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Original Article

Spatial Analysis of Tourism Development Potential of Tourism Destination Villages (Case Study: Mashhad Tourism Sphere of Influence)

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Abstract

Purpose- Today, tourism is mentioned as a suitable approach for socio-economic and physical development in rural areas. Therefore, rural areas have capabilities and potentials in terms of tourist attractions; however, not all areas have the same capabilities for development. The purpose of this study is to evaluate the ecological potential of the study area and to find the relationship and alignment between tourism capacity and ecological potential in rural areas of Mashhad tourism sphere of influence.

Design/methodology/approach- The present theoretical study was conducted with applied purposes using the descriptive-analytical method. GIS and SPSS software and CoCoSo multi-criteria decision-making model were used to analyze the data.

Findings- According to research findings the most influential indicator was the distance to tourism water resources and the least influential indicator was the distance to fault. Therefore, the highest ecological potential belongs to the foothill villages of the study area. Also, in terms of tourism capacity, the most effective factors have been the natural attractions of the village and its suburbs and the quality of village road.

Original/value- On this basis, the highest tourism potentials belong to villages of Pivehzhan, Virani, and Radkan, respectively. According to the results of the study there is a significant positive relationship between ecological potential of the studied villages and their tourism capacity and there is no relationship between the number of tourists and ecological potential of the studied villages.

Keywords- Ecological Potential, Tourism Capacity, Village, Tourism Sphere Influence, Mashhad.

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1. Introduction

Today, tourism is considered an important industry in almost all areas of the globe in such a way that it has been known as a powerful tool for the development, encouraging economic growth, increasing foreign exchange, investment in small sectors and local employment (Patterson et al., 2008). In recent years it has also influenced many people's lives as a multidimensional and multifaceted activity (Kurniawana et al., 2019). As it is often considered as an opportunity to promote economic and social development (Lacitignola et al., 2007). In 2017, this industry has created 313 million jobs or 9.9% of the world's total employment and has increased world GDP to 10.4% (WTTC, 2018). It is predicted that, the share of the tourism industry in the world GDP will increase to 380 million jobs by 2027. It equals to 11% of the world's total employment (Sokhanvara, 2018). Hence, according to the above, it can be stated that this industry can improve the livelihood of local communities and help reduce poverty (Wu & Tsai, 2016; Yuxi & Linshen, 2020). Meanwhile, tourism is a driving force that can affect the quality of the environment because on the one hand, it decomposes non-renewable natural resources and creates many environmental problems (Petrosillo et al., 2006); these problems can be attributed to complex reasons such as irrational tourism planning, excessive construction and creation of tourism facilities that are beyond the capacity of the environment and poor management of tourism flows that have a negative impact on the quality of tourism capacity in the region and in the long run reduce the level of tourism development in the region (Yuxi & Linshin, 2020). On the other hand, tourism, especially tourism in rural areas, is a suitable approach for socio-economic development, especially in rural areas, and a solution to reduce the negative environmental effects (Patterson et al., 2007; Ryu et al., 2020). In this regard, in order to provide the tourism grounds and a way to reverse migration, the tourism development potentials should initially be evaluated, since this can be among suitable strategies for development, and by being aware of the potential of the region, the ground for planning to reduce the negative effects of tourism and increase its positive effects is provided. However, it should be noted that, all areas have not equal capabilities and potentials to develop tourism (Ghadiri et al., 2014). So that, in some environments the nature is prepared for the most development with the least losses; while in others the least development leads to the destruction of the environment. This means that, in order to create development in the region, first, its ecological potential must be evaluated in the framework of a regional planning and then the facilities and tourism capacity of the region must be planned in accordance with its ecological potential. However, a logical and correct planning is necessary to achieve good results. Today, proper planning and comprehensive use of the environment is based on recognizing the talents, capacities and evaluating the production potentials of the land (Rostam pour, 2014). Therefore, recognizing, reviewing and analyzing the current situation, especially in terms of natural and human capacities of tourism development, is a category that will pave the way for very positive development evolutions with the approach of academic studies, ecological assessment and appropriate qualitative and quantitative methods. This important issue with emphasis on tourism development, will revolutionize the field of planning and expansion of tourism by identifying the environmental capabilities of tourism development (Saeb, 2017). Nevertheless, in recent years, numerous studies have been conducted on tourism potential of Iran and the world (Table 1).

Table 1. A review of research on tourism development potential of Iran and the world

Source: Research findings using available sources 2020

Authors	Title of article	Results
Soltani & Nouri (2010)	Environmental capability assessment of Khansar city for tourism development using GIS	The results of the ecological model of tourism and system analysis method in this study show that all levels of the region have high power for the development of extensive outing or centered outing, and most villages have the ability to develop a kind of tourism problems.
Firoozi et al. (2013)	Evaluation of ecological power of the exemplary tourism area of Shaheed Abbaspour Dam with emphasis on sustainable tourism development	The results show that economic investment in central tourism is not economical due to the high slope of the region and also due to the high slope and inappropriate rock and soil in the region, it is concluded that the extensive outing is the best type of tourism application in this region.

Authors	Title of article	Results
Akbar Fazeli et al. (2014)	Zoning of areas for nature tourism development Case study: Forests around Garan Dam- Marivan	.The results of this study showed that ٪۶۵۴of the area has class power, meaning that dewatering of Garan Dam can increase the region's power to develop tourism, but it should be noted that increasing infrastructures such as service centers and access roads is a necessary condition for the development of tourism in the region.
Ghadiri Masoom et al. (2013)	Evaluation of desert tourism development capability and its impact on socio-economic and physical dimensions in rural settlements (Study: Villages of Khor and Biabanak county(	The results show that this area has a high potential for the development of desert tourism and ethnic-cultural tourism and can be prepared for further development of tourism in the region through logical and rational planning in line with the capacity and potential of the region.
Bozrajmehri & Modudi (2015)	Comparative evaluation of different tourism capabilities in target villages of Golestan province	The findings show that there is no effective match between the level of natural, historical and cultural capabilities of tourism villages in the region with the level of their infrastructure capabilities. On the other hand, the existence of a significant relationship between the infrastructure capabilities and the volume of tourists shows that having natural, historical and cultural capabilities of the target villages is not possible without upgrading their infrastructure.
Aliani et al. (2016)	Land power assessment for identifying suitable areas of tourism development using ANP network analysis process	The results showed that one of the ecology criteria has a total of 0.61 of the final weight and this indicates more involvement of one's ecologist criteria in creating the capability of ecoturision. Also, from the total level of the field, 75.2% of the power to develop eco-urism 24.8% of the area is not able. About 30.32% of the area has high power in terms of ecotourism application.
Saeb (2017)	Assessment of ecological power in order to develop tourism using GIS Case study: Sarein city	The results of this study showed that along with some of the existing problems, the environmental and ecological quality of tourism development in Sarein region is full of talents that can make the region a fundamental change in the direction of tourist development.
Chehr Azar et al. (2018)	Study and evaluation of tourism capability using fuzzy logic in GIS environment Case study: Hamadan city	The results indicate moderate to strong conditions of the region in order to provide services for mountain tourists. Finally, it was suggested that tourist-prone areas located mainly in the west of the province be used to expand the tourism industry in the mountains of the city.
Ebrahim (2019)	Study of tourism capability in Chahar Mahal Bakhtiari province	In this research, the tourism talents of this province have been investigated by SWOT method in order to identify the major strengths and weaknesses of opportunities and threats in the region, but also to develop and implement tourism development policies in this province in the future.
Qiao (2008)	A model for evaluating the ecological capability of tourism development in unused areas of urban suburbs	In this model, AHP method was used which in the first level of the project goal, which included the expansion of tourism in kwon area 4 of Ziang city, in the second level, criteria including ecological importance, economic importance, the importance of landscape, social importance. Finally, it was concluded that the region with a scale of 89% is suitable for the development of tourism.
Olafsdottir & Runnstrom (2009)	A GIS approach in environmental power assessment for development-tourism in environmentally vulnerable environments Sample: Southeast Iceland	In this study, a GIS model was used based on classification of identified impact factors and variables, as well as selected classification algorithms that could help decision makers in planning and managing sustainable tourism in sensitive areas facing the risk of environmental degradation in southeastern Iceland.

Authors	Title of article	Results
Kumari et al (2010)	Identifying potential tourist sites in western region, Sikkim using spatial tools	The present study tries to develop an integrated approach to ecotourism development by identifying ecotourism locations. Assessment of ecotourism stability at the surface can help identify weak and very weak indicators elsewhere. At the same time, the present study provides a basis for future studies using ecotourist indicators to identify potential ecotourist locations in other ecosystems such as coast, mangrove and desert.
Chi et al.(2020)	Zoning protected areas based on their stamina and ecological importance	In this study, the researcher dealt with zoning of protected areas of the island chain in the Dongtu archipelago in southern China. Zoning was carried out based on spatial distribution of EII and ETI and six different conservation plans, the study area showed that ecological importance and resistance within the islands showed spatial heterogeneity and islands with higher proximity to the mainland and larger areas were generally less ecologically important and endurance.
Fu et al. (2020)	Strategy of Identifying and Optimizing the Ecological Security Model of The City: A Case Study in The Leukemia Plateau, China	Creating an ecological security model is an effective factor to improve the structure and function of ecosystems, maintain ecosystem services and ensure ecological security. Overall, the study adds new insights into ESP's construction method, which can provide important resources for regional development planning and environmental protection.
Yuxia & Linshenga **(2020)**	The difference between nature-based tourism and ecological power in China	The results of this study show that most regions of China have low or moderate power. High-power areas account for 13.79% of the sample areas. The results can inform decision makers considering that they are most likely to suffer from environmental problems caused by nature-based tourism activities and which types of problems may arise. Such information could help decision-makers predict the development process between nature-based tourism development and ecological conservation, and later determine the degree of control over nature-based tourism.

A review of the research background reveals that so far no accurate and transparent study has been conducted in relation to the evaluation of ecological potential and finding a relationship and alignment between tourism capacities and ecological potential in rural areas. Thus, recognition of capabilities and tourism capacity in relation with provision approach and prioritization of ecological potential can be a fundamental strategy optimally plan for rural and regional tourism development.

Due to attractive environmental condition and meeting the needs of urban tourists for recreation and leisure, rural areas of Khorasan Razavi Province are of great importance. Also, due to their need for livelihood diversity, villagers of this area have turned to tourism and its development as a crucial strategy. On the other hand, it is necessary to pay attention to the influx of tourists to rural destinations. The pressure caused by the presence of tourists is beyond the ecological capacity of the villages and in the long run has negative and detrimental effects on rural destinations. Therefore, the purpose of this study is to evaluate the ecological potential of the tourism influence of Mashhad, to find the relationship between ecological potential and rural tourism capacities in the region and, to find alignment between rural tourism capacity and ecological potential of rural areas of Mashhad tourism sphere of influence. By recognizing the environmental and human capabilities and capacities of the studied villages, planners can come up with optimal and strategic planning so that, in case of weakness of a place, it can prevent endangering its environmental resources for the future generations. On the other hand, they can make the optimal use of existing capacities to develop the region. Hence, the main questions are raised as follows: what is the status of ecological potential of the tourist villages in the region? And what is the relationship between the ecological potential of tourist villages and the tourism tourism capacities of the region?

2. Research Theoretical Literature

In recent decades, tourism as one of the important industries (Martins et al., 2017) has supported the constructions, food/beverage and residential sectors by creating regional job opportunities, providing foreign exchange and promoting transportations. Therefore, it is referred to as the main resource of income,

employment, private sector growth and infrastructure development (Lee et al., 2011; Tohidy, 2011) which leads to increased production, increased income, improved living standards, public welfare, and more employment for more people (Shirafkan, Lamsso & Masoomzadeh, 2017). Generally, tourism can be considered as a trade in services, because it is equivalent to exports to areas receiving tourists (Marrocu & Paci, 2013). In view of the above, the tourism industry with its multidimensional nature, in addition to meeting the needs of tourists, causes major changes in the host community (Dwyer et al., 2009). Therefore, the government officials are trying to provide opportunities to benefit from the positive aspects of this industry by providing and valuing tourist attractions and capacities of the areas with the potential, especially rural areas (Rosentraub et al., 2009).

The development of tourism depends upon providing suitable conditions in two geographical poles or residential centers; one is the destination (supplier of tourism facilities) and the other is the origin (tourism suppliers). In order to provide suitable conditions, the realization of these two is necessary (Table 2), which are of great importance for tourism development as tourism tourism capacities.

Table 2. Suitable conditions in two geographical poles of destination and origin in order to develop tourism
Source: (Moradi, 2014: 44)

In the hub of tourism applicants (tourist generator)	In the hub providing tourism facilities (destinations)
- Increasing the income and savings levels of the people and providing financial facilities for tourism; - Raising people's awareness and promoting the culture of tourism; - The existence of a suitable transport system at source; - The existence of tourism service centers (tourism agencies).	- The existence of tourist attractions including natural attractions, historical monuments and man-made; - The existence of appropriate infrastructure including roads, water, electricity, telephone and proper sewage system ; - The existence of service elements for tourists, including various hotels and accommodation centers, tourism service agencies and all institutions and centers provided to tourists; - Suitable advertising and proper introduction of tourist facilities and attractions; - Appropriate policy making and efficient administrative system; - –Reception and culture of the host community in relation **to tourists**

Thus, the most important results of tourism development in the destination can be stated as follows:

- Increasing interaction and understanding between nations of origin and destination;
- Pleasure of tourists and create pleasant memory for them;
- Development of infrastructure and all elements of service centers in destination;
- Qualitative and quantitative protection and upgrading of tourist attraction in the destination

Overall, numerous factors are involved in tourism development that the relationship and interaction between them, causes the development of tourism. Among these, three main factors of tourism development are: tourists, people of the region and the characteristics of the region. Failure to pay attention to any of these three areas in planning will harm the tourism development process and, conversely, paying attention to them will create benefit for them. These benefits are generally summarized as tripartite returns for the host community (economic and social dimensions) for the region (environmental protection), and for the tourists (leisure and suburban tourism), implying a sequence related benefits (Canoves et al., 2004). In this case, competitive field is created among tourist destinations and thereupon, the destinations which have improved their tourism tourism capacities and provide tourists with high quality services, succeed in attracting tourists.

2. 1. Capacity building for tourism development

The word capacity is an almost new concept and has been used in the development literature since the 1980s and became the focus of development thoughts and technical cooperation in 1990. The great interest in capacity issues in recent years has been mainly due to the shortness of development theories in the last 6 decades in response to the needs of the people and mainly seeks to promote systematic, integrated and endogenous development-based approaches (Rokneddin Eftekhari & Badri, 2012). Therefore, in recent decades, capacity building has gained special importance among researchers of various sciences and governments have developed its principles at different levels in various fields of development such as health promotion, agricultural development, and economic, environmental and tourism development, etc. Hove et

al have defined the development of capacity building approach with three major activities as follows:

a) The infrastructure of presenting programs;
b) Collaboration and organizational environments, in a way that, strategies remain constant and strengthened; and
c) Problem solving ability (Aref & Redzuan, 2009, p. 22).

It can also be mentioned that, capacity building in tourism means a purposeful process of enhancing the capacity of individuals, groups and communities in social, economic, institutional, and physical-environmental dimensions in order to reduce the negative effects of this industry and improve its positive influence on local communities. Thus, in this process, by adopting a participatory approach, local residents and rural and urban officials are assisted to overcome their feelings of helplessness in dealing with the destruction of various natural resources by creating an empowering environment, and especially to help preserve environmental resources, to be able to provide a safe place for their activities and lives. The community capacity building in tourism development can also be described as the capacity of community members to participate in tourism activities (Cupples, 2005). Tourism operators often tend to invest on local training and capacity building of the community as a method to participate in community development. Community capacity building is applied in three important areas of tourism: organizational, social and individual areas (Kieffer & Reischmann, 2004).

On the individual level, capacity building emphasizes on developing the skills and information that allows individuals to increase control and influence on others' lives. Citizens of the community are also observed at this level. Community capacity building, at the community level, indicates that, the power of decision making should be increased to support tourism activities. This process refers to education at the social level. This level also refers to informal groups in geographical areas. At the organizational level, community capacity building needs substantial changes, which allow the experts to provide services. Organizational capacity relates to social organizations and a set of local organizations. These capacities may remain latent, unless a driving force is used (Raik, 2002). Therefore, it can be noted that, the social and regional capacities are not usually capable of reducing negative effects of tourism (except for destruction of natural resources), however, the ability to increase capacities to reduce threats from the human-induced negative effects of tourism such as resource degradation will be very impressive. Nevertheless, capacity building efforts can be oriented to reduce environmental degradation and lead to increase environmental potential of the region.

2. 2. Ecological and tourism potential

In addition to tourism facilities and capacities, we can mention the environmental potential of the region as one of the various tourism capabilities in the destination. The environmental potential of a tourism area may be very rich in terms of natural environment, such as climate, forest areas, etc., and provide a pristine, natural and beautiful environment for the tourist. Environmental abilities are the sets of environmental abilities, talents, and capabilities that exist in the natural-social and economic environment. These abilities include the shape of the land, the direction and flow of water, soil type, and plant growth in the natural environment (Betuit, 2015; Fuzuni et al., 2017). Environmental abilities create different environments according to their diversity. In order to play basic roles of livelihood, the relationship between human and the environment transforms the perspective of natural environment under the influence of human creativity and initiative and turns the potential power into actual power. These abilities and talents, especially in rural environments create conditions that can be guided in the path of rural development by proper and principled exploitation and by considering the preservation of the human environment. However, increasing the destruction of suitable lands for food production, urban and industrial development, and rapid decline in soil fertility due to erosion and pollution, have made the need for scientific and acceptable ecological assessment to be more obvious by the community, to help create the greatest socio-economic benefits and environmental protection in an area (Hessel et al., 2009). Hence, assessing the ecological potential of the environment is determining the potential power or type of natural use of land, environmental planning including regulating the relationship between man, land, and human activities on earth in order to properly and sustainably exploit all human and space facilities to improve the material and spiritual condition of society over time (Fazeli et al., 2014). Assessing the ecological potential of the land is of great importance. So that if the potential land does not have the appropriate ecological potential to be implemented for a particular use, (even if there is an economic, social need for the use), implementation of the plan not only does not improve the environmental situation, but also will cause more destruction to the environment.

The assessment of ecological potential includes three steps:

1. Identifying the ecological resources (in order for the area to be ready for the assessment, the resources available must be identified);
2. Analyzing and summarizing the resources (in order for the collected information to take less time and complex data to become easy data, it is necessary to analyze the data and summarize it);
3. Assessing the ecological potential of the environment (once the identified environmental resources of the environment have been analyzed and summarized, the assessment work begins. Assessment work is in fact a test, an evaluation or in the true sense of word measurement (Habibi et al., 2012: Betuit, 2015).

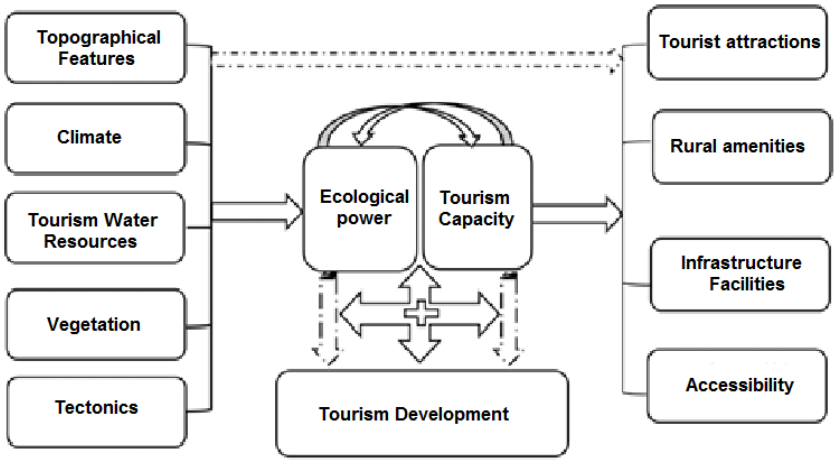

Figure 1. Conceptual model of the research

According to the mentioned items, it can be stated that, the basis of this study is the capacity building and ecological potential in tourism, since the social and regional capacities of increase abilities of reducing threats from the human-induced negative effects of tourism such as resource degradation, will usually be very impressive. Nevertheless, capacity building efforts can be oriented to reduce environmental degradation and lead to increase in environmental potential of the region.

3. Research Methodology

Considering the research purpose and question, the present theoretical study was conducted with applied purposes, using the descriptive-analytical and the library-documentary methods. Also, based on the theoretical framework, the development of different ecological and tourism potential were analyzed and the indicators were identified accordingly. The ecological potential of 5 variables (topographic features, climate, hydrology and tourism water resources, vegetation and tectonics, and distance to fault) and tourism capacities of 4 variables (tourist attractions, village amenities, accessibility and village infrastructure) are described in Table 3

.

Table 3. Variables for measuring tourism development

Source: Habibi et al., 2012; Ghaffari & Rezaei, 2013; Fazeli et al., 2014; Fuzuni et al., 2017; Aliani et al., 2016;; ChehrAzar et al., 2018; Hashemi et al., 2019; Lin et al., 2018; Yaakup et al., 2006; Chi et al., 2020; Fu et al.,2020; Yuxi & Linshen, 2020

Variable	Index	Component
Ecological power	Topographical Features	slope
		elevation
	Climate	Temperature (summer)
		Amount of precipitation
		Distance to the river
		Distance to dam

Variable	Index	Component
	Hydrology and Tourism Water Resources	Distance to the waterfall
		Distance to the fountain
	Vegetation	Tree cover, rangeland (good, medium and weak)
	Tectonics	Distance to fault
Tourism Capacities	Tourist attractions	Natural attractions of the village and its suburbs
		Historical and cultural attractions of the village and its suburbs
		Religious attractions of the village and its suburbs
	Rural amenities	Number of catering units (restaurants, cafes, grilled and sandwiches)
		Number of accommodation units (ecolodge, second house, suite, pilgrim's house and traveler's house)
		Number of subtraction units
	Accessibility	Type of road (freeway, highway, main road, rural road)
		Type of road covering (asphalt, Dirt and shose)
		Road quality (good, medium and poor)
	Village Infrastructure Facilities	Green and sports areas (rural park, sports field and gym)
		Religious (Mosque and Husayniyah)
		Additional - Infrastructure (parking, car repair shop, fuel station and police station)
		Water, electricity, gas (national electricity network, plumbing gas, plumbing water and water treatment system)
		Health- Therapy (public bathroom, health center, pharmacy, health house and Waste collection system)
		Commercial & Service (ATM Bank, Gas Cylinder Distribution Agency, Grocery, Bakery & Meat Shop)
		Communications and Transportation (Telecommunication Office, Public Access to the Internet, Access to Public Transport)

In order to operationalize the study, Mashhad tourism sphere of influence was selected as the study area (Figure 2). This area is one of the regions with the highest potential of rural tourism in Khorasan Razavi Province. And Mashhad receives millions of tourists annually who enter the city with the aim of visiting the holy shrine of Imam Reza and also visiting recreational places around this city. Considering these and other factors such as the value of attractions, the distance of attractions from Mashhad city, and the quality of roads, tourists choose some attractions to visit up to a certain distance. Rapert's modified model was used to determine the Mashhad tourism sphere of influence. The Rapert's model is one of the models related to the sphere of influence of tourism, which is calculated through the formula $A = \sqrt[\frac{1}{4}]{E}$. In this formula A=proper distance, E= ratio of the population of the city or region to 1000 people (Saghaei, 2009: 154-155). This model calculates the radius of influence. The entrance routes of Mashhad have different number of tourist entry and different number of attractions and road quality and public transport from tourist villages, so the researcher balanced the applied formula to determine the sphere of influence by determining the weight for each of the entrances of the city, so that, the desired pattern was calculated separately for each of the entrances of Mashhad and finally the sphere of influence was determined using Arc GIS software.

Therefore, Rapet's modified model was used to calculate the sphere influence distance of each entrance of Mashhad city.

$$A = Ki\sqrt[\frac{1}{4}]{E}$$

A= Final limit of the metropolitan tourism sphere of influence

Ki= Weight of tourism indicators of each entrance

E= ratio of metropolitan population to 1000

The population of Mashhad city in 2016: 3057679 people

1. Final limit of tourism sphere influence of Kalat entrance (weight 38%): 31 km
2. Final limit of tourism sphere influence of Sarakhs entrance (weight 46%): 37km
3. Final limit of tourism sphere influence of Neishabour entrance (weight 69%): 56 km
4. Final limit of tourism sphere influence of Torghabeh-Shandiz entrance (weight 1.0): 81 km
5. Final limit of tourism sphere influence of Qouchan entrance (weight 92%): 75km

Then, the final limits of the tourism sphere of influence of entrances were drawn on the map of Mashhad and finally the GIS software was used to combine the final limit of the tourism sphere of influence of studied entrances. Figure 2 shows the tourism sphere of influence of Mashhad city.

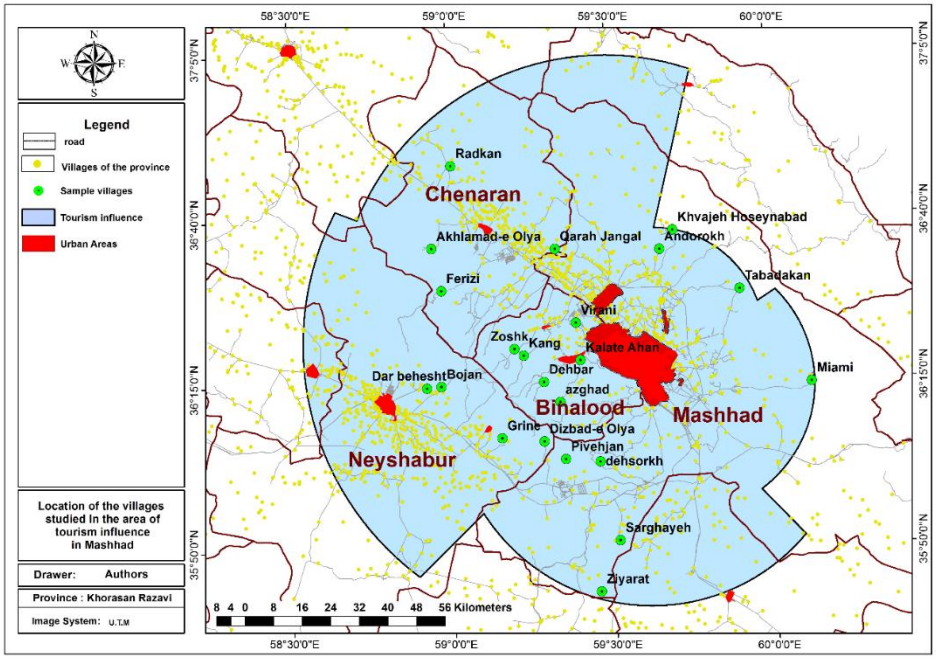

Figure 2. The location of study villages within the tourism sphere of influence of Mashhad city
Source: drawing by the author based on the basic map of Khorasan Razavi governorate (2000)

Also according to Table 4 the total number of the villages with tourist attractions within the tourism sphere of influence of Mashhad city are 167 villages.

Table 4. Number of villages with tourism attractions
Source: Ministry of Cultural Heritage, Handicrafts and Tourism (http://emamzadegan.ir, 2018)

Total villages with attractions	Natural attraction	Religious attraction	Historical-Cultural Attraction
167	128	46	45

The formula n0[1] was used for measuring the number of sample villages. According to the formula, 22 villages in the study area were selected as sample villages. Villages with more than one tourist attraction and a high number of tourists were selected as sample villages.

Table 5. Town, district, rural district of sample villages and the number of tourists of the studied villages
Source: Statistical Center of Iran (2016)

county	district	rural district	Rural	tourists	county	district	rural district	Rural	tourists
Mashhad	Ahmedabad	Pivehjan	Pivehjan	30000	Chenaran	Golbahar	Golmakan	Ferizi	180000
			Ziyarat	10000			Bizaki	Qarah Jangal	50000

[1] $N0 = 1/d^2 25 = 1/.02^2$
The value of d can be considered from 0.1 to 0.2 and in this formula its value is 0.2. Then the following formula was used to obtain the number of sample villages. $n = \frac{n\cdot}{1+n\cdot/N}$
The number of tourist villages 167=N*167

county	district	rural district	Rural	tourists	county	district	rural district	Rural	tourists
		sarjam	dehsorkh	80000		Markazi	Chenaran	Akhlamad-e Olya	700000
			Sarghayeh	7000			Radkan	Radkan	300000
	Rizvieh	Miami	Miami	3500000	Neyshabur	Markazi	Fazl	Bojan	750000
	Markazi	Tabadakan	Andorokh	10000				Dar behesht	130000
		Kenwist	Tabadakan	80000		Zeberkhan	Eshagh Abad	Dizbad-e Olya	8000
		Carde	Khvajeh Hoseynabad	10000				Grine	100000
Binaloud	Shandiz	Abardeh	Zoshk	5000	Binaloud	Torghabeh	Jaghargh	Dehbar	17000
		Shandiz	Virani	30000				Kang	18000
	Torghabeh	Torghabeh	Kalate Ahan	10000			Torghabeh	azghad	13000

Then, to obtain the value of ecological potential of each village, GIS software (FAHP weighting method) was used by systematic method. In order to rank and measure the tourism capacity of the studied villages, the multi-criteria decision-making method (CoCoSo[1]) (fuzzy Delphi hierarchical analysis weighting method and the opinions of 30 local experts and cultural heritage experts) were used. Figure 3 illustrates research process model.

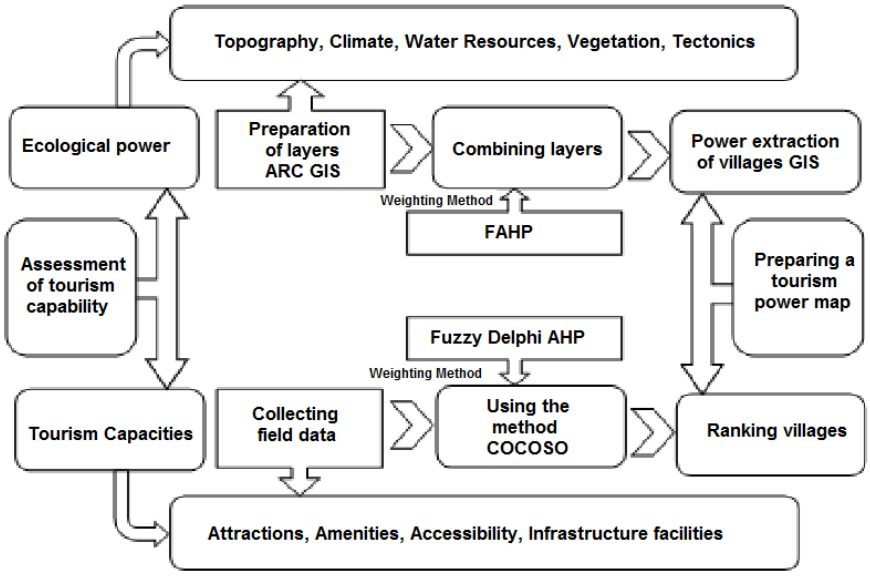

Figure 3. Research process model

1. Combined compromise solution

SPSS software and Pearson correlation test and two-sample independent t-test were used for further analysis of the results of ecological potential value of each village (topographic features, climate, tourism hydrology and water resources, vegetation and tectonics and the distance to fault) and tourism capacity assessment of each village (using 4 variables of tourism attractions, village amenities, accessibility, and village infrastructure).

4. Research Findings

Using GIS software, 10 indicators of slope, altitude, temperature (of summer), rainfall, vegetation, distance from fault, dam, spring, and river were used to analyze the ecological potential of the study area including four cities of Mashhad, Binaloud, Neishabour, and Chenaran. Accordingly, the lowest altitude in the study area is 694 meters above sea level, which is located in the east of Mashhad city and the highest altitude in the study area is Binaloud peaks at the border of Binaloud and Neishabour cities with 3293 meters.

The steepest areas are Binaloud and Hezar Masjed heights. The minimum average temperature (in summer) in synoptic stations of study tows over 30 years (1991-2020), was 23.57ºc and the maximum average summer temperature was 32.75ºc. Also, the average rainfall over 30 years (1991-2020) was 143. It is worth mentioning that the amount of rainfall has increased significantly in the recent two years (2019 & 2020) compared with the last 30 years. Investigating the vegetation of the study area shows that, 11.32% of the study area is forest, 3.93% is good pasture, 6.06% is medium pasture, 35.07% is poor pasture and 43.62% of the study area has no vegetation. The most important faults of Khorasan Razavi Province are Darouneh, Kashafroud, Tous, Sang Bast, and Shandiz faults, whose activities in recent years have caused major damages to rural areas, which has led to the reduction of tourism activities in those villages.

Various types of water resources in the study area which attract tourists include various dams, waterfalls, springs, and seasonal and permanent rivers. Important dams of interest to tourists are: Torogh, Kardeh, Ardak, Chalidareh, Dolat abad, bar, yengejah Neishabour, Abdollah Giv, Cheshmeh Sabz, Pabaz Neishabour, Darroud Neishabour, Band Golestan, and Khanlogh. Important springs include Gorab, Dehsorkh, Haft Howz, Mayamey, Garmab Taghankouh, Cheshmeh Sabz, and Kham Tarkan. The waterfalls of interest to tourists include Gerineh waterfall, Bar waterfall, Akhlamad waterfall, Dareh Al waterfall, Drroud waterfall, Kharve waterfall, Bozhan waterfall, Kimshah waterfall, Abghad waterfall, Hu waterfall, and Kang waterfall. Rivers are also the water sources which attract lots of tourists and they include Kashaf roud, Bozhan river, Dehsorkh river, Dehbar river, Radkan river, Zoshk river, and Kang river which are visited by many tourists during holidays and weekends. The research indicators were weighted using FAHP model and the opinions of 15 experts and specialists in the fields of tourism and environment in order to obtain the ecological potential of the study area. The most weight belonged to the indicator of distance to waterfall (0.3469) and the least weight belongs to the indicator of distance to fault (0.0089).

Table 6. Weights of the indicators of ecological potential (FAHP)

Weight	Index	Weight	Index
0.1346	Distance to the river	0.0289	slope
0.1643	Distance to dam	0.0316	elevation
0.3469	Distance to the waterfall	0.0349	Temperature (summer)
0.1273	Distance to the fountain	0.0363	Amount of precipitation
0.0864	Amount of vegetation	0.0089	Distance to fault

After combining the layers, the ecological potential layer of the study area was measured. The maps of ecological potential indicators and the ecological potential map can be observed in Figure 4.

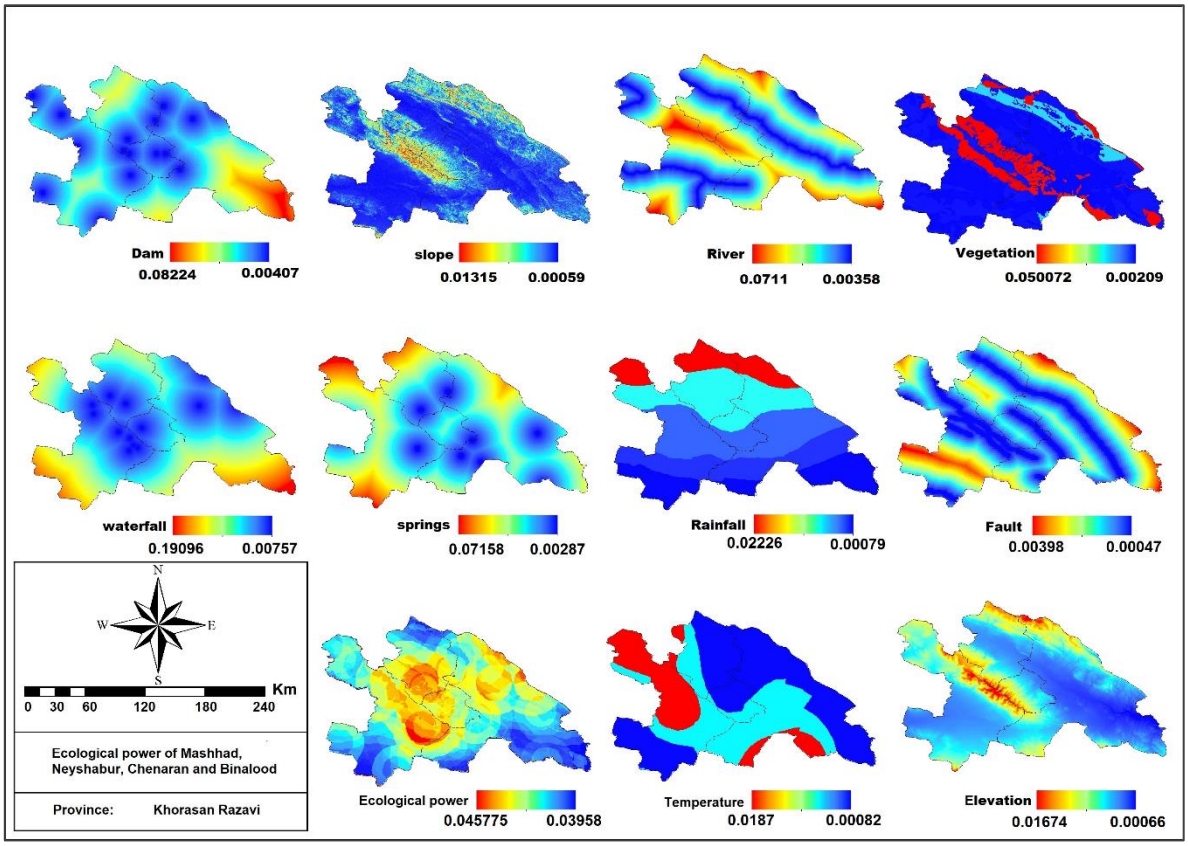

Figure 4. Ecological potential of the study area

Source: Author's drawings based on basic map of Khorasan Razavi Governorate (2020)

After obtaining the ecological potential value of each village, according to the placement of each village in each ecological potential class, each village's potential value has obtained using GIS software. The ecological potential value of each village is as shown in Table 7. The highest ecological potential values belong to the villages of Dehsorkh, Kang, and Pivehzhan and the lowest ecological potential values belong to the villages of Ziarat, Darbehesht, and Sarghayeh.

Table 7. The ecological potential values of the studied villages

rank	ecological power	Village	rank	ecological power	Village
۱۲	۰/۰۸۰۰۷	azghad	۱	۰/۱۶۶۸۱	**Dehsorkh**
۱۳	۰/۰۸۰۰۷	Dehbar	۲	۰/۱۵۱۲۳	**Kang**
۱۴	۰/۰۷۵۰۳	Bojan	۳	۰/۱۴۶۲۶	**Pivehjan**
۱۵	۰/۰۵۵۷۳	Qarah Jangal	۴	۰/۱۴۵۱۸	**Dizbad-e Olya**
۱۶	۰/۰۵۰۰۰	Virani	۵	۰/۱۱۸۶۱	**Kalate Ahan**
۱۷	۰/۰۴۹۹۷	Khvajeh Hoseynabad	۶	۰/۱۱۴۲۳	**Miami**
۱۸	۰/۰۴۹۰۵	Radkan	۷	۰/۱۰۶۴۹	**Grine**
۱۹	۰/۰۴۸۷۹	Andorokh	۸	۰/۱۰۵۹۴	**Tabadakan**
۲۰	۰/۰۴۸۶۷	Sarghayeh	۹	۰/۰۹۲۴۰	**Zoshk**
۲۱	۰/۰۴۳۹۸	Dar behesht	۱۰	۰/۰۸۸۸۹	**Ferizi**
۲۲	۰/۰۳۶۳۳	Ziyarat	۱۱	۰/۰۸۶۹۷	**Akhlamad-e Olya**

Next, the tourism capacity of the studied villages were analyzed in the form of the variables of tourist attractions, village amenities, accessibility, and village infrastructure. According to studies, the largest number of tourist attractions belong to Bozhan village including the countryside of the village, 10 to 12 small and large waterfalls, Bozhan river, springs, mountaineering, and valleys (Parastouha, Nader, Sadr, Banou Kakhneshin), 800 year old tree and the lowest number of these attractions belong to Virani village. Moreover, the most diverse villages in case of historical attractions are the 4 villages of Kang with (Hesar Kang castle, old cemetery, old mosque, Sheikh Abdollah graveyard, and old bathhouse, Takyeh Sofla), Azghad with (old mosque, Safavieh old bathhouse, old cemetery with tombstones painted in pictures, and seminary), Pivehzhan with (old bathhouse, the tomb of Imams Hashem and Mohtasham, old central mosque and old castle) , and Gerineh with (old bathhouse, 400 year old sycamore tree, old cemetery with old tombstones (painted in pictures) and old castle). Two villages of Kalateh Ahan and Dizbad Olya have no historical attractions. The villages of Andarkh, Pivehzhan, Tabadkan, Khajeh Hosein Abad, Darbehesht, Dehsorkh, Radkan, Ziarat, Sarghayeh, Farizi, Gharah Jangal, Mayamey, and Virani have religious attractions.

Among the studied villages, most catering services (restaurants, café, Kebab, sandwich shop) belong to the village of Akhlamad Olya and the least catering services belong to 7 villages: Kalateh Ahan, Andarkh, Khajeh Hosein Abad, Ziarat, Farizi, Gharah Jangal, and Dehsorkh. Most accommodation facilities (eco-lodge, second house, suite, camp of pilgrims, and inn) belong to Zoshk and Pivehzhan, and the least belong to Ziarat village. Also, among the tourism recreational facilities provided in the studied villages are underground tunnels in the villages of Pivehzhan and Dehsorkh, natural parks in the villages of Virani, Farizi and Radkan, artificial waterfalls in the villages of Farizi and Sarghayeh, museum of anthropology in Virani village.

The roads leading to Khajeh Hosein Abad and Ziarat are dirt roads. Akhlamad Olya and Tabadkan have asphalt roads with medium quality, Mayamey has asphalt road with poor quality and other villages have asphalt roads with suitable quality. In terms of the type of roads, the villages of Azghad, Virani, Dehsorkh, Dizbad Olya, and Darbehesht are located at a short distance from the highway, and the villages of Mayamey and Tabadkan are the farthest villages from the highway, and the roads leading to them are the main rural roads.

In the present study 26 types of facilities were examined in the studied villages: rural parks, sport fields, gyms, mosques, Hoseinieh, parkings, car repair shops, petrol stations, police stations, national electricity network, gas piping, tap water, water purification system, public bathhouse, clinics, pharmacies, healthcare centers, garbage collection system, ATM, gas cylinder distributers, super markets, bakeries, butcher shops, telecommunication office, public internet access and access to public transport. Among the studied villages, the highest number of facilities belongs to Radkan and Virani villages with 22 types of facilities and the lowest number of facilities belongs to Ziarat village with 10 types of facilities out of a total of 26 types of facilities.

The combined compromise solution method (CoCoSo) was used to rank the studied villages in terms of tourism capacities. The proposed combined approach is based on an aggregated weighted sum model and weighted product model. This model can be a set of compromise solutions. The CoCoSo model has 5 main steps to solve problems in decision-making which are:

1. Formation of initial decision matrix
2. Normalization of the indicators is done using the following equations. First equation is used for indicators with positive direction and second equation is used for indicators with negative direction. Based on this normalization all the indicators are placed between 0 and 1.

The calculation of the sum of comparable weight sequences (Si) and all comparable power weights of the sequences for each option (Pi), Si is obtained based on the grey relational analysis method:

$$r_{ij} = \frac{x_{ij} - \min_i x_{ij}}{\max_i x_{ij} - \min_i x_{ij}}; \Longleftarrow$$ For positive indicators

$$r_{ij} = \frac{\max_i x_{ij} - x_{ij}}{\max_i x_{ij} - \min_i x_{ij}}, \Longleftarrow$$ For negative indicators

$$S_i = \sum_{j=1}^{n} (w_j r_{ij}),$$

In this model, the weight is calculated using the fuzzy Delphi hierarchical analysis method. Table 8 shows the weights of tourism capacity indicators. The highest weights obtained according to experts belong to the two indicators of natural attractions of the village and suburbs (0.086) and the quality of rural roads (0.830).

Table 8. weights of tourism capacity indicators

Weight	Index	Weight	Index	Weight	Index
0.06	Communications & Transportation	0.036	Village Road Type	0.086	Natural attractions of the village and suburbs
0.028	Religious	0.065	Type of road covering the village	0.058	Historical and cultural attractions of the village and suburbs
0.074	Update-Infrastructure	0.083	Quality of the village road	0.056	Religious attractions of the village and suburbs
0.061	Water, Electricity, Gas	0.054	Greenery & Sports	0.078	Rural catering facilities
0.055	Health Care	0.055	Trading & Services	0.075	Village Accommodation Facilities
				0.068	Recreational facilities of the village

Pi is obtained through the product model of WASPAS:

$$P_i = \sum_{j=1}^{n} (r_{ij})^{w_j},$$

1. The following cumulative methods are used to calculate the relative weights of the indicators. In this level, three methods of evaluation score are used to calculate the relative weights of indicators, which are obtained through the formulas (R_{ia}, R_{ib}, R_{ic})**:**

$$k_{ia} = \frac{P_i + S_i}{\sum_{i=1}^{m} (P_i + S_i)}, \quad k_{ib} = \frac{S_i}{\min\limits_i S_i} + \frac{P_i}{\min\limits_i P_i}, \quad k_{ic} = \frac{\lambda(S_i) + (1-\lambda)(P_i)}{\left(\lambda \max\limits_i S_i + (1-\lambda)\max\limits_i P_i\right)}; \quad 0 \leqslant \lambda \leqslant 1.$$

The equation Ria states the arithmetic mean of total scores of WPM and WSM, while the equation Rib states the relative scores of WPM and WSM compared to the best case. The equation Ric shows the balanced scores compromise of WPM and WSM models. In equation Ric, the value of ϒ=0.5 is usually selected by decision makers. However, the flexibility and sustainability of CoCoSo can also be dependent on other values.

2. The final ranking of the options is done based on Ri, and the larger values rank better (Yazdani, 2018, pp. 8-9)

$$k_i = (k_{ia} k_{ib} k_{ic})^{\frac{1}{3}} + \frac{1}{3}(k_{ia} + k_{ib} + k_{ic}).$$

After doing the main steps of CoCoSo model, the Ri values for each of the studied villages were obtained in the form of the indicators of natural attractions of the village and countryside, historical-cultural attractions of the village and countryside, religious attractions of the village and countryside, catering facilities of the village, residential facilities of the village, recreational facilities of the village, type of the rural road, type of rural road cover, quality of rural road, green space and sports, supplementary-infrastructure facilities, water, electricity, gas, healthcare, business, services, communication and transportation. As observed in Table 9, the highest rankings belong to villages of Pivehzhan, Virani, and Radkan.

Table 9. Ri values and ranking of the studied villages based on CoCoSo model

rank	Ri	Village	rank	Ri	Village	rank	Ri	Village
۱۶	۲/۰۳۲۶	Miami	۹	۲/۱۷۳۷	Kang	۱	۲/۷۹۳۲	Pivehjan
۱۷	۲/۰۱۸۲	Akhlamad-e Olya	۱۰	۲/۱۶۸۵	Tabadakan	۲	۲/۷۷۷۳	Virani
۱۸	۱/۹۲۷۸	Dehbar	۱۱	۲/۱۱۲۱	Andorokh	۳	۲/۷۶	Radkan
۱۹	۱/۸۹۴۲	Grine	۱۲	۲/۰۹۷۱	Qarah Jangal	۴	۲/۴۷۴۷	Sarghayeh
۲۰	۱/۶۵۹۹	Kalate Ahan	۱۳	۲/۰۵۱۸	Dizbad-e Olya	۵	۲/۴۷۳۲	Ferizi
۲۱	۱/۵۰۵۷	Khvajeh Hoseynabad	۱۴	۲/۰۴۱	azghad	۶	۲/۴۲۱۶	Bojan
۲۲	۱/۰۹۴۱	Ziyarat	۱۵	۲/۰۳۶۹	Dar behesht	۷	۲/۴۱۹	Dehsorkh
						۸	۲/۳۲۰۹	Zoshk

Considering the normality of both variables, Pearson correlation coefficient was used to evaluate the relationship between ecological potential and tourism capacity of the studied villages. As observed in Table 10, the ecological potential of the studied villages with Pearson correlation coefficient of 0.641 and the value of tourism capacity of the studied villages resulted from CoCoSo model have a significant direct relationship. This means that the higher the ecological potential in the region, the greater its tourism capacity. Therefore, the correlation between these indicators and the existence of ecological potential in the study area, including rainfall increase in recent years and climate change which have strengthened water resources, rehabilitated seasonal rivers and improved vegetation status, make the managers and investors more willing to invest and build tourism capacity in the region. Moreover, according to the value obtained, there is a significant relationship between the ecological potential and tourism capacity of the studied villages and it can be generalized to the whole society.

Table 10. The relationship between ecological potential and tourism carrying tourism capacity of the studied villages

Sig. (2-tailed)	Pearson Statistics	Pearson Correlation
0.001	0.641	Ecological power/ tourism capacity

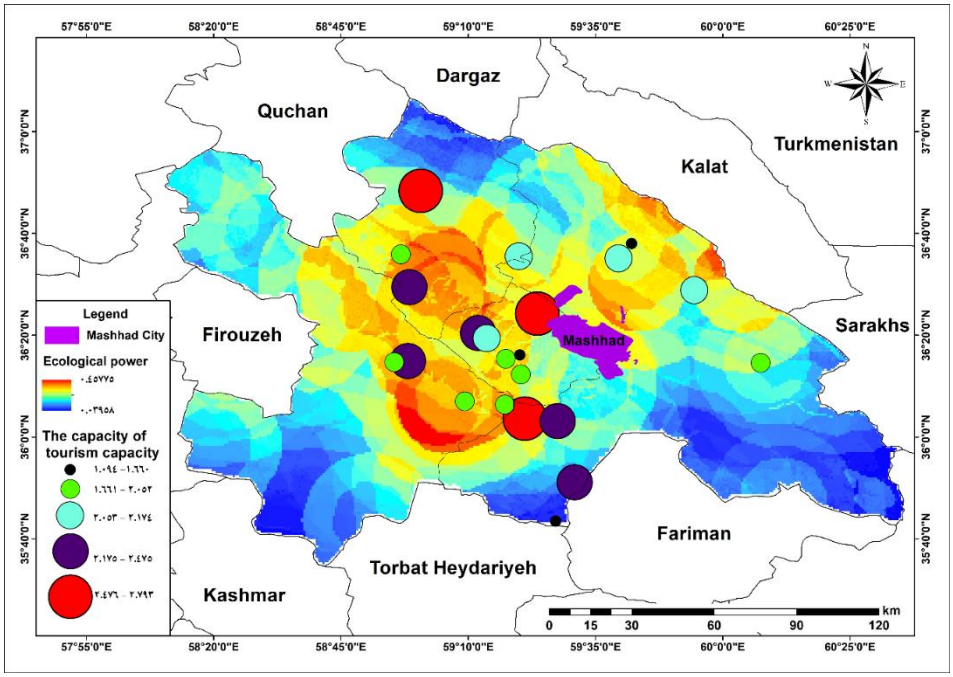

Figure 5. The amount of tourism capacity of the studied villages on the map of ecological potential of the area
Source: Author's drawing based on the basic map of Khorasan Razavi Governorate (2020)

Pearson correlation coefficient was used to further analyze the topic and investigate the relationship between tourist attractions and ecological potential of the studied villages. The results show a lack of correlation between the two indicators. Thus, it can be noted that, considering the results of weighting the ecological potential by experts, the maximum weight value belongs to water resources, which has the highest effect on the tourism ecological potential of the region. Apparently, in all periods of human life history, man has been attracted to water resources both for life and recreation and has provided work, activity, and other facilities of life and recreation near water. This is also true in the studied area. However, few villages have this attraction. Villages with a high number of tourists have religious attractions. It can be seen that the number of tourists of religious destinations does not change with seasonal and climate changes. Therefore, these cases cause a lack of relationship between ecological potential and the number of tourists in the studied villages.

Table 11. The relationship between ecological potential and number of tourists in the studied villages

Sig. (2-tailed)	Pearson Statistics	Pearson Correlation
0.412	0.184	Ecological power/ number of tourists

5. Discussion and Conclusion

Tourism is a proper approach for socio-economic development, especially in the rural areas and a solution for reducing the negative environmental effects, thus, the environment should not be considered a tool for economic development, but in this regard, in order to provide grounds for tourism and diverse migration, first the tourism development potential should be evaluated, since, the evaluation of tourism development potential is one of the proper strategies for reducing negative effects of tourism and increasing its positive effects. It should be taken into consideration that, not all places have the same capability of tourism development. Today proper planning and comprehensive use of environment is based on recognizing talents, capacities and evaluating production potential of land. Therefore, recognition, investigation and analysis of the current situation, especially in terms of natural and human capacities of tourism development is a topic that along with the approach of academic studies of ecological evaluation, provides the grounds for extremely positive developmental transformations. This principle with emphasizing on tourism development and identifying the environmental potential of tourism development will create a revolution in the field of planning and development of tourism. Hence, the purpose of this study was evaluating the ecological potential of the studied area and finding the relationship between rural tourism tourism capacities and ecological potential in rural areas within Mashhad tourism sphere of influence as the study area. Moreover, in the present study, the ecological potential was examined with 5 variables (topographic features, climate, tourism hydrology and water resources, vegetation and tectonics and distance to fault) and tourism capacities with 4 variables (tourist attractions, rural amenities, accessibility, and rural infrastructure). In general, according to the results, the highest ecological potential belongs to the foothill villages such as Dehsorkh, Kang, and Pivehzhan since these villages have suitable natural conditions for tourism and the lowest ecological potential belongs to the villages of Mashhad including Ziarat, Darbehesht, and Sarghayeh. The highest tourism capacities belong to the villages of Pivehzhan, Virani and Radkan. Investigating the relationship between the ecological potential of the studied villages and the value of tourism capacity of the studied villages, resulted from multi criteria decision making model CoCoSo, shows a significant direct relationship. This means that the higher the ecological potential in the region, the greater its tourism capacity, so that, the managers and investors are more willing to invest and create tourism capacities in the region. It should also be mentioned that, tourism capacity of an area should not be more than its ecological potential, because it leads to environmental damages which result in reduction of the potential and waste of capital in the region. The results of the study indicate that, there is no correlation between the values of attracting tourists and ecological potential in the study area which shows that, tourism ecological potential of the area is in danger. Despite the fact that some villages which have a low tourism potential, attract high number of tourists, (they are religious destinations and religious tourism is the only type of tourism which overcomes weather barriers). Therefore, the large number of tourists that are beyond the ecological potential of the area, leads to environmental damages. For instance, Mayamey

village which has a medium ecological potential receives 3.5 million tourists annually. The high volume of tourists causes damages to the environment and even leads to the reduction of the quality of tourism capacities over time. Unlike this, the village of Dehsorkh which has a high ecological potential, is not capable of attracting a large number of tourists. Thus, for further investigation, it is necessary to examine the most important factors determining the tourism flow to define what factors are effective in attracting tourists in addition to ecological potential and tourism capacities. These factors may affect the tourism management in the study area which annually receives millions of tourists and increase the presence of tourists in Mashhad and especially the villages within the tourism sphere influence of Mashhad. It can also be said that, by using evaluation models and patterns, the waste of resources and environmental potentials can be prevented; these results are in line with the findings of Saeb (2017), Ghadiri Ma'soom et al. (2013), Yuxia and Linshenga (2020) and Olafsdottir and Runnstrom (2009) who noted that using power measurement models and systematic framework play an effective role in achieving sustainable development and optimized use of resources.

However, the difference between this study and other studies is that, this study, while identifying the ecological potential of the study area, has also examined its relationship with the tourism capacity of the tourist destination villages of the region.

According to the results of this study, proper solutions can be suggested for different parts of the area, which are:

- Increasing the tourism tourism capacities of the villages according to ecological potential of the region;
- Due to the importance of road quality and accessibility in tourism, more attention should be paid to villages such as Khajeh Hosseinabad, Ziarat and Mayamey, whose situation is not suitable in this regard;
- Accurate identification of natural potentials of the areas with high ecological potential and principled and rational investment in order to use it;
- Due to the great attractiveness of water resources in the tourism industry, and the existence of few water resources in the study area and the effectiveness of the quality and volume of these resources on the tourism industry, in order to maintain these resources, a special program should be provided according to their characteristics.

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Original Article

ارزیابی توان توسعه گردشگری روستاهای مقصد گردشگری با استفاده از GIS (مطالعه موردی: حوزه نفوذ گردشگری شهر مشهد)

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چکیده مبسوط

۱. مقدمه

مناطق روستایی استان خراسان رضوی، به جهت شرایط محیطی جذاب و همچنین پاسخگویی به نیازهای گردشگران شهری برای تفریح و اوقات فراغت از اهمیت بالایی برخوردار هستند. همچنین روستاهای این منطقه به جهت نیازمندی به تنوع معیشتی، به گردشگری و توسعه آن به عنوان یک راهبرد اساسی گرایش پیدا کرده‌اند. از سوی دیگر ضروری است هجوم گردشگران به مقصدهای روستایی، مورد توجه قرار گیرد. زیرا اغلب فشار ناشی از حضور گردشگران، فراتر از ظرفیت و توان‌های اکولوژیکی روستاها می باشد و در بلند مدت می تواند اثرات منفی و زیانباری را برای مقاصد روستایی به همراه داشته باشد. لذا هدف از این پژوهش نخست، ارزیابی توان اکولوژیک حوزه نفوذ گردشگری شهر مشهد، یافتن ارتباط بین توان اکولوژیک و ظرفیت‌های گ ردشگری روستایی در منطقه است و در درجه دوم، یافتن همسویی بین ظرفیت‌های گردشگری روستایی با توان اکولوژیک در مناطق روستایی حوزه نفوذ گردشگری شهر مشهد می باشد. لذا سوالات اصلی بدین صورت مطرح می‌گردد که وضعیت توان اکولوژیک روستاهای گردشگر پذیر منطقه چگونه می‌باشد؟ و رابطه بین توان اکولوژیک روستاهای گردشگرپذیر و ظرفیت‌های گردشگری منطقه چگونه است؟

۲-مبانی‌نظری

عوامل متعددی در توسعه گردشگری نقش دارند که ارتباط و تعامل بین آنها، سبب توسعه گردشگری می‌شود. در این بین سه عامل اصلی در توسعه گردشگری عبارتند از: گردشگران، مردم و ویژگیهای منطقه، عدم توجه به هریک از این سه بخش در برنامه‌ریزی‌ها موجب لطمه وارد آمدن به فرآیند توسعه گردشگری خواهد شد و برعکس توجه به آنها موجب ایجاد مزایایی برای آنها می‌شود. این مزایا به طور کلی به عنوان بازده سه‌جانبه برای جامعه میزبان (بعد اقتصادی و اجتماعی) برای منطقه(حفظ‌محیط‌زیست)، و برای گردشگر (اوقات‌فراغت و گردشگری)خلاصه می‌شوند، که دلالت بر توالی مزایای مرتبط دارد. در این حالت میدان رقابتی بین مکان‌های گردشگرپذیر به وجود می‌آید و در نتیجه مکان‌هایی که از نظر جذب گردشگر موفق خواهند بود که ظرفیت‌های گردشگری خود را ارتقا داده و با کیفیت بالا در اختیار گردشگران قرار دهند که این همان ظرفیت گردشگری در مقصد است. علاوه بر امکانات و ظرفیت‌های گردشگری، یکی از انوع قابلیت گردشگری در مقصد می‌توان به توان محیطی منطقه اشاره کرد. توان‌های محیطی یک منطقه گردشگرپذیر ممکن است از نظر محیط طبیعی از جمله آب‌وهوا، مناطق جنگلی و... بسیار غنی باشد و یک محیط بکر و طبیعی و زیبا را در اختیار گردشگر قرار دهد. توانهای محیطی به مجموعه توانایی‌ها و استعدادها و قابلیت‌های محیطی گفته می‌شود که در محیط طبیعی- اجتماعی و اقتصادی وجود دارند. این توانها شامل شکل زمین، جهت و جریان آبها، جنس خاک و رویش گیاهی در محیط طبیعی است. با توجه موار مطرح شده می‌توان گفت که پایه اساسی این مطالعه، ظرفیت‌سازی و توان اکولوژیک در گردشگری می‌باشد.

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۳-روش تحقیق

تحقیق حاضر با توجه به هدف و مساله تحقیق، از روش‌شناسی توصیفی- تحلیلی و از روش کتابخانه‌ای- اسنادی بهره گرفته‌است. لذا مطالعه از لحاظ هدف، از نوع تحقیق کاربردی است. توان‌اکولوژیکی در ۵ متغیر(ویژگی‌های توپوگرافی، اقلیم، هیدرولوژی و منابع آب گردشگری، پوشش گیاهی و تکتونیک و فاصله تا گسل) و ظرفیت‌های گردشگری در ۴متغیر (جاذبه‌های گردشگری، امکانات رفاهی روستا، دسترسی‌پذیری و امکانات زیرساختی روستا) می‌باشد. جهت عملیاتی سازی مطالعه، حوزه نفوذ گردشگری شهر مشهد به‌عنوان منطقه موردمطالعه انتخاب گردید. برای به دست آوردن تعداد روستاهای نمونه از فرمول n0 استفاده شده است. با توجه به فرمول مورد نظر تعداد روستاهای نمونه با توجه به تعداد ۱۶۷ روستای گردشگری در محدوده مورد مطالعه، تعداد ۲۲ روستا به عنوان نمونه به دست آمد.

۴-یافته‌های تحقیق

ب‌رای به دست آوردن توان اکولوژیکی در منطقه مورد مطالعه وزن شاخص های تحقیق با استفاده از مدل FAHP و نظرات ۱۵ متخصصان حوزه‌های گردشگری و محیط زیست به دست آمده است که بیشترین وزن متعلق به فاصله تا آبشار (۰/۳۴۶۹) و کمترین وزن متعلق به فاصله تا گسل (۰/۰۰۸۹) می‌باشد.

بعد از به دست آمدن توان اکولوژیکی هر روستا با توجه به قرارگیری هر روستا در هر طبقه توان اکولوژیکی مقدار توان هر روستا با استفاده از نرم افزار GIS به دست آمده است. بالاترین توان متعلق به روستای‌های دهسرخ، کنگ و پیوه‌ژن و کمترین توان نیز متعلق به روستاهای زیارت، دربهشت و سرغایه می‌باشد.

برای رتبه‌بندی روستاها از نظر ظرفیت‌های گردشگری از مدل cocoso استفاده شده است. در این مدل وزن با استفاده از روش FDAHP محاسبه شده است. بالاترین وزن متعلق به دو شاخص جاذبه‌های طبیعی روستا و حومه (۰/۰۸۶) و کیفیت راه روستا (۰/۸۳۰) می‌باشد. بعد از انجام ۵ گام اصلی مدل CoCoSo مقدار Ri برای هر یک از روستاهای نمونه به دست آمد که بالاترین رتبه متعلق به روستاهای پیوه‌ژن، ویرانی و رادکان می‌باشد.

برای بررسی میزان رابطه بین توان اکولوژیکی و ظرفیت گردشگری، با توجه به نرمال بودن هر دو متغیر از همبستگی پیرسون استفاده شده است مقدار توان اکولوژیکی در روستاهای نمونه با آماره پیرسون ۰/۶۴۱ با مقدار ظرفیت گردشگری دارای رابطه‌ای مستقیم با شدتی قوی می‌باشد.

۵-بحث و نتیجه‌گیری

گردشگری رویکرد مناسب برای توسعه اجتماعی- اقتصادی، به ویژه در مناطق روستایی و راه حلی برای کاهش اثرات منفی زیست محیطی محسوب می‌گردد، لذا نباید محیط زیست را تنها به عنوان ابزاری برای توسعه اقتصادی تلقی کرد بلکه باید برای فراهم کردن زمینه‌های گردشگری و راهی برای شهرگزیری، ابتدا به ارزیابی توان توسعه گردشگری در منطقه پرداخت چرا که ارزیابی توان گردشگری از جمله راهکارهای مناسب کاهش اثرات منفی و افزایش اثرات مثبت آن می‌باشد. بر اساس نتایج این مطالعه پیشنهادات عبارتند از:

- ✓ افزایش ظرفیت‌های گردشگری روستاها با توجه به میزان توان اکولوژیک منطقه؛
- ✓ با توجه به اهمیت کیفیت راه و در مجموع دسترسی پذیری در گردشگری به روستاهایی چون خواجه‌حسین‌آباد، زیارت و میامی که در این زمینه وضعیت آنها مناسب نیست، توجه بیشتری شود.
- ✓ شناسایی دقیق پتانسیل‌های طبیعی بالقوه در مناطقی که دارای توان اکولوژیک بالایی هستند و سرمایه گذاری و برنامه‌ریزی اصولی.
- ✓ همچنین به دلیل جذابیت بسیار زیاد منابع آب در صنعت گردشگری، و وجود منابع آبی اندک در منطقه نمونه و متأثر بودن کیفیت و حجم خروجی این منابع از این صنعت گردشگری لذا به منظور حفظ این منابع باید با توجه به خصوصیات آنها برنامه خاصی ارائه شود.

کلیدواژه‌ها: توان اکولوژیکی، ظرفیت گردشگری، روستا، حوزه نفوذ گردشگری، مشهد.

تشکر و قدرانی

پژوهش حاضر برگرفته از رساله دکتری نویسنده اول (حمیده محمودی)، گروه جغرافیا، دانشکده ادبیات و علوم انسانی، دانشگاه فردوسی مشهد، مشهد است.

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Original Article

Analysis of the Role of Social Capital in the Spatial Evolution of Rural Settlements (Case Study: Esfandagheh District, Jiroft County)

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Abstract

Purpose- The main purpose of this study is to investigate the effects of improving the dimensions of social capital in the spatial evolution of rural settlements in Esfandagheh.

Design/methodology/approach- This study is a quantitative survey conducted using questionnaires distributed among 400 households in 30 sample villages. Descriptive-analytical measures such as mean, variance, standard deviation, Kendall Tau-b correlation coefficient, and multiple regression were used to analyze social capital's status in the spatial evolution of rural settlements in the study area.

Findings- The findings revealed that the six dimensions of social capital, including social awareness, social organizations and groups, social networks and relations, social participation, social cohesion, and social trust have a positive and significant relationship with the dimensions of the spatial evolution of rural settlements. Moreover, there is a positive and significant relationship between social capital and spatial development dimensions in the studied villages' four environmental-ecological, social, economic, and physical-infrastructural dimensions. Also, social awareness, social participation, social cohesion, social trust, social networks and relations, and social organizations and groups with a variance of 0.433% were explained as predictors of spatial changes in the Esfandagheh rural district.

Research limitations/implications- The variable of social capital plays an essential role in the spatial transformation of rural settlements because improving the dimensions of spatial transformation regardless of the dimensions of social capital faces a crucial challenge. In other words, social capital is influential in various areas of life, from the local and micro-level to the national and macro-level; it can empower the villagers in dealing with the socio-economic problems of their village.

Practical implications- Paying attention to the dimensions of social capital in terms of approaches and planning and policy-making system of rural development and subsequently emphasizing the status of social capital as one of the most important intangible assets to improve the spatial evolution of rural settlements.

Originality/Value- This study investigated the effects of all dimensions of social capital on all four dimensions of geographical space. In such a way, the attention of policymakers and development planners to the outcome of this research provides a more effective planning ground for developing the rural space based on people's views and the conditions of each region.

Keywords- Social capital, Spatial developments, Rural settlement, Esfandagheh District, Jiroft County.

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1.Introduction

In any place and geographical space, improving the dimensions of social capital provides the ground for the evolution of its dimensions. In other words, improving the dimensions of social capital leads to significant progress in the environmental-ecological, socio-economic, and physical-infrastructural dimensions in the spatial evolution of rural settlements. Therefore, its connection with basic social dimensions such as awareness, cohesion, network and relationships, organization, trust, social participation, and social capital provides the basis for improving the lives of villagers and rural spatial developments (Bhuiyan & Evers, 2005). In other words, settlements with higher social capital are more likely to be in the process of transformation (Karami & Agahi, 2018) because improving the dimensions of social capital causes the development of economic, social, and cultural dimensions and the quality of decision-making and participation in the transformation of rural space (Topal, 2019), and provides the basis for the formation of non-governmental organizations (Borgonovi & Andrieu, 2020). The villager's dynamism increases by improving the dimensions of social capital in the villages, and the ground is provided for their growth and prosperity (Henao-Zapata & Peiró, 2018).

Improving the dimensions of social capital widely creates mechanisms and relationships like promoting coordination and responsibility in rural development (Chen, Ma, Wei, & Yang, 2021). On this basis, proportionate to the formation of social relations, interpersonal trust, and commitments of community members, social capital also expands the ability to improve cooperation between individuals in society and coordination in the transformation process (Brown & Sonwa, 2015). Today, focusing on social capital and emphasizing its role as one of the main factors of spatial changes is discussed in the programs of societies, especially in developing communities (Fang, 2020). Therefore, real change can be formed based on the creative behaviors of human actors, and people can be constantly involved in the planning, financing, implementation, and evaluation of projects (Krijthe et al., 2013). Thus, one of the fundamental foundations in transforming rural space is the enthusiastic participation of the people affected by improving their social capital dimensions (Le & Raven, 2015). With the spread of information and awareness, the use of indigenous knowledge of the villagers, and the formation of organizations, the ground is provided for more communication between the villagers (Kyron et al., 2020). Thus, expanding social capital in rural areas increases trust between individuals and groups, develops individuals, and increases individual and group socio-economic participation**.** In this way, the ground is prepared to transform the dimensions of rural space (Lestarini, Harmain, Wulandhary, & Utari, 2018). In other words, social capital prepares popular resources, supports internal data, and engages people in socio-economic, political, and cultural plans and programs that affect their lives (Passmore et al., 2019).

In this regard, the effect of improving the dimensions of social capital in the spatial evolution of rural settlements is a challenge and a question that can be answered within each region and area. Therefore, the necessity and importance of the issue require us to gain scientific and more accurate knowledge of improving the dimensions of social capital in the spatial evolution of rural settlements because this type of knowledge can help reduce poverty, inequality, and injustice and improve the dimensions of the spatial evolution of rural settlements in the study area. Besides, numerous programs, including socio-economic activities, are underway. Therefore, research on the improvement of the dimensions of social capital of villagers in Esfandagheh provides an opportunity for local management, villagers, and those involved in rural development and transformation to understand better the strengths and weaknesses of villages in this area; and it helps them to take appropriate steps in this direction.

Thus, the main purpose of this study is to investigate the effects of improving the dimensions of social capital in the spatial evolution of rural settlements in Esfandagheh. In this regard, based on the challenges mentioned; the basic research questions are as follows: 1 **)** What is the situation of rural settlements of Esfandagheh district in terms of social capital and spatial developments? 2) What is the relationship between social capital and spatial developments in the villages of Esfandagheh district? And which dimensions of social capital are more important for the spatial developments of the villages of this district? Undoubtedly, the attention of policymakers and development planners to the results of this research and numerous other types of research done in different regions provides the ground for more effective planning for rural space developments based on people's views and the conditions of each area.

2. Research Theoretical Literature

Over the past few decades, researchers such as Coleman (1981), Bourdieu (1997), and Putnam (2020) have played a vital role in the field of social capital. They equated the concept of social capital with capitals such as social awareness, social trust, social networks and relationships, social cohesion, social groups, and social participation, which helps people and planners solve socio-economic issues (Fan & Mahadevan, 2019). Therefore, according to these experts, social capital, with dimensions such as awareness, cohesion, trust, participation, organization, groups, and network and relationships, refers to the connections among the members of a network as a valuable resource (Giddens, 2013). It creates norms and mutual trust, which leads to the realization of the members' goals (Helgadóttir & Dashper, 2020). Accordingly, it provides a good environment for people to be highly productive in human, economic, and physical capital and achieve success (Richard, George-Marcelpoil, & Boudières, 2010). In other words, social capital contributes to collective behavior, which increases the costs of defying collective behavior, strengthens good mutual standards, and improves the flow of information that includes information about active self-knowledge. In this way, the past successes of collective activities are more appropriately reflected and function as a framework for further cooperation in the future (Popovych, 2018). On this basis, each of the dimensions of social capital and its relationship with the evolution of the dimensions of rural space is presented concisely to logically explain the questions and hypotheses of the present study.

2.1 Social awareness and the evolution of rural space

One of the essential dimensions of social capital is using overt and covert capacities of social awareness. It is an inherent and inseparable part that provides the ground for the peasants' actions (Theodoraki, Messeghem & Rice, 2018). Improving the social awareness of villagers also provides the basis for improving the evolution of rural space (Joshi, Halseth, & Kanerva, 2016).

2.2 Social trust and the evolution of rural space

Trust is one of the concepts reflected in the quest for leadership, change, human relations, and active participation of individuals (Javadzadeh & Alavi, 2016). Trust is essential for building effective human relationships, establishing and improving public relations, forming groups and teamwork, building collaboration, and making successful change (Gardjito, Candra, & Cahyo, 2018). Thus, improving social trust among villagers as one of the most fundamental dimensions of social capital provides the basis for the spatial transformation of rural settlements (Cobbinah, 2015).

2.3 Social cohesion and the evolution of rural space

Social cohesion observes the extent and pattern of interactions between actors, groups, and segregated subcultures (Rivera et al., 2019). Social cohesion is based on collective harmony between members of each community. The consequence is the acceptance and internalization of society's value system and the existence of collective belongingness to interaction among the members of that society (Fukuyama, 2002). Also, social cohesion is a sense of mutual responsibility between several individuals or groups with the will and awareness (Diekmann & Bauthier, 2011). Like different dimensions of social capital, this concept provides the basis for improving the environmental-ecological, social, economic, and physical-infrastructural dimensions.

2.4 Social participation and the transformation of rural space

Public participation means collective effort and participation in an organizational framework (Schmaal et al., 2020). Moreover, participation is a dynamic process in which participants are motivated to work collaboratively by their thoughts and efforts (Soithong, 2011). According to this, a proportionate and adaptive transformation in the dimensions of rural space is the result of improving the participation of villagers.

2.5 Social network and the evolution of rural space

There are networks and relationships in every settlement. These connections, exchanges, and networks exist within the settlements at both the horizontal and vertical levels (Nogueira de Moraes & March, 2019). Each settlement is known through its formal and informal communication networks. These networks are partially formed horizontally and bring together villagers with equal status and power. In most cases, networks involve vertical relationships (between villagers) and horizontal relationships (within households). The more crowded the social network in a settlement, the more likely it is that the residents of that settlement will be able to work together for mutual benefit (Popovych, 2018). Thus, the formation and expansion of the network and strong relations between the villagers effectively improve the evolution of rural space.

2.6 Social organization and transformation of rural space

Organization means gathering local and non-local, real, legal, and non-governmental individuals with a

common goal. This goal can be achieved through group activities and participation in the socio-economic activities of their local settlement (Worldwide, 2011).

2.7 Social capital and rural space evolution

Michel Foucault, Anthony Giddens, and Doreen Messi consider the essence and nature of spatial transformations as all-around transformations in various natural, economic, social, cultural, and political fields (Richard et al., 2010). So, they define space as a socio-economic structure formed through social relations. Therefore, social capital and its dimensions are influential in the evolution of space dimensions. Thus, in this study, social capital was examined as a social transformational factor and the basis of the socio-economic activism of villagers in the spatial evolution of rural settlements (Hyden, 1997).

Regarding the role of social capital in the development and evolution of rural settlements in different countries, examined studies show that improving the dimensions of social capital provides the basis for development and transformation in the dimensions of rural space, such as environmental-ecological, social, economic, and physical-infrastructural dimensions (Cobbinah, 2015). Social capital's dimensions, especially social trust, have been the essential foundations for the spatial evolution of rural settlements (Putnam, 2020). Therefore, forming social capital in any settlement increases trust between individuals and groups (Chen et al., 2021). It should, however, be noted that, in general, most studies in the social capital field have examined its effects on the development of society.

It was revealed that improving dimensions of social capital provides the ground for improving the dimensions of development and sustainable development. However, in some studies in this field, for example, in Zimbabwe, the low level of their social capital has created problems in the process of improving the dimensions of rural development and transformation, so that, in order to solve their issues, villagers have considered this capital as an important asset to achieve common goals (Ryan, 2012).

In Kenya, there are plans to improve social capital among young people. Putnam's definition of social capital, which emphasizes civil interaction, suggests that social capital can provide a framework for how collective activities contribute to the development of rural communities (Setini, Yasa, Gede Supartha, Ketut Giantari, & Rajiani, 2020). Accordingly, social capital is the basis for the betterment of individuals in society and provides the basis for rural development and transformation (Popovych, 2018).

Social capital through social identity has created a strong bond among the local community in India, enabling cooperation and self-organization (Teney & Hanquinet, 2012). Based on their policy system, E.U. countries have plans to improve social capital to develop their local settlements (Vasylchenko, Lotiuk, & Gut, 2018). On this basis, improving the dimensions of social capital makes spatial transformation possible. The dimensions of social capital are considered the basis for the transformation and evolution of the spatial dimensions (Ohe & Kurihara, 2013). In Iran, a study on Tehran revealed that improving the sustainable development dimensions of rural settlements is largely influenced by local management's improvement of social capital dimensions. Villagers' participation in plans and programs has increased with trust, social cohesion, and social network expansion (Shafiei & Khaksar, 2020).

The results of various types of research revealed that the formation and improvement of social capital dimensions are an ideal tool for improving the dimensions of rural development. Hence, improving the dimensions of social capital is a necessary condition for the development and transformation of the dimensions of rural space. Although numerous studies have been conducted on the effects of social capital on development, few studies have analyzed the developments of rural areas affected by social capital. Therefore, what distinguishes this study from previous studies, is that this study focuses on the evolution and transformation of all spatial dimensions of rural settlements, such as environmental-ecological, socio-economic, and physical-infrastructural dimensions, which are affected by improving the dimensions of social capital. Moreover, unlike previous studies, this study investigated the effects of all dimensions of social capital on all four dimensions of geographical space. Figure 1 shows the conceptual framework of the research.

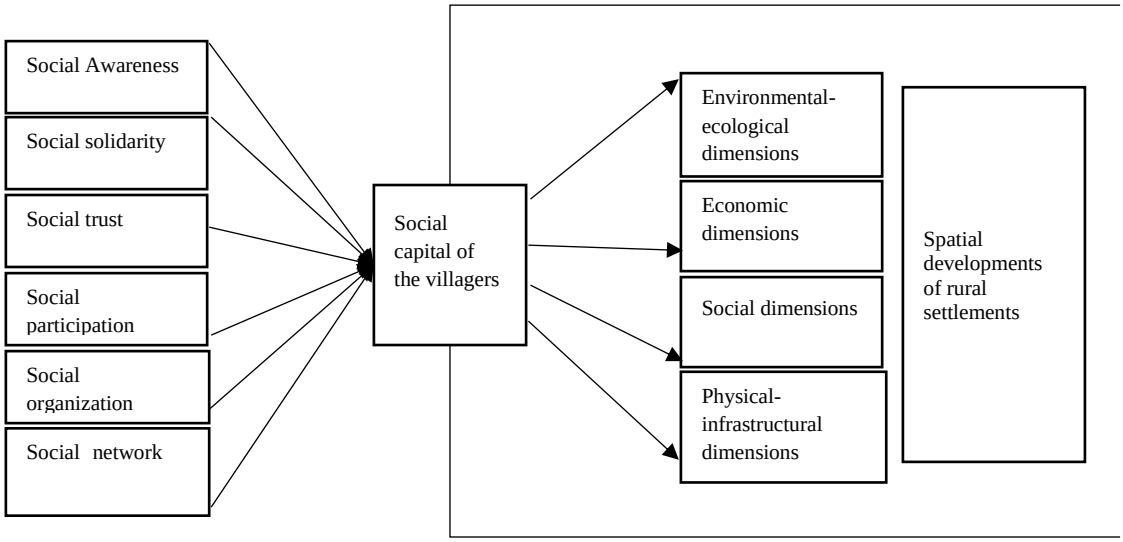

Figure 1. Conceptual framework of research
Source: Based on literature analysis and research background, 2020

3. Research Methodology

3.1 Geographical Scope of the Research

Rural settlements in the Esfandagheh district were selected to investigate the status of social capital in rural development. This region has an area of 3472 square kilometers and covers about 50% of the central part of Jiroft County. The villages of this district are located 75 km west of Jiroft county. The studied villages are located between 28 degrees and 38 minutes and 43 seconds north latitude and 57 degrees and 8 minutes and 47 seconds east longitude. From the north, northeast, and east, this area is adjacent to Sardouieh, Delfard, Halil, Khatunabad, and Ganjabad villages, respectively. From the southeast, south, and west, it neighbors Ismaili, Hoor, and Dashtab (in Baft tawn) villages.

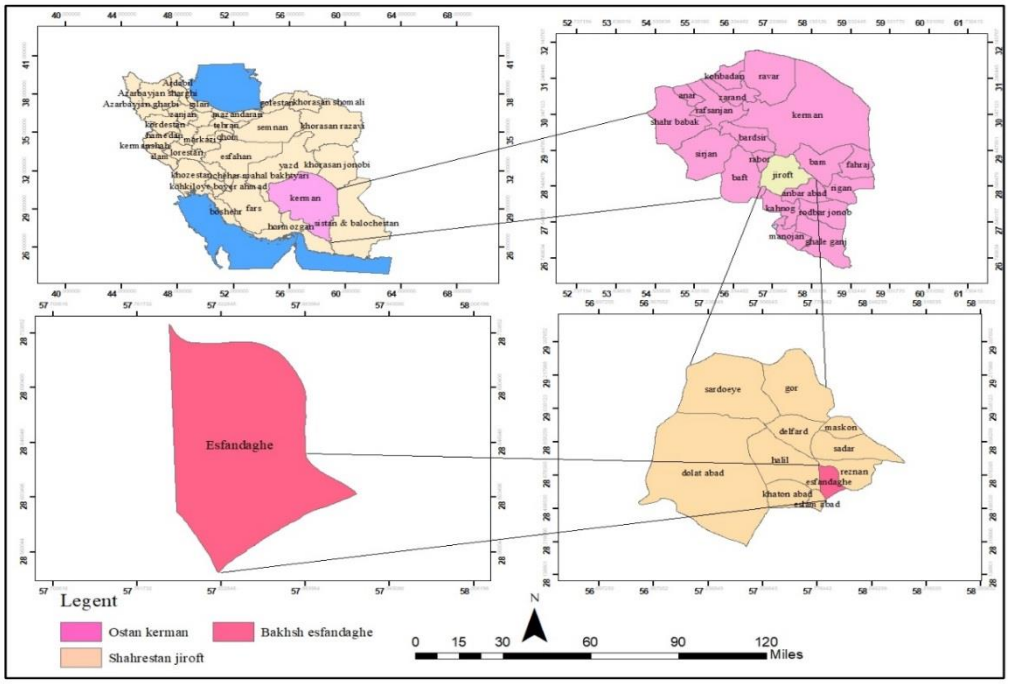

Figure 2. Scope of the study
Source: Drawing based on the basic map of the National Cartographic Center (2013)

3.2. Methodology

This study investigates the status of social capital in the spatial evolution of rural settlements in Esfandagheh. Therefore, this is fundamental research regarding the purpose. It is survey research in terms of implementation method. It is also quantitative research in terms of the nature of the data. The study's statistical population included 42 inhabited villages of the Esfandagheh district (Results of Jiroft city census, 2016). To determine the random sample size for completing the questionnaire at the village level, 30 villages, including 3500 households, were randomly selected and categorized into two groups (mountainous and plain villages). Then, random sample households were selected from the villages based on the household size ratio (P.P.S)[1] method. The sample size of the villagers was calculated based on Cochran's formula of 344 households. Since the number of sample questionnaires in several villages did not meet the quorum required to complete the questionnaire due to the household size ratio (P.P.S) method, the number of household questionnaires was increased to 370 households.

3.2. Research variables and indicators

To assess the concepts of social capital and spatial evolution of rural settlements based on documentary analysis literature and research background, social awareness, social cohesion, social network, social trust, social organization, and social participation were revealed as the dimensions of social capital. Also, spatial developments were identified with environmental-ecological, social, economic, and physical-infrastructural dimensions. Seventeen questions were used to measure social capital's latent and obvious variables at the village level (Table 1).

Table 1. The latent and obvious variables of the dimensions of the social capital of the villagers

Source: Based on literature analysis and subject background, 2020

latent variables	References / Obvious Variables	lang&Briankeogh, 1990	lang&Briankeogh, 1990	Sato, 2006	Yongguilu, 2011	Soonhee Kim, 2012	DURGA, 2013	Rostami, 2013	Karimi moghari, 2014	Dictionary, 2017	Ryser, 2018	Sun Ying, 2018	Bakker et al, 2019
Social Awareness	Villagers' awareness of their rights				O				O	O			O
	Awareness of villagers about the duties of governmental and non-governmental organizations		O			O	O				O		
	Villagers' awareness of religious, social, and charitable activities		O							O			
social solidarity	Reducing the number of differences, conflicts, and disputes among the villagers and increasing the solidarity and cooperation of the villagers with the neighboring villagers		O										
	Increasing the spirit of forgiveness and sacrifice of the villagers and their respect for each other and solidarity between them		O							O			
	Increasing the respect of the villagers towards the elders, council members, village heads, and district heads				O						O		
Social Network	Villagers' participation in group parties									O			
	Increasing the activity of villagers in a Basic cultural institution								O				

1 Probability Proportional to Size

latent variables	References / Obvious Variables	lang&Briankeogh, 1990	lang&Briankeogh, 1990	Sato, 2006	Yongguilu, 2011	Soonhee Kim, 2012	DURGA, 2013	Rostami, 2013	Karimi moghari, 2014	Dictionary, 2017	Ryser, 2018	Sun Ying, 2018	Bakker et al, 2019
	Increasing the activity of the villagers in the Gharz al-Hasna fund			O			O						
social trust	Increase trust among neighbors, relatives, friends, and having a good sense of the place	O					O						
	Increasing villagers' trust in education system: schools and technical and vocational training centers			O									
	Increase villagers' trust in rural municipality, council, district governer and rural dispute resolution council, and local Islamic association		O					O					
Creating organizations	Creating or expanding the activities of political organizations such as Basij, Islamic Association, and religious organizations	O		O				O				O	
	Creating the necessary grounds for group dredging of aqueducts and streams and water atmosphere and maintenance of water wells and water source of the village		O		O						O		
social participation	Participation of villagers in teamwork, celebrations, and ceremonies of friends, neighbors, and relatives in the village		O						O				
	Participation and investment of villagers in agricultural and non-agricultural activities in their village and neighboring villages			O			O			O		O	

According to Table 2, twenty-five questions were evaluated in the framework of ecological evolution to measure the dimensions of the spatial evolution of rural settlements, social transformation, economic transformation, and physical transformation.

Table 2. The latent and obvious variables of the dimensions of the spatial evolution of rural settlements

Source: Based on literature analysis and subject background, 2020

Latent variables	References / Obvious Variables	Rothstein& stole, 2008	Zahedi & Shiani, 2009	Qiaoming Liu,2009	Yongguilu, 2011	jooho lee, 2012	Rostami, 2013	DURGA, 2013	Lekaota, 2015	Simatele, 2016	seftyono, 2018	Lestarini, 2018	MastthiasFinkv, 2018
Environmental-ecological evolution	Dealing with the occurrence of drought, natural and unnatural events, and unforeseen events	O		O		O		O					O

Latent variables	References / Obvious Variables	Rothstein& stole, 2008	Zahedi & Shiani, 2009	Qiaoming Liu,2009	Yongguilu, 2011	joohо lee, 2012	Rostami, 2013	DURGA, 2013	Lekaota, 2015	Simatele, 2016	seftyono, 2018	Lestarini, 2018	MastthiasFinkv, 2018
	Supervision and follow-up for documenting and determining land ownership and monitoring the proper implementation of rules related to environmental protection and improvement and exploitation of natural resources							O				O	
	Improving soil quality and fertility and slowing soil erosion, and improving biodiversity around the village	O	O		O				O			O	
	Improving the health of livestock and farming conditions					O				O			
	Improving the waste collection and disposal system and the sewerage system						O				O		
Social Evolution	Improving population growth and retention of young men and women and reduction of migration			O				O					
	Villagers' participation in improving Internet access	O									O		
	Creating opportunities for education, training, increasing services				O								
	Improving rural social security (such as reduction of theft, addiction, corruption)	O						O					
	Empowering villagers and creating skills								O			O	
	Elimination of poverty, increasing empowerment	O				O							
	Improving development activities and social and economic decisions of the village								O		O		
	Improving N.G.O.s and creating social cohesion and people's trust in each other					O							
	Improving people's health and upgrading the necessary capacity to perform local duties and responsibilities of the village			O			O			O			O
Economic Evolution	Improving agricultural and non-agricultural activities and promoting villagers' efficiency								O				
	Improving capital attraction and improving the situation of employment and income generation in the village				O			O					
	Improving new, engineered residential buildings and improving the condition of commercial uses such as shops in the village	O	O				O						O

Latent variables	References / Obvious Variables	Rothstein& stole, 2008	Zahedi & Shiani, 2009	Qiaoming Liu,2009	Yongguilu, 2011	jooho lee, 2012	Rostami, 2013	DURGA, 2013	Lekaota, 2015	Simatele, 2016	seftyono, 2018	Lestarini, 2018	MastthiasFinkv, 2018
	Improving the income level of the village and the employment situation of rural women				O					O			
	Forming a rural credit fund and providing facilities and loans to the villagers									O			
	Improving people's investment in agricultural and non-agricultural activities	O					O						
Physical-infrastructural Evolution	Improving rural housing		O		O				O			O	
	Improving public access to public services and access to markets to sell products			O				O					
	Improving the status of educational uses such as rural schools	O		O				O					O
	Improving the access of rural households to police stations, Basij, and emergencies in the village								O				
	Improving the access of rural households to the services of rural health centers and dentistry services, specialists, general practitioners, and specialists, nurses, midwives, health workers in the village		O				O				O		

To ensure the compatibility of the questions taken from previous research with the research variables and to reveal the formal validity of these indicators and their adaptation to the villages of the study area. Several academic experts assessed the importance of effective and influential research components in rural planning at the universities of Tehran, Shahid Beheshti, and Kharazmi, experts of the governorate and agricultural jihad Esfandagheh. After receiving their comments, the questionnaire was revised, and some unimportant questions were removed. Measurement of these indices on the Likert scale ranged from very low (1) to very high (5). Cronbach's alpha test was used to evaluate the reliability of the research questionnaire data. Finally, Cronbach's alpha value was obtained based on the table below for the present study. Therefore, the alpha value obtained in this study is reliable because it is close to 1 (Table 3).

Table 3. Cronbach's alpha coefficient to determine the reliability of the research tool

Concept	Social capital	Alpha	Spatial developments	Social capital	Alpha
Dimensions	social participation	0.73	Dimensions	Environmental-ecological	0.75
	social network	0.82		Physical – infrastructure	0.75
	Social Awareness	0.84		Social	0.73
	Social organization	0.76		Economic	0.71
	social solidarity	0.71			
	social trust	0.77			

4. Research Findings

4.1. Data description

About 58.6% of 370 respondent households in rural areas were men, and 41/4% were women. Moreover, 35.9% of respondents had primary and intermediate education, 43% had secondary education, diploma, and associate degree, and 21.1% had bachelor's degrees and above. About 60% of the respondents were farmers, 30% were business people, and 10% were artisans (Table 4).

Table 4. Demographic characteristics of the respondents in the study area

Descriptive features		Villagers		Descriptive features		Villagers	
		Percentage	Frequency				
Education	Bachelor and above	21.1	78	Gender	Male	58/6	220
	Elementary and middle school	60	190		Female	41.4	150
	Diploma and Associate	30	110		Total	100	370
	Total	370	100	Job	Business	43	159
					Industry	10	70
					Agriculture	35.9	133
					Total	100	370

Kolmogorov-Smirnov test was used to analyze the findings appropriately. The results for social capital variables and spatial evolution and its dimensions showed that, since the significance level of all independent and dependent variables is less than 0.05, the data distribution is abnormal (Tables 6 and 7). Findings of the study on the status of social capital in the studied villages indicate that, from the respondents' perspective, the dimensions of social trust with a minimum average of 2.85 and social organization with a value of 3.40 have the highest average, and they show a better situation than other dimensions. In this regard, among the dimensions of spatial evolution, the physical-infrastructural dimension has the lowest average, with a value of 2.70. The environmental-ecological dimension with 3.58 has the highest average value. The findings in table 6 indicate that the average general condition of the social capital dimensions in the villages of the Esfandagheh district is 3.20, and the average value of the dimensions of spatial evolution is 3.15

Table 6. Kolmogorov-Smirnov test examining the normality of social capital variable data and its dimensions

Variable	social participation	Social Network	Social organization	social trust	social solidarity	Social Awareness	Social capital
Average	3.11	3/18	3.40	2.85	3.19	3.35	3.20
Standard deviation	1.23	1.30	1.90	1.28	1.31	1.34	1.32
Z' Kolmogorov Smirnov	2.51	2.53	2.80	1.98	2.59	2.80	2.50
Sig	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Table 7. Kolmogorov-Smirnov test evaluating the normality of variable data of spatial evolution and its dimensions

Variable	Environmental-ecological	Physical-infrastructural	Economic	Social	Spatial developments
Average	3.58	2.70	3.15	3.10	3.15
Standard deviation	1.97	1.20	1.92	1.20	1.35
Z Kolmogorov Smimov	2.88	1.91	2.54	2.49	2.74
Sig	0.000	0.000	0.000	0.000	0.000

The relationship between the dimensions of social capital and spatial developments of the studied villages revealed a positive and significant relationship of 99% between the indicators of awareness, participation, trust, and social cohesion with the dimensions of spatial developments in Esfandagheh. Therefore, improving the dimensions of social capital has led to progress in the dimensions of the spatial evolution of the studied rural settlements (Table 8).

Table 8. The relationship between the dimensions of social capital and spatial developments of rural settlements in the study area

At the significance level of 99% *

Independent variable	The dependent variable	Average	Standard deviation	Kendal's tau-b		Relationship
				The correlation coefficient	(sig)significance Level	
Social Awareness	Spatial developments Rural settlement	3.35	1.34	0.401	0.000	Positive
social trust		3.19	1.31	0.353	0.000	Positive
social solidarity		2.85	1.28	0.269	0.000	Positive
Social organization		3.40	1.90	0.462	0.000	Positive
Social Network		3.18	1.30	0.348	0.000	Positive
social participation		3.11	1.23	0.341	0.000	Positive

In this regard, the study of the relationship between social capital and the four dimensions of the spatial evolution of the studied villages indicates a positive and significant relationship at the significance level of 33% between social capital and economic, social, environmental-ecological, and physical-infrastructural dimensions of spatial evolution. Thus, by improving the dimensions of social capital, the economic, social, environmental-ecological, and physical-infrastructural dimensions have been improved (Table 9).

Table 9. The relationship between social capital and economic, social, environmental-ecological, and physical-infrastructural dimensions in the study area

*Significant at the level of 99%

Independent variable	The dependent variable	Average	Standard deviation	Kendal's tau-b		Relationship
				(sig)significance level	The correlation coefficient	
Social capital	Social capital	3.10	1.20	0.000	0.345	Positive
	Economic	3.15	1.92	0.000	0.349	Positive
	Physical-infrastructural	2.70	1.20	0.001	0.231	Positive
	Environmental-ecological	3.58	1.97	0.000	0.485	Positive

In the same context, the study of the relationship between social capital and spatial developments of rural settlements showed a positive and significant relationship at 99% (Table 10).

Table 10. The relationship between social capital and spatial developments in the study area

*Significant at the level of 99%)

Independent variable	The dependent variable	Average	Standard deviation	Kendal's tau-b		Relationship
				(sig)significance Level	The correlation coefficient	
Social capital	Spatial evolution	3.67	1.99	0.000	0.457	Positive

A multiple regression test was used to analyze and predict the effects of social capital on the spatial evolution of rural settlements in the study area and reveal the main effective dimensions. The results in Tables 11, 12, and 13 show the effect of social capital dimensions as an independent variable on the spatial evolution of rural settlements in Esfandagheh. It indicates that social capital explains the changes in the dimensions of the spatial evolution of villages. In this regard, Table 11 shows a correlation of 0.648 between independent and dependent variables. Also, based on the determination coefficient of 0.423% of the percentage variance, the spatial evolution of the studied rural settlements has been explained by social capital.

Table 11. Regression results of effective components of social capital on spatial developments in villages of Esfandagheh

Model	Multiple correlation coefficient (R)	The determination coefficient (R2)	The adjusted coefficient of determination	standard error
	0.648	0.423	0.422	7.25

Also, according to the research findings, based on the F value calculated at the 33% confidence level, it can be said that from the respondents' perspective, the combination of independent variables can significantly explain and predict changes in the dependent variable of spatial evolution(Table12).

Table 12. Significance of regression of effective components of social capital on spatial developments in rural areas of Esfandagheh

*Significant at the level of 99%

Model	Total	Degrees of freedom (df)	average of squares	F	(sig) significance level
Regression effect	14.134	1	14.13	281.484	0.000
Remainder	19.483	368	52.7		
Total	34.618	369			

Finally, based on the standard coefficients listed in Table 13, the relative importance of independent variables in explaining and predicting the dependent variable is revealed. On this basis, social participation, social organizations and groups, social networks and relationships, social awareness, social cohesion, and social trust play a prominent role in explaining and predicting the spatial developments of the villages in the study area, respectively. Among these, the social participation variable is the most important since a unit of change in this index's standard deviation causes the dependent variable's standard deviation (spatial evolution) to change by 0.740. At the same time, a unit of change in the standard deviation of other dimensions will cause changes of 0.737, 0.529, 0.450., 0.439, and 0.350 in the standard deviation of the dimensions of the dependent variable, respectively.

Table 13. The intensity factor influences the coefficient of the dimensions of the independent variable on the dependent variable

Dimensions	Non-standard coefficient		Standard coefficient	T	(sig)significance level
	B	Std. Error	β		
Width of origin	33.177	3.058		10.851	0.000
social participation	0.740	0.112	0.356	6.602	0.000
Social organization	0.737	0.175	0.223	4.206	0.000
Social network	0.529	0.111	0.211	4.785	0.000
Social Awareness	0.450	0.153	0.147	2.946	0.030
social solidarity	0.439	0.159	0.111	3.797	0.010
social trust	0.350	0.119	0.137	1.840	0.020

Based on these findings, spatial developments in rural settlements of Esfandagheh about the dimensions of social capital are:

(the trust)0.350 + (Cohesion)0.439 + (Awareness)0.450 + (Network)0.529 + (organizations)0.737+ (participation)0.740 + (Relationships)33.177 = Spatial developments of rural settlements

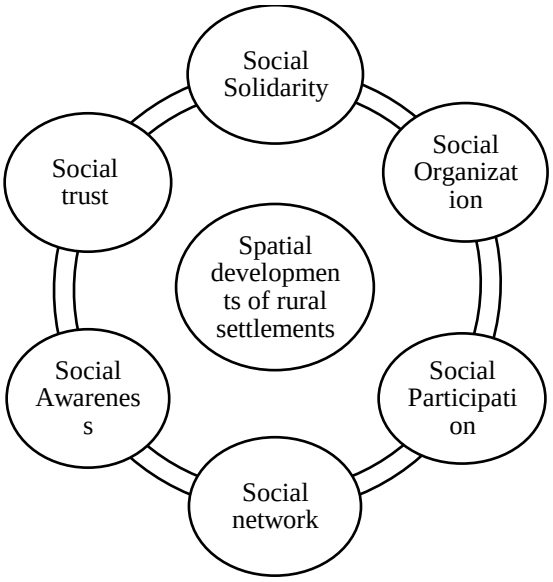

Figure 3. The intensity factor influences the coefficient of independent variables on dependent variables from the respondents' perspectives

The research hypotheses are as follows:

- The rural settlements of the Esfandagheh district are at a desirable level in terms of social capital and spatial development;
- The dimensions of social capital have positive and significant relationships with the spatial developments of the studied villages;
- The dimensions of social capital, especially social trust, are of greater importance as the main basis of the spatial evolution of rural settlements.

5. Discussion and Conclusion

Based on the analysis of literature, "Messi" and many other scholars in the field of geography have considered the nature of spatial evolution a comprehensive transformation in various natural and socio-economic fields. In such a way, space's socio-economic structure and function are formed and transformed through social relations (Richard, 2010). Therefore, social capital and its dimensions as a social category effectively evolve and transform the dimensions of space. Social science scholars like Putnam and Coleman also emphasized the fundamental role of social capital and its dimensions in the development and evolution of societies, which can help people and planners solve socio-economic issues (Vasylchenko, 2018). Therefore, the present study has investigated the status of social capital in the spatial evolution of rural settlements in the study area. The literature and research background were reviewed to achieve this goal, and finally, a conceptual framework was provided to explain the research questions and hypotheses.

Six dimensions of social capital, such as social awareness, social organization, social networks and groups, social cohesion, social trust, and social participation, have a positive and significant relationship with spatial developments in rural areas. The spatial evolution of the studied villages has also increased based on improving these dimensions. These results align with Shafiei and Khaksar's (2020) findings that sustainable rural development is largely due to local management's improved dimensions of social capital. The results are also consistent with their research results, indicating that villagers' participation in plans and programs has increased with increasing trust and social cohesion and expanding social networks and relations. Also, the findings of this research correspond with the findings of Blackburn and Lestarini (2018). They concluded that improving social capital in rural areas had increased trust between individuals and groups, the development of individuals, and increased individual and group socio-economic participation. In this way, the ground for transforming the dimensions of rural space is provided. In terms of the intensity factor influence of each dimension of social capital, it became clear that the improvement of these dimensions has contributed to the evolution of environmental-ecological, social, economic, and physical-infrastructural dimensions of rural settlements. However, special attention should be paid to improving social trust and cohesion in the

study area. A significant relationship between social capital and spatial developments in each of the studied villages' four dimensions has re-emphasized the need to pay attention to this important issue.

Moreover, researchers such as Passmore et al. (2019) concluded that improving social capital in rural areas had increased trust between individuals and groups, the development of individuals, and increased individual and group socio-economic partnerships. In this way, the ground for transforming the dimensions of rural space is provided. The above conclusion is consistent with Cayho et al., (2019) research, and Shortall (2008) noted that improving the dimensions of social capital makes social transformation possible. The dimensions of social capital are the basis for transforming the dimension of space. It is also in line with the findings of Vasylchenko (2018), who concluded that improving the social capital dimensions provides the grounds for developing and evolving rural space dimensions such as environmental-ecological, social, economic, and physical-infrastructural dimensions. It is also consistent with the findings of Putnam (2020), who defines social capital dimensions especially social trust as a fundamental basis for the spatial development of rural settlements. Based on the research background, in different countries of the world, the improvement of social capital indicators is significant for achieving the transformation of environmental-ecological, social, economic, and physical-infrastructural dimensions, as the above conclusion is in line with the research by (Henao-Zapata & Peiró, 2018).

By improving the dimensions of social capital, spatial transformation is possible, and the dimensions of social capital are the basis for the transformation and evolution of the dimensions of space**.** Besides, it is consistent with the findings of Borgonovi and Andrieu (2020). They concluded that improving the dimensions of social capital provides the basis for development and transformation in the dimensions of rural space, such as environmental-ecological, social, economic, and physical-infrastructural. It is also in line with Putnam (2020), which defines the dimensions of social capital, especially social trust, as a fundamental basis for the spatial evolution of rural settlements, social networks, social relations, and social participation. On this basis, all the hypotheses of this research are confirmed. It is worth noting that the effect of social capital on spatial developments in the study area has been positive. As social capital has increased, the environmental-ecological, social, economic, and physical-infrastructural dimensions have increased. In other words, as the amount of social capital has increased, so have the infrastructure's ecological, social, economic, and physical dimensions. In other words, a lack of attention to improving the dimensions of social capital has reduced the amount of social capital; the result will be a reduction in the improvement of the dimensions of rural development. Thus, rural and local management must provide the necessary ground for developing and transforming the dimensions of rural space with appropriate planning and policy to increase the amount of social capital in rural individuals and groups. Therefore, according to what was stated in the literature on the status of social capital, in general, improving social capital's dimensions, the evolution of environmental-ecological, social, economic, and physical-infrastructural dimensions of rural space will be possible.

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Original Article

واکاوی جایگاه سرمایه اجتماعی در تحولات فضایی سکونتگاه‌های روستایی (مطالعه موردی: بخش اسفندقه، شهرستان جیرفت)

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چکیده مبسوط

۱. مقدمه

اثرات بهبود ابعاد سرمایه اجتماعی در تحولات فضایی سکونتگاه‌های روستایی، چالش و پرسشی است که می‌توان پاسخ آن را در درون هر منطقه و ناحیه واکاوی کرد. بنابراین، ضرورت و اهمیت موضوع ایجاب می‌کند تا شناخت علمی و دقیق‌تری به مسئله بهبود ابعاد سرمایه‌اجتماعی در فراگرد تحولات فضایی سکونتگاه‌های روستایی بدست آوریم. زیرا، این نوع شناخت می تواند به کاهش فقر، نابرابری، بی عدالتی و بهبود ابعاد تحولات فضایی سکونتگاه‌های روستایی در ناحیه مورد مطالعه کمک نماید. افزون‌براین، در این ناحیه طرح‌ها وبرنامه‌های پرشماری در زمینه فعالیت‌های عمرانی، اجتماعی ـ اقتصادی در حال انجام است. بنابراین، پژوهش در زمینه میزان بهبود ابعاد سرمایه اجتماعی روستاییان در بخش اسفندقه، فرصتی برای مدیریت محلی، روستاییان و دست‌اندرکاران توسعه و تحول روستایی فراهم می سازد تا نقاط قوت و ضعف روستاها را در این زمینه بهتر بشناسند؛ و کمک می‌نماید تا در این راستا به گونه‌ای متناسب گام بردارند.

۲. ادبیات نظری تحقیق

سرمایه اجتماعی با ابعادی همچون:آگاهی، انسجام، اعتماد، مشارکت، تشکل و گروه ها، و شبکه و روابط به پیوندها و ارتباطات میان اعضای یک شبکه به عنوان منبع با ارزشی اشاره دارد؛ که با خلق هنجارها و اعتماد متقابل موجب تحقّق اهداف اعضا می شود. براین بنیاد، زمینه مناسب برای بهره‌وری سرمایه انسانی و فیزیکی و نیل به موفقیت برای افراد فراهم می‌شود. به گونه‌ای‌دقیق‌تر، سرمایه اجتماعی،کمک دهندهٔ رفتار جمعی است؛ که هزینه‌های سرپیچی از رفتار جمعی را افزایش می‌دهد؛ و معیارهای خوب دو طرفه را تقویت کرده، و جریان گردش اطلاعات را که شامل اطّلاعات مربوط به خودشناسی فعالانه است، بهبود می‌بخشد.

بر این اساس دورین مسی، میشل فوکو، انتونی گیدنز؛ جوهره و سرشت تحولات فضایی را تحول همه جانبه در زمینه های مختلف طبیعی، اقتصادی، اجتماعی، فرهنگی، سیاسی می دانند، به گونه ای که فضا رایک ساخت اجتماعی‌تعریف می کنند که از طریق روابط اجتماعی شکل می گیرد و سرمایه اجتماعی و ابعاد آن که شامل(آگاهی اجتماعی، شبکه و روابط اجتماعی، تشکل اجتماعی، انسجام اجتماعی، اعتماد اجتماعی و مشارکت اجتماعی) است در تحول ابعاد فضا اثر گذار هستند؛ براین اساس در این پژوهش سرمایه اجتماعی به مثابه یک عامل دگرگون ساز اجتماعی در راستای تحولات فضایی سکونتگاه های روستایی وارسی شده است.

۳. روش تحقیق

پژوهش حاضربه واکاوی جایگاه سرمایه اجتماعی در تحولات فضایی سکونتگاه های روستایی بخش اسفندقه پرداخته است. بنابراین، از نظر هدف بنیادی و ازنگرش شیوه اجرای پژوهش، در زمره پژوهش‌های پیمایشی و بر حسب ماهیت داده‌ها، از نوع پژوهش‌های کمی است. از سوی دیگر، از آن‌جاکه نحوه و میزان تاثیرات متغیرها و همبستگی آن‌ها را با یکدیگر مورد مطالعه قرار می‌دهد، پژوهش همبستگی نیز به‌شمار می‌آید. جامعه آماری پژوهش شامل تعداد ۴۲ روستای دارای سکنه بخش اسفندقه بوده است. در این پژوهش برای تعیین حجم نمونه تصادفی برای تکمیل پرسشنامه در سطح روستا، تعداد ۳۰ روستا که شامل۳۵۰۰خانوار است؛ در دو گروه (روستاهای کوهستانی و دشتی) به‌صورت تصادفی انتخاب شد. سپس در درون روستاهای انتخابی، خانوارهای نمونه تصادفی بر اساس روش نسبت به اندازه خانوار روستاها (P.P.S) انتخاب شدند. در این ارتباط، حجم نمونه محاسبه شده برای روستاییان بر اساس فرمول «کوکران» (سرایی، ۱۳۹۳)، با سطح اطمینان ۹۵ درصد و پیش برآورد واریانس ۰/۲۵ (۰/۵*۰/۵) و دقت احتمالی مطلوب ۵ درصد، تعداد ۳۴۴خانوار محاسبه شد.

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از آن‌جاکه تعداد نمونه پرسشنامه در تعدادی از روستاها، با توجه به روش نسبت به اندازه خانوار روستاها (P.P.S) حد نصاب لازم را برای تکمیل پرسشنامه را پیدا نکرد، تعداد پرسشنامه‌های خانوار به ۳۷۰ خانوار افزایش داده شد.

۴. یافته های تحقیق

بر اساس ضرایب استاندارد، اهمیت نسبی متغیرهای مستقل در تبیین و پیش بینی متغیر وابسته آشکار شده است. بر این شالوده، به ترتیب مشارکت اجتماعی، تشکل و گروه های اجتماعی، شبکه و روابط اجتماعی، آگاهی اجتماعی، انسجام اجتماعی و اعتماد اجتماعی نقش برجسته‌ای در تبیین و پیش‌بینی تحولات فضایی روستاهای ناحیه مورد مطالعه دارد. دراین میان، متغیر مشارکت اجتماعی از بیشترین اهمیت برخوردار است، زیرا یک واحد تغییر در انحراف معیار این شاخص موجب می شود تا انحراف معیار متغیر وابسته(تحولات فضایی) به میزان ۰/۷۴۰تغییر پیدا نماید. در حالی که یک واحد تغییر در انحراف معیار سایر ابعاد به ترتیب تغییراتی به میزان ۰/۷۳۷، ۰/۵۲۹، ۰/۴۵۰، ۰/۴۳۹، ۰/۳۵۰ در انحراف معیار ابعاد متغیر وابسته را در پی خواهد داشت.

۵. بحث و نتیجه گیری

پژوهش حاضر به واکاوی جایگاه سرمایه اجتماعی در تحولات فضایی سکونتگاه های روستایی در بخش اسفندقه پرداخته است. به‌منظور نیل به این هدف، ادبیات موضوع و پیشینه پژوهش مورد وارسی قرار گرفت و سرانجام چهارچوب نظری پژوهش ارائه شد. در این راستا، فرضیه براساس روابط فرض شده در مدل مفهومی مورد آزمون قرار گرفت. در این چارچوب نتایج مطالعه حاضر دلالت بر ان داردکه شش بعد سرمایه اجتماعی همچون: اگاهی اجتماعی، تشکل اجتماعی، شبکه و گروه های اجتماعی، انسجام اجتماعی، اعتماد اجتماعی و مشارکت اجتماعی، رابطه مثبت و معنی دار با تحولات فضایی سکونتگاه‌های روستایی دارند، بر این اساس با بهبود این ابعاد، سطح تحول فضایی روستاهای مورد مطالعه هم افزایش یافته است.

به سخن دیگر، بهبود سکونتگاه‌های روستایی بدون بهبود ابعاد سرمایه اجتماعی امکان‌پذیر نیست. در همین راستا، با توجه به نتایج حاصل از تحلیل رگرسیون، در زمینه شدت اثرگذاری هر یک از ابعاد سرمایه اجتماعی آشکار شد که بهبود این ابعاد به تحول ابعاد محیطی-اکولوژیک، اجتماعی، اقتصادی و کالبدی-زیربنایی سکونتگاه های روستایی کمک کرده است. البته، در این میان به ویژه باید به ارتقا اعتماد اجتماعی و انسجام اجتماعی درناحیه مورد مطالعه توجه شود. وجود رابطه معنی‌دار بین سرمایه اجتماعی با تحولات فضایی در هر یک از چهار بعد اقتصادی، اجتماعی، محیطی-اکولوژیک و کالبدی-زیربنایی روستاهای مورد مطالعه تاکید مجددی بر ضرورت توجه به این مهم شده است.

کلیدواژه‌ها: سرمایه اجتماعی، تحولات فضایی، سکونتگاه روستایی، بخش اسفندقه، شهرستان جیرفت.

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Original Article

The Impact of the Second Homes on the Physical and Economic Development of Rural Settlements (Case Study: Hendeh Khaleh Rural District in Someh Sara County)

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Abstract

Purpose- The main purpose of this study is to evaluate the impact of the second homes on the physical and economic development of rural settlements in Hendeh Khaleh Rural District of Someh Sara County.

Design/methodology/approach- The research method was descriptive-analytical. The main part of the data was obtained by a survey and interviews. The statistical population of this study is the villages of Hendeh Khaleh Rural District. Based on the estimation of the sample size using Cochran's formula, the sample size was detemined to be 385 of the heads of households. The independent variable (second home tourism) and the dependent variables (physical and economic development of rural settlements) for Hendeh Khaleh Rural District were analyzed in SPSS software.

Findings- The findings of statistical tests show that second homes have caused physical and economic changes in Hendeh Khaleh Rural District. Second home tourism had influenced physical components, especially the indicators of "improvement of facilities and amenities", and "increasing the construction". The villages of Sofiandeh, Hendeh Khaleh, Now Khaleh Jafari and Akbari, Siah Darvishan, Lakesar had the highest number of built villas. The villages of Sheykhmahale, Kishestan, Lakesar, and Nargestan had the highest ranks in earning income from having houses to rent. The highest distance from the optimal limit regarding the physical components is for "increasing the construction" (1.89) and regarding the economic components is for "earning income from having the house to rent" (1.83).

Practical implications- Providing a comprehensive review of all related literature, this study may help the researchers in choosing the appropriate method for planning the development of second home tourism as a strategy of development policies.

Originality/value- This resaerch is the first study conducted about the impact of the second homes on the physical expansion in Hendeh Khaleh Rural District, which examined the relationship between the creation of the second homes and physical and economic development together.

Keywords- Second home Tourism, Physical development, Hendeh Khaleh Rural District, Someh Sara County.

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1. Introduction

Tourism is a promoter for reconstruction and development in rural areas. In recent years, tourism has been employed in Europe to deal with the economic and social challenges of marginalized rural areas or villages facing a decline in traditional agricultural activities (Sharpley, 2002). Rural tourism is one of the most popular types of tourism (Ghadiri et al., 2010), and it pays attention to creating new opportunities in service performance through shaping spaces, reconfiguration and reconstruction processes (Figueiredo, 2011; Crouch, 2006). In an industry point of view, it offers a combination of different aspects of rural life experience and socio-economic activities (Maksimovic & Urosevic, 2015; Zhang, 2012). The rural tourists aim to enjoy using the local products and the rural natural environment (Sgroi et al., 2014; Ionela et al., 2015). In the last decade, rural areas have been increasingly identified as tourist destinations (Snieska, 2014; Kim & Jamal, 2015), which offer many opportunities for visitors. Studies have confirmed that rural tourism can improve physical, mental and moral well-being (Popescu et al., 2014) In recent years, a new practice of tourism, rural second homes, is employing, which sets up in a rural area and evokes the sense of living in a calm and healthy environment. The tourism based on rural second homes illustrates the improvement of living standards and implies an "urban social class recreation" in an urban life-style (Roca et al., 2011, as cited in Einali, 2015).

In terms of tourism, the concept of second homes is pursued in two ways. The first path is to stress the land use changes leading to land price changes and the second is to control and monitor construction dispersion (Gerber & Tonner, 2018). Second homes for tourists are accommodations that are bought by households living from other places, and are mainly built in places where have more favorable climatic conditions (Gallent & Tewdwr-Jones, 2020). Increasing the elderly population is one of the reasons for the expansion of second homes. These people apply living and building second homes to enjoy a peaceful environment (Wong et al., 2017; Zhang, 2016). Second homes are occupied temporarily for a period of time for recreational and leisure purposes (Rezvani, 2012). The expansion of second homes is an important part of tourism development in rural areas (Anabestani, 2009). It seems that urban areas influenced the expansion of tourist resorts (Marjavaara & Nordin, 2008), and an alternative to urbanization and its consequences. Scientific studies verify that second homes are part of urban tourism in rural areas for leisure, especially in the north world. It is also a consequence of the industrial transformation and raised living standards and leisure (Sharpley & Tarfe, 2002). Modern lifestyle is recognized by the leisure, recreation, and entertainment time as well as a structural element of land use and space organization changes (Roca et al., 2009 as cited in Einali, 2015). Second homes effects vary from place to place in terms of tourism. This has been discussed by Müller et al. (2004); They believe these differences of second homes impacts depend on location (Marajavara, 2008). In the studies today, second homes are pivotal to contemporary tourism (Muller & Hall, 2004). Similarly, second homes are a significant type of tourism in rural areas of Gilan Province that is rapidly expanding in many areas, particularly in Someh Sara County. Someh Sara County has 144 villages (Statistical Center of Iran, 2016).

Hendeh Khaleh Rural District is selected as the study area for understanding the impact of the construction of second homes on physical and economic development. Hendeh Khaleh (comprising eleven villages) is a rural district in Tulem District of Someh Sara County in Gilan Province. It is located in the south of the county and has a population of 11,812 inhabitants. The northeast part of this rural district is connected to Anzali Lagoon. This area is distinguished by the favorable climate, gardens, proximity to Anzali Lagoon and Hendeh Khaleh Lagoon, a destination for seasonal birds that migrate to this place in fall. A great variety of birds next to a large city like Rasht have caused to attract the urban tourists, and led to construction of villas and second homes, in recent years. As a result, the arising tourism functions in the area brought about some changes and this research aims to study the land use transformation and the economic development.

Most of the people in the area are engaged in agricultural activities and offering the properties rented by travelers. There are also related industries such as warehousing and rice milling. In addition, the other active jobs are fish farming pools, piers, hunting wild birds, real state agencies, etc. Given the characteristics and recognizing the consequences of second homes, this study tries to answer the following questions:

- To what extent has the second homes tourism in Hendeh Khaleh Rural District affected the physical and economic development of rural settlements?
- Is there a significant difference regarding second homes effect among the studied villages?

2. Research Theoretical Literature

The development of tourism helps reduce business challenges, motivate development and create conditions for other economic, industrial, commercial activities in rural area (Drăgulănescu & Druţu, 2012). Because of its diversity, tourism has a considerable impact on the life of the local community, and they are significant to the business environment and economic development (Dann et al., 2019). Second homes are often used for vacation or as an investment (Gossling et al., 2019). The importance of second home tourism has been admitted in many countries and is noticed in the tourism planning process (Guttentag et al., 2018). This type of tourism plays an important role in regional development (Koens et al., 2018).

Rural tourism is a tool for renewal of energy and reconstruction through the physical and economic development (Petersen, 2010). This activity is the main driving force in economic and physical development (Ahmed & Jahan, 2013), and repetitively is mentioned as an important source for improving the economic status of rural areas (Goebel et al., 2012). Both concepts of rural development and tourism development are interrelated factors that the development of one has a positive effect on the other (Arntzen et al., 2007). In rural development, the factors of rural tourism development and the relationships among them should be assessed (Streimikiene & Bilan, 2015; Jay & Scott, 2011). Tourism development in rural areas comprises different patterns (Rezvani et al., 2012), and rural second home tourism in most developing countries is a method to develop rural areas (Hall & Muller 2004, Nagaraju and Chandrashekara 2014). The development of second homes comes with spatial-physical transformations, which makes challenges and opportunities for the regions (Hall et al., 2018). Due to the development of the tourism industry and the expansion of second home tourism, studies have recently been conducted to analize their impacts (Decrop et al., 2018). Because of variety in environmental conditions and characteristics, assessing the effects of second homes vary greatly from place to place (Furunes, 2019).

Vacation homes, recreational homes, summer homes, cottages, and weekend homes are some of the terms that indicate the relationship between the location of immovable resource and the territorial position (Hall & Muller, 2004). Today, the terms refer to houses that urban citizen provide in a pleasant weather area, especially in summers and for leisure and relaxation, located mostly on the slopes of hills with a beautiful natural landscape in a modern and luxurious style (Firuznia et al., 2011). The common part of the definitions is that the residence of second homes must be from other places where the second homes are established. Second homes also alter the social, economic, and rural welfare indicators (Roberts & Hall, 2001), increase land prices (Einali et al., 2014), diversify rural economy, develop the infrastructure and handicrafts (Ramjit, 2015), reform the economic structure (Theodoropoulou & Kaldis, 2008; Andereck et al., 2005), help to maintain the population in rural areas, improve and boom the housing market (Wang, 2006), promote selling the additional crops, diversify the villagers' sources of income through new services such as restaurants (Peng 2006; Sharpley, 2002), strengthen the traditional building texture as well as remodel them to a new structure, and design a new landscape (Anabestani, 2011). These are followed by temporary or permanent employment, increasing the local shops, and the attraction of other services and facilities (Beeton, 2006). Even though this is for supplying the tourists' needs, it adds up to the host society in a multidimensional nature (Dwyer et al., 2009), and consequently creates the wealth (Hoogendooren et al., 2005). Second homes promote physical expansion, and leads to decrease in rural emigration. Since second home tourism is related to the natural environment and socio-economic activities, it might have positive and

negative consequences in the destination and the host community. These consequences are distributed unevenly (Marajavara, 2008). For instance, the construction of second homes and their consistency with the space identity of the village may be neglected, so the visual sense of the village may be damaged by interrupting the visual beauty and destroying the vegetation (Smith & Eadington, 1992). Second homes might provoke conflicts between the residents (host community) and the guest community (Farstad & Rye, 2013). In Iceland, for example, second home owners have different views on family and personal relationships with the host community (Rye, 2011). In the same vein, the owners of different nationalities may hold different views (Huijbens, 2012).

After reviewing the literature, we can confirm that there has been no research on the impact of second home construction on the physical and economic development of rural settlements in the context of Hendeh Khaleh Rural District in Someh Sara County. However, some studies have been conducted about the second homes in other areas and regions, which will briefly be mentioned below.

The findings of Mehdipour et al. (2022) in rural areas of Lahijan County show that the numbers of second homes in mountain and forest environment are more than coastal areas, so their impact on the physical aspects are more as well. Einali et al. (2020) studied the effects of second home tourism on the economy of rural households in Ijrud County, Zanjan Province. The findings confirmed a positive impact on economic indicators. 67% of the variance are explained with this factor together with other factors such as diversity of economic activities, land use change, population, improvement of tourism services and technology transfer. Rahmani Fazli et al. (2018) studied second homes in Mahmoodabad County and found that second homes had brought about the commodification of the rural space and caused issues such as increasing the price of land and housing, raising the renting price, and reducing the purchasing power of the youths. In addition to these economic factors, socio-cultural dimensions also had been affected. Among the effects are sense of rural privatization, spreading the use of luxurious goods and consumerism behavior in rural areas, although they improved the satisfaction about infrastructure and facilities. In the environmental dimension the consequences are degradation of forest land, intensified the land use changes from agricultural use to residential, reduction of cultivation area, and renovation of rural houses. Sharifinia et al. (2018) showed that second homes are influential in improving the quality of social life, reducing social inequalities, enhancing the social welfare, increasing local facilities and services and recreational amenities, enriching the cultural experiences, their awareness as well as participation of villagers.

Bigdeli et al. (2018) indicated that the expansion of second home tourism had the greatest impact on the quality of life of residents inboth economic as well as physical-infrastructural dimensions. Lotfinia et al. (2019) showed that the second homes in spatial-physical dimension had the positive effects such as renovation of buildings and enhancement of physical design of the village, improvement of construction materials, reduction of deserted lands, improvement of facilities and amenities for the village. Khoshnood et al. (2017) showed that this type of homes has been an effective factor for job creation, income growth, and public welfare of the villagers. Anabestani et al. (2016) verified that the effect intensity of the second home architecture variable on the physical development of rural settlements is estimated about 24%, which implies the low correlation of the style of second home architecture with the physical development of rural settlements. Ghadiri (2016) explored the effects of second homes on rural-urban areas of Firuraq urban area in Khoy County. The study indicated that the second home tourism in the economic dimension had affected the income and savings level, in the socio-cultural dimension caused cultural growth and maturity, and in the environmental and physical dimension led to a change in the residential structure and the texture and natural landscape of the region.

The second home owners' attitude in Washington (US) state is to maintain privacy, which pertains to a pattern of spatial isolation, and evidently is influenced by environmental considerations. In a study titled "Twenty years of Nordic second-home tourism research: a review and future research agenda", Müller confirmed that this research topic has been thriving and influential in Scandinavia. Nelson et al. (2021) also showed that the tourism environment of the second homes is capable in changing migration and lifestyle.

Casado-Díaz et al. (2020) argued that the literature on second homes encompasses several subtopics, and among them, the sharing of second homes can have positive consequences for the tourism industry. The expansion of second homes is intertwined with the geographical environment and economic and social development (Belarmino & Koh, 2019). The results of Müller et al. (2018) confirmed that the creation of second home tourism has brought about significant changes in the physical economy in the suburbs. Soto et al. (2017) focusing on the role of second homes and urban landscape patterns stated that the second homes had been quite effective in shaping and changing the landscape of urban areas. Nouza et al. (2018) concluded that the influenced factors by second homes are landscape and environment, distance, personal communication, accessibility, belonging, inheritance, price, leisure and recreation, social activities, etc. Brida et al. (2009) asserted that in Romania, tourism is an influencing factor for the development of the rural economy and an alternative to dependence on agriculture, and it provides both employment opportunities and an appealing environment for the rural youth. Boyarkina (2014) pointed out that the motivational factors of second home tourism include driving factors (retirement, stress relief, healthy leisure and recreation, having investing capital) and traction factors (attractiveness for investment, geographical location for tourism, political, legal, social and economic, ecological environment stability, local people acceptance, safety and landscape). Farstad and Rye (2013) examined how local people and second home owners simultaneously protect and try to develop their villages. Nevertheless, the influx of second home owners is the reason for the conflict over the land use in the village.

In fact, the density of the rural area is associated with second homes, and ultimately more production. Kondo et al. (2012) confirmed that the desire of second home owners is to maintain privacy and escape to the open environment. There are patterns of spatial isolation among second homes in the study area. They have potentially significant environmental consequences. Second home owners also seek to protect their investment in rural areas. Rye (2011) showed that local residents have mostly positive opinion about expansion of second homes. The high growth rate of the construction of second homes substantiates the increasing support of local people for investments. Hall and Müller (2004) showed that the expansion of second homes has played an important role in increasing employment and increasing rural incomes.

A quick review of the previous studies on second homes underscores their physical and economical effects. Therefore, given the spread of rural second homes in Hendeh Khaleh Rural District in Someh Sara County, we examine both physical and economic effects of the emergence and expansion of second houses. It should be noted that no studies have been conducted on the impact of second home tourism in the study area. To this end, the present study can be used for ensuing planning projects for second home tourism in Hendeh Khaleh Rural District.

3. Research Methodology

3.1 Geographical Scope of the Research

Hendeh Khaleh (with eleven villages) is a rural district in Tulem District of Someh Sara County in Gilan Province, which is located in the south of the county. From the north, this rural district is adjacent to Anzali Lagoon. The population is estimated to be 1,683 people (597 households).

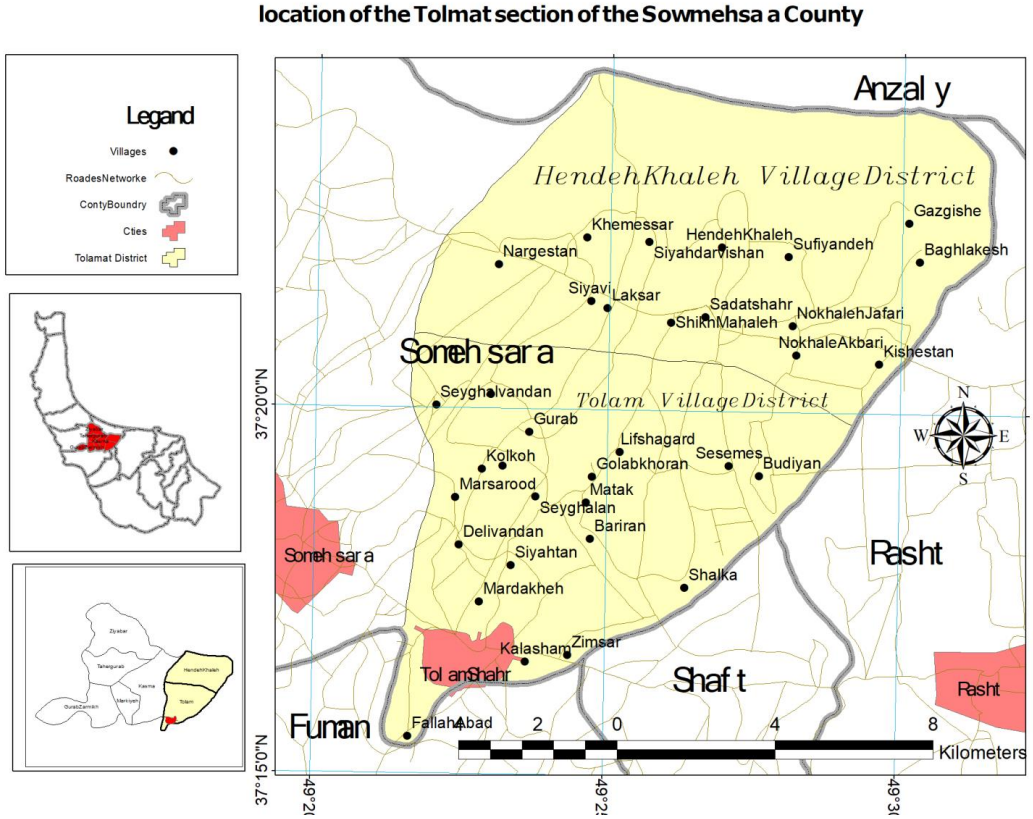

Figure 1. Location of Hendeh Khaleh Rural District in Tulem District of Someh Sara County

3.2. Methodology

The research method was descriptive-analytical. The main part of the data was obtained by a survey and interviews, and the theoretical framework was achieved by a library method. The questions were first selected for a questionnaire which was subsequently responded by villagers. The statistical population of this study is the villages of Hendeh Khaleh Rural District. Based on the estimation of the sample size using Cochran's formula, the sample size was detemined to be 385 of the heads of households. The sample size was divided to two parts of village residents (100 questionnaires) and the owners of second homes (285 questionnaires). It should be noted that the physical and economic effects were the same for both groups.

Table 1. Descriptive data about sample villages in Hendeh Khaleh Rural District of Someh Sara County

Village	Number of households	Population	Sample size
Hendeh Khaleh	786	2564	70
Now Khaleh Jafari	672	1971	45
Now Khaleh Akbari	684	2135	57
Siah Darvishan	243	850	30
Lakesar	126	372	20
Sheykhmahale	326	934	32
Kishan	172	510	19
Nargestan	275	795	20
Sadat Mahalleh	148	452	20
Gazgisheh	105	289	15
Sofiandeh	345	610	25
Khomsar	43	119	15
Baqla Kesh	70	211	17

The validity of the questionnaire was alpha 0.863 and the reliability was assessed by the experts and university professors. The independent variable (second tourism) and the dependent variables (physical and economic development of rural settlements) for Hendeh Khaleh Rural District were analyzed in SPSS software.

Table 2. The references used for the indicators in the study

Source: Anabestani et al., 2018; Ghaffari et al., 2014; Rezvani et al., 2012; Ayadi, 2014; Karimzadeh et al., 2016

Physical indicators	Increasing the construction, improvement of facilities and amenities, changing the type of materials and the style of architectural, managers attitude to the rural development, improvement of communication infrastructure and roads, expansion of services, reduction of deserted lands, construction of villas.
Economical indicators	Creating job opportunities, generating income, selling food, renting boats, increasing women's employment, earning income from having the house rented, employment in service sector

4. Research Findings

In this study, after collecting the data through the questionnaire, the Kolmogorov–Smirnov test was applied to check if the data is normal, which is presented in Table 3. The studied indicators are normal at the significant level of lower than 0.05.

Table 3. Results of Kolmogorov–Smirnov test

Indicators	Statistic	Significance level
Physical	0.146	0.112
Economic	0.139	0.96

The impact of the second home tourism on the indicators of physical and economic development in Hendeh Khaleh Rural District is illustrated in Table 4. The numerical average in economic indicators affected by second home tourism indicates high average values for indicators of earning rent and creating job opportunities, increasing income from products and housing sales, and employment in service sector. Also, among the physical indicators affected by second home tourism, the indicators of increasing the construction, increasing the construction supervision, managers' attitude to the rural development, improvement of communication infrastructure and roads, and improvement of facilities and infrastructures. The findings verify that the expansion of second home tourism in Hendeh Khaleh Rural District has led to the diversification of the rural economy and enhancement of investment in rural development.

Table 4. The impact of the second home tourism on the indicators of physical and economic development of rural settlements in Hendeh Khaleh Rural District

Cardinal utility= 3				
Economic components	**Mean**	**T-statistic**	**Degree of freedom**	**Significance**
Creating job opportunities	3.8	0.618	173	0.000
Creating income	3.4	0.498	173	0.000
Sales of food products	3.1	0.468	173	0.000
Renting boats	3	0.418	173	0.000
Increasing female employment	2.9	0.352	173	0.000
Increasing purchasing power	2.7	0.283	173	0.000
Land and housing transactions	2.5	0.220	173	0.000
Earning income from having the house rented	3.5	0.473	173	0.000
Income in service sector	3.6	0.523	173	0.000
Increasing the construction	3.4	0.452	173	0.000
Improvement of facilities and amenities	3.6	0.428	173	0.000
Changing the type of materials and the style of architecture	2.6	0.252	173	0.000
Managers attitude to the rural development	3.3	0.412	173	0.000
Improvement of communication infrastructure and roads	2.1	0.410	173	0.000
Services and post banks	2.5	0.221	173	0.000
Reduction of deserted lands	2.8	0.283	173	0.000

Table 5. Assessing the impact of second home tourism on physical development

Variable		Increasing the construction	Improvement of facilities and amenities	Changing the type of materials	Managers attitude to the rural development	Development of the infrastructure	Services and banks	Reduction of deserted lands
Physical development	Spearman correlation	0.448	0.452	0.383	0.523	0.488	0.492	0.353
	Significance level	0.000	0.000	0.000	0.000	0.000	0.000	0.000

According to the data presented in Table 5, the significance level of the test (sig.) is less than 5% and it can be said that with 95% confidence there is a significant relationship between the two variables of second home tourism and physical development in Hendeh Khaleh Rural District.

The fit of the regression model, as shown in Table 6, proposes that in the households of the villages in Hendeh Khaleh Rural District, the variable of "improvement of facilities and amenities" with 0.528% positive effect on physical development and the variable of "creating job opportunities" with 0.569% positive effect on the economic development were the most effective variables. After increasing the second homes and the service-related jobs, consequently the villagers become more capable economically to renovate their houses and they have progressively applied qualified materials.

We used linear variance for 16 variables (economic and physical) and their impact in the studied villages, as shown in Table 6, in all the studied dimensions are significant.

Table 6. Analysis of variance for the impact of second homes on economic and physical indicators of Hendeh Khaleh Rural District

Components	Sum of squares	Degree of freedom	Mean squares	F	Significance
Regression effect	15.431	6	5.420	17	0.000
Residual	33.423	117	0.113		
Total	48.85	123			

In the present study, the second home tourism variable is the independent variable and the physical and economic development variable is the dependent variable, and the measurement of beta values are shown in Table 7.

Table 7. Assessing the impact of second home tourism on physical and economic development

Variables	Standard coefficient	Unstandardized coefficient			Significance level
	Beta	Standard error	B	T	
Intercept		0.453	2.049	6.15	0.000
Creating job opportunities	0.523	0.061	0.349	5.21	0.000
Income in service sector	0.431	0.052	0.183	4.31	0.000
Earning income from having the house to rent	0.391	0.049	0.152	5.19	0.000
Improvement of facilities and amenities	0.499	0.053	0.441	0.83	0.000
Managers attitude to the rural development	0.383	0.046	0.222	3.21	0.000
Increasing the construction	0.371	0.038	0.128	2.58	0.000

According to their beta coefficients, the job creation index with a value of 0.523 among the economic indicator and improvement of facilities and amenities with a value of 0.499 among physical indicators had the greatest impact in Hendeh Khaleh Rural District and contributed to investment in rural development.

In order to analyze the effects of second homes tourism on economic and physical indicators, the Wilcoxon test was applied. The application of this test is to evaluate the differences created before and after the expansion of the second home tourism in Hendeh Khaleh Rural District.

Table 8. Analysis of the significant differences created before and after the expansion of second home tourism in Hendeh Khaleh Rural District

	Economic and physical effects		Mean	Standard deviation	Z-Score	Significance level
Economic components	Creating job opportunities	Before	1.822	0.6782	- 6.251	0.000
		After	4.759	0.18681		
	Employment in service sector	Before	1.473	0.54212	- 1.241	0.000
		After	4.223	0.17831		
	Earning income from having the house to rent	Before	2.451	0.75211	- 6.521	0.000
		After	4.838	0.16312		
Physical components	Improvement of facilities and amenities	Before	1.473	0.65431	- 5.231	0.000
		After	4.523	0.15312		
	Managers' attitude to the rural development	Before	2.223	0.6431	- 6.231	0.000
		After	4.848	0.1445		
	Increasing the construction	Before	1.153	0.5821	- 4.83	0.000
		After	4.892	0.17921		

As shown in Table 8, there is a significant difference in all economic components, as the same for physical components from the respondents' opinion before and after the development of second home tourism in Handakhale Rural District. The most difference is for "earning income from having the house rented" in the economic component, and "increasing the construction" in the physical components. Establishment of second homes in Handakhale Rural District date back to three decades ago. They are mostly villas and the majority of the owners are citizens of Rasht or Tehran. Respondents believed that with the creation of second homes, construction tourism has risen. The physical dimension has been greatly influenced by the expansion of second homes. Therefore, the development of the second homes has created significant changes at the rural level.

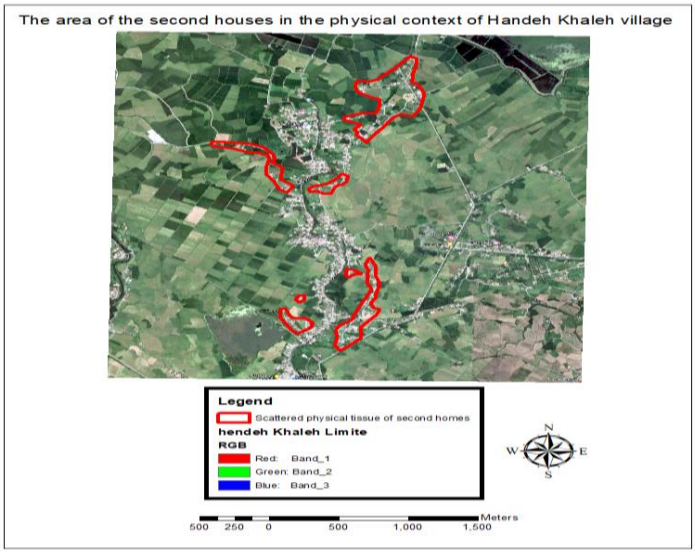

Figure 2. Physical expansion of second homes

The differences of the average values for economic and physical components are examined and presented in Table 9. This scale has been evaluated for all dimensions higher than the cardinal utility (3).

Table 9. Significance of differences in the economic and physical components in Handakhale Rural District

The average cardinal utility of the test is 3					
		Mean	**T-test statistics**	**Significance level**	**The difference from the optimal limit**
Economic components	Creating job opportunities	4.759	30.43	0.000	1.75
	Income in service sector	4.223	29.17	0.000	1.22
	Earning income from having the house to rent	4.838	32.17	0.000	1.83
Physical components	Improvement of facilities and amenities	4.523	30.28	0.000	1.52
	Managers attitude to the rural development	4.848	34.11	0.000	1.84
	Increasing the construction	4.898	39.05	0.000	1.89

The differences for all of the above indicators were evaluated significant, so the development of second home tourism affected the improvement of economic and physical components in Handakhale Rural District. In addition, after the expansion of second homes and the ensuing services along with the agricultural sector, the rural economy were strengthened.

As shown in Table 9, the highest distance from the optimal limit in the physical component is for "increasing the construction" (1.89) and in the economic components is for "earning income from having the house rented" (1.83).

The second home tourism was ranked based on the economic and physical components in the studied villages. As shown in Table 10, the villages of Hendeh Khaleh, Sadat Mahalleh, Siah Darvishan, Sofiandeh and Now Khaleh Akbari and Jafari were the most influenced ones by the economic indicators. According to the observations, the increase in service activities in rural areas such as supermarkets, travel agencies, and real estate consultants is quite noticeable. Given that the significant level is less than 0.05, so with 95% probability it can be said that the expansion of second homes has created employment for residents and increased income.

Before the establishment of second homes, the rural economy was mainly based on agriculture. After the creation of second homes, however, the service sector was added to it.

The villages of Sheykhmahale, Kishestan, Lakesar, and Nargestan had the highest ranks in earning income from having the house to rent.

In the impact of second home tourism on physical components, for the indicators of improvement of facilities and amenities, and increasing the construction, the villages of Sofiandeh, Handakhale, Now Khaleh Jafari and Akbari, Siah Darvishan, and Lakesar had the highest number of built villas. In addition, the construction of second homes in these villages has created jobs in the construction industry.

Table 10. Ranking the impact of second home tourism on the diversity of economic and physical activities in Handakhale Rural District

	Village	Mean rank	The village rank
Economic components	Hendeh Khaleh	108.23	1
	Sadat Mahalleh	96.29	2
	Siah Darvishan	84.38	3
	Sofiandeh	83.12	4
	Now Khaleh Akbari	76.1	5
	Now Khaleh Jafari	74.2	6
Physical components	Sofiandeh	111.24	1
	Hendeh Khaleh	106.73	2
	Now Khaleh Jafari & Akbari	97.24	3
	Siah Darvishan	83.12	4
	Lakesar	77.15	5

The impact of second home tourism on physical and economic development in Hendeh Khaleh Rural District had the greatest influence in six indicators including job creation, employment in service sector, earning income from having the house to rent, improvement of facilities and amenities, managers' attitude to the rural development, and increasing construction. Therefore, in order to investigate the effect of independent variables on the dependent variables, a stepwise multiple regression analyzes was applied (Table 11).

Table 11. Coefficients of determining the variables affecting the physical and economic development of Hendeh Khaleh Rural District

Model	Correlation coefficient	Coefficient of determination (R^2)	Adjusted coefficient of determination (Adjusted R^2)
1	0.704	0.52	0.521
2	0.821	0.812	0.812
3	0.869	0.873	0.873
4	0.862	0.843	0.848
5	0.873	0.812	0.819
6	0.871	0.810	0.817

The coefficient of determination (R^2) based on the results of regression analysis is 0.817. In other words, about 81.7% of the changes in the dependent variable in the model are explained. The results show that the significance level in this model is equal to 0.000 or less than 0.05 (sig. <0.05), hence with 95% confidence, the fit regression model is appropriate.

The linear equation obtained from the regression analysis is as follows:

$y= 0.574 + 0.212 X_1 + 0.256 X_2 + 0.208 X_3 + 0.623 X_4 + 0.758 X_5 + 0.183 X_6$

The standardized beta coefficient for "increasing the construction" is calculated to be 0.758, which has the highest values compared to other variables. The influence of the construction factor

on the development of second home tourism is evident in the villages of Sofiandeh, Hendeh Khaleh, Siah Darvishan, Now Khaleh Jafari and Akbari. Therefore, because the P value is 0.000, so we can accept the research hypothesis and confirm that the prevalence and expansion of second home tourism in Hendeh Khaleh Rural District had a great impact on economic and physical components. The highest effect among economic components is the variable of "earning income from having the house to rent and creating job opportunities", in physical components is the variable of "the increase in constructions and villas."

5. Discussion and Conclusion

Urbanization has raised the expansion and formation of second homes. The second home tourism is a multidimensional matter, and in this study its physical and economic effects in Hendeh Khaleh Rural District of Someh Sara County were discussed. Attracting tourists and subsequently the growing demand for accommodation are the issues that has emerged in recent decades in the area.

In Gilan Province, Hendeh Khaleh Rural District has many attractions due to its geographical location. A major group of tourists attracted to this area are hence the eco-tourists who try to establish second homes in the place. The second home tourism is likely to have physical and economic effects. As in Hendeh Khaleh Rural District, second homes have brought about significant changes in some dimensions, especially the economic aspect. This is in line with the previous studies of Einali et al. (2020), Bigdeli et al. (2018), Müller et al. (2018), and Larsson et al. (2019). The findings show that tourism in second homes has caused physical and economic changes in Hendeh Khaleh Rural District. The higher numerical average of the economic indicators affected by the second homes indicates the high impact this dimentsion. Beta coefficient of job creation index in the economic indicator was 0.523, and beta coefficient of improvement of facilities and equipment in physical indicators was 0.499, which had the greatest impact in Hendeh Khaleh Rural District and contributed to investment in rural development. These results are consistent with the findings of Müller and Hall (2004), Rye (2011), and Casado-Díaz et al. (2020).

To some extent, the mentioned cases turned the village of Hendeh Khaleh into a place for attracting tourists and helped strengthen the infrastructure. As a result, this area is continuously attracting more tourists, which requires the need for more private sector investment. Increasing infrastructure, improving the facilities and services and their accessibilities has created seasonal employment opportunities in Hendeh Khaleh Rural District. Furthermore, due to the growing need of second home residents to services and infrastructures, the area has faced some transformations. Therefore, for the households of the villages in Hendeh Khaleh Rural District, the variable of "improvement of facilities and amenities" with 0.528% positive effect on physical development and the variable of "creating job opportunities" with 0.569% positive effect on the economic development were the most effective variables. The highest distance from the optimal limit in the physical component is for the item of "increasing the construction" (1.89) and in the economic components is for the item of "earning income from having the house to rent" (1.83).

These results are consistent with the findings of Rye (2011). The villages of Hendeh Khaleh, Sadat Mahalleh, Siah Darvishan, Sofiandeh and Now Khaleh Akbari and Jafari were most influenced by the economic indicators. The influence of the construction factor on the development of second home tourism is evident in the villages of Sofiandeh, Hendeh Khaleh, Siah Darvishan, Now Khaleh Jafari and Akbari. The villages of Sheykhmahale, Kishestan, Lakesar, and Nargestan had the highest ranks in earning income from having the house to rent. In the impact of second home tourism on physical components, the highest number of built villas are reported in the villages of Sofiandeh, Hendeh Khaleh, Now Khaleh Jafari and Akbari, Siah Darvishan, Lakesar had. About 50% of second homes are possessed by non-local poeple. The architecture of these houses are not indigenous, and they are mostly villas. This also has led to land use changes and agricultural land use transformation to more profitable utilization.

Finally, it should be stated that the expansion of second home tourism in Hendeh Khaleh Rural District had a great impact on economic and physical components. There is a significant difference in all economic indicators, and physical

indicators from the respondents' opinion before and after the development of second home tourism in Handakhale Rural District. The highest difference is for the variables of "earning income from having the house to rent" in the economic component, and "increasing the construction" in the physical components.

According to the findings, the following policy and executive suggestions are proposed:

- Planning for Hendeh Khaleh Rural District to organize the second homes through providing the service to create entrepreneurship and markets for agricultural products in the villages of Sofiandeh, Hendeh Khaleh, Now Khaleh Jafari and Akbari, Siah Darvishan, and Lakesar;
- Designing a management system for coordination and cooperation of local institutions and the participation of residents to support communication and infrastructure in the area;
- Organizing the land use according to emergent patterns of second homes.

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Original Article

تاثیر ایجاد خانه های دوم برتوسعه کالبدی و اقتصادی سکونت‌گاه‌های روستایی (مطالعه موردی: دهستان هنده خاله در شهرستان صومعه سرا)

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چکیده مبسوط

۱.مقدمه

گردشگری کاتالیزوری کارآمد برای بازسازی و توسعه در نواحی روستایی است. در سال های اخیر در سراسر اروپا برای رفع چالش های اقتصادی و اجتماعی نواحی روستایی حاشیه ای یا روستاهایی که با کاهش فعالیت های کشاورزی سنتی رو به رو هستند، به گردشگری توجه شده است. گردشگری روستایی یکی از اشکال مردمی گردشگری در جهان به شمار می رود و در شکل دهی به فضاها، تجدید پیکربندی و فرآیند های بازساخت، ایجاد فرصت های جدید در عملکرد خدمات توجه دارد و به عنوان یک صنعت، ترکیبی از جنبه های مختلف تجارب زندگی و فعالیت های اقتصادی اجتماعی روستایی را ارائه می کند، هدف گردشگران روستایی کسب لذت از تولیدات محلی و محیط طبیعی روستا است.

۲. مبانی نظری تحقیق

توسعه خانه های دوم عامل موثر در تغییرات کالبدی فضایی است و چالش و فرصت هایی را فرا روی نواحی و مناطق قرار می دهد. به واسطه توسعه صنعت گردشگری، شکل‌گیری و گسترش گردشگری خانه های دوم و لزوم بررسی تاثیرات مختلف کالبدی و اقتصادی مورد توجه روز افزون قرار گرفته است. ارزیابی و بررسی تاثیرات خانه های دوم از مکانی به مکان دیگر بر حسب شرایط و ویژگی محیطی بسیار متفاوت است. در خصوص تعریف خانه های‌دوم ابهامات زیادی وجود دارد و تنوع اصطلاحات در خور توجه است: خانه‌های استراحت، خانه‌های تفریح، خانه‌های‌ییلاقی خانه‌های روستایی و خانه‌های‌آخرهفته از جمله این اصطلاحات می‌باشد که نشانه‌ی رابطه‌ی مکان‌یابی سرمایه غیرمنقول با موقعیت سرزمین-هاست. این واژه امروزه به خانه هایی اطلاق می شود که شهروندان در نواحی روستایی خوش آب و هوا و ییلاقی، برای گذراندن اوقات فراغت و استراحت، تدارک می بینند و بیشتر در دامنه تپه های مشرف به مناظر طبیعی زیبا و به سبک مدرن و لوکس با هزینه های بالا بنا می گردند. .هسته اصلی تعاریف خانه های دوم این است که محل سکونت اولیه مالکان خانه های دوم باید در جایی دیگر باشد؛ جایی که حداکثر زمانشان را آنجا می گذرانند .

۳. روش تحقیق

روش پژوهش توصیفی – تحلیلی است. بخش اصلی داده های مورد نیاز از طریق مطالعات میدانی، توسط ابزار پرسش نامه و مصاحبه به دست آمد و بخش دیگر آن مانند چارچوب نظری با روش کتابخانه ای اخذگردیده. برای مطالعات میدانی پس از طرح سوالات و تنظیم پرسشنامه، پرسشنامه در روستای مورد نظر به وسیله ساکنین محلی تکمیل شد.

در پژوهش حاضر از شاخص‌ها در زمینه اثرات و پیامدهای ابعاد کالبدی و اقتصادی انتخاب شده است. به دلیل تعداد زیادخانوار از روش نمونه‌گیری استفاده گردید. جامعه آماری این پژوهش روستاهای دهستان هنده‌خاله است که براساس برآورد حجم نمونه با فرمول کوکران ۳۸۵ از سرپرستان خانوارهای محدوده مورد مطالعه برای پرسشگری و تکمیل پرسشنامه‌ها انتخاب شدند.

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با توجه به حجم نمونه در قالب دو پرسشنامه ساکنان روستا (۱۰۰پرسشنامه) و مالکان خانه های دوم (۲۸۵ پرسشنامه) اطلاعات مورد نیاز به دست آمد. لازم به ذکر است که پرسشنامه مربوط به اثرات کالبدی و اقتصادی در هر دو گروه مورد پرسشگری انجام گرفت.

۴. یافته‌های تحقیق

میانگین عددی در شاخص‌های اقتصادی متأثر از گردشگری خانه-های‌دوم بیانگر بالا بودن مقادیر میانگین به دست آمده در شاخص-های کسب درآمد از اجاره مسکن و ایجاد فرصت‌های شغلی، افزایش درآمدزایی فروش محصولات خرید و فروش اراضی مسکن، فرصت اشتغال در بخش خدمات است و در میان شاخص‌های کالبدی تأثیر پذیرفته از گردشگری خانه‌های دوم، شاخص‌های افزایش ساخت و ساز، افزایش نظارت بر ساخت و سازها، توجه مدیران به توسعه و عمران دهستان، توسعه زیرساخت‌های ارتباطی و جاده‌ای و بهبود تاسیسات از مقادیر میانگین بالاتر هستند. این یافته‌ها نشان می-دهد که رواج گردشگری خانه‌های‌دوم در دهستان‌هنده‌خاله به تنوع بخشی اقتصاد روستایی و افزایش سرمایه‌گذاری در توسعه و عمران دهستان منجر شده است. بررسی مدل برازش رگرسیون نشان‌دهنده آن است که در سطح خانوارهای روستاهای مورد بررسی در دهستان‌هنده‌خاله، متغیر بهبود تأسیسات و تجهیزات با ۰/۵۲۸ درصد تأثیر مثبت بر توسعه کالبدی و متغیر ایجاد فرصت‌های شغلی با ۰/۵۶۹ درصد تأثیر مثبت بر توسعه اقتصادی روستاهای مورد مطالعه داشته است. با افزایش خانه های دوم و رونق مشاغل خدماتی، توان اقتصادی روستاییان برای نوسازی مساکن نیز افزایش پیدا کرده است و با استفاده از مصالح مرغوب به نوسازی آن اقدام کرده اند در همه مؤلفه‌های اقتصادی و زیرمجموعه‌های آن و نیز در کلمه مؤلفه‌های کالبدی و زیرمجموعه آن از دیدگاه پاسخ گویان در دوره قبل و بعد از توسعه گردشگری خانه‌های‌دوم در دهستان هنده‌خاله تفاوت معناداری وجود دارد.به طوری که بیشترین تفاوت در بین مؤلفه‌های اقتصادی مربوط به کسب درآمد از اجاره دادن مسکن روستایی است و نیز در ابعاد مؤلفه‌های کالبدی، افزایش ساخت و ساز بیشترین تغییرات را شاهد بوده است.

۵. نتیجه گیری

بیشترین تفاوت از حد مطلوب مربوط به مؤلفه کالبدی و تأثیر گردشگری خانه‌دوم بر افزایش ساخت و ساز (۱/۸۹) و در مورد مؤلفه‌های اقتصادی، بیشترین تأثیرپذیری از کسب درآمد از اجاره دادن مسکن روستایی (۱/۸۳)به چشم می خورد .که تأثیرپذیری عامل ساخت و ساز از توسعه گردشگری خانه‌های دوم در روستاهای صوفیانده، هنده‌خاله، سیاه درویشان، نوخاله جعفری و اکبری بسیار مشهود است.روستاهای شیخ‌محله، کیشان، لاکسار، نرگستان بیشترین رتبه را در کسب درآمد از اجاره دادن مسکن روستایی داشته‌اند.در زمینه تأثیر گردشگری خانه‌های‌دوم بر مؤلفه‌های کالبدی، در زمینه ابعاد تأسیسات و تجهیزات و افزیش ساخت و ساز، روستاهای صوفیان ده، هنده‌خاله، نوخاله جعفری و اکبری، سیاه درویشان، لاکسار، بیشترین تعداد ویلاهای ساخته شده در این روستاها ملاحظه می‌شود حدود ۵۰ درصد از خانه‌های دوم به افراد غیر بومی اختصاص دارد. اکثر خانه ها به سبک غیر بومی و عمدتاً به صورت ویلایی ساخته شده است. این نکته باعث شده تغییر کاربری اراضی و تبدیل اراضی زراعی به مسکونی وفروش آنها به افراد متقاضی نیز غیربومی هستند سود سرشاری را به دست آورند.

کلیدواژه‌ها: گردشگری خانه های دوم، ، توسعه کالبدی، دهستان هنده خاله، شهرستان صومعه سرا.

تشکر و قدرانی

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Original Article

A Regional Analysis of the Entrepreneurship Ecosystem in Rural Areas of Northern Iran (Case Study: Watershed of the Haraz Plain)

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Abstract

Purpose- Having an appropriate and integrated entrepreneurial ecosystem in rural areas largely guarantees the sustainability of rural businesses. Therefore, this study was conducted with the purpose of classification of the rural regions of Haraz plain watershed in terms of entrepreneurial ecosystem.

Design/methodology/approach- This is a descriptive study that was done using a survey. The questionnaire was the key instrument for gathering data. The study samples were 182 pluriactive rice farmers and 50 rural experts.

Findings- The results showed that the studied regions are in an inappropriate situation in term of rural entrepreneurship ecosystem. Relative assessment using Shannon's entropy showed support component ranked at the highest level by a large difference compared to other components. The financial component ranked at the lowest level in comparison with other components. The results using the ORESTE and hierarchical cluster analysis techniques showed that Nour and Babolsar regions are the most appropriate regions in term of the rural entrepreneurship ecosystem for rural business development, respectively.

Research implications/limitations- The improvement of REEs in the six regions should be seriously considered and pursued by policy makers. At the same time according to this research and creating mental ideas for the authors, it is suggested that researchers study the REE and introduce the types of rural businesses appropriate to the situation of the EE in all region of the world; the subject that is not covered in this article. In addition, the method, model, and strategy used in this study provide an appropriate pattern for future researches in entrepreneurial activities development in different regions of the world.

Keywords- Rural Entrepreneurship Ecosystem (REE), ORESTE Technique, Shannon's Entropy (SE), Watershed of Haraz Plain (WHP).

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1. Introduction

The goal of any society is to achieve growth and development. Most scholars and policy makers believe that entrepreneurship is a driving force in developed and developing countries due to its role in sustainable growth by employment creation, innovation and business diversification (Biru et al., 2020). Valerio et al. (2014) says that entrepreneurship is a catalyst for achieving economic and social development objectives, including growth, innovation, employment, and equity. It can appear in an economy in a number of ways with the goal of creating wealth. Also, it can be an important source of income and employment for societies. Therefore, governments use entrepreneurship as an important tool for achieving sustainable development (Prieger et al., 2016). In recent decades, Iran has taken steps to succeed and sustain development towards entrepreneurship. However, many entrepreneurs face barriers such as unstable government policies and applying personalization policies, uncompetitiveness business environment, frequent changes in government executives and employersm, inappropriate rules, lack of business infrastructure, lack of supporting social norms and culture from entrepreneurship, inappropriate market, a high interest rate on bank loans, etc., that causes unfavorable entrepreneurship ecosystem (EE) (Ghambarali et al., 2015). This problem is more acute in Iranian rural areas. Considering the reality of village contexts in Iran suggests that job opportunities are limited in the rural areas (Statistical Center of Iran, 2016). Therefore, people prefer to migrate to big cities to meet their needs by getting a job and access to income (Taghdisi et al., 2015). This is largely the result of a different performance of the EE in rural and urban areas (Bosma & Sternber, 2014; Gholami & Moohamadzadeh, 2017). Therefore, the existence of an efficient and desirable entrepreneurship ecosystem in the rural regions can greatly help benefit from the capacities (Moumenihelali et al., 2022) including unemployed human resources.

Review of the literature and field surveys revealed that there were unemployment problems, lack of proper utilization of economic capacities and extensive rural to urban migration, the unfavorable situations for the creation and growth of new rural businesses in the watershed of the Haraz plain (WHP) in the north of Iran. In recent decades, this issue has grown in Iran and in the WHP. In other words, the capacities of the region are used on a limited basis. The lack of proper use of capacities and potentials in the WHP was largely related to space and the EE. Hence, it was necessary to examine the effect of a systematic approach on some of these problems that are rooted in limited spaces and EE. Therefore, the purpose of this study is to analyze and classify the rural regions of the WHP in terms of the entrepreneurial ecosystem (EE).

EE research commonly includes policies and programmes at the municipal, regional and country levels (Meyer et al., 2020). This research, unlike other researches in the field of the EE, which mainly seek to identify and present indicators and metrics at different levels (see, Stam & van de Ven, 2021; Biru et al., 2020; Shwetzer et al., 2019) as well as dynamics issue of the EE in different regions (see, Roundy & Fayard, 2019; Spigel, 2017), uses the multi attribute decision making (MADM) (Bagheri Moghaddam et al., 2011), for the relative assessment of the EE situation in rural different regions. Therefore, this study by moving forward and using selected indicators and criteria and applying advanced techniques, in addition to expanding research in the field of EE, helps to fill the research gap in this field.

This study contributes to theory and practice in different ways. Theoretically, it has developed a unique model with a combination of ORESTE, Shannon's Entropy (SE) techniques, and Isenberg Entrepreneurship Ecosystem Model (IEEM) to assess the EE in the rural area, which has not been explored in the literature. In practice, the results of this study will have implications for those who seek to improve entrepreneurship context in order to the promotion of entrepreneurship activities among rural entrepreneurs in different regions.

This paper is organized as follows. First, we scheme the theoretical basis and consider the existing literature for identifying criteria and their matching with the Isenberg model as well as literature related to applying ORESTE. Second, we illustrate the precise methodology and data collection process of this study, followed by presenting how to apply ORESTE, SE, and hierarchical cluster analysis (HCA). Finally, we discuss the research findings and highlight the

theoretical and practical implications along with limitations and future research directions.

2. Research Theoretical Literature

2.1 Entrepreneurial Ecosystem

The term EE was introduced by Moore (1993). The importance of exploring the space and the EE and its role in developing entrepreneurial activities has attracted the attention of scholars, institutions and international organizations (Dodd & Anderson 2007; Stam & Spigel 2016). EE is the interacting socio-economic context that promotes entrepreneurs to start and develop their businesses (Manimala et al., 2019). It is the set of forces that generate and sustain regional entrepreneurial activity (Roundy & Bayer, 2019). The EE approach focuses on the significance of the environment where the entrepreneur grows his business and distinguishes the features of the ecosystem of a specific region (The National Women's Business Council (NWBC), 2017). In general, regional advantages, absolute, relative and/or competitive advantages in a region are pillars of entrepreneurial opportunities, so each region has its own specific entrepreneurship processes (Guesnier, 1994). Therefore, policy-making should be based on regional specific advantages (Asheim et al., 2011), but not based on the non-localized experiences of other regions (Davari et al., 2017). Regional features are effective in deciding entrepreneurs to set up or develop business and the likelihood of business success (Butler et al., 2015). Aspen Network of Development Entrepreneurs (ANDE), 2013); Stam and Spigle (2016) and Rezaei et al. (2018) acknowledge that activities on the EE are in the early stages of development, and there is no common and comprehensive definition of the areas of EEs among scholars and institutes. The IEEM has been used in this research because it has the capability to implement and a high degree of flexibility in ecosystem assessment and relatively covers other models and approaches (ANDE, 2013). Liguori et al., (2018) believe that it is an important tool to better understand the situation (local). It has a lot of popularity amongst policy-makers and leaders (Stam & Spigle, 2016), and has been recognized as an influential approach in recent years (Mason & Brown, 2014). Isenberg, (2011) believes that the EE consists of hundreds of elements that can be grouped into six major realms. From Isenberg's perspective, the main realms of EE include politics, financial resources, culture, support, human capital and market. Table 1, shows components of the EE, describing the components and matching various previous studies with the described components.

Table 1. Components of rural entrepreneurship ecosystem (REE), their description and matching with different sources

Components / Matching with different sources	Policies[a]	Financial Resources[b]	Culture[c]	Support[d]	Human's Capital[e]	Market[f]
Liguori et al., (2018)	*	*	*	*	*	*
Davari & Najmabadi, (2018)	*	*	*	*	*	*
Morales & Velilla, (2018)			*			
Global entrepreneurship monitor (GEM), (2018)	*	*	*	*	*	*
Spigel (2017)	*	*				*
Rezaei et al. (2017)	*		*			
Movahedi et al. (2017)	*	*	*		*	
Davari et al. (2017)	*	*	*	*	*	*
McKague et al. (2017)		*		*	*	
Ghambarali et al. (2016)	*					
Stam (2015)	*	*				
Ghambarali et al. (2015)	*	*	*	*	*	*
Pishbin et al. (2015)		*				
OECD (2015)		*				
Najafi Kani et al. (2015)		*	*	*	*	*
Yaribeigi et al. (2014)	*	*	*		*	*
Shao-quan et al. (2013)				*	*	
Alvarez et al. (2011)	*	*	*	*	*	*
Dries et al. (2011)				*		*
Faraji Sabokbar et al. (2011)		*	*	*	*	*

Components / Matching with different sources	Policies[a]	Financial Resources[b]	Culture[c]	Support[d]	Human's Capital[e]	Market[f]
Lu and Tao (2010)						*
Haugen and Vik (2008)						*
Ronning and Kolvereid (2006)	*					
Marshall and Samal (2006)					*	
Lordkipanidze et al. (2005)				*		
Greve and Salaff (2003)						*

Description (Isenberg, 2011):
a. It includes strong leadership practices and support for government structures within institutions, regulatory frameworks for incentives and investment-friendly regulation.
b. It includes micro-credit, venture capital financing, and investors.
c. It includes visible success, risk tolerance, and the social position of entrepreneurs.
d. It includes infrastructure, professional support such as law and accounting, and nongovernmental organizations.
e. It includes educational institutions and labor force.
f. It includes early clients and networks such as entrepreneurship networks and international companies.

2.2 Using the ORESTE Technique

As noted earlier, the development of entrepreneurial activities should be based on the available capacities and potentials in different regions to achieve success. In other words, assessing the EE and identifying the potential of different regions are essential to prevent the loss of capital and time (Faraji Sabokbar et al., 2011). One of the suitable methods for relative assessment of the EE in different regions is the use of the ORESTE technique, which is one of the common and advanced methods of MADM (Bagheri Moghaddam et al., 2011). If in one MADM case, goal, ranking option m is based on indicator K and for each indicator, a weak arrangement on the set of alternative is to be illustrated and the approximate significance (weight) of each indicator to be illustrated by another weak arrangement; the basics of each MADM methods being excel to ORESTE is to be established. The ORESTE technique provides a tool to rank the decision-making alternative and eventually highlights the discrepancies (see, Zhang et al., 2018; Raj & Vinodh, 2016; Portaheri et al., 2015; Jafari, 2013; Chatterjee & Chakraborty, 2013; Pastijn & Leysen, 1989). Raj and Vinodh (2016) believes that ORESTE technique can be used for different domains to improve efficiency. Also, Chatterjee and Chakraborty (2013) argues that this technique is effective in ranking options**.** In the literature, the ORESTE technique have been used in different studies including the nuclear waste management problem (Delhaye et al., 1991), identification and prioritization of grain discharging operations risks (Jafari, 2013), the assessment of entrepreneurship status in rural areas (Najafi Kani et al., 2015), the appraisal of consequences and rural settlements ranking (Portaheri et al., 2015), the agile concept selection (Raj & Vinodh, 2016), patients' prioritization of hospitalization (Zhang et al., 2018). The literature suggests the widespread use of the ORESTE technique in various fields like rural entrepreneurship. Accordingly, the main goal of the study was to analyze the rural entrepreneurship ecosystem (REE) in the six regions of the WHP in the following stages.

Stage 1. Weighing and evaluating REE criteria through using SE;
Stage 2. Ranking (relative assissment) six regions of WHP based on REE criteria through using the ORESTE technique;
Stage 3. Classifying the ranked regions through using a HCA technique.

3. Research Methodology

3.1 Geographical Scope of the Research

The WHP is in the central part of the Mazandaran province, Iran. The WHP is surrounded by the Caspian Sea from the north, the Alborz mountain range from the south, the cities of Pol-e-Sefid, Qaem Shahr, and Juybar in the Mazandaran province from the east, and the city of Nowshahr in the same province from the west. This region includes Amol, Babol, Babolsar, FereydonKenar, MahmudAbad and Nur (Figure 1). Mazandaran province has the highest rice cultivating area (37%) and rice production (38.4%) in Iran. In this regard, the WHP is one of the high-quality plain for cultivating rice in Iran. This plain has the highest rice cultivation area (58.65%) in Mazandaran province (Statistical Center of Iran, 2016).

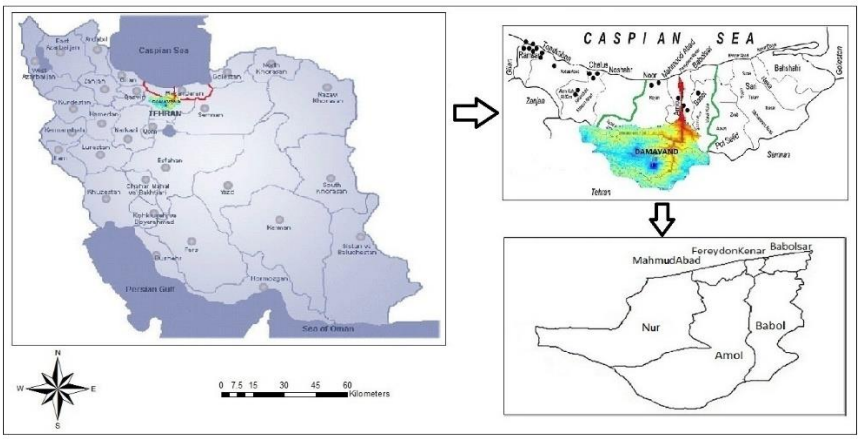

Figure 1. Iran, Mazandaran Province and WHP

3.2. Methodology

The study used the quantitative design. From the point of view of the relationship among variables, the research is descriptive-analytic, and it is practical in terms of purpose; Therefore, by applying the principles, foundations and assumptions of the EE indicators, it seeks to investigate the criteria of the rural entrepreneurial ecosystem and the relative evaluation of the six regions of the WHP. It was done through a questionnaire based on the interview as the main tool for collecting data. The statistical population of the study was two groups. The first group included rice farmers who launched at least an entrepreneurial business alongside with rice farming (pluriactive rice farmers (PRFs) in the WHP. Referring to the Jihad Agricultural Organization of Mazandaran Province, 196 PRFs were identified equally in 6 regions. Of these, 182 of them participated in this study (Table 2). The questionnaire included questions (items) about the current situation of REE criteria in Likert scale from 1 to 5 (very inappropriate = 1 to very appropriate = 5). According to the data collected, the average of rice farming experiences was more than 20 years. The average of activity experiences in at least one entrepreneurial business was more than 11 years. Moreover, the average earnings of respondents were 48.45 percent of rice farming, 44.15 percent of the entrepreneurial business and 20.7 percent of the other activities.

Table 2. Distribution of questionnaires in six regions of WHP

Regions	Completed questionnaires (n)
Amol	30
Babol	32
Babolsar	30
FereydonKenar	30
MahmudAbad	30
Nur	30
Total	182

The second group included rural experts (REs) in the study area who were identified and questioned using the snowball referrals sampling technique, too. These experts included 7 people from the Rural Cooperative Organization (RCO), 7 people from Haraz Extension and Technology Development Center (HETDC), 4 people from the Jihad Agriculture Applied Science Higher Education Institute (JEAASHEI) and 32 people from the Jihad Agriculture Officces (JEAO). The questionnaire of this group of respondents which focused on the importance of REE criteria, which is the same as the first geoup (in content), examined in 5 Likert-scale (very low = 1 to very much = 5).

3.3 The Criteria of REE in this Study

Based on Isenberg's entrepreneurship ecosystem model (2011) and various sources (Table 1), several criteria were extracted. At first, experts examined the validity of the research tool. Therefore, the necessary amendments (deleting some inappropriate questions and modifying how to express and how to put it in

some others) were carried out. Finally, the appropriate criteria were adjusted in the six components included the policy component with 5 criteria, financial component with 3 criteria, culture component with 7 criteria, support component with 10 criteria, human capital component with 4 criteria and market component with 5 criteria.

3.4 Techniques in Research

In this research, SE, ORESTE and HCA techniques were used to achieve the goal in three stages:

3.4.1 Weighting and evaluation of REE criteria using SE (stage 1)

In order to apply the ORESTE technique, it is necessary to determine the weight of the estimator criteria. For this purpose, first PRFs' opinions about the status of the REE were received. Second, in order to modify the views of PRFs about the situation of the REE, REs provided their views on the importance of each item of the REE. Finally, combining the two groups' viewpoints (PRFs and REs in this study) needs weighing and evaluating of the status of the REE and uses one of the appropriate and necessary techniques. One of the appropriate techniques for weighing and adjusting is SE (Jafari, 2013; Najafi Kani et al., 2015; Portaheri et al., 2015). Thus, this study has used the SE technique. This technique includes a combination of the viewpoint of two groups (PRFs and REs in this study) in an issue. Weighting the REE criteria was done in the following steps:

- At first step the weight of REE criteria based on view of PRFs was determined using Equation 1.

Equation 1: $$w_j = \frac{d_j}{\sum_{j=1}^{n} d_j}$$

wher d_j is the amount of deviation from data in each criterion, which is calculated using Equation 2. $\sum_{j=1}^{n} d_j$ is the total amount of deviation from the data.

Equation 2: $$d_j = 1 - E_j$$

where E_j is the entropy j^{th} criterion for all criteria, which is calculated using Equation 3.

Equation 3: $$E_j = -k \sum_{i=1}^{m} \left[P_{ij} \ln P_{ij} \right]$$

In Equation 3, given the constant value of 1 and the number of 6 options (m in Equation 4), the value of k is fixed, which is obtained from Equation 4. Also in Equation 3, P_{ij} is the average of the data obtained from the study area.

Equation 4: $$k = \frac{1}{\ln(m)}$$

- In the second step, the importance of REE criteria based on view of experts was determined using Equation5.

Equation 5: $$\lambda_j = \frac{r_i}{\sum r_i}$$

In Equation 5, r_i represents the average importance of each criterion. Also, $\sum r_i$ represents the sum of average importance of the criteria.

- In the third step, weights extracted from steps 1 and 2 were combined using Equation 6 and the final weights were determined.

Equation 6: $$w'_j = \frac{\lambda_j w_j}{\sum_{j=1}^{n} \lambda_j w_j}$$

3.4.2 Applying the ORESTE technique for ranking (relative assessment) the six regions in the WHP (stage 2)

In general, ORESTE technique is done in the following steps:

- Creating preference structures on a set of criteria and options;
- Initial ranking on the set of criteria and options using Besson's mean ranks method (Equation 7).

Equation 7: $$\bar{X} = \frac{X_1 + X_2}{r}$$

X_1 = Maximum assigned amount; X_2 = Minimum assigned amount; $\bar{X}$ = the mean distance amount

- Projection distances $\boldsymbol{d(0, m_k)}$: The projection in ORESTE technique is based on using the hypothetical matrix called position matrix. In all its columns, the decision options are organized from the best to the worst and accordingly, the columns are arranged based on the criteria ranks. Figure 2 shows an example of the position matrix.

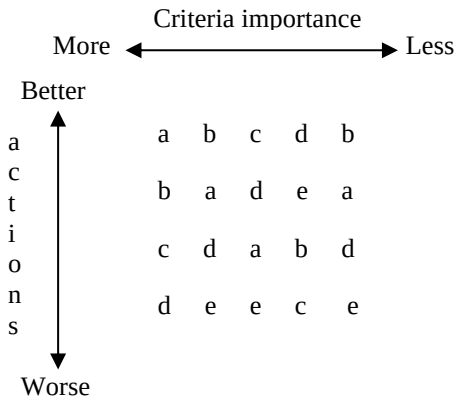

Figure 2. An example of the position matrix (Pastijn & Leysen, 1989)

Illustrating the members of the matrix, we have the following relationships (Equation 8, 9, & 10):

Equation 8: if $aP_k b$ *then* $d(0,a_k) < d(0,b_k)$

Equation 9: if $r_1(a) = r_2(b)$ and $1P2$ *then* $d(0,a_1) < d(0,b_2)$

Pastijn and Leysen (1989) discussed various types of projections. In this paper, the linear orthogonal projection is used. In this mode to perform the projection distances $d(0,m_k)$ from r_k and for $r_k(m)$ option m in k criteria, Equation 10 is used.

Equation 10: $d(0,m_k) = \frac{1}{2}\left[r_k + r_k(m)\right]$

- Global ranking of the options distances: For constructing a complete order of the options, the projections are ranked again by means of Besson's mean ranks method as their relative positions are important but not their exact values. A global rank $R(m_k)$ is assigned to all the projection distances from the lowest to the highest ones (Chatterjee & Chakraborty, 2013).

Equation 11: $R(a_1) \le R(a_2)$ if $d(0,a_1) \le d(0,b_2)$

These ranks are called global ranks and all exist in the following scope (Equation 12):

Equation 12: $1 \le R(m_k) \le m, k$

- Aggregation: For each option, a mean rank is computed by the summation of their global ranks over the entire set of criteria using the following expression which yields a complete ranking order of the options (Chatterjee & Chakraborty, 2013). According to Equation 13, we have:

Equation 13: $R(m) = \sum_{k-1}^{k} R(m_k)$

Thus, an incremental sequential structure is modified based on $R(m_k)$ and with regard to Equation 14 and 15:

Equation 14: if *R(a) < R(b)* then *a P b*

Equation 15: if *R(a) = R(b)* then *a I b*

The smaller $R(m_k)$ indicates better position of a particular option (Roubens, 1982; Leeneer & Pastijn, 2002; Chatterjee & Chakraborty, 2013).

3.4.3 Classification of the six rigons in the WHP using HCA (stage 3)

HCA is used to classify different regions based on the degree of similarity in different clusters. In this research, the hierarchical cluster procedure from the type of agglomerative clustering was used (Kalantari, 2013; Portaheri et al., 2015; Tan et al., 2019). Therefore, to better understand and recognize priorities in the creation and development of rural businesses in different regions, six studied regions based on the degree of similarity in terms of REE were classified into three appropriate, semi-appropriate, and inappropriate levels.

3.5. Data Analysis Tools

For data analysis, Excel, SPSS and Arc GIS software were used. Excel software was used to weigh the criteria and rank the six regions. SPSS software was used to classify the rankings obtained from the six regions. ArcGIS software was used to show the visual presentation of the results of the research.

4. Research Findings

4.1 Situation of the REE in the WHP

According to Table 3, the component of human capital (M= 2.87) is in a better situation from the viewpoint of PRFs. Moreover, the policy component (M= 2.18) from the viewpoint of PRFs has a lower average

compared to other components. In general, the situation of REE in the studied region is inappropriate.

Table 3. Describing the REE current situation in the WHP from the viewpoint of PRFs

	Components	n	M*
REE in the WHP	Policy	182	2.18
	Fanancial	182	2.20
	Culture	182	2.61
	Supports	182	2.70
	Human Capital	182	2.87
	Markets	182	2.36

*Mean: very inappropriate = 1 to very appropriate = 5

4.2 Phases of Ranking of Six Regions in the WHP in Terms of REE

As explained in the previous section, the REE in the WHP is not in a favorable situation. However, the study of the relative status of six regions in the WHP based on the REE compared to each other is very important for regional planning and, integrated development. Thus, weighting the criteria and then ranking (relative assessment) as well as classifying the six regions were considered.

4.2.1 The status of the REE criteria using SE (stage 1)

Wighing the criteria includes a combination of current status in the REE criteria (the viewpoint of PRFs) and the importance of REE criteria (the viewpoint of REs). Table 4 showed the weight of components and criteria. The results indicated that the support component (32.57%) was ranked the first compared to other components. According to this component, access to needed scientific and technical advice (27.18%) and access to the energy infrastructure in the region (19.48 %) were ranked high. The components of the market (16.35%), human capital (16.16%), policy (16.15%) and culture (14.56%) with slight difference from each other, respectively, were ranked second to fifth. Thus, in the market component, access to local entrepreneurs' network and business owners in the region for the exchange of market information (37.22%) and the presence of primary and key customers producing new products/services by businesses in the region (23.30 %) were ranked high. Access to skilled and experienced workforce in the region (55.67%) and access to semi-skilled workforce in the region (34.14%) were ranked high in the human capital component. In the policy component, local government support from R&D sectors for the creating and developing of the business (CDB) (30.07%) and ease of obtaining permissions necessary for the CDB from related organizations (24.93%) were ranked high. The social situation of business owners in the region (20.64%) and belief in effectiveness and usefulness of business owners in various dimensions including social, economic, etc. (20.54), were ranked high in the culture component. The financial component ranked at the lowest level in comparison with other components.

Table 4. Status of REE components and criteria based on the combined viewpoint of the PRFs (current situation of criteria) and REs (criteria important) using SE technique

Goal	Components	%	Rank of components	Criteria	%	Rank of criteria related to each component
REE in the WHP	Policy	16.15	4	Local government support from R&D sectors for the CDB	30.07	1
				Ease of obtaining permissions necessary for the CDB from related organizations	24.93	2
				Opportunities for the CDB	17.86	3
				Tax exemption laws for the CDB	16.85	4
				Local government support of bankrupt business owners	10.30	5
	Financial	4.12	6	The participation of private sector (legal entities) in financing for the CDB	35.32	1
				The participation of investors (natural persons), friends and family in order to invest for the CDB	34.48	2

Goal	Components	%	Rank of components	Criteria	%	Rank of criteria related to each component
				Access to loans for the CDB	30.21	3
	Culture	14.65	5	The social situation of business owners in the region	20.64	1
				The belief to effectiveness and usefulness of business owners in various dimensions include social, economic, etc.	20.54	2
				The tolerance status of risk, mistake and failure of business owners in the region	16.11	3
				The prominence of successful business owners in the region	13.01	4
				The status of people's tendency for the CDB in the region	11.96	5
				Introducing exemplary business owners and publishing their success stories across the region	8.96	6
				The status of attention to innovation, creativity and experience in business	8.78	7
	Supports	32.57	1	Access to centers needed to receive scientific and technical advice on a specific business	27.18	1
				Access to the energy infrastructure (water, gas, electricity) in the region	19.48	2
				Promoting and expanding the CDB by NGOs in the region	17.78	3
				Access to the virtual communication infrastructure (telphone and mobile, Internet) in the region	8.80	4
				Access to the physical infrastructure (road, etc.) in the region	8.70	5
				Conducting of idea contests and plan for the CDB in the region	6.85	6
				Conducting conferences and seminars on the CDB in the region	3.13	7
				The extent to which business owners in the region have legal advice (e.g. how to obtain permission, how to get tax exemptions, etc.)	3.01	8
				Providing technical services and support (e.g. providing equipments) by business associations for business owners in the region	2.71	9
				The extent to which business owners in the region have financial and accounting advices (e.g., guidance to estimating the cost of launch a business)	2.36	10
	Human Capital	16.16	3	Access to skilled and experienced workforce in the region	55.67	1
				Access to semi-skilled workforce in the region	34.14	2
				The status of general, cultural and extensional education for the CDB in the region	5.33	3
				Holding training courses and workshops related to the CDB in the region	4.86	4
	Markets	16.35	2	Access to local entrepreneurs' network and business owners in the region for the exchange of market information	37.22	1
				The presence of primary and key customers to introducing produced new products/services by businesses in the region	23.30	2
				Access to the overseas Iranian entrepreneurs' network and business owners for exchanging market information	21.20	3
				Access to distribution channels, wholesalers and retailers to sell produced products/ services	9.19	4
				Access to national entrepreneurs' network and business owners for the exchange of market information	9.09	5

4.2.2 Ranking (relative assessment) and classifying the six regions in the WHP based on the components of the REE using ORESTE and HCA techniques (stage 2 and 3)

In this section, first, the ranking of different regions was determined based on each component, and also the combined criteria. Then, according to the ranks of each region using a HCA technique, six regions were classified into three levels including appropriate, semi-appropriate, and inappropriate.

Ranking (relative assessment) and classifying the six regions in the WHP based on the components of the REE- According to Figure 3, the results showed that the Nur and Babolsar regions were in a more appropriate

situation in terms of the policies governing REE in comparison with other regions, respectively, but Amol and Babol regions were in an inappropriate situation, respectively. The results showed that the Babolsar region is in an appropriate situation in terms of access to financial resources, but Nur, Babol and Amol were respectively in a more inappropriate situation in comparison with other regions. In terms of cultural criteria governing the REE, MahmudAbad and Nur regions were in an appropriate situation but Babol and Amol regions were in a more inappropriate situation. The results showed that the PRFs in the Amol, Nur and FereydonKenar regions were in a more appropriate situation in terms of support, respectively, but MahmudAbad entrepreneur PRFs were in an inappropriate situation. Results demonstrate that the FereydonKenar region was in a more appropriate condition in terms of human capital, but Nur, Amol and Babolsar regions did not have appropriate human capital. Regarding the market criteria, the Nur region was in an appropriate situation, but MahmudAbad and FereydonKenar regions were not in an appropriate situation.

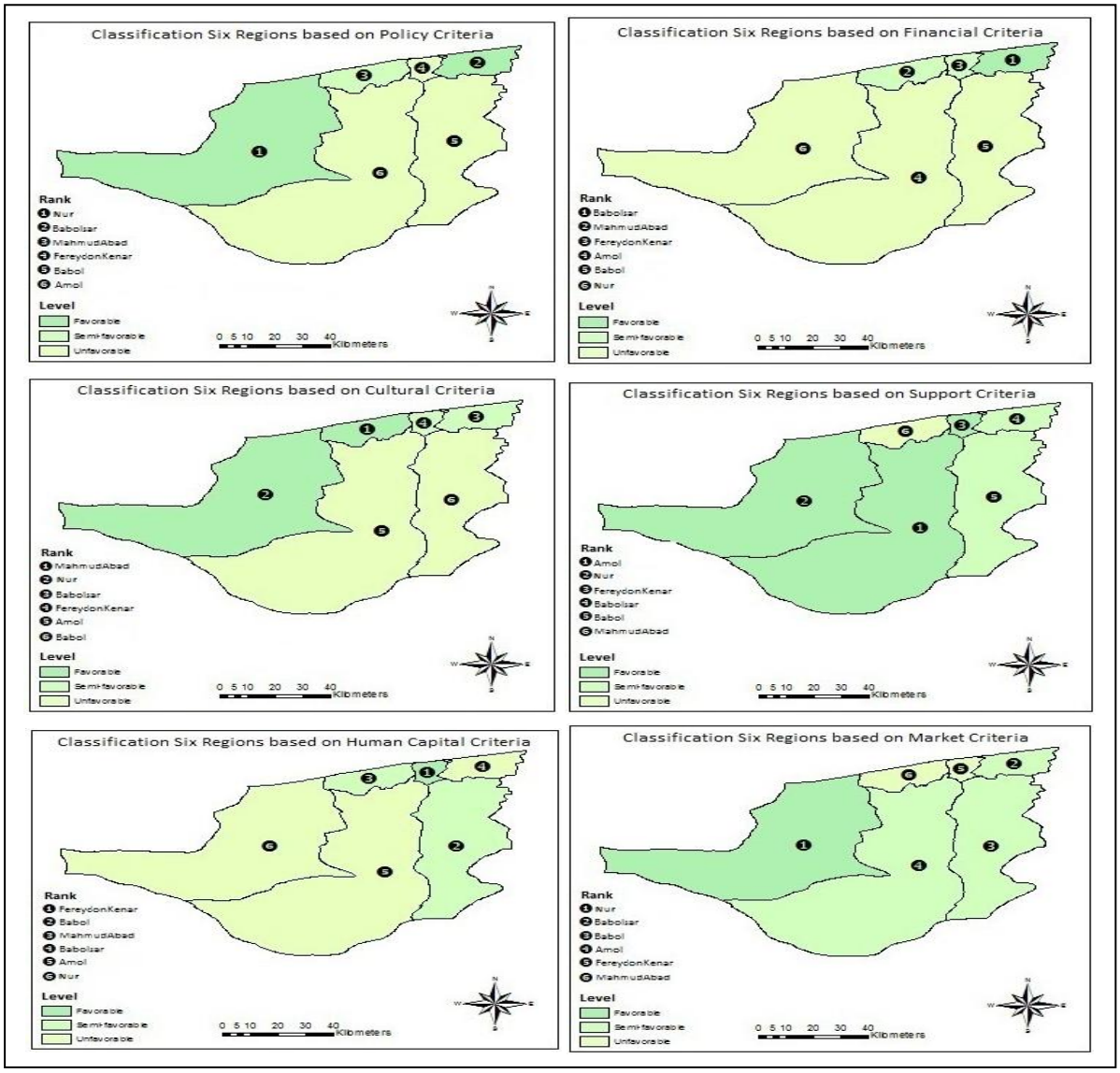

Figure 3. Ranking (relative assessment) and classifying the six regions in the WHP based on each component

Ranking (relative assessment) and classifying the six regions in the WHP based on the combined criteria of REE-According to Figure 4 and 5, Nur and Babolsar regions were ranked first and second and

were identified as the most appropriate regions in term of REE, respectively. However, the REE in the Amol, MahmudAbad and Babol regions was not in an appropriate situation in comparison with other regions, respectively. In the meantime, the Fereydonkenar region was in a more appropriate situation than the three regions mentioned above in terms of REE.

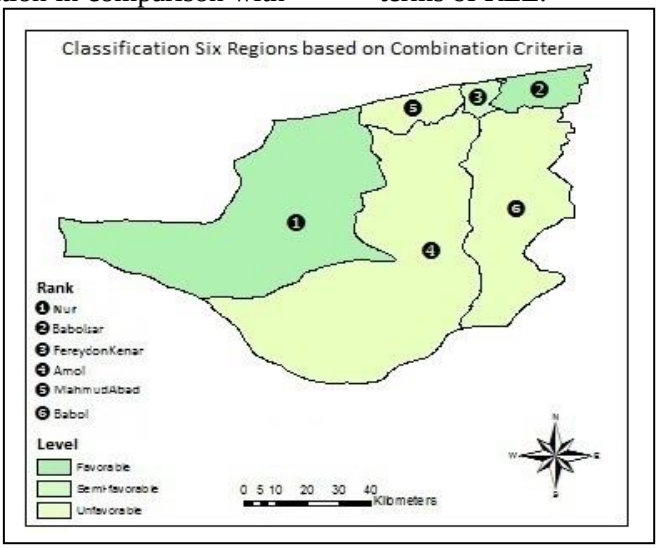

Figure 4. Ranking (relative assessment) and classifying the six regions in the WHP based on a combination criteria

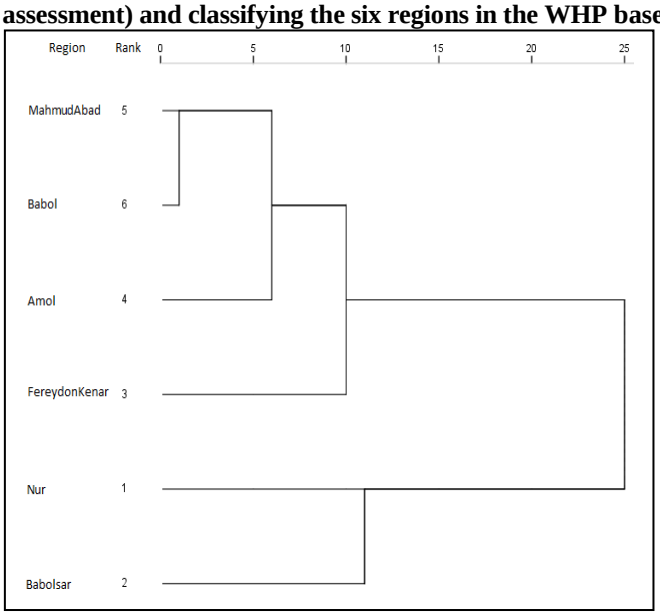

Figure 5. Chart of agglomerative HCA of six regions in the WHP based on combination criteria

5. Discussion and Conclusion

In general, the situation of REE in the studied region is good. The GEM (2018) confirms this issue. The evaluation of the criteria showed that a support component was ranked first with a relatively large difference compared with other components. So that this component in Amol, Nur and FereydonKenar regions has been in an appropriate situation. This result was largely due to the access to centres in need of receiving scientific and technical advice on a specific business. The access of PRFs to infrastructures such as water, gas and electricity, and also, the efforts of NGOs promotes and expands businesses in these regions and these infrastructures are reasons for the appropriate situation of the support component. Based on the support component, the inadequate tendency of NGOs promotes and expands the CDB. Lack of proper idea contests and plan for the CDB, inappropriate access to the infrastructure of virtual communication (Internet, etc.), physical (road, etc.), and energy infrastructure (gas, etc.), to a large extent, have caused the

inappropriate situation in the MahmudAbad region. Lordkipanidze et al. (2005) believe that designing and developing mechanisms to support entrepreneurship and providing the necessary support infrastructure for entrepreneurship are the main elements of entrepreneurship development programs. Therefore, according to results, it is recommended authorities take the creation and provision of physical, virtual and energy infrastructure into consideration. This issue, however, should first be considered and followed by rural municipalities in different regions, especially regions with an inappropriate situation of REE. Moreover, it should be considered and pursued the idea contests and plan for the CDB in rural areas with the presence of rural entrepreneurs by the activists and experts of this field.

Based on the evaluation of the criteria, the market component was ranked second. Based on this component, the Nur region was in an appropriate situation. This result was largely due to the access to local entrepreneurs' network and business owners in the region for the exchange of market information. Access to local entrepreneurs' network is an issue that helps acquire market information across the region. This enables entrepreneurs to meet the basic needs of people in the region, or create changes in their products based on market requirements. Networks have a great impact on their entrepreneurial activities through their impact on entrepreneurial decisions (Klyver & Foley, 2012). In general, networks help entrepreneurs recognize the market, acquire the necessary technical knowledge, obtain the necessary resources for business start-ups, and have access to distribute channels, customers, and suppliers (Greve & Salaff, 2003; Spigel, 2017). The presence of primary and key customers in introducing new produced products/services is another important criterion of the market component. It is very important in the initial formation of a business and its continuity. Primary customers and key customers help introducing produced products/services on the level of the region. The basic market component, lack of proper access to entrepreneurs' network and business owners for the exchange of market information have largely led to the inappropriate situation in the MahmudAbad and FereydonKenar regions. Therefore, it is recommended that entrepreneurs create an information exchange network among themselves in the regional, countrysides and potential Iranian entrepreneurs abroad. Moreover, in these regions (the regions with the inappropriate situation in the market component) at first entrepreneurs have to identify key customers, and then concentrate on the production/supply of products/services based on their views.

Based on the criteria evaluation, the human capital component was ranked third with a little difference compared to the market component. Therefore, the Fereydonkenar region was in an appropriate situation, because the access to semi-skilled workforce and the training courses and workshops related to the CDB provided in the region made mental and skillful readiness in manpower. On the other hand, the lack of access to the semi-skilled workforce in the region and the lack of proper training courses and workshops related to the CDB in the region have largely led to the inappropriate situation of REE -in the human capital component- in the Nur, Amol and Babolsar regions. Marshall and Samal (2006) argue that in the entrepreneurial process, one of the important problems that entrepreneurs face is the lack of knowledge and skills. It is basically suggested that training courses and workshops related to the CDB in the region should be considered due to mental and skilful readiness in manpower. This problem can be solved if private sectors, including Rural Production Cooperating groups, consulting firms, engineering and technical institutions take appropriate actions (in both agriculture and non-agricultural).

The policy component was ranked fourth with little difference compared to the market and human capital components based on criteria evaluation. Thus, Nur and Babolsar regions were in an appropriate situation. This result was largely due to the local government support from R&D sectors for the CDB and the ease of obtaining necessary permissions for the CDB from related organizations. On the other hand, based on the policy component, the weakness of the local government in support of the R&D sectors for the CDB, the unsupportable process for obtaining permissions necessary for the CDB from related organizations, and the lack of local government support for bankrupt business owners have largely led to the inappropriate situation of REE in the Amol, Babol and FereydonKenar regions. In the field of entrepreneurship, policies include rules and regulations. The policy function is to provide supportive programs to encourage entrepreneurs through tax benefits, public investments, or reductions in administrative regulations. Therefore, rules and regulations are key to the economic and policy context in which entrepreneurship takes place. This may include reducing the legal barriers to setting up a firm,

developing financial systems or providing public funds for implementing support programs of entrepreneurship and networking (Spigel, 2017). Therefore, it is suggested that legislator institutions facilitate the following issues: a) activating R&D sectors; b) facilitating the process of obtaining permissions for the creation and development business; and c) supporting activities for bankrupt entrepreneurs through creating simple and transparent rules or modifying existing laws. The bankrupt entrepreneurs have high experience and work networks and their probability of success is higher (Davari et al., 2017). On the other hand, there may be some appropriate rules, which do not function properly in these sections. Therefore, it is necessary that the monitoring authorities have the necessary and proper control over the right implementation of the rules.

Based on the criteria evaluation, the culture component was ranked fifth with little difference compared to the market, human capital, and policy components. Therefore, MahmudAbad and Nur regions were in an appropriate situation. This result was largely due to the prominence of successful business owners in the regions, the proper social situation of business owners in the regions and people's tendency for the CDB in the regions. On the other hand, inappropriate social status of business owners, lack of tolerance of risk, mistake and failure by business owners, unidentified staying successful business owners and failure to introduce exemplary business owners and their success have largely led to the inappropriate situation of REE -in the culture component- in the Amol and Babol regions. Spigel (2017) believes that culture includes beliefs and perspectives on entrepreneurship in each region. Cultural attitudes and the history of entrepreneurship are main characteristics of every cultural entrepreneurial ecosystem. The business culture should provide the opportunity and possibility to start again for failed entrepreneurs (Davari et al., 2017). Therefore, it is suggested that executives and authorities introduce successful rural business owners through local media and social networks. Moreover, it is necessary to take the steps to host a successful village entrepreneurship festival. On the other hand, it is suggested that the development and expansion of risk aversion and lack of fear of failure be considered the most important missions of educational centers in the region level. Futhermore, all components of the EE are needed in a region; in other words, these components depend on each other. Ranking components were used to determine their relative importance in the WHP and six regions.

The financial component was ranked as the lowest component compared to other components. Thus, the Babolsar regions was in an appropriate situation. This result was largely due to the participation of private sector (legal entities) in financing for CDB and the participation of investors (natural persons), friends and family in order to invest for the CDB. The issue of financing has been emphasized in most entrepreneurship researches including Liguori et al. (2018), Davari and Najmabadi (2018), Spigel (2017), Movahedi et al. (2017), and Davari et al. (2017).

In general, the REE in the WHP is not in a favourable situation. Therefore, with a focus on improving the different dimensions of EEs with an emphasis on the weakness of the components and items related to each of the six regions, can be expected that many more rice farmers start up the different businesses alongside rice farming. On the other hand, the improvement of REEs in different dimensions can lead to the creation and development of modern businesses (businesses with controllable situations such as a greenhouse) in six regions. Initial field survey in this area showed that most businesses have been created in open spaces and without roofs. This type of businesses usually comes with constraints such as climate change, pest and disease problems, lack of proper cost management, lack of water management, etc. Therefore, creating and developing modern businesses, such as horticulture in the greenhouse can be effective and useful in various aspects, including climate control, cost management, pest and disease management, water management, increase in production per unit area, increase in income, etc. Accordingly, the improvement of REEs in the six regions should be seriously considered and pursued by policy makers. At the same time according to this research and creating mental ideas for the authors, it is suggested that researchers study the REE and introduce the types of rural businesses appropriate to the situation of the EE in each region of the world, the topic that is not covered in this article. In addition, the method, model, and strategy used in this study provide an appropriate pattern for future researches in entrepreneurial activities development in different regions of the world.

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Original Article

تحلیل منطقه‌ای اکوسیستم کارآفرینی در نواحی روستایی شمال ایران (مطالعه موردی: حوضه آبریز دشت هراز)

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چکیده مبسوط

۱. مقدمه

هدف هر جامعه‌ای دستیابی به رشد و توسعه پایدار است. یکی از مهمترین تسهیل کننده‌ها در جهت دستیابی به اهداف توسعه اقتصادی و اجتماعی از جمله رشد، نوآوری، اشتغال و برابری کارآفرینی است. کارآفرینی می‌توانند به عنوان منبع مهم درآمد و اشتغال برای افراد آسیب‌پذیر روستایی عمل کند. به‌طوری‌که دولت‌ها از کارآفرینی به عنوان یک ابزار مهم برای دستیابی به توسعه پایدار استفاده می‌کنند. در طی دهه‌های اخیر، کشورهای توسعه یافته و در حال توسعه از جمله ایران برای موفقیت و پیشرفت و توسعه پایدار به سوی کارآفرینی گام برداشتند. اما در ایران به‌رغم تلاش‌هایی که در جهت توسعه کارآفرینی انجام شده است، متاسفانه رشد مناسب و پایداری در زمینهٔ کارآفرینی و کسب و کارهای کوچک و متوسط مشاهده نشده است. بسیاری از کارآفرینان در ایران با موانعی همچون دگرگونی سیاست‌های دولت و به کارگیری سیاست‌های سلیقه‌ای؛ وجود قوانین نامناسب و غیرحمایتی، فقدان زیرساخت‌های تجاری؛ عدم حمایت هنجارهای اجتماعی و فرهنگی از کارآفرینی؛ نامناسب بودن بازار؛ بهره بالای وام‌های بانکی و غیر روبرو هستند که فضای نامساعد کسب و کار را پیش‌روی آن‌ها قرار داده است. توجه به واقعیت روستاها در ایران حاکی از آن است که فرصت‌های شغلی در مناطق روستایی ایران محدود شده است؛ به طوری که مردم فقیر برای خروج از فقر، به ناچار به شهرهای بزرگ مهاجرت می‌کنند. این موضوع تا حد زیادی حاصل عملکرد نامطلوب اکوسیستم کارآفرینی در مناطق روستایی است. وضعیت نامطلوب اکوسیستم کارآفرینی در حوضه آبریز دشت هراز (واقع در استان مازندران) موجب مشکلات بیکاری، عدم بهره‌برداری مناسب از ظرفیت‌های اقتصادی و مهاجرت گسترده روستا-شهری شده است. موضوعی که در دهه‌های اخیر شاهد رشد فزایندهٔ آن‌ها در این منطقه هستیم.

۲. مبانی نظری تحقیق

رویکرد اکوسیستم کارآفرینی بر اهمیت محیطی که در آن کارآفرین ظهور می‌کند و کسب و کارش رشد می‌کند و ویژگی‌های اکوسیستم یک منطقه خاص را متمایز می‌کند، تأکید دارد. اهمیت بررسی اکوسیستم کارآفرینی و نقش آن در توسعهٔ فعالیت‌های کارآفرینانه، توجه اندیشمندان، نهادها و مؤسسات بین‌المللی را نیز به خود معطوف کرد. یکی از مهمترین مدل‌هایی که در زمینه اکوسیستم کارآفرینی در طی سال‌های اخیر مورد توجه و استفاده محققان قرار گرفت، مدل اکوسیستم کارآفرینی آیزنبرگ (۲۰۱۰) است. فعالیت‌ها بر روی اکوسیستم کارآفرینی در مراحل اولیه توسعه بوده و تعریف مشترک و جامعی از حیطه‌های اکوسیستم کارآفرینی در میان محققان و موسسه‌ها وجود ندارد. بنابراین، با توجه به قابلیت اجرا و انعطاف‌پذیری مدل اکوسیستم کارآفرینی آیزنبرگ در ارزیابی اکوسیستم و پوشش نسبی حیطه‌های سایر مدل‌ها و رویکردها و نیز محبوبیت و شهرت در میان سیاست‌گذاران، رهبران، محققین و اندیشمندان و شناخته شدن به عنوان رویکردی تاثیرگذار در طی سال‌های اخیر مورد توجه این پژوهش قرار گرفت.

آیزنبرگ معتقد است، اکوسیستم کارآفرینی شامل صدها عنصر است که می‌توانند در شش قلمرو اصلی گروه‌بندی شوند. حوزه‌های اصلی اکوسیستم کارافرینی از دیدگاه آیزنبرگ شامل؛ سیاست، منابع مالی، فرهنگ، حمایت‌ها، سرمایه انسانی و بازار است. مزیت‌های منطقه‌ای، برتری‌های مطلق، نسبی و یا رقابتی موجود در یک منطقه بسترساز فرصت‌های کارآفرینانه هستند.

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به طوری که هر منطقه فرآیندهای کارآفرینی مختص به خود را دارد. لذا توسعه فعالیت‌های کارآفرینی باید بر اساس ظرفیت‌ها و پتانسیل‌های موجود در مناطق مختلف انجام گیرد تا به موفقیت دست یابد. اساسی‌ترین گام در این راه، ارزیابی اکوسیستم کارآفرینی به منظور شناسایی پتانسیل‌های مناطق مختلف است، تا از هدر رفت سرمایه و زمان جلوگیری شود. یکی از روش‌های مناسب برای ارزیابی اکوسیستم کارآفرینی در مناطق مختلف، استفاده از روش اُرسته می‌باشد که جزو روش‌های شناخته شده و پیشرفتهٔ تصمیم‌گیری چندشاخصه است.

۳. روش تحقیق

پژوهش حاضر از منظر هدف، کاربردی بوده و بر حسب روش گردآوری داده‌ها از نوع توصیفی-پیمایشی است. ابزار گردآوری داده‌ها، پرسشنامه بود. جامعه آماری پژوهش شامل خبرگان و شالیکاران کارآفرین در حوضه آبریز دشت هراز در استان مازندران بودند. در این تحقیق ۵۰ کارشناس آشنا با مسائل کارآفرینی روستایی و ۱۸۲ شالیکار کارآفرین از شش منطقه حوضه آبریز دشت هراز (شامل؛ آمل، بابل، بابلسر، فریدونکنار، محمودآباد و نور) مشارکت داشتند. در این تحقیق برای تحلیل و مقایسه اکوسیستم کارافرینی مناطق شش‌گانه از ترکیب تکنیک‌های آنتروپی شانون، اُرسته و تحلیل خوشه‌ای سلسله‌مراتبی استفاده شده است.

۴. یافته‌های تحقیق

نتایج نشان داد که مناطق مورد مطالعه از نظر اکوسیستم کارآفرینی روستایی در وضعیت نامناسبی قرار دارند. ارزیابی نسبی با استفاده از آنتروپی شانون نشان داد که مؤلفه پشتیبانی با اختلاف زیادی در مقایسه با سایر مؤلفه‌ها در بالاترین سطح قرار دارد .مؤلفه مالی در مقایسه با سایر مؤلفه ها در پایین ترین سطح قرار دارد. نتایج با استفاده از تکنیک اُرسته و تحلیل خوشه‌ای سلسله مراتبی نشان داد که مناطق نور و بابلسر به‌ترتیب مناسب‌ترین مناطق از نظر اکوسیستم کارآفرینی روستایی برای توسعه کسب‌وکار روستایی هستند.

۵. بحث و نتیجه‌گیری

نتایج نشان داد که شالیکاران کارآفرین بر اساس وضعیت محیطی خود، در کنار کشت برنج، کسب و کاری راه اندازی کردند. به عبارت دیگر، آنها کسب و کار خود را بر اساس وضعیت اکوسیستم کارآفرینی منطقه راه اندازی کردند. به طور کلی، اکوسیستم کارآفرینی در حوزه آبریز هراز در وضعیت مطلوبی قرار ندارد. بنابراین، با تمرکز بر بهبود ابعاد مختلف اکوسیستم کارآفرینی با تاکید بر ضعف مؤلفه‌ها و موارد مربوط به هر یک از مناطق شش گانه، می توان انتظار داشت که تعداد بیشتری از شالی‌کاران، مشاغل مختلف را در کنار کشت برنج راه‌اندازی کنند. از سوی دیگر، بهبود اکوسیستم کارآفرینی روستایی در ابعاد مختلف می‌تواند منجر به ایجاد و توسعه کسب و کارهای مدرن (کسب و کار با موقعیت های قابل کنترل مانند گلخانه) در شش منطقه شود. بررسی میدانی اولیه در این منطقه نشان داد که بیشتر مشاغل در فضاهای باز و غیرمسقف ایجاد شده‌اند. این نوع کسب‌وکارها معمولاً با محدودیت‌هایی مانند تغییرات آب و هوایی، مشکلات آفات و بیماری‌ها، عدم مدیریت صحیح هزینه‌ها، عدم مدیریت آب و غیره همراه هستند، بنابراین ایجاد و توسعه کسب‌وکارهای مدرن مانند ایجاد کسب و کار در فضای گلخانه می‌تواند در ابعاد مختلف از جمله کنترل شرایط جوی، مدیریت هزینه، مدیریت آفات و بیماری ها، مدیریت آب، افزایش تولید در واحد سطح، افزایش درآمد و غیره مؤثر و مفید باشد.

کلیدواژه‌ها: اکوسیستم کارآفرینی روستایی، تکنیک اُرسته، آنتروپی شانون، حوضه آبریز دشت هراز.

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پژوهش حاضر برگرفته از رساله دکتری نویسنده اول (هادی مؤمنی هلالی)، گروه ترویج و آموزش کشاورزی، دانشکده کشاورزی، دانشگاه تربیت مدرس، تهران، ایران است.

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Original Article

Barriers to the Efficiency of the Olive Value Chain in Rural Areas of Tarom County, Iran

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Abstract

Purpose- Value chain development is an approach to rural economic development, which promotes the development of businesses and farmers' access to the market, reduces poverty, increases income and sustains food security in rural areas.

Design/Methodology/Approach- This study is mixed qualitative-quantitative research, and applied research and in terms of purpose. A non-probability sampling method was used in the research. The main method of collecting research data was semi-structured interviews with the selected sample. The interviews were continued until the theoretical saturation. At the end, 38 individuals participated in the interviews. Interview notes were classified and analyzed in three stages: open, central and selective coding. Ultimately, 20 respondents were selected to answer the questionnaires after reviewing the content. The data of the questionnaires were collected and combined as a direct input matrix in MICMAC

Findings- Barriers to olive value chain efficiency were identified: 30 criteria, 10 subcategories and 5 main categories. The efficiency of the olive value chain in Tarom County depends on a proper marketing management, providing infrastructure, policymaking, planning and also the organizations and trade unions. These factors were the most important and influential factors that had high cohesion and influence among other factors. In contrast, variability of the purchase and sale price, taking advantage of buying the product below the price by the middlemen, pre-sale of the product by farmers, more product waste during storage, transferring the olives to processing factories in the county are the dependence criteria.

Practical implications- Given that the olive value chain in Tarom County is not efficient, its efficiency depends on a proper marketing management, providing infrastructure, policymaking, planning and also the organizations and trade unions. Most of the mentioned factors are dependent on the institutional actors and agricultural managers, and indicates their important role in enhancing the productivity of the olive value chain.

Originality/Value- The results of this research can be a good way to solve problems and obstacles to agricultural development in rural areas.

Keywords- Rural economy, Agriculture, Value chain, Olive, Tarom County.

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1. Introduction

Throughout history and in the early stages of economic development of countries, agriculture has always been a major part in the economy and the exchange of goods and money (Upite & Pilvere, 2011; Ommani et al., 2009). Today, agriculture provides a large source of the world's food and calories (FAO, 2016; Zdanovskis & Pilvere, 2015), and has been the main job source in rural areas, also a key element in maintaining quality and the environment in these areas (Brence & Upeniece, 2018; Smit et al., 2015; Halwart et al., 2003). This sector provides livelihoods and helps rural areas via increasing incomes (Chowdhury & Chowdhury, 2011) and reducing poverty (Shahroudi, 2011; O'Farrell, 2001). Furthermore, through supplying raw materials for other industries and employment, and maintaining stability and growth, agriculture contributes to social stability and economic growth of societies (Gong & Lin, 2000). Thus, any neglect to recognize and assess the factors affecting agricultural development and promotion of economic and social indicators, reduces agricultural capacity in rural areas, which will lead to social and economic instability (Mirlotfi et al., 2012). In countries where the majority of the population lives in rural areas, addressing this is of great importance.

The agricultural sector in Iran, as in other developing countries, is crucial in terms of special and sensitive conditions of food security, high-risk environment and its high proportion in the national economy (Kabiri & Barzandeh, 2003), as well as its high amount of employment especially in rural areas (Ommani et al., 2009; Shakoori, 2013). The agricultural sector is yet facing some problems and anomalies in Iran, and calls for structural reform (Kabiri & Barzandeh, 2003). Currently, a concerning matter in the agricultural sector is the barriers to the efficiency of the value chain of agricultural products in rural areas. The issue has been increasingly argued in the regions, along with the expansion of urbanization and the transition of agriculture from the traditional to the modern stage and the growing share of products offered in the consumer market.

The value chain includes all the factors and conditions that lead to the transfer and preparation of the product for the consumer. It is crucial for reducing poverty and overcoming the challenge of food security and resilience in times of crisis and shocks (Cucagna & Goldsmith, 2018; Kumar & Sharma, 2016). Completing this value cycle and distribution channels will help the development of regions and the added value to the regions. Tarom County, located in the subtropical climatic conditions (based on the Koppen climate classification) and Ghezel Ozan River, has special capabilities in the production of agricultural products, especially in the production of olives. This county is the largest producer of olives (27% of the country's olives) in the province and this region is considered as a strategic agricultural region in Zanjan Province. In this regard, it seems that the distribution network and value chain of olive products in rural areas of Tarom County is not efficient and most olives produced are transported unprocessed to neighboring cities for processing. According to the report by Agriculture Jahad Organization in 2020, only half of the olive crop is processed inside the county. The structural weakness in production, sale and supply of the product has caused low efficiency of the product value chain in Tarom County. Therefore, understanding the bottlenecks of the value chain of agricultural products, and its inefficiency are now among the main challenges in rural economies, the present study examines this issue more clearly in rural areas, particularly in Tarom's rural area. In this regard, the following questions are asked to study the issue:

- What is the current pattern of olive value chain in rural areas of Tarom County?
- What are the barriers to the efficiency of the olive value chain in rural areas of Tarom County?

2. Research Theoretical Literature

Agriculture as the most important basis of the country's economy and rural economy is the pivotal in rural areas. The stability and continuity of this sector contributes to economic stability in rural areas (Riahi & Nasire Zare, 2021). Agricultural development in rural areas not only provides optimal use of water, soil and human resources located in rural areas, but also has a significant impact on creating a proper economic structure and the development process of national development (Momeni et al., 2017). The efficiency of the value chain is part of organization of economic activity.

Michael Porter and Harvard in 1985 first introduced the concept of the value chain. It was a strategic tool for systematically examining activities and interaction of companies. Value chain simply provides conditions for creating more benefits than costs and the success of a particular industry in the long run (Charband & Jafari, 2016). In other words, it is defined as a combination of integrated planning, collaboration and control of all processes and activities across the chain to create added value, which reduces the total cost of stakeholders, helps to reduce risk, and increases overall revenue and performance (Jayaratne, 2011).

The idea of value chain can be studied from two different perspectives: The first is about the business and its application to strategy and organization, coined by Porter in the late 1980s, and the second is about global product chains introduced and used by Gereffi and in the late 1990s. In general, such analyses emphasize the interaction between actors at every stage of the production system (from raw material producers to consumers) (UNCTAD, 2000). The value chain is an operational and analytical model based on the fact that a product is rarely consumed directly at the place of production, instead the product is transformed, deformed, combined with other products, packaged, shipped, and then illustrated to reach the final consumer (Abdullahzadeh & Sharifzadeh, 2018).

The value chain is a wide range of activities required to create a product or service, through various stages of production, conversion and delivery to end consumers (Bammann, 2019). It consists of a set of actors (stakeholders) including suppliers, manufacturers, processors, exporters and buyers who are involved in product creation activities to the end user (Fanzo et al., 2017; Kissoly et al., 2017; Kaplinsky & Morris, 2001). There is another concept called supply chain that is fundamentally different. The supply chain focuses on a top-down stream to integrate supplier and producer processes, improve productivity, and reduce waste, while the value chain examines bottom-up stream to create value from the customer perspective. The supply chain includes all activities related to procurement, but the value chain is a set of activities that creates added value. Therefore, value chain in general is a chain of operations that are performed in an industry to create value. The products pass through the loops of this chain and in each loop the value is added to the final product.

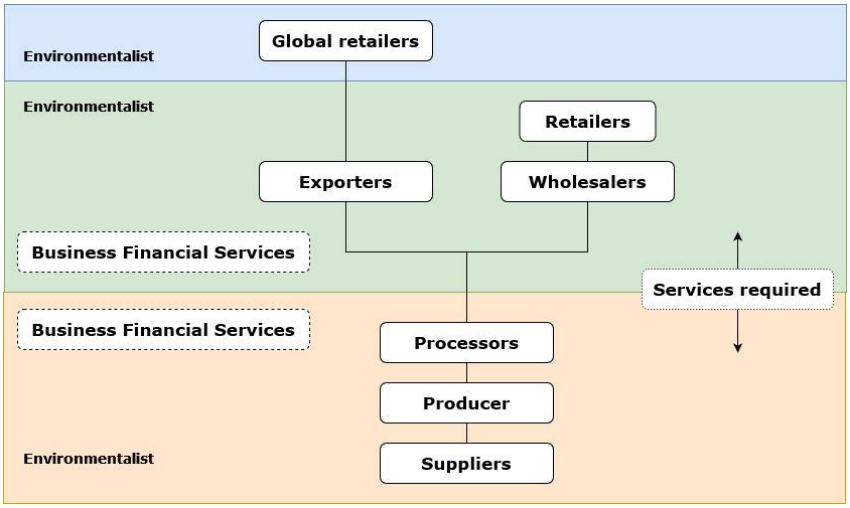

Figure 1: Value chain system

It is evident in the literature that analyzing the value chains of agricultural products is essential. The value chain has a positive effect on job creation in urban and rural areas (development of non-agricultural jobs and income diversity) through business development and market access for farmers. Chain development reduces waste during and after harvest and increases food security. This is created by a stable relationship between supply chain actors. Figure 2 is a simple value chain in agricultural products.

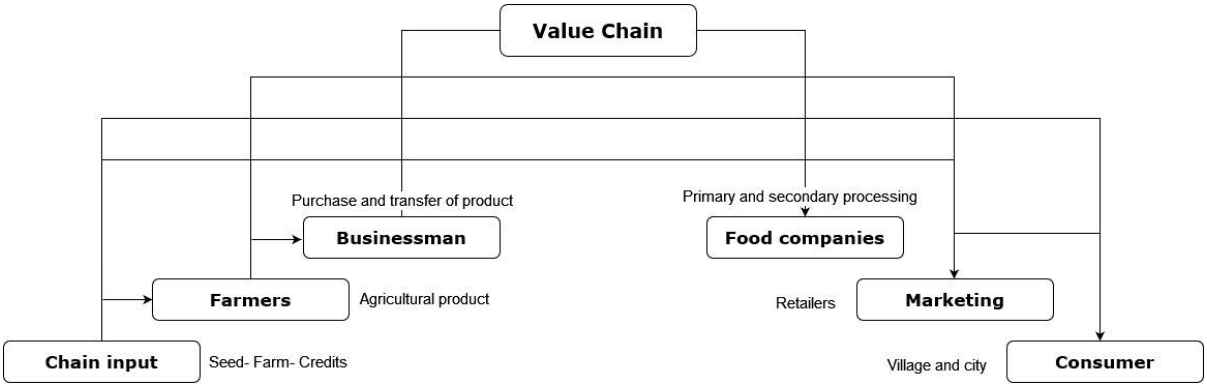

Figure 2: Value chain of agricultural products
Source: KPMG, 2013; Fanzo et al., 2017

2.1. Research background

Some studies have been conducted on this topic. Golbaz et al. (2016) analyzed the obstacles and challenges of the grape value chain in West Azerbaijan Province. According to the results of their research, institutional, human, social and financial issues, natural crises, lack of knowledge, issues of operating systems, physical and technological infrastructure are the most important challenges. In another study, Niazi Shahraki and Mobini (2015) investigated value chain problems in horticultural products. Government policies and NGOs support, transportation, logistics, and warehousing were mentioned in their research findings. Karbasi et al. (2015) investigated the barriers of saffron value chain in the international markets. They resulted that the incompatibility of saffron price in accordance with the target markets, the lack of recognition of the Iranian brand in the global market and the country's low share in added value are the key factors. Ghasemi and Bakhshi Shadmehri (2018) also studied pomegranate value chain development strategies in Mahvelat County using strategic planning tools. Their results showed that the strategy of "creating pomegranate conversion industries to produce processed products" is a priority for the development of the pomegranate value chain in the study area. Moreover, agricultural value chains and its efficiency have also been researched internationally. Ashfaq et al. (2019) examined barriers to citrus production and marketing in Pakistan. They pointed the factors such as fertilizer quality, pesticides and seeds, climate change, high production costs and labor performance, product packaging, and the storage in the product chain. Zhao et al. (2019) analyzed the challenges in the food value chain. Barriers were indicated for warehousing/storage capacity, costly problems, regulations, and lack of skills. Other studies about marketing chains and marketing channels of agricultural products have been conducted by some researchers. Sapkota et al. (2018) examined rice marketing in Kathmandu-Nepal. Mariono et al. (2018) investigated aspects of vegetable marketing in four regions, Java and East Bali, Indonesia. Muotini (2015) evaluated the benefits of commercial farms in marketing channels in Makuni, Kenya, and Bahajantari (2011) evaluated potato production, processing, and marketing in the Karnataka region of India.

Olive product in Tarom County has already been examined due to the importance of this product. Nasiri Zare (2019) investigated the marketing network of olive products in rural areas of Tarom County. He stated that the effective factors for marketing of this product include profitability, access and distance, knowledge and awareness, production and infrastructure, and the farm related factors. Pirmardovand Chegini (2014) analyzed the factors affecting the marketing behavior of olive farmers in Tarom County. The results showed that the variables of age, level of education, participation in extension training, risk-taking, quality satisfaction and quality of production have a significant relationship with the marketing behavior of farmers. Ashoori (2012) also examined the distribution of the olive marketing system in Tarom County. The results of his research showed that the olive market is not efficient, and producers are not able to carry out marketing activities, which leads to the emergence of middlemen, and ultimately reduces the producer's share of the final price. Jazunaghi et al. (2012) studied the olive

product in Zanjan Province. The results of the study showed that producers and wholesalers of olive products did not apply any appropriate sales tools and strategies for marketing, and the main buyers of this product in Zanjan Province are originally from Gilan Province. After processing, this product is turned to "Rudbar Olive". The price and distribution of olives had a positive effect on product sales.

A review of studies on agricultural products shows that the efficiency and obstacles of the value chain is paramount because of the importance of productivity of farmers (Ros et al., 2015). On the other hand, what is clear is that rural areas have different challenges for value chain efficiency based on their product type and conditions, which is important for determining the specific policies of that area for agricultural development. This is the same in Tarom County where the activities of the inhabitants depend on olive production activities. This study is a cognitive and perceptual research about the barriers to the efficiency of the olive value chain in rural areas of Tarom County. Previous studies have investigated this topic partially with some variables, although this is a multivariate matter to research. Therefore, this study tries to first identify the components by the local community and then to analyze them.

3. Research Methodology

3.1 Geographical Scope of the Research

Tarom County is one of the counties of Zanjan Province, and its capital is Abbar City. According to the latest political divisions, this county consists of Central and Chavarzagh Districts. The Central District includes three rural districts of Abbar, Gilavan and Darram, and the Chavarzagh District comprises two districts of Chavarzagh and Dastjerdeh, which are located on the mountainous areas. The employment rate in rural areas of the county is distributed in agriculture as the first sector, and then in the service and industry sectors, respectively. Moreover, the employment rate is 43.5% in the areas of this county (Cooperatives Labor and Social Welfare Organization of Zanjan Province, 2019). In terms of natural location, due to its climatic conditions and average temperature as well as abundance of surface water in Ghezel Ozan River, this county has cultivation patterns and crops different from other regions of Zanjan Province. Among horticultural and agricultural products, olive product is regarded as a significant product with a high production rate in Tarom County. The olive production also has the highest employment in comparison to other products (Table 1).

Table 1. Olive production villages in rural areas of Tarom County

Source: Agriculture Jahad of Tarom County (2020)

Rural district	Villages		User		Cultivated area (Hectare)		Production rate (Tons)	
	Frequency	Percent	Frequency	Percent	Cultivation	Percent	Production	Percent
Abbar	12	15.8 %	922	16 %	2375	17.3 %	7521	16.9 %
Chavarzagh	15	19.7 %	850	14.7 %	739	5.4 %	2231	5 %
Dastjerdeh	14	18.4 %	1274	22.1 %	2567	18.7 %	7282	16.4 %
Gilavan	20	26.3 %	2140	37.1 %	6421	46.7%	24001	53.9 %
Darram	15	19.7 %	579	10 %	1649	12 %	3501	7.9%
Total	76	100 %	5765	100 %	13751	100 %	44536	100 %

Seventy eight out of 131 villages are engaged in olive farming. According to the reports, Gilvan rural district has the most olive-producing rural areas, the highest number of farmers, olive farming land use, and the amount of production among the rural districts of Tarom County. Figure 3 shows the geographical location of the study area.

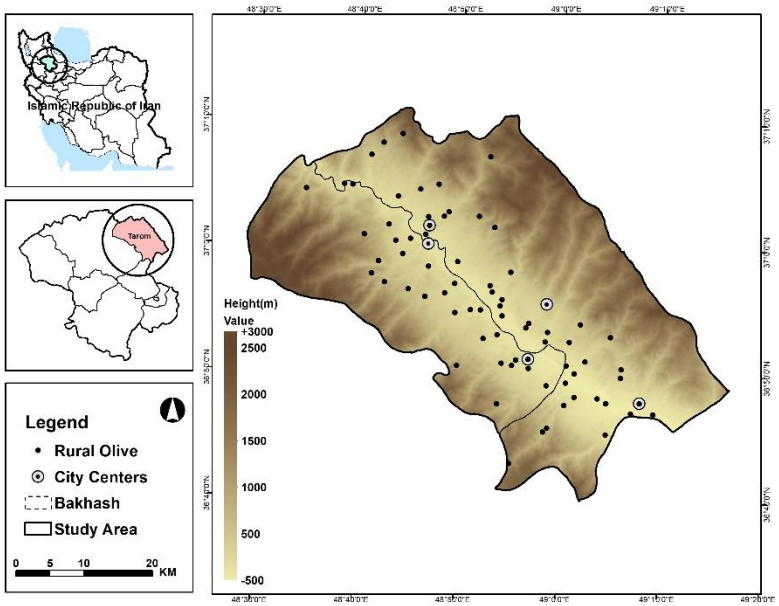

Figure 3. Geographical location of olive farmers in rural areas of Tarom County

3.2. Methodology

The present study is a mixed qualitative-quantitative and applied research. In this regard, using MAXQDA software we investigated the barriers to the efficiency of the olive value chain in the studied rural areas. The snowball sampling method as a non-probabilistic and purposeful was used to select the samples based on the knowledge individuals about the subject. Including the comprehensive view of these individuals, we used three distinctive sample groups: Product beneficiaries, marketing agents and the agriculture organization experts. The main method of collecting research data was semi-structured interviews with the sample. To this end, interviews proceeded with short questions, so the interviewees can also easily express their opinions and thoughts. The interviews were continued until the theoretical saturation. The number of participants in the interview was 38 (Table 2).

Table 2. Distribution of selected purposive samples

Sample	Frequency	Percent
Olive farmers	15	39.5 %
Marketing agents (buyers, sellers, processors)	12	31.6 %
Agriculture Organization Experts (Director of Agriculture Jahad, Agricultural Extension and Education Expert, Land-Use Expert)	11	28.9 %
Total	38	100 %

Interview notes were reviewed line-by-line and the expressed components were identified via the MAXQDA software and classified and analyzed in three stages: open, axial and selective coding. In classifying the criteria, in addition to noticing the combination of common concepts, the distribution of the desired criteria in the factors were distinguished in order to examine the coefficients of both impact and dependency factors. In order to ensure the validity and reliability of the data, acceptability and verification for the theoretical sensitivity of data collection were used by the researchers. Also, in order to increase the acceptability of components, 5 agriculture experts reviewed the data collection tools. However, after determining the criteria, a pairwise comparison questionnaire was prepared. Pairwise questionnaires included a matrix of 30 x 30 of the desired criteria, and the respondents were asked to determine a score based on the intensity of the influence of the desired criterion. The intensity of the impact can be scored 0, 1, 2, 3 or P for weak, moderate, strong and potential effects, respectively (Godet, 2008). Ultimately, 20 respondents were

selected to answer the questionnaires after reviewing the content. These respondents were expert who had the knowledge and experience of the subject. Also, the data were collected through questionnaire and combined as a direct input matrix in MICMAC and then the criteria were clustered based on the coefficients of impact and dependency. The distribution of both impact and dependency were investigated for stability of the system.

4. Research Findings

The findings of the research are presented in the form of the research process and reaching the main components. 38 participants were interviewed regarding their personal characteristics, selected by a snowball method. Men were the most frequent. Most of the participants were between 40 and 60 years old; the education level of the majority of them was diploma and higher, and they had at least 20 years of experience in olive cultivating, buying and selling and processing. Table 3 shows the characteristics of the participants.

Table 3. Personal characteristics of the research participants

Sex	**Frequency**	**Percent**	**Age category**	**Frequency**	**Percent**
Male	29	76.3 %	Less than 20 years old	0	0.0 %
Female	9	23.7%	Between 20 to 40 years old	9	23.7 %
Total	38	100 %	Between 40 to 60 years old	24	63.2 %
Education level	**Frequency**	**Percent**	More than 60 years old	5	13.2 %
Ability to read and write	1	2/6 %	Total	38	100 %
Elementary	0	0/0 %	**Years of experience**	**Frequency**	**Percent**
Middle school	11	28.9 %	Less than 10 years old	13	34.2 %
High school	7	18.4 %	Between 10 to 20 years old	18	47.4 %
Diploma and more	19	50 %	More than 20 years old	7	18.4 %
Total	38	100 %	Total	38	100 %

4.1. Olive value chain

The transfer of each agricultural commodity starts from the harvesting/collecting stage and continues until the consumption stage. A value chain is defined as the sequence of marketing, processing activities, and the management factors by which a product passes from producers to end consumers.

To answer the main research question, we must first identify the common pattern of the value of the olive crop in the study area. Therefore, according to the findings of the interviews of the participants, the common pattern of the value chain of olive products in Tarom County was obtained as Figure 4.

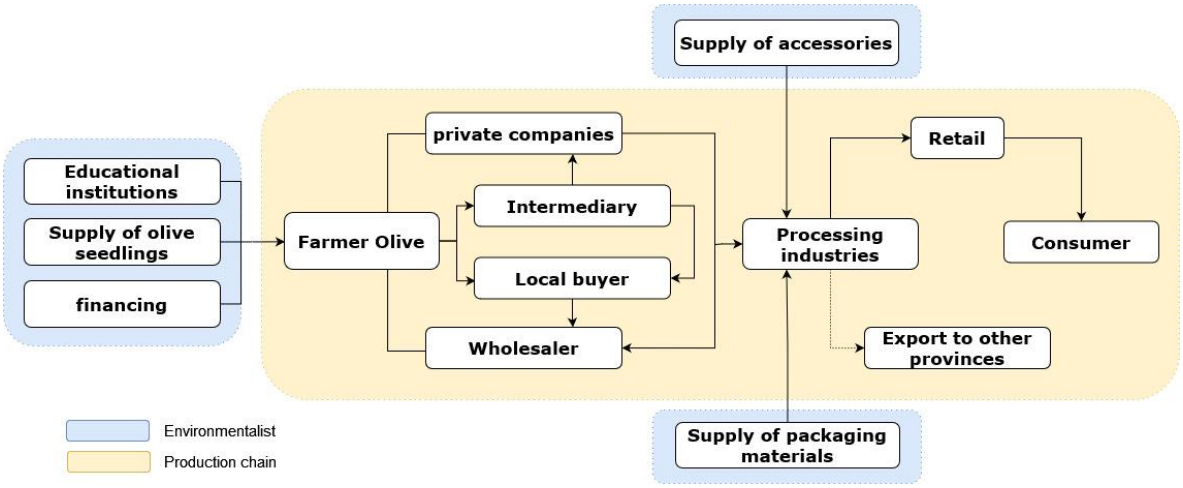

Figure 4. Olive value chain pattern in rural areas of Tarom County

The provision of financial resources and facilities, educational institutions and the provision of olive seedlings are the stages before olive cultivation. Then, after the harvest, wholesalers, local buyers, middlemen and private companies are the farmers, and among them the wholesalers have the largest

amount of buying and selling the olives in the study area. After the purchase of the product from farmers by marketing agents, part of the product is transferred to the conversion industries within the county. Also, for olive and its processed products preparation ready for factories, part of the olive products is transferred to retailers inside and outside the county. End-consumers also buy the final product from retailers.

4.2. Investigating Barriers to Olive Value Chain Efficiency

In order to obtain the barriers to the efficiency of the olive value chain, the information obtained from the interview was collected and analyzed in three stages. In the first step of the analysis, after the content was implemented in MAXQDA, open coding was performed. Thirty semantic units in relation to the barriers to the efficiency of the value chain were identified in this step. In the second step to achieve axial coding, the data in the previous step (open coding) were compared with each other. The similar codes were put in the same class and the clusters with new concepts were formed. The outcome of this step was the identification of 10 subcategories (product sales, product prices, product marketing, financing, etc.). Finally, in the third step, reviewing, integrating and combining classes and understanding the relationship between subcategories led to eliminating the shortcomings of the coding step. Thus, 5 main categories (marketing, financial, infrastructure, policy and institutional barriers) were identified. Table 4 shows the outcome of each coding step are presented in.

Table 4. Conceptualizing barriers of the olive value chain efficiency from the selected individuals point of view

Selective coding	Axial coding	Row	Open coding	Code
Core category	Subcategories		Semantic units	
Marketing Barriers	Product sales	1	Buyers tend to buy with non-cash means	A1
		2	Monopoly of exchange limited a number of buyers	A2
		3	Farmers tend to sell olives to non-local buyers	A3
	Product price	1	Low control over the product price and market	B1
		2	Variability of the purchase and sale price	B2
		3	Middlemen advantage from buying the product below the market price	B3
	Product marketing	1	Low awareness of farmers about marketing activities	C1
		2	Market saturation at the time of product supply	C2
		3	Unrecognized quality of olives in Tarom County	C3
Financial barriers	Providing financial resources	1	High cost of olive production and processing	D1
		2	Pre-sale of the product by farmers	D2
		3	Biennial bearing of the olive crop	D3
Infrastructural barriers	Processing and storage units	1	Lack of units and factories for product processing	E1
		2	More product waste during storage	E2
		3	Transferring the olives to processing factories in the county	E3
	Providing inputs	1	High price and shortage of the inputs (water, fertilizer, pesticide, labor, etc.)	F1
		2	Distribution and cultivation of some inappropriate varieties of olive seeds	F2
		3	Lack of supply of standard olive seedlings to farmers	F3
	Providing infrastructure	1	Lack of soil testing laboratories for the construction and improvement of olive farms	G1
		2	Lack of specific places for transactions (buying and selling olives)	G2
		3	Few conversion industries related to olives	G3
Policy barriers	Policymaking	1	Unmatched allocation of credit to problems of olive industry	H1
		2	Low control over the olive transfer at harvest season	H2
		3	Inadequate provision of banking facilities to farmers for their farm development	H3
	Planning	1	Lack of internal needs assessment and unbalanced market supply and demand	I1
		2	Lack of planning to organize and improve processing units	I2
		3	Lack of integrated and/or specific plans in terms of buying, selling and marketing	I3

Selective coding Core category	Axial coding Subcategories	Row	Open coding Semantic units	Code
Institutional barriers	Organizations and trade unions	1	Lack of cohesive grassroots organizations in the market olives	J1
		2	Lack of active agricultural and olive-related cooperatives	J2
		3	Low communication between production managers (olive growers) and the rest of industry	J3

Figure 5 presents the categories obtained from MAXQDA.

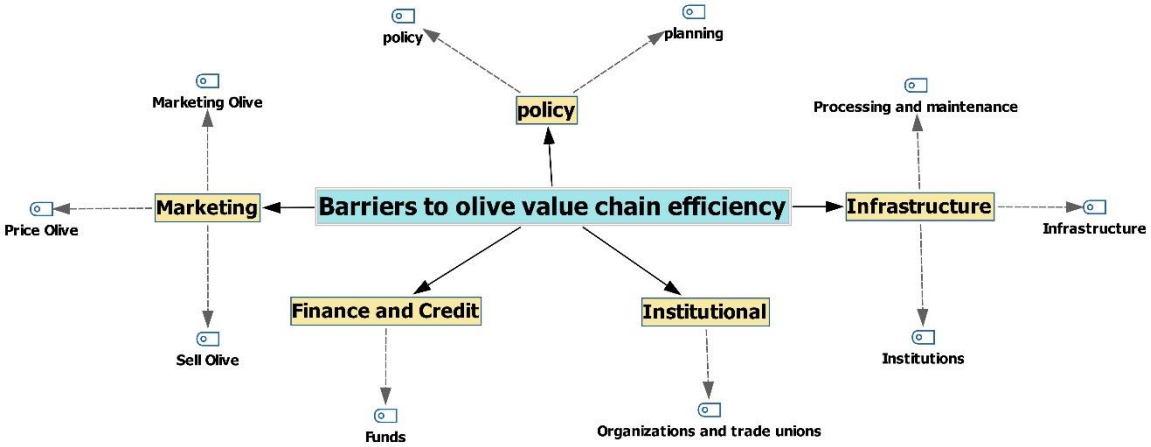

Figure 5. Barriers to the efficiency of the olive value chain in rural areas of Tarom County

After identifying the categories, a pairwise comparison was conducted by agriculture experts and specialists in Tarom County. For this part, future studies method was used. The first step is the initial data analysis and input matrix as shown in Table 5.

Table 5. Initial analysis of input matrix

Matrix Dimensions	Number of Repetitions	Number of Zeros	Number of Ones	Number of Twos	Number of Threes	Total	Degree of Matrix Loading
30 * 30	4	(43.6%)392	(23.0%)207	(9.3%)84	(24.1%)217	900	56.44%

The dimensions of the matrix are 30 x 30 and degree of matrix loading is 56%, which indicates the distribution of the desired criteria on the barriers of the value chain efficiency of the olive product. Moreover, as shown in Table 6, after 2 rotations, the data has 100% optimization, and this low number of repetitions indicates the impact of the criteria on each other, the efficiency of the research tool, and confirmation of the collected information.

Table 6. Matrix optimization rate

Rotation	Impact	Dependency
1	100 %	93 %
2	100 %	100 %

As shown in Table 7, the sum of the row numbers determines the impact of each criterion on the other criteria and the sum of each column determines the degree of dependence of the criteria on the other ones. Based on the impact of the criteria, the lack of an integrated plan in buying, selling and marketing, lack of active agricultural and olive-related cooperatives and unrecognized quality of the olive have the greatest impact on other criteria. For the dependency criteria, organizations and trade unions and marketing are the most important criteria for the olive value chain.

Table 7. Matrix of coefficients of direct impact and dependency of the criteria on each other

Row	Criteria	Categories	Impact	Rate	Categories	Rate	Dependency	Rate	Categories	Rate
1	Costumers tend to buy with non-cash means	Sale	16	28	37	10	27	24	96	6
2	Monopoly of transactions		11	29			36	12		
3	Farmers tendency to sell olives to non-local buyers		10	30			33	19		
4	Low control over product price and market	Price	28	21	78	8	34	17	141	1
5	Variability of the purchase and sale price		24	24			42	4		
6	Taking advantage of buying the product below the price by the middlemen		26	22			65	1		
7	Low awareness of farmers about marketing activities	Marketing	40	10	139	2	28	23	103	5
8	Market saturation at the time of product supply		47	6			35	14		
9	Unrecognized quality of the olive in Tarom County		52	3			40	8		
10	High cost of olive production and processing	Financial resources	18	27	73	9	18	28	92	8
11	Pre-sale of the product by farmers		30	20			57	2		
12	Biennial bearing of olive trees		25	23			17	30		
13	Lack of units and factories for processing	Processing units	45	7	95	6	41	5	128	2
14	More product waste during storage		31	18			41	5		
15	Transferring the olives to processing factories		19	26			46	3		
16	High price and shortage of the inputs (water, fertilizer, pesticide, labor, etc.)	Providing inputs	20	25	85	7	29	21	73	10
17	Distribution and cultivation of some inappropriate varieties of olive seeds		31	18			22	25		

Row	Criteria	Categories	Impact	Rate	Categories	Rate	Dependency	Rate	Categories	Rate
18	Lack of supply of standard olive seedlings to farmers		34	16			22	25		
19	Lack of soil testing laboratories for the construction and improvement of olive farms	Providing infrastructure	36	14	114	5	18	28	93	7
20	Lack of specific places for transactions		45	7			35	14		
21	Few conversion industries related to olives		33	17			40	8		
22	Unmatched allocation of credit to problems	Policy making	49	4	121	4	29	21	86	9
23	Low control over the olive transfer		37	12			37	10		
24	Inadequate provision of banking facilities to farmers		35	15			20	27		
25	Needs assessment and unbalanced market supply and demand	Planning	37	12	135	3	31	20	104	4
26	Lack of planning to organize and improve processing units		39	11			37	10		
27	Lack of integrated and/or specific plans in terms of buying, selling and marketing		59	1			36	12		
28	Lack of cohesive grassroots organizations in the market	Organizations and trade unions	49	4	149	1	34	17	110	3
29	Lack of active agricultural and olive-related cooperatives		57	2			35	14		
30	Low communication between production managers and the rest of industry		43	9			41	5		
Total			1026				1026			

Based on the effectiveness of the criteria, the profitability of intermediaries from buying the product below market price and pre-selling the product by gardeners were more effective than other criteria, so the price and processing units of olive products were the most important components. Figure 6 illustrates the relationship and intensity of direct impact of the criteria.

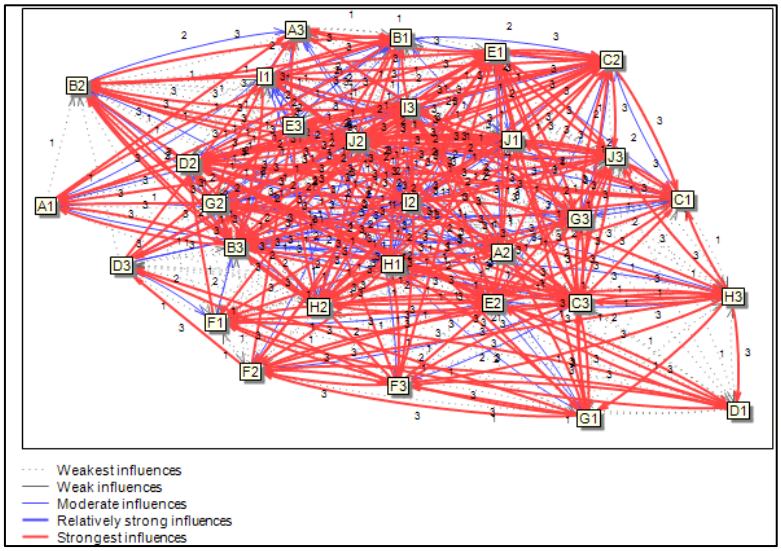

Figure 6. Diagram of the relationship intensity in the direct effect of variables

Figure 7 illustrates the impact and the dependent factors for the efficiency of the olive value chain.

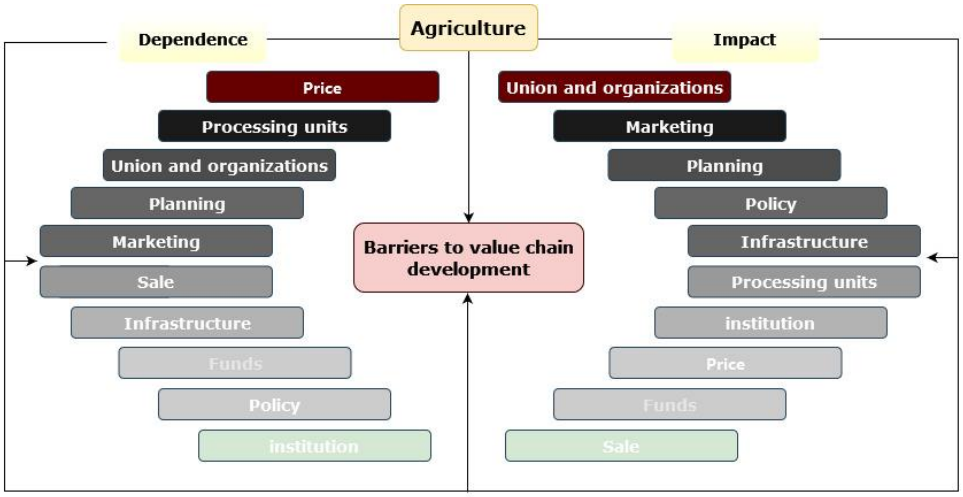

Figure 7. Empirical model explaining the barriers affecting the olive value chain

After determining the impact and dependence of the criteria, the four clusters of the criteria are presented in Figure 8. The first clustering variables are key or impact criteria. These criteria have a high degree of coherence and influence among other criteria. The second group is hybrid and two-dimensional criteria. These criteria have a high degree of impact and dependence, and any change in them will cause a change in the system. The third group is dependent criteria, whereas the fourth group is independent criteria that have a weak influence and dependence as well as little correlation with other criteria.

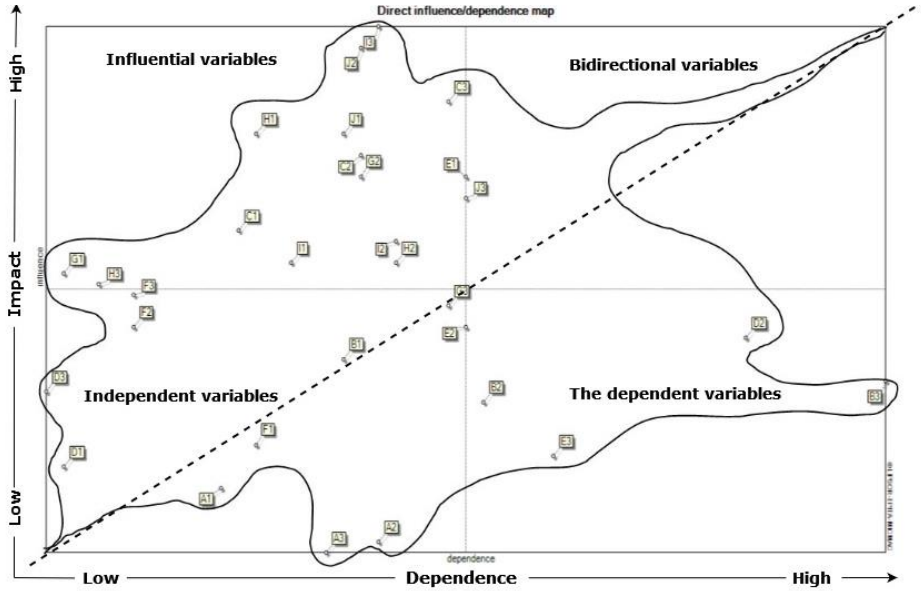

Figure 8. Clustering of criteria in MICMAC model

Table 8 shows the result of clustering analysis. It shows that Lack of integrated and/or specific plans in terms of buying, selling and marketing lack of cohesive grassroots organizations in the market olives, and lack of active agricultural and olive-related cooperatives, etc., are the most important impact criteria in the efficiency of the olive value chain. The second group is the hybrid and two-dimensional criteria. In this cluster, lack of units and factories for product processing is the only criteria. The degree of dependence of this criteria on key criteria is very high while it also has a high impact power. In the third group, variability of the purchase and sale price, taking advantage of buying the product below the price by the middlemen, etc., are the most important dependent criteria. These criteria have less impact and dependence than the last criteria, and also the existence of these criteria depends on other criteria. The fourth group are the independent criteria. The criteria such as few conversion industries related to olives, costumers' tendency to buying with non-cash means, monopoly of transactions, etc. (Table 8).

Table 8. Criteria clustering analysis

Row	Criterion type	Criteria	Number	Categories
1	Impact	Lack of integrated and/or specific plans in terms of buying, selling and marketing, lack of cohesive grassroots organizations in the market olives, lack of active agricultural and olive-related cooperatives, low communication between production managers (olive growers) and the rest of industry, low awareness of farmers about marketing activities, market saturation at the time of product supply, unrecognized quality of the olive in Tarom County, lack of soil testing laboratories for the construction and improvement of olive farms, lack of specific places for transactions (buying and selling olives), unmatched allocation of credit to problems of olive industry, low control over the olive transfer at harvest season, inadequate provision of banking facilities to farmers for their farm development, lack of internal needs assessment and unbalanced market supply and demand, lack of planning to organize and improve processing units	14	Marketing, providing infrastructure, policymaking, planning, Organizations and trade unions
2	Two-dimensional	Lack of units and factories for product processing	1	-
3	Dependence	Variability of the purchase and sale price, Taking advantage of buying the product below the price by the middlemen, pre-sale of the product by	5	Price, processing units

Row	Criterion type	Criteria	Number	Categories
		farmers, more product waste during storage, transferring the olives to processing factories in the county		
4	Independence	Few conversion industries related to olives, costumers tend to buy with non-cash means, monopoly of transactions limited a number of buyers, farmers tendency to sell olives to non-local buyers, low control over product price and market, high cost of olive production and processing, biennial bearing of olive trees, high price and shortage of the inputs (water, fertilizer, pesticide, labor, etc.), distribution and cultivation of some inappropriate varieties of olive seeds, lack of supply of standard olive seedlings to farmers	10	Sale. financial resources, providing inputs

In stable systems, there are usually no second group or two-dimensional criteria, while in unstable systems, the criteria are distributed in all groups. The criteria were distributed in all groups of the MICMAC model. Therefore, the value chain model of olive crop in the study area implies an unstable system.

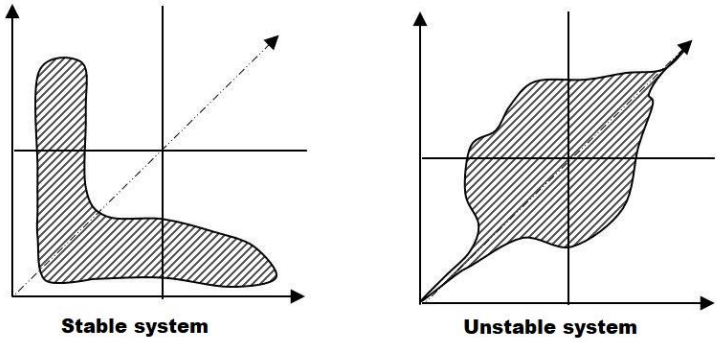

Figure 9. Stability and instability of the system in the distribution of criteria in the MICMAC model

5. Discussion and conclusion

Agriculture is a crucial sector because of meeting the needs of the people, providing raw materials for industry, employment and income generation. The stability of this sector is the requirement of economic stability of rural settlements. The efficiency of the value chain of rural products is a fundamental bottleneck in the development of this sector. Value chain development is an approach to rural economic development, which promotes the development of businesses and farmers' access to the market. Danavan et al. (2015) and Orr et al. (2018) argue that the improvement and stability of value chains lead to the distribution of justice and reduction of the poverty of small holders and marginalized groups. Such an important matter and its efficiency are now one of the main challenges in the national and rural economy. Olive, a strategic crop in Zanjan Province, is cultivated in Tarom County. Based on this study, the efficiency of the olive value chain in Tarom County depends on a proper marketing management, providing infrastructure, policymaking, planning and also the organizations and trade unions. In contrast, variability of the purchase and sale price, taking advantage of buying the product below the price by the middlemen, pre-sale of the product by farmers, more product waste during storage, transferring the olives to processing factories in the county are the dependence criteria. These are more dependent on the impact factors. Sales, providing financial resources and inputs for olive cultivation are among the independent factors that have the least dependence on other factors. According to this, Chamcham et al. (2021) stated that the lack of cooperation of the organizations in providing inputs, credits and facilities are the most important problems in the efficiency of the value chain. It is evident that these factors will be among the major factors for the development of olive farms and encouraging the olive farmers. In conclusion, the olive value chain in Tarom County is not efficient, and most of the value of this product gets lost from the territory of Tarom County due to the insufficient management. Ultimately, the study

makes the following suggestions for increasing the olive value chain in Tarom County:

- Strengthening the private sector, making agricultural associations and cooperatives engage in decision-making, and establishing a coordination structure for the development of the olive product value chain;
- Organizing the transaction market and distribution network of olive products in order to implement incentive policies for stabilizing the purchase of the products from the farmers;
- Reforming structures, making planning and management systems more dynamic in controlling the transaction price;
- Strengthenng and developing the relationship between industry suppliers and olive farmers to provide the required inputs and services;
- Holding the required training courses in specialized areas such as economics and product sales marketing as well as environmental domain;
- Increasing productivity by providing healthy seedlings and suitable inputs as well as practical recommendations regarding the cultivation of suitable varieties, planting, growing, and harvesting of olives;
- Reinforcing infrastructure and financial support and allocating the necessary financial resources for solving problems and developing olive gardens;
- Eliminating the unnecessary intermediary factors from the pre-cultivation to consumption stages

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Original Article

بررسی موانع کارایی زنجیره ارزش محصول زیتون در نواحی روستایی شهرستان طارم، ایران

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چکیده مبسوط

۱. مقدمه

کارایی زنجیره ارزش در محصولات کشاورزی، رویکردی بدیل برای توسعه اقتصاد روستایی، از طریق توسعه کسب‌وکارها و دسترسی کشاورزان به بازار بوده که می‌تواند موجب کاهش فقر، افزایش درآمد و پایداری امنیت غذایی در مناطق روستایی گردد. اما در مقابل ناکارامدی آن نیز یکی از موانع توسعه کشاورزی در نواحی روستایی بوده که بررسی این موضوع برای تعیین سیاست‌های خاص آن منطقه و توسعه کشاورزی دارای اهمیت می‌باشد. بنابراین تحقیق با این آگاهی به بررسی موانع کارایی زنجیره ارزش محصول زیتون در نواحی روستایی شهرستان طارم پرداخت. لذا با علم به این موضوع و با توجه به اهمیت و جایگاه مهم زنجیره ارزش محصولات کشاورزی در اقتصاد نواحی روستایی که هم اکنون ناکارآمدی آن به عنوان یکی از چالش‌های اساسی در اقصاد روستایی بوده، تحقیق حاضر به بررسی روشن‌تری از این موضوع در نواحی روستایی شهرستان طارم می‌پردازد. در همین راستا سؤالات زیر برای بررسی موضوع بیان می‌گردند: للگوی رایج زنجیره ارزش محصول زیتون در نواحی روستایی شهرستان طارم چگونه است؟ و موانع کارایی زنجیره ارزش محصول زیتون در نواحی روستایی شهرستان طارم کدام‌اند؟

۲. مبانی نظری تحقیق

کشاورزی به عنوان مهمترین اساس اقتصاد کشور و اقتصاد روستایی نقش مهمی در نواحی روستایی داشته و ثبات و استمرار این بخش از عوامل عمده کمک کننده به ثبات اقتصادی در نواحی روستایی به شمار می‌رود. توسعه کشاورزی در مناطق روستایی، ضمن این که امکان بهره‌برداری بهینه از منابع آب و خاک و منابع انسانی مستقر در مناطق روستایی را فراهم می‌آورد بلکه در ایجاد ساختار اقتصادی مناسب و روند توسعه مطلوب توسعه ملی کشور نیز تأثیرات قابل توجه‌ای دارد. در ارتباط با این فعالیت اقتصادی آنچه که مهم است بررسی موانع توسعه این بخش بوده که طبیعتاً یکی از این موارد، کارایی زنجیره و ارزش اقتصادی آن است. زنجیره ارزش در طیف گسترده‌ای از فعالیت‌های مورد نیاز برای ایجاد محصول یا خدمات، از طریق مراحل مختلف تولید، تبدیل و تحویل به مصرف کنندگان نهایی است. زنجیره ارزش از مجموعه‌ای از بازیگران(ذینفعان) از جمله تأمین‌کنندگان، تولیدکنندگان، فرآوری‌کنندگان، صادرکنندگان و خریداران تشکیل شده که در فعالیت‌های ایجاد محصول تا استفاده کننده نهایی مشغول فعالیت هستند. زنجیره ارزش تأثیر مثبتی بر ایجاد شغل در مناطق شهری و روستایی(توسعه مشاغل غیرزراعی و تنوع درآمد) از طریق توسعه کسب و کارها و دسترسی به بازار برای کشاورزان دارد. توسعه زنجیره باعث کاهش ضایعات در مرحله برداشت و پس از برداشت شده و افزایش امنیت غذایی را به دنبال دارد. این موضوع با ایجاد رابطه پایدار بین بازیگران زنجیره عرضه به وجود می‌آید.

۳. روش شناسی تحقیق

تحقیق حاضر به لحاظ هدف کاربردی و با توجه به استفاده از روش ترکیبی، از نوع تحقیقات کیفی- کمی بوده است. در این راستا برای بررسی موانع کارایی زنجیره ارزش محصول زیتون در نواحی روستایی مورد مطالعه در قالب یک ابزار مکس‌کیودا استفاده شده است. فرآیند نمونه‌گیری در این تحقیق از نوع غیراحتمالی و هدفمند بوده که افراد نمونه براساس تسلّط و آگاهی به موضوع با استفاده از تکنیک گلوله برفی انتخاب شده اند. همچنین با توجه به موضوع مورد بررسی تحقیق برای جامعیّت یافتن نتایج تحقیق، سعی گردید نمونه‌های تحقیق در سه گروه: بهره‌برداران محصول، عوامل بازاریابی و

کارشناسان جهادکشاورزی و متخصصین در این حوزه در منطقه مورد مطالعه انتخاب گردند. روش اصلی گردآوری اطلاعات تحقیق نیز به صورت مصاحبه نیمه‌ساختار یافته با افراد نمونه مورد مطالعه بوده است. در این روش سعی گردید تا ضمن آنکه با سؤالات کوتاه روند مصاحبه به سمت تحقیق سوق داده شود، مصاحبه شوندگان نیز بتوانند به راحتی عقاید و افکار خود را بیان کنند، در این روش انجام مصاحبه تا زمان رسیدن به اشباع نظری از پاسخ‌ها ادامه یافت و لذا تعداد شرکت‌کنندگان در مصاحبه ۳۸ نفر بودند.

گزارش‌های مصاحبه و یادداشت‌های انجام شده در سه مرحله، کدگذاری باز، محوری و انتخابی طبقه‌بندی و مورد واکاوی قرار گرفتند پس از مشخص شدن معیارها، پرسشنامه مقایسه زوجی آماده و پس از بررسی محتوایی گزینه‌ها و سؤالات، پرسشنامه مورد نظر توسط ۲۰ نفر از پاسخگویان تکمیل گردید. اطلاعات پرسشنامه نیز پس از جمع‌آوری و ترکیب به عنوان ماتریس ورودی مستقیم در نمودار MICMAC تحلیل شدند.

۴. یافته‌های تحقیق

زنجیره ارزش محصول زیتون شامل فعالیت‌های پشتیبانی، خرید محصول، فرآوری و فعالیت‌های فروش و بازاریابی محصول زیتون است. در سوی دیگر برای موانع کارایی زنجیره ارزش محصول زیتون نیز، ۳۰ معیار، ۱۰ خرده مقوله و ۵ مقوله اصلی شناسایی گردید. براساس نتایجی که در این ارتباط به دست آمد، افزایش عملکرد زنجیره ارزش زیتون در شهرستان طارم در گرو مدیریت مناسب محصول در بازاریابی، تأمین زیرساخت‌ها، سیاست‌گذاری، برنامه‌ریزی و همچنین تأثیرگذاری سازمان‌ها و تشکل‌های صنفی است. این عوامل مهمترین و تأثیرگذارترین عوامل بوده که قدرت پیوستگی و نفوذ بالایی در میان سایر عوامل داشتند.

این عوامل بخش بزرگتری از راهگشای افزایش عملکرد زنجیره ارزش محصول زیتون بوده و در مقابل متغیر بودن قیمت خرید و فروش محصول، سودجویی واسطه‌ها و دلالان از خرید محصول زیر قیمت بازار، پیش فروش کردن محصول توسط باغداران، ضایعات بیشتر محصول در زمان نگهداری، واردات زیتون به کارخانه‌های فرآوری داخل شهرستان از جمله معیارهای وابسته هستند. معیارهای یاد شده قدرت وابستگی بیشتری به عوامل تأثیرگذار دارند. اما در سوی دیگر فروش، تأمین منابع مالی و نهاده‌های مورد نیاز برای کشت زیتون در زمره عوامل مستقل هستند که کمترین وابستگی را به عوامل دیگر دارند.

۵. بحث و نتیجه‌گیری

برحسب آنچه که نتایج تحقیق مشخص کرد، افزایش عملکرد زنجیره ارزش زیتون در شهرستان طارم در گرو مدیریت مناسب محصول در بازاریابی، تأمین زیرساخت‌ها، سیاست‌گذاری، برنامه‌ریزی و همچنین تأثیرگذاری سازمان‌ها و تشکل‌های صنفی است. این عوامل مهمترین و تأثیرگذارترین عوامل بوده که قدرت پیوستگی و نفوذ بالایی در میان سایر عوامل داشتند. این عوامل بخش بزرگتری از راهگشای افزایش عملکرد زنجیره ارزش محصول زیتون بوده و در مقابل متغیر بودن قیمت خرید و فروش محصول، سودجویی واسطه‌ها و دلالان از خرید محصول زیر قیمت بازار، پیش فروش کردن محصول توسط باغداران، ضایعات بیشتر محصول در زمان نگهداری، واردات زیتون به کارخانه‌های فرآوری داخل شهرستان از جمله معیارهای وابسته هستند. معیارهای یاد شده قدرت وابستگی بیشتری به عوامل تأثیرگذار دارند. اما در سوی دیگر فروش، تأمین منابع مالی و نهاده‌های مورد نیاز برای کشت زیتون در زمره عوامل مستقل هستند که کمترین وابستگی را به عوامل دیگر دارند.

کلیدواژه‌ها: اقتصاد روستایی، کشاورزی، زنجیره ارزش، زیتون، شهرستان طارم.

تشکر و قدرانی

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Review Article

Tourism Development in Rural Areas; Systematic Review of Studies

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Abstract
Purpose- This study, reviewing the literature in rural tourism development, has extracted factors affecting tourism development in rural areas**.**
Design/methodology/approach- Using five approaches in rural tourism development and using a systematic review, this study has extracted factors affecting tourism development in rural areas; Therefore, the researcher studied the existing research in this field and finally 33 articles were selected that were appropriate to the purpose of the research.
Finding- Factors of tourism development in rural areas fall into four categories: economic, managerial, socio-cultural and attractions. Regarding the economic factors, investing in the region and the region's willingness to invest were more important. Regarding cultural-social factors, much attention has been paid to issues such as villagers' participation, security in the village, the spirit of hospitality and education to the villagers in tourism. Planning and attention by the government, as well as efficient local management, are key factors in management, and about attractions, natural attractions such as natural landscapes, communication attractions such as proximity to cities and having access to roads and Communication and welfare attractions such as having accommodation facilities have been very prominent.
Research limitations/implications- Carrying out further studies to classify the factors affecting tourism according to the climatic and cultural diversity of the villages. Weighting of extracted factors and planning on factors that have more weight and conducting studies by providing operational solutions for tourism development are needed. Unable to read some articles because of lack of full text.
Practical implications- All economic, managerial, socio-cultural factors and attractions are essential in achieving tourism development with just slight defferent in impact weight. Therefore, it is necessary to have a comprehensive view of all factors in order to policy in rural tourism. The present study also showed the need for research to provide solutions for tourism development; Therefore, considering the community-based, economic, geographical and sustainable development approaches, it is necessary to provide solutions for the development of rural tourism with a comprehensive view of all factors.
Originality / value- The novelty of the article is the use of systematic review method, which has received less attention from researchers in this field. The results of this research will be used among three bodies: scientific and elite, social and popular, organizational and managerial.
Keywords- Tourism, Tourism development, Rural tourism development, Basic factors.

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1. Introduction

With the expansion of urbanization and the consequences of living in the city, the need to escape from the city and spend free time outside the city is felt. This causes the tendency of urban residents to tourism and rural tourism to be increased and rural tourism becomes important (Tulaei et al., 2013). Rural tourism has increased in the rural areas of Europe since the eighteenth century (Sharpley, 1997) and in other development areas since the 21st century. The growth rate of tourism in rural areas of Europe is 52%, South Asia 9.4% and Africa is 8.1% (Stefanovic, 2010). With the increase of rural tourism, its role in the economic and social development of villages grew (Perales, 2002).

In our country, the trend of increasing domestic tourists is considerable. Statistics Center has reported the number of domestic tourists in the 7-year period from 1390 to 1397, with an annual growth of 4.64%.. The country's villages also have many attractions which World Tourism Organization reported these areas are among the top five countries in environmental diversity and natural attractions. Therefore, they have the necessary capacity to attract tourists. Tourism in the village has several advantages; such as provides an opportunity for tourists to be aware of cultures, natural and historical landscapes while spending their free time, helped to empowerment of women and creation new job opportunities, is an effective strategy in economic and social development and reconstruction of rural areas (Lee, 2000) and causes the growth of social and cultural structure of the village, which affects the development of national economy (Rokanuddin Eftekhari & Mahdavi, 2015). Because of these results, rural tourism recognize as a industry and it is necessary for policy makers to develop this industry (Salehifar, 2011).

The importance of rural tourism can be placed on three levels. First, for city residents, because urban congestion has motivated its residents for rural tourism (Mafi and Saghaei, 2004: 168). Second, it is important for the villagers, because it has caused the reconstruction of the economic structure of the villages and can be defined as a source of income for them (Ghaderi, 2004). Third, its role in the sustainable development of the country and the process of economic development at various local, regional and national levels. Despite the increase in rural tourism and the existence of various tourism potentials, including natural, historical and cultural (Gharanejad, 2009: 25), still issues such as poverty, employment and instability in rural areas Remains unresolved (Anabestani and Mozaffari, 2018). It means that there are still obstacles to the development of tourism in rural areas. Thus, in order to develop the tourism industry in the village and achieve the positive consequences, we need to identify its factors.

In this study we reviewed the literature of rural tourism to take the knowledge in this field , and by combining new insights from different studies, help researchers to get a new perspective. also with analysis the general process of research we can identify issues and questions that have not yet been addressed (Holland and Houston, 2020) and can use it as a guide and awareness for researchers in the future research (Palmatier et al., 2018). Therefore, By using a systematic review the present study intends to answer this question What are the areas of tourism development in the village?

2. Research Theoretical Literature

The history of rural tourism back to the changes caused by the industrial revolution. These changes formed a new style of life, such as different travel patterns that were created for leisure time. One of which was traveling to the villages around the cities, which led to the formation of rural tourism. The growth of rural tourism, from the late 1950s, gradually accelerated among all classes of society, especially in developed countries (O'Donnell, et al., 2006) and from 1960 onwards ,it emerged as an inclusive activity and one of the most important types of tourism (Sharpley, 2001).

Spread of various problems in rural areas, including reduced economic activity, lack of attention to the agricultural sector, migration of educated youth and etc…, caused many western governments to consideration the tourism as a form of strategy for economic and social reconstruction of rural areas. (Eftekhari et al., 2011). Developing countries also consider rural tourism as a complementary strategy in addition to the main functions of the village, which provides a appropriate environment for the expansion of services and facilities (Jamshidi and Khatunabadi, 2012). Therefore, the importance of tourism must be understood and implications should be taken to develop it, especially in third world countries where tourism can be a valuable resource for their economic growth and improving the quality of life.

2.1. Rural tourism development approaches

Massism. Massism is an unplanned approache. Because the mass development of tourism destroys the natural resources that are the main factor of tourism

development (Hall, 2000). In this approach, which is orginated from capitalist societies, tourism has a commercial aspect (Zahedi, 2006) and local people in the tourism destination community do not enter the process of tourism decision-making and planning. Massism is active by two groups: politicians who see tourism as a source of economic growth and those who benefit from tourism. These people do their best in tourism development to make the most of the resources, but sometimes their actions cause harm (Getz, 1987).

Economic approach. In this approach, tourism is seen as an industry and is a tool in disposal of governments to achieve goals such as job creation, economic growth. One strategy of this approach is to use marketing to attract tourists (Hall, 2000).

Geographical spatial approach. This approach has an ecological foundation which associated with development necessities, and planned to reduce the negative effects of tourism. Geographical spatial refers to the development of tourism based on the natural potentials of a region. and other capacities. It emphasizes on facilities such as the construction of communication roads, airports and the construction of tourist areas in a pristine environment (Hall, 2000).

Community-oriented approach There is need for local community to be involved in control tourism development. In addition, development must be accommodation with local community regulations; Therefore has a bottom-up planning style that emphasizes the internal development of the community rather than the external development of the community. In this approach, the target community is the center of tourism activity and it is necessary to special attention to this group and public participation (Dowling, 1993).

Sustainable development approach. In sustainable development the needs of the current generation are met without jeopardizing the available resources for the next generation (Wheeler, 2004). To achieve sustainable tourism development, various indicators have been proposed, including:

Ecological characteristics: Biodiversity, environment, vegetation.

Economic indicators: Employment, economic welfare, economic efficiency.

Social indicators: Participation, education, justice, security.

Institutional Indicators: Access to information and communication and local community institutions.

Cultural characteristics: The degree of adherence to local customs, the level of preservation of local identity and expectations (Weaver, 2001).

3 .Research methodology

Systematic reviews are studies on existing research that provide a comprehensive summary of evidence related to a research question and minimize bias and combine available information (Melboos and Azizi, 2010). Evaluation of the knowledge produced in a research field, its gaps and possible future developments is achieved with this method (Grant and Booth, 2009). The importance of reviewing the literature is that most research can only be understood through its context, and a key part of it includes the results of other studies.

In the present study, in order to identify the factors of rural tourism development, a systematic review has been done. The purpose is to identify, combine and analyze previous studies through a review process to present the results in a structured way (Marasco et al., 2018). The present review consists of three stages. Inclusion, search and selection criteria (Sharma and Dahar, 2021). The first step is to identify the keywords related to the topic (Pickering and Beer, 2014) and search them in databases. The second step is to create a structure of selection criteria and classification of studies and the third step is to prepare a summary table for study analysis.

3.1. Inclusion criteria, search and selection of studies

Valid databases have been used to search for articles; Because they are important sources for obtaining new findings (Negai et al., 2008; citing Sharma and Dahar, 2021). Three valid databases were used: Magiran, the Center for Scientific Studies of the University Jihad, and the Comprehensive Humanities Portal. The search began on October 6, 2021 and the terms such as "rural tourism", "rural tourism development", "rural tourism development areas" and "factors affecting the development of rural tourism" were used in the search. In this stage no restrictions were imposed on the publication date of the articles.

Titles, abstracts, keywords, authors' names, journal names, and year of publication of the identified articles were recorded on an Excel page for the researcher to screen for titles and abstracts. All articles were carefully reviewed for data extraction and coding, and the full text of the articles was evaluated based on eligibility criteria.

A total of 178 articles were identified. In the next section, the articles were selected by passing the filters desired by the researcher. First, they were entered in

the time interval filter and the studies that were performed in the period 2011 to 2021 were included in the output. Then 22 duplicate articles were manually deleted and 156 articles remained. For example, an article entitled "Study of Capacities and Strategies for Rural Tourism Development in Kahak Section of Qom Province" was found in both databases of the Humanities Portal and the University Jihad Scientific Studies Center, but a copy was deleted because of similarities**.**

By studying the title and abstract, articles that were not in the field of study were removed; And 83 articles remained. After careful study of the findings, 50 articles that were not answered the research question were removed and finally 33 articles were selected for study and description. For example, the article entitled "Strategies for the development of rural tourism in the foothills of Gilan" was deleted. All the steps mentioned in Table 1 are illustrated. After the selection process, the next step was to prepare a worksheet to extract the findings. This worksheet is completed for each article and after aggregation, the findings are organized into different tables**.**

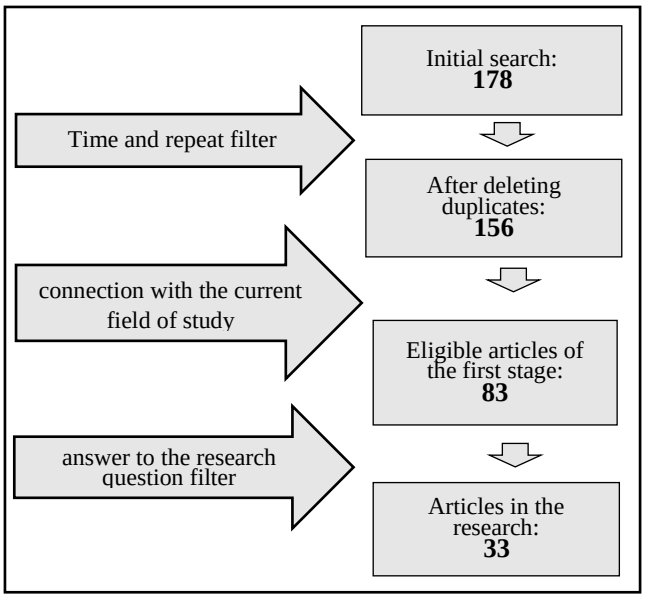

Figure1. Flow chart
Source: Prism model, 2021

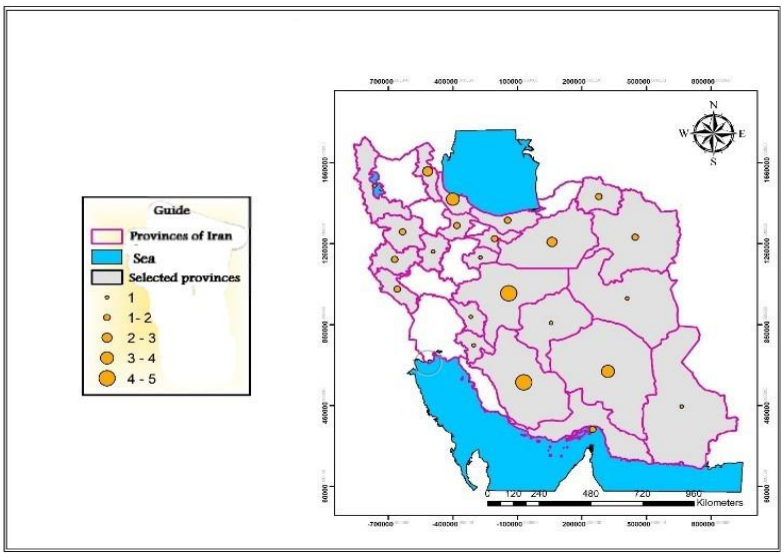

Figure 2. Spatial distribution map of the studied articles
Source: Designed by the researcher, 2021

A review of the articles shows that most of the articles were done in the three provinces of Isfahan, Shiraz and Kerman**.**

4 .Research Findings

There are several factors involved in the development of tourism in the rural areas that the connection between them causes the prosperity of tourism and the lack of connection between them will be an obstacle to this development (Mohammadi et al., 2019). According to the literature, several components were extracted which the researcher has classified into the following categories**:**

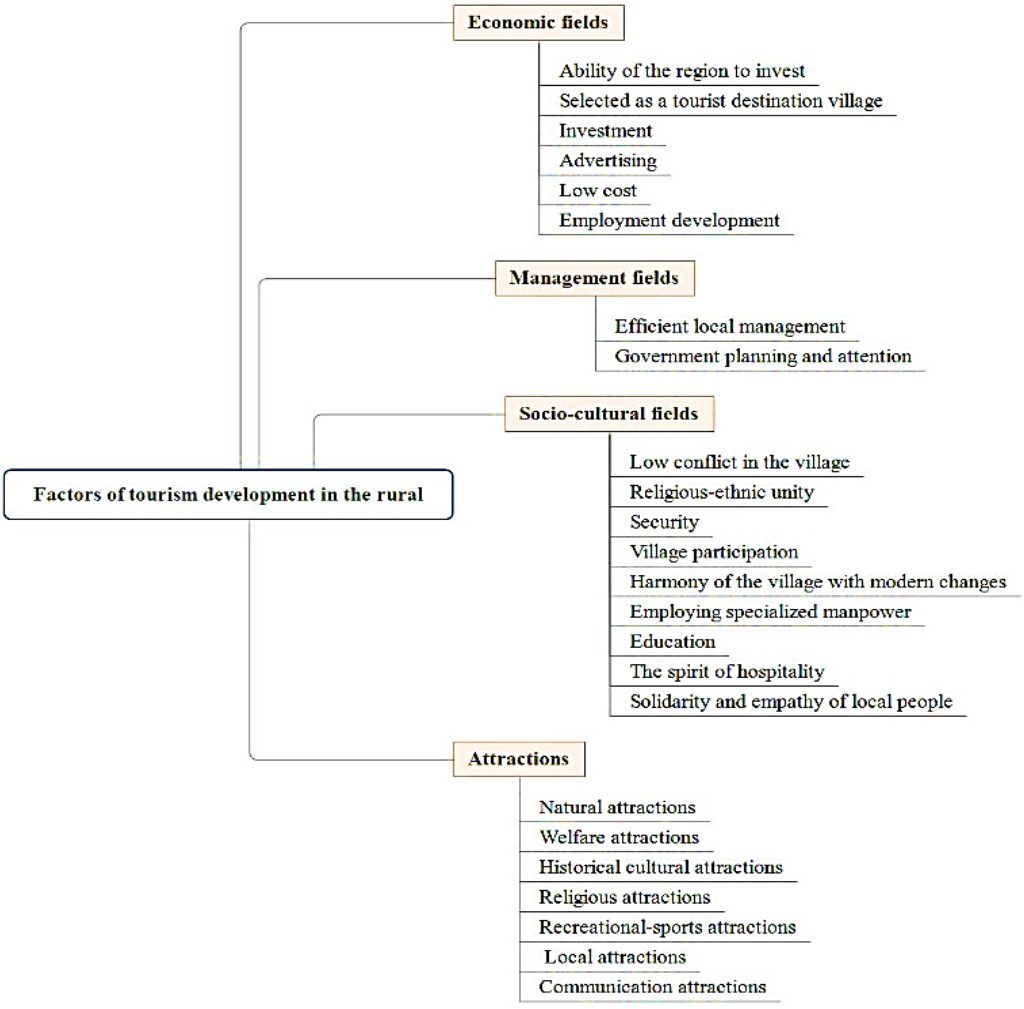

Figure 3. Diagram of research findings

Source: Developed by the researcher from the research findings, 2021

4.1. Economic factors

Economic factors have been one of the four main categories extracted from the research results, which has four sub-categories**.**

Region investment capability- Cultural and economic phenomena are considered as national and exclusive assets and can be considered as effective factors in the growth of tourism (Matiei Langroudi, 2000), so it is important to attention to economic factors. Manouchehri and Farahani (2015), Roknauddin Eftekhari and Mahdavi (2015), Biranvand et al. (2017), Rahaei et al. (2015) and Azimi and Alidoust (2020) have considered it is important for the village to have investment capacity.

Selected as a tourist destination village- In countries that have a diverse range of villages in climate, culture, physical and physical structure, functional, etc., it is necessary to determine the target village according to the effective components and plan and invest specifically for it (Shadi et al., 2015).

Manouchehri and Farahani (2015), Shadi et al. (2017) have been mentioned this factor in their research.

Investment- The active presence of the government in the investment in rural areas and strengthening the presence of the private sector can prosper tourism in rural areas. Public sector investment and creating incentives in the private sector to invest in rural areas as a complement to the public sector, leads to the prosperity of tourism (Hajinejad et al., 2014). The need for public and private investment in rural areas have been mentioned in the studies of Saebonia and Moghrab (2020), Rokn al-Din Eftekhari and Mahdavi (2015), Heidari Sarban and Haji Heidari (2017), Ronizi and Sheikh Biglou (2016), Mohammadi Et al. (2019), Soleimani and Shafiee (2018) and Toulai et al. (2016). Azimi and Alidoost (2020) mentioned that if there are suitable facilities, the investment of the local community is also important**.**

Advertising- Advertisements play an important role in tourism prosperity**.** If advertising is done correctly, it can motivate the audience and thus attract tourists and prosper tourism. Taqdisi et al. (2015), Heidari Sarban and Haji Heidari (2017), Heidari Sarban (2017) and Mehrdanesh and Nouri (2018), Azimi and Alidoost (2020), have considered important the role of propaganda in introducing the village and informing at the national and regional levels.

Low cost- Because rural tourism is done at a low cost, is considered. Bourghani et al. (2012) and Atai et al. (2015) also mentioned the low costs of tourism in the village**.**

Employment development- The necessity of government support for businesses related to tourism, plays a considerable role in the development of rural tourism (Hepburn, 2008). Mohammadi et al. (2019) have proposed increasing employment opportunities, as well as reducing unemployment among rural youth, as an attraction in the development of rural tourism**.**

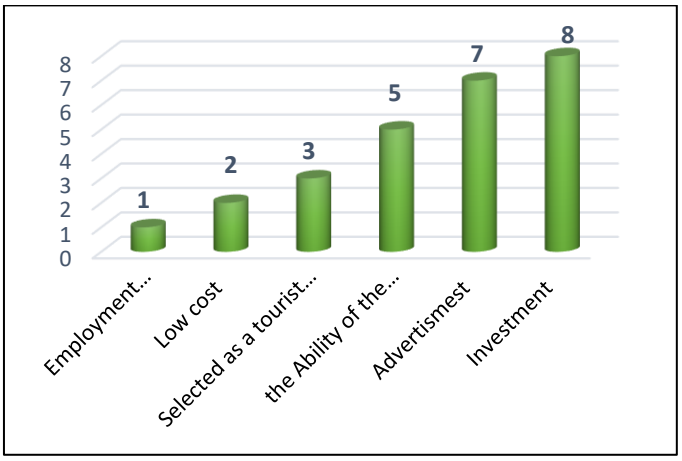

Figure 4. Frequency chart of economic fields

4.2. Management factors

Effective management factors in rural tourism fall into two categories: efficient local management and government planning and attention**.**

Efficient local management- Existence of capable management is one of the main characteristic of growth in any system. Ronizi and Sheikh Begloo (2016) have also emphasized this factor in their study.

Government planning and attention- Dwivedi (2016) acknowledges that proper planning in rural tourism is one of the most important variables in the success of rural tourism. Jalager et al. (2018) consider the success of rural tourism as a function of local people 's awareness of tourism, access to services and amenities, and government attention. Bourghani et al. (2012), Dadras and Vahidi Rad (2013), Hajinejad et al. (2014) Ronizi and Sheikh Begloo (2016), Heidari Sarban and Haji Heidari (2017), Mohammadi et al. (2019) have valued the role of planning and government support. The importance of this factor is that even villages with limited resources can achieve development in the rural tourism while there is right planinng. (Brown, 2006)

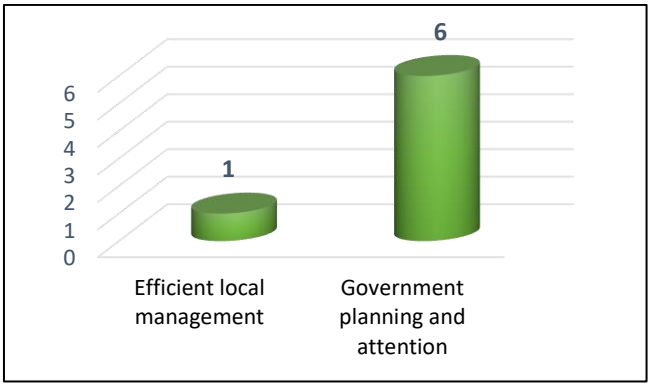

Figure 5. Frequency chart of management fields

4.3. Socio-cultural factors

Social factors are another main category, which have eleven sub-categories**.**

Low conflict in the village- The existance of conflict in the tourism is very important and if an area is far from conflict, the growth of tourism will be achieved. Manouchehri and Farahani (2015) mentioned the lack of conflict in Khomirabad village as an important factor in the growth of tourism.

Religious-ethnic unity- Bella (Ritzer, 2006) argued in his theory that societies do not tolerate heterogeneity but tolerate inequality. So, the ethnicity and religion integration of people living in rural can be considered as an effective factore in attracting tourists. It means if the villagers are ethnically and religiously homogeneous, the basis for the development of tourism in the village will be provided (Manouchehri & Farahani, 2015)**.**

Security- Security is closely related to stability and development. In the absence of security, insecurity and violence can cause great damage rural tourism (Sidai & Hedayati Moghadam, 2010). Bourghani et al. (2012), Dadras & Vahidi Rad (2016), Rahaei et al. (2015), Heidari Sarban (2017), Mohammadi et al (2019), Azimi & Alidoost (2020), and Saebonia Moqarb (2020) in their research have mentioned the security as a key factor in attracting tourists**.**

Village participation- Abhoff and Cohen (1976) argued that participation can be considered as a social behavior in a situation that which "individuals are given in the process of decision-making, implementation, evaluation and distribution of benefits from the company's projects" (Rezazadeh and Elmi, 2014). This definition can be used in a variety of situations, including the participation of villagers in tourism. George et al. (2012) state that rural tourism promotes the development of the local community and the villagers are among the stakeholders in this process, so the need for local community participation in this process is felt (Heydari et al., 2016). There have been several plans in our country in rural development, but unfortunately in none of them the participation of local people has been considered by planners (Talib, 2008). If the involvement of the local community is neglected, it can disrupt the implementation process between planners and local people. Tavalayi et al. (2016), Rokn al-Din Eftekhari & Mahdavi (2015), Rahaei et al. (2015), Heidari Sarban (2017), Heidari Sarban & Haji Heidari (2017), (Mohammadi et al., 2019) have considered the participation and cooperation of local people in various matters as important, including participation in decision-making and infrastructure development.

Harmony of the village with modern changes- Today, there have been extensive changes in rural lifestyles because of the introduction of infrastructure and civil services, mass media and communication with urban dwellers, which has led to many changes in rural communities. These changes have imposed great costs on the lives of villagers (Azkia & Rudbarki, 2009). However, Saebonia&Moqarrab (2020) are mentioned that the adaptation of the village to modern changes and attention to the tourist's demandings, plays a role in the development of tourism**.**

Employing specialized human resources- Social activists have an important role in carrying out any action. In the tourism industry as a service program, if trained and knowledgeable human resources are used, quality services are provided to tourists and tourism is developed. Dadras & Vahidi Rad (2016), Rokn al-Din Eftekhari & Mahdavi (2015), Ataei et al (2016) have mentioned

specialized, skilled and knowledgeable human resources in the tourism**.**

Education-Education to the local community plays a significant role in the development of tourism and local community participation in tourism (Murphy, 1985; Amanur Buddha, 2013)**.** In the studies, education is divided into two categories: education for villagers and education for tourists. Hajinejad et al. (2014), Rahaei et al. (2015), Khosrow Jerdi and Nouripour (2015), Heidari Sarban (2017), Heidari Sarban & Haji Heidari (2017) and Soleimani & Shafiee (2018) have mentioned raising the level of literacy and awareness of the villagers, holding various meetings with the villagers and educating the local people for the tour guide. But we should not only attention to the education of the villagers, as regards tourism is a process of interaction between the local community and tourists, so we should also attention to the education of tourists**.** Tourists also need to get acquainted with the customs of the villagers. Mohammadi et al. (2019) in their research showed that tourists should also receive training to get acquainted with the cultural and religious characteristics of the villagers**.**

The spirit of hospitality- Emphasis on the spirit of hospitality as an influential factor in rural tourism**.** Bourghani et al. (2012), Hajinejad et al. (2014), Manouchehri & Farahani (2015), Heidari Sarban (2017), Mohammadi et al. (2019) have acknowledged the hospitality of people, the warmth with strangers, the spirit of accepting tourists, which can be an incentive to attract and continue tourism**.**

Solidarity and empathy of local people- Ethnicity and nationality are in the category of social identity and their proportion has an important role in the cohesion and solidarity of individuals and development at different levels (Yousofi, 2011). Empathy, in a psychological, means caring for others and a desire to help others. Manouchehri and Farahani (2015) have mentioned the role of solidarity and empathy of local people in the development of tourism**.**

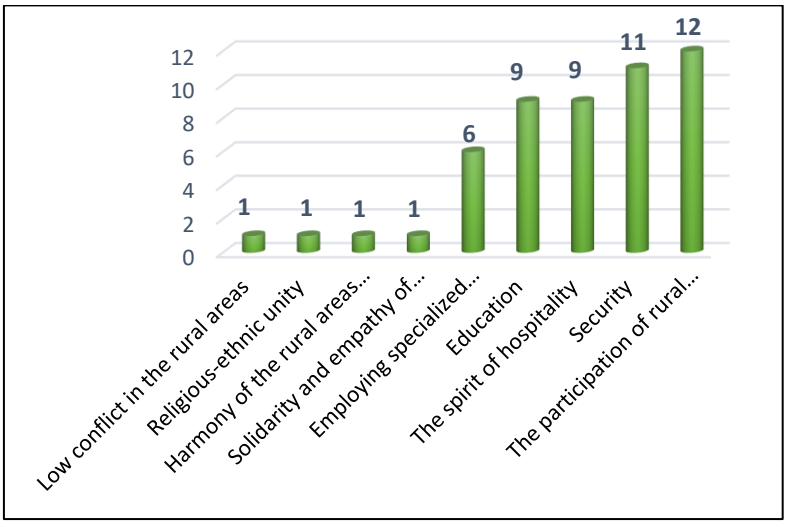

Figure 6. Frequency diagram of socio-cultural contexts

4.4. Attractions

Attractions are also one of the main factors, which has seven sub-categories**.**

Natural attractions- Tourism is one of the activities that is formed in the environment. The importance of the environment is that without it tourism will never be formed. Tavalayi et al. (2016), Bourghani et al. (2012), Dadras & Heidari Rad (2016), Hajinejad et al. (2014), Atai et al. (2015), Manouchehri & Farahani (2015), Hesampour et al. (2015), Rokn al-Din Eftekhari & Mahdavi (2015), Rahai et al. Ronizi and Sheikh Beglou (2016), Biranvand et al. (2017), Jafari and Hafezizadeh (2017), Mehrdanesh & Nouri (2018), Azimi & Alidoost (2020), Saebonia et al. (2020), and Khadivi (2021) have mentioned to natural landscapes and pristine nature, unique and different views of the city environment, pleasant atmosphere, diversity of plant and animal species, rivers, high peaks, waterfalls, quiet environment and mild climate.

Welfare attractions- Tourists who travel to spend their free times, need facilities. Access to facilities plays an important role in promoting tourism. Ataei et al. (2016), Heidari Sarban & Haji Heidari (2017), Saebonia & Moqarrab (2020) and Khadivi (2021) have mentioned the existence of welfare facilities, installation of signboards, presentation of brochures, and the existence of health service centers in the development of rural tourism. Dadras & Vahidi Rad (2016), Atai et al. (2015), Heidari Sarban & Haji Heidari (2017), Mehrdanesh & Nouri (2018), Azimi & Alidoust (2020) and Mohammadi et al. (2019) also have mentioned housing facilities such as eco-tourism houses with gas and plumbing facilities, and the existence of hotels and restaurants.

Historical cultural attractions- The importance of cultural and historical attractions is such that UNESCO awarded the three-thousand-year-old village of Meymand with a $ 20,000 prize for preserving its cultural heritage. Attractions such as historical context, traditional and indigenous architecture of houses, old places and buildings are among the historical cultural attractions that were emphasized in the studies of Bourghani et al. (2012), Ataiee et al. (2015), Jafari & Hafezizadeh (2017), Biranvandzadeh et al. (2017), Mehrdanesh and Nouri (2018), Azimi & Alidoost (2020), Saebonia & Muqarrab (2020).

Religious attractions- Here we can refer to religious tourism or tourism derived from religion, which is one of the most prosperous types of tourism and includes tourists visiting the holy shrine such as shrines and holy places (Rahimpour, 2000 to Quoted from Aghajani and Farahanifard, 2015). The existence of shrines and religious places in the research of Atai et al. (2015), Mehrdanesh and Nouri (2018) has been considered an important factor in tourism development.

Recreational-sports attractions- One of the important activities of tourists during tourism and travel is doing different types of sports. Motivation of many people to travel is sports, even in many times, the reason for traveling is only to do sports activities (Adabi Firoozjah, 2007). Recreational attractions have many different uses that attract tourists and meet the needs along with recreation; These places include museums, parks, ski slopes, protected areas, etc. (Shadi et al., 2015).

High and beautiful peaks for mountaineering, skiing and sports activities, recreational facilities such as telecabin, water sports such as swimming have mentioned in the studies of Bourghani et al. (2012), Dadras & Heidari Rad (2016), Hajinejad et al. (2014), Roknauddin Eftekhari & Mahdavi (2015), Heidari Sarban & Haji Heidari (2017), Biranvand et al. (2017).

Local attractions- Indigenous attractions such as indigenous culture of the village has been mentioned by Manouchehri & Farahani (2015) and Azimi & Alidoost (2020). The existence of a border market and proximity to customs has been mentioned in the studies of Manouchehri & Farahani (2015). Handicrafts are also known as cultural goods that reflect the rural culture, attitudes and original characteristics of different regions. Therefore, the supply of these cultural products plays a key role in tourism development (Qajarian, 2009). Heidari Sarban & Haji Heidari (2017), Hesampour et al. (2015), Atai et al. (2015), Roknauddin Eftekhari & Mahdavi (2015), Taqdisi et al. (2015) and Bourghani et al. (2012) have mentioned handicrafts such as carpet weaving.

The existence of a local market for the sale of various products to tourists has also been mentioned in the research of Bourghani et al. (2012), Atai et al. (2015), Heidari Sarban & Haji Heidari (2017) and Azimi & Alidoust (2020). Providing various local services to tourists such as photography with local clothes and local music (Hajinejad et al., 2014).

The local and indigenous food of the village is also consideration by tourists. Bourghani et al. (2012), Atai et al. (2015), Manouchehri & Farahani (2015), Rahaei et al. (2015), Mehrdanesh & Nouri (2018) have pointed out the local and traditional foods is attractive to tourists and can promote rural tourism. Local customs of rural communities such as traditional culture, celebrations, special rituals and ceremonies, local clothing, local music and games and local accent have mentioned by Tavalayi et al. (2016), Bourghani et al. (2012), and Hajinejad et al. (2014), Atai et al. (2015), Hesampour et al. (2015), Rahaei et al. (2015), Soleimani & Shafiei (2018).

Variety of agricultural products is another factor of local attractions. Manouchehri & Farahani (2015) have mentioned the production of various products because of the prosperity of agriculture and its sale to tourists. Hajinejad et al. (2014) and Atai et al. (2015) have proposed the variety of agricultural and horticultural products.

Communication attractions- The proximity of the village to the city and metropolises, causes

more tourists and the development of tourism. In different studies, researchers have noted that villages that were closer to cities were more prosperous. Suitable geographical location and proximity to the city and the sea, village access to convenient roads and proximity to the metropolis, the presence of a densely populated city near the village, distance from the city and easy access to the village and the attractiveness of the communication road are factors that has been mentioned by Rahai Et al. (2016), Hajinejad et al. (2014), Rokn al-Din Eftekhari & Mahdavi (2015), Ronizi & Sheikh Begloo (2016), Jafari &d Hafezizadeh (2017) and Soleimani & Shafiei (2018).

Location in the communication route and easy access to the communication route, proximity to the international border, transportation routes, airport have been mentioned in the studies of Manouchehri & Farahani (2015), Heidari Sarban & Haji Heidari (2017), Biravandzadeh et al. (2017), Mehrdanesh & Nouri (2018), Azimi & Alidoost (2020), Also, access to facilities transportation, the existence of suburban communication network and roads for access to the village have been mentioned in the studies of Dadras & Vahidi Rad (2016), and Atai et al. (2015).

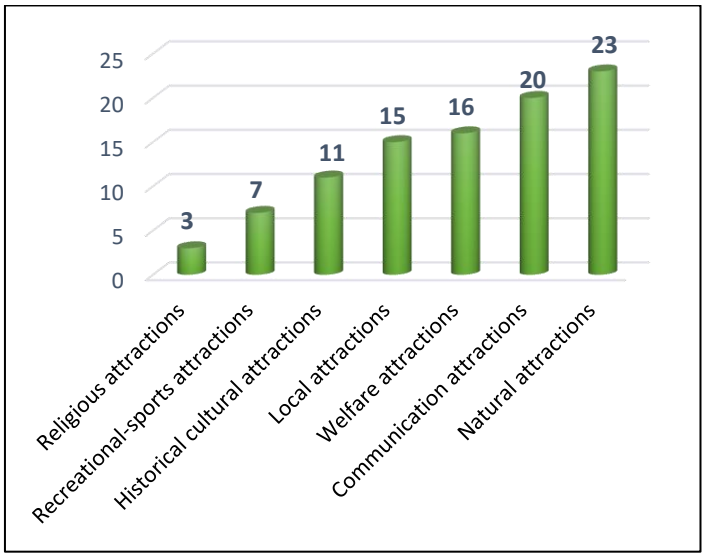

Figure 7. Graph of frequency of attractions

Finally, the final network of tourism development in the village can be presented. It should be noted that in order to achieve the development of tourism, it is necessary to take a combined view of all these areas**.**

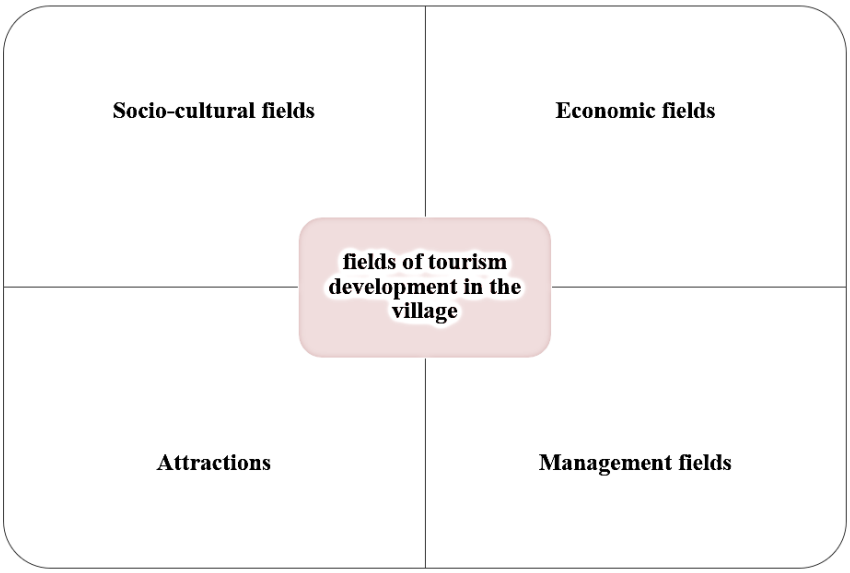

Figure 8. Thematic network of fields of tourism development in the village

5. Discussion and conclusion

Tourism, especially rural tourism, is one of the factors of sustainable economic development in the world and one of the characteristics of tourism development in a country. Therefore, various studies have been conducted on it in recent decades. But what is needed is a systematic study to present the effective factors in the development of rural tourism**.** The present study was conducted to identify factors for tourism development in rural areas. The results of this study showed that we can point four main factor of tourism development in rural areas, including economic, managerial, socio-cultural and attractions**.**

Economic factors include capability of the region for investment, selection as the target village, advertising, investment, low cost and employment. According to the economic approach to tourism development, today tourism is known as an industry because of the inclusion of material and financial income, so it can be used as a means to achieve economic development**.** To achieve this goal, factors should be considered and appropriate strategies should be used (Hall, 2000). One of these factors is the capability for investment. The tourist destination can be the potential for tourism and investment. We must first identify the rural targeted for tourism and then invest. Because of the growth of any industry is associated with investing .Therefore, it is necessary for the public or private sector to provide the resources for the growth and development of tourism with their investments. Another strategy is to use advertising and marketing to familiarize, attract and motivate people for tourism development and economic benefits. The low cost of tourism in rural areas and development of tourism-related businesses can mentioned as other factors which is an effective incentive to encourage tourism in rural areas**.**

Therefore, the impact of these strategies can be demonstrated in a process. The target areas should be identified, the investment should be taken. Next, the advertising should be done to motivates people to travel. In addition, the factors such as low cost and various jobs in combination with others can provide the foundation for tourism development.

Socio-cultural factors mentioned in numerous studies include low conflict and security, integration, participation, solidarity, hospitality, education, and adaptation to modern change. The destination of rural tourism is the environment and the rural community; so it is necessary to use the views of local community and public participation (Dowling, 1993). However, based on the mass approach, economic benefits play an essential role in the development of tourism and the participation of local community are ignored. In contrast values, there are cultural values that are created when the local community enters the tourism process. Therefore, the role of community- oriented approach in tourism development is important. In this approach, the basic attention is paid to people's participation in tourism. Creating the possibility for local community participation by providing the

necessary training and employing local expert human resources, in the form of participation in decision-making, infrastructure development, providing various services to tourists such as tour guides, interaction and Receiving tourists, having a spirit of hospitality and, etc. can be considered as the participation of the local community that play a significant role in tourism development and will lead to sustainable tourism development and tourism continuity**.**

Participation of the local community will be successful as long as other necessary conditions for this participation are available; such as homogeneity, solidarity and empathy of the villagers. Therefore, ethnic and racial homogeneity and the cohesion and solidarity of the people, which in itself can help increase security and reduce conflict in the rural, in combination with other factors will lead to the development of tourism**.**

In the community-oriented approach, coordination between local community decisions and national level policies is important**.** There must be harmony between local and national level decisions and planning and if there is no coordination, development will not be achieved. Therefore, the importance of the role of management in the development of tourism can be considered. The need to conformity decisions and planning at the national and local levels and creating a balance between these two levels, leads to the development of tourism. Indeed, just as solidarity between local people is important, the solidarity at higher levels is important too.

In Geographical spatial approach planning is in accordance with the spatial structure of activities and many factors including natural, welfare, cultural, historical, religious, recreational, sports, indigenous and communication can be the motivate of tourism. Therefore, it is important to attention to natural resources and various environmental attractions. Also we can mention the attractions and accommodation facilities, having historical contexts and religious places, sports and recreational attractions and the existence of local markets. Communication networks such as proximity to urban areas and transportation routes are considered as a stimulus for tourism and its development**.**

All the factors have a role in the development of tourism, they differ only in the amount of impact. Therefore, by adopting a systems view that includes the all factors, it is possible to achieve the development of rural tourism and even the development of tourism, because according to this approach, various factors should be considered in research.

suggestions**:**

Given that the results of the systematic review can be a roadmap for future research, so some suggestions are mentioned. It is necessary for studies to be more scattered and to cover different rurals. Such research will help to make policies in tourism development in rural areas consistent with the social and natural context of rural areas. Also, If more studies are done, it is possible to classify and differentiate the effective factors according to climatic, cultural, etc. diversity**.**

In most of the studies, no attention has been paid to tourism development approaches; Therefore, it is necessary to consider tourism development approaches in future studies**.**

Future studies coulde focus on the contribution, weight, and impact of the factors obtained in the present study. According to the factors, it should be determined which one has more impact so that those can be prioritized in planning for rural tourism.

Future studies, can provide operational solutions for the development of rural tourism, taking into account the natural and socio-cultural context of these areas.

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Original Article

توسعه گردشگری در مناطق روستایی؛ مرور سیستماتیک بر مطالعات انجام شده

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چکیده مبسوط

۱. مقدمه

گردشگری روستایی از قرن ۱۸ در کشورهای توسعه یافته و از قرن ۲۰ در کشورهای در حال توسعه افزایش یافت؛ این پدیده درون خود با نتایج مثبتی چون گذران فراغت شهرنشینان و استفاده از مناظر طبیعی، توانمندسازی زنان روستا و ایجاد فرصت شغلی، بازسازی مناطق روستایی و رشد ساختار فرهنگی و اجتماعی و به طور کلی توسعه اقتصادی و اجتماعی روستاها همراه است. بنابراین می‌توان اهمیت گردشگری روستایی را در سه سطح قرار دارد: در سطح نخست برای ساکنان شهرها، در سطح دوم برای ساکنان روستاها و در سطح سوم برای توسعه اقتصادی پایدار کشور و توسعه محلی، منطقه‌ای و ملی. با توجه به اینکه روستاهای کشور ما به دلیل برخورداری از جاذبه‌های فراوان، ظرفیت قابل قبولی برای جذب گردشگر دارند و گردشگری روستایی نیز افزایش یافته است، اما مسائلی نظیر فقر و اشتغال همچنان در روستاها وجود دارد؛ بنابراین می‌توان دریافت که همچنان موانعی بر سر توسعه گردشگری در روستاها وجود دارد و شناسایی زمینه‌های گردشگری روستایی می‌تواند کمک بسزایی در توسه این صنعت در روستا داشته باشد. بر این اساس پژوهش حاضر قصد دارد با مطالعه نظام‌مند بر روی تحقیقات انجام شده به شناسایی و استخراج زمینه‌های موثر بر توسعه گردشگری در روستا بپردازد.

۲. مبانی نظری تحقیق

رویکردهای توسعه گردشگری در روستا در پنج دسته قرار می‌گیرند؛ رویکرد انبوه‌گرایی که اعتقاد به بهره‌برداری حداکثری از منابع این حوزه جهت توسعه گردشگری روستا دارد که این رویکرد با داشتن جنبه تجاری موجب تخریب منابع طبیعی روستایی می‌شود. رویکرد اقتصادی که در آن گردشگری به عنوان صنعت و جهت رسیدن به اهداف اقتصادی می‌باشد. رویکرد فضایی جغرافیایی که تاکید بر پتانسیل منطقه برای گردشگری داشته و برنامه‌ریزی در آن به گونه‌ای است تا اثرات منفی گردشگری کاهش یابد. رویکرد اجتماع محور که نقش جامعه محلی را در توسعه گردشگری هم دانسته و رویکرد توسعه پایدار که توجه به شاخص‌های پنج‌گانه برای رسیدن به توسعه پایدار گردشگری را پیشنهاد می‌کند.

۳. روش تحقیق

این پژوهش با بکارگیری مرور سیستماتیک یافته‌های پژوهش‌های موجود را گردآوری کرده تا علاوه بر ارائه تصویری جامع در این حوزه، زمینه‌ای برای مطالعات جدید فراهم آورد. بنابراین با استفاده از رویکرد تلفیقی همزمان هر دو دسته تحقیق کمی و کیفی مرتبط با هدف تحقیق را مورد مطالعه قرار داده است. پس از شناسایی مقاله‌های منتشر شده در پایگاه‌های معتبر داده و در نظر داشتن معیارها ورود، جستجو و انتخاب، در نهایت ۳۳ مقاله منتشر شده در بازه زمانی ۱۳۹۰ تا ۱۴۰۰ که متناسب با هدف تحقیق بودند، جهت مطالعه انتخاب شدند.

۴. یافته‌های تحقیق

عوامل متعددی در توسعه گردشگری در روستا دخالت دارند که ارتباط آنها موجب تسهیل گردشگری روستایی می‌شود. این عوامل در چهار دسته زمینه‌های اقتصادی، مدیریتی، اجتماعی_فرهنگی و جاذبه‌ها قرار می‌گیرند. در خصوص زمینه‌های اقتصادی نقش عواملی چون مستعد بودن منطقه برای سرمایه‌گذاری، انتخاب به عنوان

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روستای هدف گردشگری، سرمایه‌گذاری در روستا، انجام تبلیغات در زمینه معرفی جاذبه‌ها، هزینه پایین گردشگری در روستاها در مقایسه با سایر مناطق و توسعه اشتغال و افزایش فرصت‌های شغلی در روستا می‌توان اشاره داشت. برنامه‌ریزی و توجه دولت و کارآمد بودن مدیریت محلی در روستاها متغیرهای مهم مدیریتی در توسعه گردشگری در روستاها می‌باشند. در خصوص زمینه‌های فرهنگی_اجتماعی به مواردی چون نزاع و درگیری کم در روستا، یکپارچگی قومی و مذهبی، وجود امنیت، مشارکت روستاییان و جامعه محلی، هماهنگی روستا با تغییرات مدرن، به کارگیری نیروی انسانی متخصص، آموزش به روستائیان، داشتن روحیه مهمان نوازی و همبستگی و همدلی آنان می‌توان اشاره داشت. یکی از تاثیرگذارترین زمینه‌ها نیز جاذبه‌های گوناگون می‌باشند که بر این اساس برخورداری از جاذبه‌های طبیعی مانند محیط و مناظر طبیعی، جاذبه‌های ارتباطی مانند نزدیکی روستا به شهر و شهرهای پرجمعیت و برخورداری از راه‌های ارتباطی و جاذبه‌های رفاهی مانند برخورداری از امکانات اقامتی، جاذبه‌های فرهنگی_تاریخی، تفریحی_ورزشی و دینی نقش پررنگی دارند.

۵. بحث و نتیجه‌گیری

توسعه گردشگری روستایی، یکی از منابع توسعه اقتصادی پایدار در جهان کنونی است. توسعه گردشگری در مناطق روستایی زمینه‌هایی دارد که نتایج حاصل از این مطالعه نشان داد که می‌توان به چهار زمینه اصلی توسعه گردشگری در مناطق روستایی ازجمله اقتصادی، مدیریتی، اجتماعی-فرهنگی و جاذبه‌ها اشاره نمود. مطابق با رویکرد اقتصادی برای توسعه گردشگری زمینه‌هایی چون مستعد بودن منطقه برای سرمایه‌گذاری، شناسایی روستاهای هدف گردشگری و تبلیغات اهمیت دارد. در خصوص زمینه‌های اجتماعی - فرهنگی می‌توان گفت مقصد گردشگری روستایی، محیط و جامعه روستا است؛ بنابراین در فرایند برنامه‌ریزی گردشگری در روستا، لزوم استفاده از دیدگاه‌های جامعه محلی و مشارکت عمومی ضرورت دارد. رویکرد اجتماع‌محور در توسعه گردشگری در به‌کارگیری و مشارکت مردم در فرایند گردشگری اهمیت قائل است. در زمینه جاذبه‌ها، موارد متعددی چون جاذبه‌های طبیعی، فرهنگی-تاریخی و محلی بومی می‌تواند منجر به ایجاد انگیزه برای گردشگری شود. تمامی عوامل مذکور در توسعه گردشگری دارای نقش می‌باشند، تنها در میزان وزن تأثیرگذاری دارای تفاوت می‌باشند؛ بنابراین با اتخاذ نگاهی سیستمی که دربردارنده تأثیر درهم‌تنیده همه عوامل است، می‌توان به توسعه گردشگری روستایی و حتی در مطلوب‌ترین وجه توسعه پایدار گردشگری نائل شد.

کلیدواژه‌ها: گردشگری، توسعه گردشگری، توسعه گردشگری روستایی، زمینه‌های اساسی.

تشکر و قدرانی

پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.

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فهرست مندرجات

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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، جدای از ارزشیابی کیفی 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 یا انصراف داده شده پس از سه ماه 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 انجام آخرین تصحیحات احتمالی به نشانی الکترونیکی نویسنده ارسال خواهد شد. چنانچه ظرف مدت یک هفته پاسخی از سوی نویسندگان واصل نگردید به معنای موافقت آنها با اصلاحات انجام شده تلقی 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 قبل از انجام ترجمه، امکان ارسال گواهی پذیرش مقدور نمی‌باشد. لذا پیشنهاد می‌شود فارسی زبانان مقاله خود را به زبان فارسی تهیه و ارسال نموده و پس از طی فرایند ارزیابی علمی و پذیرش نسبت به ترجمه آن اقدام شود.

آدرس پستی: مشهد- میدان آزادی- پردیس دانشگاه فردوسی مشهد- دانشکده ادبیات و علوم انسانی- دفتر مجلهٔ پژوهش و برنامه‌ریزی روستایی.

کد پستی: ۹۱۷۷۹۴۸۸۸۳ تلفن و نمابر: ۰۵۱-۳۸۷۹۶۸۴۰ پست الکترونیکی Rplanning@um.ac.ir

وب سایت: http://jrrp.um.ac.ir/

فرم اشتراک (یک ساله/ دوشماره) **مجلهٔ 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 پذیرش از نشریه 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 پایین ۲ و راست ۲ و چپ 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 نباید ازحدود 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 عنوان مقاله ذکر شود. ضمناً 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 ۳۰۰ dpi ارائه شود. اندازهٔ قلم‌ها 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 علمی، نشانی دقیق (کد پستی، تلفن، دورنگار و پست 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 حاوی مقدمه، مبانی 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 بعدا 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 که ارجاع به کارهای چاپ شده فقط به زبان فارسی بوده و در اسامی لاتین معادل آن در زیر نویس همان صفحه ارائه شود. به عنوان نمونه: (شکوئی، ۱۳۸۷، ص. ۵۰) یا (وودز، ۲۰۰۵، ص. ۲۷).

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

نمونه فارسی:

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بسم الله الرحمن الرحيم

دانشکده ادبیات و علوم انسانی

مجلّهٔ پژوهش و برنامه‌ریزی روستایی

سال یازدهم، شمارهٔ ۲، بهار ۱۴۰۱، شمارهٔ پیاپی ۳۷

صاحب امتیاز: دانشگاه فردوسی مشهد
مدیر مسئول: دکتر حمید شایان
سردبیر: دکتر علی‌اکبر عنابستانی

دستیار سردبیر: مهدی جوانشیری
مدیر اجرایی: زهرا بنی‌اسد
ویراستار انگلیسی: مرکز ویراستاری ادبیات
حروف‌نگاری و صفحه‌آرایی : الهه تجویدی
شمارگان: ۵۰ نسخه

نشانی: مشهد، دانشگاه فردوسی مشهد، دانشکدهٔ ادبیّات و علوم انسانی دکتر علی شریعتی، کد پستی ۹۱۷۷۹۴۸۸۸۳ ، نمابر: ۳۸۷۹۶۸۴۰ (۰۵۱)
بها: داخل کشور: ۲۰۰۰۰۰ ریال (تک‌شماره) خارج کشور: ۲۵ دلار (آمریکا- سالانه)، ۲۰ دلار (سایر کشورها- سالانه)
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*** این مجله در جلسهٔ کمیسیون بررسی نشریات علمی کشور مورخ ۱۳۹۲/۲/۲۵ رتبهٔ علمی- پژوهشی دریافت و طی نامهٔ شمارهٔ ۳/۱۸/۳۵۷۲۸ در تاریخ ۱۳۹۲/۳/۱۳ ابلاغ گردیده است.**

این مجلّه در پایگاه های زیر نمایه می‌شود:

- **پایگاه استنادی علوم جهان اسلام (ISC)**
- **پایگاه اطلاعات علمی جهاد دانشگاهی (SID)**
- **پایگاه بانک اطلاعات نشریات کشور (Magiran)**
- **فهرست دسترسی آزاد مجلات (Doaj)**
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مجله پژوهش و برنامه ریزی روستایی

سال یازدهم، شماره ۲، بهار ۱۴۰۱، شماره پیاپی ۳۷

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