of host culture, local language and dialect of villagers, increasing crime, cynicism about strangers' culture, local conflicts in the village, conflict between native residents and tourists, social inequalities, women's insecurity, diversity of cultural activities, social security, residents' level of participation, level of public welfare, confidence in villagers, suitable context to introduce village culture to others, cultural identity, interaction with neighboring areas, villagers' cultural experiences, more unity among the villagers, level of education in the village, type of clothing and local clothes, changing food consumption patterns, unauthentic architecture of tourist second homes, consumerism, the performance of rural manager and rural council, rural marriage style, and architectural style.	0.89
Perception of Economic impacts	Income generation by selling rural products, self-employment, income generation by selling food in supermarkets, increasing the purchasing power of local residents, permanent employment, private sector investment, income generation by renting house, rising the prices of land and estate, income generation by construction, reducing unemployment, public sector investment, service sector employment, price of goods and services, food price, land speculation, industry sector employment, agricultural sector employment, false employment, income gap, seasonality of income, and traditional jobs.	0.868
Perception of environmental impacts	Soil pollution in village, scattering rubbish in the village, noise pollution in the village, excessive consumption of natural resources by tourists in the village, soil erosion in the village, water pollution in the village, air pollution, incidence and spread of diseases, disrupting the natural process of living, providing educational services, quality of house building, health services, expanding space and public places, providing welfare services, incentives to repair traditional houses, expanding green spaces in the village, internal passages and communication roads in the village, invasion of protected areas in the village, damage to the historical and natural attractions of the village, overcrowding of recreational facilities in the village, abuse of heritage, traffic in the village, awareness of the residents about the natural and cultural environment of the village, creating illegal construction in the village, changing the use of land and gardens in the village, changing in the combination of the products in the area, and pressure on facilities.	0.853
Support	Tourism attraction support, development support, extensional and promotional support, financial and investment support, and infrastructural support (providing facilities and services for tourists).	0.701

4. Research Findings
### 4.1. Measuring residents' support for tourism

Table 2 shows the average dimensions of the level of residents' support for tourism in the studied area. The results show that residents' support for tourism has a mean score of 4.1 and a standard deviation of 0.549. Therefore, the level of residents' support for tourism is high in the studied area. Regarding components related to tourism perception, social components with a mean score of 0.292 and a standard deviation of 0.433 and economic components with a mean score of 0.28 and a standard deviation of 0.39 were more favorable than environmental constructs with a mean score of -0.088 and a standard deviation of 0.309. Therefore, the residents had a more favorable assessment of the social and economic impacts of tourism and a less favorable assessment of the environmental impacts of tourism. In order to objectively analyze the level of tourism support, the K-means cluster analysis method was used, which is one of the effective and practical methods to create homogeneous classes in society (Bin Mohamad, & Usman, 2013). Therefore, first, the data became standardized through a scaling free technique (Tanioka & Yadohisa, 2012) to ensure uniform weight for each variable in the development process of the classification system and improve the accuracy of the algorithm cluster (Ismail, Nayan, & Ibrahim, 2016). Accordingly, the residents were divided into two groups of committed and passive supporters (see Figure 3).

Table 2. Descriptive findings
(Source: Research findings, 2018)

Components	N	Minimum	Maximum	Mean *	Std. Deviation
Economic	155	-0.57	1.19	0.28	0.39
Social	155	-0.54	1.57	0.29	0.43
Environmental	155	-0.74	1.33	-0.08	0.3
Support	155	3.0	5.00	4.1	0.54

*The mean score range for the perception of economic, social and environmental impacts is -2–+2 and for the support variable is 1-5.
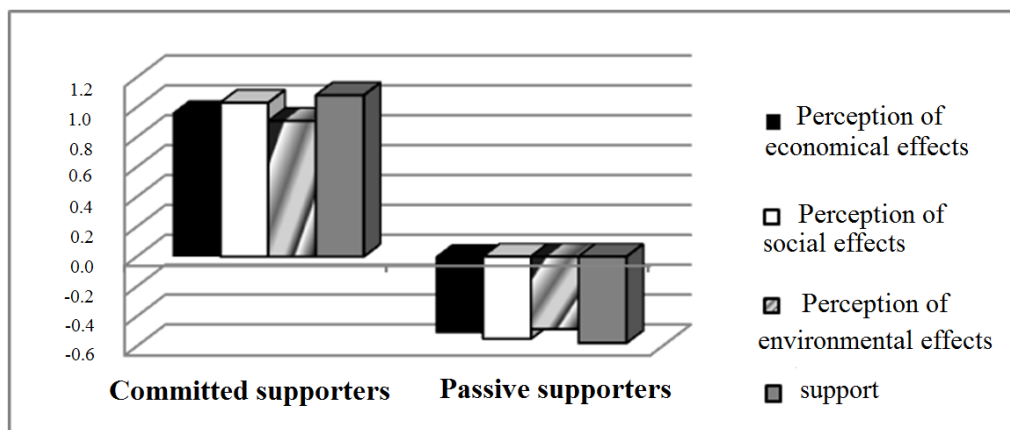
Figure 3. The classification of the host community based on the degree of tourism support
(Source: Research Findings, 2018)

As shown in Figure 3, committed rural tourism supporters consisted of 54 household heads with a positive perception of the triple economic, social and environmental impacts of tourism. Interestingly, they had cognitive, attitude and behavioral support as compared with the passive supporters. Passive supporters of tourism also included 101 rural household heads with lower mean scores on the above-mentioned characteristics. The results of the mean comparing test in Table 3 also indicate that the members of the two clusters had significantly different perceptions about economic (p<0.01 and t=12.36), social (p<0.01 and t=14.25) and environmental

(p<0.01 and t= 11.063) impacts of tourism. Passive supporters (with a mean score of 0.078 and a standard deviation of 0.27) have a more unfavorable perspective than committed supporters in terms of economic impacts of tourism (with a mean score of 0.659 and a standard deviation of 0.293). Furthermore, the passive supporters (with a mean score of 0.054 and a standard deviation of 0.272) perceived the social impacts of tourism less favorable than committed supporters (with a mean score of 0.738

and a standard deviation of 0.306). In addition, passive supporters (with a mean score of -0.238 and a standard deviation of 0.221) had more unfavorable attitudes than committed supporters in terms of the environmental impacts of tourism (with a mean score of 0.193 and a standard deviation of 0.264). Therefore, the passive supporters had a more unfavorable view than committed supporters in terms of the economic, social and environmental impacts of tourism.

Table 3. The mean comparison test of perceived utility of tourism impacts in terms of host community support
(Source: Research Findings, 2018)

factors	Committed supporters		passive supporters		t statistics	Sig.
	Mean *	SD	Mean *	SD		
Economical	0.659	0.293	0.078	0.27	12.367	0.001
Social	0.738	0.306	0.054	0.272	14.256	0.001
Environmental	0.193	0.264	-0.238	0.211	11.063	0.001

*The mean score ranged from -2 to +2

In this study, binary logistic regression analysis was used to identify the most important factors affecting support for tourism. This regression is a completely quantitative method that identifies the effect of each independent variable quantitatively

through the coefficients as well as the antilogarithmic coefficients (Arabameri, Shirani, & Tazeh, 2017). Table (4) shows the coefficients of the effective factors in the logistic regression method.

Table 4. Factors Affecting Tourism Support (Logistic Regression Method)
(Source: Research Findings, 2018)

	Symbol	B	S.E	Wald	df	Sig
Economical	x_1	8.659	2.542	11.602	1	0.001
Social	x_2	10.661	3.13	11.601	1	0.001
Environmental	x_3	7.683	2.547	9.098	1	0.003
Constant	x_4	-7.065	1.928	13.43	1	0.001
Chi- Square		168.414			3	0.001
Hosmer and Lemeshow Test Chi-square		1.238			8	0.996
Nagelkerke R Square		0.913				

According to the data presented in the above table, Nagelkerke R Squared coefficient of determination value (0.913) indicates the accuracy of the model, which represents that 91.3% of the variability of the dependent variable is explained by independent variables. The probability value of Hosmer-Lemeshow's statistic is 1.238 (higher than the significance level of 0.05), indicating the validity of the model accordingly. Therefore, with 95% confidence, the model is in good agreement with the actual observations (goodness of fit of the model is confirmed). In order to determine the effect of the independent variables on the

dependent variable and the degree of fitting of the whole model, Wald test was used. Accordingly, three variables including the perception of social, economic and environmental impacts (with Wald statistic value less than 0.05) can explain the dependent variable, respectively (Adab, Atabati, Armin, Zabihi, & Dehqani, 2018) and all the three variables affect the level of tourism support.

Table 5. Classification to determine the accuracy of the level of tourism support among participants
(Source: Research Findings, 2018)

Predicted based on the amount of support	G1	G2	Total	Percentage correction
	Number of respondents			
Committed supporters	50	4	54	92.6
Passive supporters	3	98	101	97.0
Total percentage				95.5

Based on the results shown in Table 5, 95.5% of the cases are accurately categorized into two groups of committed and passive supporters regarding their level of tourism support. The model accuracy is also confirmed by the ROC curve.

5. Discussion and conclusion

Tourism development needs the support of local residents in this way, because the lack of support of the local community will discourage tourists from returning to the area and disposing them to negative advertising as a result. The present study investigated the extent of residents' support for tourism and the effective factors. The results of this study showed that the residents are divided into two groups of committed and passive supporters based on their status of tourism support. The level of the residents' support for tourism development is above average ($\bar{x}$= 4.1). These results are in line with research findings (Abdolahi et al., 2016; Lalith Chandralal, 2010; Mcgehee & Andereck, 2004; Tichaawa & Mhlanga, 2015) which somehow emphasize the level of residents' support for tourism development. The results of the logistic regression model also showed that the perceptions of social, economic and environmental impacts are directly predictors of residents' support for tourism development. The function derived from this model at 95.5% can classify support levels accurately. Also, in this study, social impact perception (with a coefficient of 10.661) was identified as the most important predictor of residents' support for tourism development. Since this coefficient is positive, it can be stated that rural residents' perception of social impacts has a significant positive impact on their level of support for tourism. These results are consistent with the findings of Pavlic et al. (2015) that somehow highlight the significance of social impacts on the local people's support. On the other hand, the results are inconsistent with the results of the study by Abdolahi et al. (2016) on the

inability of socio-cultural impacts to predict residents' support for tourism development. After social impacts, economic impacts (with a coefficient of 8.659) have a positive and significant effect on the amount of rural residents' support for tourism, which is in accordance with the results of the research by Andereck et al. (2005). Finally, environmental impact perception has a positive and significant effect on the support of residents in the studied area. These results are in line with research by Stylidis et al. (2014), indicating that the residents' perceptions of tourism impacts and residents' level of support are significant.

Based on the results, rural residents in the studied area have mainly perceived positive economic, social and environmental impacts; therefore, high level of tourism support is a function of this positive perception. These results are in accordance with the research by Gabriel Brida et al. (2014), explaining that residents with a positive perception of tourism impacts are more willing to support tourism development policies. It is also consistent with the research results of Aligholizadeh Firozjaei et al., (2010). They discuss that increasing the amount of negative impacts of tourism development as compared with the benefits, will decrease community support. According to research findings by Donny Sita & MohdNor (2015), residents with positive perceptions of tourism will support its further development, while residents with negative perceptions of tourism costs and benefits will prevent tourism development. Based on the results of this research, the following suggestions are recommended:

Given the importance of perceiving the economic impacts on rural residents' support for tourism, it is suggested that more local people be involved to benefit from tourism industry. Entrepreneurship training in this area is also recommended to create a positive viewpoint to tourism through regular meetings to familiarize residents with how other communities are reaping the benefits of tourism in

terms of the potentials in the region. It is also recommended that locals be encouraged to take a spontaneous step in promoting handicrafts and rural products and holding exhibitions and festivals to promote cultural and handicraft products and earn money.

Considering the importance of perceiving the social impacts on the local residents' level of support for tourism, it is suggested that handicraft stands be held for cultural exchange with tourists.

It is also recommended that the training and motivational context needed to motivate (transform) passive supporters into committed supporters be provided.

Considering the significance of environmental impact perception on the extent of support provided by local residents, it is suggested that training programs be developed to culturise tourists in order to reduce negative footprints on the rural landscape. Agricultural tourism can be highlighted to exploit the landscape, farmland and rural gardens, which not only reduces tourism-related pollution and prevents farms destruction, but also it provides a source of income for villagers and more support of local residents for tourism.

Finally, it is also recommended that some programs be developed to support and strengthen tourism businesses through executive agencies and provide not only facilities and services (such as insurance, loans, etc.), but also job security and expand such occupations to those employed in the tourism sector.

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سنجش میزان حمایت جامعه میزبان از توسعه گردشگری روستایی
(مطالعه موردی: بخش مرکزی شهرستان فیروزآباد)

ویدا علی‌یاری[1] - مریم شریف‌زاده[*2] - ندا علی‌یاری[3]

۱ - دانشجوی کارشناسی ارشد توسعه روستایی، دانشکده کشاورزی، دانشگاه یاسوج، یاسوج، ایران.

۲ - دانشیار گروه مدیریت توسعه روستایی، دانشکده کشاورزی، دانشگاه یاسوج، یاسوج، ایران.

۳ - دانشجوی دکترای توسعه کشاورزی، دانشکده کشاورزی، دانشگاه یاسوج، یاسوج، ایران.

چکیده مبسوط

۱. مقدمه

صنعت گردشگری به‌عنوان بزرگترین و مهم‌ترین صنایع در جهان چشم‌انداز بسیار امیدوار کننده‌ای دارد. توسعه گردشگری به عنوان راه حلی برای احیای اقتصاد یک مقصد، چه روستایی و چه شهری، شناخته شده است. بسیاری از جوامع روستایی گردشگری را عاملی مهم در تأثیرگذاری بر اقتصاد روستایی می‌دانند. با این حال، صنعت گردشگری به شدت به حسن نیت، مشارکت و پشتیبانی ساکنان محلی وابسته است. چرا که این افراد به عنوان جزء جدایی ناپذیر این صنعت، به‌طور مستقیم بر رضایت گردشگران، هزینه کرد آنان در مقصد گردشگری، تمایل آنان برای بازگشت در منطقه هزینه و تمایلات برای بازدید دوباره گردشگران و توصیه مقصد به دیگران تأثیر می‌گذارند. مشارکت و حمایت ساکنان محلی برای رشد گردشگری پایدار در منطقه ضروری است و موفقیت این صنعت در گرو حمایت ساکنان از گردشگری است. از آنجا که نگرش ساکنان برای رضایت بازدیدکنندگان و بازدید تکراری ضروری است، تعیین ادراک ساکنان محلی از توسعه گردشگری و تأثیرات آن در موفقیت آتی یک مقصد حیاتی است.

۲. مبانی نظری تحقیق

مطالعات فراوانی پیرامون ادراک ساکنان از اثرات گردشگری و حمایت جوامع میزبان از توسعه گردشگری صورت پذیرفته است. در این مطالعات به منظور بررسی نگرش و رفتار ساکنین محلی نسبت

به گردشگری از نظریه‌ها و مدل‌های مفهومی بسیاری استفاده شده است. این مدل‌ها عبارتند از: نظریه دلبستگی جامعه، نظریه قدرت، نظریه ذینفعان، نظریه ماشین رشد (SRT)، نظریه تبادل اجتماعی (SET)، مدل شاخص رنجش داکسی (۱۹۷۶) مدل چرخه حیات مقصد گردشگری (TALC)، نظریه نمایندگی اجتماعی، نظریه وابستگی، نظریه هویت، نظریه رفتار برنامه‌ریزی شده (TPB). نظریه تبادل اجتماعی رایج‌ترین تئوری در رابطه با واکنش ساکنان نسبت به توسعه گردشگری است. این نظریه به‌عنوان چارچوبی مناسب برای بررسی رابطه بین ادراک و نگرش ساکنان نسبت به اثرات گردشگری و حمایت ساکنان از توسعه گردشگری بکار می‌رود. این نظریه بر این اصل استوار است که انسان‌ها در جستجوی پاداش و اجتناب از مجازات بوده و به انتظار کسب سود به عمل می‌پردازند. لذا تعامل اجتماعی را به عنوان تبادل منابع در نظر گرفته و در صورتی به تبادل می‌پردازند که از مزایای آن بیش از هزینه‌هایش بهره‌مند گردند. نظریه تبادل اجتماعی از منظر توسعه گردشگری نشان می‌دهد که ادراک ساکنان از توسعه گردشگری بر میزان حمایت آن‌ها اثر گذار است. با این حال این نظریه دارای ضعف‌هایی نیز می‌باشد. در این نظریه به تأثیر اقتصادی بر نگرش ساکنان تأکید شده است. لیکن بر مبنای نتایج حاصل از برخی مطالعات، علی‌رغم انتظار نگرش خنثی از ساکنان بی‌بهره از مزایای گردشگری، برخی از این افراد دارای نگرشی مثبت یا منفی نسبت به گردشگری می‌باشند.

*. نویسندهٔ مسئول:

دکتر مریم شریف‌زاده

آدرس: گروه مدیریت توسعه روستایی، دانشکده کشاورزی، دانشگاه یاسوج، یاسوج، ایران

پست الکترونیکی: Email: m.sharifzadeh@yu.ac.ir

لذا عوامل غیراقتصادی نیـز عامـل مهمـی در مبـادلات اجتمـاعی و نگرش ساکنان نسبت به گردشگری محسـوب مـی‌شـود. از ایـن رو، برخی از محققان بر اهمیت ترکیب نظریه تبادل اجتماعی (SET) با دیگر چارچوب‌های نظری جهت دستیابی به رویکردی کلی‌تر تأکیـد نمودند.

۳. روش تحقیق

این تحقیق پیمایشـی بـا هـدف سـنجش میـزان حمایـت ساکنان روستایی از توسعه گردشگری و عوامـل مـؤثر بـر آن در روستاهای هدف گردشگری بخش مرکزی شهرستان فیروزآباد، صورت پذیرفت. جامعه‌ی آماری این تحقیق سرپرست خانوار ساکن در نظر گرفتـه شد که با استفاده از جدول بارتلت، ۱۵۵ خانوار به روش نمونه‌گیری تصادفی ساده مورد مطالعه قـرار گرفتنـد. ابـزار جمـع‌آوری داده‌هـا پرسشنامه‌ای محقق ساخته بود که روایی و پایایی آن مـورد تأییـد قرار گرفت. داده‌ها در طی ماه‌های ژانویه تا آوریل ۲۰۱۷ با اسـتفاده از پرسشنامه‌ای محقق ساخته در قالب مقیـاس لیکـرت جمـع‌آوری شد. تمام تجزیه و تحلیل‌هـا بـا اسـتفاده از برنامـه SPSS صـورت پذیرفت.

۴. یافته‌های تحقیق

نتایج حاصل از این تحقیق نشان داد که ساکنان بر حسب وضعیت حمایت خود از گردشگری بـه دو گـروه حامیـان متعهـد و حامیان منفعل قابل تقسیم می‌باشند و سطح حمایـت سـاکنان از توسعه‌ی گردشگری بالای حد متوسط است ($\bar{x}$=۴/۱). این نتایج با یافته‌های تحقیق عبداللهی، محمودی‌نیا، و محمودی‌نیـا (۲۰۱۶)؛ مـک‌گهی و اندرک (۲۰۰۴)؛ لالیت‌چاندرالال (۲۰۱۰) و تیچاوا و لانگا (۲۰۱۵) که به نوعی بر سطح حمایت ساکنان از توسعه‌ی گردشـگری تأکیـد نمودند، همسو است. نتایج حاصل از مدل رگرسیون لجسـتیک نیـز نشان داد که ادراک اثرات اجتماعی، اثرات اقتصادی و زیست‌محیطی بـه‌طور مسـتقیم پـیش‌بینـی کننـده‌ی معنـادار حمایـت سـاکنان از توسعه‌ی گردشگری می‌باشند. تابع حاصل از ایـن مـدل در ۹۵/۵ درصد می‌تواند سطوح میزان حمایت را بصورت صحیح انجام دهد.

۵. بحث و نتیجه گیری

از یافته‌های این مطالعه نتیجه گرفته مـی‌شـود کـه ادراک تـأثیرات اجتماعی (با ضریب ۱۰/۶۶۱) به‌عنوان مهم‌تـرین عامـل پـیش‌بینـی کننده‌ی میزان حمایت ساکنان از توسعه‌ی گردشگری شناخته شد. بنابراین ادراک مثبت از اثرات اجتماعی نقـش مهمـی در حمایـت سـاکنان از توسـعه گردشگری ایفا مـی‌کنـد و افـزایش در اثـرات اجتماعی، بیشترین تأثیر را بر ایجاد پشتیبانی محلی خواهد داشت. بنظر می‌رسد که اهمیت اثرات اجتماعی به فرهنگی کـه از قومیـت مردم منطقه نشأت گرفته برمی‌گـردد کـه خـود نیـز بـه آن مفتخـر بودند. چرا که ساکنان منطقه دارای قومیـت تـرک قشقایی بـوده و اصول اجتماعی را مربوط به فرهنگ و قومیت خود دانسته و بـه آن پای‌بند بودند. آن‌ها ترویج فرهنگ و حفظ هویـت خـود را مرهـون گردشگری دانسته، چرا که فرهنگ در انزوا از رشد بازمانده و با ارئه فرهنگ بومی بـه گردشـگران تقویـت مـی‌گـردد. لـذا ادراک اثرات اجتماعی در این منطقه در حمایـت سـاکنان از توسعه گردشگری نقش مهمی دارد. سپس، اثرات اقتصادی (بـا ضـریب ۸/۶۵۹) دارای تـأثیر مثبـت و معنـادار بـر میـزان حمایـت سـاکنان روستایی از گردشگری است. در پایان ادراک اثرات زیست محیطی تأثیر مثبت و معناداری بر حمایت ساکنان در منطقه مورد مطالعـه دارد. بنـابراین ادراک اثرات زیست‌محیطی با تأخیر بر حمایت ساکنان اثر می‌گذارد و این عامل به نسبت سایر عوامل نمـود نـاملموس‌تـری بـر حمایـت ساکنان داشـته اسـت. ایـن تحقیـق نشـان داد کـه ادراک مثبـت از گردشگری معمولاً با سـطح بـالایی از سـاکنان پشـتیبانی از توسـعه گردشگری همراه اسـت. یافتـه‌هـای ایـن تحقیـق از نظریـه تبـادل اجتماعی حمایت می‌کند. بنابراین ضروری است دیـدگاه سـاکنان روستایی را از توسعه گردشگری افزایش دهیم، چرا که بر حمایت از توسعه گردشگری تأثیرگذار است.

کلیـدواژه‌ها حمایت، جامعـه میزبـان، گردشـگری روستایی، شهرستان فیروزآباد.

تشکر و قدردانی

Food Security Status among Rural Households in Sarpolzahab and its Association with Socio-Economic and Agricultural Factors

Saeed Mahmoudi[1]- Mahmoud Khoramivafa[2] - Moslem Hadidi[3]- Maryam Ahmadi[*4]- Amir Jalali[5]

1- Lecture in Psychiatric Nursing, Substance Abuse Prevention Research Center, Kermanshah University of Medical Sciences, Kermanshah, Iran.
2- Assistant Prof. In Agronomy and Plant breeding, School of Agriculture, Razi University, Kermanshah, Iran.
3- Lecture in GIS, Academic Center for Education, Cultural and Research, Jihad Daneshgahi, Kermanshah, Iran.
4- Lecture in Rehabilitation Center of Imam Ali Cardiovascular Hospital, Kermanshah University of Medical Sciences, Kermanshah, Iran.
5- Lecture in Psychiatric Nursing, Substance Abuse Prevention Research Center, Kermanshah University of Medical Sciences, Kermanshah, Iran.

Abstract

Purpose- Food security (FS) is defined as sustainable access to safe and nutritious food for a healthy and active life. The present study was designed to investigate and determine FS status of rural households and the relevant influential factors. It was conducted on 432 rural households in six subdistricts of two districts of Sarpolzahab, West of Iran, in 2016 .

Design/methodology/approach- The samples were selected using random cluster sampling, and FS status was assessed using United States Department of Agriculture (USDA) household FS questionnaire. Therefore, both socio-economic questionnaire and the household FS questionnaire were completed during a face to face interview. Data were analyzed using the statistical software package SPSS-22. Chi-square, Mann-Whitney, Kruskal-Wallis, and forward multiple logistic regression were used for data analysis.

Findings- Prevalence of food insecurity (FI) in all of the surveyed households was 65.3%, and household FS status between the subdistricts had a significant difference ($P< 0.01$). The results of the study showed that the prevalence of FI in the subdistricts of Posht-Tang and Sarab (83.3% and 76.4%, respectively) was higher than other subdistricts. Number of household's members, land ownership, education of household's head, activity status, and household's income had significantly relationship with household FI ($P< 0.01$).

Practical implications- The high prevalence of FI is a major threat to the abnormal utilization of environmental resources in this realm. Therefore, given the impact of horticultural activities and diverse cultivation on household FS, macro and regional policies should be provided to increase the diversity of products through agroforestry and intercropping.

Original/value- This research presents the basic information on the FS status of rural households in Sarpolzahab and some related socio-economic factors the results of which can help planners and managers to implement interventions to improve the FS and welfare of rural households.

Key words- Food security, Food insecurity, Prevalence, Multiple cropping, Rural households.

Paper type- Scientific & Research.

*** Corresponding Author:**
Maryam Ahmadi, Ph.D.
Address: Rehabilitation Center of Imam Ali Cardiovascular Hospital, Kermanshah University of Medical Sciences, Kermanshah, Iran.
Tel: +98990 213 9948
**E-mail:** m.ahmadi.6393@gmail.com

1. Introduction

Food and nutrition are the basic needs of human community (Bickel, Nord, Price, Hamilton, & Cook, 2000), and food security (FS) is defined as sustainable access to enough food to have an active and healthy life (Anderson, 1990). Therefore, FS in general has two concepts: (1) access to adequate and safe food with good quality, and (2) access to food must be sustainable and food gets through socially acceptable ways (Berry, Dernini, Burlingame, Meybeck, & Conforti, 2015; Nord & Prell, 2011). Food insecurity (FI) occurs when the eligible food is not readily available (De Haen, 2003); In such circumstances, household members begin to reduce the amount of food they need, and they remove some meals due to the lack of access to food.

FI is an influential factor on many important aspects of human life. It has a negative significant impact on the physical and physiological health of humans as well as the individual behavior in the community (Mohammadzadeh, Dorosty, & Eshraghian, 2010). FI, in addition to having a negative impact on the quality of human life (Campbell, 1991; Knowles, Rabinowich, de Cuba, Cutts, & Chilton, 2016), can have many negative consequences such as low self-efficacy in individuals (Martin, Colantonio, Picho, & Boyle, 2016), which greatly increases the importance of its survey. Hence, many studies are focused on examining FS status with the aim of identifying the potential influential factors (Keino, Plasqui, & van den Borne, 2014; Malkanthi, Silva, & Jayasinghe, 2011; Mohammadzadeh et al., 2010; Sharafkhani, Dastgiri, Gharaaghaji, Ghavamzadeh, & Didarloo, 2010) and developed countries (Furness, Simon, Wold, & Asarian-Anderson, 2004; Kirk et al., 2015; Quandt, Arcury, Early, Tapia, & Davis, 2004; Stuff et al., 2003). These studies have identified various factors such as socio-economic, demographic, and political factors as influential factors on household FS status with regard to the purpose of study and proposed recommendations to improve household FS status.

Given that rural communities are more vulnerable than urban communities, FS status in these communities seems to be more fragile, thus, identifying FS status of these communities and determining the factors associated with it are of great importance. Due to soil and water resources, rural areas of Sarpolzahab in Kermanshah Province are important for crop production. Farmers in the area are able to harvest crops twice a year due to hot weather. Therefore, determining FS status of rural household in the area is important, as household FS status can be directly linked to the overuse of environmental resources and it can also be linked to migration and marginalization, which both can threaten the food production and FS of the larger community at the regional level. Therefore, the aim of this study was to investigate FS status and its relationship with socioeconomic factors in the rural households of Sarpolzahab, Iran.

2. Research Methodology
2.1. Geographical Scope of the Research

The study was conducted in rural areas of Sarpolzahab City in Kermanshah Province, West of Iran. Sarpolzahab is located between 34°12'N to 34°41'N and 45°44'E to 46°08'E (figure 1). It consists two administrative districts, the lowest administrative units after the city. The districts altitude is ranging from 438 to 2,556 meters above sea level. There are rivers and streams in these areas serving as water for farming, animal husbandry, and drinking. The area has a semi-arid climate, and the total area is 903.39 km². (Iran Department of Agriculture, 2011). The total population of Sarpolzahab was 85,342 in 2016, about 47% of live in villages. Distribution of rural population among districts are as follows: Central district with a population of 28,452 persons (including subdistricts, Beshiveh: 5,480; Homeh: 8,360; Posht-Tang: 8,156; and Dashte-Zahab: 6,465) and Ghalae-Shahin district with a population of 11,262 persons (including subdistricts, Ghalae-Shahin: 5,291 and Sarab: 5,971). The livelihood of the local people is mainly based on agriculture, livestock, horticulture, or a combination of these activities.
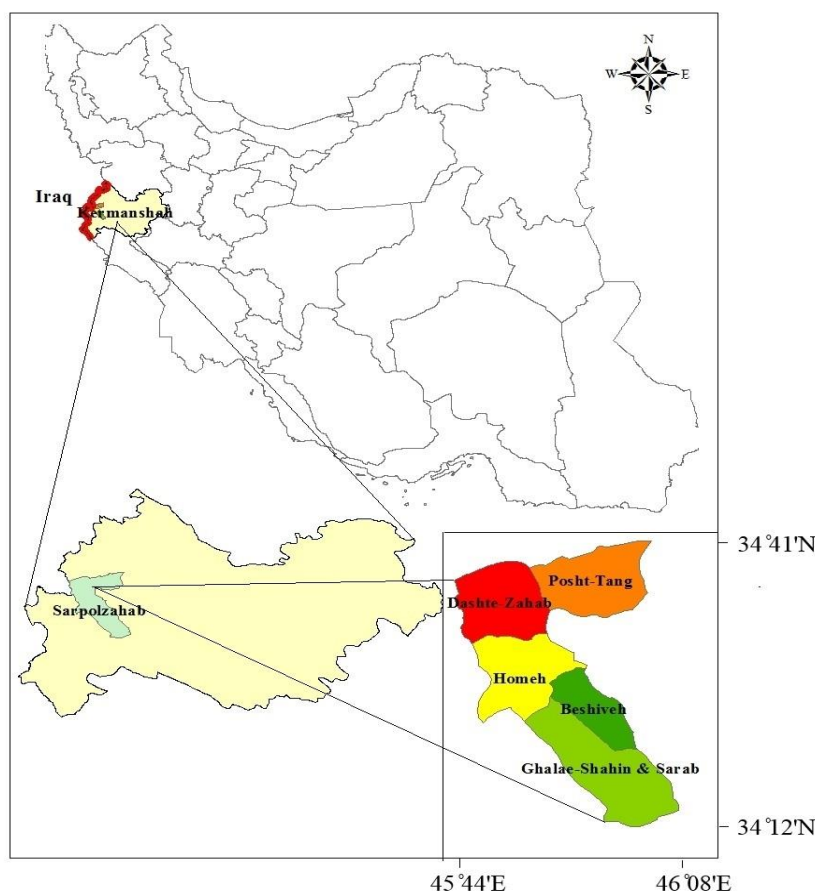
Figure 1. Location of the study area in Kermanshah Province, Western zone of Iran
(Source: Research Findings, 2018)

2.2. Study Sites and Households Selection

The study was conducted from November 2015 to April 2016 in six subdistricts of two districts (Beshiveh, Homeh, Posht-Tang, and Dashte-Zahab subdistricts in central district, and Ghalae-Shahin and Sarab subdistricts in Ghalae-Shahin district) of Sarpolzahab . Since demographic and biophysical characteristics of the two districts were somewhat different, hence, the researchers communicated with regional experts (an expert from each district in Sarpolzahab governorship for general demographic and socio-economic information and two experts from Agricultural Department of Sarpolzahab for general information on the agricultural activities in study area). Therefore, using randomized cluster sampling, six villages were selected from each subdistrict, and twelve families of each village (generally, 432 households) were selected.

2.3. Field Observations and Focused Group Discussions

The aim of field observations was to obtain real information about agricultural activities and household income sources that were mentioned during the interviews. In each of the studied sites (districts), a focused group discussion was conducted to obtain initial data and develop demographic and agricultural information questionnaire. After selecting three villages from each district, nine knowledgeable persons (three persons from each village) were selected using snowball sampling method (Bernard, 2011). In this vein, in each village, three farmers were randomly asked, each of which introduced five knowledgeable persons. As a result, three of the most knowledgeable persons were selected from among 15 persons in each village. Besides,18 knowledgeable people were selected for two sites studied.

2.4. Data collection

This study was a cross-sectional study. Demographic and agricultural data of households were collected using demographic information questionnaire (15 items) and agricultural information questionnaire (10 items), which were designed by the research team according to the information obtained from the

focused group discussion. The household FS status was assessed by United States Department of Agriculture (USDA) household FS questionnaire (18 items) (Table 1). It is an instrument to measure the severity of household food access problems, which is based on household experiences, conditions, and self-reported behaviors collected by an interview with one household member who has enough information (Bickel et al., 2000). FS status for each household was examined by answering 18 questions (10 in households without children). These questions cover a wide range of the severity of food access problems ranging from worrying about running out of food to children not eating for a whole day (Bickel et al., 2000; Wehler, Scott, & Anderson, 1992). In the standard module, all of the questions refer to 12 previous months. Rafiei et al. (2009) in the study conducted on households from all parts of Isfahan, Iran, assessed the internal validity of USDA household FS module in measuring adult and child FI. Their results showed that the module has internal validity to measure FI at the Iranian household level (Rafiei, Nord, Sadeghizadeh, & Entezari, 2009). Finally, the answers to all questions were coded, and the total score of the questionnaire determined the household FS status. For the often/sometimes/never responses, "often" or "sometimes" were coded as affirmative (value = 1), and "never" was coded as negative (value = 0). For yes/no responses, "yes" was coded as 1 and "no" as 0. For "how often?" responses, "almost every month" and "some months" were coded as 1 and "only 1 or 2 months" was coded as 0. The "how often?" follow up items were coded 0 if the base item (i.e., response to the preceding question) was 0, and missing if the base item was missing. Therefore, each household belonged to one of the classes of FS status, including FS, marginal FI, moderate FI, and severe FI (Bickel et al., 2000).

2.5. Statistical analysis

Data were analyzed using the statistical software package SPSS-22. Chi-square test was used to evaluate the difference between the various classes of FS status in each of the study sites. Mann-Whitney and Kruskal-Wallis tests were used to compare the FS status between the districts and the subdistricts, respectively. Spearman's rho test was used to assess bivariate associations. Multiple logistic regression by forward stepwise method was used to determine relationship between FI and socio-economic factors. The significance was measured at level 5% (P< 0.05).

3. Research Findings

3.1. Distribution pattern and Households Characteristics

Of the total 432 households, 66.7% (288 households) of them were selected from central district, while the remaining 33.3% (144 households) were selected from Ghalae-Shahin district. The mean (SD) of the household size was 3.69 (±1.22), and most of the households (77.8%) had four or fewer members. The mean (SD) of the land ownership rate was 3.94 (±3.99) hectares. Most of the studied households had land ownership from 1-3 hectares, however, 13% of the studied households lacked agricultural land ownership. Despite the fact that the income poverty line in Iran is 30 million IRR, the monthly income of most households (67.6%) was equal to or less than 10 million IRR. The general characteristics of the households with respect to the study sites are shown in Table 2.

3.2. Household FS status

Of the total 432 households surveyed, 34.7% (95% CI: 30.3, 39.4) were FS, while the remaining 65.3% (95% CI: 60.6, 69.7) had a level of FI. Of the households with FI (N= 282), 44.4% (N= 125) had marginal FI, 31.5% (N= 89) had moderate FI, and 24.1% (N= 68) had sever FI. The Chi-square test results to assess the difference between the various classes of FS status in each subdistrict showed that there was no significant difference between the various classes of FS status in Posht-Tang subdistrict and in Sarab subdistrict (P< 0.05), but there was a significant difference between the various classes of FS status in each of the other subdistricts (P< 0.05), (see table 3). Household FS status between two districts had no significant difference (p< 0.05), (table 3). In central district, 36.5% of the households were FS, but in Ghalae-Shahin district, 31.3% of the households were FS. The prevalence of marginal, moderate, and severe FI (28.8%, 19.4%, and 15.3%, respectively) was less in central district than Ghalae-Shahin district (29.2%, 22.9%, and 16.7%, respectively), (table 3). Household FS status between the subdistricts had a significant difference (P<0.01), (table 4). The FS in the Homeh and Dashte-Zahab subdistricts (47.2% and 45.8%, respectively) was higher than the other subdistricts. The prevalence of FI in the Posht-Tang and Sarab subdistricts (83.3% and 76.4%, respectively) was higher than the other subdistricts (table 3).

3.3. Bivariate associations

The results of this study showed that there was no significant relationship between household FS status and some of variables surveyed such as, age of household's head and presence of both parents in the family, but there was a significant relationship between FS status and the other variables as it follows.

Household FI had a significant positive correlation with the number of household's members (Correlation Coefficient (CC) = 0.12, P <0.001). Of the total households they had FS, 78.7% of them had four or fewer members ($\leq$ 4) while 21.3% of them had more than four members.

There was a significant negative correlation between household FI and land ownership (CC = -0.29, P < 0.001). The results showed that 45.3% of

the households had more than three hectares of the farmland, 58% of the households they had equal or less than three hectares ($\leq$3) of farmland, and also 96.7% of the households they had no farmland belonged to FI group.

In the current study, household FI had a significant negative correlation with educational level of household's head (CC = -0.21, P < 0.001). The results revealed that 94% of the households heads had no collegiate education and 6% of the households heads had a collegiate educational degree belonged to FI group.

A strong negative significant correlation was observed between household FI and household's income (CC = -0.77, P < 0.001). The results showed that 92.5% of the FI households had monthly income less than 10 million Rials

Table 1. The Original English Version of USDA household FS questionnaire (18 items)

I'm going to read you several statements that people have made about their food situation. For these statements, please tell me whether the statement was often true, sometimes true, or never true for (you/your household) in the last 12 months – that is, since last (name of current month).	
Ten adult items	
Q1	"(I/We) worried whether (my/our) food would run out before (I/we) got money to buy more." Was that often true, sometimes true, or never true for (you/your household) in the last 12 months?
Q2	"The food that (I/we) bought just didn't last, and (I/we) didn't have money to get more." Was that often, sometimes, or never true for (you/your household) in the last 12 months?
Q3	"(I/we) couldn't afford to eat balanced meals." Was that often, sometimes, or never true for (you/your household) in the last 12 months?
Q4a	In the last 12 months, since last (name of current month), did (you/you or other adults in your household) ever cut the size of your meals or skip meals because there wasn't enough money for food? (Yes/No)
Q4b	[IF YES ABOVE, ASK] How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months?
Q5	In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money to buy food? (Yes/No)
Q6	In the last 12 months, were you every hungry but didn't eat because there wasn't enough money for food? (Yes/No)
Q7	In the last 12 months, did you lose weight because there wasn't enough money for food? (Yes/No)
Q8a	In the last 12 months, did (you/you or other adults in your household) ever not eat for a whole day because there wasn't enough money for food? (Yes/No)
Q8b	[IF YES ABOVE, ASK] How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months?
Eight child items	

Q1	"(I/we) relied on only a few kinds of low-cost food to feed (my/our) child/the children) because (I was/we were) running out of money to buy food." Was that often, sometimes, or never true for (you/your household) in the last 12 months?
Q2	"(I/We) couldn't feed (my/our) child/the children) a balanced meal, because (I/we) couldn't afford that." Was that often, sometimes, or never true for (you/your household) in the last 12 months?
Q3	"(My/Our child was/The children were) not eating enough because (I/we) just couldn't afford enough food." Was that often, sometimes, or never true for (you/your household) in the last 12 months?
Q4	In the last 12 months, since (current month) of last year, did you ever cut the size of (your child's/any of the children's) meals because there wasn't enough money for food? (Yes/No)
Q5a	In the last 12 months, did (CHILD'S NAME/any of the children) ever skip meals because there wasn't enough money for food? (Yes/No)
Q5b	[IF YES ABOVE ASK] How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months?
Q6	In the last 12 months, (was your child/were the children) ever hungry but you just couldn't afford more food? (Yes/No)
Q7	In the last 12 months, did (your child/any of the children) ever not eat for a whole day because there wasn't enough money for food? (Yes/No)

3.4 Multiple logistic regression results

Table 5 illustrates the results of multiple logistic regression model on the relationship between FI and socio-economic factors. According to the final model fit, land ownership, educational level of household's head, and head's job status had a significant relationship with FI (P< 0.05).

Table 2. The general characteristics of the households in the studied sites (N=432),
(Source: Research Findings, 2018)

	Central District (N=288)								Ghalae-Shahin District (N=144)					
	Beshiveh		Homeh		Posht-Tang		Dashte-Zahab		Ghalae-Shahin		Sarab		Total	
Variables	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Age of household's head														
≤40 year	29	40.3	21	29.2	11	15.3	26	36.1	23	31.9	24	33.3	134	31
>40 year	43	59.7	51	70.8	61	84.7	46	63.9	49	68.1	48	66.7	298	69
Presence of parents														
One parent	70	97.2	71	98.6	68	94.4	68	94.4	67	93.1	69	95.8	413	95.6
Both parents	2	2.8	1	1.4	4	5.6	4	5.6	5	6.9	3	4.2	19	4.4
Family size														
≤4person	65	90.3	56	77.8	61	84.7	45	62.5	54	75	55	76.4	336	77.8
>4person	7	9.7	16	22.2	11	15.3	27	37.5	18	25	17	23.6	96	22.2
Land ownership														
No	6	8.3	8	11.1	22	30.6	5	6.9	9	12.5	6	8.3	56	13
1- 3 ha	53	73.6	42	58.3	41	56.9	13	18.1	27	37.5	43	59.7	219	50.7
>3 ha	13	18.1	22	30.6	9	12.5	54	75	36	50	23	31.9	157	36.3
Education of household's head														
No collegiate education	64	88.9	58	80.6	72	100	57	79.2	68	94.4	66	91.7	385	89.1
Collegiate education	8	11.1	14	19.4	0	0	15	20.8	4	5.6	6	8.3	47	10.9
Household's head activity status														
Farmer	34	47.2	37	51.4	16	22.2	59	81.9	35	48.6	19	26.4	200	46.3
Gardening	13	18.1	11	15.3	8	11.1	6	8.3	15	20.8	9	12.5	62	14.4
Livestock	9	12.5	10	13.9	40	55.6	4	5.6	13	18.1	29	40.3	105	24.3
Employee	4	5.6	5	6.9	0	0	0	0	3	4.2	8	11.1	20	4.6
Self-employed	3	4.2	4	5.6	2	2.8	0	0	1	1.4	0	0	10	2.3
Services (worker, driver)	9	12.5	5	6.9	6	8.3	3	4.2	5	6.9	7	9.7	35	8.1
Monthly income (million IRR)														
≤5	12	16.7	7	9.7	29	40.3	5	6.9	15	20.8	17	23.6	85	19.7
6-10	41	56.9	39	54.2	33	45.8	33	45.8	29	40.3	32	44.4	207	47.9
11-15	11	15.3	22	30.6	9	12.5	19	26.4	18	25	17	23.6	96	22.2
>15	8	11.1	4	5.6	1	1.4	15	20.8	10	13.9	6	8.4	44	10.2

Table 3. The Chi-square test results to assess the difference between the various classes of FS status in the studied sites

(Source: Research Findings, 2018)

Districts	Subdistricts	FS N (%)	Marginal FI N (%)	Moderate FI N (%)	Severe FI N (%)	P-Value
Central	Beshiveh	26 (36.1)	21 (29.2)	15 (20.8)	10 (13.9)	0.044
	Homeh	34 (47.2)	19 (26.4)	11 (15.3)	8 (11.1)	0.000
	Posht-Tang	12 (16.7)	24 (33.3)	19 (26.4)	17 (23.6)	0.250
	Dashte-Zahab	33 (45.8)	19 (26.4)	11 (15.3)	9 (12.5)	0.000
Ghalae-Shahin	Ghalae-Shahin	28 (38.9)	19 (26.4)	15 (20.8)	10 (13.9)	0.022
	Sarab	17 (23.6)	23 (31.9)	18 (25.0)	14 (19.4)	0.506
Total		150 (34.7)	125 (28.9)	89 (20.6)	68 (15.7)	0.000

Table 4. The results of Kruskal-Wallis and Mann- Whitney tests to compare FS status between the subdistricts and the districts, respectively

(Source: Research Findings, 2018)

		N	Mean Rank	P-Value
Subdistricts	Beshiveh	72	213.50	
	Homeh	72	189.50	
	Posht-Tang	72	255.50	0.000
	Dashte-Zahab	72	192.50	
	Ghalae-Shahin	72	207.50	
	Sarab	72	240.50	
District	Central	288	212.75	0.284
	Ghalae-Shahin	144	224.00	

Table 5. The results of forward multiple logistic regression model on the relationship between FI and socio-economic factors

(Source: Research Findings, 2018)

Socio-economic variables	B	OR	95% CI	P value
Land Ownership	-0.314	0.731	0.650, 0.821	<0.001
Education of household's head	-1.370	0.254	0.120, 0.539	<0.001
Household's head activity status				
Farmer		1.000	-	-
Gardening	-2.446	0.087	0.042, 0.178	<0.001
Livestock	0.110	1.117	0.506, 2.465	0.785
Employee	-2.255	0.105	0.035, 0.315	<0.001
Self-employed	-1.835	0.160	0.033, 0.777	0.023
Services (Mechanic, driver)	-0.727	0.484	0.135, 1.735	0.265
B, coefficient; OR, odds ratio; and CI, confidence interval				

5. Discussion and Conclusion

The findings of the present study showed that 34.7% of rural households were FS, thus, more than 60% of them had a level of FI. The rate of FI based on the various classes of FI was 28.9% marginal FI, 20.6% moderate FI, and 15.7% severe FI. Kirk et al. (2015) conducted a study on students in Nova Scotia, Canada; they reported the prevalence of FI up to 26.5% among the students, which included 8.5% marginal FI, 10.2% moderate FI, and 7.1% severe FI. (Kirk et al., 2015).

However, there were studies the results of which confirm our findings. Sharafkhani et al. (2010) conducted a study on rural households in Northwest of Iran, and they found that 59.6% of the rural households were FI (Sharafkhani et al., 2010). Babatunde et al. (2007) reported that 64% of rural households (farmers) in Northern Nigeria were FI (Babatunde, Omotesho, & Sholotan, 2007). Also, the findings of Piaseu and Mitchell (2004) in a study conducted on 199 households in Thailand Showed that 39.2% of the households had FI (Piaseu & Mitchell, 2004).

The results of this study clearly showed that more than 60% of households in the districts had FI (63.5% in central district and 68.7% in Ghalae-Shahin district). The prevalence of FI was higher in our study than some of studies (Furness et al., 2004; Holben, McClincy, Holcomb, Dean, & Walker, 2004; Holmes, 2008; Mohammadzadeh et al., 2010; Quandt et al., 2004; Stuff et al., 2003; Tester, Laraia, Leung, & Mietus-Snyder, 2016) and was lower in our study than some of studies (Ajani, Adebukola, & Oyindamola, 2006; Keino et al., 2014; Zalilah & Tham, 2002) in Iran and some other countries.

The findings of this study showed that there was a significant difference in the FS status between the subdistricts (P< 0.01). The lowest rate of FI was observed in Homeh and Dashte-Zahab (52.8% and 54.2%, respectively) subdistricts, while the highest rate of FI was observed in Posht-Tang and Sarab (83.3% and 76.4%, respectively) subdistricts. Homeh and Dashte-Zahab subdistricts are more near to Sarpolzahab city than Posht-Tang and Sarab subdistricts, so the households in Homeh and Dashte-Zahab subdistricts can easily provide food items. Results of a study in Neyshabur, Iran indicated that household FI increases with increasing distance from the main city (Gholami & Foroozanfar, 2015). Distance from the city might have an impact on FS status but this case cannot be a strong reason for a high prevalence of FI in our study, so we think that there are other ways to interpret this event.

After surveying the documents, analyzing the information from focused group discussions, and also field observations in the study sites, the reasons of the observed FS status were detected. Agriculture is a main source of income for majority rural households as it depends to various conditions. Access to surface water for the agriculture is easier in Homeh subdistrict than other subdistricts, therefore, farmers are able for the cultivation of the crops for which they can have high economic value (e.g., rice, maize, grape, and other cash-crops). As a result, they can earn high revenue in the land level unit due to the commercialization of agro-products. In Dashte-Zahab subdistrict, most of the farmers enjoy high land ownership and utilize subsurface water resources for the agriculture. Homeh and Dashte-Zahab subdistricts have also fertile land for the agriculture as compared to Posht-Tang and Sarab subdistricts. Posht-Tang and Sarab subdistricts are

located in mountainous areas, and dry farming is common in these subdistricts, therefore, farmland productivity is very low in these areas. Finitely availability to agricultural water, the lack of fertile and flat land for farming, and low productivity of dry farming can be cause the high prevalence of FI by decreased farmer's income; meanwhile these problems are redoubled through drought and climate changes in the recent years. Behera et al. (2016) in their study reported that commercial farming has positive consequences on the FS (Behera, Nayak, Andersen, & Måren, 2016).

Multiple cropping and gardening are rife in Homeh and Dashte-Zahab subdistricts, which can have a positive impact on the household FS. A study was conducted by Kalavathi et al. (2011) on 150 households in three sites in Kerala of India; they surveyed the outcome of interventions like gardening, livestock, and diversification of agricultural products to improve nutrition and FS. They reported that intercropping and off-farm activities like livestock have a significant role in the improvement of FS (Kalavathi, Krishnakumar, Thomas, Thomas, & George, 2011). Radhakrishna and Reddy (2004) concluded that the diversity of agriculture can increase the FS to increasing the purchase power of the poor households and to increase consumptive food diversity (Radhakrishna & Reddy, 2004).

In this study, there was no significant relationship between FI and age of household's head which is consistent with the findings of some of the previous studies (Huddleston-Casas, Charnigo, & Simmons, 2009; Mohammadzadeh et al., 2010), but some of the studies reported a significant relationship between FI and age (Mohammadi, Omidvar, Houshiar Rad, Mehrabi, & Abdollahi, 2008; Payab, Motlagh, Eshraghian, Rostami, & Siassi, 2014). This occurrence can be due to the fact that agriculture and livestock are the main activities of rural households and all household's members participate usually in these activities, therefore, the age of household's head does not have a heavy impact on household's revenue.

In the present study, FI had a positive relationship with number of household's members, which was consistent with results of some other studies (Chaput, Gilbert, & Tremblay, 2007; Rodriguez et al., 2016; Townsend, Peerson, Love, Achterberg, & Murphy, 2001). The observed relationship between these variables is possible due to the fact that in special situations such as rising food price or

temporary joblessness in bigger households, may decrease the amount of food for each household member (Mohammadzadeh et al., 2010).

In the present study there was a negative relationship between FI and educational level of household's head. Some of the studies reported a positive impact of education on the quality and safety of consumed food and on the FS (Ball, Crawford, & Mishra, 2006; Sharafkhani, Dastgiri, Gharaaghaji Asl, & Ghavamzadeh, 2011; Thornton, Bentley, & Kavanagh, 2011; Thornton, Pearce, & Ball, 2014). Shariff and Lin (2004) reported that in the Malaysian households, FI is associated with father's educational level but household FI is not associated with mother's educational level. Education can increase the knowledge about the importance of food and nutrition, so it can encourage people to consume adequate and safe food (Galobardes, Shaw, Lawlor, Lynch, & Smith, 2006).

The analysis indicated that there is a significant indirect relationship between FI and family head activity status, which is consistent with results of other studies (Mohammadzadeh et al., 2010; Shariff & Lin, 2004). These findings may be due to the fact that the parents who have well-paid jobs can provide enough food for their households more easily than others.

The results of the present study showed that there is a negative relationship between FI and socio-economic indicators (e.g., household's income),

which is consistent with results of other studies (Furness et al., 2004; Gulliford, Mahabir, & Rocke, 2003; Mohammadzadeh et al., 2010; Thornton et al., 2014). The relationship between FI and economic status could be elucidated through the important role of economic status in access to adequate and safe food.

Given the high prevalence of FI in the study area, intervention programs to improve the FS of rural households seem to be essential. Therefore, macro and regional policies should be provided for increasing the diversity of products through agroforestry and intercropping. Firstly, increasing dietary diversity by importing products such as legumes and vegetables, secondly, generating diversified household income, and thirdly sustainability and resilience of the region's agricultural systems have increased due to the climate change. This requires the financial and promotional support of government agencies and NGOs.

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وضعیت امنیت غذایی در میان خانوارهای روستایی سرپل‌ذهاب و ا رتباط آن با عوامل اجتماعی-اقتصادی و کشاورزی

سعید محمودی[1]- محمود خرمی‌وفا[2]- مسلم حدیدی[3]- مریم احمدی *[4]- امیر جلالی[5]

۱-مربی روان‌پرستاری، مرکز تحقیقات پیشگیری از سوء مصرف مواد، دانشگاه علوم پزشکی کرمانشاه، کرمانشاه، ایران.

۲-استادیار زراعت و اصلاح نباتات، دانشکده کشاورزی، دانشگاه رازی، کرمانشاه، ایران.

۳- مربی مرکز علمی آموزشی، فرهنگی و پژوهشی جهاد دانشگاهی، کرمانشاه، ایران.

۴- مربی مرکز بازتوانی بیمارستان امام علی (ع)، کرمانشاه، ایران.

۵-مربی روان‌پرستاری، مرکز تحقیقات پیشگیری از سوء مصرف مواد، دانشگاه علوم پزشکی کرمانشاه، کرمانشاه، ایران.

۲. روش تحقیق

مطالعه در شـش زیربخش از دو بخش (زیربخش‌های بشـیوه، حومه، پشت‌تنگ و دشت‌ذهاب از بخش مرکزی و زیربخش‌های قلعه‌شاهین و سـراب از بخش قلعه‌شـاهین) سـرپل‌ذهاب انجام شـد، و از نوامبر ۲۰۱۵ تا آوریل ۲۰۱۶ به‌طول انجامید. با اسـتفاده از نمونه‌گیری خوشـه‌ای تصادفی شش روستا از هر زیربخش به‌طور انتخاب شدند و از هر روسـتا نیز ۱۲ خانوار انتخاب شـدند (در کل، ۴۳۲ خانوار). داده‌های دموگرافیک و فعالیت‌های کشـاورزی خانوارهای مورد مطالعه به‌ترتیب با اسـتفاده پرسـش‌نامه اطلاعات دموگرافیک (۱۵ آیتم) و پرسـش‌نامه اطلاعات کشاورزی (۱۰ آیتم) گردآوری شد، که این پرسشنامه‌ها توسط تیم تحقیقاتی و با توجه به اطلاعات به‌دست آمده از طریق بحث‌های گروهی متمرکز طراحی شده بودند. وضعیت امنیت غذایی خانوار توسط پرسـش‌نامه امنیت غذایی خانوار وزارت کشاورزی ایالات متحده ارزیابی شد (۱۸ آیتم). داده‌ها با اسـتفاده از بسـته نرم‌افزار آماری SPSS-22 تجزیه و تحلیل شـدند. آزمون‌های مربع-کای، من-ویتنی، کروسـکال-والیس و رگرسـیون لجسـتیک چندگانه رو به جلو برای تحلیل داده‌ها استفاده شد.

چکیده مبسوط

۱. مقدمه

غذا و تغذیه از نیازهای اساسی جامعه بشری هستند، و امنیت غذایی به‌عنوان دسـترسـی پایدار به غذای سـالم و مغذی برای داشـتن یک زندگی سالم و فعال تعریف شده است. زمانی‌که غذا با چنین شرایطی در دسـترس نباشـد ناامنی غذایی اتفاق می‌افتد. با توجه به‌اینکه جوامع روستایی نسبت به جوامع شهری بیشتر آسیب‌پذیرتر هستند، به نظر می‌رسـد وضعیت امنیت غذایی این جوامع دارای شـکنندگی بیشـتری باشـد، بنابراین مشخص کردن چگونگی وضعیت امنیت غذایی این جوامع و تعیین عوامل مرتبط با آن از اهمیت بسـزایی برخوردار اسـت. در جوامع روسـتایی وضـعیت امنیت غذایی می تواند مسـتقیماً با اسـتفاده بیش از حد از منابع محیطی در ارتباط باشـد و همچنین می تواند با مهاجرت و حاشیه نشینی ارتباط داشته باشد، که هر دو می‌توانند برای تولید غذا و امنیت غذایی جامعه بزرگ‌تر در سطح منطقه‌ای تهدید باشند. بنابراین، هدف ما از این مطالعه بررسی وضـعیت امنیت غذای و ارتباط آن با عوامل اجتماعی-اقتصـادی در خانوارهای روستایی سرپل‌ذهاب، در غرب ایران، بود.

*. نویسندهٔ مسئول:

دکتر مریم احمدی

آدرس: مرکز بازتوانی بیمارستان امام علی (ع)، دانشگاه علوم پزشکی کرمانشاه، کرمانشاه، ایران.

پست الکترونیکی: Email: m.ahmadi.6393@gmail.com

۳. یافته‌های تحقیق

شیوع ناامنی غذایی در کل خانوارهای مورد بررسی ۶۵/۳٪ بود، و شیوع ناامنی غذایی خانوار بر اساس کلاس‌های مختلف آن شامل ۲۸/۹٪ درصد ناامنی غذایی کم، ۲۰/۶٪ ناامنی غذایی متوسط، و ۱۵/۷٪ ناامنی غذایی شدید بود. بین دهستان‌ها از نظر وضعیت امنیت غذایی خانوار اختلاف معنی‌داری وجود داشت ($P < 0.01$). نتایج مطالعه نشان داد که شیوع ناامنی غذایی در دهستان‌های پشت‌تنگ و سراب (به‌ترتیب با ۸۳/۳٪ و ۷۶/۴٪) نسبت به سایر دهستان‌ها بالاتر بود. ناامنی غذایی خانوار ارتباط مثبت معنی‌داری با تعداد اعضای خانوار داشت ($P < 0.001$). ارتباط منفی معنی‌دار بین ناامنی غذایی و مالکیت زمین زراعی، تحصیلات سرپرست خانوار و درآمد خانوار وجود داشت ($P < 0.001$). نتایج مدل رگرسیون لجستیک چندگانه نشان داد که میزان مالکیت زمین زراعی، تحصیلات، داشتن کار آزاد افزون بر کشاورزی، کارمند بودن افزون بر کشاورزی و فعالیت باغبانی دارای ارتباط منفی معنی‌دار با ناامنی غذایی هستند.

۴. بحث و نتیجه‌گیری

کمترین میزان ناامنی غذایی در زیربخش‌های حومه و دشت‌ذهاب مشاهده شد (به‌ترتیب، ۵۲/۸٪ و ۵۴/۲٪)، در حالی‌که بالاترین میزان ناامنی غذایی در زیربخش‌های پشت‌تنگ و سراب مشاهده شد (به‌ترتیب ۸۳/۳٪ و ۷۶/۴٪). کشاورزی منبع اصلی درآمد برای اغلب خانوارهای روستایی است، و این فعالیت به شرایط مختلفی بستگی دارد. دسترسی به آب سطحی برای کشاورزی در زیربخش حومه نسبت به سایر زیربخش‌ها آسان‌تر است، بنابراین کشاورزان در این دهستان قادر به کشت محصولات زراعی با ارزش اقتصادی بالاتر هستند (برای مثال، برنج، ذرت، انگور یاقوتی و سایر محصولات نقدینه)، بنابراین آن‌ها به‌علت تجاری‌سازی محصولات زراعی می‌توانند درآمد بیشتری در واحد سطح زمین داشته باشند. در

زیربخش دشت‌ذهاب اغلب کشاورزان از مالکیت زمین زراعی بیشتری برخودار هستند و از منابع آب زیرسطحی برای کشاورزی بهره می‌برند. همچنین زیربخش‌های حومه و دشت‌ذهاب از زمین حاصلخیزتری نسبت به زیربخش‌های پشت‌تنگ و سراب برخوردار هستند. زیربخش‌های پشت‌تنگ و سراب در نواحی کوهستانی واقع شدند، و زراعت دیم در این نواحی متداول است، بنابراین بهره‌وری زمین زراعی در این نواحی بسیار پایین است. نهایتاً دسترسی محدود به آب کشاورزی، کمبود حاصلخیزی و زمین مسطح برای زراعت و بهره‌وری پایین زراعت دیم می‌توانند علت شیوع بالای ناامنی غذایی توسط کاهش درآمد خانوار کشاورز در این نواحی باشند؛ ضمن این‌که در سال‌های اخیر این مشکلات توسط خشک‌سالی و تغییرات آب و هوایی تشدید شدند. در زیربخش‌های حومه و دشت‌ذهاب چندکشتی و باغبانی رایج است، که این فعالیت‌ها می‌توانند یک تأثیر مثبت بر روی وضعیت امنیت غذایی خانوارها داشته باشد. با توجه به شیوع بالای ناامنی غذایی در ناحیه مورد مطالعه، برنامه‌های مداخله‌ای برای بهبود امنیت غذایی خانوارهای روستایی ضروری به‌نظر می‌رسد. بنابراین، سیاست‌های کلان و منطقه‌ای برای افزایش تنوع تولیدات از طریق جنگل‌زراعی و چندکشتی باید تدارک دیده شود، که اولاً تنوع غذایی رژیم غذایی توسط محصولات ورودی مانند لگوم‌ها و سبزیجات افزایش می‌یابد، دوماً برای خانوار درآمد متنوع ایجاد می‌شود و سوماً پایداری و تاب‌آوری سیستم‌های کشاورزی در برابر تغییرات اقلیمی افزایش می‌یابد. این امر نیازمند حمایت مالی و ترویجی سازمان‌های دولتی و مردم‌نهاد است.

کلیدواژه‌ها: امنیت غذایی، ناامنی غذایی، شیوع، چندکشتی، خانوارهای روستایی.

An Evaluation of Niche Tourism Potentials in Ghaleh-Rudkhan Tourism Target Village Using Activity-Based Segmentation

Hamideh Beigi [*1]

1- Assistant Prof. in Geography & Urban Planning, University of Guilan, Rasht, Iran

Abstract

Purpose - Niche tourism refers to how to use a particular tourism product tailored to the needs of a particular segment of the market. Places with niche tourism products are able to achieve a high position and consolidate their future position in the tourism market. This type of tourism helps distinguish tourism products by creating an image of the destination and helping compete in the increasingly crowded environment of the tourism market. This paper investigates and analyzes the niche tourism attractions in Ghaleh Rudkhan tourist destination village using activity-based segmentation, the attitudes of the host community in dealing with niche tourism development, and the ability to implement tourism projects and socio-economic factors influencing tourism development in the region, which eventually offers solutions to overcome the current and potential challenges in the study area. To collect the data, interview-based methods, focus group interviews, individual observations and analysis of the documents obtained from different sources were used.

Design/methodology/approach - A questionnaire was designed and distributed among 383 tourists and 190 rural employees. The data of this study were mainly evaluated using thematic and content analysis methods. Besides, we have also introduced the niche tourism potentials and tourism activities in the region.

Finding - The results show that thanks to the economic and social opportunities, local communities support tourism development in Ghaleh Rudkhan; however, the challenges associated with tourism marketing, event management, uncertainty of private sector investors and environmental issues must be addressed through a participatory approach.

Key words: Special interest tourism, Niche tourism, Activity-based segmentation, Participation, Ghaleh Rudkhan tourist destination village.

Paper type- Scientific & Research.

*** Corresponding Author:**
Hamideh Beigi, Ph.D.
Address: Department of Geography & Urban Planning, Faculty of Letters & Humanities, Giulan University, Rasht, Iran.
Tel: +98911 246 4354
E-mail: H.beigi@guilan.ac.ir

1. Introduction

For more than the last two decades, tourism in many cities and regions of the world was traditionally planned and managed as 'mass tourism' to attract the general public. In this approach, the potential negative socio-economic and environmental impacts of tourism are less considered while natural resources along with its development are seen as fundamental sources of tourism (Golzadeh, 2015). Accordingly, the mass development may be described as an unplanned form of planning (Esmaeilzadeh et al., 2011). The attraction of many tourists to a destination and the pressures of demands make tourism resources often vulnerable to changes (Ghadami et al., 2009). Realizing that this form of tourism development is unsustainable, in the late 1980s, sustainable tourism development was proposed and other forms of tourism with their new products were introduced as an alternative to traditional tourism. Alternative tourism is generally defined as a form of tourism that is consistent with natural, social, and local values and allows the host community and tourists to enjoy positive interactions and shared experiences (Leksakundilok, 2004). The need for alternative tourism has been predetermined by many factors including the factors related to leisure, individual desire for recreation, environmental concerns and biodiversity, natural curiosity to discover different cultures and customs, regional improvement, revitalizing rural areas in the mountains, and creating new jobs for local communities. In addition, the diversification of activities in cities and tourist destination regions on the one hand, and the changing lifestyles in developed countries on the other hand, led to efforts and planning to attract special interest tourists. According to the definition given by the World Tourism Organization (1985), special interest tourism refers to a particular type of tourism in which the tourist has a particular interest in visiting tourist attractions and participating in individual and group activities with the aim of developing his or her interests. Other scholars have also provided various definitions for special interest tourism. Hall and Weiler (1992) stated that special interest tourism is formed when the intent and motivation for travel are determined by a particular interest. Derrett (2001), Swarbrooke and Horner (1999) along with Douglas et al. (2001) gave a broader definition and attributed some features to special interest of tourism as it follows,

• Motivation to participate in new or existing interests
• Doing activities for a particular purpose or reason
• Compliance with sustainability principles

Simply put, special interest tourism refers to offering customized tourism activities that meet the needs and interests of individuals and groups. The world tourist destinations seek to make money from such emerging tourism opportunities and seize the opportunity to create or expand their tourism markets. Niche tourism is an example of the special interest tourism. Niche tourism, as a form of special interest tourism, demonstrates the decision making power of the consumers. This type of tourism is the bridge between the producers and consumers, between reality and imagination, between wishes and their realization. 'Niche tourism' has been described as the opposite of 'mass tourism' and represents a more complex set of practices which makes a distinction between tourists.

The term "niche tourism" is derived from "niche marketing". *Niche* in English means a hollow place in a wall, often made to hold a statue, and in French it means 'to nest', and 'niche marketing' is a product or service targeted on a small segment of the market whose existing goods or services have failed to appropriately meet their needs (Bigdelo, 2006). Niche markets could be geographical areas, a particular industry, race, or a particular group of people (Mirakzadeh & Bahrami, 2011).

2. Research Theoretical Literature

Hutchinson (1957) become well-known by introducing the idea of a *niche*, an optimal place where an organism can utilize its resources over its competitors (Robinson & Novelli, 2008, p.4 and Adah, 2014, p.99). Keegan et al. (1992) then described the niche as a smaller market that does not deal with competing products. Dalgic and Leeuw (1994) believe a niche is the process of focusing marketing resources and efforts on a specific market segment. They point out that niche companies generally focus their marketing activities on a limited segment of the market with a small number of customers and competitors through the application of company expertise, product differentiation, marketing relationships and customer focus. Prabakaran and Panchanathan (2011) define the niche as a way of meeting customers' needs by coordinating goods and services into small and profitable marketplaces that have been overlooked by others. Lew (2008) observed that for many years, tourism has focused on globalization as a change in technology without paying attention to the reality of emerging tourism

and the tendency of customers to seek new tourism attractions based on the purposes and niches. Although much research has been done on special interest tourism, niche tourism as a concept and theory was not fully explored until 2000. In 2002, the Crichton Tourism Research Center at the University of Glasgow held a conference on niche tourism, where tourism industry professionals coined "niche tourism" (Ali-Knight, 2010). Novellis (2005) attempted to articulate the fundamentals of the niche tourism product and consumption by introducing two theoretical thresholds based on his previous studies. Robinson and Novelli (2008) believe that the studies on niche tourism are still in their infancy. At this stage, the conceptual development of niche tourism through a particular approach is inefficient and multiple approaches should be used to describe and examine the capabilities of niche tourism. These approaches include activity- experience (pilgrimage, cycling, photography, and research), market segments (youth tourism), and specific subjects (gourmet, ethnography, geotourism, etc.). The diversity of approaches, emphasizes the fact that niche tourism is a particular field of study that requires careful consideration when choosing concepts. The niche tourism framework was formulated in Figure (1), according to MacLeod (2003) and Novellis (2005). In this framework, while introducing the concepts of

macro niches, a variety of micro niches are mentioned that provide attractive and lively features in attracting special interest tourists. Given the diverse nature of niche tourism and its related products, other approaches are also used to define this form of tourism as it follows,

A *Geographical and Demographic Approach*: The location and population involved where the tourism consumption processes take place. These may belong to an urban, rural, coastal or alpine environment, within a developed or a developing context; but what matters is its relevance to the specific activity that the tourists want to engage in.

A *Product-centeric approach*: Where activities, attractions, lodging, food, and other amenities are emphasized. These are key components of the niche tourism destination mix which are tailored to the needs and wants of specific tourists.

A *Customer-related approach* – tourist requirements and expectations are the focus of the niche tourism marketing approach. Attention is placed on the relations between the demand and the supply side; it looks at what specialty activities tourists are seeking for in order to have a satisfactory holiday experience, whether a simple observation of nature or the direct participation in the unique lifestyle of the hosting community (Novelli, 2009, p.9).
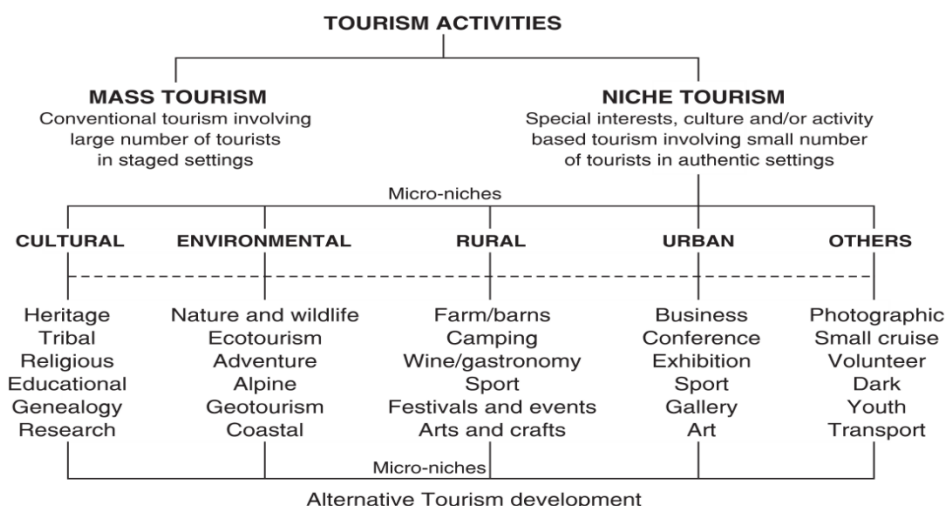
Figure 1. Components of Niche Tourism
(Source: Novellis, 2005)

The approach of the present research on niche tourism is to pay particular attention to all three geographical and demographic, product-centric, and customer-related approaches. In the geographical and demographic approach, the rural environment of

Ghaleh Rudkhan and tourism activities in this area are the target of niche tourism, not the well-known tourist attractions, Rudkhan Castle. The product-centric approach emphasizes the presence of tourists and the local community in various activities and sectors of

the region and the customer-related approach, focuses on the needs and expectations of tourism, the guest community (tourists) and the host (the rural population).

This study discusses the diversification and full utilization of the tourism potentials based on activities in Ghaleh Rudkhan tourism village, and argues the existing tourism approaches are temporary and incomplete and far from sustainable tourism development policies. Activity-based segmentation approach was adopted in this study to identify the niche tourism potentials in tourism in Ghaleh Rudkhan tourism village. In market segmentation in general, companies and organizations identify and classify customers into groups that are clearly defined by similar characteristics, needs and desires (Lamzden, 2011, p.120). But in the activity-based segmentation, companies choose market segments which are more empowered to serve, rather than try to compete in a full-fledged market against superior competitors (Kotler & Armstrong, 2014, p.292). Using this approach, while considering two key components of location and customer, the activities observed and experienced, as well as potential and unused activities are taken into account and their practical implications are presented.

3. Research Methodology
3.1 Geographical Scope of the Research

From the political point of view, based on the latest administrative divisions, Ghaleh Rudkhan is located in Gorab-Pas rural district (Dehestan), the Central District of Fouman County in Guilan province. The village has a scattered texture that is bounded by the forest lands on the north, the village of Sayed Abad on the east, forest lands on the south and the village of Fusheh on the west. The village is located at 37°07′N 49°16′E. The village is 1 km away from Gorab-Pas village, 25 km to Fouman County and 46 km to Rasht. The average altitude of the village varies in the study area, with the average altitude varying from 250 m to 750 m near the castle (Mirzaee, 2013:87). Figure (2) shows the geographical location of Ghaleh Rudkhan village.

According to the 2016 National Population and Housing Census and the Management and Planning Organization of Guilan Province, Ghaleh Rudkhan village has a population of 538 people living in 195 households, which shows an 11.8% decline compared to the last statistical period (610 people and 199 households). The people of Ghaleh Rudkhan village in their order of priority, work in agricultural, industrial and service sectors. The main crop products of the rural farmers in the agricultural sector are tea and rice, and their main horticulture crops are pomegranate, grape, and apple respectively (General Population and Housing Census 2016).

Point location of Ghaleh Rudkhan village in Gorab-Pas village Fouman city

Guilan Province in Iran

Location of Fouman city in Guilan province
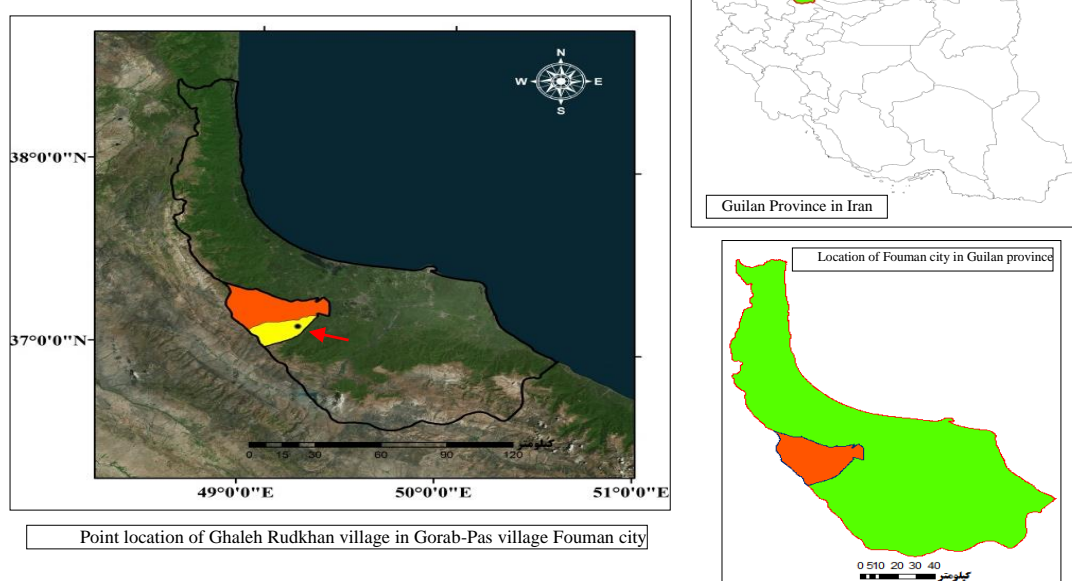
Figure 2. Location of Ghaleh Rudkhan village in Gorab-Pas rural district, Fouman County, Guilan Province
(Source: Research findings, 2019)

3.2. Methodology

The research was conducted using interview-based methods, focus group discussions, questionnaire compilation and distribution, individual observations and analysis of documents obtained from various sources. Multiple research methods were adopted in this study to provide statistical confidence of the insufficient information. Interviewing is one of the most basic data gathering techniques or tools in which the interviewer collects, describes and examines the data relevant to the purpose of the research, with an in-depth examination of the interviewees' perceptions, attitudes, interests and aspirations (Karimi & Nasr, 2013). Interviews were conducted between May 2016 and December 2019, a period in which the researcher visited the study area on several occasions to collect the data. Respondents to these interviews, given the purpose of the study were identified and met in an appropriate manner. Respondents included the rural administrator (Dehyar) of Ghaleh Rudkhan, the Director of Ghaleh Rudkhan research base, an expert on cultural heritage working at Ghaleh Rudkhan Museum, and the representative of Ministry of Cultural Heritage, Tourism and Handicraft Organization in Fouman County. The questions were about the tourism activities observed in Ghaleh Rudkhan tourism village, views on tourism development in the area, statistics of incoming tourists and their nationalities, and current and potential tourism challenges in the study area.

Discussion with the focus group was also used to identify the most important tourism capabilities of Ghaleh Rudkhan tourism village. Focus group research is a way of collecting qualitative data that involves people in an informal group discussion or multiple discussions about a particular topic or sets of topics. Focus groups are considered less threatening for many research participants because they provide a suitable environment for discussing their perceptions, ideas, beliefs, and thoughts (Husseini, 2015, p.14). The researcher consulted with Dehyar in selecting six rural experts who were going to participate in the focus group. The number of participants according to Ghauri and Gronhaug (2010) is sufficient and manageable. The researcher also directed the session by trying to focus the group on the discussion topics.

Using field survey method, a questionnaire was used to study the host community and tourists. The required components of the questionnaire were identified during an interview with Guilan tourism experts. Respondents' demographic variables in the questionnaire of local community and tourists, included the demographic characteristics of age (year), gender (male, female), educational levels (high school degree or lower, associate degree, bachelor's degree, master's degree and above), average monthly income (less than 10 million Rial, 10 to 20 million Rial, 20 to 30 million Rial, 30 to 40 million Rial, 40 million Rial or above), and variables that provided some information about individuals' mastery of the subject including rural tourism (very much, much, some, little), experience in tourism (yes, no), interest in cooperative tourism (very much, much, some, little). These variables were used in descriptive statistics.

Specific questions of the questionnaire developed for local residents were about the status of Ghaleh Rudkhan tourism village, the number of tourists visiting the rural tourist attractions, tourism benefits for the host community, the ability to run tourism projects and participation of the residents in the local tourism development. The questionnaire designed for the tourists focused on identifying the motivations of the visitors, engaging the host community and tourists in tourism projects and favorite tourism activities along with how they learned about tourism attractions,.

In order to assess the validity of the questionnaires and interview questions, the researcher asked 10 tourism professors and experts to comment on the following items:

The conformity of the questions with the main research objectives and variables; Scientific content of the questions; the conformity of the questions with the options; the composition of the questions; deleting or adding the questions. After receiving the comments of the professors and experts, their comments and suggestions were included in the draft questionnaire and, then, the final researcher-made questionnaires were prepared.

To assess the reliability of the research questionnaires, the questionnaires were distributed to 22 target population members, including 10 elected local residents and 10 visitors to Ghaleh Rudkhan tourism village with a total of 20

acceptable responses. After collecting them, Cronbach's alpha was calculated and a value of 0.86 was obtained, which is acceptable.

In order to receive the comments made by local residents, 190 questionnaires were distributed among the villagers working in tourism who answered the questions in the presence of the researcher.

Cochran formula with an error of 0.05 was used to calculate the sufficient statistical population of tourists to distribute the questionnaires among them based on the number of incoming visitors to Ghaleh Rudkhan in 2018 (185635 people) the result of which was 383.

Three methods were used to analyze the statistical data of this study: content analysis, thematic analysis, and SPSS (version 21). Content analysis is the process of converting qualities and then converting the same quantity to quality (Ghaedi & Golshani, 2016, p.57). This method applies to open-ended questions in which the answer of one interviewee is different from the other interviewees. This method is effective because of the understanding of the research objectives and the coverage pattern of the interview guide (Misiko, 2013, p.11). In thematic analysis, the researcher analyzes the vocabulary and code descriptions associated with each open-ended question and categorizes them into relevant themes, and assigns a unique numerical code to each theme. This enables the researcher to identify the challenges that are likely to affect tourism. A unique numeric code was assigned to answer each closed-ended question, and SPSS was used to facilitate quantitative analysis of the codes.

To analyze the descriptive statistics, statistical methods including frequency and histograms, as well as normality tests were used. For this purpose, the demographic data of the subjects including gender, age, education level, average monthly income, familiarity with rural tourism, and interest in cooperative tourism activities were studied and descriptive statistics on each of the variables were examined. Concerning the inferential statistics, as the data were not normally distributed, chi-square test was used for the data analysis, and SPSS (version 21) was used for data analysis.

4. Research Findings

Ghaleh Rudkhan tourism village with many tourist attractions such as Forest Park, Wooden Bridge, Dalaneh Behesht Pavement, Rudkhan Castle including King's Castle, Officer's Castle and unique forest landscapes, have not been studied so far from the perspective of niche tourism and its future sustainable development, and the local community's participatory approach to tourism projects; therefore, this study investigate those capabilities in order to help diversify and develop tourism in Ghaleh Rudkhan village and increase income, employment and reduce rural migration rates. To this end, two types of questionnaires were designed and distributed to 383 randomly selected tourists in the region and 190 rural employees who were purposefully selected based on the Census 2016. We collected the views and comments of both statistical communities about the presence of tourists, their tourism activities in the region, attitudes of the local community towards tourism, feasible tourism projects in the region, and the anticipated roles of the host community in tourism development. In order to complete the research data, several interviews were conducted with tourism authorities, focus groups, and tourists visiting the tourist attractions of the Ghaleh Rudkhan in 2016-2019 in the form of open-ended and closed-ended questions. It was suggested that they were used in formulating the questionnaire and analyzing the data. In this study, three main questions were addressed qualitatively by interviews, and quantitatively by questionnaires:

- Do the visitors and locals like tourism activities?
- What are the tourism activities conducted by the visitors and locals?
- What tourism projects are in the top priority of the visitors and locals?

Tables 1 and 2 as well as Charts 1 and 2 were plotted to examine the demographic data and descriptions and related descriptive statistics. Table (1) shows the demographic status and descriptions of the statistical population of Ghaleh Rudkhan tourist destination. According to this table, the majority of respondents are men (61.35%), the highest frequency (20-30 years) is 50.13%, and the least frequency is for those over 60 years old (0.78%). The highest frequency of education level among the participants is the bachelor's degree (45.95%), the highest frequency of monthly income ranges are 10-20 million Rial and then 20-30 million Rial. 38.38% of the

tourists have a high level of familiarity with rural tourism and 42.03% of the respondents expressed

a great interest in cooperative tourism activities.

Table 1. Demography of the tourist participants (n =383)
(Source: Research findings, 2019)

Variables	Frequency	Percentage	Cumulative percentage
Gender Male	235	61.35	61.35
Female	148	38.64	100
Age 20-30	192	50.13	50.13
31-40	133	34.72	84.85
41-50	39	10.18	95.03
51-60	16	4.17	99.2
Over 60	3	0.78	100
Level of education High school	11	2.87	2.87
Diploma–Associate degrees	109	28.45	31.32
Bachelor	176	45.95	77.27
Master's degrees and higher	87	22.71	100
Monthly income (Iranian Rial) Less than 10 million	62	16.18	16.18
10-20 million	131	34.20	50.38
20-30 million	126	32.89	83.27
30-40 million	43	11.22	94.49
40 million and more	21	5.4	100
Familiarity with rural tourism very high	59	15.40	15.40
high	147	38.38	53.78
A little	139	36.29	90.07
little	38	9.92	100
Interest in tourism participatory activities very strong	61	15.92	15.92
strong	161	42.03	57.95
a little	131	34.20	92.15
little	30	7.83	100

Table 2. Demography of local workers in Ghaleh Rudkhan village participating in the research (n=190)
(Source: Research findings, 2019)

Variables	Frequency	Percentage	Cumulative percentage
Gender Male	150	78.94	78.94
Female	40	21.05	100
Age 20-30	34	17.89	17.89
31-40	79	41.57	59.46
41-50	43	22.63	82.09
51-60	19	10	92.09
Over 60	15	7.89	100
Level of education High school	69	36.31	36.31
Diploma–Associate degrees	83	43.68	79.99
Bachelor	33	17.36	97.35

Variables	Frequency	Percentage	Cumulative percentage
Master's degree and higher	5	2.63	100
Monthly income (Iranian Rial) Under 10 million	97	51.05	51.05
10-20 million	68	35.78	86.83
20-30 million	19	10	96.83
30-40 million	4	2.10	98.93
40 million and more	2	1.05	100
Familiarity with rural tourism very high	23	12.10	12.10
high	54	28.42	40.52
a little	72	37.89	78.41
little	41	21.57	100
interest in tourism participatory activities very strong	72	37.89	37.89
strong	64	33.68	71.57
a little	33	17.36	88.93
little	21	11.05	100

Table (2), shows the demography and data description of the resident population employed in Ghaleh Rudkhan tourism village. It should be noted that the occupational diversity of respondents in the public and private jobs (agriculture, livestock, industry and services), in tourism and other related sectors is included. According to the tables (1) and (2), the majority of respondents are men (61.94%), the highest frequency of age groups is within the range of 31-40 years comprising 41.57% of the population, and the least frequency is for those over 60 years old (7.89%). The highest frequency of education level among the participants is the high school diploma and associate degree (43.68%), and for the highest frequency of monthly income, the average monthly income was used, because the farmers' income was dependent on their agricultural product and they had no monthly income. An income of less than 10 million Rial was the most frequent rate (51.05%). 40.52 percent of the local employees had "very high", and "high" familiarity with rural tourism, and 71.57% of respondents had expressed "very high", and "high" interest in participatory tourism activities.

Figure (3) shows the statistical comparison of tourists and the local community's familiarity with rural tourism, and Figure (4), shows the interest level in tourism participatory activities based on the feedback from two populations.
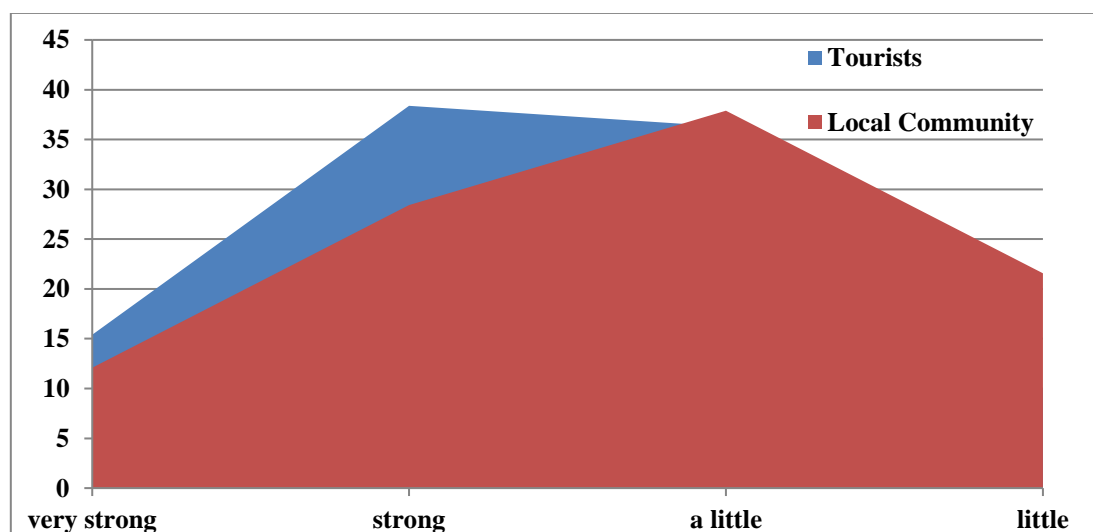

Figure 3: The statistical comparison of tourists and the local community's familiarity with rural tourism
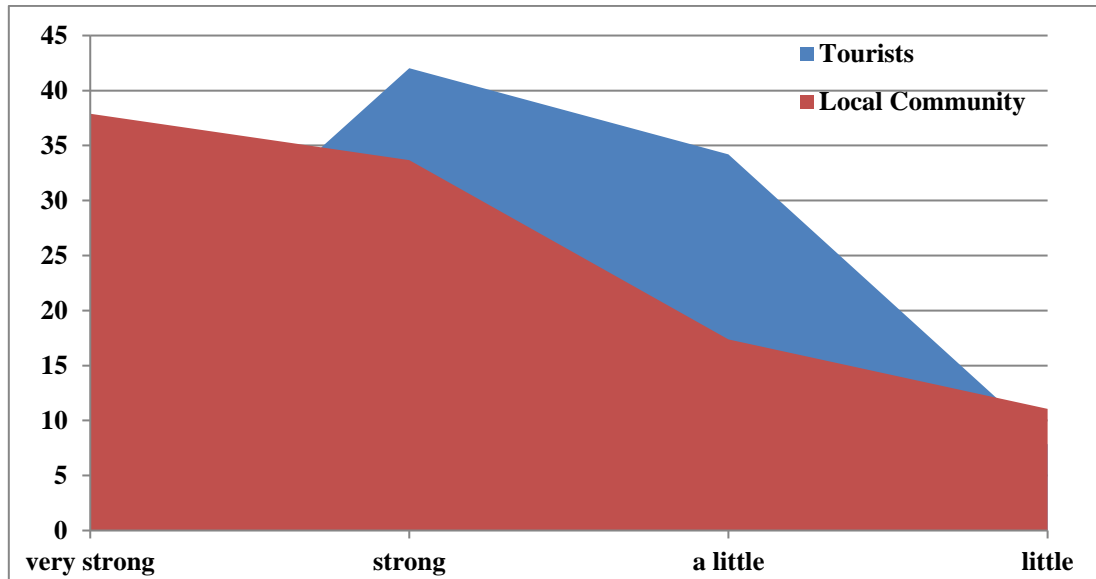
Figure 4. Interest level in tourism participatory activities based on the feedback from two populations.

In order to investigate the inferential data of the research, analyzing the significance level of the statistical population, the chi-square index was used to evaluate the overall fit of the model and calculate the difference between the estimated and observed covariance matrices. The significance level of the chi-square index (the significance of the model fitted to the available data) for its low values should be greater than 0.05. In fact, the p-value index is a measure of non-significance of chi-square, with values below 0.05 indicating no significance. In contrast, the *p*-value should be above 0.07 so that chi-square can be significant.
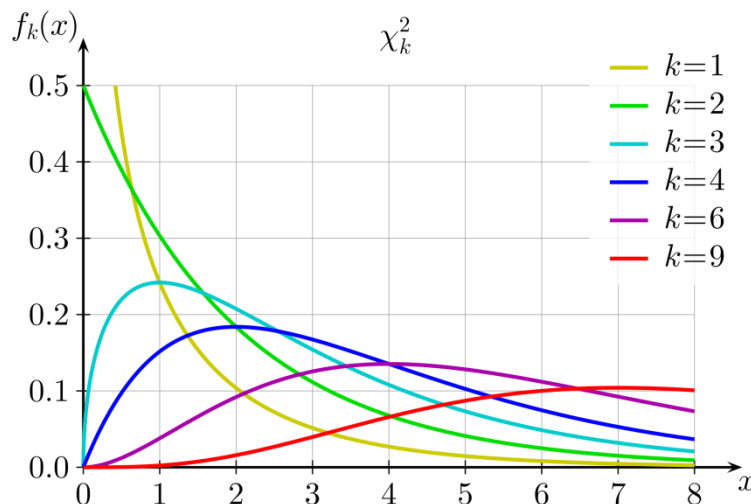

Figure 5. The chi-square theoretical distribution with different degrees of freedom (k)

Of the 190 locals who participated in the survey, 79.1% agreed to the presence of tourists in the village, however, the respondents had different views (Chi-square with 1 degree of freedom, and a significance level of 0.001, was equal to 12.1157). Of the 383 tourists participated in the survey, 81.46% expressed interest in travelling to the study area individually or in organized tours. There is a significant difference between independent travelling, travels organized into a tour, and integrated travelling (independent and organized) (chi-square with two degrees of freedom and a significance level of 0.001 was equal to 15.2018).

In analyzing the questionnaires of tourists and local employees of Ghaleh Rudkhan tourism village, the research topics such as niche tourism activities, attitudes of local community towards tourism, feasible tourism projects and socio-economic factors affecting the development of special tourism are presented in Tables 3 to 6 and Figure (5).

4.1. Niche tourism activities

Ghaleh Rudkhan tourism village with its historical, natural, and cultural attractions, provides tourists with a variety of incentives. According to Table (3) visits to forest park of Ghaleh Rudkhan, the recreation along the Ghaleh Rudkhan River, the purchase of local souvenirs and handicrafts, and enjoying various indigenous and local foods are among the most important incentives for tourists to visit the area.

Table 3. Tourist activities observed in Ghaleh Rudkhan tourism target village
(Source: Research findings, 2019)

Incentives	Agree (Frequency)	Agree (%)	Disagree (Frequency)	Disagree (%)
N=383	157	40.99	226	59.00
To go hiking and visit the Ghaleh Rudkhan castle	357	93.21	26	6.78
To visits forest park of Ghaleh Rudkhan	167	43.60	216	56.39
To take memorable photos with local costume in a photography center	208	54.30	175	45.69
Leisure along the Ghaleh Rudkhan River	124	32.37	259	67.62
To stay in the village	227	59.26	156	40.73
To enjoy various indigenous and local foods	258	67.36	125	32.63
To purchase local souvenirs and handicrafts	157	40.99	226	59.00

According to the findings of Table (3), and in-person interviews with the tourists, visiting Rudkhan Castle and climbing 935 steps in a 60 minute walk to reach the historic castle while steps may be slippery due to the rainfall does not interest most tourists especially the elderlies, families with young children, the handicapped, etc., and mainly young tourists with a high level of physical activity visit the historic castle.

Table 4. Activities of local residents in the tourist attractions of the study area
(Source: Research findings, 2019)

Incentives	Agree (Frequency)	Agree (%)	Disagree (Frequency)	Disagree (%)
N=190				
Recreation	71	37.37	119	62.63
Tourist guides	83	43.68	107	56.32
Supply of local souvenirs and dishes	169	88.95	21	11.05
Photography in Photography Centers	53	27.89	137	72.11
Catering services in restaurants and buffets	48	25.26	142	74.74
To rent houses to tourists	131	68.95	59	31.05

According to Table (4) and views of tourism authorities, focus groups and local residents in Ghaleh Rudkhan tourism village, due to marked lack of facilities and few job opportunities in the area, tourism is a very convenient and profitable option for the rural economy; however, due to the lack of specialized tourism training, the opportunity has not been realized so far.

Figure (6) and (7) show the tourism activities of the tourists and local residents based on the population's views. According to the survey, the majority of tourists tend to visit Ghaleh Rudkhan forest park, and local residents are more likely to provide tourists with local souvenirs, food, rent houses, and earn more money from these activities.
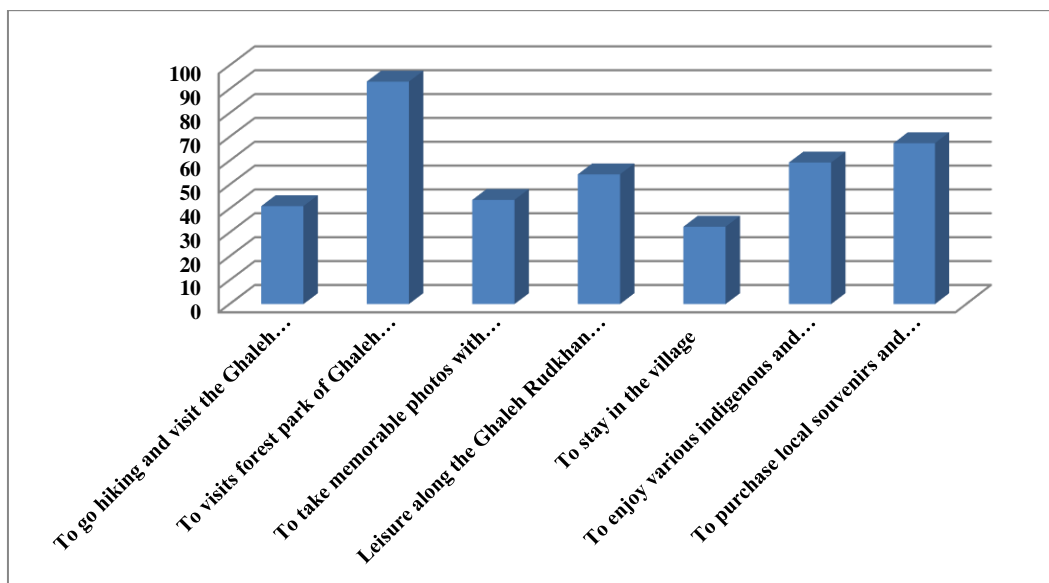
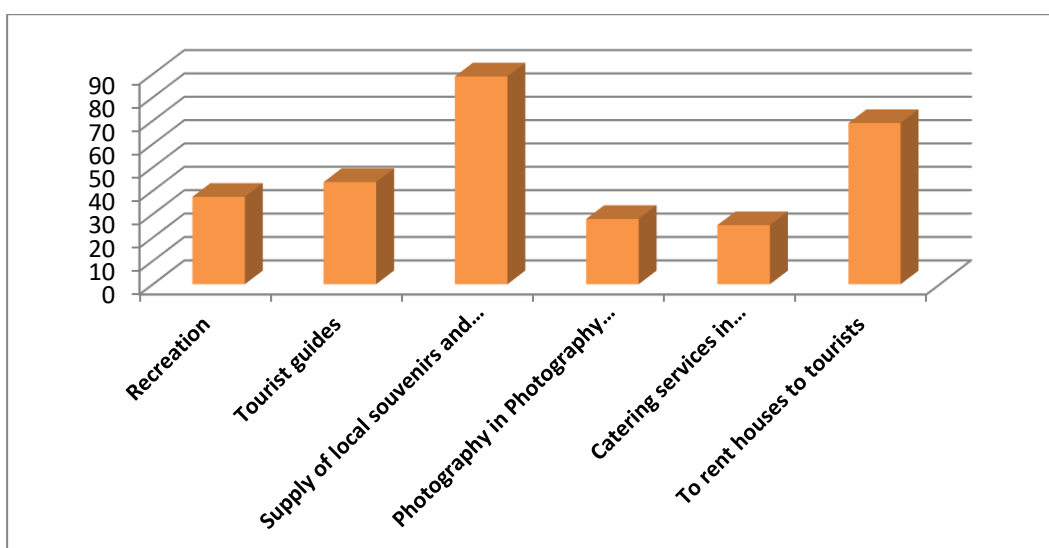**Figure 6. Observed tourism activities among the tourists and locals**

Figure 7. Observed tourism activities among local community

4.2. The attitudes of the local community towards tourism

The satisfaction of the local community with the development of tourism is of great importance, because inadequate tourism facilities in the rural tourism sector, the constraints in the livelihood and economic sectors in different areas such as agriculture, livestock, etc. have made the living conditions far from ideal (Mirzaee, 2013). Therefore, the development of tourism, especially niche tourism can be a good alternative to utilizing all the capacities available in the village and, consequently, the activity of the local community throughout the year. Findings show

that 59.8% of local residents have a friendly attitude towards tourists, while 5.4% have an unfriendly attitude and 34.8% have a belief in dual behavior (friendly and unfriendly). 81.31% of tourists found the behavior of local residents friendly, 4.7% unfriendly and 13.99% believed the locals have a dual behavior. Accordingly, the hospitality of the local rural community of the Ghaleh Rudkhan tourism village is confirmed, however, this study shows that this feature can be affected by taking photographs without permission, not paying local guide fees and parking vehicles in the public passages. Tourists, on the other hand, also expect the locals not to

force them buy local products or charge a higher price for the services they receive.

4.3. Feasible tourism projects

According to Table (5), local residents believed that fixing the access road to the village and establishing cultural centers are the top priorities of niche tourism projects in the area. The road to Ghaleh Rudkhan tourism village is narrow and winding, and the presence of tourists during the tourism peak creates many problems for the traffic and security of local residents and tourists. Therefore, suitable infrastructures and facilitating access to tourist attractions are among the main needs of local residents. As Ghaleh Rudkhan is a poor village lacking cultural centers, the creation of a cultural center is essential to preserve indigenous and local cultural values, and old and modern arts and crafts, the aesthetic values and cultural heritage by creating an exhibition hall and strengthening the intellectual and social relations of local residents.

The top priority for a feasible niche tourism project from the tourists' point of view is to build a gondola transit to facilitate visiting the historic attractions of Ghaleh Rudkhan village. The walkway, with nearly 1,000 steps, make it difficult for the elderly, the disabled, and families with young children, to get to the castle, and many tourists skip visiting the castle at the beginning or halfway. In response to this request, it should be noted that Ghaleh Rudkhan is a National Historic Landmark with the reg. no. 3/154, and since 2012 multiple conservation areas have been determined by Cultural Heritage Organization of Iran and the use of any facilities that may disturb the natural scenery such as gondola transit, electric poles, etc. is prohibited and it is essential to obtain permission from the Directorate General for Cultural Heritage for building any tourism facilities.

Table 5. Priority tourism projects in views of the local residents and tourists in the study area
(Source: Research findings, 2019)

Projects	Agree (Frequency)	Agree (%)	Disagree (Frequency)	Disagree (%)
Tourist (N=190)				
Residence	73	53.26	179	46.73
To build camping areas	41	34.72	250	65.27
Gondola transit	147	83.02	65	16.97
Local residents (n = 190)				
Cultural centers	9	83.68	31	16.32
Gondola transit	149	54.73	86	45.26
To build camping areas	73	17.36	157	82.63
To fix access road to the village	41	97.36	5	2.63
Cultural centers	147	53.26	179	46.73

4.4. Socio-economic factors affecting the development of niche tourism

According to the surveys carried out in this study, 49.98% of the local residents in Ghaleh Rudkhan tourism village expressed their willingness to cooperate with the government in development of tourism projects, 43.6% preferred combined method of cooperation with the public and private sectors, and 6.42 % liked to work with NGOs.

78.5% of local residents believe that the economic management of rural tourism projects should be conducted by themselves and the authorities should avoid outsourcing as working with external workers limits the ease and management of tourism projects in the area. Table (6), shows the anticipated roles of local residents in niche tourism development projects in the study area.

Table 6. the anticipated roles of local residents in niche tourism development projects in the study area
(Source: Research findings, 2019)

Projects	Agree (Frequency)	Agree (%)	Disagree (Frequency)	Disagree (%)
Tourist (N=190)				
To follow up and approve the projects	73	38.42	117	61.58
To identify feasible projects in the village	41	21.57	149	78.42
To provide a solution	147	77.36	43	22.63
To sponsor the projects	9	4.73	181	95.26
To management the project	149	78.42	41	21.580

5. Discussion and Conclusions

The tourism industry, like other sectors of the industry, is undergoing a social and economic transformation. Accordingly, the popular tourist markets of the last decades, currently are not highly demanded and tourists are constantly searching for new markets. The diversity of activities in cities and regions of tourist destinations, on the one hand, and the changing lifestyles in developed countries, on the other hand, have led to efforts and plans to attract tourists with special interests (The comprehensive plan to increase inbound tours and improve technical capacity of the Iranian tour leaders, 2008). Read (1980) for the first time defines special interest travel. Since then, more specialized divisions in tourism with special interests have been provided by Hall and Wheiler (1992), Derrett (2001), Swarbrooke and Horner (1999) and Douglas et al. (2001). Torabi Farsani and Shafee (2018) introduced the keyword of "niche marketing" to describe special interest tourism. The niche marketing in tourism is a set of methods and activities that differentiate between tourists and offer activities and services based on the study of tourist behaviors, their travel motivation and needs. A niche market focuses on a specific product and emerges based on customer demands. In addition, the niche market is an opportunity to provide tourists with high quality services. The niche market increases the competition and business opportunities; in this type of marketing, the two components of location and customer are very important. The niche market focuses on the needs of specific customers and believes that one should address the general needs of the customers and meet their specific needs by delivering specific products with a higher quality in the competitive market. In this research, given the advantage of this market, niche tourism is taken into consideration.

Niche tourism, as a specific tourism product, can position itself as a special tourism destination tailored to the specific needs of a particular customer/market by providing niche tourism products, and by creating an image helps tourism destinations to differences in their tourism products and survive in the increasingly competitive and crowded market. With the aim of introducing the niche tourism markets of Ghaleh Rudkhan tourism village, the diversity of these tourism activities have been discussed from the perspective of niche tourism based on tourism activities.

5.1. Scientific and educational niche tourism

Plant and animal community, especially in protected areas, is one of the most important tourist attractions in the present century. According to surveys among the different tourist trips, the highest growth rate is seen in environmental trips. Such trips are one of the most profitable tourism trips (Papoli Yazdi, & Saghaee, 2014). The vegetation of the study area is in the vegetation region of Hirkani forests which includes part of the mountains, the intersection of Guilan province and Fouman Natural Resource Conservation Area, and Malkavan forests. These forests are reminiscent of the Tertiary Era (Cenozoic) and are, therefore, known as "ancient forests", and the main species of the area, having a jackal, fox, boar and brown bear (Qahreman Izadi, & Ayatollahi, 2013). Paying attention to the scientific tourism attractions of the plants and animals in the study area and undertaking scientific tours with the aim of introducing and

better identifying this niche is one of the tourism potentials in the study area.

Holding food festivals with the aim of introducing and experiencing cultural tourism attractions, cooking and preparing local cuisine and becoming familiar with the food culture of the inhabitants of Ghaleh Rudkhan village, training local handicrafts and local language are among other educational niche tourism opportunities in this area.

5.2. Livelihood niche tourism

Residence in Ghaleh Rudkhan tourism village, hiking and experiencing their daily chores, working in tea and rice fields of the village, preparing food with the products harvested from the farms are among the livelihood niche tourism attractions in the study area which along with the well-known tourist attractions of the village can generate economic benefits by targeted tours.

5.3. Sports niche tourism

One of the sports niche tourism opportunities in the study area is to benefit Ghaleh Rudkhan River in holding "catch-and-release" fishing festivals. Ghaleh Rudkhan River is one of the most important and less considered tourism capitals of the region. Ghaleh Rudkhan River is a subdivision of the Pish Rudbar River, forming two branches of the river: Ghasht Rudkhan and Ghaleh Rudkhan (Abedi, & Yousefi, 2015). Ghaleh Rudkhan River has two main tributaries called "Nazaralat" and "Heydaralat". The Nazaralat which is a larger tributary, originates from an altitude of 2300 meters, and Heydaralat from an altitude of 2000 meters. The river is home to Salmo trutta fario, which have been disappearing in recent years due to overfishing and river pollution. Holding responsible catch-and-release fishing tourism tours is an aid to protecting this species and sensitizing local authorities to tackle the pollution issues in this forest and beautiful river. Native and local sport festivals and competitions such as the Guilani Wrestling, Lafandbazi, etc. are among the other sports niche tourism attraction in the study area.

5.4. Nostalgic historical niche tourism

Historical nostalgia is a mental structure created by a group or people of a community. The nostalgic tourist seeks places or objects to revive his sense of the past (Nick Raftar et al., 2019). The Ghaleh Rudkhan castle also known as the 'Seksar Castle' and 'Hesami Castle' with an area

of more than 50 thousand square meters is one of the largest military castles of Guilan and Iran, which has experienced many historical events since its construction (Sassanid era) (Abbasi, 2006). Reconstructing the historical events of the castle based on historical documentation and their live presentation for tourists is one of the niche tourism attractions of the area.

5.5. Health niche tourism

One of the most common and popular forms of tourism is hiking for the sake of health benefits (Ghareh Nejad, 2009). Nature therapy, one of the sub-sectors of health tourism relies on using climate and natural features of the region. Summer resorts are known in the world and Iran for their natural therapeutic features. Ghaleh Rudkhan village, thanks to its tranquil and forested environment and its high altitude has the capability to create a rural retreat. This feature allows for tours with specific health tourism interests.

Despite all of the niche tourism opportunities and potentials in one place, the success of a tourism destination in attracting tourists and sustainable development depends on several factors. The most influential factor is the competency and functional ability of tourism managers in the development, packaging, and delivery of components that provide entertainment, enjoyment, and satisfaction to destination tourists/visitors (Hose, 2008). On the other hand, the satisfaction of the local residents and their participation in development of tourism in the region are among other necessities for the success of tourism destinations. The findings show that Ghaleh Rudkhan tourism village, despite various tourist attractions, has not been able to provide income generating job opportunities for the local inhabitants. The study of the population employed in the village showed that 51.05 % of them had a monthly average income of less than 10 million Rial. Since the livelihoods of the villagers were mainly dependent on agricultural and livestock employment opportunities which are seasonal jobs, they do not have continuous income; therefore, paying attention to the tourism sector and taking advantage of its economic benefits will help tackle economic problems, create new jobs for local residents and empower the community. Statistical analysis of this study showed that 17.89% of rural employees were young people between 20 and 30 years, which causes migration

of this group and decrease the population of the village. The niche tourism perspective seeks to take advantage of the neglected opportunities in the tourism sector and take a responsible approach to tourism in the regions and provide job opportunities for local residents, especially young people. The study of the education level showed that the rural students had the opportunity to study in elementary and secondary schools and pursue other courses in Fouman County as the nearest urban center. Therefore, people with a bachelor's degree and above comprise about 20 percent of the population which is another factor leading to the migration of rural residents. Holding specialized courses on tourism and hospitality with niche tourism approaches in Ghaleh Rudkhan Tourism by the Cultural Heritage, Handicrafts and Tourism Organization as well as the Technical & Vocational Training Organization of Guilan province, enhances the professional and specialized skills of the inhabitants in the field of tourism. Following these specialized trainings and meetings, the local community's familiarity with participatory activities in rural and niche tourism grows as they get more interested in tourism. Creating and developing tourism infrastructure in the village with an emphasis on cultural function and improvement of the rural roads, not only is a cause for the satisfaction of the local inhabitants and reducing their presence in neighboring cities for recreation, but also diversify rural niche tourism attractions and increase their visit to the area.

The most ideal conditions for the development of niche tourism in the region would be to organize and guide specialized tours. These tours, undertaken by specialized guides, tour leaders and travel agencies are held in a way that minimize the negative consequences of tourism by avoiding public annoyance through informing the tourists about the destination conditions, the do's-and-don'ts of the host-guest community and environmental protection recommendations. Based on the activity-based niche tourism, it is recommended to prepare niche tourism travel packages for the region, to market, advertise, and hold photography tours, hiking tours in the Forest park, tea and rice tours in the harvest season, to hold farm tours, and make residence in the village, undertake historical tours with emphasis on the

evolution of the historic castle of Ghaleh Rudkhan (from Sassanid until now) to make sport tours in catch-and-release fishing festivals, food, and nutrition tours, scientific, training tours, etc.

In order to improve the conditions and quality of niche tourism tours of Ghaleh Rudkhan, it is important to pay attention to the tourism facilities and infrastructure of the area and implement the tourism projects mentioned in the research such as facilitating access to the historic castle, and building residence facilities. The participation of local residents in identifying, implementing, constructing, and monitoring the implementation process is the demand of the local community from public and private investors active in the regional tourism; these factors synergize the potentials of rural niche tourism development. In order to develop sustainable niche tourism based on the activities in Ghaleh Rudkhan tourism village, the following suggestions and solutions are offered:

- To use government incentives to invest in tourism destination villages and attract foreign investors.
- To cooperate and interact with Dehyari and the Rural Council as local administrative bodies involved in policy makings, management and implementation of various tourism training programs, development of necessary infrastructure, assistance in attracting financial resources, etc.
- To timely collect garbage, and build sewage disposal systems in tourist attractions.
- To adopt up-to-date marketing strategies in support of niche tourism activities such as introducing special tourism attractions to travel agencies, tourism websites or social media.
- To create a cultural center in Ghaleh Rudkhan tourism village, to promote social and cultural relationships with local residents and spend leisure time as an indoor tourism facility to introduce local cultural heritage values and as a gathering place, especially during rainy days and unfavorable weather conditions.

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ارزیابی پتانسیل های گردشگری جاویژه روستای هدف گردشگری قلعه رودخان با استفاده از بخش بندی مبتنی بر فعالیت

حمیده بیگی[1]

۱- استادیار جغرافیا و برنامه‌ریزی شهری، دانشگاه گیلان، رشت، ایران.

بازاریابی‌جاویژه: عبارت است از هدف گرفتن یک کالا یا خدمت بـه سوی بخش کوچکی از بازار که کالاها یا خدمات موجود نتوانسته‌اند نیاز آنهـا را بـه طـور مطلوب برآورده سازند.

گردشگری‌جاویژه: به عنوان یک محصول خاص گردشگری می‌توانـد متناسب با نیازهای یـک مخاطـب خـاص/ بـازار خـاص و بـا ارائـه محصولات خاص جاویژه، به ایجاد و تثبیت موقعیت خود بـه عنـوان مقاصد گردشگری‌جاویژه مبادرت ورزد.

۳. روش پژوهش

این پژوهش با بهره‌گیری از روش‌های مصاحبه‌محور، گفتگو با گـروه کانونی، تدوین و توزیع پرسشـنامه، مشـاهدات شخصـی و تجزیـه و تحلیل اسناد موجود از منـابع مختلـف انجـام پـذیرفت. اسـتفاده از روش‌های چندگانه تحقیقاتی در ایـن تحقیـق بـه منظـور اطمینـان آماری از اطلاعات ناکافی موجود اتخاذ گردید. بـه منظـور تجزیـه و تحلیل داده‌های آماری این پـژوهش از سـه روش اسـتفاده گردیـد: تحلیل‌محتوا، تحلیل‌مضمون و استفاده از نـرم افزار SPSS نسخه ۲۱. در بررسی و تحلیل آمار توصیفی این پژوهش، از روش‌های آمار شامل فراوانی و نمودار هیستوگرام، و همچنـین آزمون‌های نرمـال بودن استفاده شد. در بخش آمار استنباطی، نیز با توجه بـه اینکـه داده‌های پژوهش از توزیع نرمال تبعیت نمی‌کردند، از آزمون آمـاری کای اسکوئر استفاده شد و تجزیه و تحلیل داده‌هـا اسـتفاده از نـرم افزار SPSS نسخه ۲۱ انجام شد.

۴. یافته‌های تحقیق

روستای‌هدف‌گردشگری‌قلعه‌رودخان بـا دارا بـودن جاذبـه‌هـای گردشگری ممتاز، تا کنون از منظر قابلیت‌های گردشگری‌جاویژه و توسعه‌پایدار آتی آن و رویکـرد مشارکتی جامعه‌محلی در پـروژه‌های گردشگری قابل انجام در آن، مـورد مطالعـه قـرار نگرفته است بـه

چکیده مبسوط

۱. مقدمه

اصطلاح «گردشگری‌جاویژه» از اصطلاح «بازاریابی‌جاویژه» اقتبـاس شده‌است. بازارجـاویژه‌هـا می‌توانند مناطق‌جغرافیایی، یـک صـنعت خاص، نژاد و یا گروه خاصی از مردم باشد. با توجه به ماهیت متنوع گردشگری‌جاویژه و محصولات مرتبط با آن، رویکردهای دیگری نیـز در تعریف این شکل از گردشگری مـورد اسـتفاده قـرار مـی‌گیـرد از جمله: رویکردجغرافیایی و جمعیتی، رویکردمحصول محور، رویکرد-مشتری محور. در رویکرد جغرافیایی و جمعیتـی؛ محـیط روسـتای هدف گردشگری قلعه‌رودخان از منظر فعالیت‌های گردشگری و نـه صرف توجه به جاذبه گردشگری شـناخته شـدۀ شـاخص آن کـه دژ قلعه‌رودخان است مورد مطالعه قرار می‌گیرد. در رویکرد محصـول-محور، بر حضور گردشگران و جامعه‌محلی در فعالیت‌هـا و بخش‌های مختلـف و متنـوع گردشـگری منطقـه تأکیـد مـی‌گـردد و رویکـرد مشتری‌محور نیز به نیازها و انتظارات گردشگری، جامعه‌مهمان و میزبان اشاره دارد. مسأله مورد بررسی این پـژوهش، تنـوع‌بخشـی و بهره‌گیری از تمامیت ظرفیت‌های گردشگری مبتنـی بـر فعالیـت در روسـتای هـدف گردشـگری قلعـه‌رودخـان اسـت و رویکـرد‌هـای گردشگری موجود را واجد بهره‌برداری مقطعی و نـاقص و بـه دور از سیاست‌های توسعه پایدار گردشگری معرفی می‌نماید.

۲. مبانی نظری

گردشگری با علائـق ویـژه: (SIT) ارائـه فعالیـت‌هـای گردشگری-سفارشی است که منافع خاص گروه‌ها و افراد را جلـب مـی‌کنـد. در این حالت، گردشگری برای برآوردن یک علاقه یا نیاز خـاص انجـام می‌شود. این گردشـگری شـامل چهـار تجربـه اصـلی اسـت: اقناع‌کننده و پرثمر، غنی، ماجراجویانه و آموزشی است.

*. نویسندۀ مسئول:

دکتر حمیده بیگی

آدرس: گروه جغرافیا و برنامه‌ریزی شهری، دانشکده ادبیات و علوم انسانی، دانشگاه گیلان، رشت، ایران.

پست الکترونیکی: Email H.beigi@guilan.ac.ir

همین جهت این مطالعه با هدف تنوع‌بخشی و توسـعه گردشـگری روستای‌هدف‌گردشگری قلعه‌رودخـان و افـزایش درآمـد، اشـتغال و کاهش نرخ مهاجرت روستانشینان به بررسی این قابلیت‌ها پرداختـه است. در تحلیل پرسشنامه گردشگران و شـاغلین محلـی روسـتای- هدف‌گردشگری‌قلعه‌رودخـان، در محورهـای مـورد پـژوهش چـون فعالیت‌های گردشگری‌جـاویژه، نگـرش جامعـه‌محلی نسـبت بـه گردشگری، پروژه‌های گردشگری قابـل انجـام و عوامـل اجتمـاعی ـ اقتصادی تأثیرگذار بر توسعه گردشگری‌جاویژه مشخص شـد کـه، بازدید از پارک جنگلی قلعه‌رودخـان، تفریح و تفرج در کنار رودخانـه قلعه‌رودخـان، خرید سوغات و صنایع‌دستی محلی و صـرف غـذاهای متنوع بومی و محلی از مهم‌ترین انگیزه‌های حضور گردشـگران در منطقه است. نتایج نظرسنجی شـرکت‌کنندگان محلی این پـژوهش نشان داد که با عنایت به کمبـود امکانـات شـدید منطقـه و کـاهش فرصت‌های شغلی، گردشگری گزینه‌ای بسیارمناسب و سوداور برای اقتصاد روستا قلمداد می‌گردد، لیکن به دلیل عدم آموزش تخصصی گردشگری و مهمان‌پذیری امکان بهره‌برداری از این فرصت تا کنون محقق نگردیده است.

اکثریت گردشگران تمایل به بازدید از پارک‌جنگلی‌قلعـه‌رودخـان را دارند و ساکنان محلی تمایل بیشتـر بـه عرضه سـوغات و غـذاهای محلی و اجاره منزل شخصی به گردشگران دارند و از این فعالیت‌هـا درآمد اقتصادی بیشتری کسب می‌نمایند. یافته‌های پژوهش بیانگر این مطلب است که ۵۹/۸ درصد سـاکنان محلـی نگـرش دوسـتانه نسبت به گردشگران دارند در حـالی کـه ۵/۴ درصد نگـرش غیـر- دوستانه و ۳۴/۸ درصد نیز اعتقاد به رفتار دوگانه (دوسـتانه و غیـر- دوستانه) گردشگران داشته اند. ۸۱/۳۱ درصد از گردشـگران، رفتـار ساکنان محلی را دوستانه، ۴/۷ درصد غیردوسـتانه و ۱۳/۹۹ درصـد رفتار دوگانه را انتخاب نمودند. ساکنان محلی اصلاح مسیر دسترسی بـه روسـتا و ایجـاد مرکـز فرهنگـی را از اولویـت‌هـای پـروژه‌هـای گردشگری‌جاویژه منطقه خود عنوان نموده‌اند و اولویت پـروژه قابـل اجرا گردشگری‌جاویژه از منظر گردشـگران، احـداث تله‌کـابین بـه منظور تسهیل در بازدید از جاذبه تاریخی قلعه‌رودخان است.

۵. بحث و نتیجه‌گیری

ایده‌آل‌ترین شرایط به منظور توسعه گردشگری‌جـاویژه در منـاطق، برنامه‌ریزی و هدایت تورهای‌تخصصی‌سازمان‌دهـی‌شـده اسـت. ایـن تورهـا کـه توسـط راهنمایـان تخصصـی آمـوزش‌دیـده و از سـوی تورگردانان و آژانس‌های مسافرتی برگزار می‌گردد بـه دلیـل آگـاهی دادن به گردشگران در مورد شرایط مقصد مورد بازدید و بایدهای و نبایدهای ارتباط جامعه‌میزبـان و مهمـان و توصـیه‌هـای حفـاظتی زیست‌محیطی، پیامدهای منفی گردشگری را به حداقل می‌رسانند و مانع رسیدن جامعه به سطح‌آزردگی از حضور گردشگر می‌شوند. بـر اساس جاویژه‌های‌مبتنی‌بـرفعالیـت‌معرفـی‌شـده روستای‌هـدف- گردشگری‌قلعه‌رودخان، تهیه بسته‌های سفر جاویژه‌های منطقـه و بازاریابی، تبلیغات و برگـزاری تورهـای تخصصـی عکاسـی، تورهـای طبیعت‌گردی و پیاده‌روی در پارک جنگلی قلعه‌رودخـان، تورهـای- کشاورزی در فصل برداشت چای و برنج، تورهای گردشگری مزرعه و اقامت در روستا، تورهای تاریخی با تأکید بر معماری سیر تکـوین دژ تاریخی قلعه رودخان (ساسانیان تا کنون)، تورهای ورزشـی در شاخه ماهیگیری بگیر و رها کن، تورهای خـوراک و غذاشناسـی، تورهـای علمی و آموزشی و … پیشنهاد می‌گردد. به منظـور بهبـود شـرایط و ارتقاء کیفیت تورهای‌جاویژه گردشگری‌روسـتای‌هـدف گردشـگری قلعه‌رودخان، توجه به تسهیلات و زیرساخت‌های گردشگری منطقـه و اجرای پروژه‌های گردشـگری مطـرح شـده در پـژوهش همچـون تسهیل دسترسی به بنـای قلعـه تـاریخی و احـداث اقامتگـاه حـائز اهمیت است. مشارکت ساکنان محلی در شناسایی، اجـرا، سـاخت و نظارت بر حسن اجرا، درخواسـت جامعـه محلـی از سـرمایه‌گـذاران دولتی و خصوصی فعال در گردشگری منطقـه اسـت و ایـن عوامـل سبب هم‌افزایی توان توسعه گردشگری‌جاویژه روستا می‌گردد.

کلیدواژه‌ها گردشگری با علائـق ویـژه، گردشـگری جـاویژه، بخـش بندی مبتنی بر فعالیت، مشارکت، روسـتای هـدف گردشـگری قلعـه رودخان.

The Role of Non-Governmental Organizations (NGOs) in Women's Empowerment and Environmental Protection in the Rural Areas (Case Study: Rural Areas of County Roshtkhar)

Khadijeh Bouzarjomehri* [1] - Khadijeh Javani [2]

1- Associate Prof. Geography & Rural Planning, Ferdowsi University of Mashhad, Mashhad, Iran.
2- Ph.D. Candidate in Geography & Rural Planning, Ferdowsi University of Mashhad, Mashhad, Iran.

Abstract

Purpose- Local non-governmental organizations (NGOs) being regarded as the clear representation of the participation of people, pave the way for fulfilling the objectives of sustainable development. The main goal of this study is to investigate the circumstances and consequences of local NGOs in empowering rural women in protecting the environment of Roshtkhar County (One of the southern Counties of Khorasan Razavi province).

Design/methodology/approach- The data needed for this study have been obtained through semi-structured interviews with a purposive sample of the founding boards and active members of NGOs (n =27) .

Findings- The results of the current study that utilized the conventional coding process indicating that in the villages studied, NGOs protect and improve the environmental performance and lead to the economic empowerment of the rural women.

Research limitations / implications- Similar to other rural research, this research has encountered some general problems that have plagued other rural research in the country. Statistical problems and lack of cooperation and justification of Governmental organizations

Originality/value- As the results of most studies show, despite some difficulties and difficulties for the growth and development of such institutions in the country, most of them have an important role in women's empowerment. Although very little research has been done in the country, no research has been done in the study area.

Keywords: Non-Governmental Organizations (NGOs), Women's empowerment, Rural environment, Roshtkhar County.

Paper type- Scientific & Research

* Corresponding Author:
Bouzarjomehri, Khadijeh, Ph.D.
Address: Department of Geography, Faculty of Letters & Humanities, Ferdowsi University of Mashhad, Mashhad, Iran.
Tel: +98915 519 9112
E-mail: azar@Ferdowsi.um.ac.ir

1. Introduction

Achieving sustainable development that entails environmental protection as one of its foundational pillars is considered to be impossible without women taking part in each and every related field. Nowadays, the significance of gender equality is not only considered as an essential element of human rights, but it has also been confirmed to be of high significance in poverty reduction, the improvement of lifestyle standards, proper growth, and financial stability. As a result, the term "Women in Development" was replaced by the term "Gender & Development" in the 1980s (Barari et al., 2013). The concept "Gender and Development" does not exclusively involve topics concerning women, yet it is also related to a number of areas such as social construction, entrusting women and men with social roles and responsibilities, and certain expectations of the society about their activities. The concept also makes an analysis of the nature of women's participation in work environments at or outside home and takes the classification of working women into consideration being neglected when their job is done at home (Azkiya & Emani, 2009). The rural community is one of the human populations where the necessity of empowering women has been increasingly receiving a great deal of attention (Ali shahi et al., 2008); a community where the lack of development has created an environment in which rural women are considered as a part of the vulnerable classes in rural development plans despite the great extent they are involved in everyday economic and social activities. Therefore, women in general and specifically women in rural areas must be empowered in various fields so as to play their roles in the society more properly. To attain this goal, the concept of empowerment should be explored outside of mental frameworks and be turned into a supportive environment where women in rural areas will have the opportunity to undertake their responsibilities and cooperate in activities appropriately.

The realization of the aforementioned objective will not occur without forming effective groups and devising empowerment plans. Thus, the development of NGOs has been suggested as a solution for a type of public participation that includes women. In fact, such organizations are considered as one of the major tools of achieving development and realizing empowerment within international communities. For this reason, a number of fields, including social

sciences have been focused on this type of organizations both in theory and practice, since the 1990s. An NGO is active through a variety of ways globally and nationally as it refers to an organization that is not directly considered as a part of the government. Yet, it plays an utmost important role as the medium among the public, authorities, and the society itself (Shah Bahrami et al., 2011). Such organizations are established on the three main voluntary, non-profit, and apolitical pillars. As unofficial organizations in every society, active NGOs engaged in women's activities play a crucial role in facilitating women's participation in determining their fate by empowering them in social, financial, cultural, and political areas. Furthermore, studies have demonstrated that such organizations have a special position in increasing the level of public knowledge, developing human resources, and recognizing women's roles in a civil society (Abdollahi, 1999 cited in 2013). NGOs improve the efficiency of local resources while advocating civil rights and equality, and in the meantime reducing poverty. As a result, they can follow up on women's empowerment to confront women's vulnerability in rural areas. In the present study, it has been endeavored to explore and analyze the role of NGOs in women's empowerment and their effects on environment protection. Although women living in rural areas have potential capacities for environmental protection, they are faced with a set of individual, financial, and social issues that prevent the actualization of such capacities. Hence, NGOs can play a central role in environmental protection through welfare, developmental, educational, and supportive activities. To this end, the role of an NGO named "the Young Farmers Club" (*Bashgah-e-Keshavarzan-e-Javan*) in the villages of Roshtkhar County has been investigated and analyzed. This organization, established in 2007 in the villages of *Khorasan Razavi* province, is of a public structure with its main purpose entailing practicing entrepreneurship, developing the agricultural sector, and providing environmental protection in rural regions by introducing an infrastructure where the capacities of minds, personalities, skills, and knowledge can be realized.

The development of disruptive tether and the application of modern technologies without regard to environmental considerations have led to the peaceful coexistence of human beings and nature and the destruction of natural resources, which has caused enormous environmental impacts. Today,

global and local communities have recognized the importance of environmentally sound practices and are seeking to reduce and coordinate environmental degradation. The Young Farmers' Club, as a grassroots and local organization, seeks to educate and implement ways of peaceful use of nature and reduce the irreparable effects of environmental degradation. The women of this NGO, like the mother of nature, play a vital role in achieving a sustainable environment as the mothers of this land in rural areas. This study seeks to identify and analyze the role of the organization in the empowerment of rural women for environmental protection in the study area.

2. Research Theoretical Literature

Institutionalism is a relatively old ideology that dates back to the early 20th century (Coulson, 2007). The origin of the concept of "organization" and its theoretical notions can be traced back to political sciences, sociology, geography, planning, and particularly, in areas associated with governance and institutions (Cernea, 2007). Theories, evidences, and present experiences show that organizations play a significant and fundamental role in enhancing sustainable development. Since the 1960s and 1970s, local NGOs have been engaged in the major activities of national policymaking, providing social services, and performing other local functions such as women's empowerment (Brown, 1992). Much attention has been paid to new institutionalism in the field of development as a response to the inability and failure of classic approaches to the local and regional development in explaining the causes of regional discriminations and providing proper guidelines (Korten, 2003). In other words, new approaches have been employed to solve regional and local issues, the most important of which are the bottom-up approach that focuses on institutionalism developed within such a paradigm (Roknodin Eftekhari, 2013).

Women's empowerment implies fighting women's powerlessness. The concept refers to the more provision of and dominance over resources and consideration of benefits for women (Key Issues in Development, 2005). Women's empowerment is a process through which women gain more control over and access to the sources of power and become able to partake in making decision about resources and the environment. Empowerment will be obtained only after a set of changes occur to individual, structural, and relational fields. In terms of the individual field, weaker women (financially, informationally, and ability-wise) would be able to put their lives in perspective and make decision through achieving awareness, skills, knowledge, and self-confidence. In terms of structural changes, women and men would be able to challenge customs, traditions, rules, unjust family values, and kinship structures both at a personal and at a public level, and adopt behaviors through which gender equality would become attainable. Simply put, institutes are able to provide equal rights and opportunities for women so as to help them show their potential abilities. In terms of politics and gender equality policies, governments can increase the extent of the access by women and girls to the resources including education, healthcare and welfare services. Concerning the relational changes, women and men may form new relations with other social actors. By extending the range of alliances, the mutual support can become a factor of change, and it may alter and improve the structures and their status, accordingly (Rezeei, 2011).

Rural development activities may not lead to dynamic sustainability unless the overall active structures such as NGOs cooperate with one another and make use of facilitative processes in line with the realization of sustainability. Governments at local and national levels, private entrepreneurs, and public institutions are regarded as a part of the structures deemed as partners by the majority of NGOs, with interactive relationships with each other. Thus, NGOs endeavor to be influential in the processes officially designed for the rural development by considering the strategies of participation and employing facilitative and mediational roles. To this end, the present establishment of NGOs is focused on solving fundamental problems such as realizing sustainability in exploiting national resources leading to the effectiveness of operations in terms of poverty reduction in rural regions (Brown, 1992). In a study conducted by Alexander Osterwalder (2003), it has been indicated that the majority of NGOs in developed countries believe that their developmental activities are more effective at an executive level, since problem solving would be more feasible through the participation of local people instead of relying on external aids and contributions. Furthermore, in a study by Ansari (2014) titled *Women and Environment* conducted through investigating non-governmental establishments, independent activists, websites, and blogs, the mythical procedure of the women's relationship with the environment and the role they can play in transferring the spiritual heritage of environment

protection to the future generations have been focused. In a study conducted in the village of Keykha located near the city of Zabol, Sobhi Moghadam (2015) has concluded that the establishment of NGOs has provided the platform for initiating interactions between authorities and the public leading to certain consequences in various fields (i.e., education and learning, women's empowerment, environment, and healthcare) for the people. Mara and Little (2015) investigated the innovations of NGOs and the complex procedures of women's empowerment in the north of Tanzania. The results of the study indicated that such organizations had been proven effective in altering social norms towards gender and had facilitated women's empowerment. Newaz (2000) studied the effects of NGOs' plans and their economic arrangements in particular in terms of women's empowerment; in a qualitative paradigm, he conducted in-depth interviews with 20 women who had been involved in such plans in a four-year period in two villages of Bangladesh. The results demonstrated the fact that women's understanding of themselves and their control over material resources and social relationships had improved, and that the level of their knowledge and education had increased. Islam and Sultana (2005) explored the effects of NGOs' plans on women in rural areas, with their results showing that such plans had caused women to reflect upon their rights as a human being; thus, they had attempted to change their lives and conditions more

vigorously. Handy and Kassam (2006) also concluded that NGOs' plans would increase the efficiency of women. The results of conducting interviews with 27 women in India in the study demonstrated that taking part in programs provided by NGOs had resulted in the improvement of "self-empowerment", "self-efficiency", and "self-optimization" in women. All of the aforementioned instances indicate that although certain internal problems exist within NGOs, they have brought about positive influences and consequences in sustainable development and women's empowerment in rural areas.

3. Research Methodology
3.1 Geographical Scope of the Research
Roshtkhar County located in the northeast of Iran and in the southern part of Khorasan Razavi Province, with its longitude and latitude being 59°03' to 59°55'E and 34°30' to 35°13'N, respectively. The County is located at a distance of 200 kilometers from Mashhad, the center of Khorasan Razavi Province, with an area of about 4256 square kilometers. According to the National Population and Housing Census conducted in 2011, the total population of the 10 villages under study is 17512, among which 6866 individuals are women. Only 800 individuals from the total population of the regions under study (11.6%) are the members of NGOs.
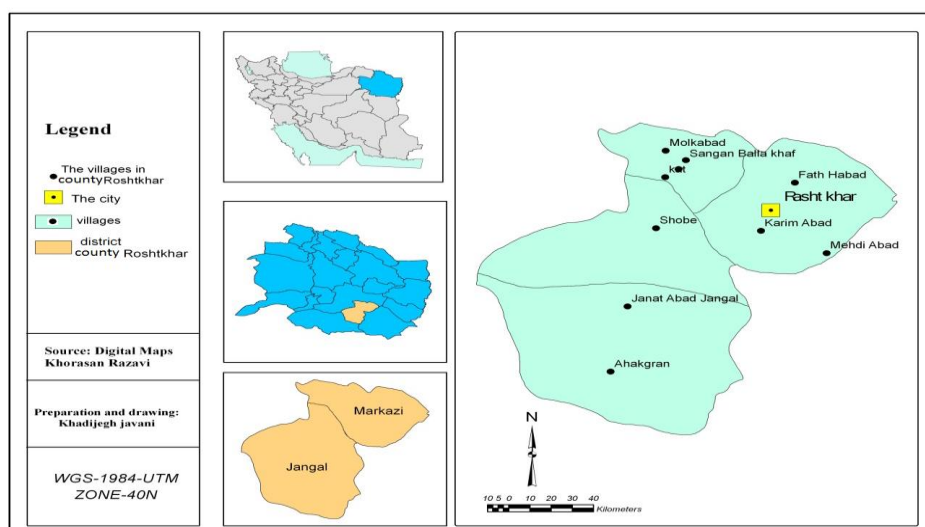
Fig. 1. A view of study area.
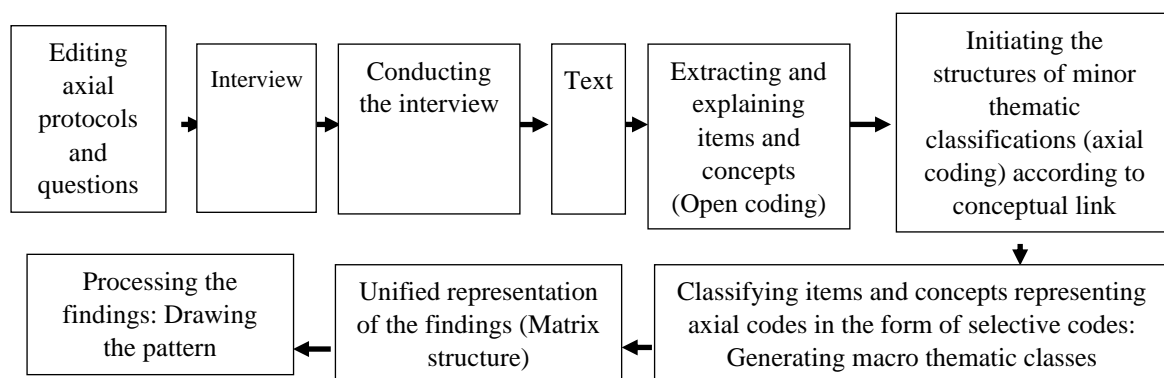(Source: Research findings, 2018)

3.2. Methodology

The present work is an exploratory research conducted in a qualitative paradigm by employing the Grounded Theory and using qualitative, semi-structured, and deep interviews for data collection. The interviewees included the organization members and the founding board of a local NGOs (i.e. Young Farmers Club) in 10 villages of Roshtkhar. Two approaches of the combined purposive sampling of the typical cases (conducting interviews with experienced and capable individuals prepared for presenting information) and snowball sampling (conducting interviews with individuals introduced by other samples) were applied in the current study. The sample size and the data collection process reached the level of theoretical saturation, i.e. the usefulness threshold of the information available. Within this framework, some interviews were conducted with 27 samples (n=2), with 17 and 10 of which being men and women, respectively. An aggregate of 33 interviews (including 27 interviews at the first stage and 6 repeated cases) were conducted in the study. Following the formulation of the overall framework of the study and conducting the sample selection task, in order to reach the required validity and reliability, in addition to the purposive selection of the samples and the systematic revising of various phases of the study, the purpose of the study was firstly

explained to them and the intended questions were put at their disposal. Besides, a set of actions, including the repetition of the interviews in certain cases, the diversification of the questions and the method of posing them as well as the diversification of the approaches of conducting interviews, and the sample selection task were conducted, and the interviewees were ensured about the confidentiality and integrity of the information presented through the initial review.

4. Research findings

Basic theory is derived from data that has been systematically collected and analyzed during the research process. In this way, generalizability is not effective. Rather, it is about understanding the phenomenon. The fundamental difference between fundamental theory and other qualitative research methods is its emphasis on the development of theory (Giddens, 2007).

In the current study, the findings were obtained from the analysis and presentation of the interviews conducted on the basis of a combination of thematic classified coding procedures, and the common coding processes followed in the Grounded Theory, including the open coding, axial coding, and selective coding processes. Hence, the results were an integration of the themes and concepts.

Fig. 2. Methodological process of information and data analysis
(Source: Research findings, 2018)

4.1. Coding interview texts

During the process of coding in this study, some of the codes, or in fact themes, and concepts were directly derived from interview texts and interviewees' statements (emerging codes). Other codes were produced by the researchers themselves

with regard to the concepts and themes derived from reviewing theoretical foundations, the common literature in the field of NGOs, and the empirical evidence. For instance, the respondents' viewpoints have been represented in Table 1 in the form of common concepts.

Table 1. A typical part of the first stage in processing the results: coding interview texts
(Source: Research findings, 2018)

Interviewee	Content of question	Response	Extracted codes (open coding)
1	The purpose of establishing the NGO (Young Farmers Club)	Bearing in mind the main concerns of the youth in rural areas along with the absence of a comprehensive NGO in various areas, the necessity of establishing this NGO was sensed to make use of the collective wisdom, the overall thoughts and capacities of the youth as well as the indigenous knowledge of women and men in rural areas.	Paying attention to the needs and requirements of the youth, making use of the overall capacities of the rural community and indigenous knowledge;

4.2. Age status

The age requirements of the board of directors and the founding board of the NGO (Young Farmers' Club) are as young as a spectrum. As shown in Table (2), the age groups younger than 30 years and 30-40 years are the highest percentages. In other words, about 36.4% and 45.5% are in these two age groups, respectively. It illustrates the purpose and strategy of the organization to use young and educated rural people.

Table 2. Age Characteristics (Board and Founder)
(Source: Research findings, 2018)

age	percent	frequency
Less than 30 years	12	36.4
30-40 years	15	45.5
40-50 years	4	12.1
50-60 years	2	6.1
Total	33	100

4.3. Level of Education

The level of education of the board of directors and the board of directors is one of the important factors in the performance of this organization. One of the primary goals of the organization's founder was to use educated indigenous rural

youth for rural development. As shown in Table (3), 6% of them have a master degree, 36% have a bachelor' degree, and 15% have an associate's degree. Overall, 56 percent have a college degree, which is one of its potentials

Table 3. Academic Profile (Board of Directors and Founder)
(Source: Research findings, 2018)

Literacy	percent	frequency
Elementary's degree	1	3
guidance school's degree	3	9
Diploma's degree	10	30
Associate's degree	5	15
Bachelor's degree	12	36
Masters's degree	2	6
Total	33	100

4.4. Purposes of establishing an NGO

After obtaining the open codes directly derived from the interviewees' statements through a qualitative content analysis, axial and general concepts were selected using axial coding. Meanwhile, attempts were made to select codes

capable of representing and covering other codes and forming categories. Such codes acted as components in drawing the pattern of the situation of the NGO in rural regions. According to the findings presented in Table (4), the purposes of establishing such organizations in rural regions,

13 loaded codes have been summed in three partial thematic classes or axial codes including making use of the overall capacities, realizing the empowerment of women and youngsters, and retaining the youth in rural areas. The highest frequency among all items belonged to "paying attention to the needs of the youth", "targeting the youth for creating jobs for them", and "making use of the overall capacities of the rural community".

Table. 4. The data analysis matrix and the main information on the purposes of establishing the Young Farmers Club as an NGO
(Source: Research findings, 2018)

No.	open codes	frequency	percent	axial coding	select codes
1	Using indigenous knowledge	7	21	Making use of the overall capacities	
2	Making use of the overall capacities of rural community	31	94		
3	Using collective wisdom	20	61		
4	Using women's abilities in rural areas in various aspects	14	42	Empowerment of women and the youth in rural areas	Purposes of establishing an NGO
5	Creating teamwork among women	10	30		
6	Facilitating cooperation and interaction between men and women in rural areas for the protection of the rural environment	15	45		
7	Increasing educational courses (such as arts, ethics, healthcare and environmental classes) for women	25	76		
8	Boosting the morale of women and girls in rural areas	27	82		
9	Paying attention to the needs of the youth	32	97	Retention of the youth in villages	
10	Updating information and empowering the youth	15	45		
11	Offering guidelines for filling the leisure time of the youth	10	30		
12	Targeting the youth for creating jobs for them	30	91		
13	Countering village aversion	20	60		

4.5 Environmental effects of NGOs

The environmental effects of NGOs are other cases of major thematic classes, and their results have been demonstrated in Table (5). They include the four minor thematic classes of making use of the indigenous knowledge to eliminate pests, improving the public's understanding and participation towards environmental protection, improving waste management by women, and preventing the loss of water resources. The highest frequency belongs to "countering agricultural pests using indigenous knowledge" with 91% that is believed to be applicable by

people. The other case from among the aforementioned ones being of the highest frequency was "compost production training at home for women in rural areas" that has been welcomed due to the fact that it can be used on the families' farmlands and provide an income for families through selling the compost to other farmers. "Elimination of vegetable pests by building a pool" and "providing instructions for waste separation at home" are other cases with 61% frequency, being considered as a significant number in the context of environmental protection in rural areas.

Table .5. Data analysis matrix and the main information of environmental effects
(Source: Research findings, 2018)

| No.	open codes	frequency	Percent	axial coding	select codes
1	Countering agricultural pests using indigenous knowledge	30	91	Using indigenous knowledge to eliminate pests	Environmental effects
2	Eliminating vegetable pests of the products by building pools[1]	20	61		

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1. According to an explanation provided by one of the interviewees, building pools for birds such as starlings would cause them to gather around them to drink water and as a result, various pests like grasshoppers would be eliminated. Such knowledge has been passed through from older generations.

No.	open codes	frequency	Percent	axial coding	select codes
3	Accepting environmental protection plans by residents	16	48	Improving cooperation and understanding of the public towards environmental protection	
4	Assessing the level of the public's sympathy towards environmental plans	4	12		
5	Training women in producing composts at home	29	88	Improving waste management by women	
6	Providing instructions for waste separation at home	20	61		
7	Gathering water resources	13	39	Preventing the loss of water resources	
8	Preventing the loss of water through modern irrigation methods	23	70		
9	Preventing the cultivation of water-intensive products (beets)	28	85		
10	Providing instructions for proper water consumption by women at home	4	12		

5. Discussion and Conclusion

The results of the current study indicate the multiplicity of the NGO-related dimensions and factors effective in the public's living conditions in rural areas; the results also indicate the influence of internal and external factors on the development of such organizations. Accordingly, it is worth noting that the *Young Farmers Club* in the villages under study is not an unofficial and extensive organization, neither is it exclusively a medium between individuals and authorities, yet it involves executive and active functions in various social, cultural, financial, and environmental areas. This shows the multifunctional nature of active NGOs in rural areas. One of the potentials of this NGO is youthfulness and the tendency to welcome young people (i.e., 82 percent are under 40 years old) and educated women and girls, into the group. This brings the strength and sustainability of the NGO's rural education and training programs. From the perspective of the pattern drawn in Fig. 3, the situation of NGOs in rural areas is similar to a process; their establishment and continuity in rural areas are ensured through the convergence and synergy of various systems in a particular context with certain purposes such as retaining the youth in rural areas, making use of the overall capacities, and pursuing the empowerment of women and the youth in rural areas. Furthermore, the establishment of such organizations in suitable rural areas brings about various financial, social, and environmental effects, which together with the women's empowerment in rural areas being the focal points of the current study**.** These points include: 91 percent of them making use of "indigenous knowledge to eliminate pests" and "increasing the public's understanding and participation in environmental protection", 70 percent of them learned preventing "the loss of water resources" through various ways. Also, 88 percent of women were familiarized with "waste management" and production of organic fertilizers for domestic use or sales, which has been financially appreciated by the women in rural areas. In this regard, certain researchers such as Islam and Sultana (2005), Newaz (2000), Ansari (2014), Batti (2014), Subhi Moghaddam (2015), and Mohammadi (2020) have emphasized the role of NGOs in women's empowerment demonstrating that their activities in environmental protection have been consistent with the results of the present research.
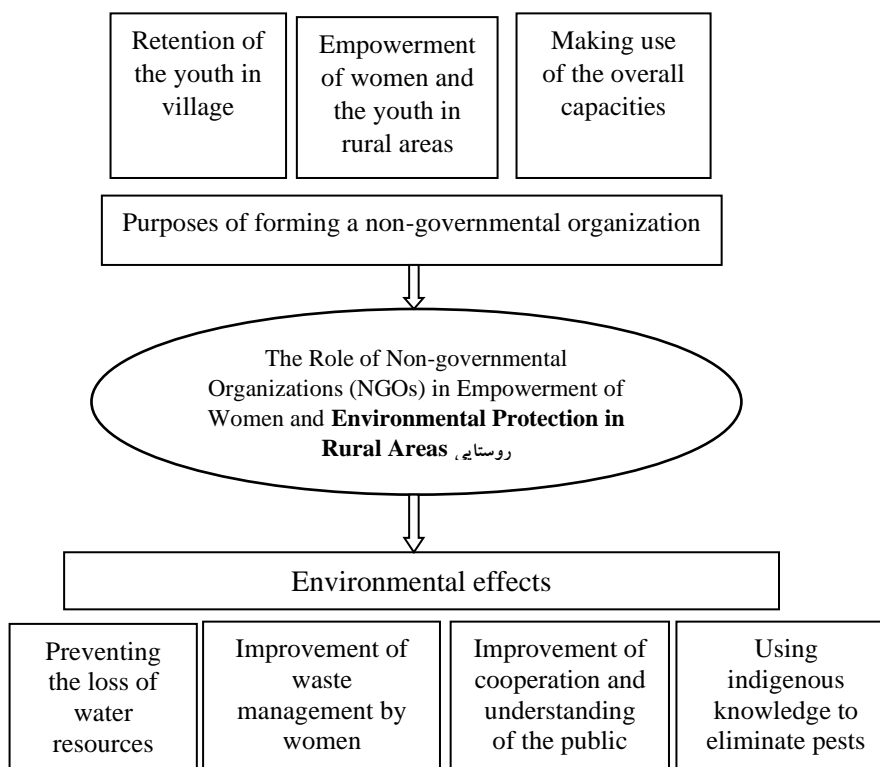
Figure 3. Status of NGOs in rural areas.
(Source: Research findings, 2018)

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نقش سازمان‌های مردم نهاد در توانمندسازی زنان روستایی جهت حفاظت از محیط زیست (مطالعه موردی: روستاهای شهرستان رشتخوار)

خدیجه بوزرجمهری *¹ - خدیجه جوانی²

۱ - دانشیار جغرافیا و برنامه‌ریزی روستایی، دانشگاه فردوسی مشهد، مشهد، ایران.

۲ - دانشجوی دکترای جغرافیا و برنامه‌ریزی روستایی، دانشگاه فردوسی مشهد، مشهد، ایران.

چکیده مبسوط

۱. مقدمه

سازمان‌های مردم نهاد فعال در حیطه فعالیـت زنان بـه عنـوان سازمان‌های غیررسمی در هر نظام اجتماعی با هدف جلب مشارکت زنان در تعیـین سرنوشـت خـود از طریـق توانمندسـازی در ابعـاد اجتماعی، اقتصادی، فرهنگی و سیاسی آنان، توانسته‌اند نقش مؤثری ایفا کنند. از این رو در این پژوهش تلاش شده اسـت تـا نقـش ایـن سازمان‌ها را در توانمندسـازی زنـان روسـتایی و حفاظـت از محیط زیست روستایی بررسی و تحلیل شود.

۲. مبانی نظری تحقیق

ابتکارات و فعالیت‌های توسعه روستایی بلند مدت به پایداری پویا نمی‌رسد، مگر این که کلیه ساخت‌های فعال در توسعه روستایی از جمله سازمان‌های غیردولتـی بـا همـدیگر همکاری و مشـارکت نمایند و از فرآیندهای تسهیل‌گرانه برای انجام تغییـرات مـؤثر در راستای پایدارسازی توسعه در سطوح منطقه‌ای و ملی بهره‌گیرند. دولت‌ها در سطوح محلی و ملی، کارآفرینان خصوصـی، نهادهـای مردمی از جمله ساخت‌هایی هستند که بسیاری از سازمان‌هـای غیردولتی آن‌ها را به عنوان شریک دانسته و روابط تعاملی با هم دارند و سازمان‌های غیردولتی با عطف به راهبردهای مشـارکتی، بیشتر متوجه ایفای نقش تسـهیل‌گـری و میـانجی‌گـری بـوده و کوشش می‌نمایند که بر فرآیندهای رسماً طراحـی شـده توسـعه روستایی تأثیر گذار شوند و در ایـن راسـتا نسـل حاضـر NGOS متوجه حل مسائل ریشه‌ای همانند پایداری فرآیندهای بهره‌برداری از منابع طبیعی، تعمیـق پیامـدها و اثربخشـی کارکردهـا بـرای

فقرزدایی ریشـه‌ای و اتخـاذ رویـه‌ای پایـدار بـرای تـأمین هزینـه کارکردهای روستاها هستند.

۳. روش تحقیق

این پژوهش از منظر پارادایم تحقیق جزو تحقیقات کیفی محسـوب می‌شود و با هدف اکتشافی (آثار و پیامدهای تشکل‌های مردم نهاد در روستاها) به انجام رسیده است. در این پژوهش، از روش نظریـه بنیانی و شیوه مصاحبه کیفی و نیمـه سـاختارمند بـرای گـردآوری اطلاعات و داده‌ها استفاده شده است. مشارکت کنندگان در پژوهش را اعضای هیات مدیره و هیات موسس سـازمان هـای مـردم نهـاد (باشـگاه کشـاورزان جـوان) در ۱۰ روسـتا از شهرسـتان رشتخوار تشکیل داده است. در انجام مصاحبه‌ها از روش نمونه‌گیری هدفمنـد ترکیبی موارد نوعی و بارز (مصاحبه با افراد با تجربه، شناخته شـده و بـا تـوانش و آمـادگی ارایـه اطلاعـات مـورد نیـاز) و گلولـه‌برفی (مصاحبه با افراد معرفی شده از سوی سایر نمونـه‌ها)، بهـره گرفتـه شده است. اندازه نمونه و فرآیند گردآوری اطلاعات تا سـطح اشـباع نظری یا آستانه سودمندی اطلاعات قابل دسترس ادامه یافت. بر این چارچوب، ۲۷ نمونه مورد مصاحبه (n=۲۷) قـرار گرفـت کـه از ایـن تعداد ۱۷ نفر مرد و ۱۰ نفر زن بودند. در مجموع، ۳۳ مـورد مصاحبه (شامل ۲۷ مصاحبه در مرحله اول و ۶ مورد تکرار مصاحبه) انجام شد.

۴. یافته‌های تحقیق

یافته‌های این تحقیق نشـان‌دهنده تعـدد ابعـاد و عوامل تأثیرگـذار سازمان‌های مردم نهاد بر زندگی مردم در مناطق روستایی و به طور متقابل تأثیر عوامل داخلی و خارجی بر ایجاد این نهادهاست. توسعه

* . نویسندۀ مسئول:

دکتر خدیجه بوزرجمهری

آدرس: گروه جغرافیا، دانشکده ادبیات و علوم انسانی، دانشگاه فردوسی مشهد، مشهد، ایران.

پست الکترونیکی: Email: azar@Ferdowsi.um.ac.ir

این سازمانها در مناطق مستعد روستایی به آثار اقتصادی، اجتماعی و همچنین آثار زیست محیطی مختلفی منجر می‌گردد کـه در ایـن تحقیق به آثار زیست محیطی سمن ها ناشی از توانمندسازی زنان روستایی است، تاکیدشده است. مهمترین **نتـایج زیسـت محیطـی نشان می دهد** که، ۹۱ درصد زنان، روش های بومی مبارزه با آفـات نباتی را فرا گرفته و بـه کـار مـی بردنـد، ۷۰ درصد بـا روش هـای جلوگیری از هدر رفت آب آشنا شده اند از جمله: حذف کشت اقلام پرمصرف آب، آشنایی با شیوه های نـوین آبیـاری و فرهنـگ سـازی مصرف بهینه آب. همچنین ۸۸ درصد روش های مدیریت پسـماند را آموخته و کود کمپوست برای مصرف و یا فروش تولید می‌کردند که ضمن درآمد زایی برای زنان روستایی سمن، به حفاطت و بهبـود عملکرد محیط زیست منجر شده است.

۵. بحث و نتیجه گیری

بر اساس یافته های تحقیق، سازمان مـردم نهـاد روسـتایی (باشـگاه کشاورزان جوان) در روستاهای مورد مطالعـه صـرفاً یـک نهـاد غیـر رسمی ترویجی و واسط بین فرد فرد مـردم و قـوای حـاکم نیسـت، بلکه همزمان از کارکرد های اجرایی و فعال در حـوزه‌هـای مختلـف اجتماعی و فرهنگی اقتصادی، زیست محیطی نیز برخورداراست از

جمله پتانسیل‌های این سمن، جوان گرایی و استقبال جوانان و زنان و دختران تحصیل کرده روستایی است به طوری که ۸۲ درصد آنهـا کمتر از ۴۵ ساله بودند که از نقطه قـوت و مانـدگاری و کارآمـدتـر شدن برنامه‌های آموزشی - ترویجی سمن در روسـتا محسـوب مـی شود. به طور کلی از منظر الگوی ترسیم شـده شـکل (۳)، وضـعیت سازمان‌های مردم نهاد در مناطق روستایی بسان یک فرآینـد اسـت کـه شـکل‌گیری و تـداوم آن در منـاطق روسـتایی از همگرایـی و هم‌افزایی نظام‌های مختلف در یک بستر معین با اهـدافی مشخصـی است که ماندگاری جوانان در روستا، استفاده از تمـام ظرفیـت‌هـا و توانمندسازی زنان و جوانان روستایی را به همراه دارد.

کلیدواژه‌ها سازمان مردم نهاد (سمن‌ها)، توانمندسازی زنان، محیط زیست روستایی.

تشکر و قدردانی

Analyzing the Local-Spatial Consequences of the Development of Tourism Economy with an entrepreneurial Approach in Rural Areas (Case Study: Samen District in Malayer County)

Abbas Rouzbahani[1]- Horieh Moradi [*2]- Hamed Abbasi[3]

1- MSc. of Geography and Tourism Planning, Geography Department, Lorestan University, Khorramabad, Iran.
2- Assistant Professor of Geography and Rural Planning, Geography Department, Lorestan University, Khorramabad, Iran.
3- Assistant Professor of Geography and Urban Planning, Geography Department, Lorestan University, Khorramabad, Iran

Abstract

Purpose- The formation of various economic activities has always been accompanied by changes in this geographical space. Therefore, the purpose of this paper is to analyze the local-spatial consequences of the development of tourism economy with an entrepreneurial approach in rural areas of Samen District in Malayer County.

Design/methodology/approach- This study is an applied one. According to the method, it is descriptive-analytical. To fulfill the purpose of the study, field study and survey were used. Its reliability was calculated using Cronbach's alpha test for 4 components of economic, social, physical, and environmental consequences with the values of 0.90, 0.90, 0.99 and 0.97, respectively. Thus, the research tool was considered appropriate. Factor analysis was used to analyze the data using SPSS (version 20).

Findings- The results showed that the local-spatial consequences of the development of tourism economy with an entrepreneurial approach can be considered in six classified factors under the following headings: Development of physical and environmental capital (40.54%), development of rural tourism service platforms (22.98%), social and improving capital of local communities (11.84%), development of economic capital and employment of local communities (7.49%), expansion of tourism economy development infrastructure (3.37%), and the entrepreneurial capital factor and the development of local communities (2.54%). These six consequences explain the variance of all variables for the total of 88.76%

Research limitations/implications- More than half of entrepreneurs neither use a specific marketing and tourism strategy to sell their products, nor have a website. Lack of access to infrastructure such as the internet and accommodation opportunity has created limitations for the development of the tourism entrepreneurial economy in the rural areas of Malayer.

Practical implications- In order to achieve the development of tourism entrepreneurship in rural areas, it is recommended to pay special attention to the development of rural environmental capital, security and development of infrastructure and basic services, and development of social and improving capital of local communities in the region. Since most of the tourists entering Malayer have commercial purposes, the development of rural services such as the travel agencies and active tours in the village, the presence of internet cafes for tourists in the village, automobile repair shops, insurance offices, local restaurants and ecolodges seem to be essential.

Originality/Value: To understand the dynamics and consequences of the development of tourism economy, the entrepreneurial approach was used in the form of Porter's tourism impact model. It led to the measurement of local-spatial consequences in this area.

Key words: Rural entrepreneurship, Development of tourism economy, Local-spatial consequences, Samen District in Malayer County.

Paper type- Scientific & Research.

* *Corresponding Author:*
Moradi, Horieh, Ph.D.
Address: Department of Geography, Faculty of Letters & Humanities, Lorestan University, Khoramabad, Iran.
Tel: +98918 387 0818
E-mail: moradi.ho@lu.ac.ir

1. Introduction

In Iran, it has been seven decades that the achievement of development and progress of society is considered to be dependent on the development and implementation of macro-planning in various socio-economic sectors of the country. There is a tremendous opportunity due to the innate resources along with the glorious historical background, which has led to the experiences of thousands of years of living, but still underdevelopment and more importantly instability is the main concern of these days (Sarrafi & Kazemian, 2017). Tourism is one of the fastest growing socio-economic activities in the world, and many scholars believe that it can be a good response to the instability of development in all different geographical dimensions (local, regional, national, and international). In general, the contribution of tourism in GDP is about 9% globally. Also, owing to the direct and indirect effects of tourism, one out of eleven jobs in the world is related to tourism (United Nations World Tourism Organization, 2015).

In other words, the development of the tourism industry is directly related to job creation, domestic income generation, foreign exchange earnings, as well as the diversity and revival of the rural economy (UN World Tourism and Travel Council, 2012). According to the World Tourism Organization, it has become the largest active industry in the world (Lundberg et al., 2015). Despite the important effects of tourism, it has negative side effects that can be classified as economic, environmental, and socio-cultural impacts (Meleddu, 2014).

Meanwhile, trends in development thinking at both national and international levels introduce the village as a place with its own economic characteristics of entrepreneurship and tourism. It also has a special place in economic and social knowledge (Roknadin Eftekhari & Badri, 2012). Investing in indigenous knowledge and human capital of rural areas can be effective in knowledge diffusion and creating economic growth in the region (Braunerhjelm et al., 2010). In other words, economic development in rural areas can play a more effective role in the formation of tourism entrepreneurship activities in rural areas. It is through its positive effects and consequences, namely, cultural acceptance, cost reduction through knowledge-based production and educating the villagers, formation of clusters and spatial and social networks (entrepreneurial associations) in villages (Acs & Virgil, 2009). Thus, economic development requires a change. Turning to an entrepreneur is the best factor for this change in rural tourism (Hayek, 1945). Differently put, a village is the result of both natural and man-made elements, which provide a context for individual's adaption to society. The formation of various economic activities has always been associated with changes in this geographical space. Tourism is a brand new activity in villages, the prosperity of which has led to various local-spatial consequences in rural areas (Ghorshi Minaabad, Movlaei Hashjin & Yaghoubi, 2014). Thus, it brings about the growth and development of various large businesses in the world (Ranjbarian & Zahedi, 2013).

Considering the high potential of tourism in different rural areas of Iran and the changes that it created in the social and economic life of residents in different regions, it is required to understand the local-spatial consequences of developing the tourism economy with an entrepreneurial approach in a more accurate scientific way. Meanwhile, Malayer County is one of the most important areas that includes densely populated rural areas with the capacity of tourism entrepreneurship. The handicrafts of this county, emphasizing on making furniture and woodcarving, has given a special significance to this industry in Malayer County. Given that the growth of small and medium businesses in the rural areas of the county has attracted the attention of tourists, travelers and marketers from different regions of Iran have brought good competitive conditions among businesses in local communities. This article seeks to answer the key question of how tourism can economy in rural areas be developed by using the local-spatial capabilities and consequences of entrepreneurship (strengthening local entrepreneurship). In other words, what the local-spatial consequences of the tourism entrepreneurial economy in rural areas are.

2. Research Theoretical Literature

The geographical area of the villages in the territory accompanied by having a large part of the national resources in the rural community can be effective in creating many entrepreneurial opportunities in the rural areas of the country. Among these opportunities are the attractions of tourism entrepreneurship, especially in villages

located on the margin of population centers. In other words, entrepreneurship is a concept with economic roots, profit and benefit, along with the concept of tourism. After the transition from mass tourism to sustainable tourism theories, today, it is trying to preserve the environment assets and landscapes along with generating income for local people. In practice, tourism development is an important factor in the process of economic development and boosting local entrepreneurship. Therefore, encouraging entrepreneurship and sustainable tourism development is considered as the main part of national policy and planning in developed and developing countries (Sojasi Qaidari et al., 2016).

All the same, it should be noted that the tourism industry is a wide range of activities aimed at satisfying tourists on the one hand, and benefiting the people and the local community at the destination on the other hand (Ranjbarian & Zahedi, 2013). Using a local and spatial perspective- the ways in which activities are organized in different places- the geography of tourism entrepreneurship tries to find economic and social answers for questions such as why people travel on holidays, why they go to certain places, when they go to these places, what they do when they are there, what the local and spatial consequences of their activities are, to what they affect, and what can be done to reduce or increase these effects and consequences. Therefore, understanding dynamics and the factors that make up the tourism industry are of great importance to the science of geography. The relationship between the tourism industry and other factors in the environment is so interrelated and highly intertwined that makes it impossible to determine the factor influencing the environment. However, in some cases the effects are evident on a large scale. In this regard, experts have stated various local-spatial effects and consequences for the development of tourism economy at different levels (local, national, and international). They believe that human and environmental factors, tensions and crises, entrepreneurs, and external factors such as competition among businesses can lead to initiative or innovation in the methods and processes of tourism economy (Page, 2017). Also, Porter (1978) provided a general framework for determining the effects and consequences of the development of tourism industry. These effects are in relation to the environment, economic, and

social conditions. Porter took several steps, starting with the decision-making process to build a place focusing on the planning and management aspects.

The economic effects of the tourism industry has been regarded by many countries. Ogilvie (1933) published an article entitled the tourism movement, which was one of the first papers to focus on the impact of tourism and overseas travelers on national economy. Her research shows that there is a difference of about $ 11 million between the costs of the two passenger groups (domestic and overseas) in the 1920s and 1930s. The result approved that in many countries, tourism industry can have a huge impact on a country's economic system, and local governments are using tourism development to rebuild their economic system. From their point of view, tourism development can create new opportunities, create jobs, and lead to income growth, renovation and new constructions, regional prosperity, and as a result, physical changes. Pearce (1989) identified some of the economic consequences and benefits of tourism industry in human societies as follows: Generate revenue for the local economy system, opportunities for employment, improving or reforming the structure of the economic system and creating a balance in economic activities in the area (region) visited by travelers, transportation system, encouraging value-creating forces in presenting new projects and their implementation (Page, 2017). Therefore, in local communities, the main goal of tourism activities can achieve positive economic results such as creating job opportunities in rural areas, increasing income, helping increase foreign exchange earnings, creating investment opportunities for the private sector, focusing on some industries in the village, and changing land prices. In addition, some economic anomalies may be inflicted on the area such as inflation, unemployment of some people due to labor migration, imposing additional burden on transportation systems, land trade and instability of employment and income. Also, rural tourism usually has different physical consequences. The positive results of which include improving and developing infrastructure, strengthening housing, preserving the texture, and original pattern of the village, using materials in the village for construction, preserving the indigenous-traditional architectural pattern, and the production of agricultural products for tourists. Negative results include exhaustion of roads and transportation networks due to heavy traffic, destruction of monuments and historical buildings,

relocation of residential areas, not using local materials, changes in construction methods, land use change and population growth and population congestion (Ghorshi Minaabad et al. 2014).

Using tourism sociology, smith (1997) considered the development of tourism from the perspective of social and cultural impacts. He stated that tourism can be a source of conflicts (conflict of interest) between the host region and visitors of that region. The type of the residents' viewpoint in a region towards the tourism industry shows their point of view about the policies and supports the public sector (for or against) to the development of tourism. Simply put, the attitude of the residents of an area can be considered as a measure of the ability to attract tourists in the region. In this regard, Douglas and Douglas (1996) and Pearce (1989) in their research, consider the effects that tourism industry has on social and cultural factors of local communities, some of the most important ones are migration of villagers to cities (places built to attract tourists) with the aim of finding higher-paid jobs which can change the structure of the population in tourist destinations, putting pressure on the services provided in these places, changes in jobs patterns (demand for unskilled workers and seasonal jobs increases), changes in social values and the increase of the forces shaping society, changes in the structure within cities as places with tourist attractions cause the housing market to change and people will move to places with more urban facilities, the prevalence of abnormal social activities etc. (Pearce, 1989; Douglas & Douglas, 1996). Therefore, rural tourism in terms of social and cultural can have positive consequences. Some of which include increasing the welfare level and the revival of rural life, preventing migration and maintaining the population, protection and preservation of historical monuments and buildings, development of facilities and services, restoration of indigenous and traditional-cultural identity, cultural interaction, creating life and financial security, creating vital and financial security, developing local community participation, local solidarity and social cooperation (strengthening the village's position at the local and national levels. Besides, there are negative effects such as damage to buildings and historical monuments, increasing misdemeanor and social anomalies, occurrence of neurological and psychological diseases due to

increased traffic, cultural transformation, changes in local indigenous and religious manner, (especially in youth and women), and destruction of handicrafts, creating discord among people due to cultural change and unequal distribution of employment (Ghorshi Minaabad et al., 2014).

In the 1960s, with the mass supply of tourism products, and also the growth and development of tourism industry the natural resources were under great pressure (Page, 2017). This became a factor for increasing the studies related to the environmental effects of tourism (Rahmani Firoozjah, 2015). In many parts of the world, the beauty of the natural environment is the main reasons for attracting tourists and developing tourism activities. Therefore, the environment is the main platform for tourism-related activities, and the development of tourism is largely dependent on the environment (Hashempour et al. 2012, p. 54) as environment alone can have unique attractions for tourists. Accordingly, maintaining and improving its quality is significant in tourism development (Tang, 2015). The expansion and development of tourism in natural environments has an impact on the environment and can cause many problems such as deforestation and vegetation destruction, waste accumulation, noise pollution ,and the destruction of farms. On the other hand, some positive effects are expected such as environmental protection, conservation of ancient and historical sites and their revitalization, creation of infrastructure, facilities, and services (Ranjbarian & Zahedi, 2000). Meanwhile, in order to achieve tourism goals (growth of economic indicators and reduction of pollution and damage to the environment), it is important to pay attention to the role of planning (Zohang et al., 2011).

2.1. Literature Review

According to conducted studies, investigation of the local-spatial implications of tourism economy development with the entrepreneurial approach in rural areas is a new topic that has been less addressed. Some studies sporadically scrutinized it. In this article, however, to understand the dynamics and consequences of the development of tourism economy, the entrepreneurial approach was used in the form of Porter's tourism impact model, which led to the measurement of local-spatial consequences in this area. Table 1 briefly shows some of the domestic and international studies in this field. Literature review indicated that analysis of the local-spatial

consequences of the development of tourism economy with an entrepreneurial approach in rural areas has been barely noticed by researchers. Also, about the development of tourism entrepreneurship almost no study has been done in this region. Therefore, in this study, in addition to examining the local-spatial consequences of tourism development and entrepreneurial capabilities in space

(strengthening local entrepreneurship), the development of tourism economy in rural areas was specially regarded.

According to the theoretical foundations and research literature, Figure (1) can be proposed as a conceptual framework of research.

Table 1 - Research local-spatial consequences of the development of tourism economy and rural entrepreneurship

(Source: Research findings, 2019)

Row	Researcher (year)	Title	The results of the study
1	Steiner & Cleary (2014)	What are the features of resilient Businesses? Investigating the perception of rural entrepreneurs	The results showed that social, economic and environmental factors are important for entrepreneurs' understanding of success in a business.
2	Acs & Virgil (2009)	Entrepreneurship in developing countries	The results of various studies show that the components including fostering entrepreneurial features, the role of government, the role of the private sector, domestic and international political factors, cultural and social factors, have an impact on the development of entrepreneurship.
3	Nikraftar & Nosratifar (2017)	Identifying entrepreneurial opportunities in rural tourism in Alborz Province	The results showed that entrepreneurial opportunities are a priority for natural and recreational attractions, and come after indigenous tourism, souvenirs and handicrafts.
4	Bayat and Badri (2017)	Analyzing the local residents' perceptions of the effects of rural tourism in Malayer County: Villages in Kolan River basin	The findings of the study indicate the positive effects of tourism in economic, environmental (physical-spatial), and social dimensions, on the other hand the negative effects of tourism are in order on the environment, social, security and cultural.
5	Roknadin Eftekhari & Badri (2012)	Investigating the effective factors in the development of rural tourism entrepreneurship	The results showed that in viewpoint of both study groups (officials and entrepreneurs), on average, the economic factor is more important in the development of tourism entrepreneurship.
6	Ghorshi Minaabad et al. (2014)	Explaining the local-spatial consequences of tourism on the villages of Rezvanshahr city	Believe that the prosperity of tourism has led to various local-spatial consequences in rural areas. Such as socio-cultural, economic, environmental and physical consequences.
7	Zia Tavana, Biranvandzadeh, & Darvishi (2014)	Spatial consequences of tourism industry development and reconstruction and renovation policies in the historical texture of Baghshahr Meybod with emphasis on physical-environmental factors	The results showed that the factors of spatial-physical organization, institutional-specialized, physical-environmental, and advertising were the most important items influencing the development of tourism industry and reconstruction and renovation strategies in Baghshahr Meybod..
8	Anabestani, Saeedi, Darvishi (2012)	Investigation of economic, social-physical and environmental effects of tourism development in rural settlements of Arjhan-Fars plain	Tourism in this area has been able to have an influence on the economic, social and environmental aspects, and in the future, it will continue to be effective and there will be no turning back.
9	Nouri & Khorasani (2012)	Analysis of the economic, social and environmental effects of tourism	The results show that the development of tourism has adversely affected the environment as well as the social and cultural dimensions of the city. However, the region has

Row	Researcher (year)	Title	The results of the study
		development in Sari	benefited economically from tourism.
10	Rezvani, Akbari Anrunizi, Roknadin Eftekhari & Badri (2012)	Analysis of tourism effects on rural areas around the metropolis of Tehran	They showed that according to the viewpoint of the society, despite the fact that tourism has a direct relationship with the level of development of the local community due to its positive economic effects, many negative environmental and cultural effects have also been observed.
11	Ghanian, Khani & Baqaei (2011)	Assessment of the entrepreneurship space in rural tourism (Case Study: Oraman region)	The findings showed that compared to other factors related to the entrepreneurial environment these factors have a higher status and importance such as: The interest in establishing tourism-related enterprises, establishment and expansion of local production networks among business owners, the existence of appropriate security at the regional level for entrepreneurs and tourists. The other factors related to the entrepreneurial space has lower importance, comparatively.
12	Gharkhloo, Ramazanzadeh lasbooi & Glenn Sharifdini (2009)	Environmental effects of tourism on the shores of Ramsar	The results showed that the development of this type of tourism has had many environmental impacts, the most important of which are the destruction of vegetation, pollution of coastal waters and the disappearance of coastal landscapes.
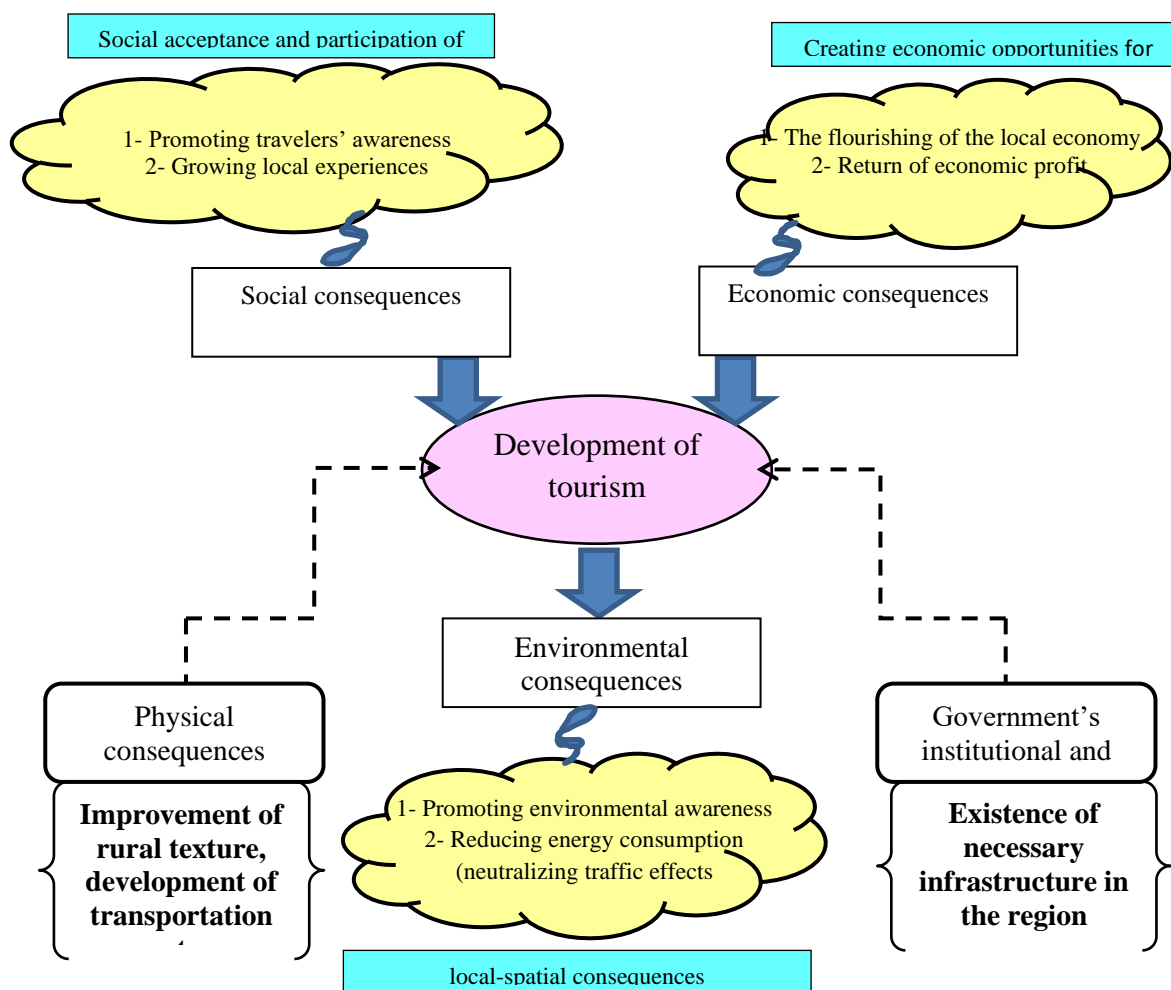
Figure 1. The conceptual framework of the research
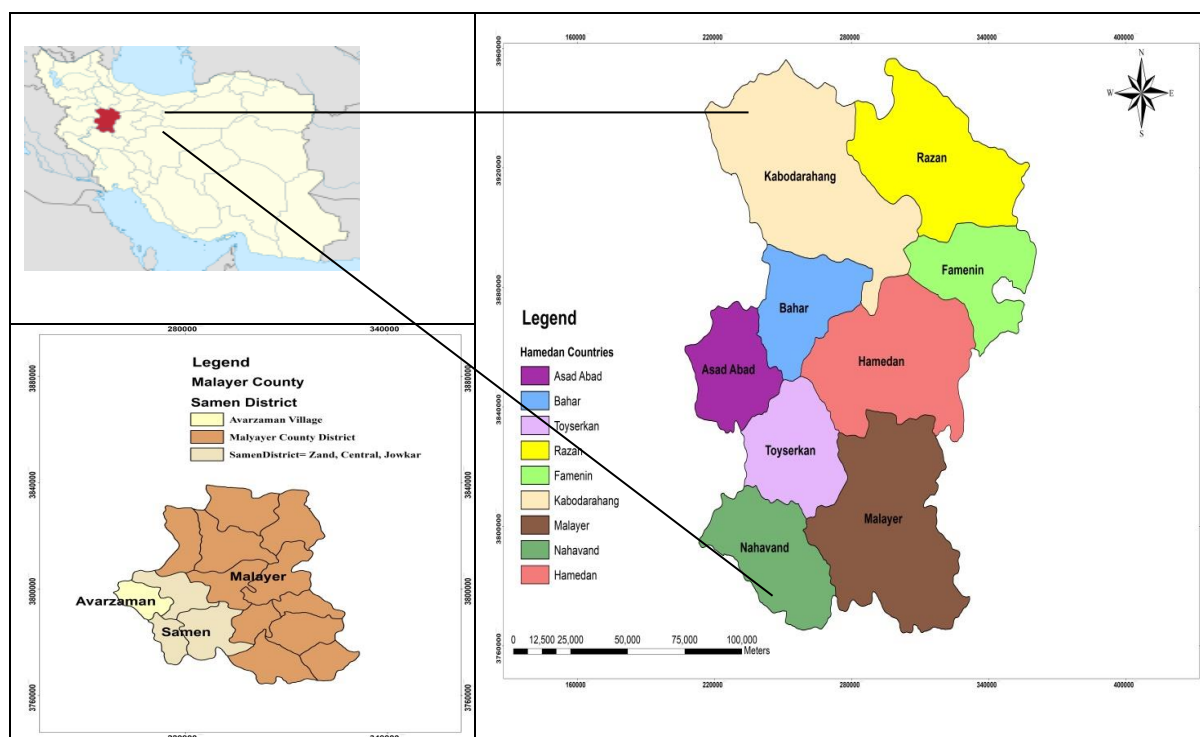(source: Research findings 2019)

3. Research Methodology
3.1. Geographical Scope of the Research

With an area of 3410 square kilometers, Malayer County is located in the southeast of Hamadan

Province. Its center is Malayer City. This city is limited by Hamedan and Tuyserkan counties from the north, and by Nahavand city in Hamedan province from the west. Also, from the south, it is next to Boroujerd County in Lorestan Province, and Arak County in Markazi Province from the east. The county consists of six cities (Malayer, Samen, Azandarian, Jokar, Zanganeh, Islamshahr, and Aghgol), four districts (Markazi, Samen, Jokar, & Zand), 15 rural districts, and 220 villages with a population of about 288,000. More than 181,000 people live in Malayer. The area of the county consists of 47.16 % of the whole province. Its population ratio compared to the population of the province is 70.17 %, and the relative population density in this county is 92.5 people per square kilometer (Statistics Center of Iran, 2016) (Figure 2). Malayer is in a temperate mountainous region with cold and snowy winters and mild summers. Its development has been affected by abundance of agricultural lands, villages and fertile vineyards, as well as the expansion of the furniture and woodcarving industry. Among the landmarks in Malayer are Seifieh Park, Mirfatah Glacier, underground city from Parthian Era, Lotfalian House Museum, Mini World Project, Malayer Roof, and Kowsar Lake. In May 2017, Malayer was selected as the capital and national city of furniture and woodcarving. In 2018, it was selected as the international city of grapes by the World Food Organization (FAO). Currently, more than 70% of the country's woodcarvings are produced in 6,000 workshops of this county, which has provided employment for more than 20,000 people there.

Figure 2. Political divisions of Hamedan province in counties
(source: Research findings 2019)

3.2. Methodology

This research is of an applied type that has been conducted by descriptive-correlation method using a survey technique. The statistical population was entrepreneurs or business owners of furniture and woodcarving in rural areas of Samen District in Malayer County (Table 2). Since the number of rural entrepreneurs in this area was limited, in order to increase the accuracy of research, a census was used as the sampling method. According to statistics obtained up to 2017, 4300 furniture and woodcarving workshops, more than 500 artists were directly and more than 20,000 people were indirectly involved in handicrafts in Malayer County, which indicates the

capacities and advantages of tourism in this region. . Samen District is one of the most important parts of the county related to furniture and woodcarving production of workshops. All stages of furniture production is entirely done in this area. Among the active rural areas involved with this business in Samen District, Dehno avarzaman and Harmroud Sofla Rural Districts have a large number of active workshops (250 workshops), 20 active furniture, and woodcarving exhibitions. The frequency distribution of studied entrepreneurs' workshops among different rural districts of Malayer County in 2019 shows that out of 250 active workshops, currently only 35 out of 250 furniture workshops in these two rural districts are actively working, and mainly the rest of workshops are either inactive or going bankrupt. So, in total, the necessary surveys were conducted for all

100 active and semi-active workshops in these two villages.

Measurement tools were questionnaires whose content and face validity were verified using professors and experts' opinion. Its reliability was also calculated using the Cronbach's alpha test for the progressive components of the development of the entrepreneurial tourism economy. The results of table 3 indicated that the research tools were appropriate. To measure the variables of tourism entrepreneurship outcomes, 88 items were used in the Likert scale, each of which was given zero to five values. SPSS20 software and factor analysis were also used to analyze the data. In other words, factor analysis was used to analyze the local-spatial consequences of the development of tourism economy with an entrepreneurial approach in rural areas of Samen district in Malayer County.

Table 2. Summary of spatial information and names of active workshops in rural tourism entrepreneurship in Malayer County
(Source: Research findings, 2019)

District	City	Rural District	Village	Workshop	Row
Samen	Malayer	Haramroud Sofla	Dehno avarzaman	Amir hossein	1
			Dehno avarzaman	Iran	2
			Dehno avarzaman	Abdolmaleki furniture	3
			Dehno avarzaman	Niko	4
			Dehno avarzaman	Parsiyan furniture	5
			Dehno avarzaman	Prince	6
			Dehno avarzaman	Roozbehani	7
			Dehno avarzaman	Shaghayegh	8
			Dehno avarzaman	Jahan furniture	9
			Dehno avarzaman	Unknown (56 cases)	10
		Dehno avarzaman	Dehno	Ard woodcarving	11
			Dehno	Iranian	12
			Dehno	Persian Gulf	13
			Dehno	Woodcarving	14
			Dehno	Furniture exhibition	15
			Dehno	Jahan furniture	16
			Dehno	Unknown (29 cases)	17
total		Haramroud Sofla	Dehno avarzaman	63	18
		Dehno avarzaman	Dehno	37	19

Table 3. Cronbach's alpha value for the scales examined in the questionnaire
(Source: Research findings, 2019)

Variable scales	Number of items	Cronbach's alpha value
Economic component	11	0.90
Social component	13	0.90
Physical component	23	0.99
Environmental component	7	0.97

4. Research Findings
4. 1. Descriptive findings

Descriptive statistics (Table 4) shows that among 100 active business owners surveyed, all of them were men. The results show that the role of women in development of tourism entrepreneurship has been neglected in the rural areas of Samen District. So, women's entrepreneurship has not grown in this area. Also, 79% of business owners were heads of households. The results show that the spirit of success, responsibility, and commitment to family development is high among rural business owners. The average age of rural entrepreneurs in Samen District of Malayer is 38 years. The highest number of respondents (about 60%) belongs to 30 to 50 years old group. This indicates that most business owners in this district are middle-aged. 37% of the respondents are educated below diploma, 41% of them have a diploma, and 20% have higher degrees. According to the results, the majority of business owners in the region (40%) do not have a university degree and do not have a high school diploma. Most of them are business owners with low incomes (less than 2 million). And this shows the low sales of furniture and woodcarving in recent years due to changes in exchange rate. Also, according to the results indicated in Table (4), 70% of the workshops were micro businesses (less than 10 employees) and 24% of the workshops were small businesses, which implies the social acceptance of the community and the increase of local competition and participation. The maximum number of employees in the workshops was 12 and the average of employees in 100 workshops was 11. Also, 52% of furniture and woodcarving companies in Samen are new, high-risk, and less than 5 years old. Only 13% of companies are mature and have less risk in producing, distributing, and selling their products. Having seven years record of activity in business was calculated as the average of a successful business for entrepreneurs. 78 % of all tourists and customers of products traveled frequently with their families, 15 % traveled individually and only 3% traveled with tourist tours and in groups. It suggests that available tourist tours for traveling to this county are low or weakly performed. Also, 45% of all tourists and buyers of entrepreneurial products often traveled to this area more than twice, 36% of whom traveled twice and 19% of whom experienced it once. This result shows that most of the entrepreneurial production units in this district (furniture and woodcarving) have good and suitable quality to attract customers and satisfy the costumers. 41% of all tourists came to Samen District from Malayer (the center of county), 29% came from Hamedan the center of province), 22% from Tehran (the capital), 7% from Boroujerd County (the closest County to Malayer) and 1% of tourists were from Isfahan province. It shows that most of the tourists are from the county, the center of the province, and the capital. So, they have enough knowledge and awareness about the existence of these workshops and production centers of the wood and furniture industry. Table 4 also shows that 50 percent of tourists travel to the area on weekends, 26 percent on leisure and free time, 14 percent on annual holidays, and 9 percent on weekends. It suggests that most tourists entering the city travel for leisure and free time activities, and a small number of tourists (9%) are likely to travel to the area for business trips.

90% of tourists entering the area have a day trip and no overnight stay, 3% have a second home in the area, and 7% stay with relatives or friends. Findings show that accommodation opportunities in the village (such as hotels, inns, restaurants, etc.) are limited, and this can be the reason for the short-term presence of tourists in the village. To set up or continue their production activities, only 41 business owners have used bank loans and facilities. In addition, according to the results, 58% of furniture and woodcarving workshops do not have internet websites and do not use internet advertising to find enough customers, while only 37% of these workshops are equipped with internet websites. Thus, as the chart shows, most of these workshops are not familiar with the new marketing thinking and long-term goals of finding customers in the global economy market in the 21st century.

Also, 49 owners of furniture and woodcarving business use special distribution service networks to sell their products, and 51 entrepreneurs do not use distribution and selling networks. Thus, 52% of the entrepreneurs use a specific marketing and tourism strategy to sell their products.

Table 4 - Summary of descriptive research statistics
(Source: Research Findings 2019)

Row	Variable	Level	Frequency	Percent	Standard deviation	Mean	Median	Mode	Minimum	Maximum
1	Gender	Male	100	100	.	.	.	.	.	.
		Female	.	.						
2	Head of household	Single	79	79	.	.	.	.	.	.
		Married	21	21						
3	Age	Young (less than 30)	28	28	99.12	26.38	35	28	25	85
		Middle-aged (30-50)	60	60						
		Elderly (more than 50)	12	12						
4	Level of education	Bleow diploma	37	37	.	.	.	.	.	.
		Diploma	41	41						
		Associate degree and more	20	20						
		N/A	2	2						
5	Income level (Toman)	Low (less than 2 millions)	54	54	27.23	39.7	1	1	1	5
		Medium (2-5 millions)	31	31						
		High (5 millions and more)	9	9						
		N/A	6	6						
6	Number of employees (persons)	Micro Workshop (less than 10)	70	70	47.22	53.11	5	12	1	12
		Small Workshop (Between 10-50)	24	24						
		N/A	6	6						
7	Activity history (Year)	Less than 5 (New and high-risk company)	52	52	26.23	43.7	1	1	1	40
		Between 5 to 10 (Growing company with less risk)	29	29						
		More than 10 (Mature company with much less risk)	13	13						
		N/A	6	6						
8	Type of Travel	With family	78	78	-	-	-	-	-	-
		Individually	15	15						
		In groups (With tours)	3	3						
		N/A	4	4						
9	Travel history	Once	19	19	-	-	-	-	-	-
		Twice	36	36						
		More than twice	45	45						
10	Time of travel	On weekends	50	50	-	-	-	-	-	-
		On weekdays	10	10						
		Holidays	14	14						
		In free time	26	26						

Row	Variable	Level	Frequency	Percent	Standard deviation	Mean	Median	Mode	Minimum	Maximum
11	Residency status	Daily tourist with no overnight stay	90	90	-	-	-	-	-	-
		Second home	3	3						
		Relatives or friends' house	7	7						
12	Banking facilities (loans)	Took	41	41	-	-	-	-	-	-
		Didn't take	59	59						
13	Advertising website	Yes	37	37	-	-	-	-	-	-
		No	58	58						
14	Sales and Marketing	Having a distribution channel	49	49	-	-	-	-	-	-
		Not having a distribution channel	51	51						

In this section, the aim is to introduce limited factors out of the index variables of "local-spatial consequences of the development of tourism economy with a entrepreneurial approach". The factors indicate the local-spatial consequences of the development of the tourism entrepreneurial economy in rural areas. For this purpose, factor analysis using SPSS (version 20) has been conducted to determine the background (which comprises some of the main factors) of 88 items mentioned below. It was also used to identify factors that are likely to be the basis of these variables (hidden variables). Additionally, to determine its simple structure varimax rotation method was used. The suppress absolute value in this factor analysis was considered to be 0.5. 6 items were selected.

In this factor analysis, the value of KMO was 0.703. The value of the Bartlett's test is 233/31808 and the Bartlett's test is greatly significant (P = 0.000). This indicates that the data is appropriate for the factor analysis test. The results of this test are presented in Table (5). As it can be seen in the table above, the explanation of the total variance by these 6 factors is 88.76%.

4. 2. Naming the factors

As shown in Table 6, from the first 30 items, 23 items indicate physical consequences and seven items are related to environmental consequences. It implies the spatial effects of accepting entrepreneurship in rural areas. In other words, this factor indicates that the development of tourism economy with entrepreneurial approach in

rural areas resulted to preserve the natural resources of the village, increase security, development of infrastructure, and basic rural services which leads to sustainable development. So, the first factor can be called *the consequence of development of physical and environmental capital* (Table 7).

The second factor explains the consequences of the development of tourism opportunities (accommodation, catering, commercial, public transportation, commercial, etc.) in the structure of the rural environment, which is an improvement in the development of tourism economy with an entrepreneurial approach in rural areas. In other words, the flow of goods and passengers takes place when accommodation and catering opportunities and even transportation routes is provided. Put differently, the economic viability of these opportunities can provide the basis for population growth and, hence, the growth and development of the physical texture of the located villages. This factor can be called *development of rural tourism service platforms*.

The third factor is related to the cultural, social, and participatory factors of the village, which can lead to the economic development of tourism entrepreneurship in rural areas and the overflow of innovative currents in the village. To put it another way, the social forces of the village have a key (causal) role in creating and expanding rural entrepreneurial activities. In other words, the local-spatial consequences of tourism entrepreneurship in the village can be as following: the local community's

readiness to accept new activities, increase villagers' willingness to accept tourists, increase collective participation in tourism-related services, raise rural cultural awareness, increase traditional arts and crafts in the region, improvement of education level in people who are active in tourism entrepreneurship, increasing the participation of villagers in providing accommodation services for tourists, expanding rural external relations with neighboring areas, reviving local traditions, and changing the type of clothing among residents. Therefore, it can be called *development of social and improving capital of local communities.*

Table 5 - Amounts of factor analysis (local-spatial consequences of tourism economy development with entrepreneurial approach)
(Source: Research findings, 2019)

Row	Factor	Special value	Variance percentage	Cumulative percentage
1	First	677.36	542.40	542.40
2	Second	222.20	980.22	522.63
3	Third	424.10	845.11	367.75
4	Fourth	593.6	492.7	859.82
5	Fifth	970.2	375.3	766.86
6	Sixth	229.2	532.2	766.88

Table 6. Results of rotation of factors using varimax method
(Source: Research findings, 2019)

First Factor		Second Factor		Third Factor		Fourth Factor		Fifth Factor		Sixth Factor	
Variable	Factor loading	Variable	Factor loading	Variable	Factor loading	Variable	Factor loading	Variable	Factor loading	Variable	Factor loading
X59	991.0	X4	895.0	X48	995.0	X35	846.0	X1	572.0	X38	855.0
X60	989.0	X5	575.0	X49	995.0	X36	909.0	X2	572.0	X47	872.0
X61	991.0	X8	917.0	X50	731.0	X37	871.0	X3	572.0		
X62	992.0	X9	759.0	X51	995.0	X39	875.0	X6	574.0		
X63	991.0	X10	786.0	X52	995.0	X40	737.0	X7	851.0		
X64	864.0	X11	800.0	X53	995.0	X42	873.0				
X65	990.0	X12	835.0	X54	996.0	X43	677.0				
X66	991.0	X13	954.0	X55	995.0	X44	632.0				
X67	991.0	X14	913.0	X56	995.0	X45	843.0				
X68	991.0	X15	800.0	X57	995.0	X46	884.0				
X69	990.0	X16	918.0	X58	994.0						
X70	864.0	X17	893.0								
X71	990.0	X18	822.0								
X72	826.0	X19	768.0								
X73	992.0	X20	912.0								
X74	991.0	X21	803.0								
X75	992.0	X22	843.0								
X76	826.0	X23	762.0								
X77	990.0	X24	953.0								
X78	826.0	X25	956.0								
X79	990.0	X26	917.0								
X80	991.0	X27	859.0								
X81	990.0	X28	954.0								

First Factor		Second Factor		Third Factor		Fourth Factor		Fifth Factor		Sixth Factor	
Variable	Factor loading	Variable	Factor loading	Variable	Factor loading	Variable	Factor loading	Variable	Factor loading	Variable	Factor loading
X82	987.0	X29	953.0								
X83	990.0	X30	953.0								
X84	856.0	X31	954.0								
X85	861.0	X32	955.0								
X86	990.0	X33	861.0								
X87	991.0	X34	915.0								
X88	990.0										

Table 7. Variables for factor analysis of local-spatial consequences of tourism economy development with entrepreneurial approach
(Source: Research findings, 2019)

Row	Factor	Item	Factor loading	Rating
1	Development of physical and environmental capital	X59 Expansion of village basic services (water, electricity, gas, telephone and Internet)	0.991	5
		X60 Increase in the value of land and housing	0.989	7
		X61 Reduce rural migration or return migrants to the countryside	0.991	5
		X62 Increase in constructions and villa house construction in the village	0.992	4
		X63 Increase the construction of tourist accommodation (hotels, guest houses, etc.)	0.991	5
		X64 Improving the condition communication routes (road quality)	0.864	26
		X65 Access to convenient transportation to get to the city (access to roads)	0.990	6
		X66 Improving public and individual health in the village	0.991	5
		X67 Access to drinking water in the village	0.991	5
		X68 Access to health centers with more and better facilities	0.991	5
		X69 Access to various banks in the region	0.990	6
		X70 Access to rural ICT	0.864	26
		X71 Access to training and counseling centers	0.990	6
		X72 Access to extension classes and technical advice of agriculture experts	0.826	35
		X73 Governmental organizations support rural jobs through investment	0.992	4
		X74 Access to private sector investment in rural entrepreneurship development	0.991	5
		X75 Access to skilled force (literate and experienced) in the family (access to capital)	0.992	4
		X76 Access to appropriate equipment and tools in the village (access to capital)	0.826	35
		X77 More consideration of the police to security in the village	0.990	6
		X78 Improving the texture and pattern of housing architecture	0.826	35
		X79 Selling lands to tourists	0.990	6
		X80 Strengthening houses and using standard materials	0.991	5
		X81 People's attention and cooperation to beautify the village	0.990	6
		X82 Destruction of natural resources of the village (land, spring, river, mirage, forest and rangeland)	0.987	8
		X83 The presence of tourists has destroyed the gardens	0.990	6
		X84 Destruction of water and soil resources	0.856	29
		X85 More attention of villagers to environmental protection	0.861	27
		X86 Destruction of plant and animal species in the village	0.990	6
		X87 Increase the natural and man-made attractions of the region	0.991	5
		X88 Exacerbation in pollution of water, air and noise	0.990	6

Variables of the fourth factor explain the development of economic capital and job opportunities in the village, which can lead to reduced migration and youth employment in handicrafts industry and

empowerment of local communities. Economic capital is considered as a necessary and intervening condition for the occurrence of entrepreneurship in geographical spaces. The consequences of tourism in rural areas and expanding entrepreneurial activities are as follows: The abundance of micro and small enterprises in entrepreneurship in geographical contexts (studied rural areas) indicates the impact of these forces on the rural environment, creating job opportunities for the rural residents and youth in the field of tourism, increasing the income of the residents, diversifying economic activities, increasing purchasing power and improving people's living standards, diversifying the village's domestic products, increasing the prices of local goods, selling land to tourists, increasing the high quality products due to increased competition in regional products, holding conferences (exhibitions and festivals) related to tourism in the region, increasing the use of internet businesses in the region, and introducing the cultural and social values of the village. As a result, this factor was named *development of Economic Capital and Employment of Local Communities.*

Continue Table 7. Variables for factor analysis of local-spatial consequences of tourism economy development with entrepreneurial approach
(Source: Research findings, 2019)

Row	Factor		Item	Factor loading	Rating
2	*Development of rural tourism service platforms*	X4	Rental garden and house (villa)	0.895	19
		X5	Rental room	0.575	47
		X8	Local food restaurant	0.917	14
		X9	Fast food	0.759	42
		X10	Cafe	0.786	39
		X11	Coffeehouse & teashop	0.800	38
		X12	Real state aganecy	0.835	34
		X13	Internet cafe	0.954	10
		X14	Automobile repair shop	0.913	16
		X15	Car wash	0.800	38
		X16	Rural Communication Services Office	0.918	13
		X17	Insurance offices in the village	0.893	20
		X18	Hospital / Specialized clinic	0.822	36
		X19	Pharmacy / specialized laboratory	0.768	40
		X20	Workshops and furniture and handicrafts shops	0.912	17
		X21	Shopping, furniture and handicraft markets in the village	0.803	37
		X22	Rural product festivals (furniture, woodcarving, etc.)	0.843	33
		X23	Permanent exhibitions of furniture and handicrafts	0.762	41
		X24	Temporary exhibitions of furniture and handicrafts	0.953	12
		X25	Offices of travel agencies and active tours in the village	0.956	9
		X26	Car, motorcycle and bicycle rental company	0.917	14
		X27	Tourism taxi offices	0.859	28
		X28	Stopovers inside and outside of the village	0.954	10
		X29	Kiosks and tourist information centers (brochures)	0.953	12
		X30	Cultural-art exhibition (products related to local and traditional rural customs and music)	0.953	12
		X31	Recreational and theme parks	0.954	11
		X32	Cultural, artistic and recreational complexes	0.955	10
		X33	Number of gardens and leisure time centers	0.861	25
		X34	Number of natural attractions and historical and ancient monuments	0.915	15

terms of hotel and accommodation management, increasing economic opportunities that occur due to the entrance of tourists to the place, increasing

Fifth factor variables are related to the consequences of tourism economy, which leads to increasing the capacity of tourism economy in

(hotel and restaurant management). Therefore, its consequence can be called *expansion of tourism economic development infrastructure.*

accommodation and catering infrastructure for tourists such as hotels and guest houses, and the development of local and indigenous restaurants

Continue Table 7 - variables for factor analysis of local-spatial consequences of tourism economy development with entrepreneurial approach
(Source: Research findings, 2019)

Row	Factor		Item	Factor loading	Rating
3	*Development of social and improving capital of local communities*	X48	Local community readiness to accept new activities	0.995	2
		X49	Increasing the desire of villagers to accept tourists in rural areas	0.995	2
		X50	Increase collective participation in tourism-related services	0.731	44
		X51	Rise in the level of cultural awareness of villagers	0.995	2
		X52	Increase traditional arts and handicrafts in the region	0.995	2
		X53	Improving the training status of active people in the tourism sector in the field of entrepreneurship	0.995	2
		X54	Increasing the participation of villagers in providing accommodation services to tourists	0.996	1
		X55	Expanding the village's external relations with neighboring areas	0.995	2
		X56	Revival of local traditions	0.995	2
		X57	Changing the type of clothing among residents	0.995	2
		X58	Expansion of abnormalities (addiction, illegal, etc.) Among the youth of the village	0.994	3
4	*Development of economic capital and employment of local communities*	X35	Creating jobs for the villagers and youth in tourism	0.846	32
		X36	Increase residents' income	0.909	18
		X37	Variety of economic activities	0.871	25
		X39	Increase purchasing power and improve people's living standards	0.875	22
		X40	Variety of domestic products of the village	0.737	43
		X42	Rise in prices of local goods and commodities	0.873	23
		X43	Selling lands to tourists	0.677	45
		X44	Increasing of high-quality products due to increased competition in regional products	0.632	46
		X45	Holding conferences (exhibitions and festivals) related to tourism in the region	0.843	33
		X46	Increasing the use of Internet-related businesses in the region	0.884	21
5	*Development of tourism economy development infrastructure*	X1	One-star hotel and above	0.572	49
		X2	One-star motel and above	0.572	49
		X3	Hotel apartments	0.572	49
		X6	Camp (temporary accommodation and tent setting place)	0.574	48
		X7	Restaurant Grade 1, 2 and 3	0.851	31
6	*Entrepreneurial capital factor and local community development*	X38	Creating or developing local markets	0.855	30
		X47	Local attachment and increasing interest to the hometown in local people	0.872	24

The sixth factor indicates the consequences of economic and social development of tourism entrepreneurship on the prevailing situation in rural society. Creating or developing local markets can promote productivity and create an entrepreneurial spirit in local people and producers by increasing the sense of responsibility and belonging, interest, and attachment to the homeland as it can be named

entrepreneurial capital factor and local community development. Therefore, a total of six consequences can be inferred from the factor analysis performed as local-spatial consequences of development of tourism economy with an entrepreneurial approach in rural areas of Samen District in Malayer. These six basic consequences are entitled *development of physical and environmental capital*, *development of*

rural tourism service platforms, Development of social and improving capital of local communities, development of economic capital and employment of local communities, development of tourism economy development infrastructure, the capital of entrepreneurship and the development of local communities which are presented in Table (7) and Figure (3).

According to Figure 3, the impact of local and spatial consequences of tourism economy development with entrepreneurial approach in rural

dynamic network is 88.76%. It is reflected in factors of the variables of development of physical and environmental capital (40.54%), development of rural tourism service platforms (22.98%), development of tourism economy development infrastructure (11.84%), development of economic capital and employment of local communities (49.7%), the expansion of tourism economy development infrastructure (3.37%), and the entrepreneurial capital factor and the development of local communities (2.54%).
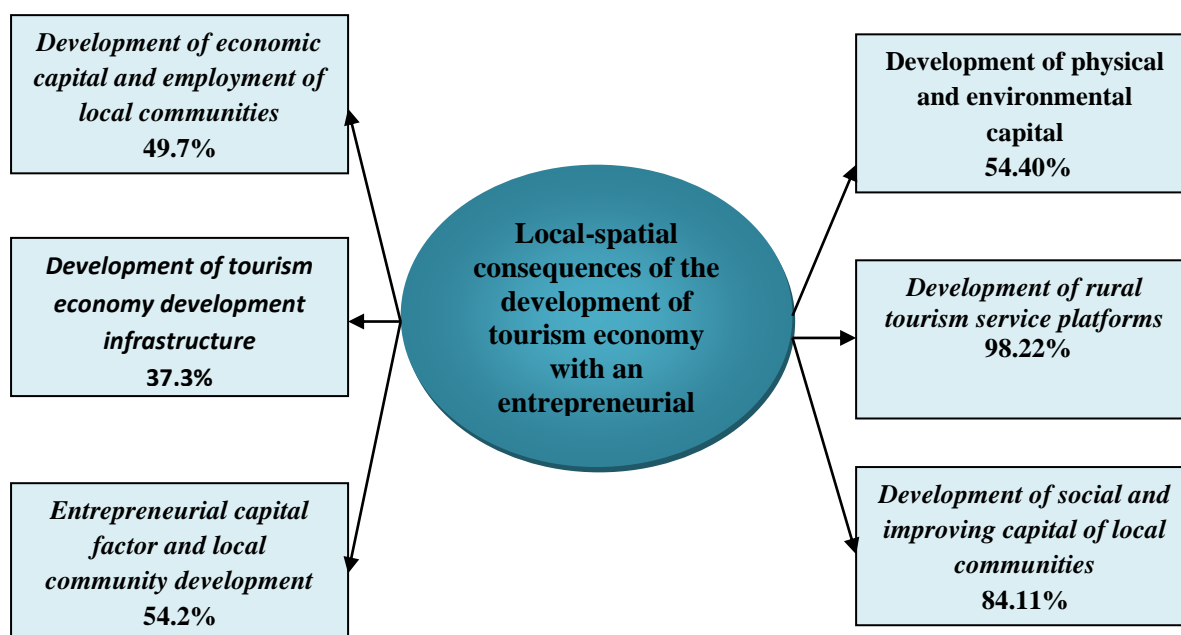
Figure 3. Experimental model of the effects of local-spatial consequences on the development of tourism economy with the entrepreneurial approach of Samen district in Malayer County
(Source: Research findings, 2019)

4. Discussion and conclusion

The current study was conducted to understand how to use the local-spatial capabilities and consequences of entrepreneurship in space (strengthening local entrepreneurship), and develop the tourism economy in rural areas. In order to find these consequences, the local-spatial variables obtained from the tourism entrepreneurship economy in rural areas of Samen District in Malayer County were analyzed. The impact of local and spatial consequences of tourism economy development with an entrepreneurial approach in rural dynamic network was 88.76%. It is reflected in factors of development of physical and environmental capital (40.54%), development of rural tourism service platforms (22.98%), development of tourism economy development infrastructure (11.84%), development of economic

capital and employment of local communities (49.7%), the expansion of tourism economy development infrastructure (3.37%), the entrepreneurial capital factor, and the development of local communities (2.54%). These results are consistent with the findings of Steiner and Cleary (2013), Acs and Virgil (2009), Roknadin Eftekhari et al. (2012), and Bayat and Badri (2017). Analysis of local-spatial consequences showed that the tourism economy development with entrepreneurial approach in rural areas of Samen District in Malayer has led to the preservation of rural natural resources, increased security, development of infrastructure and rural basic services. Also, the development of tourism opportunities and products have led to a change in the structure of the rural environment, population growth, and the development of the

transportation system. Social acceptance of innovations in furniture and woodcarving and participation of rural youth have played a key role in the development of rural tourism entrepreneurship. It has led to the growth and development of social capital (improving collective participation, increasing the level of cultural awareness of villagers, reviving local traditions, etc.). On the other hand, among the youth of the village, it was also found negative social effects of tourism such as expansion of abnormalities (addiction, illegal, etc). On the contrary, tourism has reduced the migration and increased employment of young people, micro and small enterprises, and entrepreneurship in handicrafts in the region. Creating or developing local markets can promote productivity and create an entrepreneurial spirit in local people and producers by increasing the sense of responsibility and belonging, interestو and attachment to the homeland. Therefore, according to the obtained results, the following practical suggestions can be presented.

Membership of entrepreneurs in entrepreneurial associations, clusters and active rural companies leads to the creation of rural trade networks. Thus, it brings about a greater cohesion and prosperity in the processes of production, distribution, and consumption of Malayer's products.

In order to prevent the chance for middlemen and intermediaries in each village, a service distribution channel can be used to sell the products of furniture and woodcarving. Encouraging and educating business owners will persuade them to have advertising websites to gain permanent and more suitable customers nationally and globally.

Among the elements for expanding the infrastructure of tourism economy development is the policy of advertising and informing about tourist attractions. It is being achieved through information management, i.e. collecting visitors' statistics from rural areas of Samen District in Malayer, and distributing data and information about tourist attractions in these areas. Information and advertising have a fundamental place in the competitiveness of tourism destinations. This can be done in a variety of ways, such as providing advertising brochures, creating websites, TV and radio commercials, and sending Internet messages.

Factors of development of service platforms and development of social and improving capital of local communities are the components that have been created through helping to the growth of tourism logistics resources in areas. This is indicated by the growth of micro and medium business, in which political support and social acceptance are necessary and it can bring about the competitiveness for tourism destinations in Saman District. In other words, the competitive status of a destination depends on the variety and quality of' products and services from suppliers. At each destination, different groups of suppliers are required such as destination access services (train, and flight access or airport construction in Malayer, access to roads), parking facilities, cultural, recreational and sports facilities, souvenir industries, food and shopping facilities, and high quality services (such as taxi drivers, travel agencies, tour guides, banks, sports facilities, training, and more.

Since most of the tourists entering Malayer have commercial purposes, the development of rural services such as the travel agencies and active tours in the village, the presence of internet cafes for tourists in the village to access the internet, automobile repair shops, insurance offices, local restaurants, and ecolodges seem to be essential.

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واکاوی پیامدهای مکانی ـ فضایی توسعه اقتصاد گردشگری با رویکرد کارآفرینی در نواحی روستایی (مورد مطالعه: بخش سامن شهرستان ملایر)

عباس روزبهانی[1] – حوریه مرادی*[2] – حامد عباسی[3]

۱- کارشناسی‌ارشد جغرافیا و برنامه‌ریزی گردشگری، دانشگاه لرستان، خرم‌آباد، ایران.

۲- استادیار جغرافیا و برنامه‌ریزی روستایی، دانشگاه لرستان، خرم‌آباد، ایران.

۳- استادیار جغرافیا و برنامه‌ریزی شهری، دانشگاه لرستان، خرم‌آباد، ایران.

چکیده مبسوط

۱. مقدمه

گردشگری یکی از فعالیت‌های اقتصادی ـ اجتماعی است که به سرعت در جهان در حال گسترش است و به زعم بسیاری از اندیشمندان می‌تواند پاسخ مناسبی به جریان ناپایداری توسعه در تمامی ابعاد مختلف جغرافیایی (محلی، منطقه‌ای، ملی و بین‌المللی) باشد. در این میان، روندهای متأثر از توسعه در سطح بین‌المللی، روستا را به عنوان یک مکان با ویژگی‌های اقتصادی خاص خود از نظر کارآفرینی و گردشگری معرفی می‌کند که جایگاه خاصی را در دانش اقتصادی و اجتماعی بر عهده دارد. سرمایه‌گذاری در دانش و سرمایه‌های انسانی بومی نواحی روستایی می‌تواند در سر ریز شدن دانش و ایجاد رشد اقتصادی منطقه مؤثر باشد. به عبارتی، روستا برآیندی از عناصر طبیعی و عناصر ساخته شده است که به گونه‌ای زمینه سازگاری فرد را با جامعه فراهم می‌آورد و همواره شکل‌گیری فعالیت‌های مختلف اقتصادی در این فضای جغرافیایی همراه بوده است و پیامدهای مختلف مکانی ـ فضایی را در محیط‌های روستایی به دنبال داشته است به طوری‌که، زمینه‌ساز رشد و توسعه بزرگترین کسب و کارهای مختلف در جهان شده است. بنابراین، با توجه به پتانسیل بالای گردشگری نواحی روستایی و تحولات ناشی از آن در زندگی اجتماعی و اقتصادی ساکنان مناطق مختلف، درک پیامدهای مکانی ـ فضایی ناشی از توسعه اقتصاد گردشگری با رویکرد کارآفرینی نیازمند بررسی‌های علمی دقیق‌تری است.

بنابراین، این مقاله درصدد پاسخگویی به این سؤال کلیدی است که، "پیامدهای مکانی ـ فضایی حاصل از اقتصاد کارآفرینی گردشگری در نواحی روستایی کدامند؟"

۲. مبانی نظری تحقیق

گستره جغرافیایی روستاها در قلمرو سرزمینی و در اختیار داشتن بخش وسیعی از منابع ملی جامعه روستایی می‌تواند در شکل‌گیری فرصت‌های بسیار زیاد کارآفرینی در مناطق روستایی کشور مؤثر واقع شود که از جمله این فرصت‌ها جاذبه‌های کارآفرینی گردشگری به ویژه در روستاهایی است که در حاشیه کانون‌های جمعیتی واقع شده‌اند. در عین حال باید توجه داشت که صنعت گردشگری آمیزه‌ای گسترده از فعالیت‌های گوناگون است که هدف آن تأمین رضایت خاطر گردشگران از یک سو و انتفاع مردم و جامعه محلی در مقصد از سوی دیگر است. جغرافیای کارآفرینی گردشگری از طریق توجه به مکان و فضا درصدد یافتن پاسخ‌های اقتصادی و اجتماعی برای برای درک پویایی‌ها و عوامل تشکیل‌دهنده صنعت گردشگری است. در این راستا صاحب‌نظران توسعه اثرات و پیامدهای مکانی ـ فضایی متعددی را برای توسعه اقتصاد گردشگری در سطوح مختلف بیان کرده‌اند. آنان معتقدند عوامل انسانی، عوامل محیطی، تشنج‌ها و بحران‌ها، کارآفرینان، و عوامل خارجی همچون ایجاد رقابت بین بنگاه‌های اقتصادی می‌توانند موجب ابتکار عمل یا نوآوری در روش‌ها و فرایندهای اقتصاد گردشگری شوند.

* . نویسندهٔ مسئول:

دکتر حوریه مرادی

آدرس: گروه جغرافیا، دانشکده ادبیات و علوم انسانی، دانشگاه لرستان، خرم‌آباد، ایران.

پست الکترونیکی: Email: moradi.ho@lu.ac.ir

همچنین، پورتر (۱۹۷۸) بـرای تعیـین اثرهـا و پیامـدهای ناشـی از توسعه صنعت گردشگری یک چارچوب کلی ارائه داد که این اثـرات در رابطه با محیط، شرایط اقتصادی و اجتماعی مورد توجه قرار می‌گیرند.

۳. روش تحقیق

نوع پژوهش به لحاظ هدف کاربردی، و از حیث ماهیـت توصـیفی ـ تحلیلی است. صاحبان کسب و کار مبل و منبت، به تعداد ۱۰۰ نفـر جامعه آماری این پژوهش را تشکیل دادند و به دلیل محـدود بـودن تعداد آنان از روش نمونه‌گیری سرشماری استفاده شد. برای حصول به اهداف پژوهش از روش‌های میدانی و پرسشنامه بـرای گـردآوری داده‌ها استفاده شد که پایایی آن با استفاده از آزمون آلفای کرونباخ برای ۴ مؤلفه اقتصادی، اجتماعی، کالبدی ـ فیزیکـی و زیسـت‌-محیطی بـه ترتیـب ۰/۹۰، ۰/۹۰، ۰/۹۹ و ۰/۹۷ محاسـبه شـد، کـه بیانگر مناسب بودن ابزار پژوهش بـود. تجزیـه و تحلیـل داده‌هـا بـا استفاده از آماره‌های توصیفی و استنباطی نظیـر میـانگین، انحـراف معیار و تحلیل عاملی در محیط نرم‌افزار SPSS20 انجام گرفت.

۴. یافته‌های تحقیق

یافتـه‌هـا نشـان داد پیامـدهای مکـانی ـ فضـایی توسـعه اقتصـاد گردشگری با رویکرد کارآفرینی را مـی‌تـوان در شـش عامـل تحت عناوین: توسعه سرمایه‌های فیزیکـی و محیطـی (۴۰/۵۴٪)، توسـعه بسترهای خـدماتی گردشـگری روسـتایی (۲۲/۹۸٪)، سـرمایه‌هـای اجتماعی و بهبودیاب جوامع محلی (۱۱/۸۴٪)، توسعه سـرمایه‌هـای اقتصادی و اشتغال جوامع محلی (۷/۴۹٪)، گسترش زیرساخت‌هـای توسعه اقتصاد گردشگری (۳/۳۷٪) و عامـل سـرمایه کـارآفرینی و توسعه اجتماعات محلی (۲/۵۳٪) طبقه‌بندی کرد. شش پیامد مـذکور در مجموع ۸۸/۷۶ درصد از واریانس کل متغیرها را تبیین نمـوده است.

۵. بحث و نتیجه‌گیری

تحلیـل پیامـدهای مکـانی ـ فضـایی نشـان داد کـه توسـعه اقتصـاد گردشگری با رویکرد کارآفرینی در نـواحی روسـتایی بخـش سـامن

ملایر شش پیامد جغرافیایی را بوجود آورده اسـت و تأمـل بـر آنهـا مؤید آن است که توسعه اقتصاد گردشگری با رویکرد کـارآفرینی در محدوده مورد مطالعه منجر به حفظ منابع طبیعـی روسـتا، افـزایش امنیت، توسعه زیرساخت‌ها و خدمات زیربنایی روستایی شده است. همچنین توسعه فرصت‌ها و محصولات گردشگری منجـر بـه تغییـر ساختار محیط روستا، جمعیت‌پذیری و توسعه سیستم حمل و نقـل شده است. پذیرش اجتماعی نوآوری‌ها در خصوص مبل و منبـت و مشارکت جوانان روستا نقش کلیدی در توسعه کارآفرینی گردشگری روستاها داشته است و منجر به رشد و توسعه سرمایه‌های اجتمـاعی بهبود یاب (افزایش مشارکت جمعی، بالا رفتن سطح آگاهی فرهنگی روستاییان، احیای سنت‌های محلی و غیره) در منطقه شده است، از طرفـی تـأثیرات اجتمـاعی منفـی گردشـگری همچـون گسـترش ناهنجاری‌های (اعتیاد، انجام منکرات و ...) بـین جوانـان روسـتا نیـز دیده شد. از سـوی دیگـر گردشـگری کـاهش مهـاجرت و اشـتغال جوانان و وفور بنگاه‌ها و کسب و کارهای خرد و کوچک کـارآفرینی در حیطه صنایع دستی را در منطقه باعث گردیده اسـت. ایجاد یـا توسعه بازارهای محلی، می‌تواند با افزایش احساس مسئولیت و تعلق مکانی و افزایش علاقه و دلبستگی بـه زادگـاه باعـث رونـق تولیـد و ایجاد روحیه کارآفرینانه در افراد محلی و تولیدکنندگان گـردد. ایـن نتایج با یافته‌هـای اسـتینر و کلـی یـری (۲۰۱۳)، آکـس و ویرژیـل (۲۰۰۹)، رکن‌الدین افتخـاری و همکـاران (۱۳۹۳)، بیـات و بـدری (۱۳۹۶) مطابقت دارد.

کلمات کلیدی: کارآفرینی روستایی، توسعه اقتصـاد گردشـگری، پیامدهای مکانی ـ فضایی، بخش سامن، شهرستان ملایر.

Framework for Studying Consequence of Rural Tourism Entrepreneurship Development

(Case Study: Shit and Shirin Sou areas of Tarom County)

Mohammad Javad Abbasi [1] - Jilla Sajjadi [*2] - Ali Abdollahi [3]

1- Ph.D. Candidate in Geography and Rural Planning. Shahid Beheshti University. Iran
2- Associate prof. in Geography & Urban Planning, Shahid Beheshti University, Tehran, Iran
3- Assistant prof. in Business Administration, Shahid Beheshti University, Tehran, Iran

Abstract

Purpose- The purpose of this study is to present a framework for studying the consequences of rural tourism entrepreneurship development.

Design/methodology/approach- The type of study is applied Research and descriptive-exploratory in essence. Data collection tool was a researcher-made questionnaire and the validity of the questionnaire items was confirmed by experts and its reliability was confirmed by Cronbach's alpha (.876). Based on statistical population of experts, local managers and owners of tourism complexes in the villages of Darram and Chavarzgh counties that were selected through purposive non-probability sampling method, 277 households were selected from the owners of tourism complexes and practitioners related to tourism activity. The field-library data collection and data analysis were performed using SPSS software and Structural Equation Modeling (SEM) using AMOS software. The relevance of the four factors affecting the outcomes of rural tourism entrepreneurship development is discussed.

Finding- The results show that the extent of the impact of independent variables of entrepreneurship on tourism development outcomes in the study area, respectively, are the indicators of the opportunities created by the growth and development of entrepreneurship with 0.98 as the first rank and the most influential, socio-economic value creation index of entrepreneurship with 0.87, which is ranked second, innovation and creativity index is ranked third with 0.43 and finally, environmental entrepreneurship index of tourism entrepreneurship is 0.38 and is ranked fourth.

Practical implications- The formulation framework for evaluating the implications of tourism entrepreneurship development presented in this study has a meaningful and acceptable explanation in the study area.

Key words- Tourism Entrepreneurship Implications, Structural Equation Modeling, Consequence of Rural Tourism, Rural Tourism.

Paper type- Scientific & Research.

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* Corresponding Author:
Sajjadi, Jilla, Ph.D.
Address: Human Geography & Spatial Planning Department, Faculty of Geosciences, Shahid Beheshti University, Tehran, Iran.
Tel: +98912 208 4017
E-mail: j_sajjadi@sbu.ac.ir

1. Introduction

The world in the last two decades of the twentieth century witnessed widespread developments in theories, concepts and measures of development. Tourism is not only a dynamic activity of growth (Kastenholz, Carneiro, Marque and Lima, 2012), but also it is a key driver of growth and employment, as it creates employment and income opportunities (Nagaraju and Chandrashekara, 2014) and with its complex links with other sectors of the economy (Figueiredo, Kastenholz., Eusébio, Gomes, Carneiro, Baptista & Valente, 2011), it diversifies the economy, reduces poverty and draws tourists' attention to the impact of tourism spaces. Also, it faces some negative socio-economic and environmental impacts and rural areas may be threatened by the development of tourism activities (Hall & Muller, 2004), and worsen the geographical areas by imbalance in capacity building (Sajjadi , Razavian, Heidari & Jamali, 2018).The most common approaches to explore the spatial implications of tourism development by addressing this issue from the perspective of a theoretical perspective are the same as assuming the effectiveness of propulsion and ignoring the role of intervening variables in the development of causal relationships**.** And the impossibility of generalizing conventional models to all platforms, on the other hand, is a concern in developing an integrated framework for examining the spatial implications of tourism entrepreneurship. Therefore, the issue that has led to the selection of this issue as the subject of research is important because of several scientific concerns which are first: The difference in definitions and lack of incomprehensive solutions, also necessity of having analysis unit about consequences of tourism entrepreneurship. Second: there was no consensus on how to achieve the sustainable development of sustainable rural tourism entrepreneurship and what the appropriate indicators to measure its effects and consequences.

According to the above view, Tarom township, which is located in the north of Zanjan province, has tourist attractions, such as Shit and Shirin Su tourist areas. Prior field research show many of the ideas of entrepreneurship and job creation in tourism in these two areas are a combination of creating tourism activities in the form of tourism entrepreneurship (innovation, risk-taking and opportunism) and job creation with favorable and undesirable effects and consequences. In this regard, the present article seeks to develop a suitable framework for examining the spatial consequences of the development of rural tourism entrepreneurship, and in the next stage, the desired development framework is analyzed and tested in the study area. Therefore, the following key question is posed in line with this research: which framework and model is possible to comprehensively examine the spatial consequences of the development of rural tourism entrepreneurship**?**

2. Research Theoretical Literature

2.1. Existing approaches to analyzing the consequences of tourism development

Research on tourism has largely been expanded after World War II with the rise and growth of mass tourism and over the course of the1960 decade; tourism has become equilibrium as part of the modernization paradigm Contrary to the focus of modernist and modernist scholars' approaches of the 1950s, which included advocating and supporting tourism with a superficial and one-sided attitude and continuing the attitude of theorists in the 1960s as a constructivist, cautious and alert approach focused on the adverse effects of tourism (Naci Polat, 2015 **)** Also Alternative Approach researchers focused on variety of developments with Modified previous views(Jafari et al, 2016) But finally in the fourth approach, its theorists have emphasized the knowledge-based approach to tourism development based on "holistic thinking and holistic tourism as a system" and the issue of tourism infrastructure has been raised from the perspective of sustainability principles(Shen ,Hughey and Simmons , 2008)

2. 2. Introducing Existing Proponents of Rural Tourism Development; Entrepreneurship and Innovation (Theoretical perspective of Evolutionary Economists and Neoschumpeter's)

Entrepreneurship was introduced into theories of economic development by Joseph Schumpeter from the 1940s (Lee., Sam., Florida and Acs, 2004) and followers of this claim can be traced back to two main theoretical perspectives of evolutionary economists' view, and neo-Schumpeterian economists. Intellectual differences of the neoclassicals about innovation and technology are the facts that they do not see innovation as a black

box but they accurately describe its production processes and regard entrepreneurship as a knowledge-based economy and research-based production (Audretsch & Feldman, 2003). The second group, the neo-Schumpiter approach, considers innovation and entrepreneurship an essential element of regional competitiveness and development and there are two identifiable perspectives in this regard. In the first perspective, the creation of innovation is considered to be the spatial core and under difficult factors such as the spatial aggregation of entrepreneurial and innovation activities, the creation of innovative environments and networking of the spatial type, which is the geography of innovation of Feldman (Feldman, 2000). In another theoretical perspective, clusters are considered to be appropriate for industrial activities, including Ashim and Boschma (Boschma 2004), which emphasizes on the role of soft factors such as innovation through non-spatial proximity and does not consider spatial proximity a prerequisite.

Different approaches have been used to study entrepreneurship in different contexts: The first approach is a collection of research that defines entrepreneurship and the second approach is a set of studies that focus on entrepreneurial functions and economic functions; the functionalist approach studies the effects of entrepreneurship on regional development (Nedaei Toosi, 2014). this approach that emphasizes the implications of tourism entrepreneurship has been proposed by authors such

as Butler's Tourism Life Cycle Model (Vala & Beecheril, 2004), Borton's Spatial Evolution Model (Colin Hal &Jenkins, 1998), Entrepreneurial Diamond (Fadeeva & Halme, 2001). And the chaos theory (Russell and Faulker, 2004) that explains various aspects of tourism entrepreneurship development and its consequences. The third approach is a set of studies that assumes the impact of tourism entrepreneurship on regional competitiveness and development, examining the factors affecting tourism entrepreneurship in order to understand the cause of entrepreneurship differences in different regions and thus propose policy strategies (Nedaei Toosi, 2004; Nielsen and Freire-Gibb, 2010) and abovementioned items in the past were major approaches in this field

2.3. Conceptual framework for the consequences of rural tourism entrepreneurship

The concept of the spatial consequence of tourism entrepreneurship has been mentioned in models such as Butler's tourism life cycle, Burton's spatial evolution, diamond entrepreneurship, and chaos theory, but does not provide a definite framework for its effective proponents and the reason why the above models adhere to tensile factors of tourism and market orientation has been less dealt with with developing an entrepreneurial process that will have its own consequences. In the theoretical field, to measure entrepreneurial outcomes, researchers have made the findings presented in Table 1:

Table 1 .Conventional Theoretical Approaches in Measuring Tourism Entrepreneurial Outcomes
(Source: Stevenson & Lundstrom, 2005; Ahmad & Hoffman, 2007; UNECE, 2008; OECD, 2009)

Dimension	Index	Extraction source pattern
Short term results	Increase the rate of establishment of new, small and entrepreneurial businesses	Performance Indicators for Measuring Startups and Entrepreneurship Support Based on Experience of 10 Countries, Eurostat and Performance Indicators of EU Entrepreneurship Program
	Increasing the rate of self-employment in society	
	Increase the survival rate and growth of small and medium enterprises after 3 to 5 years	
	Increasing the efficiency of small entrepreneurial companies (maximizing profits, reducing costs)	
Long term results	Increase domestic and foreign sales of small and medium-sized companies	
	Improving innovation performance of start-ups or small companies	
	Increase the formalization rate of informal businesses	
	Improving economic growth and development	
	Increasing social justice and reducing poverty	
	Job Development (Creating New Jobs and Increasing Number of Jobs)	

In Table 1, overall, long-term and short-term entrepreneurial outcomes were observed. Accordingly, in response to the question "What is the study of the spatial consequences of tourism entrepreneurship?" is a definition that encompasses three components of population, space and activity.

Reflections and implications are a set of environmental and contextual factors and conditions, policies and procedures, and practices based on entrepreneurship and tourism development principles that are designed to reduce potential losses or negative impacts on host communities by evaluating programs and tourism

development management ultimately to achieve sustainable balanced development of tourism areas by examining the extent of social and economic value creation, opportunities for growth and development created by entrepreneurship, innovation and creativity, and environmental sustainability.

Based on the above definition, Butler's Tourism Life Cycle Theory, Chaos Theory and Sustainable Tourism Development can be seen as the fundamental foundations of the theoretical model exploring the spatial implications of rural tourism entrepreneurship development. Schumpeter also introduces entrepreneurship as a complex and disordered process based on chaos in peripheral environments (relationships between locations, levels of technology, market needs, government approaches, policies and rules, competition practices) and internal environments (individual characteristics of entrepreneurs, local participation, entrepreneurial culture is constantly changing, and the entrepreneur, by virtue of his creativity, seeks to identify gaps in the turbulence of the surrounding environment and to create opportunities by connecting different elements with each other (Alvani & Danesh Fard, 2015).

In general, two basic steps in the model can be taken into account when considering the conceptual model and conceptualization of the implications of tourism entrepreneurship development. The first step is considering the environmental and contextual environmental factors, consisting of three dimensions of context and environmental conditions (context), institutional and legal structures (structural dimension), and individual and collective characteristics of entrepreneurs (Zoltan & Szerb, 2010; Isenberg , 2011).

The second step is outcome tourism entrepreneurial activity that represents businesses, start-ups and services created by entrepreneurship, and examine the consequences of rural tourism entrepreneurship by evaluating the following indicators and achieving the following goals: shelf-life and sustainability of natural resources, re-use, recyclability and repair of manufactured products, waste reduction and pollution, innovation and profitability (economic activity in the field of environmentally friendly products).

In other words, at this stage, the consequence of the development of tourism entrepreneurship in products and services is found to be objective, and in the following four basic criteria, based on a process-based approach to entrepreneurship, one can reflect its consequences.

A. Innovations and creations in the field of rural tourism (Schumpeter, 1934);

B. An opportunity created and developed through tourism at the local and regional level that points to changes in the past (Verheul , Wennekers, Audretsch, & Thurik , 2001); (Jamshidi, Barakpour & Sheriff., 2018).

C. Environmental adaptability of established businesses that can be achieved through indicators such as low energy consumption, reduced raw material consumption, use of renewables, product returnability, environmental ethics protection, waste management, utilization of all three stages of green technologies and environmentally friendly infrastructure (Sekerka, 2011; Burer & Wustenhagen, 2009; Anabestani, Bozarjomhori & Sahebkar, 2012).

D. Economic and social value creation in rural tourism (Amini, 2015) ; (Anabestani, Abaszadeh & Vesal, 2017).

Finally, based on the above interpretations, Table 2 shows the indicators of the outcomes of tourism business development due to entrepreneurial factors: (Table 2)

Table 2. Indicators and Criteria for Measuring Independent Entrepreneurship Variables Effective on Outcomes of Rural Tourism Development

Variable	Components	Index	coding	Items of Measurement criteria
Spatial Implications of Tourism Entrepreneurship	Economic and social value creation	Economic efficiency	SEVC1	Local income generation, Promoting local products, Distinctive services, Minimum raw material cost, Continuing household income, Creating a local sales outlet, Creating new jobs in rural tourism, Attract more investor in rural tourism, Increasing the purchasing power of local residents, Reducing local residents' income gaps, Reduce false jobs increase, Economic welfare of local residents,
		Tourism Entrepreneurship Support Policies	SEVC2	Access to bank credit, Venture capital, Insurance support for tourism entrepreneurs, Counseling support for tourism entrepreneurs, Incentive entrepreneurship culture, Tourism entrepreneurship skills training,
		Social Efficiency and the Social Platform to Boost Tourism Entrepreneurship	SEVC3	Local community satisfaction, High satisfaction of tourists, Forming social networks, Increasing social welfare, The spatial identity of tourism entrepreneurs, A sense of belonging to the tourism entrepreneurs, Preservation of indigenous social and cultural patterns, Helping increase local health, Help increase rural social security, Reduce rural migration, Participation of local people and institutions, Positive cultural exchange between tourists and entrepreneurs, to orient the new idea,
		Increasing legal regulations appropriate to tourism entrepreneurship	SEVC4	The Suitability of Rural Tourism Entrepreneurship Legal Frameworks, Eliminate the time-consuming process of obtaining licenses, and inquiries from organizations, Legislation of Rural Tourism Entrepreneurship,
		Increasing entrepreneurial understanding and capability of tourism	SEVC5	Having the intention and motivation of rural tourism entrepreneurship, Understanding the feasibility of rural tourism entrepreneurship, Perceptions of the local community in tourist attraction centers, Having specialized knowledge of rural tourism entrepreneurship, Enjoy the entrepreneurial experience of rural tourism,
	Innovation and creativity	Providing innovative and sustainable product or product	INNOC1	Ability to produce goods and products, High production potential without intoxication, High possibility of production without pollution, High ability to provide services, New packaging with green standards, Non-fossil energy consumption, Use of renewable materials, Supply Chain Integration,

Variable	Components	Index	coding	Items of Measurement criteria
		Providing new and sustainable methods and services	INNOC2	Ability to produce goods and products, High production potential without intoxication, High possibility of production without pollution, High ability to provide services, New packaging with green standards, Non-fossil energy consumption, Use of renewable materials, Supply Chain Integration,
		Finding resources and opening new and sustainable markets	INNOC3	High skill in identifying pristine tourism opportunities, High ability to attract new funds in the development of tourism business, Effective organization and use of resources, Identify new customers, Employment, Identify new funding,
		Creating new and sustainable structures and infrastructures	INNOC4	Ability to build new infrastructure, Modern and environmentally friendly construction, Innovative green design, Using modern technology, Technology Transfer,
	Opportunity, growth and development resulting from tourism entrepreneurship	Improve living standards	OPPGD1	Increase Income, Attract skilled workers in tourism, Attracting surplus labor from the agricultural sector to tourism-related activities
		Volume of Opportunity and Demand	OPPGD2	The volume of tourism demand, Competitiveness in Tourism, Proximity to the consumer market,
		Increasing environmental capacities	OPPGD3	Biodiversity, Geographical diversity, Developing individual skills, Increase creativity and innovation,
		Increase Productivity	OPPGD4	Reduction of waste and waste of tourism activity, Creating a commitment for tourism activists, Using talents and meritocracy, Increasing the motivation of tourism activists, Increasing the quality of tourism product, Increasing local income, increasing local employment, Diversification of high economic sectors to businesses, Keeping prices low for tourists, High participation of villagers,
	Environmental compatibility	Ecological efficiency	ENVC1	Ecological effectiveness, Eco-friendly technology, Improving environmental condition,
		Environmental awareness	ENVC2	Destruction of rangelands and forests, land use change, Damage to resources, Create a sustainable road and landscape, Paying attention to intergenerational justice,
		Biodiversity conservation	ENVC3	High help to conserve plant species, High help in preserving animal species,
		Environmental Health	ENVC4	Reduce pollution (air, water and noise, soil), Reduce business waste, Sewage reduction caused by business,
		Preservation of natural heritage and attractions	ENVC5	High valuation to the environment, High understanding of environmental vulnerability, Understanding the spiritual value of attractions, Striving to maintain the natural conditions of the environment,

2. 4. Introducing Structural Model (Theoretical or Conceptual Model) Investigating the Spatial Consequences of Rural Tourism Entrepreneurship

The present study seeks to delineate causal relationships among the theoretical elements or variables identified in the path chart. The basic conceptual model and research methodology described in the study area are then analyzed (figure 1):
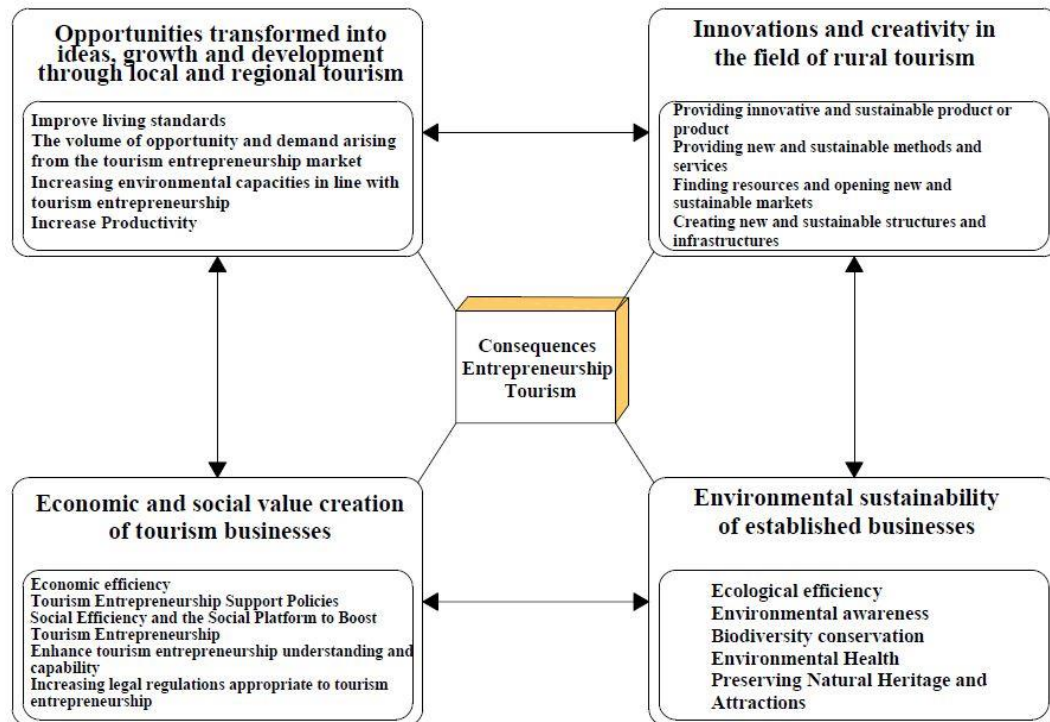
Figure 1. A hypothetical and basic conceptual model of the consequences of rural tourism entrepreneurship development
(Source: Research findings deduced from theoretical foundations and research background, 2018)

3. Research Methodology

The purpose of this study is to develop a framework for studying the consequences of rural tourism entrepreneurship development. In terms of type, application and descriptive-exploratory nature, the data collection tools is a researcher-made questionnaire. The validity of the questionnaire was checked from the perspective of experts and experts; in order to check the reliability of the level and reliability of the research questions, the research questionnaires were examined separately in SPSS software using Cronbach's alpha coefficient and 29 questionnaires were entered into the software .Through this method, the reliability of local officials questionnaire was 0.876 and business owners questionnaire' reliability was 0.911.

In the next step, using the questionnaire, the experts' opinions regarding the determination of indicators were obtained and four main indicators were determined using AHP technique of weighting and evaluation of indicators, pairwise comparisons and relative weight of indicators were performed. Next, by modeling structural equations (SEME) to measure causal relationships by drawing causal relationships between dependent variables (consequences of spatial development of tourism entrepreneurship) the structural model of spatial consequences of rural tourism entrepreneurship is proposed according to statistical data in the context of the study area has been compiled. In other words, the analysis of the consequences of tourism activities on the study area using structural equation modeling (based on covariance) and statistical analysis methods such as SPSS and AMOS software and ARC GIS software was done to draw the required maps .The statistical population of the study is Shit-Walidar and Shirin Su-Siahvaroorud tourism axes of Tarom township, Zanjan province, and there is a demand for tourism in this study area .Figure 2 shows a map of the political and administrative situation of the study area.
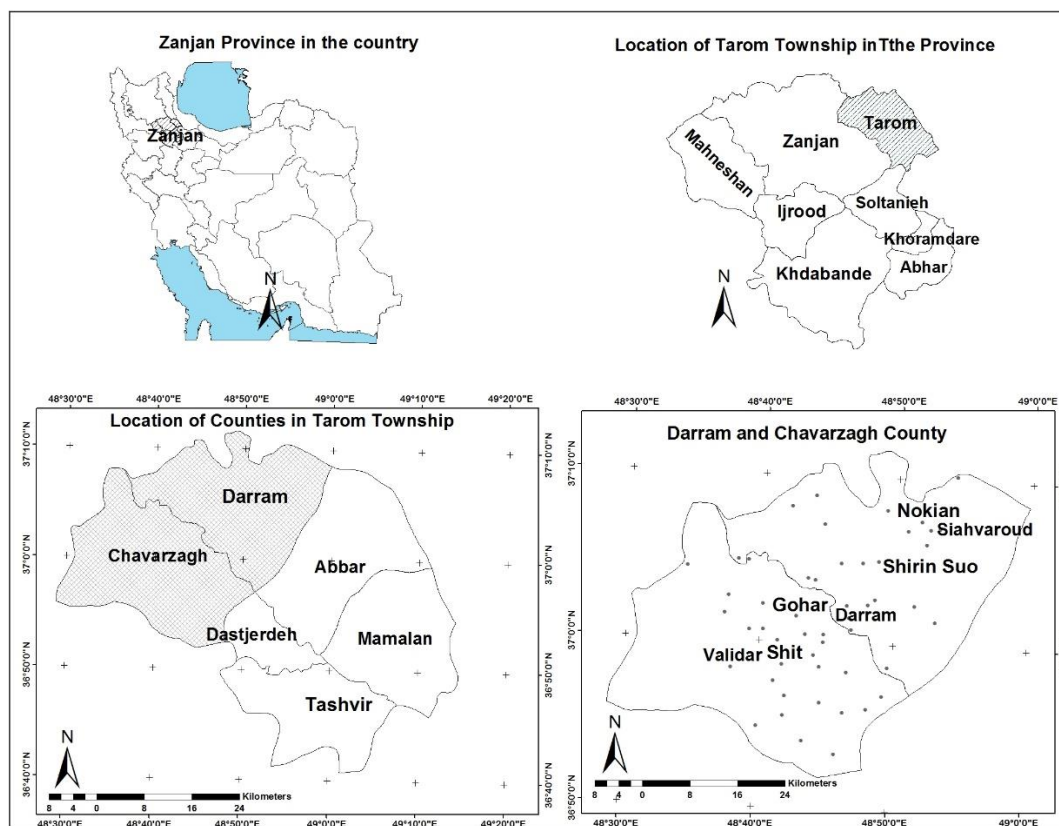
Figure 2. Political and Administrative Situation of the Study Area
(Reference: Iranian Surveying Organization 2019)

4. Research Findings

4. 1. Applying the Selected Model (Explanatory Model) to Investigate the Spatial Consequences of Rural Tourism Entrepreneurship Development in the Study Area

First, to evaluate the validity of the above-mentioned framework indicators from the experts' point of view, to confirm the criteria and indices, and to determine the importance and effectiveness of the four dimensions of the research, weighting of the conceptual model dimensions based on AHP technique was performed **.**Therefore, AHP technique and paired comparison and weighting questionnaire were used to weight the research (Hulland, 1999).

In this study, we first examine the key indicators and components in entrepreneurial tourism entrepreneurship outcomes that have been developed using library method and extensive studies with the help of Internet tools books and articles. Then, using semi-structured interviews, these indicators and components were screened and

by using a questionnaire, experts' opinions on the indicators were obtained and four main indicators were determined. Secondly, after determining the main indicators, these factors were included in the AHP questionnaire for data collection**.**

Regarding the descriptive findings of the research chapter, four main criteria, 18 sub-indices and 91 items were excluded; in the next step, the questionnaire was distributed among 31 experts (geography and tourism planning, entrepreneurship, and agriculture experts). In the next step, the reliability of the questionnaires was determined using SPSS software and Cronbach's alpha (0.876). At the end, using AHP technique, prioritization of these indices is done **.**Initially paired comparisons were made and relative weighting of the indices was performed. In order to summarize the information in this section, each of the experts present in the section was asked to compare the importance and priority of each index according to the comparisons presented in the questionnaire **.**The results of this technique are presented in Table 3:

Table 3. Weighting the dimensions of the conceptual model (assumed framework) of AHP research from the experts' point of view
(Source: Research finding, 2019)

Components	Index	weight	Components	Index	weight
Opportunities Formed, Growth and Development of Rural Tourism Entrepreneurship (0.27)	Improve living standards	0.26	Economic and social value creation of rural tourism entrepreneursh (0.21) ip	Economic efficiency	0.17
	Volume of Opportunity and Demand Due to Tourism Entrepreneurship Market	0.33		Tourism Entrepreneurship Support Policies	0.13
				Social Efficiency and the Social Platform to Boost Tourism Entrepreneurship	0.24
	Increasing environmental capacities in line with tourism entrepreneurship	0.21		Increasing entrepreneurial capability in tourism	0.19
				Increasing legal regulations appropriate to tourism entrepreneurship	0.15
	Increase productivity	0.20		Increasing entrepreneurial understanding of tourism	0.12
			Environmental Compatibility of Rural Tourism Entrepreneurs (0.29) hip	Ecological efficiency	0.17
				Environmental awareness	0.21
				Biodiversity conservation	0.38
				Environmental Health	0.24
			Innovation and creativity in rural tourism entrepreneursh ip (0.23)	Providing innovative and sustainable product or product	0.25
				Providing new and sustainable methods and services	0.18
				Finding resources and opening new and sustainable markets	0.31
				Creating new and sustainable structures and infrastructures	0.26

Therefore, using experts' opinions in presenting the model was limited to assessing the explanatory power of the indicators Finally according to the final weight of general criteria and their index, all the designed index are verified by the experts

4. 2. Operating the Early Theoretic Model by Formulating a Measurement Model for Each Proposal of Entrepreneurial Outcomes as a Present Variable

investigating the spatial consequences of tourism entrepreneurship development in the study area using a second-order factor model based on four hidden factors of economic and social value creation, creativity and innovation, opportunities shaped by the growth and development of tourism activities and environmental adaptation

Consequently, based on the objectives of the research and experimental studies, using structural equation modeling in AMOS software, the following is analyzed and figure 3 explains spatial consequences of tourism development.
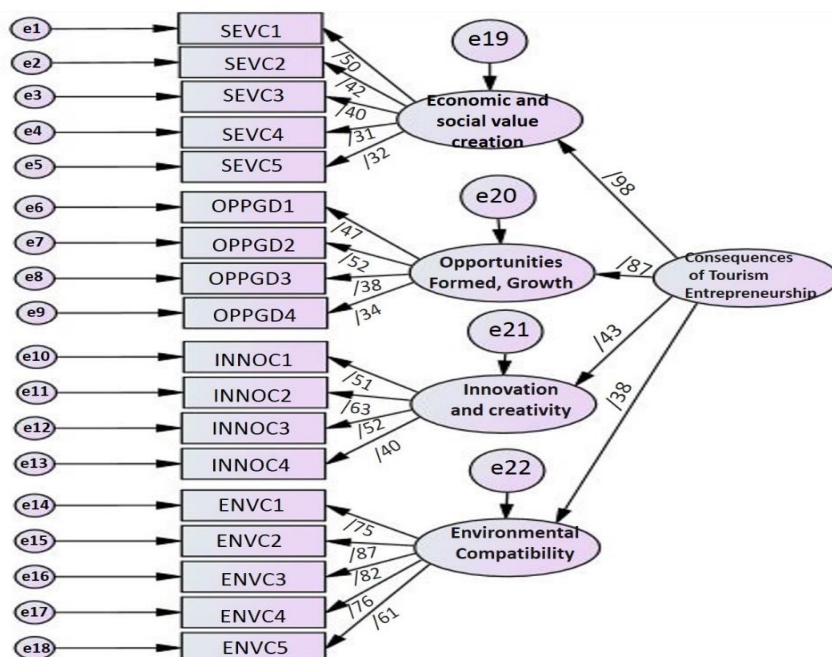
Figure 3 .Theoretical model of Macroeconomic Consequences of Eentrepreneurial elements on tourism development of the Study area (path diagram of causal relationships and correlation of present variables and effects of indicators on study area)

As can be seen in Figure (3), opportunity-formed index, tourism growth and development, with .98 tops the table. economic and social value creation index with .87 is in the second rank, innovation and creativity index with .43 in the third place and lastly the environmental compatibility index with 0.38 in the fourth rank has an impact on the study area**.**

4. 3. The Goodness of fit of the default structural model

Goodness of fit (model validity) shows how much the researcher-designed model is based on actual data **.**Examination of adaptive indicators, absolute fit indicators and plot indicators are very important in assessing acceptable fits for the structural equation model and examine incremental fits of the proposed model relative to the baseline model but absolute fit scales show suggested model to some extent the proposed model can predict the observed variance and covariance matrices **.**Table 4 shows the goodness of fit of the default model**:**

Table 4 .Goodness of fit of default model
(Source: Research finding, 2019)

Abbreviations	Acceptable fit	Assumption	Saturation	Independent
NPAR		40	171	18
CMIN	2df < X2 < 3df	441.06	0.000	1864.7
DF		131	0	153
P	.01≤ p ≤ .05	0.000	0.000	
CMIN/DF	X²/df ≤5	3.367		12.18
GFI	.90≤ CFI ≤95	0.871	1.000	0.535
AGFI	.85≤ AGFI ≤ .90 Close to GFI	0.831		0.480
NFI	.90≤ NFI ≤.95	0.763	1.000	0.000
CFI	.95≤ CFI ≤ .97			

Abbreviations	Acceptable fit	Assumption	Saturation	Independent
PNFI	(>= 0/6)	0.654	0.000	0.000
PCFI	(>= 0/5)	0.701	0.000	0.000
RMSEA	. 5≤ RMSEA ≤ .8	0.079		0.172
PCLOSE	.05≤ P ≤ .01	0.000		0.000

In analyzing and interpreting the above indices, it can be said that the number of free parameters for model development, which is 18 for the default model, indicates that the researcher in the model development did not easily spend the degrees of freedom and this is acceptable. The non-significant CMIN chi-square index equals 441.065 and a significance level of 0.000 represents the desired result. The chi-square ratio of degrees of freedom, called the relative chi-square of CMIN / DF is a more appropriate indicator to judge the model developed and the data it supports. For this index values of 1 to 3 are considered good and 3 to 5

acceptable. In this table, the value of 3.67 indicates an acceptable condition for the model.
GFI goodness index is 0.901 which indicates that the statistic is acceptable **.**Also, in the table above is the value of the PNFI .654 standard fit index indicating good status **.**If the CFI, GFI, AGI, NFI indices are greater than 0.90, the model fit is not considered to be optimal; also, the RMSEA indices and the PCLOSE approximation probability fit indicate that the RMSEA index is the root of the mean squared error approximate **.**The RMSEA value is 079 **.**When the value of this statistic is less than 0.05 it indicates that the model has an acceptable fit

.

Table 5: Regression coefficients of the structural model of the effects of the four independent variables presented on the spatial consequences of entrepreneurship on tourism development in the study area.
(Source: Research finding, 2019)

Variables	Non-standard estimates	Critical error	Critical Ratio	Significance leve
The Socio-Economic Value of Tourism in the Region	1.000			0.000
Opportunity, growth and development in the area of tourism	1.165	0.265	4.395	0.000
Innovation and creativity in the tourism area	0.860	0.284	4.160	0.000
Environmental Compatibility on Tourism Area	0.799	0.184	4.341	0.000

Table 5 shows the significance level, standard error, and critical ratio for socio-economic value creation indices, opportunity formed with growth, innovation, creativity and environmental adaptability of tourism. Appropriate critical ratio (CR) is greater than 1.96, and standard error (SE) is low and finally significance level (P) is less than 0.05 for other variables. In other words, the results of the table show that all lambda parameters have significant difference with zero value, and P value is less than 0.05 in all of the above relationships, indicating that all the relationships in the model have been empirically supported. Also, according to the direction of path analysis, it can be said that the impact of each index on the spatial consequences of tourism entrepreneurship in the study area is significant (P value of all indicators is less than 0.05)**.**

5. Discussion and Conclusion
In the present study, by considering the shortcomings of current approaches to investigate the spatial

consequences of tourism entrepreneurship development in the past on the perspective of lack of integration, comprehensiveness and inclusiveness of all proponents and dimensions, and lack of attention to the specific context and characteristics of the study area, an integrated review framework is implemented. The spatial consequences of the development of rural tourism entrepreneurship have been addressed. This theoretical model is based on broad theoretical discussions that mainly reveal the comprehensive and integrated aspects of rural tourism entrepreneurship outcomes, by examining and pathologizing existing models in the field of tourism entrepreneurship, its factors and indicators considered the comprehensive and unifying influence on the formation of such a model**.** As stated above, the results obtained in the business owners group are used in presenting the empirical model because the purpose of the study is to focus on entrepreneurship, so the samples should be

those who are somehow engaged in tourism in the villages either economically engaged or closely involved with shaping conditions and barriers to entrepreneurship. Therefore, in presenting the final model, after the indicators were approved by the experts, the results of the business owners' opinions were assigned and in the indices that were related to the rural population as well as the tourists, before the tests data were combined and then tests were performed.

The results show that the structural equation in each relationship between the above four independent variables and the dependent variables are significant and affect the outcomes of tourism entrepreneurship. In the aftermath of entrepreneurship tourism has had a target range. Opportunity formed index with .98 top the table and has the utmost effects in consequences of tourism entrepreunership. Also socio-economic value creation index came second with 0.87%, innovation and creativity index with 0.43 and the environmental adaptation index with .38% is placed in the fourth rank. The result suggests that the institutional structures and legal procedures of entrepreneurship development are effective in terms of impacting entrepreneurs' recognition of opportunity, economic and social value creation and in promoting entrepreneurial innovation and creativity. On average, in terms of environmental sustainability, entrepreneurial activities have more negative consequences than positive ones. Also, based on the selected indices and based on Structural Equation Testing, the model and formulation framework of the study of tourism entrepreneurship development outcomes are presented in this study, explain the meaningful and acceptable factors in relation to the impact of the four factors mentioned in the study of tourism entrepreneurship development outcomes in tourism area under study.

Comparing the results and findings of other studies, it can be acknowledged that according to Burer and Wustenhagen (2009) the study of the consequences of entrepreneurship with the criterion of environmental adaptation of businesses formed through indicators such as low energy consumption, reduce the volume of raw materials. The use of renewable materials, the reversibility of products, the protection and observance of environmental ethics, waste management, the use of green technologies and environmentally friendly

infrastructure can be examined, also the research of Verheul, Wennekers, Audretsch and Thurik (2001). Includes the investigation of entrepreunership consequences with opportunity formed criterion is through tourism in local and regional level that mentions the changes of past.Generally, in comparison to the findings with the existing body of knowledge and the analysis of the research achievement: by Considering what was proposed in the theoretical model architecture as well as the implementation of the experimental test ;proposed model was designed by answering two questions of "what" and "how" to achieve a framework for studying the spatial implications of tourism; research has put forward the following with the intention of removing the aforementioned shortcomings:

Integrity, Comprehensiveness and Inclusion of All Proponents and Dimensions Affecting the Proposed Framework for Studying the Spatial Consequences of Rural Tourism Entrepreneurship Development with Emphasis on the Concept of Spatial Organization Components (Population, Space and Activity)

Considering the context and specific characteristics of the study area and the different coefficients of importance of propellants effectiveness in proposing a framework to study the spatial implications of rural tourism by using the collected data (structural equation modeling)

The necessity of eliminating the overlaps, parallel work, and taking into account the direct and indirect effects of drivers on one another through the identification of mediating variables

Use of indicators appropriate to environmental context characteristics and validity to measure the proponents of the spatial consequences of rural tourism entrepreneurship.

Considering the characteristics of tourism business and the challenges of rural entrepreneurship in the context of balanced and sustainable development.

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چارچوب بررسی پیامدهای توسعه کارآفرینی گردشگری روستایی

(مطالعه موردی: نواحی شیت و شیرین سو شهرستان طارم)

محمدجوادعباسی‏[1]- ژیلا سجادی*[2]- علی عبدالهی[3]

۱- دانشجوی دکترای جغرافیا و برنامه‌ریزی روستایی، دانشگاه شهید بهشتی تهران. ایران

۲- دانشیار جغرافیا و برنامه‌ریزی شهری، دانشگاه شهید بهشتی تهران. ایران

۳- استادیار گروه مدیریت بازرگانی، دانشگاه شهید بهشتی تهران. ایران

چکیده مبسوط

۱- مقدمه

پژوهش حاضــر در پی تدوین چارچوب مناســب جهت بررسـی پیامدهای فضایی توسعه کارآفرینی گردشگری روستایی می باشد و در مرحله بعد چارچوب تدوینی مورد نظر در محدوده مورد مطالعه، مورد تحلیل و آزمون قرار می گیرد. بنابراین ســوال کلیدی در راستای این تحقیق مطرح می شود: با کدام چارچوب و الگو؛ بررسی جامع پیامدهای فضایی توسعه کارآفرینی گردشگری روستایی امکان پذیر است؟

۲- مبانی نظری تحقیق

بطور کلی؛ می‌توان با در نظر داشتن تعریف و الگوی مفهومی بررسی پیامدهای توسعه کارآفرینی گردشگری ، به دو گام اساسی در الگوی مورد نظر اشاره کرد:

گام اول: توجه به عوامل محیطی بسترساز و زمینه ساز؛ متشکل از سه بعد بستر و شرایط محیطی(بعد زمینه‌ای)، ساختارهای نهادی و قانونی (بعد ساختاری)، و ویژگی‌های فردی و جمعی کارآفرین.

گام دوم: برآیند فعالیت کارآفرینانه گردشگری می‌باشد که نشان دهنده کسب و کارها، استارت آپ و خدمات شکل گرفته ناشی از کارآفرینی می‌باشد. به عبارتی؛ در این مرحله پیامد توسعه کارآفرینی گردشگری در محصــولات و خدمات؛ نمود عینی پیدا می‌کند و در چهار معیار اســاســی زیر؛ بر اسـاس نگاه فرآیندی به کارآفرینی، می‌توان بازتاب و پیامدهای آن را مورد توجه قرار داد:

الف) نوآوری‌ها و خلاقیت های شکل گرفته در زمینه گردشگری روستایی؛

ب) فرصـت شـکل گرفته، رشـد و توسعه صـورت گرفته از طریق گردشگری در سطح محلی و منطقه‌ای که اشاره به تغییرات نسبت به گذشته دارد.

ج) سـازگاری محیط زیسـتی کسـب و کارهای شـکل گرفته که می‌توان از طریق شـاخص‌هایی مانند مصـرف انرژی پایین، کاهش حجم مواد خام مصرفی، استفاده از مواد تجدیدپذیر، قابلیت برگشت پذیری تولیدات، حفاظت ورعایت اخلاق محیط زیسـتی ، مدیریت پسـماندها، استفاده از فناوری‌های سبز و زیرساخت‌های سـازگار با محیط زیست هر سه مرحله را مورد ارزیابی قرار داد.

د) ارزش آفرینی اقتصادی و اجتماعی در زمینه گردشگری روستایی.

۳- روش تحقیق

پژوهش حاضــر از نظر نوع؛ کاربردی و از نظر ماهیت توصــیفی- اکتشــافی، ابزار گردآوری داده ها، پرسـش نامه محقق سـاخته که روایی گویه‌های پرسـشـنامه از دیدگاه کارشناسان و از طریق روش آلفای کرونباخ پرسشنامه مسئولین محلی۰/۸۷۶ و صاحبان کسب و کارها ۰/۹۱۱ بر آورد و پایایی آن تایید شده است.

جامعه آماری کارشناسان، مدیران محلی و صـاحبان مجموعه های گردشگری روستاهای گردشگر پذیر دهستان درام و چورزق که با روش نمونه گیری غیراحتمالی هـدفمنـد؛ تعـداد ۲۷۷ خانوار از صـاحبان مجموعه های گردشـگری و شـاغلین مرتبط با فعالیت گردشگری جهت نمونه گیری انتخاب شـدند. روش جمع آوری اطلاعات میدانی- کتابخانه‌ای و تجزیه و تحلیل داده ها با استفاده از تجزیه و تحلیل نتایج حاصـل از پرسشــنامه؛ از طریق نرم افزار SPSS و روش مدلسازی معادلات ساختاری(SEM) با استفاده از

*. نویسندۀ مسئول:

دکتر ژیلا سجادی

آدرس: گروه جغرافیای انسانی و آمایش، دانشکده علوم زمین، دانشگاه شهید بهشتی، تهران، ایران.

پست الکترونیکی: Email: j_sajadi@sbu.ac.ir

نرم افزار AMOS اسـتفاده شده که به بررسی سهم و ارتباط عوامل چهارگانه موثر در پیامدهای توسـعه کارآفرینی گردشگری روستایی پرداخته شده است.

۴- یافته های تحقیق

با اسـتفاده از نظر خبرگان با تکنیک AHP در ارائه الگو به عنوان افراد دارای سـابقه علمی و مطالعاتی، محدود به میزان بررسـی قدرت تبیین کنندگی شاخص‌ها بود و بر اساس وزن نهایی معیارهای کلان و شـاخص های آنها، در مجموع همه شاخص‌های طراحی شـده مورد تایید جامعه خبرگان اسـت. مدل نظری کلان پیامدهای عناصـر کارآفرینی بر توسـعه گردشـگری محدوده مورد مطالعه(نمودار مسیر روابط علی و همبسـتگی متغیرهای مکنون و اثرات شـاخص ها بر محدوده مورد مطالعه) نشـان داد، شاخص فرصت شکل گرفته، رشد و توسعه گردشگری با ۹۸/ در رتبه اول اثرگذاری، شـاخص شـاخص ارزش آفرینی اقتصـادی و اجتماعی با ۸۷/ در رتبه دوم ، شـاخص نوآوری و خلاقیت شـکل گرفته با امتیاز ۴۳/ در رتبه سـوم و نهایتا شاخص سـازگاری محیط زیستی با ۳۸/ در رتبه چهارم تاثیر گذاری بر محدوده مورد مطالعه قرار گرفته است. بررسی برازندگی و نیکویی برازش مدل ساختاری پیش فرض شاخص نیکویی برازش GFI برابر با ۹۰۱/ می باشد که حاکی از قابل قبول بودن آماره می باشد. مقدار RMSEA ۰۷۹/ و مقدار این آماره نشـان می دهد که مدل از برازش قابل قبول برخوردار است.

۵- بحث و نتیجه گیری

در ارائه الگوی تجربی از نتایج به دست آمده در گروه صاحبان کسب و کارها اسـتفاده شده است زیرا از آنجایی که هدف مطالعه تمرکز بر روی کارآفرینی می‌باشـد نتایج تحلیل ها نشـان می دهد معادله ساختاری در هر رابطه بین چهار متغیر مکنون مستقل فوق و متغیر

وابسته پیامدهای کارآفرینی گردشگری معنادار بوده و تأثیرگذارند و شـاخص فرصـت های شـکل گرفته با رشـد و توسـعه حاصـل از کارآفرینی با رتبه اول و بیشـترین اثربخشـی را در پیامدهای توسـعه گردشـگری بر محدوده مورد نظر داشـته اسـت. همچنین؛ شـاخص ارزش آفرینی اجتماعی و اقتصـادی رتبه دوم ، شـاخص نوآوری و خلاقیت؛ رتبه سوم و نهایتا شاخص سازگاری محیط زیستی در رتبه چهارم اثر گذاری در پیامدهای توسعه گردشگری قرار دارند. نتیجۀ حاصل را می توان با این استدلال بیان کرد که ساختارهای نهادی و رویه های قانونی توسعه کارآفرینی؛ از منظر بروز پیامدهای مثبت در زمینه بروز شـناخت فرصـت توسـط کارآفرینان و ارزش آفرینی اقتصـادی و اجتماعی؛ موثر عمل کرده اما در زمینه بروز نوآوری و خلاقیت کارآفرینانه در حد متوسـط و در زمینه سـازگاری محیط زیسـتی فعالیتهای کارآفرینی گردشـگری ضـعیف عمل می کند. همچنین، بر حسب شاخص های انتخابی و بر اساس آزمون معادلات سـاختاری، الگو و چارچوب تدوینی بررسـی پیامدهای توسـعۀ کارآفرینی گردشگری ارائه شده این پژوهش؛ تبیین کننده معنادار و قابل قبول در راسـتای تاثیر عوامل چهارگانه ذکر شـده بر بررسـی پیامدهای توسـعۀ کارآفرینی گردشـگری در محدوده مورد مطالعه دارد

کلیدواژه‌ها: پیامدهای کارآفرینی گردشـگری؛ مدلسـازی معادلات ساختاری؛ پیامدهای گردشگری روستایی؛ گردشگری روستایی.

۹.۳. انواع نقل قول‌ها (مستقیم و غیر مستقیم)، نقل به مضمون و مطالب به دست آمده از منابع و مآخذ، با حروف نازک و استفاده از نشانه‌گذاری‌های مرسوم، مشخص شود و نام صاحبان آثار، تاریخ و شماره صفحات منابع و مآخذ، بلافاصله در میان پرانتز نوشته شود.

۱۰. مقالات برگرفته از رساله و پایان‌نامه دانشجویان با نام استاد راهنما، مشاوران و دانشجو به صورت توأمان و با مسؤولیت استاد راهنما منتشر می‌شود.

۱۱ . چنانچه مخارج تحقیق یا تهیه مقاله توسط مؤسسه‌ای تأمین مالی شده باشد، باید در بخش تشکر و قدردانی مشخص گردد.

۱۲ . شیوه ارزیابی مقالات: مقالات ارسالی که شرایط پذیرش را احراز کنند، برای داوران خبره در آن موضوع ارسال می‌شوند. داوران محترم، جـدای از ارزشـیابی کیفـی مقالات، راهبردهای سازنده‌ای پیشنهاد می‌کنند. پیشنهادهای داوران محترم به طور کامل، اما بدون نام و نشان داور، برای نویسنده مقاله ارسال خواهد شد.

۱۳ . مجله حق رد یا قبول و نیز ویراستاری مقالات را برای خود محفوظ می‌دارد و مقالات مسترد نمی‌گردد. اصل مقالات رد یـا انصـراف داده شـده پـس از سـه مـاه از مجموعه آرشیو مجله خارج خواهد شد و مجله پژوهش و برنامه‌ریزی روستایی هیچ مسئولیتی در این ارتباط نخواهد داشت.

۱۴ . مسؤولیت ارائه صحیح مطالب مقاله بر عهده‌ی نویسندگان مقاله است. از این‌رو، نسخه‌ای از مقاله آماده چاپ برای انجـام آخـرین تصـحیحات احتمـالی بـه نشـانی الکترونیکی نویسنده ارسال خواهد شد. چنانچه ظرف مدت یک هفته پاسخی از سوی نویسندگان واصل نگردید به معنای موافقت آنها با اصلاحات انجـام شـده تلقـی و نسبت به چاپ آن اقدام می‌شود.

۱۵. دریافت مقاله صرفاً از طریق سامانه مجله (http://jrrp.um.ac.ir) خواهد بود و مجله از پذیرش مقالات دستی یا پستی معذور خواهد بود.

۱۶. نویسندگان گرامی، مقالاتی که مطابق فرمت مجله تهیه نشده باشند به نویسنده بازگردانده شده و در فرآیند ارزیابی قرار نخواهد گرفت.

۱۷. فایل های ضروری برای ارسال از طریق سامانه عبارتند از:

الف) فایل مشخصات نویسندگان: در محیط word شامل اسامی و مشخصات نویسندگان به فارسی و انگلیسی.

ب) فایل اصلی مقاله بدون مشخصات: در محیط word شامل متن اصلی مقاله بدون اسامی و مشخصات نویسندگان.

ج) فایل چکیده مبسوط (مکمل) مقاله: شامل چکیده مبسوط فارسی در قالب یک فایل در محیط Word.

۱۸. شرایط جزئی تر و دقیق تر نیز در فایل راهنمای نگارش و ارسال مقاله توسط نویسندگان ارائه شده است.

۱۹. مقاله پس از ارزیابی علمی به زبان انگلیسی برگردانده شده و نویسنده(گان) موظف به ترجمه آن در مراکز ویراستاری معتبر خواهند بود و تا قبـل از انجـام ترجمـه، امکان ارسال گواهی پذیرش مقدور نمی‌باشد. لذا پیشنهاد می‌شود نویسندگان فارسی زبانان مقاله خود را به زبان فارسی تهیه و ارسال نموده و پس از طی فراینـد ارزیـابی علمـی و پذیرش نسبت به ترجمه آن اقدام شود.

فرم اشتراک (یک ساله/ دوشماره) **مجلۀ پژوهش و برنامه‌ریزی روستایی**

این جانب .... شغل .... با ارسال فیش بانکی به مبلغ.......... ریال به حساب جاری شماره ۴۲۵۲۹۹۶۳۸ بانک تجارت شعبه دانشگاه مشهد کد ۴۲۵۰ به نام عواید اختصاصی دانشکده ادبیات و علوم انسانی، متقاضی اشتراک فصلنامه از شماره ....هستم. چنانچه صاحبان مقالات منتشر شده متقاضی دریافت مجلّه و تیراژه‌ی آن از طریق پست پیشتاز باشند، باید هزینه‌ی آن را به شماره حساب مذکور واریز و اصل فیش پرداختی را به نشانی دفتر مجلّه ارسال کنند.

نشانی: ....   کدپستی: ....

شرایط پذیرش مقاله

برای سرعت بخشیدن به امر داوری و چاپ مقالات، از همهٔ پژوهشگرانی که مایل به چاپ مقالات علمی خود در این نشریه هستند، درخواست می‌شود به نکات زیر توجه کافی داشته باشند:

۱. مقالهٔ ارسال شده نباید قبلاً در هیچ نشریهٔ داخلی یا خارجی چاپ شده باشد. هیئت تحریریه انتظار دارد نویسندگان محترم تا هنگامی‌که جواب پـذیرش از نشـریه نرسیده است، مقالهٔ خود را به مجلهٔ دیگری برای چاپ ارسال نفرمایند.

۲. مقالات انگلیسی با قلم نازک Times New Roman11 با نرم افزار Word تهیه شود. مقالات، روی کاغذ A4 (با حاشیه از بالا ۳ و پـایین ۲ و راسـت ۲ و چـپ ۲ سانتی‌متر) تایپ شود. متن به صورت دو ستونی با رعایت فاصله ۱ سانتی‌متر بین دو ستون و فواصل بین خطوط به صورت single باشد. ۳. حجم مقاله نبایـد از حـدود ۹۵۰۰ کلمه و یا حداکثر ۱۵ صفحهٔ چاپی به قطع نشریه بیشتر باشد (با در نظر گرفتن محل جداول، اشکال، خلاصه فارسی و فهرست منابع).

۴. عنوان مقاله با در نظرگرفتن فواصل بین کلمات نباید از ۶۰ حرف تجاوز کند و با قلم Times New Roman14 سیاه تایپ شود.

۵. نام نویسندهٔ مقاله با قلم سیاه Times New Roman10 عنوان علمی یا شغلی او با قلم Times New Roman10 در زیر عنـوان مقالـه ذکـر شـود. ضـمناً آدرس الکترونیکی و شماره تلفن نویسندهٔ مسؤول در پاورقی آورده شود.

۶. چکیدهٔ مقاله ساختاریافته با قلم نازک Times New Roman 11 به صورت تک ستونی باشد.

۷. شکل‌ها و نمودارهای مقاله حتماً اصل و دارای کیفیت مطلوب باشد. فایل اصلی اشکال (تحت PDF، Word، Excel) و با دقت dpi ۳۰۰ ارائه شـود. انـدازهٔ قلم‌هـا خصوصاً در مورد منحنی‌ها (legend) به گونه‌ای انتخاب شوند که پس از کوچک‌شدن مقیاس شکل برای چاپ نیز خوانا باشند.

۸. ساختار مقاله شامل عناصر زیر است:

۸. ۱ صفحهٔ عنوان: در صفحهٔ شناسنامه باید عنوان مقاله، نام و نام خانوادگی نویسنده (نویسندگان)، درجهٔ علمـی، نشـانی دقیـق (کـد پسـتی، تلفـن، دورنگـار و پسـت الکترونیکی)، محل انجام پژوهش، مسؤول مقاله و تاریخ ارسال) درج شود. عهده‌دار مکاتبات باید با علامت ستاره مشخص شود.

۸. ۲ چکیده: شامل چکیده‌های فارسی ساختار یافته (شامل هدف؛ روش؛ یافته‌ها؛ محدودیت‌ها؛ راهکارهای عملی؛ اصالت و ارزش و واژگان کلیدی (۳ تا ۶ کلمه) است. تا حد امکان چکیدهٔ مقاله از ۳۰۰ کلمه تجاوز نکند. علاوه بر چکیده ساختار یافته، لازم است چکیدهٔ مبسوط فارسی بین ۷۵۰ تا ۱۰۰۰ کلمه نیز حـاوی مقدمـه، مبـانی نظری، روش، نتایج و بحث، نتیجه‌گیری و کلیدواژه‌های مقاله تهیه شود، به طوری که حاوی اطلاعاتی از کل مقاله باشد و بتوان جداگانه آن را چاپ کرد. با توجه به این که مقاله بعداً به صورت کامل به انگلیسی برگردانده خواهد شد، نیازی به ترجمه چکیده مبسوط به انگلیسی نیست.

۸. ۳ مقدمه: شامل ۱- طرح مسئله؛ ۲-اهمیت و ضرورت؛ ۳-اهداف و سوالات اصلی تحقیق.

۸. ۴ ادبیات نظری تحقیق: شامل ۱- تعاریف و مفاهیم؛ ۲- دیدگاه‌ها و مبانی نظری؛ ۳- پیشینه نظری تحقیق و … .

۸. ۵ روش‌شناسی تحقیق: در برگیرندهٔ ۱-محدوده و قلمرو پژوهش؛ ۲- روش تحقیق و مراحل آن (روش تحقیق، جامعهٔ آماری، روش نمونه‌گیری، حجم نمونه و روش تعیین آن، ابزار گردآوری داده‌ها و اعتبارسنجی آن‌ها)؛ ۳- سؤال‌ها و فرضیه‌ها؛ ۴- معرفی متغیرها و شاخص‌ها؛ ۵- کاربرد روش‌ها و فنون.

۸. ۶ یافته‌های تحقیق: ارائهٔ نتایج دقیق یافته‌های مهم با رعایت اصول علمی و با استفاده از جداول و نمودارهای لازم.

۸. ۷ بحث و نتیجه‌گیری: شامل آثار و اهمیت یافته‌های پژوهش و یافته‌های پژوهش‌های مشابه دیگر با تأکید بر مغایرت‌ها و علل آن، توضیح قابلیت تعمیم‌پذیری و کاربرد علمی یافته‌ها و ارائهٔ رهنمودهای لازم برای ادامهٔ پژوهش در ارتباط با موضوع، نتیجه‌گیری و توصیه‌ها و پیشنهادهای احتمالی.

۸. ۸ تشکر و قدردانی: قبل از منابع مورد استفاده ارائه شود و از ذکر عناوین دکتر و مهندس خودداری شود.

۹. نحوهٔ ارجاعات: منابع و مآخذ باید به صورت درون‌متنی و همچنین در پایان مقاله ذکر شود.

۹. ۱ ارجاعات در متن مقاله باید به شیوهٔ داخل پرانتز (APA) نسخه ۶ باشد؛ به گونه‌ای که ابتدا نام مؤلف یا مؤلفان، سال انتشار و صفحه ذکر شود. شایان ذکر است کـه ارجاع به کارهای چاپ شده فقط به زبان فارسی بوده و در اسامی لاتین معادل آن در زیر نویس همان صفحه ارائه شود. به عنـوان نمونـه: (شـکوئی، ۱۳۸۷، ص. ۵۰) یـا (وودز، ۲۰۰۵، ص. ۲۷).

۹. ۲ در پایان مقاله، منابع مورد استفاده در متن مقاله، به ترتیب الفبایی نام خانوادگی نویسنده بر اساس الگوی فهرست نویسی APA تنظیم گردد.

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بسم الله الرحمن الرحيم