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Future Research for Promoting Tea Tourism in Rural Areas of Guilan Province, Iran

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Abstract

Purpose- This study follows three major purposes including recognizing the input variables in the development of tea tourism in rural areas of Guilan (Gilan) Province, Iran, and identifying the less strategic and dependent variables for promoting tea tourism in the case study of rural areas of Guilan Province .

Design/methodology/approach- Structural analysis in a foresight study was used in this paper. Firstly, the researchers recognized the key variables for promoting tea tourism in destinations with the help of the systematic literature review method and the extraction variables were categorized in two codes as tourism facilities and services with tea theme, and policy-making for promoting tea tourism .

Finding- The results of structural analysis through Micmac software identified the following variables as influence variables for tea tourism facilities and services: being familiar with tea processing, establishing tea tasting centres, holding tea ceremonies and tea cultural events, and being familiar with tea cuisine. Furthermore, visiting tea gardens and sightseeing, presenting tea culture performances, developing tea museums, creating an innovative tea package, establishing a tea shop/tea auction center, participating in picking tea leaves, and establishing tea restaurants, hotels and accommodations are known as dependent variables. Moreover, according to the direct influence graph adding tea tourism to tour packages and visiting tea factories were recognized as less strategic variables for development of tea tourism facilities and services. In addition, organizing top to bottom level training and a comprehensive policy framework for tea tourism have the most impact on the system and were identified as input variables for policy-making for promoting tea tourism .

Practical implications- Analyzing data through Micmac software illustrated that local participation, preserving the environment ecosystem, developing network activities and training tour guides for tea tourism are dependent variables for policy-making for promoting tea tourism. Lastly, accessibility and marketing are excluded as independent variables for policy-making for promoting tea tourism .

Keywords: Micmac software, Structural analysis, Tea, Tea tourism, Guilan

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1. Introduction

Tea is an agricultural product that is closely related to the ancient and modern history of trade. Tea has been transferred from one culture to another as a cultural and natural heritage. Green tea was the first beverage of ancient China. Recently, the emergence of a niche tourism entitled tea tourism illustrated that this beverage can attract tourists to destinations. Jolliffe (2007) in the volume “Tea and Tourism: Tourists, Traditions, and Transformations” noted a growing tourist and academic interest in this new special tourism market

In this regard, tea museums such as Meitan Tea Museum, Guizhou, China; The KDHP Tea Museum, Munnar, India; Fujinokuni Cha-no-miyako Tea Museum, Shizuoka, Japan; Iran National Tea Museum, Lahijan, Iran; Tenfu Tea Museum, Zhangzhou, Fujian, China; West Lake Hangzhou Benshan Longjing Tea Museum, Hangzhou, China; Ceylon Tea Museum, Hantana Rd, Sri Lanka; and Tea Museum, Gorreana, São Miguel, Azores, Portugal, etc. strive to introduce tea brands and tea culture to the public and attract tourists to tea destinations. In addition, tea festivals are one more strategy to attract visitors/tourists to destinations. Furthermore, some tea agricultural landscapes such as Pu'er Traditional Tea Agrosystem (China), Jasmine and Tea Culture System of Fuzhou City (China), Traditional Tea-grass Integrated System in Shizuoka (Japan), and Traditional Hadong Tea Agrosystem in Hwagae-myeon (Republic of Korea) are inscribed in the Globally Important Agricultural Heritage Systems (GIAHS, 2021) and have been highly regarded by tourists.

Guilan Province is a tea tourist destination in the north of Iran, but till now, Iran's tourism policies and planning have not paid particular attention to this tourism segment. Tea has an inseparable connection with Iranian culture. Tea is not only a popular hot beverage in Iran but also integrated with many aspects of Iranian culture. For example, in a courtship ceremony, the bride and groom meet for the first time with a tray of tea that the bride brings to the groom. Moreover, in Iranian culture, the first beverage in visits and receptions of guests is mostly tea.

The history of the consumption of tea in Iran dates back to the seventeenth century. The tea cultivation industry in Iran is 100 years old.

It is noteworthy that diversification of tourism products, development of tourism products for special

interests and development of new cultural trails according to unique cultural heritage are strategies and policies of tourism development designed to overcome the challenges related to the tourism industry in Iran (National Vision Plan, 2020). Through identification of the key drivers for promoting tea tourism in rural areas of Guilan Province, this study will take a step towards achieving these goals.

2. Research Theoretical Literature

Jolliffe (2007), upon publishing a book entitled “Tea and Tourism: Tourists, Traditions and Transformations”, attracted the academic sector of tourism to this new niche tourism. An integrative literature review method is used in this study to identify the key drivers for promoting tea tourism in a destination. Cheng *et al.* (2010) stated that tea tourists are interested in activities such as visiting tea gardens, enjoying tea culture performances, and picking tea leaves in the case study of Xinyang, China. Herath and Munasighe (2014) argued that Ella, Bandarawela and Haputhale in Sri Lanka have great potential for tea tourism development. Moreover, these destinations offer a unique experience to tourists based on tea cultures such as tea gardens and estates, tea restaurants and hotels, tea shops and factories. Herath and Munasighe (2014) suggested developing tea museums, establishing tea tasting centres, introducing tea-based medicine, using modern marketing communication tools, developing network activities and local participation and organizing top-to-bottom level training as more activities that can promote tea tourism.

Datta (2018) introduced China, Sri Lanka, Kenya and India as destinations for tea tourism, and highlighted entertainment activities such as sightseeing, visiting tea gardens, tea factories and tea labour cultural performance as tea tourism products. Lin and Wen (2018) illustrated that tea tourism has created opportunities and individual development within the social evolution for females in the regions of Yunnan Province, south-west China. Su *et al.*, (2019) argued that, as a new form of tourism in Hetu Town, Anhui Province, China, tea tourism has enhanced the sustainability of the community's livelihood. They discussed variables such as involving locals with lower levels of livelihood assets, local participation and enhancing local benefits as key factors for promoting sustainable tea tourism. Furthermore, they introduced enjoying the tea landscape, visiting tea shops and tea museums, being familiar with tea

processing, tea ceremonies and tea cultural events, tea tasting, tea cuisine and tea accommodation as tourism products which can be offered to tourists.

Jayasooriya (2019) introduced Hanthana, Sri Lanka, as a destination for promoting tea tourism, which is community-based tourism. Prasath and Wickramaratne (2019) also introduced Nuwara-Eliya Sri Lanka as a destination for tea tourism development, and by using a quantitative method they demonstrated that visiting a tea factory and tea tasting are the most highly demanded activities by visitors. They also illustrated that seasonal fluctuations of travellers and lack of trained labour are weaknesses of the region and suggested local participation as a key factor for promoting tea tourism. Suhindan *et al.* (2019) used a quantitative method to indicate that in the case study of Nuwara Eliya, Sri Lanka, tea attractions, awareness and accessibility directly increase tourist satisfaction. Wijesundara and Gnanapala (2019) used a mixed method to show that tea tourism in the case study of Sri Lanka can be used for destination branding and can generate income for the local community. Furthermore, they noted that education can play an important role in promoting tea tourism in a destination.

Sarmah (2020) considered the potentials and challenges of tea tourism in Assam, India. Assam has great potential for promoting tea tourism such as tea heritage from the 19th century (British colonial era), the Toklai Tea Research Centre, the Tea Auction Centre, and golf courses in tea gardens. Moreover, the results illustrated that the challenges to the development of tea tourism in Assam, India include deficiencies in infrastructures, a need for human resource development, inadequate quality of service, and marketing, lack of coordination among the tourism sector for promoting tea tourism, inadequate security cover in tea gardens, lack of sufficient local empowerment regarding tea tourism, and a lack of comprehensive policy framework for tea tourism in India. Phukan and Maheshwari (2021) also noted that Assam, India, can be a destination for tea tourism development and different marketing strategies, providing infrastructure and training human resources play an axial role in promoting this new tourism segment.

Solak and Amin (2020) argued that tea tourism should be added to tour packages of India and a variety of entertainment activities should be offered to tourists. Yeap *et al.* (2021) investigated key variables for visiting tea and coffee tourism using a qualitative

method during the Coronavirus disease pandemic period, and the results indicated that tourists' motivations are learning and relaxation. Khaokhrueamuang *et al.*, (2021) introduced Shizuoka, Japan, as a destination for promoting tea tourism and through mixed methods recommended the following activities as key components for tea tourism development in Shizuoka: motivating travellers to visit the destination, targeting potential travellers, differentiating the destination from other sites through innovation activities, communicating the place's meaning, creating an innovative tea package which motivates visitors to buy, and a partnership between Thailand and Japan.

Yoopetch and Kongarchapatara (2021) demonstrated that a sustainable livelihood has a positive effect on the satisfaction of residents with the development of tea tourism. Bohne (2021) looked at East Frisia, Germany, as a destination for tea tourism in Europe and highlighted the East Frisian Tea Ceremony, indicating that the development of tea-related events and products can help the regional economy flourish and increase tourist loyalty. Yan *et al.* (2021) discussed that tea tourism integrated strategic marketing planning, sustainable tourism development, and community - based tourism. Cheng *et al.* (2021a), with an emphasis on Fujian Province, China, noted that relationships and paying particular attention to environmental systems can improve the development of tea tourism. In addition, Chen *et al.* (2021) reviewed and criticized the previous studies, and mentioned that in most of the literature reviews of coffee or tea tourism the views of a single stakeholder such as consumers or producers were considered, while, a few literature reviews studied the interdisciplinary frameworks.

Seyitoğlu and Alphan (2021) investigated the tea and coffee experience of tourists around the world through TripAdvisor, and the results indicated that experiences such as education, authentic and memorable experiences, participation, experience, shopping, atmosphere, facilities, employees, and tour guides, are positive impacts of promoting tea tourism in destinations. Dinis *et al.* (2021) introduced Portugal as a new tea/coffee tourism destination in the world with emphasis on the Coffee Science Centre – Delta, as a well-known brand.

It is noteworthy that tea tourism is a current consideration in Iran and there is some academic work in this regard. Dostar *et al.* (2014) introduced Guilan and Mazandaran Provinces as tea tourism

destinations in Iran and indicated that tea tourism can be a suitable solution to achieve sustainable rural development. Furthermore, [Zamani-Farahani \(2019\)](#) published a book regarding tea tourism in Iran. [Amin Tahmasebi et al. \(2020\)](#) used the Topsis method to illustrate that the area under cultivation, the number of hotels, the number of tea factories, and the average number of tourists were selected as the most important criteria for selecting a place for tea tourism. Moreover, they noted that Guilan Province has great potential for promoting tea tourism.

In most of the literature reviews, countries such as China, Sri Lanka, Japan, Kenya, and India were introduced as tea tourism destinations, while the present study, by introducing a new tea tourism destination (Guilan province, Iran), strives to extend the literature. In addition, most of the academic research in Iran places emphasis on introducing Guilan Province as a tea tourism destination, and this research, by identifying the key drivers for promoting tea tourism in Guilan Province, strives to fill this gap. Regarding this, the authors considered fifteen papers through searching in google scholar ([Cheng et al. \(2010\)](#); [Herath and Munasighe \(2014\)](#); [Datta \(2018\)](#); [Su et al. \(2019\)](#); [Sarmah \(2020\)](#); [Seyitoğlu and Alphan \(2021\)](#); [Bohne \(2021\)](#); [Suhindan et al. \(2019\)](#); [Wijesundara and Gnanapala \(2019\)](#); [Phukan and](#)

[Maheshwari \(2021\)](#); [Yan et al. \(2021\)](#) ; [Khaokhrueamuang et al. \(2021\)](#); [Solak and Amin \(2020\)](#); [Prasath and Wickramaratne \(2019\)](#); [Amin Tahmasebi et al. \(2020\)](#). Keywords such as tea, tea tourism, tea museum and tea key driver were used to search. Then, researchers recognized the key variables for promoting tea tourism in destinations with the help of the systematic literature review method ([Table 1](#)).

In the second step, the extraction variables were categorised according to axial coding ([Table 2](#)). In the next step, the researchers used Micmac software as a structural analysis in a foresight study as a means to identify influential, dependent variables and more and less strategic factors for promoting tea tourism.

Therefore, it can be said that the present research used a new method to analyse the data in the case study of Guilan Province and can help to develop the research literature review in the field of tea tourism. Furthermore, introducing the rural areas with great potential for the development of tea tourism in Guilan Province is another objective of the present study. [Figure 1](#) illustrates conceptual framework for promoting tea tourism in rural area of Guilan Province, Iran.

Table 1: The variables required for promoting tea tourism which were obtained from literature review

No	Variables	Researchers
1	Visiting tea gardens and sightseeing (VTG)	Cheng et al. (2010) ; Herath and Munasighe (2014) ; Datta (2018) ; Su et al. (2019) ; Sarmah (2020)
2	Presenting tea culture performances (TCP)	Cheng et al. (2010) ; Herath and Munasighe (2014) ; Datta (2018)
3	Participating in picking tea leaves (PTL)	Cheng et al. (2010) ; Seyitoğlu and Alphan (2021)
4	Establishing tea restaurants, hotels and accommodations (TRH)	Herath and Munasighe (2014) ; Su et al. (2019)
5	Establishing tea shop/tea auction centre (TSH)	Herath and Munasighe (2014) ; Su et al. (2019) ; Seyitoğlu and Alphan (2021)
6	Visiting tea factories (TF)	Herath and Munasighe (2014) ; Datta (2018) ; Prasath and Wickramaratne (2019) ; Amin Tahmasebi et al. (2020)
7	Establishing tea tasting centres (TTC)	Herath and Munasighe (2014) ; Su et al. (2019) ; Prasath and Wickramaratne (2019)
8	Introducing tea-based medicine (TM)	Herath and Munasighe (2014)
9	Local participation (LP)	Herath and Munasighe (2014) ; Su et al. (2019) ; Prasath and Wickramaratne (2019) ; Seyitoğlu and Alphan (2021)
10	Organizing top-to-bottom level training (TBLT)	Herath and Munasighe (2014)
11	Developing network activities (NA)	Herath and Munasighe (2014)
12	Developing tea museums (TMe)	Herath and Munasighe (2014) ; Su et al. (2019)
13	Being familiar with tea processing (TP)	Su et al. (2019)
14	Holding tea ceremonies and tea cultural events (TCTCE)	Su et al. (2019) ; Bohne (2021)

No	Variables	Researchers
15	Being familiar with tea cuisine (TC)	Su et al. (2019)
16	Accessibility (A)	Suhindan et al. (2019)
17	Using tea for destination branding (TDB)	Wijesundara and Gnanapala (2019)
18	Local empowerment (LE)	Sarmah (2020)
19	Marketing such as using modern marketing communication tools (MMCT)	Sarmah (2020); Phukan and Maheshwari (2021); Yan et al. (2021); Herath and Munasighe (2014)
20	Comprehensive policy framework for tea tourism (CPFT)	Sarmah (2020)
21	Creating an innovative tea package (CITP)	Khaokhrueamuang et al. (2021)
22	Tea tourism should add to tour packages (TTP)	Solak and Amin (2020)
23	Preserving the environment ecosystem (PEE)	Cheng et al. (2021a)
24	Training tour guide for tea tourism (TTGT)	Seyitoğlu and Alphan (2021)

Table 2: Axial coding the variables required for promoting tea tourism which were obtained from literature review

Axial coding	Open coding (Variables)
Developing tourism facilities and services with tea theme	Visiting tea gardens and sightseeing (VTG)
	Presenting tea culture performances (TCP)
	Participating in picking tea leaves (PTL)
	Establishing tea restaurants, hotels and accommodations (TRH)
	Establishing tea shop/tea auction centre (TSH)
	Visiting tea factories (TF)
	Establishing tea tasting centres (TTC)
	Introducing tea-based medicine (TM)
	Developing tea museums (TMe)
	Being familiar with tea processing (TP)
	Holding tea ceremonies and tea cultural events (TCTCE)
	Being familiar with tea cuisine (TC)
	Creating an innovative tea package (CITP)
	Tea tourism should add to tour packages (TTP)
Policy-making for promoting tea tourism	Organizing top-to-bottom level training (TBLT)
	Training tour guide for tea tourism (TTGT)
	Local empowerment (LE)
	Preserving the environment ecosystem (PEE)
	Marketing such as using modern marketing communication tools (MMCT)
	Accessibility (A)
	Using tea for destination branding (TDB)
	Comprehensive policy framework for tea tourism (CPFT)
	Local participation (LP)
	Developing network activities (NE)

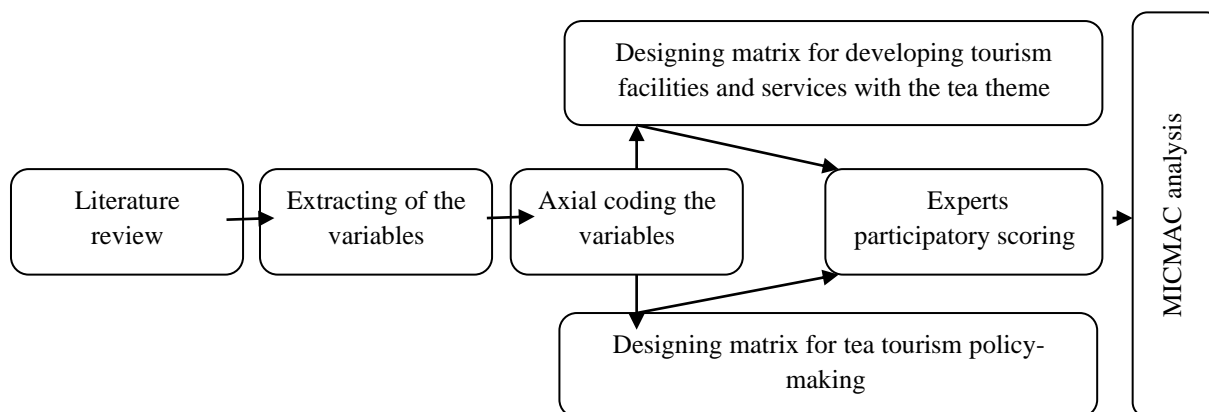


Figure 1: conceptual framework for promoting tea tourism in rural areas of Guilan Province, Iran

3. Research Methodology

3.1 Geographical Scope of the Research

This study was conducted in Guilan Province, located in the north of Iran near the Caspian Sea. According to field observation and some authors (Dostar *et al.*, 2014; Zamani-Farahani, 2019; Amin Tahmasebi *et al.*, 2020), Guilan Province can be said to have great potential for promoting tea tourism.

It is noteworthy that Rasht, which is the capital city of Guilan Province, Iran, was inscribed in the UNESCO Creative City Network (UCCN) in the field of gastronomy in 2015 (UCCN, 2021). Hence, it can be said that being a member of UCCN in the field of gastronomy can create an opportunity for the development of tea tourism in this territory. Figure 2 illustrates the tea landscape of Guilan Province.

Tea is planted in the west of Guilan Province in the counties of Fuman and Shaft. Furthermore, Sowme'eh Sara, Masaland and the Hashtpar foothills have a high potential for tea sightseeing (Figure 2). One of the best tourism routes and tea trails to enjoy tea gardens in the west of Guilan Province is the Masouleh route, in which tourists can have accommodation in Moein Hotel (hotel.moein.ir) (Figure 3) located in a tea garden. In addition, villages such as Zideh-ye Bala, Rudkhan Castle and Heydar Alat are rural areas

with beautiful tea garden landscapes which can present tea culture performances to tourists, and travellers can participate in picking tea leaves. Moreover, visiting the Heshmat Tea Factory and the Foumanat Tea Factory can be part of the offer to tourists in this region (Eslah Arbani, 2001).

Lahijan, Langerud, Amlash, and Rudsar counties – located in the east of Guilan Province – are other tea tourism destinations in the north of Iran. It is noteworthy that rural areas of Vajargah in the county of Rudsar have a fantastic landscape with the blooms of *Citrus aurantium* and tea gardens. Tourists can be accommodated in the Respina Hotel (hotelrespina.com) (Figure 3) which is located on the Lahijan route and enjoy beautiful, agricultural tea landscapes.

It is worth mentioning that the length of the leaf harvest period in the gardens of Guilan Province is a maximum of six months a year, from the first half of May to the first half of November (Eslah Arbani, 2001).

Kashef ol-Saltaneh's tomb and Iran's National Tea Museum are also located in the city of Lahijan. The museum opened in 1992 and focuses on Kashef ol-Saltaneh's activities in the tea trade and tea cultivation equipment. Mohammad Mirza Khashef Al Saltaneh (1862–1929) was an Iranian politician in the Qajar dynasty who introduced tea cultivation to Iran.



Figure 2: Tea agricultural landscapes, Guilan Province, Iran (source: photo by authors)



Figure 3: Tea hotels located in tea agricultural landscapes, Guilan Province, Iran: (a) Moein Hotel (source: hotel.moein.ir) and (b) Respina Hotel (source: hotelrespina.com)

3.2. Methodology

Guilan Province was selected as a case study in this research and the research of some authors (Dostar *et al.*, 2014; Zamani-Farahani, 2019; Amin Tahmasebi *et al.*, 2020) demonstrates that this province has great potential for promoting tea tourism. This paper examines the issue of the identification of key drivers for promoting tea tourism in rural areas of Guilan Province. In order to attain the main objective, the following sub-objectives were designed.

- To recognize the input variables (direct influence and indirect influence) in the development of tea tourism in rural areas of Guilan Province
- To identify the less strategic variables for promoting tea tourism in the case study of rural areas of Guilan Province

- To identify dependent variables for promoting tea tourism in rural areas of Guilan Province

Regarding this, we used structural analysis via Micmac software as a cutting-edge research method (Kumar and Shekhar, 2020; Nematpour *et al.*, 2020; Dadazade-Silabi, and Ahmadifard, 2019).

In the first step, all the variables which characterise the system of tea tourism obtained from literature reviews (Table 1) were listed and coded. It is worth mentioning that in order to determining reliability of coding, the list of variables was given to the two experts and they reached a consensus (90% agreement) on 14 variables in the developing tourism facilities and services with the tea theme group and 10 variables in the policy-making for promoting tea tourism

category. Then, the matrix of direct influence (MDI) was designed for each group to discover the relationships between the variables. 25 experts in the field of agriculture, tourism, museum, gastronomy, and culture who know tea tourism and Guilan Province well scored the MDI matrix on a 5-point scale (0: No influence; 1: Weak influence; 2: Moderate influence; 3: Strong influence; P: Potential influences). As the tea tourism is a new niche tourism and the experts in this field were rare to find in Iran we used the

snowball sampling technique for collecting data. In the next step, the input matrix of the software, which is the average of the score matrices of experts, was calculated and entered into the Micmac software, which was used to analyse the data. It is noteworthy that the direct influence map can be interpreted according to Figure 4 (Godet, 1994; Taleshi *et al.*, 2017; Nematpour *et al.*, 2020). The empirical part of this study was conducted from September 2021 to December 2021.

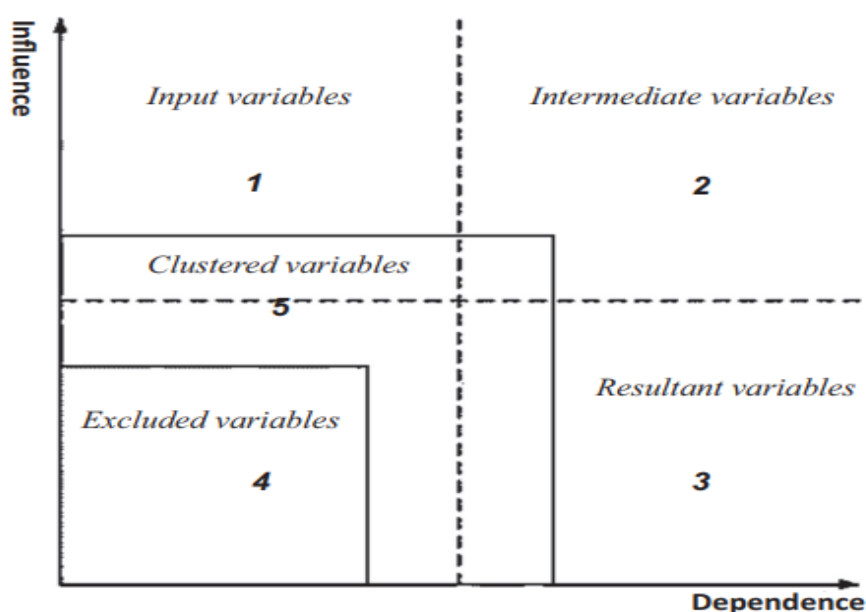


Figure 4: Micmac influence-dependence map (adapted from Nematpour *et al.*, 2020; Godet, 1994)

4. Research Findings

4.1. Micmac analysis for determining key drivers of developing tea tourism facilities and services

In the first step, 14 variables were listed according to a review of the literature on tea tourism destinations. In the second step, the MDI was designed to identify the most effective driver for developing tea tourism facilities and services in Guilan Province. The next phase is to recognize the type of each variable, observed via the intensity of its strength in influencing other variables or depending on other variables through visualization of the interrelation graph. Regarding

this, the elites in the fields of tourism, museum, culture, and agriculture scored the MDI matrix on a 5-point scale (0: No influence; 1: Weak; 2: Moderate influence; 3: Strong influence; P: Potential influences). It is noteworthy that Micmac software was used to analyse the data. According to Table 3, if the total number of rows is more than the total number of columns, it can be said that the degree of influence of the corresponding variable in the system is higher. Otherwise, the degree of dependence of that variable in the system is higher.

Table 3: MDI (matrix of direct influence) and the characteristics of the MDI matrix for tea tourism facilities and services calculated by Micmac software

No	Variable	Total number of rows	Total number of columns	Situation of the variable	Indicator	Value
1	VTG	18	24	The degree of dependence of this variable in the system is higher	Matrix size	14
2	TCP	19	55	The degree of dependence of this variable in the system is higher	Number of iterations	2
3	PTL	16	36	The degree of dependence of this variable in the system is higher	Number of zeros	41
4	TRH	11	43	The degree of dependence of this variable in the system is higher	Number of ones	32
5	TSH	13	50	The degree of dependence of this variable in the system is higher	Number of twos	34
6	TF	20	38	The degree of dependence of this variable in the system is higher	Number of threes	65
7	TTC	28	36	The degree of dependence of this variable in the system is higher	Number of P	24
8	TM	27	50	The degree of dependence of this variable in the system is higher	Total	155
9	TMe	19	36	The degree of dependence of this variable in the system is higher	Fill rate	79.08163%
10	TP	44	50	The degree of dependence of this variable in the system is higher		
11	TCTCE	46	43	The degree of influence of this variable in the system is higher		
12	TC	29	40	The degree of dependence of this variable in the system is higher		
13	CITP	47	40	The degree of influence of this variable in the system is higher		
14	TTP	41	46	The degree of dependence of this variable in the system is higher		

The direct influence graph designed by Micmac software (Figure 5) illustrates that Being familiar with tea processing (TP), Establishing tea tasting centres (TTC), Holding tea ceremonies and tea cultural events (TCTCE), and Being familiar with tea cuisine (TC) are influence variables which are named input variables.

Furthermore, Visiting tea gardens and sightseeing (VTG), Presenting tea culture performances (TCP), Developing tea museums (TMe), Creating an innovative tea package (CITP), Establishing a tea shop/tea auction centre (TSH), Participating in

picking tea leaves (PTL) and Establishing tea restaurants, hotels and accommodations (TRH) are dependent variables. When the input variables change, the dependent variables will change.

According to the direct influence graph Tea tourism should be added to tour packages (TTP) and Visiting tea factories (TF) are excluded (independent) variables. These variables do not cause the system to stop or evolve, and they are less strategic. It is noteworthy that Introducing tea-based medicine (TM) is an intermediate variable.

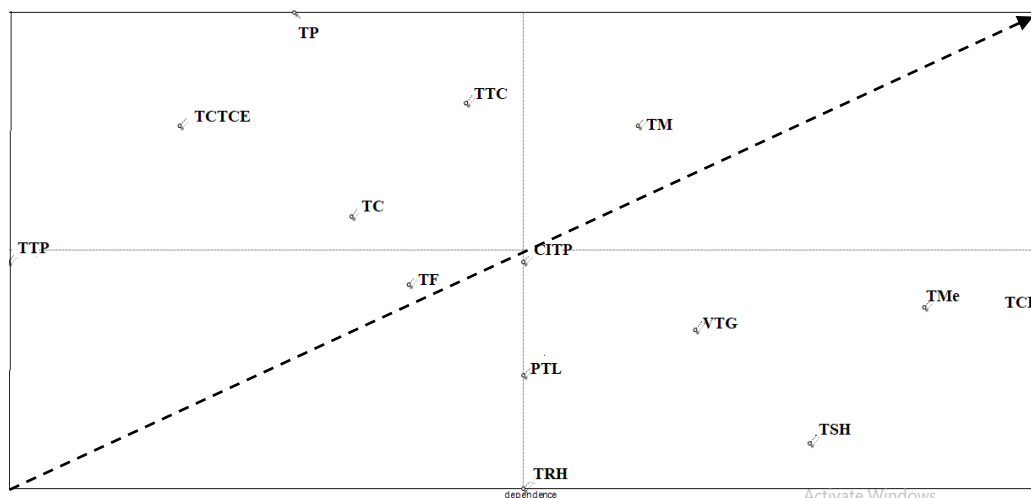


Figure 5: Direct influence graph designed by Micmac software for tea tourism facilities and services in Guilan

4.2. Micmac analysis for determining key drivers of policy-making for promoting tea tourism in Guilan

Firstly, 10 variables were listed according to a review of the literature on tea tourism destinations for policy-making. After experts scored in the designed matrix and analysed data through Micmac software the direct influence graph (Figure 6) illustrated that Organizing top to bottom level training (TBLT) and a Comprehensive policy framework for tea tourism (CPFT) have the most impact on the system and are input variables.

According to the direct influence graph, Local participation (LP), Preserving the environment ecosystem (PEE), Developing network activities

(NE) and Training tour guides for tea tourism (TTGT) are dependent variables. In addition, Accessibility (A) and Marketing such as using modern marketing communication tools (MMCT) are excluded (independent) variables. These variables do not cause the system to stop or evolve, and they are less strategic.

Using tea for destination branding (TDB) and Local empowerment (LE) are intermediate variables and among the intermediate variables, LE is the objective variable which can be a key driver for promoting tea tourism in Guilan. Table 4 demonstrates MDI (matrix of direct influence) and the characteristics of the MDI matrix for tea tourism policy-making.

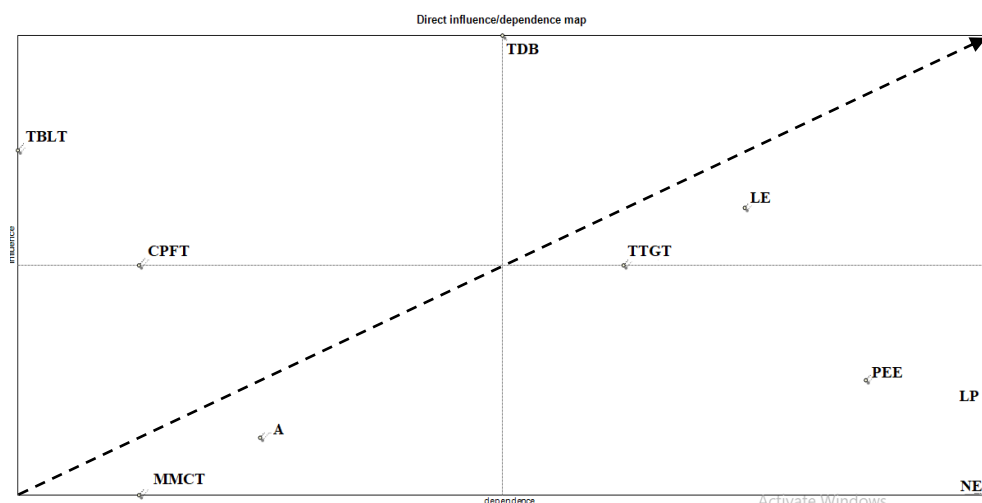


Figure 6: Direct influence graph designed by Micmac software for tea tourism policy-making in Guilan

Table 4: MDI (matrix of direct influence) and the characteristics of the MDI matrix for tea tourism policy-making in Guilan calculated by Micmac software

No	Variable	Total number of rows	Total number of columns	Situation of the variable	Indicator	Value
1	MMCT	10	10	The degree of dependence of this variable in the system is the same as its influence	Matrix size	10
2	LP	12	17	The degree of dependence of this variable in the system is higher	Number of iterations	2
3	TBLT	16	9	The degree of influence of this variable in the system is higher	Number of zeros	25
4	NE	10	17	The degree of dependence of this variable in the system is higher	Number of ones	30
5	A	11	11	The degree of dependence of this variable in the system is the same as its influence	Number of twos	24
6	TDB	18	13	The degree of influence of this variable in the system is higher	Number of threes	18
7	LE	15	15	The degree of dependence of this variable in the system is the same as its influence	Number of P	3
8	CPFT	14	10	The degree of dependence of this variable in the system is higher	Total	75
9	PEE	12	16	The degree of dependence of this variable in the system is higher	Fill rate	75%
10	TTGT	14	14	The degree of dependence of this variable in the system is the same as its influence	Matrix size	10

5. Discussion and Conclusion

Guilan Province, which is located in the north of Iran, has great potential (tea hotels, tea museum, tea landscapes, etc.) for promoting tea tourism, and this niche tourism can be a strategy for preserving intangible and tangible tea heritage. It is noteworthy that this research, using a structural analysis method with Micmac software as a future research method strived to identify key driver variables for promoting sustainable tea tourism, which can open a window to let tourism planners develop this tourism segment. Furthermore, this research can fulfill the gap which [Chen et al., \(2021\)](#) noted in their study.

The results of Micmac software illustrated that among variables known for tea tourism facilities and services, Being familiar with tea processing (TP), Establishing tea tasting centres (TTC), and Holding tea ceremonies and tea cultural events (TCTCE) have the most direct influences on the system. Moreover, Organizing top to bottom level training (TBLT) and a Comprehensive policy

framework for tea tourism (CPFT) are known as influence variables for tea tourism policy-making in Guilan province. It is noteworthy that these variables are input variables which planners should pay particular attention to for promoting tea tourism and organizing tea tours in Guilan Province.

Moreover, Tea tourism should be added to tour packages (TTP), Visiting tea factories (TF), Accessibility (A), and Marketing such as using modern marketing communication tools (MMCT) are less strategic variables. Planners should consider these variables independently to develop tea tourism in the case study. Visiting tea factories can offer a new experience to tourists and let them be familiar with agritourism and industrial tourism and learn about tea cultivation, the harvesting process, steps of tea manufacturing, withering of green leaf, and process of rolling, roll breaking, fermentation, black tea drying, sifting and grading.

At present, the Iran National Tea Museum, Lahijan, Iran is an object-oriented museum;

however, according to the data analysis through Micmac software, developing tea museums (TMe) is a dependent variable. According to the ICOM Statutes (2007), adopted by the 22nd General Assembly in Vienna, Austria:

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches communicates, and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

Therefore, Iran National Tea Museum should pay more attention to intangible tea heritage, events, and educational programmes. These results provide some support for the research of Herath and Munasighe (2014) and Su *et al.*, (2019). In addition, the museum needs a tea tasting centre for tea processing and serving in each part of the country. This centre should display the materials and objects which the local communities in each part of Iran use for making tea. Furthermore, in Iran, tea is mixed with herbal medicine which can be served in this tasting centre and can offer a new experience to tourists.

Our analyses revealed that local empowerment (LE) as the objective variable is a key driver for promoting tea tourism in Guilan Province and these results reinforce the study of Sarmah (2020).

In addition, in the tea tourism facilities and services group, Visiting tea gardens and

sightseeing (VTG), Presenting tea culture performances (TCP), Developing tea museums (TMe), Creating an innovative tea package (CITP), Establishing a tea shop/tea auction centre (TSH), Participating in picking tea leaves (PTL) and Establishing tea restaurants, hotels and accommodations (TRH) are identified as dependent variables. Furthermore, in the tea tourism policy-making group, Local participation (LP), Preserving the environment ecosystem (PEE), Developing network activities (NE), and Training tour guides for tea tourism (TTGT) are determined as dependent variables.

Analysing the target market for marketing tea tourism in Iran; designing an event/festival calendar for the Iran National Tea Museum; identifying marketing strategies for attracting international tourists to Guilan Province as a tea tourism destination, and studying tea processing methods based on manuscripts and old books are the subjects recommended by authors for future researches.

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Authors' contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The author declares no conflict of interest.

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آینده پژوهی برای ترویج گردشگری چای در مناطق روستایی استان گیلان، ایران

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چکیده مبسوط

۱. مقدمه

چای یکی از محصولات کشاورزی است که ارتباط نزدیکی با تاریخ تجارت کهن و مدرن دارد. چای به عنوان یک میراث فرهنگی و طبیعی، از فرهنگی به فرهنگ دیگر منتقل شده است. چای سبز اولین نوشیدنی چین باستان بود. اخیراً پیدایش بازار با علایق ویژه گردشگری چای نشان می‌دهد که این نوشیدنی می‌تواند گردشگران را به مقاصد جذب کند. در راستای رونق گردشگری چای و حفظ میراث ملموس و ناملموس آن، موزه‌های چای در کشورهای چین، ژاپن، سریلانکا، پرتغال و ایران احداث شده است. این موزه‌ها تلاش دارند که برندهای چای و فرهنگ چای را به مردم معرفی کنند و گردشگران را به مقاصد چای جذب کنند. علاوه بر این، برگزاری جشنواره‌های چای یک استراتژی دیگر برای جذب بازدیدکنندگان/گردشگران به مقاصد هستند. برخی از کشورها مانند چین، ژاپن و کره جنوبی چشم‌اندازهای کشاورزی چای خود را در شبکه سیستم‌های میراث کشاورزی مهم جهان در فائو ثبت کرده‌اند و امروزه این مناظر و چشم‌اندازهای چای بسیار مورد توجه گردشگران قرار گرفته‌اند. استان گیلان یک مقصد گردشگری چای در شمال ایران است، اما تاکنون سیاست‌ها و برنامه‌ریزی‌های گردشگری ایران توجه خاصی به این بخش گردشگری نداشته است.

۲. مبانی نظری تحقیق

چین، سریلانکا، کنیا و هند به عنوان مقاصد گردشگری چای معرفی شده‌اند و فعالیت‌های سرگرمی مانند گشت‌وگذار، بازدید از باغ‌های چای، کارخانه‌های چای و برگزاری رویدادهای فرهنگی چای به عنوان محصولات این بازار گردشگری چای برجسته شده است.

لین و ون (۲۰۱۸) نشان دادند که گردشگری چای فرصت‌ها، توسعه فردی و تکامل اجتماعی برای زنان در مناطق جنوب غربی چین ایجاد کرده است. سو و همکاران (۲۰۱۹) استدلال کردند که گردشگری چای به عنوان شکل جدیدی از گردشگری در شهر چین، پایداری معیشت جامعه را افزایش داده است. سریلانکا نیز به عنوان مقصدی برای ترویج گردشگری چای، که شکلی از گردشگری مبتنی بر جامعه است معرفی شد. ساراما (۲۰۲۰) پتانسیل‌ها و چالش‌های گردشگری چای را در آسام هند بررسی کرد. آسام پتانسیل زیادی برای ترویج گردشگری چای مانند میراث چای از قرن ۱۹ (دوران استعمار بریتانیا)، مرکز تحقیقات چای توکلای، مرکز حراج چای و زمین‌های گلف در باغ‌های چای دارد. علاوه بر این، نتایج نشان داد که چالش‌های توسعه گردشگری چای در آسام هند شامل کمبود زیرساخت‌ها، نیاز به توسعه منابع انسانی، کیفیت نامناسب خدمات و بازاریابی، عدم هماهنگی بین بخش گردشگری برای ترویج گردشگری چای، پوشش امنیتی ناکافی در باغ‌های چای، فقدان توانمندی محلی کافی در مورد گردشگری چای، و فقدان چارچوب سیاست جامع برای گردشگری چای در هند است.

۳. روش تحقیق

استان گیلان به عنوان مطالعه موردی در این پژوهش انتخاب شد و تحقیقات برخی از نویسندگان نشان می‌دهد که این استان دارای پتانسیل بالایی برای ترویج گردشگری چای است. این مقاله به بررسی موضوع شناسایی عوامل کلیدی برای ترویج گردشگری چای در روستاهای استان گیلان می‌پردازد.

*. نویسنده مسئول:

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چای‌فروشی/مرکز حراج چای، شرکت در چیدن برگ‌های چای و ایجاد رستوران‌های، هتل‌ها و اقامتگاه‌ها با موضوع چای به‌عنوان متغیرهای وابسته شناخته شدند.

همچنین، با توجه به نمودار تأثیر مستقیم، افزودن تورهای چای به بسته‌های تور و بازدید از کارخانه‌های چای به‌عنوان متغیرهای کمتر استراتژیک برای توسعه تسهیلات و خدمات گردشگری چای معرفی شدند. به‌علاوه، سازمان‌دهی آموزش از بالا به پایین و چارچوب سیاست‌گذاری جامع برای گردشگری چای به‌عنوان متغیرهای ورودی برای سیاست‌گذاری برای ترویج گردشگری چای شناسایی شدند. تجزیه و تحلیل داده‌ها از طریق نرم‌افزار Micmac نشان داد که مشارکت محلی، حفظ اکوسیستم‌ها و منظرهای چای، توسعه فعالیت‌های شبکه و آموزش راهنمایان تور برای گردشگری چای، متغیرهای وابسته سیاست‌گذاری برای ترویج گردشگری چای هستند. درنهایت، متغیرهای دسترسی و بازاریابی به‌عنوان متغیرهای مستقل برای سیاست‌گذاری برای ترویج گردشگری شناخته شدند.

۵. بحث و نتیجه‌گیری

استان گیلان که در شمال ایران قرار دارد، دارای ظرفیت‌های فراوانی (هتل‌های چای، موزه چای، مناظر چای و ...) برای رونق گردشگری چای است و این بازار نوین گردشگری می‌تواند راهبردی برای حفظ میراث ناملموس و ملموس چای باشد. شایان‌ذکر است که این تحقیق با استفاده از روش تحلیل ساختاری به شناسایی متغیرهای محرک کلیدی برای ترویج گردشگری چای پرداخت و درپچه‌ای را برای برنامه ریزان گردشگری باز کرد تا این بخش گردشگری را توسعه دهند. به‌علاوه، این تحقیق می‌تواند شکافی را که چن و همکاران، (۲۰۲۱) در مطالعه خود به آن اشاره کردند، برطرف کند.

کلیدواژه‌ها: نرم‌افزار میک‌مک، تحلیل ساختاری، چای، گردشگری چای، گیلان.

تشکر و قدردانی

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

در این راستا، از تحلیل ساختاری به کمک نرم‌افزار Micmac به‌عنوان یک روش آینده‌پژوهی استفاده گردید. در گام اول، محققین با استفاده از روش مرور سیستماتیک پیشینه پژوهش، متغیرهای کلیدی برای ترویج گردشگری چای در مقاصد را شناسایی و متغیرهای استخراج‌شده را در دو مضمون اصلی تسهیلات و خدمات گردشگری با موضوع چای و سیاست‌گذاری برای ترویج با تکنیک کدگذاری دسته‌بندی کردند. سپس به‌منظور تعیین پایایی کدگذاری انجام‌شده از روش توافق درون موضوعی استفاده شد و کدها در اختیار دو کدگذار قرار گرفت که کدگذاری انجام‌شده با درصد توافق ۹۰ درصد مورد اجماع آن‌ها قرار گرفت و آن‌ها بر روی ۱۴ متغیر در توسعه تسهیلات و خدمات گردشگری با موضوع چای و ۱۰ متغیر در سیاست‌گذاری در مقوله ترویج گردشگری چای به اجماع رسیدند. سپس ماتریس تأثیر مستقیم (MDI) برای هر گروه طراحی شد تا روابط بین متغیرها کشف شود. ۲۵ نفر از کارشناسان حوزه گردشگری، موزه، کشاورزی، غذا و فرهنگ که گردشگری چای و استان گیلان را به خوبی می‌شناختند، ماتریس‌های تأثیر مستقیم را در مقیاس ۵ درجه‌ای (۰: بدون تأثیر؛ ۱: تأثیر ضعیف؛ ۲: تأثیر متوسط؛ ۳: نفوذ قوی؛ ۴: تأثیرات بالقوه) امتیازدهی کردند. برای جمع‌آوری داده‌ها از روش نمونه‌گیری گلوله برفی استفاده شد. در مرحله بعد، میانگین امتیازدهی خبرگان به‌صورت جداگانه یک‌بار برای متغیرهای توسعه تسهیلات و خدمات گردشگری با موضوع چای و یک‌بار برای متغیرهای مربوط به موضوع چای و سیاست‌گذاری وارد نرم‌افزار Micmac شد که برای تجزیه و تحلیل داده‌ها استفاده گردید.

۴. یافته‌های تحقیق

نتایج تحلیل ساختاری با استفاده از نرم‌افزار Micmac متغیرهای زیر را به‌عنوان متغیرهای تأثیرگذار بر تسهیلات و خدمات گردشگری چای شناسایی کرد: آشنایی با فرآوری چای، ایجاد مراکز برای چشیدن چای، برگزاری مناسبت‌های مربوط به چای و رویدادهای فرهنگی چای و آشنایی با آداب و رسوم تهیه چای. علاوه بر این، بازدید از باغ‌ها و چشم‌اندازهای چای و گشت‌وگذار در آن‌ها، ارائه نمایش‌های مربوط به فرهنگ چای، توسعه موزه‌های چای، ایجاد یک بسته تور نوآورانه در خصوص چای، ایجاد



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Comparing the Effects of Inflation on the Expenditure and Income of Urban and Rural Families in Iran Using a Panel Data

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Abstract

Purpose: After the beginning of a new round of sanctions against Iran in 2010-2011, many disorders were introduced in the Iranian economy including increased inflation and reduced purchasing power. It has significantly affected on the welfare of families and, hence. The study objective is to compare the effects of inflation on the costs of the social welfare and income among rural and urban families.

Methodology: The study adopts a descriptive-analytical methodology and urban and rural families in 31 provinces of Iran constitute its units of analysis. The data was comprised of family expenditure on food and non-food items in urban and rural areas during the period of 2011-2017 (at the height of sanctions) together with inflation. The panel data was analyzed using STATA 15 software package .

Finding: The findings showed that inflation has increased income and, as a result, has increased costs and that a one percent increase in inflation has increased non-food costs as much as 0.43 and 0.35 and food costs as much as 0.18 and 0.22 for rural families. Similarly, by a one percent increase in inflation in urban areas of Iran, families' non-food costs have increased by 0.20 and 0.16 and their food costs have increased by 0.11 and 0.24 Overall, inflation has led to a lower increase in the expenditure of rural families, so that a one percent increase in inflation has increased the costs for urban families as much as 0.32 and for rural families as much as 0.15. Therefore, the inflation caused by sanctions has increased the gap between urban and rural area and, as a result, increased macroeconomic instability. Considering the mutual effect of income distribution, unemployment, inflation and cost on each other, the policy of adjustment of income distribution and tax on income and wealth should be implemented in an exponential manner to reduce inequality. Also, in the face of inequality, in the early stages of development, politicians can control or reduce the upward trend in poverty and inequality by using the tools of transfer payments, social security insurances, unemployment insurances, etc .

Originality/value: The results of this research can help organizations in charge of dealing with the effects of inflation in urban and rural areas to have a deeper insight into the existing conditions so that they can reduce the negative effects of inflation on life by using the solutions provided.

Keywords: cost and income, urban households, rural households, inflation effects, panel data

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1. Introduction

Although macroeconomic policies have a long history in shaping the economic life of human societies, they have acquired wider dimensions and expanded domains in the contemporary century (Akhavi & Hosseini, 2016: 34). On the international level, issues related to sanctions are one of the major economic policies (Noghanibehambari & Rahnamamoghadam, 2020). Since the Islamic revolution of 1978, many sanctions were imposed on Iran and a new round of sanctions were also introduced in 2005. Harshest sanctions were imposed on Iran from early 2011, and in terms of the imposing agents, they can be divided into three categories: UN sanctions, EU sanctions and main sanctions which were imposed by the US (Armanmehr & Farahmandmanesh, 2018). Some other American allies also imposed sanctions on Iran. Although Iran has been grappling with sanctions from the onset of the Islamic revolution, these sanctions entered a new phase in 2005, under the pretext of uranium enrichment program. From early 2011, more severe sanctions were imposed on Iran due to the resumption of its nuclear programs and its support of the Syrian government and resistance forces (Ezzati & Salmani, 2013) which were construed as an economic war by many experts. In March 2011, and following the sanctions imposed on the Central Bank of Iran, sanctions entered a new phase and sanctions by the European Union on Iranian oil, which were imposed since January 2012, together with restricting the Iranian banking system's access to the Society for Worldwide Interbank Financial Telecommunication (SWIFT) in March 2012, added to the severity of these sanctions (Bayat, 2015). These sanctions have different economic outcomes in Iran. Although the initial idea behind sanctions is to punish a country, in effect, they lead to increased costs for the target country, to imposition of commercial banks, to reduced joint projects, to prohibition of financial aids (Hufbauer & Jung, 2021) and ultimately, in the form of increased stagnation taxes, inflation, and shortage of consumer staples, they are imposed on people (Akhavi & Shams al-Dini, 2016). With regards western and US sanctions on Iran, it is worth mention that, to some extent, there was a consensus in the western world on the importance of Iranian sanctions, since the over reliance on oil dollars is the Achilles' heel of the Iranian economy. Therefore, they did their best to restrict Iranian oil exports and to impose various other limitations. Aforementioned

weaknesses have made the Iranian economy vulnerable to external events that influence the market (Taybi & Sadeghi, 2017). Meanwhile, one of the main consequences of sanctions is its effect on inflation. Inflation which refers to the sustainable increase in general price levels and exerts pressure on both the society and people is an outcome of sanctions (Peksen, 2019). Since in the viewpoint of those who impose such sanctions, they lay the ground for people to compel authorities to change their actions (Taybi & Sadeghi, 2017). The historical experience of the Iranian economy indicates that when exchange-rate shocks are accompanied by a rapid growth in money supply, inflation is manifested at a higher level compared to its chronic, structural trend in the Iranian economy and affects people's lives. Expenditure and changes in price levels are among the items that are affected by inflation, either directly or indirectly. Inflation is known as the most important challenge in the economic life of countries and is the main factor for the continuous increase in prices and reduced purchasing power of a country's currency which imposes many costs on society. Nowadays, inflation is a major problem and economic weakness and one of the main topics of discussion in the Iranian economy (Akkol, 2016).

A salient economic effect which has made people feel inflation within the context of their lives concerns its effect on the economic growth and their purchasing power (World Bank, 2020). Compared to other macroeconomic variables, Inflation, which is defined as an increase in the general price levels in a specific period, receives more social attention from the general public and severely affects income and, over time, leads to a gap between the poor and the rich in the society and reduces the welfare of low-income families (Sameti & Izadi, 2013). Naturally, increase in inflation levels and the concomitant increase in general price levels are not commensurate and they have different effects on various income levels (Carr & et al, 2019). Importance of the inflation and its different effects on the society, such as levels of welfare, income, macroeconomic policies, purchasing power, etc. has secured an important position for this concept in the economy. Inflation, and its relationship with welfare, has always been a topic of interest to researchers since lower inflation leads to increased welfare and self-sufficiency for families and increased levels of welfare can also affect other aspects of family life.

Studying expenditure levels among urban and rural families in the current situation has a specific importance for at least two reasons: first it constitutes a major aspect of social justice and second, it influences food, economic and social capital security (Tarasuk & et al, 2019). Studying the relationship between inflation, expenditure and income in a society helps identify relative power and the poverty status in that society (Booth, 2019). Therefore, income and expenditure patterns, regardless of guiding various systems, have turned into an objective in economic planning (Rouhani, 2015). Since expenditure and income of urban and rural families play a crucial role in determining levels of social welfare and general economic conditions, studying them is of paramount importance (Haar & et al, 2018). Following the economic sanctions, the overall status of the economy in Iran has greatly affected the livelihood of families. Needless to say, that levels of inflation along with expenditure and income levels of rural and urban families directly affect levels of welfare and this is an issue with which various societies have been grappling for a long time (Sharma & et al, 2015: 1). In general, the importance of the effect of economic inflation on the well-being of people in society is that with the increase in inflation, people's feeling of relative deprivation increases and their purchasing power decreases, and they have less time to be happy with their families, their sense of satisfaction with their lives decreases and They will feel a lot of concern about their future, source of income and their job and financial situation. In the meantime, some things besides inflation have affected the country's economy, including embargo, urban-rural inequalities, unemployment, poverty, etc., which are examined in detail in this research. Considering what was mentioned, the main research question is as follows: how has inflation affected the income and expenditure levels of rural and urban families during economic sanctions?

2. Research Theoretical Literature

Income distribution has been of special importance in the theories of economists. In recent years and after the plan to reduce poverty in the world, the way of distribution of income and expenses has been paid more attention than before, because in today's world, the biggest cause of poverty is the unfair distribution of income (Iranian Statistical Center, 2015). In this context, Adam Smith believed that economic agents in the field of micro-decisions and in the field of production and consumption achieve an optimal and

balanced choice by maximizing certain objective functions. This balance automatically leads to macro balance. Because in the economy, whatever quantity of goods is supplied, the demand for it will be created. Therefore, the equivalent supply creates the income of production factors, and the total product is distributed among those factors in proportion to the participation of different production factors in its production. Factors of production either save their income or their consumption and savings are all spent on investment and demand for capital goods. Therefore, the equivalent of the total supply and demand is created (Carr & et al, 2019). In here, the implicit assumption of the classical model is that economic conditions and the way incomes are distributed will lead to asymmetry and imbalance in the society and will bring uncertainty in the economy. Empirical theories related to the economy in the world in recent times largely confirm this view (Kindangen & et al, 2017). In the middle of the 19th century, Karl Marx, as a classical economist of the third generation, predicted the emergence of such inconsistency. He called this inconsistency as the crisis of disproportion. The concern about the possibility of such a problem is well understood in the writings of John Stuart Mill, who was a contemporary of Marx (Cappelen & et al, 2020).

In any case, in such a situation, macro balance is not automatically provided and the need for macroeconomic analysis becomes relevant. This inconsistency between cost and income and this imbalance of supply and demand continued as a serious problem of the capitalist system until the beginning of the 20th century, and in addition, existing inequalities affect all aspects of life (Haar & et al, 2018). In the following, a number of economic theories are mentioned in the discussed field.

A- Income distribution in the theories of classical economists.

In the past, paying attention to income distribution was considered exclusively in the production stage and among the factors participating in it. Classical economists were interested in how to distribute national income among different parts of the population. They considered the basis of this distribution to be the ownership of factors and raised the issue of income distribution based on the ownership of production factors (Manduca, 2019).

Ricardo's Theory: The classic distribution theory is mostly attributed to Ricardo. In Ricardo's theory, the economy is divided into two major sectors: industry

and agriculture, but what happens in the agricultural sector plays an important role in the overall development of the economy. According to Ricardo, the distribution of production among its three factors, i.e. labor, land, and capital, changes over time in favor of rent and to the detriment of profit. Therefore, Ricardo believed that in the capitalist system of the 18th century, the distribution of income is done in such a way that the owner class is in prosperity (Dosi & Roventini, 2019).

Marx's theory (1883-1818): Marx criticized the classical economic ideas and emphasized that the attention of the classics was only towards the positive economy and they did not use the prescriptive economy which is actually necessary to solve the economic and social problems (Rouhani, 2014).

B. Neoclassical theories of income distribution

Neoclassical economics is a method that focuses on price determination and income distribution in markets through supply and demand, often through the assumed maximization of utility by income-limited individuals and profit by cost-limited firms (Haldane & Turrell, 2018).

Marshall's theory (1960): According to Marshall, supply and demand is a mechanism that, in addition to determining the price of goods, can also determine the price of factors. Marshall made a special connection between the theory of value and the theory of distribution that existed in classical economics (Hommes, 2021).

Clark's theory: Clark emphasized the existence of a personal distinction between measurable capital goods and abstract aspects of social capital (Bresser-Pereira, 2020: 637).

Keynes' macroeconomic theory: In the 1930s, Keynes, by properly analyzing the economic situation of advanced countries and recognizing the roots of inequality and imbalances in the economy, suggested that the government should administer pro-equality policies (Bems & Johnson, 2017).

In the direction of the effect of macroeconomics on income distribution in the oldest empirical articles, Schultz investigated the effect of inflation and lack of jobs to pay the income of households using the time series of 1944-1965. The results showed that employment had an increasing effect and inflation did not have a decreasing effect on inequality. After her, Blinder and Esaki in the time period of 1947-1974 in an econometric study investigated the effects of inflation and unemployment on the income distribution of the United States of America. They

summarized the distribution of income in quantiles and concluded that unemployment had an unequal effect and inflation had an equalizing effect on the distribution of personal income. Li and Hing Fu (2002) showed that the existence of inflation worsens the income distribution situation among households, increases the income share of the rich class, and has a negative but insignificant effect on the income share of the middle class and the poor. Heinz and Udo (2008) also identified the economic factors determining the level of well-being in 12 countries of the European Union during the period 1991 to 2003 in order to investigate economic integration and life satisfaction. To estimate the equation of life satisfaction, they used explanatory variables of unemployment rate, inflation rate and per capita income. The results show that among various macroeconomic indicators, the inflation rate has played a major role in life satisfaction. Di Tella and MacCulloch (2008) in their study showed that the life satisfaction data of more than 600,000 Europeans have negative effects in relation to the unemployment rate and the inflation rate. Also, the results show that emotions are influenced by macroeconomic fluctuations. Satisfaction with life is one of the most important emotions that are influenced by these variables. Luengas and Ruprah (2009) investigated whether happiness should be one of the goals of the central bank in 17 Latin American countries during the period from 1997 to 2006. In this study, life satisfaction as a dependent variable and unemployment, inflation rate, demographic variables such as gender, age, education, etc., country fixed effects and year fixed effects were used as explanatory variables. The obtained results indicate that unemployment and inflation have caused a decrease in happiness. However, the evidence shows that unemployment has caused more unhappiness than inflation. Shimeles (2011) In his article, investigated the reduction of effective welfare from the price change of 13 goods in the African continent. The results show that changes in food prices can lead to a decrease in welfare compared to changes in the prices of energy or other goods. Kaya & Şen (2013) The empirical findings indicate that there is a uni-directional causality running from spending to tax revenue. In other words, our findings support the spend-and-tax hypo thesis for fiscal discipline in Turkey over the period of 1975-2011. Attanasio et al. (2013) investigated the welfare effects of food price increases on households in Mexico during the years

2006-2009. This research showed that with the increase in food prices, the income of needy households has decreased. [Ebeke and Fouejieu \(2018\)](#) showed that countries that have used inflation targeting; On average, they have had more flexible exchange rate regimes than other emerging economies and moderated the unwanted effects of inflation on the sudden increase in Kurds' expenses and the decrease in people's purchasing power. [Yelena & Faryal \(2016\)](#) Using seasonal data of the time period of 1999-2015 and the vector autoregression (VAR) method, they investigated the effect of oil prices and sanctions on the Russian economy. The results showed that the Russian economy is highly affected by fluctuations in oil prices and sanctions (through affecting the income from oil exports). [AlAzzawi \(2017\)](#) showed that when the level of inflation is high, people resort to suitable alternatives to protect themselves against a decrease in the level of well-being. In order to accurately control the changes in the cost of living, it is necessary to create real life indicators to check whether households at different income and expenditure levels have experienced different rates of cost of living and whether one group is consistently worse off than others. The results of Permik and [Stanisławska study \(2017\)](#) showed that inflation has a negative effect on saving attitude, especially in the group of consumers who are known to have a very good economic status. [Teryoshin's study \(2017\)](#) showed that if the monetary policy in the country is effective, inflation may decrease; While a strong monetary policy reduces inflation and increases household welfare. Uncertainty about the timing of changes in targeted inflation leads to more stable paths and, often, greater welfare. [Gärling \(2013\)](#) concluded in his study that people who have a dynamic role in the economy determine the rate of inflation. In general, it was found that in the case of inflation, the prices of products increase compared to before, and the increase in income becomes an opportunity to increase consumption. In general, the rate of inflation has a direct effect on the amount of expenditure and income of households. In their research, [Muhibbullah and Das \(2019\)](#) showed that if inflation increases by 1%, income inequality increases by 99.4%. The result of the vector error correction model (VECM) shows that inequality needs approximately 0.35% to correct the error per year and inflation needs 22.7% to correct the error per year to achieve equilibrium. [Ouyang and Rajan](#)

[\(2019\)](#) also showed in their research that the inflation rate between 1980 and 2015 has been affected by the financial policies of the country, so that with the development of domestic and international markets as well as the increase of bank funds, the inflation rate has decreased and also [Ndou et al. \(2019\)](#) concluded that sudden monetary policy shocks caused by inflation have different effects on spending and income and consumption in rural areas. The higher the inflation rate, the more rural expenses and incomes will decrease and the rural poor will suffer more.

A review of the conducted researches showed that inflation and economic conditions are among the factors that affect the lives of people in a society, in such a way that in some studies it was found that inflation affects the level of equality and inequality of people receiving services (Schultz, Blinder and Esaki, Li and Hing Fu, Muhibbullah and Das). Some other studies (Heinz and Udo, Luengas and Ruprah, Shimeles, Attanasio et al, AlAzzawi and Teryoshin) concluded that inflation increases the cost of households and reduces the level of well-being. Therefore, most of the studies have only examined the general impact of inflation on the lives of people in the society. But what is new in this study compared to other studies is the investigation of the impact of inflation on the lives of households in urban and rural areas, as well as on the cost of living, including food and non-food, which has not been discussed in other studies. Therefore, the purpose of the present study is to investigate the impact of inflation on the spending of urban and rural households and the difference between them, the amount of income and the level of well-being and wants to measure the impact of inflation on the amount of food and non-food expenses between urban and rural households.

3. Research Methodology

3.1. Geographical Scope of the Research

The area under study is comprise of 31 provinces of Iran and levels of expenditure and cost for each province were separately obtained for rural and urban regions.

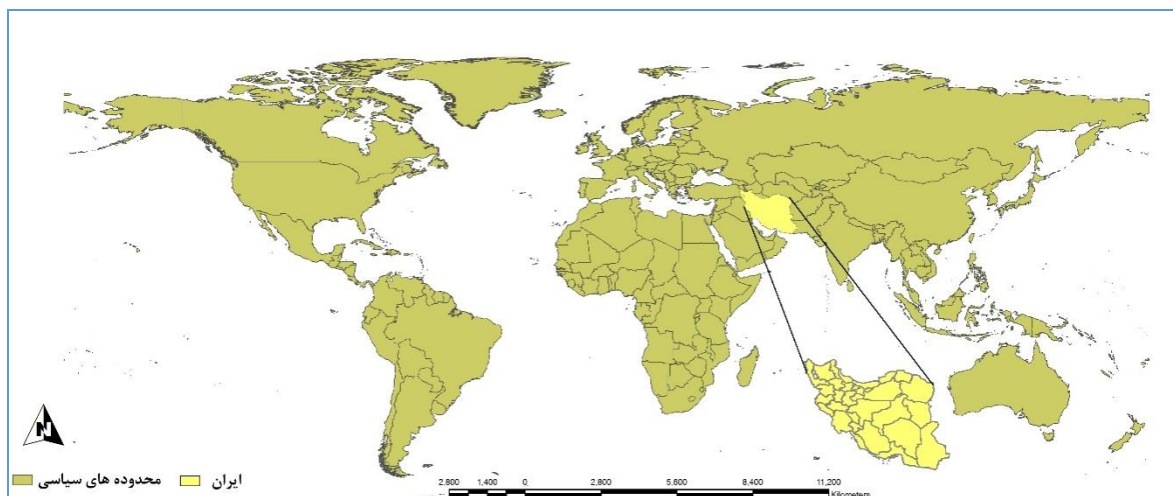


Figure 1. Introduction of the study area

3.2. Methodology

The present study is applied research and in terms of method, it's a descriptive-analytical one. The provinces of Iran constitute the units of analysis in the study. Using the data provided by the Statistical Center of Iran, the study measures and compares the effects of inflation on families' income and expenditure in urban and rural societies of the country. To this end, "Inflation Rate Index" which is calculated and published by the central bank of Iran on a monthly basis was used for inflation. This index measures the volatility of prices of goods and services in a specific year relative to a base year and is known as the "Consumer Price Index" (CPI). Data related to the expenditure (on food and non-food items) in urban and rural families was obtained from 2011 (the base year) to 2017. To analyze the data, considering the time-series nature of the data in terms of variability in a 7-year period and its dispersion, panel data analysis was used using STATA 15. The data pertaining to non-food expenditure indices is comprised of 8 categories (healthcare, education, housing, entertainment, transportation and communication, clothing, shoes, and household expenditure) and food costs are comprised of 9 categories (cigarettes, cereals, drinks, fruits and vegetables, beans, meat, dairy, sweets, oil and fat). In addition, sources of income include all public, cooperative, private, self-employment, agricultural, non-agricultural and miscellaneous income which are published by the Statistical Center of Iran. In statistics and econometrics, panel data are data sets comprised

of some data in time and place which include N factors in T time periods. If the number of time observations are equal for all the factors in the panel, it is a balanced panel but in case some factors have missing observations, the panel is an unbalanced one. In addition to, as some of the statistics for some endogenous variables are missing in some years, unbalanced data was combined to estimate the model. In this study, four independent variables (income and expenditure for urban and rural families) and two dependent variables (urban and rural inflation rate) were used. In order to measure variables, first using the available data, the value for each variable for all the provinces was separately calculated for rural and urban regions, based on a fixed price and the national currency (Rial), and, then, it was normalized for all the variables.

4. Research Findings

Considering that the panel data in the study included time-series data for the period between 2011 and 2017, first we tested the presence or lack of a long-term relationship among the variables of the model. To this end, correlation, stationary and integration tests were used. Moreover, considering that numerous methods exist for estimating panel data, Housman test was used to find the proper method of estimation.

4.1. Correlation Test

According to [table 1](#), changes in levels of inflation in the studied period in rural and urban regions, due to an increase in inflation, have led to an

increase in food and non-food expenditure and have reduced the purchasing power of people.

Table 1. Correlation between research variables in the rural families

Inflation rate		Urban inflation rate		Rural inflation rate		Variables
		Level of Significance	Correlation	Level of Significance	Correlation	
				0/00	0/55	Non-food costs for rural families
				0/00	0/47	Food costs for rural families
		0/00	0/68			Food costs for urban families
		0/00	0/71			Non-food costs for urban families
0/003	0/72					Costs for urban families
0/001	0/52					Costs for rural families

Changes and fluctuations of correlation show that in the rural regions of Iran, there is a statistically significant positive relationship between changes in inflation and food and non-food expenditure. In other words, as inflation increases, costs increase commensurately and this increase is higher for non-food items. The results of correlation show that the highest level of marginal propensity caused by the inflation effect pertains to the expenditure of urban families in Iran, such that, for urban families, the correlation between food and non-food expenditure and inflation is equal to 0.68 and 0.71, respectively. Considering that urban families earn some of their income from oil export revenues, compared to rural regions, they have been more affected by the inflation caused by sanctions, to the extent that this value is equal

to 0.52 and 0.72 for rural and urban families, respectively.

4.2. Presenting the Empirical Results of Model Estimation

Stationary tests are among the most important test for estimating a regression with reliable coefficients. In order to avoid spurious regression, stationary tests are used. Numerous tests exist for determining the stationary of panel data. In a general classification, we can say that when the time-series under study is long and cross-sections are limited, more attention should be paid to the issue of autocorrelation.

4.3. Stationary Test of the Variables

A common test in panel data is the Levin–Lin–Chu (LLC) test for unit root which determines the stationary of variables and the results of this test are shown in the [table 2](#).

Table 2. Results of the stationary test based on LLC

Status	Level of significance	Value of test statistic	Variable	Affected population
I (0)	0/0023	-2/70	Non-food costs for families	Village
I (0)	0/0041	-4/00	Food costs for families	
I (0)	0/0012	-1/7	Non-food costs for families	City
I (0)	0/0036	-3/4	Food costs for families	
I (0)	0/003	-4/50	Urban inflation rate	City
I (0)	0/0028	-1/20	Rural inflation rate	Village
I (0)	0/00	-6/20	Family income	Village
I (0)	0/00	-1/6		City

In fact, to avoid spurious regression, the reliability of variables in panel data is tested using LLC test and the outcome is depicted below. The results show that all variables are significant at a 99

percent level of Significance and spurious regression will not be an issue for estimating the model.

4.4. Limer's F test

In order to determine whether we have panel or pool data, Limer's F test was used. Here there are two possibilities: either we have pool data which needs to be estimated using common effects method or we have panel data which needs to be

estimated using either fixed effects or random effects methods which are presented in the following sections (Table 3).

Table 3. Results of Limer's F test

Statistical test of robust data							Control Variables	Dependent variable
Estimation status	P-Value	95 percent confidence interval		T statistic	Standard Error	coefficients		
		upper	lower					
panel	0/00	57223/2	27521/5	5/63	0/19	31/37	Rural inflation rate	Costs for rural families
panel	0/00	29912	-5491	1/36	0/016	0/12	Urban inflation rate	Costs for urban families
panel	0/00	0/54	0/35	9/36	0/048	0/45	Rural inflation rate	Income for rural families
panel	0/00	1/44	0/81	6/60	0/016	1/12	Urban inflation rate	Income for urban families

Considering that the test statistic is not statistically significant at a 0.05 level, the results show that the null hypothesis is rejected and that panel data should be used in the model. Moreover, to determine whether fixed effects or random effects should be adopted, we ran the Housman test and the results showed that random effects should be used.

4.5. Housman Test

After confirming that the data is dynamic, we used Housman test to determine the type of panel data (to utilize either fixed effects or random effects) (Table 4).

Table 4. Results of Housman test

Conclusion	Level of significance	Value of test statistic	Statistic	Test	Control variable	Dependent variable	Affected population
Fixed effects method	0/023	5/13	χ^2	Hausman	inflation	Non-food costs	Rural families
	0/009	0/16				Food costs	
	0/004	8/3				Family Income	
	0/000	12/50				Non-food costs	Urban families
	0/000	9/14				Food costs	
	0/007	6/5				Family income	

As can be seen, Housman tests results show that the H_0 is rejected. Therefore, the effect of inflation on income and expenditure of rural and urban families is confirmed at a t 0.05 level of significance and the null hypothesis concerning the linear relationship between inflation fluctuations and the concomitant changes in rural and urban families' income and costs are confirmed. Therefore, we can say that changes in family income and costs are directly influenced by inflation.

4.6. Fixed Effects Model

Although changes of error terms should be completely random through time, the results of autocorrelation tests revealed a pattern in their changes; but considering the level of significance, which for the variables of the study is lower than 0.05, we assume that the variables of the study are not auto correlated. In the present study, fixed effects method was used and the results are shown in table 5.

Table 5. Results of estimating the effects of income and levels of inflation on rural family expenditure over time using a fixed effects model.

Combined data tests			Dependent variable	Control variable
P-Value	Test or test statistic	coefficient		
0/000	12/78	0/352	Non-food costs in urban areas	Inflation in urban areas
0/004	15/60	0/43	Food costs in urban areas	
0/0056	19/16	0/64	Urban family income	
0/0032	0/55	0/183	Non-food costs in rural areas	Inflation in rural areas
0/0006	0/57	0/22	Food costs in rural areas	
	21/19	0/79	Rural family income	
186				Number of observations
0/46				R^2
29/35				F statistic
0/000				P-value

According the table, levels of inflation in the studied period had a statistically significant effect on increasing family costs. The results showed that one percent increase in inflation in urban areas leads to a 35 percent increase in non-food and a 43 percent increase in food expenditure. Similarly, in rural areas, one percent increase in inflation leads to an 18 percent increase in non-food and a 22 percent increase in food expenditure. Overall, using fixed effects method, we can say that increased levels of inflation in society are accompanied by increased food and non-food expenditures and costs, and this increase is higher for food expenditure. With regards to changes in income levels, the results of the study show that as levels of inflation increase, the real income of people decreases in comparison with their daily costs and expenditures. In other words, as levels of inflation in society increase, owing to higher prices and costs and also higher wages, increase in people's income is accompanied by an exponential increase in prices but this does not mean that the level of welfare in society has increased. Most judgments regarding the

relationship between inflation and income follow a pessimistic viewpoint. In countries such as Iran where the government plays a major role in the economy, major changes in money supply are undertaken by the government and inflation is somehow inevitable and is in the hands of the government. This kind of saving is called inflation tax in the economic jargon. In fact, by increasing money supply and creating inflation, government somehow imposes a tax on people in the form of increased prices and a sort of wealth flow is created from those with fixed incomes toward those who benefit from increased money supply. This process takes place via expansion of funds and exacerbates economic problems and widens the poverty gap in the society.

4.7. GMM estimation

In addition to estimating the model using fixed effects, to better control for Endogeneity of variables and to overcome autocorrelation, we also estimated the model using GMM and the results are as follows (Table 6).

Table 6. Results of the effects of inflation on family expenditure using GMM

Statistical test of combined data			Control variable
P-Value	Test or test statistic	coefficient	
Food costs for rural families			Rural inflation
0.000	7.12	0.16	
Non-food costs for rural families			

Statistical test of combined data			Control variable
P-Value	Test or test statistic	coefficient	
0.005	9.46	0.20	
Costs for rural families			
0.001	11.32	0.15	
Rural family income			
0.021	13.09	0.18	
Food costs for urban families			
0.000	6.19	0.11	Urban inflation
Non-food costs for urban families			
0.004	11.44	0.24	
Costs for urban families			
0.006	14.16	0.32	
Urban family income			
0.0001	14.07	0.17	

As is shown in the results, a one percent increase in inflation in rural regions leads to a 0.16 and 0.20 percent increase in food and non-foods expenditure for rural families, respectively. Similarly, in urban areas, a one percent increase in inflation levels leads to a 0.11 and 0.24 percent increase in food and non-food expenditure, respectively. According to the results of this table, it can be said that the changes caused by inflation show themselves more noticeably in the income and expenditure changes of the residents of urban areas. Because the more the inflation changes, the more the level of incomes and expenses will be affected.

5. Discussion and Conclusion

In the present study, direct and indirect effects of sanctions on the economy was evaluated with a focus on inflation. In this regard, model estimation revealed that exchange shocks created by the sanctions can lead to import inflation which directly reduces income levels and increases living costs in Iran. Considering that inflation and price change, as some of the most important macroeconomic variables, are highly socially sensitive for consumers and their effects on their welfare is considerably noticeable, it seems necessary to measure welfare changes created by price changes, for the purpose of becoming familiar with consumer welfare and making decisions for offering relief mechanisms to sustain consumers' levels of welfare following price increases. During the period from 2011 to 2017, the consumer price index for various

product categories has had different changes and exerted various effects on consumers. For this reason, two groups of food and miscellaneous costs were considered and, using regression for food expenditure, the minimum livelihood and the marginal propensity for additional living costs among rural and urban families in different provinces of Iran were calculated and the results showed that inflation has an effect on the studied indices. Factors affecting food and non-food costs of urban and rural families, especially in developing countries which entail the lowest income-earning segments of the society, are a concern for policy makers in all countries. Specifically, the relationship between inflating and economic costs has been a challenging area in the field of economics in the second half of the 20th century since levels of access to economic welfare and enjoyment of facilities is dependent upon economic conditions (income, taxes, and inflation). In the late 1950s, Cozens and Kaldor presented the first theories to explain the relationship between macroeconomic variables and cost and welfare. And it can be said that their opinions investigated this relationship until the 1990s and found a meaningful and positive relationship between these two indicators. For this reason, many studies have been conducted in this direction. One of the issues that affects the economic growth and development of any country is the discussion of the relationship between the three variables of inflation and income and

expenditure among households, which directly and indirectly affects inflation, income and expenditure.

In late 1950s, Kuznet and Kaldor presented the first theories for explaining the relationship among macroeconomic variables and cost and welfare and we can say that until 1990s, their theories were used to investigate this relationship and identified a statistically significant relationship between these indices. Considering the importance of this issue, many studies were conducted in this regard. One issue affecting the growth and the economic development of every country concerns the relationship among the three variables of inflation, income and family expenditure and inflation influences income and expenditure both directly and indirectly. Hence, in the present study, levels of family expenditure (on food and non-food items) in two urban and rural communities were analyzed using both the fixed effects method and also system Generalized Method of Moments. The estimations show that, in the period from 2011 to 2017, changes in inflation had a positive, fixed effect on increasing food and non-food expenditure and reducing real income in both rural and urban communities in 31 provinces of Iran. Inhabitants of cities and villages have dealt with costs and income using both the economic control variable of levels of income and also changes in inflation. Such that, according to the findings, we can say that higher levels of inflation increase the cost of necessities and also higher levels of inflation in the society increases urban and rural families' expenditure for food and non-food items exponentially. Therefore, policy makers and politicians need to pay more attention to such changes to increase economic development and family welfare and to control the influential variables with the aim of increasing levels of welfare. Moreover, the results showed that increased levels of inflation can significantly reduce individuals' income and, ultimately, reduce levels of welfare among families. Calculation of studied indices revealed that inflation has a greater effect on urban families' income and expenditure and this holds true for food and non-food expenditure. As for rural families, this effect is lower compared to their urban counterparts. Imposed sanctions in recent years and reduced levels of imports and exports are among the factors that have contributed to this issue. In fact, since a large

portion of the budget for urban settlers is financed by selling and exporting petroleum, they are more affected by exchange rate shocks created by sanctions on imports and exports. However, villages, considering their dynamism and their role in producing essential goods, are less influenced by inflation and sanction. Sanctions have been the most challenging debate in Iran's foreign policy and economic relations during the last decade. The pervasiveness and entanglement of sanctions involved various political and economic elements of the country and faced many obstacles to economic growth. The non-agreement on the JCPOA and as a result the country's non-entry into the international community affected the increase in inflation in the incomes and expenses of households and brought many negative consequences for the people, especially the deprived classes. In general, it was found that the sudden changes caused by financial and monetary policies and the increase in inflation have a significant impact on the amount of expenditure and income as well as the amount of household consumption in urban and rural areas. In this way, the higher the inflation rate, the higher the costs and the lower the purchasing power. Also, based on the findings, it can be said that the effects of inflation on urban areas are more and faster than on rural areas, and in this regard, the rural poor, who constitute a larger number of the society, suffer.

The results of this study are in line with the results of Blinder and Esaki, Li and Hing Fu, Attanasio et al., Shimeles, Ndou et al., because inflation has an effect on the unemployment rate, decreasing well-being and as well as increasing dissatisfaction and decreasing incomes. Also, due to the fact that controlling inflation and reducing it has an effect on people's satisfaction and reducing economic problems and improves living conditions, it is in line with the research results of Heinz and Ode, De Tella and MacCulloch, Luengas and Ruprah, Aybek and Fuji, AlAzzawi, and Teryoshin. This research is innovative in terms of using the latest statistical time series data as well as investigating the effects of inflation in urban and rural areas and intervening factors and variables.

In order to rein in inflation, prior to adopting any policy, it is necessary to implement the mentioned structural reforms in the Iranian economy. Central bank independence, formulating a strong and

reliable tax system, departing from single-product exports, diversifying non-petroleum exports to reduce the dependence of foreign reserves and the national budget on oil dollars and to hinder the contagion of oil shocks to the currency market, together with diversifying the rural economy are important reforms that should be high on the agenda of macroeconomic policy makers. In case these reforms are introduced, on one hand, oil shocks are transmitted to currency market to a lesser extent and, as a result, the currency market experiences less fluctuation and general price levels are not much influenced by these fluctuations and, on the other hand, the budget deficit created by sanctions on oil, instead of taking loans from the central bank, can be covered by proper tax revenues and by the income generated through non-petroleum exports. This way the effects of sanctions on the Iranian economy and also the general price levels are less salient and the government faces much fewer problems in advancing its intended national and international policies. Considering that foreign countries are increasing their sanctions on oil revenues and taking the weakness of financial institutions in to account, we can conclude that, in oil exporting countries, investment is not enough in itself unless it is accompanied by a developed financial system which channels such vast revenues toward high-return, productive activists and acts as a stimulus for economic growth in the long run. Moreover, no investment should be made in low-return projects to reduce the vulnerability to foreign shocks to a minimum and to help the Iranian economy achieve its dynamism. Other practical suggestions include increasing domestic production and reducing the export of goods and primary items, which will

lead to a decrease in inflation by increasing production and preventing exports. Considering the mutual impact of income distribution, unemployment, inflation and various costs on each other, the necessary policies to adjust income distribution should be selected and implemented, one of which is the progressive income and wealth tax of individuals, which leads to the reduction of inequality. Also, in the face of inequality, in the early stages of development, politicians can control or even reduce the upward trend in poverty and inequality by using the tools of transfer payments, social security insurances, unemployment insurances, etc. Since the effect of inflation on the Gini coefficient is not the same in urban and rural areas, as well as different income groups, and because "low income groups usually have the highest costs for buying essential goods, discriminatory policy is suggested in the distribution of subsidized goods." For example, in order to reduce inequality, the distribution of vouchers should be done among some of the lower sections of the households' expenditure groups. Also, among the limitations of the above study, we can mention the lack of statistics regarding urban and rural income and cost indicators, limited access to information, time-consuming data analysis, and some data are not up-to-date.

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Authors' contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The author declares no conflict of interest.

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مقایسه اثرات تورم بر هزینه کرد و درآمد خانوارهای روستایی و شهری در ایران بر اساس الگوهای داده‌ای پانل

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چکیده مبسوط

۱. مقدمه

پرداختن به الگوی هزینه‌کرد در بین خانوارهای شهری و روستایی در شرایط فعلی دست کم به دو دلیل از اهمیت ویژه‌ای برخوردار است: نخست بُعد مهمی از عدالت اجتماعی را تشکیل می‌دهد؛ دوم روی امنیت اقتصادی، سرمایه اجتماعی، غذایی و غیره تأثیر می‌گذارد. مقایسه رابطه بین وضعیت تورمی و هزینه‌کرد و درآمد جامعه به معنی شناسایی توان نسبی و وضعیت فقر در بین آن‌ها می‌باشد، بنابراین چگونگی الگوی درآمدها و هزینه‌ها صرف نظر از جهت‌گیری نظام‌های مختلف، یکی از اهداف دولت‌ها در برنامه‌ریزی اقتصادی درآمدها است. از آنجاییکه هزینه‌کرد و درآمد خانوارهای شهری و روستایی در تعیین سطح رفاه اجتماعی و شرایط کلی اقتصاد نقش مهمی دارد، بررسی آن از اهمیت بسیاری برخوردار است. بدیهی است میزان تورم و مقدار هزینه‌کرد و درآمد خانوارهای شهری و روستایی، به طور مستقیم بر سطح رفاه اثرگذار خواهد بود و این موضوعی است که از دیرباز گریبان‌گیر جوامع مختلف بوده است. به طور کلی اهمیت تأثیر تورم اقتصادی بر رفاه زندگی افراد جامعه تاجایی است که با افزایش تورم احساس محرومیت نسبی مردم بیشتر شده و قدرت خرید کاهش پیدا کرده و وقت کمتری را برای شاد بودن در کنار خانواده دارند، احساس رضایت از زندگی آن‌ها کاهش پیدا کرده و احساس نگرانی زیادی در مورد آینده، منبع درآمد و وضعیت شغلی و مالی خود خواهند داشت.

۲. مبانی نظری

توزیع درآمد در نظریه‌های اقتصاددانان اهمیت ویژه داشته است. در سال‌های اخیر و بعد از عنوان شدن طرح کاهش فقر در جهان، چگونگی توزیع درآمد و هزینه‌ها بیش از پیش مورد توجه قرار گرفت، زیرا در دنیای امروز بزرگترین عامل ایجاد-کننده فقر توزیع ناعادلانه درآمد است. آدام اسمیت معتقد بود که عوامل اقتصادی در حوزه تصمیمات خرد و در قلمرو تولید و مصرف با حداکثرکردن توابع هدف معین به انتخاب بهینه و تعادلی دست می‌یابند. این تعادل به طور خودکار به تعادل کلان منجر می‌شود. زیرا در اقتصاد، هر مقدار کالا عرضه شود تقاضا برای آن ایجاد خواهد شد. فروض ضمنی الگوی کلاسیک این است که شرایط اقتصادی و نحوه توزیع درآمدها، به عدم تقارن و بی‌تعادلی در جامعه منجر خواهد شد و نااطمینانی موجود در اقتصاد را همراه خواهد داشت. نظریه‌های تجربی مربوط به اقتصاد در جهان در دوران اخیر تا حد زیادی این دیدگاه را تأیید می‌کند.

۳. روش تحقیق

پژوهش حاضر از نوع مطالعات کاربردی و روش تحقیق توصیفی-تحلیلی است. واحد تحلیل استان‌های کشور ایران است. در این پژوهش با استفاده از داده‌های مرکز ملی آمار ایران به اندازه‌گیری و مقایسه اثر تورم بر هزینه‌کرد و درآمد خانوارها در بین جوامع شهری و روستایی کشور پرداخته شده است.

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می‌کند. به عبارتی دیگر هرچه میزان تورم در سطح جامعه بالاتر باشد، قیمت‌ها نیز با افزایش تساعدی مواجه خواهد شد و افزایش دستمزدها در چنین شرایطی به معنای افزایش سطح رفاه در جامعه نیست.

۵. بحث و نتیجه گیری

تحریم‌ها طی دهه گذشته چالش برانگیزترین بحث در سیاست خارجی و روابط اقتصادی ایران بوده است. فراگیری و درهم تنیدگی تحریم‌ها، ارکان مختلف سیاسی و اقتصادی کشور را درگیر و رشد اقتصادی را با موانع بسیار مواجه ساخت. عدم ورود کشور به جامعه بین الملل، بر افزایش تورم در درآمدها و هزینه خانوارها تاثیرگذار گردیده و پیامدهای منفی فراوانی را برای مردم به ویژه اقشار محروم به همراه آورده است. به طور کلی تغییرات ناگهانی ناشی از سیاست‌های مالی و پولی و افزایش تورم بر میزان هزینه و درآمد و همچنین مقدار مصرف خانوارها در مناطق شهری و روستایی تاثیر بسزایی دارد. درواقع هرچه میزان تورم بیشتر باشد، هزینه‌ها افزایش یافته و قدرت خرید به شدت کاهش می‌یابد. بر اساس یافته‌ها می‌توان گفت که تاثیرات تورمی بر نواحی شهری بیشتر و سریعتر از نواحی روستایی اثر خود را بر جای می‌گذارد و در این راستا فقرای روستایی که تعداد بیشتری از جامعه روستایی را تشکیل می‌دهند، متضرر می‌شوند.

کلیدواژه‌ها: هزینه و درآمد، نواحی شهری و روستایی، سیاست‌های اقتصادی، تورم، STATA.

تشکر و قدردانی

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

در این زمینه داده‌های مربوط به تورم از «شاخص نرخ تورم» که به طور ماهیانه توسط بانک مرکزی محاسبه و منتشر می‌شود، استفاده شده که نوسان‌های قیمت کالاها و خدمات را در یک سال خاص نسبت به سال پایه می‌سنجد و این شاخص در ایران با عنوان «شاخص بهای کالا و خدمات (CPI)» معروف است. در خصوص جمع‌آوری اطلاعات مربوط به هزینه کرد (خوراکی و غیرخوراکی) خانوارهای شهری و روستایی طی سری‌های زمانی ۱۳۹۰ (سال پایه) الی ۱۳۹۹ به دست آمد و درنهایت به منظور تجزیه و تحلیل داده‌های موجود در پژوهش و با توجه به ماهیت زمانی داده‌ها به لحاظ متغیر بودن در دوره آماری ۱۰ ساله و پراکندگی آن، از روش پانل دیتا در نرم افزار آماری STATA 15 استفاده شد.

۴. یافته های تحقیق

بر اساس یافته های تحقیق مشخص گردید که سطح تورم در جامعه در سیر زمانی مورد مطالعه، اثر معناداری بر افزایش هزینه‌های خانوارها داشته است. طبق نتایج یک درصد افزایش تورم در نواحی شهری منجر به افزایش ۳۵ درصدی هزینه کردهای غیرخوراکی و افزایش ۴۳ درصدی هزینه کردهای خوراکی می‌شود. همچنین در نواحی روستایی نیز افزایش یک درصدی میزان تورم منجر به افزایش ۱۸ درصد هزینه کردهای غیرخوراکی و افزایش ۲۲ درصدی هزینه کردهای خوراکی می‌شود. در کل بر اساس روش اثرات ثابت می‌توان گفت که افزایش میزان تورم در جامعه افزایش هزینه‌ها و مخارج را در زمینه خوراکی و غیرخوراکی به دنبال دارد که این مقدار برای هزینه‌های خوراکی بیشتر بوده است.

درخصوص تغییرات سطح درآمد نیز نتایج به دست آمده بیانگر آن است که هرچقدر میزان تورم بالاتر باشد میزان درآمد واقعی افراد به نسبت هزینه‌ها و مخارج روزمره‌شان کاهش پیدا

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Livelihood Build-up through Micro-entrepreneurship in Rural Nigeria

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Abstract

Purpose- Livelihood build-up is one of the most important pathways to improving the economic activities of rural areas. Despite an increasing call for diversification, through entrepreneurship, most rural households are challenged by limited means of livelihood. Consequently, the purpose of this study is to identify livelihood options for rural households through micro-entrepreneurship and analyze determinants and constraints to livelihood build-up in rural areas of Ogun State in the Southwest region of Nigeria.

Design/methodology/approach- A two-stage sampling technique was used to select 900 rural households for the study. The required primary data for the study was collected through a structured questionnaire. The data on livelihood activities of rural households, micro-enterprises, and rural household characteristics were collected. Simpson index, multiple regression, and descriptive statistics were used to analyze the data.

Findings- The results show that aside from agriculture and agribusiness-related activities (0.501), micro and retail business enterprises (0.619) are the dominant livelihood activities in the rural areas. Livelihood build-up in rural areas is significantly determined by factors including the size of the rural households ($\beta = 0.458$, $t = 3.092$, $p < 0.05$), and access to credit ($\beta = 0.416$, $t = 2.895$, $P < 0.05$). Also, the results show that the livelihood build-up of most rural households is constrained by lack of access to credit, risk-averse attitudes of most rural households, low level of awareness, poor rural infrastructure, and rural transportation problems.

Originality/value- The study focuses on the pathway to building a better livelihood for the rural populace through entrepreneurship. The findings of this study provide insight into part of the policy strategy required to solve livelihood challenges in most rural communities.

Keywords: Livelihood, Micro-entrepreneurship, Livelihood Diversification, Rural, Agriculture, Simpson index

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1. Introduction

Diversification of rural livelihoods is an important subject of rural development because earnings from the primary occupation are no longer sufficient to meet the needs of the rural poor. In most rural communities, livelihood poses a great challenge as a larger percentage of the rural people are often in a state of poverty where they lack access to basic necessities for survival. Livelihood represents a set of activities, assets, and access that jointly determine the individual and the households' access to income, food, water, health, shelter, clothing, and related needs of life (Khatun & Roy, 2012; Mphade, 2016; Ayana, Megento & Kussa, 2021). At a global level, up to 90% of households in rural areas are engaged in farming and agricultural-related activities. In the Africa continent, over 70% of income and other livelihood earnings are generated from farming (Mphade, 2016). Unfortunately, the over-dependence of rural households on farming as the primary source of livelihood has not placed them above the poverty line. In Nigeria, rural communities are still being described with poverty, and lack of access to sustainable income and other livelihood assets (Oni & Fashogbon, 2013; Omotayo, et al., 2018).

For the rural poor to survive, there is a need for livelihood strategies that would sustain and support their households and communities. Livelihood is a way of securing basic necessities of life including different aspects of essential capital or assets. Such assets include financial (e.g., income, access to credit and investments), human (e.g., education, job, access to health), physical (infrastructure), and natural (land) and social assets (networks that facilitate opportunities) (Ayana, et al., 2021). Livelihood diversification is a strategy that allows rural households to construct a diverse portfolio of activities and social support capabilities in their struggle for economic survival and improvement in the standard of living (Warren, 2002; Gautam & Andersen, 2016). It also refers to the attempts by individuals and households to find new ways of raising incomes and reducing vulnerability to different livelihood shocks (Harvey et al., 2014; Banerjee & Jackson, 2017). Diversification could help rural people exploit multiple sources of income and asset acquisition.

Diversification of livelihoods at rural levels could occur in two ways. First, there could be diversification of agricultural practices where different opportunities in agricultural farming and businesses could be

explored. Second, it could occur through non-agricultural livelihood diversification strategies such as undertaking micro-businesses entrepreneurship or selection of other non-agricultural options of livelihood such as casual jobs or migration to urban cities. However, existing study (Bhuiyan & Ivlevs, 2019) have shown that livelihood diversification through entrepreneurship activities at the micro-level is a possible strategy for supporting rural people's adaptive response to shocks, shortage of funds, and lack of access to basic needs.

In an uncertain economic environment, entrepreneurship is viewed as an essential tool to enhance the livelihoods of the most vulnerable people (Panda & Dash, 2014). Most entrepreneurial ventures are non-farm-based and are usually regarded as micro-enterprises in most rural settings with limited livelihood opportunities. For most developing parts of the world, studies (Sohns & Diez, 2018) have shown that micro-enterprises have important characteristics for the development of the rural economy. It is generally believed that diversification through entrepreneurial strategy could reduce poverty and support the economic upliftment of people (Cho, 2015). Micro enterprises are considered to be essential to absorbing excess labour force from rural agrarian activities, alleviating poverty, and reducing the rate of rural-urban drift (Gries & Naude, 2010; Wood et al., 2015; Sohn & Diez, 2018). Micro enterprises are businesses that employ less than ten with asset value below 10 million Naira, excluding land and buildings (SMEDAN, 2017). These characteristics of micro-enterprises appear more suitable for supporting rural livelihood activities due to the increasing size and distribution of the population across rural villages. Enterprise-based diversification appears to be more suitable due to its alleged potential to enhance the sustainable livelihood of rural people.

In Nigeria, rural dependency on small and marginal farming activities is becoming increasingly unsustainable. Rural-based farming is no longer able to meet the requirements of livelihood survival of over 90% of the rural populace. Consequently, rural households are constrained to look for alternative sources of livelihood. Some studies (Khatun and Roy, 2012; Tamvada, 2015) have suggested diversification through micro-business entrepreneurship as a possible adaptive response to livelihood challenges in rural communities. Yet, there is limited information on the possible options for most rural people. The main objective of this study is to investigate rural livelihood

diversification strategies using the frame of micro-business entrepreneurship.

The purpose of this study is to identify and analyze livelihood activities and existing micro-entrepreneurship of rural households; analyze determinants of livelihood diversification through entrepreneurship, and analyze the constraints to livelihood build-up in rural areas of Ogun State in the Southwest region of Nigeria. The findings of the study can help rural policy makers to identify the livelihood strategies that can lift poor rural communities from poverty. The study will provide adequate insights into livelihood diversification options available to rural people and serve as an opportunity to examine the relevance of micro-business entrepreneurship to rural livelihood diversification and survival. Also, the findings of the study have the potential to help rural managers to understand the effectiveness of micro entrepreneurship in rural livelihood management. Consequently, the basic research questions of the study are: What are the existing entrepreneurship options for livelihood diversification of rural households? What are the significant determinants of livelihood strategies of rural households through micro entrepreneurship? And what are the challenges or constraints to livelihood in rural communities in Ogun State of Southwest Nigeria?

2. Research Theoretical Literature

Diversification of livelihoods is a common coping strategy that is employed to manage economic shocks and instruments of reducing poverty (Gautam & Andersen, 2016). At the rural level, it is a strategy for rural households to build a diverse economic capability away from existing farming activities, to improve income and required assets for a living (Ellis, 2000; Audretsch et al., 2012; Tamvada, 2015; Ayana et al., 2021). Available studies indicate that diversification from farm to non-farm economic strategies empowers rural households to have better livelihoods through improved incomes, enhanced food security, and better livelihood assets (Bezu et al., 2012; Hoang et al., 2014). However, the extent to which diversification from farming to non-farm business could ameliorate the livelihood condition of the rural poor remains unknown (Gautam & Andersen, 2016).

As a possible livelihood alternative for rural people, Bhuiyan and Ivlevs (2019) argued for the relevance of micro-entrepreneurship. While micro-enterprises could offer to enable the availability of microcredit, the study could not find its direct effect on the livelihood outcomes of the rural poor. Rather, increased worry

and life dissatisfaction among the rural populace are observed. This shows that the anticipated benefit of micro-entrepreneurship to support rural livelihood remains unclear (Becchetti & Conzo, 2013). A study conducted by Khatun and Roy (2012) suggests that constraints to benefit from rural livelihood diversification options could be due to specific rural households' characteristics. But, support for this argument is weak due to likely heterogeneity across regions and livelihood groups. In a similar study conducted by Ayana et al. (2021), different factors including the level of different forms of assets were found to influence the livelihood diversification strategy of the rural people. The identified factors are however different from those established by Ellis (2000) indicating a lack of consensus on the determinants of rural livelihood diversification. Despite this finding, the observed strategy of diversification by the researchers is more of specialization in trade rather than diversification. This further leaves a gap for further inquiry.

As the entrepreneurial process is determined by several factors other than the entrepreneurs' personal characteristics such as education and other demographics (Stam, 2011; Sohns & Diez, 2018), characteristics of the region whether rural or urban could also play important roles (Hindle, 2010; Sohns & Diez, 2018; Ayana et al., 2021). It remains questionable whether entrepreneurship at the micro level could support livelihood strategies in the rural environment. Most of the empirical studies on the relevance of micro-entrepreneurship are located in a non-rural environment in developing nations (Tamvada, 2015; Hundt & Sternberg, 2016).

The existing literature on rural livelihood diversification has ignored the empirical contribution of micro-entrepreneurship to rural economic shocks. The possible entrepreneurial opportunities in rural settings are largely ignored. Furthermore, the likely determinants of rural livelihood diversification in developing countries like Nigeria and her cultural diversity are yet to be explored. The existing literature has also not provided the answer to the question of whether rural livelihood diversification is possible through micro-business entrepreneurship. Livelihood outcomes encompass many assets ownership to boost the economic capacity of rural households. The implication of entrepreneurial option as a livelihood enhancing strategy is yet to receive adequate attention in the literature, hence, this study.

3. Research Methodology

The study was carried out in rural communities in Ogun State located in Southwest geographical region of Nigeria. There are large rural communities in the selected area of study. The primary occupation of people in these rural communities is farming with huge potentials for entrepreneurship activities. The study area falls within the latitudes 6°N and 8°N and longitudes 3°E and 5°E. The study area is bounded by the Republic of Benin in the West and covers about 16,762 square kilometers (Solanke, 2015). The sample population includes rural households in 23 rural communities with increasing levels of entrepreneurial activities as livelihood options. The rural communities in the study area have sparse populations. Hence, villages were categorized into two based on population sizes. The villages sampled include Kikelomo, Olorunda, Obada, Okeola, Olowu, Isoope, Kesan, Odorori, Okerori, Olowu, Isalearaba and Idofoye. The livelihood of the rural populace in the study area is largely agricultural with a good presence of micro-enterprises and trade. A two-stage sampling technique was used. A total of 900 rural households based on the +/- 5% margin of error, the standard deviation of 0.5, and the confidence level of 95% were sampled. However, only 675 representing 75% was found useful for further data analysis. The items for the instrument include rural households' characteristics, rural livelihood strategies, micro-enterprises in rural areas, and its characteristics. The data was analyzed using diversification index such as the Simpson index (SID), and multiple regression analysis. The SID, a diversification index is measured as:

$$SID = 1 - \sum_{i=1}^n P_i^2 = 1 - P_i^2 \quad (1)$$

N represents the total number of income sources of respondents, and P_i indicates the proportion of the income of the i th household. The value of P lies between 0 and 1. The index takes a value of 0 when the income source is one, indicating a single source of income, and moves closer to one of the levels or choices of livelihood diversification is more than one. The multiple regression model is specified to identify the factors of livelihood diversification. The general model of the regression is specified as:

$$SID = \beta_0 + \beta_1 age + \beta_2 hhs + \beta_3 edu + \beta_4 sex + \beta_5 credit + \beta_6 coop + \beta_7 asset + \mu \dots \dots \dots (2)$$

Where:

SID = Simpson Index (Dependent variable); Age = Age of respondents; hhs = Household size; sex = Gender of the respondents; credit = access to credit; coop = cooperative membership; asset = asset

ownership; β = parameter to be estimated; μ = error term

4. Research Findings

Results in Table 1 show the socioeconomic characteristics of the respondents. The results indicate that most (61.3%) of the sampled households are male while 38.7% are female. The age distribution of the respondents shows that 27.3% are less than 30 years of age; 41.3% are between 31 and 40 years of age; 19.3% are in the age bracket of 41 and 50 years; 10.7% are between 51 and 60 years of age. Less than 2% (1.3%) are above 60 years of age. The results suggest that most of the respondents are still in their active age bracket. According to study cases, older population group in the rural communities are reducing due to negative consequences of primitive ways of carrying out farming activities. Consequently, most youths are drifting towards entrepreneurship against full concentration on agriculture as the primary source of livelihood.

The descriptive statistics of the marital status show that 23.3% are single while 62.0% are married. Also, 11.3% are divorced while 3.3% are widowed. The distribution statistics of the household size show that 56% of the sample have between 1 and 3 members in their households; 26.7% have between 4 and 6 household sizes while 14.6% have a household size ranging between 7 and 9. The results further show that 2.7% have up to 10 members in their household. The statistics of the level of education indicate that 24.7% have no formal education, 46.7% have primary education, 17.3% have secondary education while 11.4% have post-secondary education. Evidence from the field shows that villagers in the study area have made attendance at primary school level a customary issue. Consequently, most of the village people have one level of formal education or the other. The descriptive statistics show that the respondents are in their active age bracket to pursue diversified means of living with an appreciable level of education to manage information relating to their livelihood.

Table 1: Socio-economic characteristics of respondents

Variable	Description	Frequency	Percentages
Sex	Male	414	61.3
	Female	261	38.7
Age (years)	< 30	184	27.3
	31-40	279	41.3
	41-50	130	19.3
	51-60	72	10.7
	60 and above	9	1.3
Marital Status	Single	157	23.3
	Married	419	62.0
	Divorced	76	11.3
	Widowed	22	3.3
Household size	1-3	378	56.0
	4-6	180	26.7
	7-9	99	14.6
	10 and above	18	2.7
Education (years)	No Formal Education	166	24.7
	Primary Education	315	46.7
	Secondary Education	117	17.3
	Post-secondary	77	11.4

Source: Field Survey, 2022

4.1. Diversification options through micro-entrepreneurship

Results in Table 2 show the different micro-entrepreneurship options taken by rural households as means of diversification and survival. The results based on the Simpson index indicate that most rural households diversify largely into micro and retail businesses (0.619), and technical works (0.548). The results further show that some rural

households diversify from main agricultural cultivation to value chain businesses in agriculture and agribusiness-related activities (0.501). Transport services from rural areas to urban centers (0.384) were also part of the option taken by the rural areas. Teaching at a pre-basic level in the education sector (0.195) and wage labor in farm construction sites (0.225) were part of the options for living for the rural people.

Table 2: livelihood diversification through micro entrepreneurship options

Livelihood categories	Simpson Index
Agriculture and Agribusiness activities	0.501
Wage labour	0.225
Micro and retail business	0.619
Transport	0.384
Education	0.195
Technical works	0.548

Source: Data Analysis, 2022

4.2. Determinants of livelihood build-up through micro entrepreneurship

Table 3 shows the determinants of livelihood diversification in the study area. The diagnostics of the multiple regression model show the appropriateness of the specification. Several socioeconomic factors are found to determine the

livelihood diversification among rural households. Age of the respondents, gender, household size, and access to credit significantly ($P < 0.05$) determine livelihood diversification of the rural households. The coefficient of age is negative but significant ($\beta = -0.341$, $t = 3.647$). The results indicate that younger members of the households

can diversify their means of living better than the old ones. The younger the composition of the households, the more the capability to have diversified means of living.

The results also show that gender has an indirect effect on livelihood diversification ($\beta = -0.167$, $t = 3.271$). The negative sign associated with the coefficient of gender show that households with more female members can diversify more than

others. Furthermore, household size ($\beta = 0.458$, $t = 3.092$) has a direct effect on livelihood diversification. The finding suggests that the more the size of the households, the more the need for livelihood diversification. Furthermore, credit access ($\beta = 0.416$, $t = 2.895$) also has a direct effect on diversification. Households with greater access to credit can diversify more than those with lesser access to credit.

Table 3: Determinants of livelihood build-up

Variables	Coefficients	t-value
Sex	-0.167	-3.271***
Age	-0.341	-3.647***
Marital status	0.072	1.439
Education	0.287	1.321
Household size	0.458	3.092***
Access to credit	0.416	2.895**
Cooperative membership	1.769	0.414
Asset value	1.204	1.763
Intercept	4.600	4.219***
Adjusted R ² = 0.715		
F-value = 11.481		
P-value = 0.000		
N = 675		

Source: Data Analysis, 2022

4.3. Constraints to diversification among rural households

The identified constraints to diversification among the rural households are presented in Table 4. The constraints are ranked according to the level of difficulties they pose to livelihood diversification.

Lack of access to credit is ranked as the most difficult constraint limiting livelihood diversification. This constraint is followed by risk-averse attitudes of the households (2nd), lack of awareness (3rd), poor infrastructure (4th), and transportation problems (5th).

Table 4: Constraints to diversification

Constraints	Rank
Risk-averse attitude	2 nd
Lack of access to credit	1 st
Lack of awareness and training	3 rd
Poor infrastructural facilities	4 th
Transportation	5 th

Source: Field Survey, 2022

5. Discussion and Conclusions

Entrepreneurship, especially at micro level is capable of improving livelihood status of rural households. Limited access to livelihood options could worsen the economic conditions of most rural people who are generally characterized as resource-poor. Hence, it is important for rural managers and policy makers to identify livelihood options for rural people. Consequently, we identified and analyzed the livelihood activities

and existing micro-entrepreneurship of rural areas in this study. Preliminarily, the results showed that over 60% of the rural households are male dominated while 60.6% are in the age bracket of 31 and 50 years. The active age bracket is part of the factors driving livelihood diversification from farming to micro-entrepreneurship. The results from Simpson Index showed that the existing entrepreneurship options for livelihood diversification are micro and retail enterprises

(0.619). This is followed by technical works (0.548), while consideration for agriculture (0.501), the traditional means of living, is found to be the third most considered livelihood options of rural communities in the study area. The result find support in [Bhuiyan and Ivlevs, \(2019\)](#) on the role of entrepreneurship in livelihood build up. Similarly, findings on engagement in retail enterprises to build livelihood capacity is synonymous with the earlier study carried out by [Sohns and Diez \(2018\)](#). Evidence from Multiple regression analysis showed that the determinants of livelihood build-up among rural people include gender factor ($\beta = -0.167$, $P < 0.05$), age ($\beta = -0.341$, $P < 0.05$), size of households ($\beta = 0.458$, $P < 0.05$) and access to credit ($\beta = 0.416$, $P < 0.05$) are the most significant factors determining livelihood diversification among rural people. This finding converges with [Omotayo et al. \(2018\)](#) on factors limiting livelihood diversification. The gender factor suggests that more women were eager to diversify livelihood from the traditional means to other micro entrepreneurship options. The significance of age factor with negative sign showed that younger people diversify their livelihood from agriculture to micro

entrepreneurship. The positive parameter estimate of household size suggests that rural households with larger household size might be under consumption pressure to enhance their livelihood build up capacity through entrepreneurship. The constraints to livelihood build-up in the rural areas are lack of access to credit to take advantage inherent in entrepreneurship. Also, risk attitude of rural people and lack of sufficient training and entrepreneurial skill are part of the challenges facing livelihood buildup of the rural people. This also emphasizes the influence of personal characteristic such as attitude in providing solution to constraints of livelihood diversification. This aligns with earlier findings by [Khatun and Roy \(2012\)](#).

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Conflict of interest

The authors declare no conflict of interest.

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ایجاد معیشت از طریق کارآفرینی خرد در مناطق روستایی نیجریه

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چکیده مبسوط

۱. مقدمه

زندگی شامل مالکیت دارایی‌های متعددی است که به افزایش توان اقتصادی خانوارهای روستایی کمک می‌کند. تأثیر گزینه کارآفرینانه به عنوان یک استراتژی تقویت زندگی هنوز کافی توجه ادبیات را جلب نکرده‌است؛ بنابراین، این مطالعه انجام شده است.

۳. روش تحقیق

از یک تکنیک نمونه‌برداری دو مرحله‌ای برای انتخاب ۹۰۰ خانوار روستایی برای مطالعه استفاده شد. داده‌های اصلی مورد نیاز برای مطالعه از طریق پرسش‌نامه‌ای ساختار یافته جمع‌آوری شد. داده‌های مربوط به فعالیت‌های زندگی خانوارهای روستایی، کارآفرینی میکرو و ویژگی‌های خانوارهای روستایی جمع‌آوری شدند. اندیس سیمپسون، رگرسیون چندگانه و آمار توصیفی برای تجزیه و تحلیل داده‌ها به کار رفت.

۴. یافته‌های تحقیق

نتایج نشان می‌دهند که به جز فعالیت‌های مرتبط با کشاورزی و کسب و کارهای کشاورزی (۰.۵۰۱)، واحدهای تجاری کوچک و خرده‌فروشی (۰.۶۱۹) فعالیت‌های مهمی در مناطق روستایی هستند. تشکیل سبک زندگی در مناطق روستایی به طور معنی‌داری توسط عواملی از جمله اندازه خانوارهای روستایی ($\beta = 0.458$)، $t = 3.092$ ، $p < 0.05$ و دسترسی به اعتبار ($\beta = 0.416$)، $t = 2.895$ ، $P < 0.05$ تعیین می‌شود. همچنین نتایج نشان می‌دهند که بیشتر سبک زندگی خانوارهای روستایی توسط عدم دسترسی به اعتبار، تمایل‌های مترسک‌گرا در بیشتر خانوارهای روستایی، سطح پایین آگاهی، زیرساخت‌های روستایی نامناسب و مشکلات حمل‌ونقل روستایی محدود می‌شود. این مطالعه بر روی مسیر بهبود سبک زندگی افراد روستایی از طریق کارآفرینی تمرکز دارد. یافته‌های این مطالعه

هدف این مطالعه شناسایی و تجزیه و تحلیل فعالیت‌های زندگی و میکرو-کارآفرینی موجود در خانوارهای روستایی است؛ تجزیه و تحلیل عوامل تصمیم‌گیری برای تنوع منابع زندگی از طریق کارآفرینی و تجزیه و تحلیل محدودیت‌های ساخت زندگی در مناطق روستایی ایالت اوگون در منطقه جنوب غربی نیجریه است. یافته‌های این مطالعه می‌تواند به سیاست‌گذاران روستایی کمک کند تا استراتژی‌های زندگی را شناسایی کنند که می‌توانند جوامع فقیر روستایی را از فقر بیرون بکشند. این مطالعه برای مردم روستا گزینه‌های تنوع منابع زندگی موجود را فراهم می‌کند و فرصتی برای بررسی اهمیت کارآفرینی کسب و کار میکرو در تنوع منابع زندگی و بقا در مناطق روستایی فراهم می‌کند. همچنین، یافته‌های مطالعه دارای پتانسیل به کارگیری مدیران روستایی در درک کارآفرینی میکرو در مدیریت منابع زندگی روستایی می‌باشد. به عبارت دیگر، سوالات پایه تحقیق عبارتند از: چه گزینه‌های کارآفرینی موجود برای تنوع منابع زندگی خانوارهای روستایی هستند؟

۲. مبانی نظری تحقیق

ادبیات موجود در مورد تنوع منابع زندگی در مناطق روستایی، به تأثیر تجربی کارآفرینی میکرو در برابر تکانه‌های اقتصادی روستاها پرداخته است. فرصت‌های کارآفرینی احتمالی در محیط‌های روستایی به طور گسترده نادیده گرفته شده‌اند. علاوه بر این، عوامل احتمالی تنوع منابع زندگی در کشورهای در حال توسعه مانند نیجریه و تنوع فرهنگی آن، هنوز مورد بررسی قرار نگرفته است. ادبیات موجود همچنین به سوال اینکه آیا تنوع منابع زندگی روستایی از طریق کارآفرینی کسب و کار میکرو ممکن است، پاسخ نداده‌است. نتایج

کشاورزی به کارآفرینی میکرو را ترتیب می‌دهد. نتایج شاخص سیمپسون نشان داد که گزینه‌های موجود برای تنوع سبک‌زندگی از طریق کارآفرینی میکرو و واحدهای خرده‌فروشی (۰.۶۱۹) هستند. این مورد به دنبال کارهای فنی (۰.۵۴۸) آمده و در نهایت کشاورزی (۰.۵۰۱)، روش سنتی کسب معاش، به عنوان سومین گزینه مورد نظر برای جوامع روستایی در منطقه مورد مطالعه آمده است. **کلیدواژه‌ها:** سبک‌زندگی، کارآفرینی میکرو، تنوع سبک‌زندگی، روستا، کشاورزی، شاخص سیمپسون.

تشکر و قدردانی

این مطالعه توسط صندوق اعتماد آموزش عالی (TETFUND)، نیجریه با همکاری دانشگاه اولایسی اوبلانجو، آگو-ایووی، ایلت اوگون، نیجریه تامین مالی شده است. آنها از دو مؤسسه برای حمایت ارائه شده قدردانی می‌کنند.

برخی از استراتژی‌های سیاستی لازم برای حل چالش‌های سبک‌زندگی در اکثر اجتماعات روستایی ارائه می‌دهد.

۵. بحث و نتیجه‌گیری

کارآفرینی، به ویژه در سطح میکرو، قادر به بهبود وضعیت سبک‌زندگی خانوارهای روستایی است. دسترسی محدود به گزینه‌های معاش می‌تواند شرایط اقتصادی اکثر مردم روستایی را که به طور کلی به عنوان محدود منابع شناخته می‌شوند، بدتر کند. بنابراین، برای مدیران و سیاست‌گذاران روستا مهم است که گزینه‌های معاش برای مردم روستایی را شناسایی کنند. به عبارت دیگر، ما در این مطالعه فعالیت‌های معاش و کارآفرینی میکرو موجود در مناطق روستایی را شناسایی و تجزیه و تحلیل کردیم. به طور مقدماتی، نتایج نشان دادند که بیش از ۶۰٪ از خانوارهای روستایی تحت سلطه مردان هستند، در حالی که ۶۰.۶٪ از آنها در بازه سنی ۳۱ تا ۵۰ سال قرار دارند. بازه سنی فعال بخشی از عواملی است که تنوع سبک‌زندگی از

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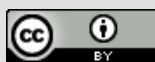
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Presenting a Model for Rural Business Development (Case Study: Ilam Province, Iran)

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Abstract

Purpose- Nowadays, the importance of rural business development and its key role in advancement of countries is undeniable. Development of rural business is considered as the main strategies for economic, socio-cultural development of deprived areas and it is used as a solution to poverty alleviation, poverty reduction, social and economic justice. Thus, the present study is aimed to provide a model for rural business development in Ilam province.

Design/Methodology/Approach- To this end, a mixed-method approach (both quantitative and qualitative) was applied. The population of this research in the qualitative part includes experts and in quantitative section are the owners of rural businesses in Ilam province. To select the sample in the qualitative part of the research, snowball method was carried out and 12 people were selected. Also, in quantitative phase 120 owners of rural businesses in Ilam province were selected. Data collection tool in qualitative section was semi-structured interviews and in quantitative part was standardized questionnaire. In order to analyze data in the qualitative section thematic analysis method and in quantitative section structural equation modeling (SEM) was used.

Findings- The results showed that 57 indicators in the form of 15 sub-themes and 6 main themes including: marketing capability, competitive intelligence, government policy, entrepreneurial empowerment, strategic communication and social acceptance were identified as factors affecting the development of rural businesses in Ilam province.

Originality/value- In present research, marketing capability, competitive intelligence, government policy, entrepreneurial empowerment, strategic communication and social acceptance have been identified as the factors affecting the development of rural businesses. The results of this research can help the authorities to have a deeper insight into the factors affecting the development of rural businesses as well as create strategic planning in order to successfully perform the development of rural businesses.

Keywords- Rural business, Development of rural business, Marketing capabilities, Competitive intelligence.

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1. Introduction

Today, rural development has a special position in the economic persistence life of the nation and in non-industrialized countries is the pivot of the national economic development programs (Morris et al., 2022). Rural business is considered as a kind of business which creates high employment coefficient in the country, in other words, it has high rate of employment. In particular, rural development is now more involved with the phenomenon of entrepreneurship (Clune and Downey, 2022). Rural business is the usage of rural facilities and resources in an innovative and creative way. Due to small population size of the villages, this type of business is small on a scale and often includes between 10 and 20 people and it has specific efficiency regarding to prevailing agricultural and workshop activities (Soleimani et al, 2021). Although these types of businesses are often part of the informal and hidden economy, they have a significant role in the wealth and economic growth of a society and the development of social capital (Moghsem et al, 2019). Rural businesses in developed countries have an average annual sales of over \$ 300,000 each year (Gabriel and Bitsch, 2019). It may rise competition in the economic sector by increasing production and decreasing prices. It may also bring new and unique insights into the delivery of goods and services and help small and new markets that are less profitable and attractive than larger firms (Saleh, 2021). In this type of businesses, people will not be forced to work within a given time frame and thus working hours is flexible, it will be more appealing to people. Also, since people spend more time with their family, the balance between work and life is established and this leads to a higher quality of work life (Ahmed, 2020). The studies show that with enhancing development of new technologies, especially digital technology and cyberspace expansion, many opportunities for rural jobs have been created so that 20 percent of the income of developing countries is obtained from rural jobs (as in: China and Bangladesh). Rural businesses in terms of job creation, innovation in product offerings or service cause a lot of changes in the society and economy of the country (Falah, 2018). Today, the importance of rural business development and its critical role in the development of countries is undeniable. Meanwhile economic, environmental, social and political changes around the world pose a serious challenge to the production and sale of particular products especially in

small scale production. If rural businesses are to sell products to the market, they don't have a bargaining power to determine trade conditions. According to the statistics of the public census, rural unemployment rate is increasing. Due to the entrance of rural labors to the city and creating a variety of problems, the necessity and importance of creating jobs and paying attention to the development of rural businesses will be determined. Ilam province is one of the border provinces of Iran which is deprived and less developed regions of the country with major unemployment problems and other economic indicators especially development indicators. According to the latest statistics published by the Iranian statistical center, more than 40 percent of Ilam's population lives in rural areas and this province has more than 400 village governors or Dehyars. Ilam's rural areas like other rural zones of the country face some problems that require systematic planning in creating jobs and rural entrepreneurship to create more sustainable development (agriculture, industry, services and tourism). Thus, to achieve the above objectives in the present study, the factors affecting the development of rural businesses in Ilam province have been investigated. It seems that development of rural businesses in Ilam provide the development process of this province and improve the production and employment status in rural areas. Literature review of the present study shows that there has not been any research on identifying the factors affecting the development of rural businesses in Ilam province. Therefore, this study aims to identify the factors affecting the development of rural businesses in Ilam province. (a step toward the development of this province).

Therefore, the main issue that considered by the researcher is answering to this fundamental question that what factors affect the development of rural businesses?

2. Research Theoretical Literature

Setting up rural business has some advantages. First, it requires less capital and overhead costs to start the business. Second, it's easier to organize a business in a small area where people know each other. However, infrastructure and equipment are better provided in urban areas (Megaravalli and Sampagnaro, 2019). Rural businesses don't need a lot of primary investment, yet they can be very profitable. Therefore, it can be a good choice for those who have no high financial power. As a result, it is a good solution to reduce the rate of unemployment and providing

employment opportunities, especially for many women and young people who are skilled in areas but unable to find a job in the market (Binz et al, 2018). In general, rural businesses are not a new phenomenon. Yet due to the current social and economic changes, these types of businesses are growing (Stojanova et al, 2022). The villages are full of new and hidden opportunities like cities. Discovery, creation, and exploitation of these opportunities and setting up businesses can bring significant economic benefits to the villagers (Blankson et al, 2018). Several factors have been considered for the development of rural businesses such as information and communication technology (Saleh et al, 2021), entrepreneurial training and technical skills (Ahmed, 2020), strategic innovation (Megaravalli & Sampagnaro, 2019), branding and family brand (Binz et al, 2018), sustainable entrepreneurship (Woodfield et al, 2017). Nowadays, rural businesses play a major role in the growth and creation of healthy economic space in the society and their role has been confirmed in economic stability. There are various elements and actors that affect and meanwhile support the development of rural businesses. One of these actors is the government which plays an important role in the development of rural business by devising and implementing appropriate policies (Gulsia & Sarika, 2023). Government support of rural businesses can improve their competitiveness; also governments usually provide appropriate supportive programs in the early establishment of rural businesses (Khurana & Sangita, 2022). Rural businesses are faced major challenges at their early activities; creating a market for selling products is one of the most important ones (Mousivand et al., 2022). Marketing capabilities and optimal use of these capabilities will lead to the development of sales and improvement of sales performance of rural businesses (Moumenihelali et al., 2022). Empowering rural entrepreneurs can lead to creation of new job opportunities and play a key role in improving economic and livelihood of rural areas. In order to empower rural businesses, entrepreneurial activities should be promoted, the spirit of entrepreneurship fostered and ultimately an entrepreneurial environment created (Hajarian et al., 2021). Information and communication technology have a significant impact in rural business development. In fact, communication is considered as a critical element of rural business to enter the big markets (Leonidou et al., 2020). Several studies have been conducted in the field of rural jobs and their development by researchers. In these studies,

the key variables affecting the development of rural businesses are mentioned. The most recent studies in this area are reported as follow.

Dahiya et al. (2023), creation of e-cognitive social capital and communication development have a key role in the development of businesses in the villages. Romero-Castro et al. (2023) studies the characteristics of successful entrepreneurs in rural businesses. The incentives to create rural businesses include flexibility, praise of others, be a boss of yourself, caring for children, having minimal skills, creativity and innovation. Cavite et al. (2021) pointed out that the factor that contributes to run a rural business is mainly the flexibility in lifestyle and work-family life balance. Though these benefits are more considerable for women than men. Gorman & Ennis (2022) stated that community recognition and society needs should be performed in pre-launch phase of rural businesses, and individuals should believe in rural products and their position in the market. If people with strategic capabilities and entrepreneurial talent in a specific field do not trained and they don't used communication technologies, they won't have any achievement. (Clune & Downey, 2022) developed a successful model for rural business which investigate family social capital affects, knowledge capital of entrepreneurs and external social capital on investment process by using resource-based view, social capital and network theories. The results show that family social capital, which is measured as family support, leads to preparing to make investment decisions and has direct and indirect effects on investment. Buratti et al. (2022) investigated the factors influencing starting up a successful rural business. The study showed that three factors including personality and behavioral criteria (such as creativity and innovation, risk taking, self - esteem, etc.), cultural and social (prestige and reputation achievement, knowledge and skills acquisition, fame, etc.) and governmental factors (legal and spiritual support, creating an entrepreneurial culture and promoting entrepreneurial spirit, consulting support services, etc.) play a key role in the success of rural development. Sharifinia (2022) investigated the obstacles of staring home businesses in rural areas and indicated that financial obstacles, market barriers, distribution channels and intermediary barriers, price obstacles and behavioral and attitudinal barriers can be considered as the most important barriers toward starting home businesses in rural home areas. Lopez et al. (2022) have studied the driving factors in the development of very small business in

rural home jobs sector. The result showed that factors such as entrepreneurial culture, entrepreneurial capacity and entrepreneurial empowerment are the most important driving factors in the development of very small business in rural home jobs. [Hansson & Sok \(2021\)](#) studied systematic analysis of the factors affecting the growth of rural businesses and pointed out that education, experience, communication and motivation are the most effective factors affecting the growth of rural businesses. [Ganguly et al. \(2020\)](#) studied forecasting the development of small and medium-sized enterprises in rural areas finally, and found that strategic innovation, entrepreneurial thinking, futurism and interaction are the most important factors affecting the growth of rural enterprises. [Carter et al. \(2019\)](#) in their study showed that governments played a major role in the success of rural businesses.

In the empirical background of the present study, there are limited studies that investigate the effect of several variables on rural businesses and mostly carried out as survey research with quantitative approach. Furthermore, most of the previous studies have examined rural businesses in the field of agriculture and tourism. The present study is exploratory mixed one and the factors affecting the development of rural businesses identified through interviews with experts who were familiar with research topic. The present research considers broad domains in business and the presented model provides the development of rural business in all industries, not just tourism and agriculture.

3. Research Methodology

The present study is an applied research and a mixed-method approach (both qualitative and quantitative) was employed. Furthermore, it seeks to discover and identify the factors affecting the development of rural businesses. In qualitative part, the statistical population of this study includes experts in the field of rural business (the top rural entrepreneurs, rural business owners and faculty members of the university) who have work experience in rural businesses and even conducted some studies on rural business domain. The reason for choosing these people is familiarity with research topic and having work experience in rural businesses. The selected individuals have at least three to five years of experience in rural business. Also, the selected university scholars and researchers are rural entrepreneurs or at least have deep studies in the field of rural and entrepreneurship development. In quantitative phase, the statistical population includes

120 active rural business owners with more than three years passed since they have started their business in Ilam province (according to statistics issued by Ilam science and Technology Park). In the qualitative section, 12 experts were selected to reach data saturation. To select the sample size snowball method was used. Then, the interviewees were asked to introduce people who were familiar with research topic to conduct the next interview. To collect data in the qualitative phase, semi structured interviews and in quantitative section researcher-made questionnaire were applied. In this research, data triangulation were obtained through sampling with maximum diversity of people, including genders, educations, jobs, types of business. In order to evaluate the reliability of the qualitative section, intercoder reliability (ICR) is conducted. Since $ICR=80\%$ and this reliability is more than 60 percent, it can be claimed that the research tool in the qualitative part is reliable. To examine the validity of the quantitative phase, the content and face validity were used. Moreover, to evaluate the reliability of the tool, Cronbach's alpha coefficient was used. Since Cronbach's alpha coefficient was 0.87 and more than 0.70, so reliability in quantitative part is confirmed. In order to analyze data in the qualitative part thematic analysis and in quantitative section visual PLS software were used.

4. Research Findings

In the qualitative phase, the thematic analysis of Braun and Clarke (2006) was applied. This analysis includes a continuous process between data sets and code summary as well as data analysis. The six phases of thematic analysis, based on the work of Braun and Clarke (2006) include: (1) familiarization of data: immersion in the data involves "reading and rereading of data" effectively to find patterns and meanings. (2) coding: this phase consists of generated codes for features of the data appropriate to overarching research aim whereby a set of initial codes is created to represent the patterns and meanings in the data. (3) searching for themes: this step includes organizing the codes into relevant themes (4) reviewing the themes: the fourth stage starts when the researcher creates a set of main themes and refining the themes, the process continues until the researcher satisfies that the themes created a map about the data. (5) defining and naming themes: it involves formulating exactly what we mean by each theme and figuring out how it helps us understand the data. By naming themes the researcher come up with a succinct and easily understandable name for each theme. (6) reporting of findings: this

stage starts when a researcher has a set of fully standardized and approved themes.

To conduct a thematic analysis, the first stage is to identify sub-categories of research. Subsequently, they are classified into several main categories. After conducting interviews, selective coding (basic themes) is extracted. The text of each interview is reviewed several times and the codes mentioned by interviewees are identified. Then, the organizing themes are formed. Organizing themes contains some basic themes that are semantically associated. In other words, every organizing theme is composed of several basic themes.

After determining the organizing themes, the overarching theme (main theme) is revealed. A number of organizing themes that are semantically in a more general concept form overarching themes.

In present study, after conducting some interviews and revising them for several times by using thematic analysis method, 57 basic themes were extracted. Then with reorganizing the basic themes, 15 sub-theme extracted and finally six themes were identified as the main themes. The results of the qualitative section of the study are reported in [table 1](#).

Table 1: Thematic analysis result

Row	Organizing Theme (Sub-theme)	Overarching Theme (Main theme)	Basic theme (selective coding)
1	joint venture and communication development	Strategic communication	marketing of rural products
2			access into the right market
3			development of specialized centers for supporting rural businesses
4	using information and communication technologies		taking advantage of modern technology
5			technological capabilities
6			improving R & D department
7	government financial support		government policy
8		paying bank facilities under favorable conditions	
9		giving easy loans and facilities	
10		boosting financial and credit support	
11		reducing bureaucracy	
12		Effective rules	
13		reduce complexity and remove redundant rules	
14		tax exemptions	
15		government intervention	
16	Boosting cultural and educational infrastructure by the government		
17	government incentive policies		
18	individual empowerment	entrepreneurial empowerment	creativity and innovation
19			to hold training courses
20			previous experience
21	entrepreneurial motivations		
22	upgrading sales skills		
23	features and requirements		appropriate management of rural businesses
24		having essential skills to run a business	
25		Personal capabilities/ empowerment	
26	Trust and social belief in rural businesses	social acceptance	Changing community attitudes to rural businesses
27			strategic planning to support rural business by community
28			To gain potential customers trust
29	special support by society and relevant organizations		
30	risk culture in the family		
31	establishing a suitable social position for rural businesses		Family support(both moral and material)
32		culture of failure	
33		create a positive attitude in society towards rural business	
34	healthy competition in the market	competitive intelligence	product market adjustment and clarification
35			internal markets openness
36			to compete with other companies

Row	Organizing Theme (Sub-theme)	Overarching Theme (Main theme)	Basic theme (selective coding)	
37	create a competitive environment between rural businesses		competition between rural businesses	
38			collaborative atmosphere between rural businesses	
39			dealing with rural business challenges	
40	enhancing competitiveness of rural businesses		competitive space of business	
41			supervision on product quality standards	
42			paying attention to quality production and its features	
43			the attractiveness of products in the market	
44			Customer focus	
45	marketing mix		marketing capabilities	strategic bidding
46				improving product quality
47				easy delivery of ad
48		local market for sale of rural products		
49	providing facilities to start businesses at homes	identifying appropriate business processes		
50		good working space		
51		Family collaboration		
52		Adequate facilities		
53		rural business income levels		
54	recognition and special attention to society needs in rural products	Paying attention to the based on society needs		
55		creating culture of consuming rural goods and products		
56		customer satisfaction and meeting customer's needs		
57		consideration of customer orientation		

After identifying the basic themes, the organizing and the overarching theme, the network of themes is presented in [figure 1](#).

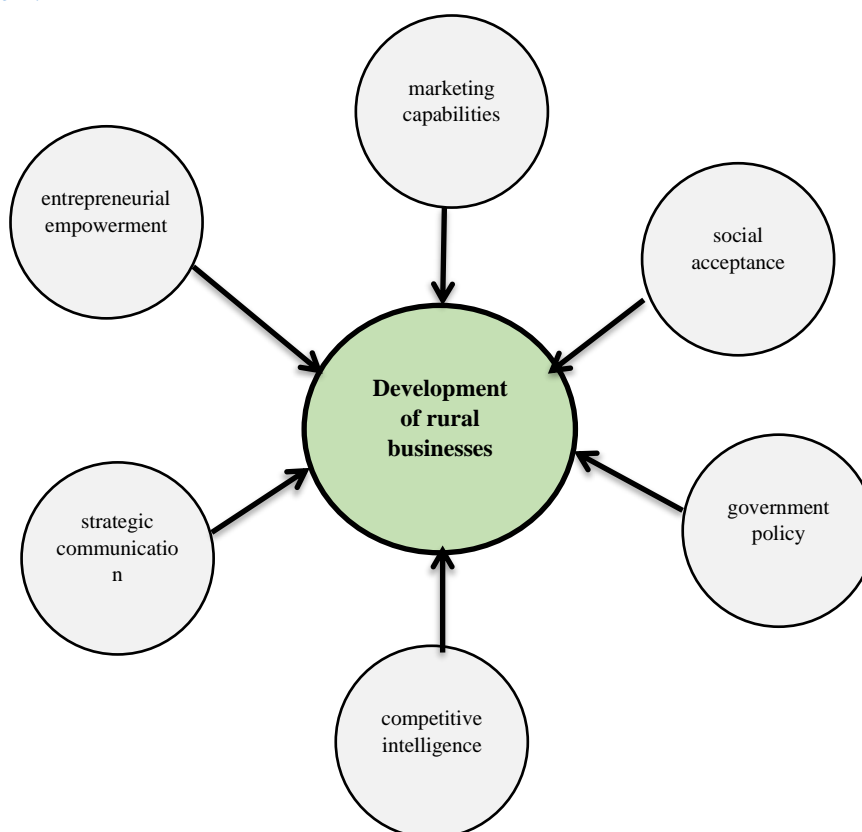


Figure 1: Rural business development model

The rural business development model is presented in the qualitative phase. Then, it was examined at the scope of present study in quantitative part. The required data were collected by a researcher-made

questionnaire which was the output of the qualitative section. The structural model of research is presented by using PLS software in figure 2.

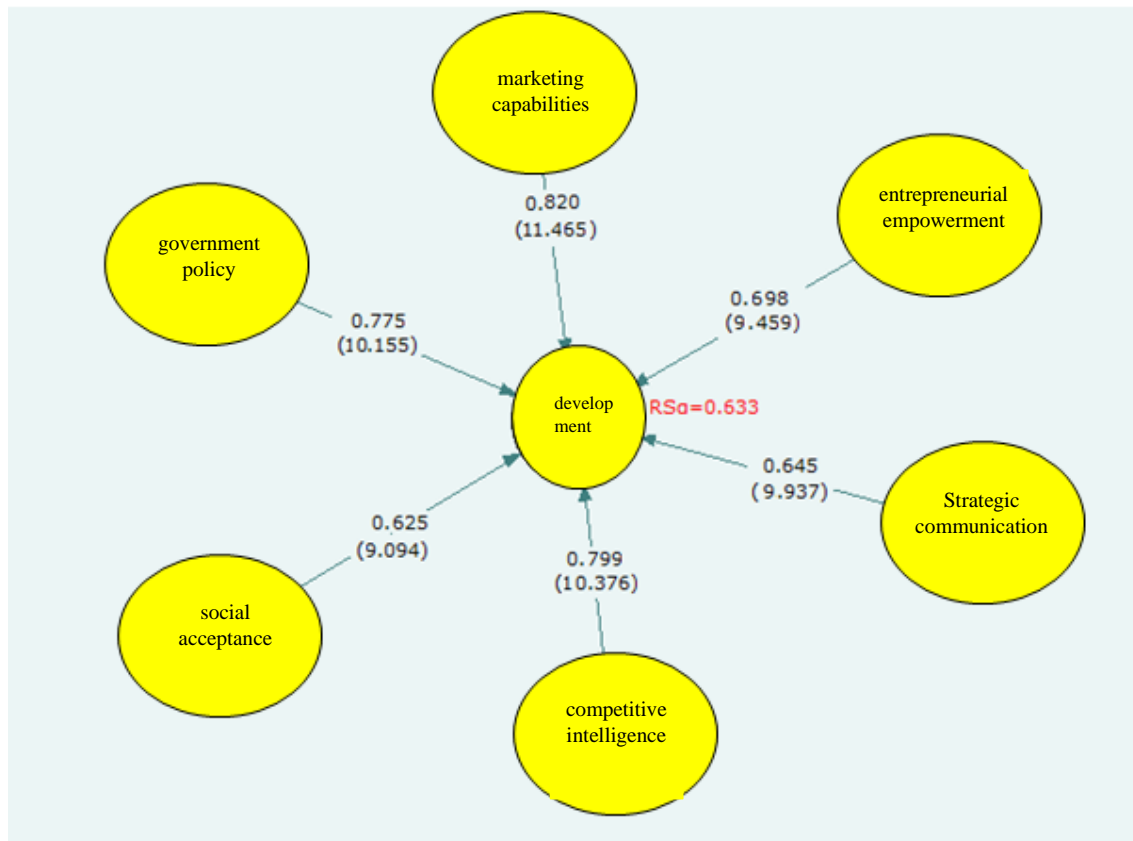


Figure 2. Structural model of research

The GoF has been developed as an overall measure of model fit. It ranges from 0.0 to 1.0 and the GoF values close to 1 indicate a good quality of the model. The amount of GOF in the structural model of the study is as follows :

$$GOF = \sqrt{0.8102 \times 0.590} = 0.69$$

According to Wetzels, Odekerken-Schroder, and Van Oppen, three values of 0.01, 0.25, and 0.36

which were known as weak, medium, and strong values for GOF. According to the results of this study, the value of the GoF of the model was 0.69, which indicated good fit of the structural model. The results of the structural model of the research regarding to the path coefficient and the significant number obtained from the structural model of the research are summarized in table 2.

Table 2: Structural path analysis results

Main Hypothesis	Path coefficient	t-value	Result
marketing capability → development of rural businesses	0/820	11/465	supported
entrepreneurial empowerment → development of rural businesses	0.698	9/459	supported
Strategic communications → development of rural businesses	0/645	9/937	supported
competitive intelligence → development of rural businesses	0/799	10/376	supported
social acceptance → development of rural businesses	0/625	9/094	supported
government policy → development of rural businesses	0/755	10/155	supported

As it is observed, since the significant numbers of the research paths are all above 1/96 and the path coefficients are all positive, it can be claimed that identified factors (marketing capabilities, entrepreneurial empowerment, strategic communications, competitive intelligence, social acceptance and government policy) have positive and significant impact on rural business development in Ilam province.

5. Discussion and Conclusion

Like cities, the villages are full of new and hidden opportunities. Exploration and exploitation of these opportunities as well as creating new and competitive businesses based on it can bring considerable economic benefits to the villagers. Although rural business development is not the only suitable strategy for economic development of villages, it is less expensive than other rural strategies and is more suitable for rural areas. Villagers will achieve their required goods and services with the development of rural businesses and this has a great impact on rural economic growth and migration to cities. The purpose of this study is to present a model for rural business development in Ilam province. To this end, semi-structured interviews were conducted along with the experts who were familiar with research topic. Finally, after conducting interviews and analyzing them by using thematic analysis method, 57 basic themes were extracted. Then with reorganizing the basic themes, 15 sub-themes extracted and finally six themes were identified as the main theme. In response to the main question of the research, what factors can affect the development of rural businesses in Ilam province, six factors are identified as key contributors to affect the development of rural businesses: marketing capability, social acceptance, entrepreneurial empowerment, strategic communications, competitive intelligence and government policy. Recognizing these factors and having strategic planning in order to utilize these factors as well as strengthen them can act as the driving forces of rural business development. Since identified factors are presented from the viewpoint of experts and owners of rural businesses, paying special attention to these factors and utilizing them in action plays a key role in the development of rural business. Each of these factors is described as follow.

One of the factors that affect the development of rural businesses is marketing capability. Marketing principles and tactics can improve the sales performance of rural businesses. Moreover, it can be a market for their products. Marketing mix plays a key

role in rural business success [Binz et al. \(2018\)](#). [Yoshida et al. \(2020\)](#) also stated that marketing capabilities are one of the factors determining the success of the agribusiness. Rural businesses can improve their performance by using tools and tactics of marketing mix as well as planning to train their personnel. Rural businesses can also improve their sales performance while recognizing and paying special attention to the society needs in household products and considering the production of products based on the needs of society by using marketing principles and sales. Another factor influencing rural business development is competitive intelligence. In present study, competitive intelligence is meant to improve the competitiveness of businesses and create a competitive environment between rural businesses. [Saleh et al. \(2021\)](#) stated that rural business can be able to complete their knowledge by using information technology and enhancing information intelligence and have a good reaction to competitors' strategy. [Melo et al. \(2022\)](#) also stated that intelligence will promote sustainable performance in rural businesses. Rural businesses can focus on the quality and attractiveness of production products to enhance their competitiveness. One of the factors affecting the development of rural business is the government policy. [Blankson et al. \(2018\)](#) stated that government policies have a significant impact on the success of small rural businesses. The government can improve the rural jobs by paying easy bank loans and facilities for rural jobs. Another factor influencing rural business development is entrepreneurial empowerment which includes personal empowerment and required skills for rural business management. [Woodfield et al. \(2017\)](#) in their study stated that entrepreneurial empowerment enhances business ability and improves their competitiveness. To this end, having minimal skills to run a successful business is important. Consulting with experts who have been successful at home based business also affects the success of rural businesses. Strategic communication is another factor influencing the development of home - based businesses. Rural businesses can be successful by using communication technologies and new technologies [Megaravalli and Sampagnaro \(2019\)](#) in their study stated that strategic communications are the most effective factors affecting the high growth of home based businesses. [Peng et al., \(2022\)](#) stated that communication plays a key role in the market making of rural businesses. Social acceptance is another factor influencing rural business development which includes trust and social

belief in home – based businesses and creating a suitable social position for rural business. Guzman et al. (2020) in their study stated that societies and people's attitude towards rural business have significant impact on the sustainability of these businesses. Bouichou et al. (2021) also stated that rural businesses can have a fruitful performance by developing positive attitude toward the importance and success of rural jobs in families and their supports weather moral or material.

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Author's contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The authors declare no conflict of interest.

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ارائه مدلی برای توسعه کسب و کارهای روستایی (مطالعه موردی: استان ایلام، ایران)

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چکیده مبسوط

۱. مقدمه

در عصر کنونی، توسعه روستاها جایگاه ویژه‌ای در تدام حیات اقتصادی ملت‌ها دارد و در کشور های غیر صنعتی، محور برنامه های توسعه اقتصاد ملی به شمار می رود. کسب و کار روستایی به عنوان یکی از انواع کسب و کارهایی طبقه بندی می شود که ضریب اشتغال بالایی را در کشور ایجاد می کند به عبارتی میزان اشتغال در آن بسیار بالا می باشد. اگرچه این نوع کسب و کارها اغلب جزو بخش پنهان و غیررسمی اقتصاد هستند، اما نقش قابل توجهی در ثروت و رشد اقتصادی یک جامعه و توسعه سرمایه اجتماعی آن دارند. امروزه اهمیت توسعه کسب و کارهای روستایی و نقش حیاتی آن در توسعه و پیشبرد کشورها بر هیچ کس پوشیده نیست. با توجه به ورود نیروی کار روستایی به شهر و ایجاد مشکلات متنوع، ضرورت و اهمیت ایجاد اشتغال و توجه به توسعه کسب و کارهای روستایی مشخص می شود. استان ایلام یکی از استان های مرزی ایران می باشد که جزء استان های محروم بوده با مشکلات عمده بیکاری و دیگر شاخص های اقتصادی از نظر شاخص های توسعه بسیار ضعیف می باشد. نقاط روستایی آن همچون سایر نقاط روستایی کشور با مشکلاتی مواجه است که نیازمند برنامه ریزی اصولی در زمینه ایجاد اشتغال و کارآفرینی روستایی در استان بوده تا موجبات شکوفایی همه جانبه و بیش از پیش استان (از نظر کشاورزی، صنعت، خدمات و گردشگری) فراهم آید. بنابراین، به منظور دستیابی به اهداف فوق در تحقیق حاضر، عوامل موثر بر توسعه کسب و کارهای روستایی در استان ایلام مورد بررسی قرار گرفته است.

۲. مبانی نظری تحقیق

راه اندازی کسب و کار روستایی، نکات مثبت خودش را دارد. اول آنکه سرمایه کمتر و هزینه های سربار کمتری برای شروع کسب و کار لازم دارد. دوم، سازمان دهی کسب و کار در منطقه ای کوچک، که مردم همدیگر را می شناسند، آسان تر است. اگرچه در مناطق شهری زیرساخت و تجهیزات بهتری نسبت به مناطق روستایی ارائه می شود. کسب و کارهای روستایی نیاز به سرمایه اولیه زیادی ندارند، با این حال می توانند سوددهی بالایی داشته باشند. به همین دلیل می توانند انتخاب مناسبی برای افرادی باشد که توان مالی بالایی ندارند. از این رو، راهکار مناسبی برای کاهش نرخ بیکاری و اشتغال زایی محسوب می شوند، به ویژه برای بسیاری از زنان و جوانان که در حوزه هایی دارای مهارت کافی هستند اما نتوانسته اند جذب بازار کار شوند. بطور کلی کسب و کارهای روستایی پدیده جدیدی نیستند. بلکه در نتیجه تغییر و تحولاتی که در فعالیتهای اقتصادی - اجتماعی امروزه به وجود آمده به آن توجه بیشتری شده است، این نوع کسب و کارها روز به روز گسترش و توسعه می یابند. روستاها نیز همچون شهرها، مملو از فرصتهای جدید و کشف نشده هستند که کشف و بهره برداری به موقع از این فرصتها و ایجاد و توسعه کسب و کارها و رقابت پذیر بر مبنای آن، می تواند مزایای اقتصادی چشمگیری برای روستاییان به همراه آورد. عوامل متعددی برای توسعه کسب و کارهای روستایی در نظر گرفته شده است از جمله می توان اشاره کرد به؛ فناوری اطلاعات و ارتباطات، آموزش های کارآفرینانه و مهارتهای فنی، نوآوری استراتژیک، برندسازی و برند تجاری خانوادگی، کارآفرینی پایدار.

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۳. روش‌شناسی تحقیق

تحقیق حاضر بر اساس هدف کاربردی است و به لحاظ ماهیت و روش از نوع اکتشافی و آمیخته از نوع کیفی - کمی می‌باشد و در پی کشف و شناسایی عوامل موثر بر توسعه کسب و کارهای روستایی است. در بخش کیفی، جامعه آماری تحقیق حاضر شامل افراد متخصص در زمینه کسب و کارهای روستایی می‌باشد. در بخش کمی نیز جامعه آماری شامل صاحبان مشاغل و کسب و کارهای روستایی در استان ایلام می‌باشد که دارای کسب و کار فعال بوده و بیش از ۳ سال از شروع کسب و کار آنها گذشته است. با توجه به آمار منتشر شده از سوی پارک علم و فناوری استان ایلام، تعداد آنها برابر با ۱۲۰ کسب و کار می‌باشد. در بخش کیفی، تعداد ۱۲ نفر از خبرگان شرکت داشته‌اند. ابزار اصلی تحقیق در بخش کیفی، مصاحبه نیمه ساختار یافته و در بخش کمی نیز پرسشنامه محقق ساخته می‌باشد. برای تجزیه و تحلیل داده‌ها در بخش کیفی از تحلیل تم و در بخش کمی نیز از نرم افزار ویزوال پی ال اس استفاده شده است.

۴. یافته‌های تحقیق

پس از اجرای مصاحبه‌های انجام شده و پیاده سازی آنها با استفاده از تکنیک تحلیل تم، در مجموع تعداد ۵۷ کد پایه در قالب ۱۵ مضمون سازمان دهنده دسته بندی شدند. مضامین سازمان دهنده نیز در قالب ۶ مضمون فراگیر دسته بندی شدند. عوامل اصلی عبارتند از: قابلیت‌های بازاریابی، هوشمندی رقابتی، خط مشی دولت، توانمندسازی کارآفرینانه، ارتباطات استراتژیک و مقبولیت اجتماعی. نتایج این پژوهش می‌توانند به متولیان امور در توسعه کسب و کارهای روستایی کمک کند تا بینش عمیق تری نسبت به عوامل موثر بر توسعه کسب و کارهای روستایی داشته باشند و ضمن شناخت عوامل موثر بر توسعه کسب و کارهای روستایی، برنامه ریزی استراتژیک و محوری در راستای اجرای موفقیت آمیز مراحل توسعه کسب و کارهای روستایی داشته باشند.

۵. بحث و نتیجه گیری

تحقیق حاضر با هدف طراحی الگویی برای توسعه کسب و کارهای روستایی در استان ایلام انجام شده است. در پاسخ به سوال اصلی

این تحقیق مبنی بر اینکه عوامل موثر بر توسعه کسب و کارهای روستایی در استان ایلام کدامند؟ می‌توان گفت که شش عامل اصلی شناسایی شدند. یکی از عوامل شناسایی شده که بیشترین ضریب تاثیر را بر توسعه کسب و کارهای روستایی نیز داشته است؛ قابلیت‌های بازاریابی می‌باشد. استفاده از اصول و تاکتیک‌های بازاریابی می‌تواند برای کسب و کارهای روستایی ضمن ایجاد بازار برای محصولات آنها، عملکرد فروش کسب و کارهای روستایی را بهبود ببخشد. عامل دیگری که بر توسعه کسب و کارهای روستایی تاثیر گذار است، هوشمندی رقابتی می‌باشد. در این تحقیق هوشمندی رقابتی به معنی ارتقاء توان رقابت پذیری کسب و کار و ایجاد فضای رقابتی بین کسب و کارهای روستایی می‌باشد. هوشمندی موجب ارتقاء عملکرد پایدار در کسب و کارهای روستایی می‌شود. کسب و کارهای روستایی می‌توانند برای ارتقاء توان رقابت پذیری خود به ویژگی‌های تولید کیفی و جذابیت محصولات تولیدی تمرکز نمایند. یکی دیگر از عوامل تاثیر گذار بر توسعه کسب و کارهای روستایی، خط مشی دولت‌ها می‌باشد. دولت می‌تواند با پرداخت تسهیلات و وام‌های بانکی با شرایط ویژه برای مشاغل روستایی عملکرد این مشاغل را بهبود ببخشد. توانمندسازی کارآفرینانه عامل دیگری است که بر توسعه کسب و کارهای روستایی تاثیر گذار است. مقبولیت اجتماعی عامل دیگری است که بر توسعه کسب و کارهای روستایی تاثیر گذار است. این عامل شامل؛ اعتقاد و باور اجتماعی به کسب کارهای خانگی و ایجاد جایگاه مناسب اجتماعی برای کسب و کارهای روستایی است. با توجه به اینکه این عوامل برخاسته از نظر و دیدگاه خبرگان و صاحبان کسب و کارهای روستایی است لذا توجه به این عوامل و بکارگیری آنها نقش کلیدی در توسعه کسب و کارهای روستایی دارد.

کلید واژه‌ها: کسب و کارهای روستایی، توسعه کسب و کارهای روستایی، قابلیت‌های بازاریابی، هوشمندی رقابتی.

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

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Factors Effecting the Preservation of Indigenous Housing Values and the Regional Texture of Sistan in Line with the Revitalization of Rural Settlements

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Abstract

Purpose- Nowadays, with the disappearance of traditionalism in rural housing design, constructions that deviate from the traditional and indigenous housing patterns are noticeable, and as a result, native values and traditions in rural housing have been disregarded. On the other hand, rural housing is the most humanistic subject of architecture and provides for the diverse needs of local residents. Therefore, this research was conducted with the aim of examining the effective factors in preserving the values of endemic housing and regional texture in Sistan towards revitalizing rural settlements.

Design/ Methodology/ Approach- The qualitative-quantitative research method was used in the present study. The statistical population consisted of two parts: the first part included experts and graduates in architecture who were selected as a sample size of 20 people based on purposive sampling. The second part consisted of the villagers of Qaleh now, Deh Arbab, and Deh now Piran. Background field method, Delphi method, FARAS + FKOPRAS models were used to analyze data in both qualitative and quantitative sections.

Finding- the results of background theory showed that from the perspective of experts, some factors such as preserving rural landscape, principles of protecting native housing values towards development with a focus on indigenous culture, interaction in preservation and revitalization of regional fabric and rural indigenous housing as well as cultural tourism in villages were identified as effective factors in preserving endemic rural housing values. Also, Delphi results showed that Kendall's coefficient for concepts and meaningful units obtained from expert interviews did not differ significantly. In this regard, fuzzy model results showed that developing an ideal pattern for indigenous housing in Sistan with a weight of 70/72; principles of protecting native housing values towards development with a focus on indigenous culture with a weight of 66/72; integrated and cohesive management with a weight of 59/72, received the highest and lowest importance in preserving indigenous rural housing values in Sistan respectively.

Keywords: Indigenous values, Housing, Rural settlements, Traditional and indigenous pattern, Sistan.

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1. Introduction

The indigenous architecture of each region is shaped by the climatic, geographical, and cultural conditions unique to that area. It reflects centuries of accumulated knowledge in effectively utilizing local materials, employing construction methods, and considering climatic factors. It can be seen as a testament to the ingenuity of early builders in adapting to climate challenges and making the most of limited resources to ensure maximum comfort. However, overlooking this aspect can lead to the disappearance of this architectural style and the neglect of the experiences of indigenous architects (Maghuli & Ahmadzadeh, 2018).

Identification and preservation of valuable indigenous architectural heritage (indigenous housing) in general and rural housing in particular, while safeguarding the national historical assets of the country, helps us to discover the secrets, symbols, and signs hidden within them. This enables us to incorporate sustainable principles from the past into modern structures and preserve the identity and the authenticity of rural settlements' architecture. On the other hand, studying the architecture of indigenous rural settlements can help design suitable spaces for different regions and solve some of the problems in rural residential areas, leading to the formation of desirable villages in the country (Sartipipour, 2008). Therefore, today more than ever, there is a need to recognize the values of indigenous housing (Mahdavinejad & Shahri, 2014). Identifying indigenous values in housing can be combined with current needs to achieve more sustainable designs. Local and indigenous patterns, principles, experiences and traditions can be used as design tools (Patidat, 2014). Hence, with renewed attention to traditional values and principles in recent decades and looking at the current situation of rural housing in the country, we are facing a shortage of housing that meets Iranian and indigenous criteria and indicators (Najjarnejad Mashhadi et al., 2020).

In this regard, there is not much information available about housing and its indigenous values in Sistan. Due to the excessive spread and dispersion of settlements and some limitations such as difficult-to-pass roads, lack of security for researchers, and other

problems, the indigenous housing and architecture of Sistan has received very little attention and research. The climatic diversity which leads to diversity in livelihood in itself, has provided the grounds for shaping various types of housing, both in terms of form and structure, in Sistan. Therefore, the rural areas in Sistan, including villages such as Qaleh now, Deh Arbab, and Deh now Piran have their own unique structure that is far from imitating the architecture of other regions. With ingenuity and experience, residents have been able to provide a comfortable living environment for people without high costs.

Valuable solutions and methods have always been proposed in indigenous architecture of Sistan to provide suitable living conditions in rural settlements. The different climatic and geographical conditions of this province across Iran's land have led architects to identify effective strategies to preserve indigenous values of these homes and provide the best and most appropriate ways to adapt to climate conditions. These solutions can now and in the future be combined with new technologies in contemporary architectural structures while maintaining their unique identity to create up-to-date and sustainable architecture. Hence, creating sustainability in Sistan's architecture requires knowledge and awareness of factors that affect preserving indigenous values and can play a decisive role in determining the direction of housing policy-making systems as well as designing and implementing measures in this regard. By recognizing and identifying the effective factors in preserving the indigenous values of rural housing in this region, we can breathe new life into the architectural culture of Sistan, which may be deteriorating before the eyes of every researcher, and in long run, we can witness positive changes in various cultural aspects, revival of human and spiritual values, etc. In this regard, the aim of this research is to identify the factors that are effective in preserving the indigenous values of rural housing in Sistan towards revitalizing rural settlements. The following questions are being investigated: what are the factors effective in preserving the indigenous values of rural housing in Sistan towards revitalizing

the rural settlements? And which one is more important among the mentioned factors?

2. Theoretical literature

Housing is always changing and there seems to be no end to these changes. However, many aspects of what we call housing such as nature, function, application etc., remain unchanged over time. Therefore, some parts of housing always continue and never end (King, 2019). Also, considering that housing is a vital commodity and a basic human need, it can be said that humans have a strong need for it and this necessity does not recognize time and place (King, 2019). Hence, the role of housing in meeting needs is undeniable and it is not just about four walls and a roof. Housing should provide a place for sleeping and resting where people feel safe and secure and are sure about their privacy. Many of these features come together to turn four walls into a home (a place for peace and security) (Zarghamfard, 2017). In this respect, recognition and analysis of housing first requires an understanding of the concept of indigenous housing and providing a definition for it. Based on indigenous approaches, housing is a multifaceted concept that encompasses notions such as comfort, security, lifestyle, culture and identity, the social base of residents, etc. (Zandi, 2014). Therefore, it can be said that indigenous housing is a special model of housing that corresponds to the economic, social and cultural characteristics of residents and the natural and environmental features of the desired location. It improves human quality of life and reduces life costs. Additionally, native housing enhances the skills of primary builders in dealing with climate-related problems and their ability to use minimal resources for maximum comfort. Indigenous housing is a type of architecture that has been built over time in coordination with local people's needs and desires based on their technical and financial capabilities. It also considers the natural conditions and climate requirements while using local materials. Understanding indigenous housing in each region as a valuable asset that has grown over many years is important because it can be informative, citable, and inspiring for future projects. In fact, the active goal of indigenous housing is to create an environment

that best suits the lifestyle of a community (Rapoport, 2013).

Preserving the values of rural homes is a comprehensive and integrated process that analyzes housing problems, and revives and develops all aspects of homes and structures through developing economic, physical, social, and environmental conditions (Roberts, 2003). In this respect, development in valuable villages occurs by creating cultural foundations based on indigenous characteristics. The goal of development is essentially to meet human social needs in the environment, and from this perspective, development is necessary to avoid neglecting the artificial and cultural context as products of interaction with nature, which in fact destroys the identity of place as a prerequisite for social life (Noghsan Mohammadi et al., 2012). Accordingly, considering the concept of development that has been mentioned, reviving the authentic rural fabric can also be considered a step towards development. Of course, this approach also includes concepts such as improvement, renovation, empowerment and revitalization of the fabric (Lichfield, 2000). Thus, preserving and reviving valuable fabrics is one of the most fundamental approaches in protecting values and developments that follows an accurate analysis of the target area and its compatibility with social, economic and environmental structure (Aminzadeh et al., 2021).

In the process of preservation and revitalization, especially in rural areas, indigenous culture approach is a very important developmental strategy from local to global scales (Bird et al., 1993). European settlements have also paid attention to culture as a material capital simultaneously with economic transformations (Bianchini, & Parkinson, 1993). The history of cultural revitalization dates back to 1990s and has been proposed as a successful choice in the field of protection and conservation of historical fabrics (Kearn and Philo, 1993). The advantage of revitalization with a cultural approach is that cultural development compatible with valuable fabrics can be carried out while preserving heritage at the same time and the concept of development and cultural heritage are intertwined (Smith, 2007).

According to what mentioned above, protection, revitalization, and development based on native culture approach emphasize on the process of human life and harmony with nature and their interaction in order to create the least environmental impact. This requires the design to be responsive to native context

in line with strengthening the sense of place, designing with nature and using natural process, paying attention to tangible aspects of nature, and caring about people in the process of designing indigenous housing (Van der rynn, 1994). In this regard, Figure (1) was drawn as a conceptual model.

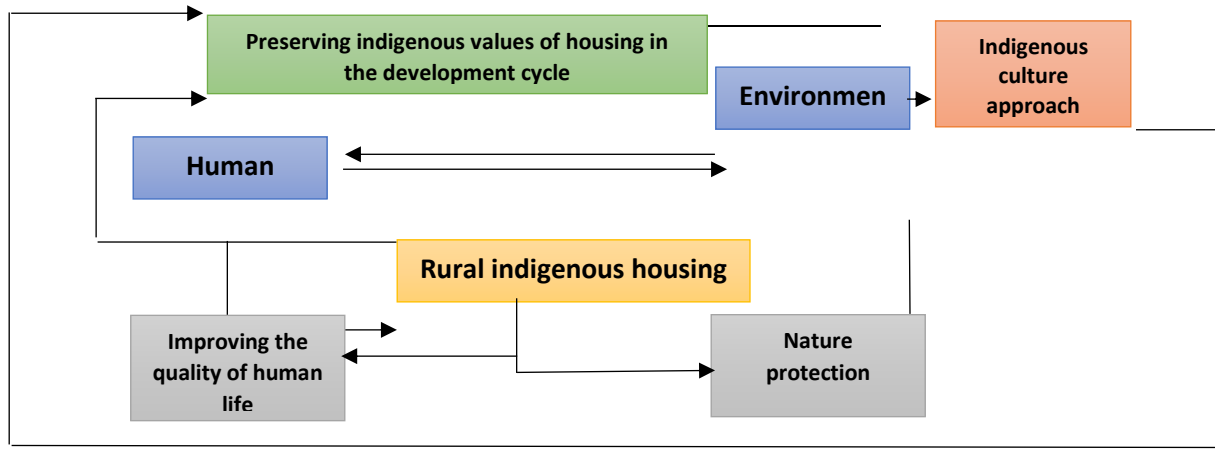


Figure 1: conceptual model of the research

Numerous studies have been conducted on indigenous architecture of housing, but no study has been done towards identifying the factors that affect the preservation of rural housing values. In this part of the research, studies that are relevant to the present topic have been addressed in two sections: domestic and foreign studies.

In examining the spatial analysis pattern of rural housing in dry regions with climatic conditions in Sistan and Balouchestan province, researchers found that indigenous housing in Sarbaz county has the highest compatibility with climate. Saravan, Iranshahr, Nikshahr, Zahedan, and Zabol have average compatibility with the climate and the least compatibility between the indigenous housing and climate belongs to Bampoor region (Esmailnejad & Karimi, (2019). Sistan region has unique climatic conditions and its economic and social structure has led to unique types of housing architecture such as basic type; linear type, L-shaped type, U-shaped type; central courtyard type; and grange type. It seems that recognizing these types can lead to revitalization of rural indigenous housing in Sistan (Oveisi Keikha et al., 2020).

In another study, attention was paid to the role of exploration of cultural choices in shaping indigenous structures, in such a way that based on cultural and environmental backgrounds of examples, choices influenced by environmental factors especially climatic and economic factors had a significant impact on the physical structuring and organization of residential spaces in Ardabil's indigenous houses at macro, meso, and micro scales (Mohammad Hoseini et al., 2020). Additionally, another study showed that different types of housing have multiple capabilities despite their weaknesses and deficiencies, including diversity in material selection, responsiveness to environmental and climatic conditions, respect for elders, hierarchical structure, maintaining privacy in housing units, honoring guests, continuous life cycle and the possibility of accommodating multiple generations in various types of housing. The ability to change and evolve over time according to family needs as well as the possibility of replacing new spaces instead of old dilapidated ones are some capabilities found in housing on the banks of Sarbaz river which are less seen in modern housing (Torshabi et al., 2021).

Regarding the sustainable indicators of Iranian indigenous housing, there is a significant relationship or positive correlation between adapted concepts of traditional and vernacular architecture with some traditional conceptual indicators. Based on this relationship through matching traditional concepts with indigenous concepts and aligning them with traditional indicators led to achieving sustainable vernacular indices (Najjarnejad Mashhadi et al., 2020).

Furthermore, by taking a comprehensive focus on the Islamic architectural organization and the patterns derived from it, the pattern of housing architecture for the future of Iranian Islamic architecture can be achieved (Latifi et al., 2021). This point is also noteworthy that, proposed patterns for developing residential environments in the early twentieth century have moved from a focus solely on meeting basic human needs towards satisfying higher human requirements, especially cognitive and aesthetic needs, and towards sustainable psychological stabilization of residential environments along with environmental protection based on information technology in the direction of creativity and innovation within new paradigms in sustainable development of residential environments (Motallebi, 2022). Additionally, helping to invest in renovating native housing while preserving the authentic features of traditional buildings can protect local communities and promote sustainable development in these areas (Gocer, 2021). Although, prominent rural housing patterns are entirely consistent with Iranian principles and indigenous architecture is evident in all its components (Kharabati et al., 2021). A look at the studies conducted on indigenous housing architecture in Sistan region shows that despite the rich and unique architecture present in the vernacular fabric of Sistan villages, comprehensive studies have not been done to identify factors that preserve indigenous values in rural housing in this area. In the present research, authors attempted to rank and prioritize each factor effective in vernacular housing and regional fabric of Sistan using qualitative method (grounded theory) to revive rural settlements. Thus, what distinguishes this study from others is its use of qualitative method and

identification of factors effective in preserving indigenous values in rural housing in this area.

3. Research methodology

Sistan is located in the flat and smooth plain in the southeast of the country and in the north of Sistan and Balouchestan province. This region is bordered by Afghanistan to the north and east, Zahedan city to the south, and Lut desert and Birjand county to the west and northwest (Afshar Sistani, 1991, p. 145), and overall it is very similar geographically and climatically to southern Khorasan. The conditions and climate of this region are consistent with desert and semi-desert areas (Malekzadeh, 2011, p. 8). As mentioned in the research methodology section, Qaleh Now, Deh Arbab, and Deh Now Piran villages were selected as sample pilot research areas. Their geographical locations are as follows:

Qaleh Now: This village is one of the 9000 villages in Sistan and Balouchestan region which is located in Jazink district on Zabol road at a distance of 26 kilometers from Jazinak intersection towards Zahak district. It is part of the precious history of Sistan, the cradle of civilization. Qaleh Now is the only village in Sistan where all houses are made of mud bricks with an old style that has been preserved over time. The influence of climatic conditions on its housing architecture is quite evident. Its architecture is such that many refer to it as the Masuleh of Southeast Iran.

Deh Arbab: this village is located 10 kilometers away from Zabol city center and five kilometers away from Bonjaar district center. It is bordered by Aghajan village to the north, Eskel village to the south, Imamieh village to the west and Dahmardeh village to the east. The architecture of Deh Arbab village has been shaped by environmental conditions using mud bricks with a dominant style of villages in this region.

Deh Now Piran: This village is located in Edimi district, the central part of Nimruz of Sistan county. It is situated 5.8 kilometers southwest of Zabol city and 4 kilometers northwest of Aliabad in a plain area. The local materials such as mud, clay, and water are mostly used in the architecture of this village and its architecture is influenced by environmental conditions.

It should be mentioned that due to the dispersion of the studied villages in Zabol, Hamun and Nimruz, attempts were made to draw an extensive and

comprehensive map of Sistan region, which can be seen in [Figure 2](#).

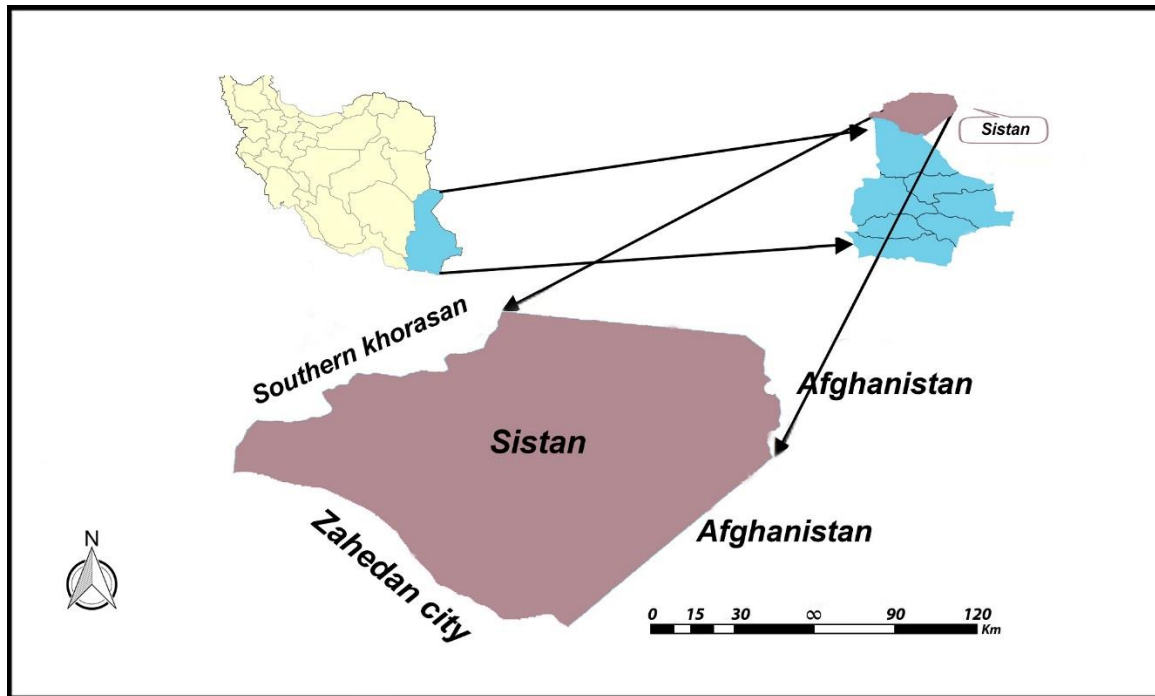


Figure 2: the location of the study area

The present theoretical study has used a qualitative-quantitative research method and its statistical population consisted of two parts: the first part were experts and graduates in architecture, who were purposefully sampled (until saturation of results) and 20 people were determined as the sample population in this section. The second part included Qaleh Now, Deh Arbab, and Deh Now Piran villages, which were selected based on the following criteria:

- Valuable elements and residential architectural features of these three villages have been formed based on indigenous components of the region and considering the needs and priorities of the residents.
- Easy access to villages and common architectural features in these villages. This research is divided into two major sections in terms of methodology; the first section is devoted to extracting concepts of indigenous housing values and is based on a theoretical

or data-based approach that uses qualitative strategic approaches ([Groat & Wang, 2012, p. 180](#)), and after identifying concepts and meaningful units using Delphi method, each one was examined in three Delphi rounds. The second part is related to ranking each factor using FARAS + FKOPRAS models.

4. Research findings

Identifying Factors affecting the preservation of the values of native housing and the regional context of Sistan in line with the revitalization of rural settlements

In this section of the research, in order to identify the factors effective in preserving the indigenous values of traditional housing and the fabric of the Sistan region towards the revitalization of rural settlements, necessary information has been extracted from experts. Interviews (between 60 to 90 minutes) were recorded and noted immediately to allow for multiple reviews of conversations and a more detailed

analysis and examination of expert opinions. Initially, in the review stage, which is considered as an introductory step to enter the analysis operation, to prevent personal bias when ordering data, recorded interviews and personal notes taken during the research were collected, reviewed and revised. Furthermore, in the stage of extracting meaningful data through open coding, the aim is to understand hidden concepts in interviewees' statements. Some concepts are taken from prior knowledge while some are invented by the researcher or mentioned by

participants and related to existing data. In this stage, approximately 35 concepts were extracted from interview texts. In the next stage, primary codes were converted into secondary codes due to their frequency (primary codes are placed in similar categories). Several secondary codes were transformed into one conceptual code. In [Table \(1\)](#), results of open coding based on secondary codes, conceptual codes and presented topics were provided.

Table 1: the results of open coding based on secondary codes

Row	Meaningful unit	Example witness	row	Meaningful unit	Example witness
1	Special focus on Indigenous Technology	The use of technology suitable with the political foundations of the people of Sistan	5	Economization of cultural attitudes (tourism)	Paying attention to the attractiveness of native houses in the region
		The use of technology suitable with social, economic and cultural foundations of the people of Sistan			Revitalization of traditional houses
		Compatibility of suitable technology with the culture of the people of Sistan			Using the driving force of tourism in the economic use of the local capital of the region, including housing
2	Creativity suitable for native houses of Sistan	Proposing creative strategies related to preserving indigenous values of the region	6	Attention to the driving forces of preservation and development	The use of tourism networks in villages through the link between the cultural attractions of native houses
		Using strategies suitable and compatible with rural settlements of Sistan			Revival and expansion of cultural, historical, and regional tourism features by considering vernacular houses
		Using the opinions of elites and experts about creative strategies in relation with preserving the indigenous values of the region	7	Expansion of local communities	Attention to the role of people and using villagers' participation in reviving valuable fabrics and houses
3	Preserving indigenous culture of the region	Applying development strategies by responsible institutions			Preparing suitable cultural and educational facilities for residents and improving the desired social and economic level of life
		Combining the strategies and policies in the form of a joint statement and adherence of the relevant organizations to their implementation	8	Special attention to functional and physical spaces	Reviving buildings by reviewing rural residents' needs
		Attention to the regional fabrics and native houses of Sistan in development plans			Suitable spatial unity through consistency and connection among discrete spaces of the region's texture

Row	Meaningful unit	Example witness	row	Meaningful unit	Example witness
		Establishment of a study center in order to identify issues such as the principles governing the native textures of the Sistan region	9	Lack of desire to change: the temptation of urbanization in the villages	Changing rural residents' view and preventing the tendency to urban life and especially urbanization
		Investigating and identifying how to respond to the values of native houses in new rural constructions			Preventing new aesthetic trends and urban life tastes among people
		Identification and maintaining the significance of the features of indigenous houses of the mentioned villages by relevant institutions in preserving their local values	10	Preventing the collapse of past values	Avoiding foreign values, such as Western culture, consumerism
4	Compatibility of new development plans with the basic principles and criteria in the village	Preservation of surrounding landscape and morphology	11	Typology of rural housing	Comprehensive studies on typology of rural indigenous housing
		Integrity and compatibility with cultural and natural texture			Emphasis on the economic, social, environmental, etc. towards native housing in Sistan
		Strengthening the sense of place and personal respect and credit to the village	12	Optimal and integrated rural management	Coherence and integrity of relevant organizations towards implementation of native development plans
		Simplicity and purity in design			Collaborative management in the village
		Predominance of historical background on new development plans			Preventing parallel work in organizations
		Using bottom-up approach and people's participation in development plans			

Source: research findings, 2022

Central coding is the second stage of data-based theory. The goal of this stage is to establish a relationship between the generated classes (in the open coding stage). This is done based on the paradigm model and helps the processing theory to be easily performed. Essentially, communication in central coding involves expanding and extending one of the classes. In this stage using major perspectives

or statements in the previous stage, main topics and concepts are extracted. Statements are commonly classified into larger information units called meaningful units. Meaningful units represent different dimensions and make it easier to provide textual explanations in the next stage. In this stage, 5 topics or concepts were extracted and their constituent concepts were identified (Table 2).

Table 2: main topics and concepts

Row	concepts	Meaningful unit
1	Preserving rural landscape	Lack of desire to change: tendency towards Urban life in villages
		Preventing collapse of past values
2	Principles of preserving the indigenous housing values towards development with a focus on native culture	Special attention to native technology
		Creativity suitable for native housing of Sistan
		Economizing the cultural attitude (tourism)

Row	concepts	Meaningful unit
		Preserving indigenous culture of the region
3	Interaction in preservation and revival of regional fabric and rural indigenous housing and cultural tourism in villages	Expansion of local communities
		Special attention to functional and physical spaces
		Attention to driving forces of preservation and development
4	Compiling the desired pattern of vernacular housing in the villages of Sistan	Compatibility of new development plans with essential principles and criteria in the villages
		Typology of rural housing
5	Cohesive and integrated management	Optimal and integrated rural management

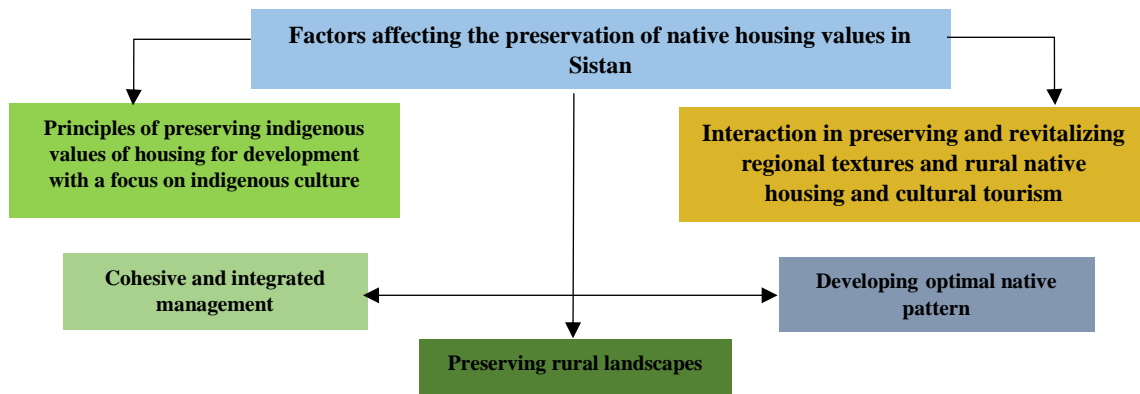


Figure 3: paradigm model of factors affecting the preservation of native values of rural housing in Sistan

According to Table (2), factors such as preserving rural landscapes, principles of preserving indigenous values of housing for development with a focus on native culture, interaction in preserving and revitalizing regional textures and rural indigenous housing, and cultural tourism in villages, developing a desirable model of indigenous housing in Sistan's villages, and finally cohesive and integrated management have been identified by experts.

Furthermore, using the Delphi method, each of the concepts and meaningful units were examined. In this regard, Kendall's coefficient of concordance was used to determine the level of agreement among panel members. Kendall's coefficient of

concordance is a scale for determining the degree of correlation and agreement among several rank categories related to N objects or individuals. In fact, this scale can be used to find the rank correlation among K sets of ranks. The value of this scale is equal to one when there is complete agreement or concordance and zero when there is no agreement. Schmidt provides a statistical measure for deciding whether to continue or stop Delphi rounds, which determines the level of agreement among panel members based on the value of Kendall's coefficient of concordance. Table (3) shows how various values of this coefficient are interpreted.

Table 3: interpretation of various values of Kendall's coefficient of concordance

W value	Interpretation	Confidence in ratio with factor order
0-0.19	No significant agreement	Very weak
0.2-0.39	Weak agreement	Low
0.4-0.59	Moderate agreement	Moderate
0.6-0.79	Strong agreement	High
0.8-1	Very strong agreement	Very high

Mere statistical significance of W coefficient is not enough to stop the Delphi process. A significant increase in this coefficient in two consecutive rounds indicates that the Delphi method should continue. The constancy or slight growth of this coefficient in

two rounds indicates that there has been no increase in member consensus and the polling process should be stopped. The numerical value of Kendall's coefficient in three stages of Delphi in this part of the research is presented in [Table \(4\)](#).

Table 4: the numerical value of the Kendall's coefficient of Delphi steps

Questionnaire		Preserving rural landscapes	Principles of preserving values of indigenous housing towards development with focus on native culture	Interaction in preserving and revitalizing regional textures and native housing and cultural tourism in villages	developing desirable pattern of rural native housing in Sistan's villages	Cohesive and integrated management
Questionnaire 1	Delphi steps	0.710	0.730	0.698	0.700	0.711
	Kendall's coefficient value	0.733	0.741	0.700	0.711	0.731
Questionnaire 2	Delphi steps	0.741	0.741	0.721	0.731	0.744
	Kendall's coefficient value	0.721	0.732	0.733	0.756	0.751
Questionnaire 3	Delphi steps	0.749	0.758	0.760	0.777	0.754
	Kendall's coefficient value	0.689	0.760	0.751	0.781	0.760

With the close proximity of the results of the second and third rounds and the slight difference in Kendall's coefficient, the Delphi test ended.

4.1. Delphi rounds of raised topics and meaningful units

In accordance with [Table \(5\)](#), in the first round of Delphi, questionnaires consisting of 5 topics were presented to experts. At the end of the first round, no new meaningful unit or topic was added to the questionnaire, and no topic or meaningful unit was removed. In the second round of Delphi, based on the results obtained from the first round, a questionnaire with 5 topics was designed for the second round. This

questionnaire was provided to experts along with the results of the first round. At the end of the second round, no new topic or meaningful unit was added and no topic or meaningful unit was removed. In the third round of Delphi: based on the results obtained from rounds one and two, a questionnaire with 5 topics was designed for round three, and at the end of this round, no new topic or meaningful unit was added. Finally, using Kendall's coefficient, consensus on all factors was observed. Due to consensus and no addition of new topics or meaningful units, the survey was completed.

Table 5: the results of triple rounds of Delphi for presented topics and meaningful units

Row	Topic	Meaningful unit	Mean	First round agreement percentage	Mean	Second round agreement percentage	Mean	Third round agreement percentage
1	Preserving rural landscape	Lack of desire to change: tendency for urban life in villages	3.11	0.66	3.16	0.76	3.18	0.80
		Preventing the collapse of past values	3.16	0.76	3.19	0.82	3.21	0.85
2	Principles of preserving	Special focus on native technology	3.13	0.68	3.19	0.82	3.23	0.87

Row	Topic	Meaningful unit	Mean	First round agreement percentage	Mean	Second round agreement percentage	Mean	Third round agreement percentage
	indigenous housing values towards development with a focus on native culture	Creativity suitable for indigenous housing in Sistan	3.14	0.79	3.17	0.77	3.20	0.84
		Economizing cultural attitude (tourism)	3.03	0.62	3.11	0.65	3.15	0.70
		Preserving regional native culture	3.12	0.77	3.15	0.81	3.17	0.82
3	Interaction in preserving and revitalizing regional texture and rural native housing and cultural tourism in villages	Expansion of local communities	3.11	0.66	3.16	0.76	3.12	0.77
		Special attention to functional and physical spaces	3.10	0.72	3.13	0.79	3.14	0.80
		Attention to driving forces of protection and development	3.17	0.77	3.19	0.78	3.20	0.88
4	Developing desirable indigenous pattern of housing in Sistan's villages	Compatibility of new development plans with essential principles and criteria in the villages	3.17	0.72	3.20	0.82	3.23	0.91
		Typology of rural housing	3.16	0.71	3.21	0.86	3.25	0.88
5	Cohesive and integrated management	Optimal and integrated rural management	3.05	0.61	3.10	0.63	3.16	0.71

In the following, (FARAS + FKOPRAS) models were used to rank the level of importance of each of

the factors. The final results can be observed in [Table \(6\)](#).

Table 6. the results of ranking factors affecting the preservation of indigenous rural housing values towards revitalization of rural settlements

Factors	(Q_L)	(Q^{MAX})	(Q^{MIN})	Difference between (Q^{MAX}) and (Q^{MIN})	Score out of 100
Preserving rural landscapes	13.321	14.334	12.453	1.881	72.23
Principles of preserving native housing values towards development with a focus on native culture	14.445	15.686	13.334	2.352	72.66
Interaction in preservation and revitalization of regional texture and rural native housing and cultural tourism in villages	14.334	15.554	13.145	2.409	72.70
Developing optimal native housing pattern in Sistan's villages	14.556	15.765	13.453	2.197	72.76
Cohesive and integrated management	14.223	15.334	13.098	2.236	72.59

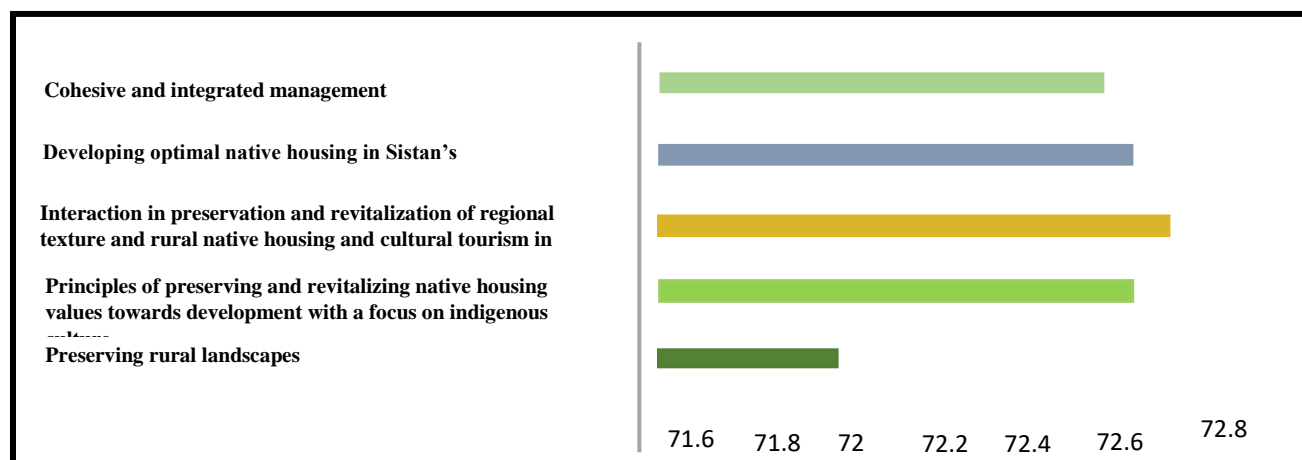


Figure 4: the degree of importance of each of the factors affecting the preservation of rural native housing values

According to [Table \(6\)](#) and [Figure \(4\)](#) among the mentioned factors, developing the optimal native housing pattern in Sistan's villages with a value of 72.76, interaction in preserving and revitalizing regional texture and rural native housing and cultural tourism in villages with a value of 72.70, principles of preserving indigenous housing values towards development with a focus on native culture with a value of 72.66, cohesive and integrated management with a value of 72.59, and preserving rural landscapes, had the most and the least degree of importance in preservation of rural indigenous housing values in Sistan region, respectively.

In the following, based on storytelling, each of the factors was explained in accordance with their importance from the point of view of experts.

4.2. Developing the optimal indigenous housing pattern in Sistan's villages

Same as all parts of our country, indigenous housing in Sistan has been built according to climatic conditions and facilities provided to architects by environment. Maximum use of natural energy and minimum use of fossil energy can be mentioned as one of the principles of indigenous architecture, which is evident in Sistan region. Native architects of Sistan have used the dominant climatic phenomenon of the region, that is, the 120-day winds of Sistan, in the best possible way. The direction of these winds is from northwest to southeast. The impact of these winds on moderating the heat conditions in the region is to such an extent that it has affected the physical orientation of the native settlements in the region and the wind flow can be directed into the residential houses through special wind deflectors called kolak ([Fazelnia et al., 2016, p. 7](#)). Therefore, one of the important factors in preserving the indigenous values of rural housing in Sistan is the typology of indigenous housing in this region.



Figure 5: orientation towards southeast, i.e., against the wind direction



Figure 6: An example of indigenous housing in studied villages

In this regard, some experts stated that, given that recent construction in rural areas of Sistan has been shaped by emulating urban housing, and this trend continues, recognizing rural housing types can lead to designing rural indigenous housing in contemporary architecture of Sistan. Additionally, according to experts' opinion, compatibility with basic principles and criteria in Sistan's villages is another effective factor in preserving indigenous values of Sistan's housing. Thus, it is necessary to preserve the perspective and morphology of the region's fabric and create coherence and compatibility between cultural and natural texture. Furthermore, historical aspects of these houses should be given more attention in rural guide plans and by using a bottom-up approach and people's participation, strengthen the sense of place among rural residents.

According to other experts, the management plans implemented in villages, such as rural development projects, have been carried out with a superficial view of urban structures without considering the environmental, climatic, cultural, and identity features of the villages and with the slogan of better

and easier living. The use of new materials and building regulations with an urban perspective has brought about significant changes in the organic structure of villages, including regional fabric and indigenous architecture. By changing the mindsets of rural residents about their place of life, rural landscapes have been pushed towards becoming indistinguishable from urban areas, which has paved the way for the elimination of identity and cultural components of villages. In this respect, to preserve the indigenous values of Sistan housing, it is necessary to put aside plans for standardizing rural housing in Sistan region.

4.3. Interaction in preserving and revitalizing indigenous rural housing fabric and cultural tourism

This factor was identified with the following meaningful units: development of local communities, special attention to functional and physical spaces, attention to driving forces of protection and development. Several experts have acknowledged that:

Without considering culture and society, it is impossible to achieve preservation and revitalization

of Sistan's indigenous habitats. Also from the other expert's perspectives, we can only expect to preserve indigenous values in rural areas when people are considered as key components in revitalizing regional texture. Additionally, suitable cultural and educational facilities should be provided for rural residents to preserve Sistan's endemic housing values and alongside that create desirable economic conditions and quality of life for people. According to another expert's opinion, detailed study should be conducted towards local residents' needs to preserve Sistan's indigenous housing values.

4.4. Principles of preserving indigenous housing values for development with a focus on native culture

Cultural conditions and values are considered the dominant factor in shaping spaces. Culture dominates all areas, and economy has a lower position. Development based on indigenous culture, by giving importance to local and national values, should be able to respond to the spiritual and material needs of its society through cultural and social planning, so that, ideas, thoughts, and native customs can be presented in the form of symbolic cultural communications and native symbols (Azad & MirHashemi Roteh, 2016). Some experts suggested that appropriate technology is one of the essential requirements for developing indigenous housing based on endemic culture. From their point of view, the more technology is compatible with the social system of Sistan's rural community, the more indigenous culture is strengthened. This also leads to a reduction in culture disintegration in rural society. It also provides living conditions for residents' welfare. Another expert also acknowledges that evaluating rural guide plans in terms of their impact on valuable rural fabric in economic and social dimensions is very important to preserve indigenous housing values. Therefore, Sistan's regional texture and its indigenous housing should never be considered as a conflicting system with changes and transformations in the entire Sistan rural system, while it should act oppositely.

4.5. Cohesive and integrated management

From the experts' point of view, developing a cohesive and integrated management is another significant factor in preserving the indigenous

housing values of Sistan. Lack of organizational coherence is observed during implementation of many development plans in villages including the villages of Sistan region. This occurs in a way that, organizations follow their goals and procedures without considering other organizations. Lack of organizational coherence causes the majority of development plans to encounter serious challenges. Development plans related to preserving local values, including rural renovation and improvement, are not without these challenges.

4.6. Preserving rural landscapes

This factor was identified with the following meaningful units: lack of desire to change, orientation to urban life in villages, preventing the collapse of past values. In this regard several experts acknowledged that:

One of the most important factors that causes the change in rural identity characteristics, is the change of view of rural residents and their orientation to urban life, especially urbanism. The desire to change the village to the city, has transformed the structure of Sistan's housing. As a result, we can talk about preserving the native values of Sistan's houses in the direction of revitalizing rural settlements, if the people of Sistan's villages do not turn to new aesthetics by looking at the natural elements and without considering urban life. Also, rural development plans, including the rural guide plans, should be effective in this change of perspective.

5. Discussion and Conclusion

The present study was conducted to investigate the following questions: what are the factors affecting the preservation of indigenous values of rural housing in Sistan in regard with revitalizing rural settlements? Which of the mentioned factors is the most important? According to the obtained results, the effective factors in preservation of indigenous values of rural housing of Sistan in regard with revitalizing rural settlements include: *principles of preserving indigenous housing values towards development with a focus on native culture, interaction in preservation and revitalization of regional fabric and rural indigenous housing and cultural tourism in villages, developing optimal native housing pattern in Sistan's villages and finally the cohesive and integrated management.*

In order to revitalize rural settlements with an emphasis on preserving indigenous values, both rural settlements' requirements and historical texture of these houses should receive special attention by native housing architecture. Driving force of cultural tourism is one of the most important tools to revitalize the housing in Sistan region. This factor is consistent with the present study (Azad & Mirhashemi Roteh, 2016).

This approach pays attention to revitalization and improvement of the quality of life in villages through betterment and development of special features of historical values and cultural attractions of houses. On the other hand, fundraising improves the economic growth and creates changes in management that dynamizes and revitalizes the regional fabric and native housing. The use of this culture-based approach requires to identify the characteristics of native houses of Sistan. This approach leads to interaction between revitalization and tourism and it also provides grounds for the development of these areas. The results also indicated that, the values of rural housing in Sistan can be preserved when the regional fabric and indigenous architecture of the area are kept away from any improper management policies, external factors, and neglect of internal development. Special attention should be paid to the cultural and identity components of the village and their connection to rural livelihoods and economic levels as identity symbols. This process continues until the landscape of villages such as Qaleh Now, Deh Arbab, and Deh Now Piran presents a sign of their own identity in the form of rural development plans. The result of implementing these factors, including cohesive management and changing the mindsets, is a landscape of villages that has a connection with old structures and regional fabric in all housing components, presenting a rural landscape to viewers. Finally, according to conducted studies, one of the most significant strategies of recognizing the native values of Sistan is to identify the effective factors in preserving the native housing values in the villages of the region, which still preserves a significant part of traditional structure despite the passage of time and the general domination of modernism. Accordingly, the results obtained from this research

are different from other studies. Firstly, the effective factors in preserving the indigenous housing values of Sistan were presented towards revitalizing rural settlements based on experts' experiences in this field. They can help preserve native values by considering the importance of each factor according to FUZZY COPRAS and FUZZY SWARA models. Therefore, the factors obtained in this study can be used as general principles and foundations for planning, designing, constructing and implementing rural housing of the villages of Qaleh Now, Deh Arbab, and Deh Now Piran, based on lifestyle, local residents' needs, regional texture and ultimately traditional architecture. Additionally, by examining each topic and meaningful unit based on Delphi method in three rounds, it is possible to develop a desirable model for effective factors in presenting indigenous housing values in Sistan towards revitalizing rural settlements.

Also, according to the obtained data, it can be said that, despite the occasional efforts to implement traditional and endemic patterns in some rural houses of Sistan, due to the lack of indigenous written and conceptual criteria, houses are observed that are lacking standard criteria and required conditions and merely follow the physical and shape patterns that do not have much depth and durability. Hence, one of the most important solutions for recognizing the indigenous values of Sistan is to identify the effective factors in preserving the traditional housing values in rural areas of this region, which despite the passage of time and the general influence of modernism, still preserves a significant part of its traditional structure and transfers it to new generations. And finally, in line with the obtained results in qualitative and quantitative parts, the following solutions were suggested in order to preserve the indigenous rural housing values of Sistan:

- To achieve the best way of preserving the cultural identity and indigenous housing of this region, basic studies and practical design must be carried out to promote the development of the studied villages, maintain the continuity of Sistan's indigenous architecture on a large scale, and protect it.

- Conducting scientific studies to prevent the destruction of indigenous habitats and establishing a desirable indigenous housing pattern in Sistan is considered the main strategy.

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Authors' contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The author declares no conflict of interest.

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مجموعه عوامل مؤثر در حفظ ارزش‌های مسکن بومی و بافت منطقه‌ای سیستان در راستای احیاء سکونتگاه‌های روستایی

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چکیده مبسوط

۱. مقدمه

معماری بومی هر منطقه تحت تأثیر شرایط اقلیمی، جغرافیایی و فرهنگی آن منطقه به وجود آمده و بیانگر قرن‌ها تجربه در استفاده بهینه از مصالح، روش‌های ساخت و ملاحظات اقلیمی می‌باشد و به‌نوعی مهارت سازندگان ابتدایی در مواجهه با مشکلات اقلیمی و توانایی آن‌ها در استفاده از حداقل منابع برای آسایش حداکثری است. در این بین، بی‌توجهی به این مسئله می‌تواند باعث از بین رفتن این نوع معماری و همچنین فراموشی تجربه‌های معماران بومی شود، در معماری بومی سیستان همواره راهکارها و شیوه‌های ارزشمندی در جهت فراهم کردن شرایط زندگی مناسب در مسکن روستایی مطرح شده است. با بازشناسی و شناسایی عوامل مؤثر در حفظ ارزش‌های بومی مسکن بومی در این منطقه، می‌توان روحی تازه به فرهنگ معماری امروز (منطقه سیستان) که شاید به شکل یک جسم در حال فرسایش پیش روی چشم هر پژوهشگر است دمید، و در درازمدت شاهد تغییرات مثبت در جنبه‌های مختلف فرهنگی، احیای ارزش‌های انسانی و معنوی و ... باشیم.

۲. مبانی نظری تحقیق

حفظ معماری مسکن روستایی فرایندی جامع و یکپارچه است که به تحلیل مشکلات مسکن پرداخته و از طریق پیشرفت وضع اقتصادی، کالبدی، اجتماعی، و زیست‌محیطی، سبب احیاء و توسعه همه‌جانبه مسکن و بافتها می‌شود. در این راستا، توسعه در روستاهای واجد ارزش با ایجاد بستر فرهنگی و برگرفته از ویژگی‌های بوم صورت

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می‌پذیرد. هدف از توسعه درواقع تأمین نیازهای اجتماعی انسان در محیط است، و از این منظر توسعه ضروری است که بی‌توجهی به بستر مصنوع و فرهنگ به‌عنوان محصولات تعامل با طبیعت، درواقع هویت مکان به‌عنوان پیش‌نیاز زندگی اجتماعی را از بین برده است. لذا با توجه به مفهوم توسعه که بیان شد، می‌توان احیای بافت اصیل روستایی را گامی در جهت توسعه نیز دانست. البته این رویکرد مفاهیمی مانند بهسازی، نوسازی، توانمندسازی و روان‌بخشی بافت را نیز در بر می‌گیرد. بنابراین حفظ و احیای بافت باارزش، به‌عنوان یکی از اصلی‌ترین رویکردها در حفاظت ارزش‌ها و توسعه، تحلیل دقیق منطقه هدف، و تطابق آن با ساختارهای اجتماعی، اقتصادی و زیست‌محیطی را دنبال می‌کند.

۳. روش‌شناسی تحقیق

روش تحقیق در پژوهش حاضر از نوع کیفی-کمی بوده و جامعه آماری در این پژوهش شامل دو بخش است: بخش اول: متخصصین و دانش‌آموختگان رشته معماری تشکیل داده‌اند که نمونه‌گیری از میان آن‌ها به‌صورت هدفمند (تا زمان به اشباع رسیدن نتایج) انجام شده است، که تعداد ۲۰ نفر به‌عنوان جامعه نمونه در این بخش تعیین شدند. بخش دوم نیز شامل: روستاهای قلعه‌نو، ده ارباب، ده نو پیران می‌باشد. دلایل انتخاب این سه روستا به دلیل معیارهای ذیل بود:

- عناصر باارزش و مطرح معماری مسکونی این سه روستا بر اساس مؤلفه‌های بومی منطقه و با در نظر گرفتن نیازها و اولویت‌های ساکنان شکل گرفته‌اند.

• دسترسی آسان به روستاها و ویژگی‌های مشترک معماری در این روستاها.

پژوهش حاضر از نظر روش‌شناسی، به دو بخش عمده تقسیم شده است؛ در بخش اول اختصاص به استخراج مفاهیم ارزش‌های بومی مسکن بومی دارد و از رویکرد نظریه زمینه‌ای یا داده بنیاد، که از رویکردهای راهبرد کیفی می‌باشد. استفاده شده است، و پس از شناسایی مقولات و واحدهای معنایی با استفاده از روش دلفی به بررسی هر یک از آن‌ها در سه راند دلفی پرداخته شد. در بخش دوم اختصاص به رتبه‌بندی هر یک عوامل با استفاده از مدل‌های (FARAS + FKOPRAS) می‌باشد.

۴. یافته‌های تحقیق

در این قسمت از پژوهش به منظور شناسایی مجموعه عوامل مؤثر در حفظ ارزش‌های بومی مسکن بومی و بافت منطقه‌ای سیستان در راستای احیاء سکونتگاه‌های روستایی اطلاعات مورد نیاز از نظر خبرگان استخراج شده است. مصاحبه‌ها (بین ۶۰ تا ۹۰ دقیقه) ضبط و یادداشت و بلافاصله پیاده می‌شد تا با مرور چندباره گفتگوها، تحلیل و بررسی دقیق‌تری نسبت به دیدگاه‌های خبرگان انجام شود. در ابتدا، در مرحله مرور بازنگری که در حکم مقدمه‌ای برای ورود به عملیات تحلیل محسوب می‌گردد، برای جلوگیری از داوری شخصی در هنگام ترتیب داده‌ها، مصاحبه‌های ضبط شده، یادداشت‌های شخصی که در طی تحقیق توسط پژوهشگر انجام می‌شد، جمع‌آوری و مورد بازنگری و اصلاح قرار داده شد. در ادامه نیز در مرحله استخراج داده‌های معنایی کدگذاری باز: هدف درک مفاهیم مستتر در گفته‌های مصاحبه‌شونده است. نام برخی از مفاهیم از دانش پیشین گرفته شده و نام برخی مفاهیم ابداع شده توسط پژوهشگر و یا ذکر شده توسط مشارکت‌کنندگان و معطوف به داده‌های موجود است. در این مرحله به‌طور کلی حدود (۳۵) مفهوم از متون مصاحبه استخراج گردید. در مرحله بعد، کدهای اولیه به علت فراوانی آن‌ها به کدهای ثانویه تبدیل شد (کدهای اولیه در قالب طبقه‌های مشابه قرار می‌گیرند). چند کد ثانویه تبدیل به یک کد مفهومی می‌شود. نتایج کدگذاری باز بر اساس کد ثانویه، کدهای مفهومی و مقولات ارائه شده است.

۵. بحث و نتیجه‌گیری

بر اساس مطالعات صورت گرفته یکی از مهم‌ترین راهکارهای بازساخت ارزش‌های بومی سیستان رجوع به شناسایی عوامل مؤثر در حفظ

ارزش‌های مسکن بومی در روستاهای این منطقه است که علیرغم گذشت زمان و استیلای عمومی نوگرایی (مدرنیسم)، همچنان بخش اعظمی از ساختار سنتی خود را حفظ نموده است. بر این اساس، نتایج حاصل از این پژوهش با سایر پژوهش‌های دیگر متفاوت است، در درجه اول عوامل مؤثر بر حفظ ارزش‌های بومی مسکن سیستان در راستای احیاء سکونتگاه‌های ارائه شد که به نمایه تجربه متخصصان در این حوزه بوده و می‌توانند با توجه به ارزش و اهمیت هر یک از عوامل با توجه به نتایج مدل‌های (کوپراس فازی و سوارا فازی)، در حفظ ارزش‌های بومی کمک شایانی کنند. بنابراین عوامل به‌دست‌آمده در این پژوهش می‌توانند با توجه به سبک زندگی، نیازهای ساکنین محلی سیستان، بافت منطقه‌ای و در نهایت معماری بومی مسکن روستایی به‌عنوان مبانی کلی و پایه‌ای در برنامه‌ریزی، طراحی، ساخت و اجرای مسکن روستاهای (قلعه‌نو، ده ارباب، ده نوپیران) مورد استفاده قرار گیرد. همچنین می‌توان با توجه به بررسی هر یک از مقولات و واحدهای معنایی بر اساس روش دلفی در سه راند، به تدوین الگوی مطلوب عوامل مؤثر در حفظ ارزش‌های مسکن بومی در سیستان در راستای احیاء سکونتگاه‌های روستایی دست‌یافت.

در نهایت در راستای نتایج به‌دست‌آمده در بخش کیفی و کمی، راهکارهای ذیل به‌منظور حفظ ارزش‌های بومی مسکن روستایی سیستان پیشنهاد شد تا:

- برای رسیدن به بهترین شیوه و حفظ هویت فرهنگی و مسکن بومی این منطقه بایستی مطالعات پایه و طراحی کاربردی انجام گردد تا ضمن آبدانی توسعه روستاهای مور مطالعه و تداوم تاریخ معماری بومی سیستان به‌صورت گسترده شکل گرفته، و حفاظت شود.
- انجام مطالعات علمی برای پیشگیری از انهدام مسکن بومی و برقراری الگوی مطلوب بومی مسکن سیستان به‌عنوان عمده‌ترین استراتژی مورد توجه قرار گیرد.

کلیدواژه‌ها: ارزش‌های بومی، مسکن، سکونتگاه‌های روستایی، الگوی سنتی و بومی، سیستان.

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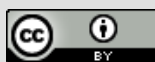
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Identifying the Key Components of Job Creation in Rural Communities with Emphasis on Workshop and Manual Industries in the Rural Areas of Sanandaj County

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Abstract

Purpose: Achieving a sustainable livelihood and improving the quality of life is one of the basic goals of rural development programs. The research aims to identify the key components of job creation in rural communities with emphasis on handicrafts and workshops in the rural areas of Sanandaj.

Design/methodology/approach: Continuous droughts and economic sanctions and lack of rational planning have doubled the spread of poverty and deprivation in the rural areas of Kurdistan province. Descriptive-analytical and semi-structured field research. The survey method is to use the Delphi technique to identify and determine the type of activities.

Finding: The results showed three priorities for creating employment in the rural areas of Sanandaj. The first priority with 9 types of job-creating activities in the field of local handicrafts such as backgammon, greenhouse production, local bread production, cultivation of medicinal plants, dry fruits, making musical instruments, clothing production, etc. with more than 83% of opinions in favor of the second priority With 10 types of employment-generating activities in the field of packaging garden products, workshops for the production of spirits, dried fruits, packaging agricultural products. Third priority with 5 types of job creation activities in the field of block making workshop, saffron production, tomato paste production with 55 to 69 percent agreement. In order to achieve the development of job creation in the villages, it is suggested to create educational platforms in the field of skill enhancement, create low-interest and long-term facilities, and provide spiritual support of government institutions.

Keywords: Village, Sustainable development, Entrepreneurship, Delphi, Sanandaj.

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1. Introduction

In recent decades, the focus of economic development policies on the expansion of small rural businesses has been considered as a solution to achieve rural development (Markeson and Deller, 2012). Small businesses (handicrafts) and entrepreneurship are an important factor to reduce poverty, increase productivity and competitiveness (Bouraoui, 2015). The rapid changes in communication technology and the relative decrease in the importance of agricultural economy have made it necessary to pay attention to side jobs in villages (Bosworth & Turner, 2018, 1-10). Therefore, achieving a sustainable livelihood and improving the quality of life is one of the key goals of rural development programs (Harpaa et al., 2016).

Webster believes that by maintaining the traditional way of life, small rural businesses maintain an important part of the social and economic structure of rural communities (Webster, 2017). Also, they are the vital force of rural communities, who play an important role in the civic and humanitarian life of rural communities with economic contributions (Templin et al., 20120) and by providing a wide range of services and products, help to create more sustainable local economies. It has a positive effect on the resilience of the rural community (Steiner -Etherton 2015). When talking about the development of rural economy and rural job creation, it undoubtedly has various aspects in the fields of agricultural economy (agriculture, animal husbandry, etc.), tourism, rural industries, etc. In this article, what we aim at is the development of rural industries, and the meaning of rural handicrafts is that kind of simple industries without technical complexity that can be considered as a source of income and supplementary work in the village, and can be used by villagers in times of seasonal unemployment. Today, creating sustainable livelihoods in rural areas is one of the levers to reduce poverty and reduce the phenomenon of unwanted migration and ultimately achieve sustainable development (Mendonça, 2012). One of the new approaches to poverty reduction in rural society is entrepreneurship development (Faress Bhuiyan & Ivevs, 2019). Entrepreneurship development is one of the lowest cost policies in economic growth, which can be considered as the axis of other dimensions of development. Entrepreneurship is believed to be a key factor determining the economic success of a country or region and an important factor in shaping the spatial distribution of economic activities in the national territory (Faggio & Silva, 2014).

The environmental and human conditions governing the villages of Iran are such that they are isolated and have benefited less from development activities. The most important manifestation of this is the lack of stable employment, instability and lack of job diversity in the villages, which leads to migration out of the village (Ebrahimzadeh and Paydar, 2018).

Also, the economic sanctions of Western countries against Iran have doubled the level of rural poverty. Based on the statistical data between 1378 and 1395, the poverty rate in the rural society of Iran has increased 34 times (Bahramian et al., 2016). On the other hand, the existence of continuous droughts, the lack of surface and underground water resources along with climate changes have limited and made the conditions of agricultural activities more difficult for the rural community. To reduce the economic pressures and prevent the increase of unemployment, it seems that the employment creation strategy based on the development of workshop industries and handicrafts can help some of the problems of the rural society of Iran and Kurdistan province. It requires the identification of existing capacities and capabilities in villages and rural people. Because most entrepreneurial activities should be done with emphasis on local resources and knowledge combined with modern knowledge. Therefore, the spatial and temporal requirements of villages should be considered, including economic, social, environmental and institutional contexts. The high level of inflation and economic pressures from foreign countries have created the grounds for reverse migration to the villages and have led them towards income-generating horticultural activities. Kurdistan province has a share of 1.1% of water in the agricultural sector and ranks first to seventh in the production of 12 agricultural products. 30% of Kurdistan's employment is related to this sector (Statistics and Information Unit: 2018). The necessity of the research comes from the fact that today's generation of the unemployed rural community is often educated and has the field to learn technical skills in the field of small workshop industries and handicrafts in the rural environment. Second, the factor of poverty and pressure of life in the current situation has caused people to be directed towards sustainable and productive economic activities. Therefore, the research seeks to answer the question, what are the key components of entrepreneurship in the field of workshop industries and handicrafts that lead to job creation in the rural areas of Sanandaj? Undoubtedly, in order to reach job creation platforms,

the capacities and capabilities of the rural environment must be identified.

2. Research Theoretical Literature

Employment is one of the major issues of macroeconomics, which has a direct impact on the level of well-being and life of people in the society. Unemployment causes a wide range of social and economic issues at the level of societies, its consequences, in addition to the impact it has on the economic environment in any society, are also of particular importance in political and social fields (Khorsand et al., 2022)

One of the selected strategies for the development of rural areas that are faced with a surplus population is the development of handicrafts and workshops.

Handicrafts are mostly defined as items that are made by hand, often using simple tools, and generally have an artistic or traditional nature. Handicraft refers to a group of industries in which all or most of the manufacturing steps of its products are done by hand (Tripathi, 2022). In this section, views and theories on rural industries and their impact on rural development are discussed. As an economist, Penn Rose states in his theory of marginal economies that "under conditions of prosperity and economic prosperity, creating growth opportunities for small and medium-sized industries is much easier and faster than the development of large industries (Barkhordari et al., 2022). In the study of self-obstacles on the path of small industries' job creation, Meadow Lidhelm examines the situation of job creation in small and medium enterprises from two static and dynamic perspectives. In the static perspective, topics such as the number of enterprises (activities), size distribution of enterprises, labor force characteristics, location, combination of activities, gender of owners and efficiency of enterprises are examined. In the dynamic view, the effective factors of changes in the employment generation of small industries in the life cycle of these enterprises, including the establishment, expansion (limitation) and possibly the closure of enterprises are taken into consideration. In a certain period of time, some companies are established and start working, which means the need for new labor (employment). In the second period, the companies that existed at the beginning of the period in question expand (or limit) their activities, which will also increase (or decrease) the demand for labor (Basari & Roshni Yasaghi, 2015). Tambutan's theory on the importance of industrialization of villages, Arthur Lewis' collective economy theory on the importance of small rural industries have been used in the theoretical framework

of this research (Rorimpandey, 2021). Tambutan for the beliefs that two factors can be considered as strong points and industrial sector in rural development (Eftekhari et al., 2002).

1- The limitation of the capacity of the agricultural sector (a pressure factor).

2- The existence of suitable job opportunities in the sector non-agricultural (agent of action).

He believes that there is a complex interaction between the supply and demand of labor force. The rural labor force is attracted to a production unit due to suitable opportunities in non-agricultural sectors that can be created in the form of rural industries. In such a case, the industry is considered as an alternative job choice for the surplus of the village's manpower. On the other hand, it is possible that the workforce is not responding to the work. The agricultural sector should be moved to the needs of life, to the transformation and complementary industries. In such a case, rural industries are used as a complementary job choice. By working in the rural industry sector and increasing income, the villagers will be able to buy basic goods produced by the rural industry sector. As a result, there is a round of demand, employment and income generation.

Arthur Lewis is a fan of using user industries in the economic growth of developing countries. In his collective economy theory, he states that more use of labor with a certain amount of physical capital leads to an increase in production and employment. According to him, small industry allows saving capital consumption (Darvishi, 2019).

From Mina2007's point of view, in the current conditions, the agricultural sector alone cannot be a suitable answer to meet the livelihood needs of the rural people, but creating employment in the industrial sector for the rural youth is one of the necessities of the present age; By promoting small-scale industries in villages, the problem of poverty and unemployment can be eliminated. This is while these industries, in addition to having high employment, needless investment. In general, the expansion of all types of industry in rural settlements through the boom in the rural economy and poverty alleviation provides the basis for investment in rural development. Based on these theoretical views, it can be inferred that the potential of profitable and sustainable workshop activities and handicrafts in rural communities of Kurdistan province can pave the way for job creation and sustainable development. Therefore, this study can be a basis and model for development studies in rural communities of Kurdistan province.

In terms of research background, we can refer to the results of the studies of [Martin L. & Tamara \(2013\)](#) who in their study on economic growth and economic innovation in small rural companies in rural England in Wales concluded that innovation in small rural businesses should be a way to reduce waste and raw material consumption. [Akbari et al., \(2014\)](#) Identifying the merits of rural youth in the field of crafts businesses in Varamin city. The result of the research showed that in the field of teaching skills to rural youth, it is necessary to pay attention to the conditions of the work field and the business field and the special conditions of the village, and considering those conditions, organize the goals of the training courses. [Eniola & Entebang \(2015\)](#) in their study on the performance, innovation and financial challenges of small and medium-sized businesses in Nigeria concluded that the lack of bank loans, geographical issues and lack of standardization in public budgets are among the challenges of small business are. [Eniola & Entang \(2015\)](#) in a study entitled Performance, Innovation and Financial Challenges for Small and Medium Businesses analyzed the financial innovation and causes of small and medium business financial challenges in Nigeria. The results show that the lack of bank loans, geographical issues and lack of standardization in the public budget are among the challenges of small businesses' financial success. [Singh & Basker \(2015\)](#) in a study entitled Empowerment and Innovation in India. The results showed that innovation is the center of economic growth and development of any country. Entrepreneurship is a strategy to solve the problems of rural society and creates new opportunities for learning. [Bouzari & Islamfard \(2016\)](#) Investigating obstacles and problems in the development of native rural industries studied by Ghali and Gebeh in Zarin Dasht city. The results of the research showed that major

obstacles threaten the production of handwovens in the city. In order to preserve and develop the handlooms of the city, measures should be taken; Among these measures, we can mention shortening the dominance of dealers on the market of raw materials and buying handwoven goods, following up on insurance for carpet weavers, the attention of city officials towards handwoven products, etc. [Abrishmi \(2020\)](#) Feasibility of sustainable rural development through the development of creative industries: a case study of handicrafts in selected villages of Isfahan province Fifty villages with the ability to produce handicrafts were selected as the sample size with the help of capacity measurement. It was suggested that each village with more points be introduced as a central workshop location for production, supply of raw materials, quality control, training and supervision of handicrafts.

[Wanniarachchi et al. \(2020\)](#) Improving sustainability and encouraging innovation in traditional craft sectors: the case of the Sri Lankan handloom industry The results of this study will support the handloom industry and policy-makers in developing support for sustainable innovation in the handloom industry. [Rachmawatie \(2020\)](#) Research on the empowerment of rural communities through the development of renewable electricity. Are, performs and uses the frequency distribution analysis method for identification. The results of this study show that community empowerment activities through the development of renewable energy have an impact on the empowerment of PLTH electricity stakeholders in Panta Barrow.

According to the background and theoretical foundations, this research with an economic approach that emphasizes the two factors of income and employment in the villages of Sanandaj.

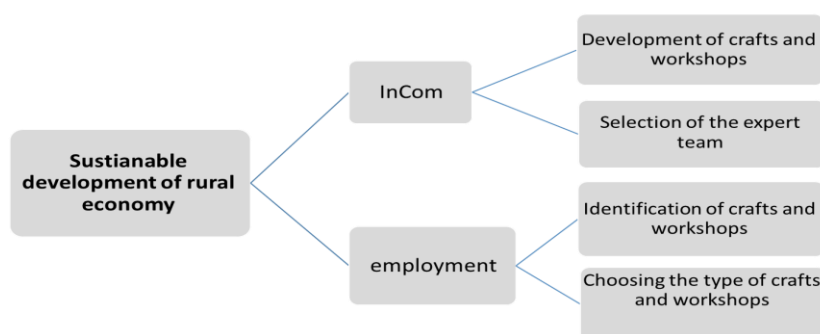


Figure1. The conceptual process of research

3. Research Methodology

3.1 Geographical Scope of the Research

The area of Kurdistan province is 29,137 square kilometers and has a 180-kilometer border with Iraq in the western part. This province is limited to the provinces of West Azerbaijan and Zanjan in the

north, Kermanshah province in the south and Hamedan province in the east. Kurdistan Province is located between 34 degrees and 44 minutes to 36 degrees and 30 minutes north latitude and 45 degrees and 31 minutes to 48 degrees and 16 minutes east of the Greenwich meridian.

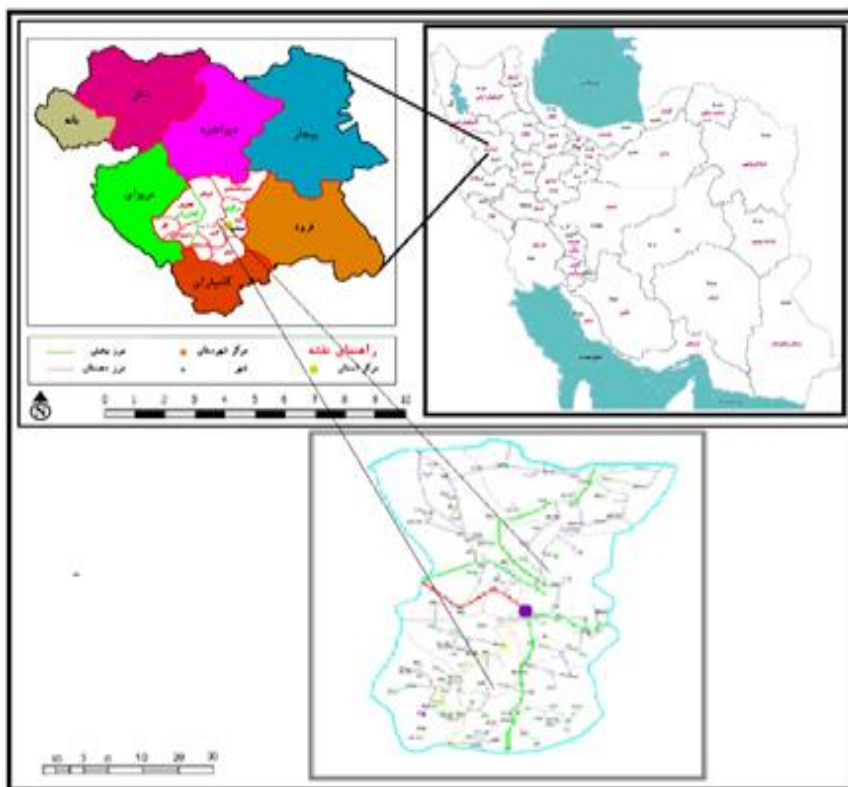


Figure2: Geographical location of Sanandaj County

3.2. Methodology

The research is applied in terms of purpose and descriptive-analytical in terms of method. The method of collecting information has been done in two ways: library and field. The purpose of this research is to identify employment creation activities in the field of handicrafts and workshops in the rural areas of Kurdistan province using the Delphi technique. The research is applied in terms of purpose and descriptive-analytical in terms of method. The method of collecting information has been done in two ways: library and field. The purpose of this research is to identify employment creation activities in the field of handicrafts and workshops in the rural areas of Kurdistan province using the Delphi technique. This method consists of four steps. Use to access job preferences. The statistical community includes experts who are

directly familiar with the issue of employment and handicrafts. For this purpose, 20 experts from the organization of handicrafts, experts from the program and budget organization, as well as university professors in the fields of economic sciences, agricultural economics, handicrafts and geography have been used. In this context, an open questionnaire containing questions related to employment creation factors in the rural areas of Sanandaj city was provided to the respondents. After receiving the answers and reviewing the opinions of the experts, in the first stage, the similar or close items were merged and in the form of a closed questionnaire in the form of 22 activities, they were again provided to the experts and they were asked to give points using them. Likert scale in the next step, after analyzing the results obtained from the second questionnaire, the questionnaire

was modified again using the opinions of the expert panel and was given to the experts again. The purpose of the third questionnaire was to reach a consensus. In this questionnaire, respondents were asked to express their agreement or disagreement with each job. In the fourth stage, in order to reach a consensus on the rest of the cases, the fourth questionnaire includes the modified items in the third questionnaire. The final consensus was

reached in the field of employment and entrepreneurial activities in Sanandaj. Descriptive statistics of mean, standard deviation and dispersion coefficient were used for data analysis using Spss18 software. In this research, three components of horticultural and agricultural products, handicrafts and workshop industries have been investigated in the form of 24 variables. It is shown in Tables 1 and 2.

Table 1: Craft and workshop variables

index	
Production of saffron	Computer repair shop and software
Growing medicinal plants	Packaging, food production and products related to fodder, vegetable, garden products
mushroom production	MDF workshop and cabinet making
Greenhouse productions (cucumbers, tomatoes, etc.)	Production of metals (welding, production of knives, casting).
Handicrafts (backgammon board, chess stamps, etc.)	pickle production workshop
Making musical instruments (drums, reeds, tambors, etc.)	Working with a CNC machine
Weaving carpets, rugs and carpets, art panels with wool and silk thread	dry the fruit
Production of local shoes and clothes (Klash, Chokhorank)	Block and joist workshop
Tailoring of local clothes, crocheting,	Tomato paste manufacturing workshop
Production of all kinds of local breads (walnut, cookies, etc.)	Workshop for the production of spirits
Clothing and embroidery production	Product packaging (peas, lentils, etc.)
Tazdini products (diamond work, art work with glass).	Packaging garden products (walnuts, almonds and...

Table 2: Grouping of Delphi members

group	the workplace	educational qualifications	Field of Study	Record by year			
				number	the lowest	the most	Average
University Professors	University of Kurdistan, Payam Noor University, Azad Islamic University	Ph.D	Geography, economy, social science, agriculture	9	15	25	20
Executive managers in this field	Jihad agriculture, governorship, governorate, crafts	Ph.D Master's degree	Agriculture Horticulture, Hydrology Management, Tourism	2	18	28	23
Departments and Organizations Experts	Jihad Agriculture, Governorate, Agricultural Research Center, Program and Budget Organization, Handicrafts	Master's degree Bachelor's degree	Management, agriculture, horticulture, hydrology, geography, tourism, handiwork	11	20	28	24

4. Research Findings

To identify employment drivers in rural areas of Sanandaj city, a questionnaire with 3 components in the main part of the activity (agriculture, handicrafts and small workshop industries) which is a total of 29 types of jobs was prepared and provided to Delphi group experts.

After receiving the answers and reviewing the views of experts, similar or close jobs were

merged, the results of this step are shown in [Table \(3\)](#). It is worth mentioning that the rate of return of the first stage questionnaires was about 91%, ie 20 out of 22 experts had sent the answers to the questionnaires. In the second phase of the work, according to the results obtained from the first phase, questionnaire No. 2 on the relative importance of workshop and handicrafts in rural areas of Sanandaj city was analyzed by the second questionnaire of the same 20 experts was analyzed.

Table 3: Entrepreneurship drivers of workshop and handicraft industries in the first stage of Delphi

Dimensions	A summary of the research topics	The number of activity type	The number of activity type
Garden products, agricultural products	Production of saffron	4	20
	Growing medicinal plants		20
	mushroom production		20
	Greenhouse productions (cucumbers, tomatoes, etc.)		20
Crafts	Handicrafts (backgammon board, chess stamps, etc.)	8	20
	Making musical instruments (drums, reeds, tambors, etc.)		20
	Weaving carpets, rugs and carpets, art panels with wool and silk thread		20
	Production of local shoes and clothes (Klash, Chokhorank)		20
	Tailoring of local clothes, crocheting,		20
	Production of all kinds of local breads (walnut, cookies, etc.)		20
	Clothing and embroidery production		20
	Tazdini products (diamond work, art work with glass).		20
Small workshop industry	Computer repair shop and software	12	20
	Packaging, food production and products related to fodder, vegetable, garden products		20
	MDF workshop and cabinet making		20
	Production of metals (welding, production of knives, casting).		20
	pickle production workshop		20
	Working with a CNC machine		20
	dry the fruit		20
	Block and joist workshop		20
	Tomato paste manufacturing workshop		20
	Workshop for the production of spirits		20
	Product packaging (peas, lentils, etc.)		20
	Packaging garden products (walnuts, almonds and...		20

4.1. The second stage of Delphi: the level of agreement with the prioritization of the items from the point of view of experts

After collecting the questionnaire of the first stage, the answers were categorized and became the basis for setting the questionnaire of the second stage. The indicators that did not get the required score were removed from the questionnaire. The closed questionnaire, in the format of 24 items, was given to the experts to prioritize and determine the level of agreement in the Lecrit range (I completely

disagree=1, I disagree=2, I have no opinion=3, I agree=4, I completely agree=5). The second step of the Delphi technique in this research was the qualitative review of the first questionnaire and presenting the average and standard deviation of the proposed items. The results are given in [Table 4](#).

Table 4: The average of extraction cases from the drivers of entrepreneurship development in the second stage of Delphi

jobs	Average	Standard deviation	C.V
Handicrafts (backgammon board, chess stamps, etc.)	4.86	0.78	0.20
mushroom production	4.75	0.81	0.23
Greenhouse productions (cucumbers, tomatoes, etc.)	4.73	0.68	0.21
Growing medicinal plants	4.69	0.88	0.24
Clothing and embroidery production	4.42	0.75	0.22
Packaging, food production and products related to fodder, vegetable, garden products	4.21	0.68	0.21
Production of all kinds of local breads (walnut, cookies, etc.)	4.15	0.78	0.23
dry the fruit	4.15	0.81	0.24
Making musical instruments (drums, reeds, tambors, etc.)	4.06	0.82	0.25
Packaging garden products (walnuts, almonds and...	3.94	0.88	0.26
Tailoring of local clothes, crocheting,	3.92	0.78	0.20
Production of local shoes and clothes (Klash, Chokhorank)	3.86	0.81	0.23
Workshop for the production of spirits	3.86	0.88	0.20
Production of metals (welding, production of knives, casting).	3.75	0.81	0.37
Computer repair shop and software	3.68	0.68	0.21
pickle production workshop	3.68	0.88	0.36
Weaving carpets, rugs and carpets, art panels with wool and silk thread	3.66	0.64	0.35
Product packaging (peas, lentils, etc.)	3.55	0.69	0.21
Decorative products (inlaid work, artistic works with glass).	3.53	0.82	0.24
MDF workshop and cabinet making	3.49	0.72	0.28
Production of saffron	3.46	0.98	0.37
Block and joist workshop	3.22	0.95	0.20
Tomato paste manufacturing workshop	3.06	0.69	0.22
Working with a CNC machine	3.02	0.86	0.25

4.2. The third stage of Delphi: the level of agreement with the identified standards from the experts' point of view

In the third stage, the jobs resulting from the arrangement of the results obtained from the first and second questionnaires were provided to the experts in the field of entrepreneurship in the form of a

questionnaire, and their level of agreement with the priorities and effectiveness of each of the entrepreneurial jobs was determined. Finally, the average of the final 24 items was presented in order to determine the importance of examining it in the third stage of the Lekrit spectrum. The results of this stage are shown in table 5.

Table 5: The level of agreement of the group of experts with the jobs of workshop and handicraft industries in the villages of Sanandaj city

the objects	The percentage of agreement	The percentage of opposition
Handicrafts (backgammon board, chess stamps, etc.)	3	97
mushroom production	6	94
Greenhouse productions (cucumbers, tomatoes, etc.)	7	93
Growing medicinal plants	10	90
Clothing and embroidery production	12	88
Packaging, food production and products related to fodder, vegetable, garden products	14	86

the objects	The percentage of agreement	The percentage of opposition
Production of all kinds of local breads (walnut, cookies, etc.)	17	83
dry the fruit	17	83
Making musical instruments (drums, reeds, tambors, etc.)	18	82
Packaging garden products (walnuts, almonds and...	23	77
Tailoring of local clothes, crocheting,	25	75
Production of local shoes and clothes (Klash, Chokhorank)	26	74
Workshop for the production of spirits	27	73
Production of metals (welding, production of knives, casting).	29	71
Computer repair shop and software	30	70
pickle production workshop	30	70
Weaving carpets, rugs and carpets, art panels with wool and silk thread	31	69
Product packaging (peas, lentils, etc.)	32	68
Decorative products (inlaid work, artistic works with glass)	39	61
MDF workshop and cabinet making	45	55
Production of saffron	52	48
Block and joist workshop	55	45
Tomato paste manufacturing workshop	56	44
Working with a CNC machine	50	50

*Scale: very low = 1, low = 2, medium = 3, high = 4, very high = 5

4.3. The fourth step of Delphi: level of agreement with the specified standards (achieving consensus)

The fourth stage was also to reach a consensus on the jobs. The fourth questionnaire, which contains the modified entrepreneurial jobs in the third questionnaire, was given to the experts and they were asked to show their agreement or disagreement in each of the identified job creation activities so that finally a consensus can be reached about the drivers of employment creation in the city. In the fourth stage, due to the high similarity of the jobs with the third stage and their complete agreement, the table has been repeated with the previous stage. In the fourth stage, the first to twenty-fourth priorities were obtained from both the results of the questionnaires (third and fourth stages). So there is no need to repeat

the research process again. Because it can be said that a general consensus has been reached regarding the employment creation activities in the field of entrepreneurship in the villages. Finally, it can be said that among the 24 types of jobs proposed as drivers of employment development in the rural areas of Sanandaj, 9 types of activities were identified and determined as the first priority, 10 types of activities as the second priority and 5 types of activities as the third priority. One of the important features of priority activities is that it requires little activity space. Second, these types of activities exist more or less in rural and urban society, so through communication and interactions, we can take steps to better results to increase quality production [Table \(6\)](#).

Table 6: Priorities proposed by Delphi panel members for workshop and craft activities

Priority	The type of activity proposed	Activity count
first priority	Handicrafts (backgammon, chess pieces, etc.) Production of mushrooms Greenhouse products (cucumbers, tomatoes, etc.) Growing medicinal plants Production of clothes and embroidery. Packaging, food production and products related to fodder, vegetable, garden products Production of all kinds of local breads (walnut, cookies, etc.) Dry the fruit Making musical instruments (drums, reeds, tamburs, etc.)	9
The second priority	Packaging garden products (walnuts, almonds and... sewing local clothes, crocheting, Production of local shoes and clothes (Klash, Chokhorank) Workshop for the production of spirits Production of metals (welding, production of knives, casting). Computer repair shop and software pickle production workshop Weaving carpets, rugs and carpets, art panels with wool and silk thread Product packaging (peas, lentils, etc.) Decorative products (inlaid work, artistic works with glass).	10
The third priority	MDF workshop and cabinet making Production of saffron Block and joist workshop Working with a CNC machine Tomato paste manufacturing workshop	5

5. Discussion and Conclusion

This study discusses the drivers of employment and entrepreneurship in the direction of workshop industries, handicrafts and agricultural activities in rural areas of Sanandaj from the perspective of scientific and administrative experts. Identifying these jobs is an important step in comprehensive planning and long-term horizon, as well as investing in the development of employment-generating activities in the city of Sanandaj. Based on the analysis, which was based on a survey of a group of experts, three groups of jobs were specifically identified on the basis of priority. The first priority, which includes 9 types of activities, includes 37.5% of the total jobs surveyed, of which more than 82% of the group of experts have agreed to this type of job. The second priority is with 10 types of activities, which include 41.7% of all jobs, with Delphi panel members agreeing between 70-82%. Included announced activities such as beam and block workshop, mobile repair shop, poultry breeding, medicinal plants breeding, beekeeping. The third priority includes jobs in which the Delphi expert group agrees between 55-69 percent, which

includes 21 percent of all jobs, such as MDF and cabinet making workshops, saffron production, block and beam workshops, and CNC machine work. Tomato paste production workshop announced. Due to the fact that the society is moving towards enrichment through mass communication networks and media, and this in itself has made it easier to get acquainted with the workshop activities, and on the other hand, today's generation of rural society is literate and often educated. Therefore, they have a good ground for learning skills and knowledge in line with priority activities. The educated unemployed generation are interested in engaging in technical activities because they believe that their income generation and productivity are not only high but also sustainable. In order to create such a bed in the rural community, it is necessary to provide beds that provide the ground for workshop activities in the villages.

In this regard, the most important infrastructure programs for the development of entrepreneurial activities and workshops are presented as follows:

-Incorporating workshop activities as entrepreneurial activities in rural development programs in the province.

- Creating the necessary platform for training and empowering the local people of the village for priority jobs that are identified in accordance with local capacities.

- Coordination and cooperation of institutions related to the type of business to determine credits and cooperation of banks in granting low-interest loans with the supervision of banks and introducing institutions.

- Establishment of cooperatives for production and cooperatives for the sale of products by the Rural Cooperative Organization.

- Serious support of government organizations and institutions for new entrepreneurial businesses in the countryside. Like IRIB through advertising for products and identifying local products in Kurdistan

province. Participate in sales exhibitions at local and regional levels and...

- Efforts to empower rural women as half of the dynamic rural community, in the field of handicrafts due to the long history of this type of industry in Kurdistan province such as wood industry (backgammon); Making musical instruments such as daf, tanbur, reed, etc.

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Authors' contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The author declares no conflict of interest.

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شناسایی مؤلفه های کلیدی اشتغال زایی در جوامع روستایی با تاکید بر صنایع دستی و کارگاهی در مناطق روستایی شهرستان سمنان

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چکیده مبسوط

۱. مقدمه

در دهه های اخیر، تمرکز سیاست های توسعه اقتصادی بر گسترش کسب و کارهای کوچک روستایی به عنوان راه حلی برای دستیابی به توسعه روستایی مورد توجه قرار گرفته است. زیرا باور براین است کسب و کارهای کوچک (صنایع دستی) و کارآفرینی عامل مهمی برای کاهش فقر، افزایش بهره وری و رقابت هستند. تغییرات سریع فناوری ارتباطات و کاهش نسبی اهمیت اقتصاد کشاورزی، توجه به مشاغل جانبی در روستاها را ضروری ساخته است. برای کاهش فشارهای اقتصادی و جلوگیری از افزایش بیکاری به نظر می رسد راهبرد اشتغال زایی مبتنی بر توسعه صنایع کارگاهی و صنایع دستی می تواند به بخشی از مشکلات جامعه روستایی ایران و استان کردستان کمک کند. در همین زمینه قانون برنامه ششم توسعه در راستای تحقق سیاست های اقتصاد مقاومتی در راستای تقویت اقتصاد محلی و منطقه ای قانون برنامه توسعه اقتصادی و اشتغالزایی روستایی تدوین گردید. استان کردستان یکی از استان های محروم کشور است که مهاجرت ناشی از فقر اقتصادی و توسعه حاشیه نشینی در سطوح شهری استان رواج دارد. از آنجائی که قشر امروز جوان روستایی تحصیل کرده و باسوادند زمینه فراگیری هنرهای فنی در بخش صنایع دستی و کارگاهی وجود دارد.

پژوهش به دنبال پاسخگویی به این سوال است که مؤلفه های کلیدی کارآفرینی در حوزه صنایع کارگاهی و صنایع دستی که منجر به ایجاد اشتغال در مناطق روستایی سمنان می شود کدامند؟ بدون شک برای رسیدن به بسترهای اشتغال زایی باید ظرفیت ها و توانمندی های محیط روستایی شناسایی شود.

۲. مبانی نظری تحقیق

اشتغال یکی از موضوعات مهم اقتصاد کلان است که تأثیر مستقیمی بر سطح رفاه و زندگی افراد جامعه دارد. میدو لیدهلم در بررسی موانع در مسیر اشتغال زایی، صنایع کوچک وضعیت اشتغالزایی در بنگاه های کوچک و متوسط را از دو منظر ایستا و پویا بررسی می کند. آرتور لویس از طرفداران استفاده از صنایع کاربر در رشد اقتصادی کشورهای در حال توسعه است. او معتقد است استفاده بیشتر از نیروی کار با مقدار مشخصی از سرمایه فیزیکی منجر به افزایش تولید و اشتغال می شود. از دیدگاه مینا، در شرایط کنونی بخش کشاورزی به تنهایی نمی تواند پاسخگوی مناسبی برای تامین نیازهای معیشتی روستاییان باشد، اما ایجاد اشتغال در بخش صنعت برای جوانان روستایی یکی از ضروریات عصر حاضر است. با ترویج صنایع کوچک در روستاها می توان مشکل فقر و بیکاری را برطرف کرد. این در حالی است که این صنایع علاوه بر اشتغال بالا، سرمایه گذاری بی موردی نیز دارند. مارتین ال و تامارا معتقد است نوآوری در مشاغل کوچک روستایی باید راهی برای کاهش ضایعات و مصرف مواد اولیه باشد. اینیولا و اینتی-بگ معتقد است نوآوری و چالش های مالی کسب و کارهای کوچک و متوسط از مهمترین مشکلات ممالک در حال توسعه است.

۳. روش تحقیق

تحقیق از نظر هدف کاربردی و از نظر روش توصیفی-تحلیلی می باشد. روش گردآوری اطلاعات به دو صورت کتابخانه ای و میدانی انجام شده است. هدف از این پژوهش شناسایی فعالیت های اشتغال زایی در حوزه صنایع دستی و کارگاهی در مناطق روستایی استان

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۵. بحث و نتیجه گیری

بر اساس تجزیه و تحلیل دلفی که بر اساس نظرسنجی از کارشناسان، سه گروه شغلی صنایع دستی و کارگاهی بر اساس اولویت شناسایی شدند. اولویت اول که شامل ۹ نوع فعالیت است، ۳۷.۵ درصد از کل مشاغل مورد بررسی را شامل می شود. بیش از ۸۲ درصد از گروه کارشناسان با این نوع مشاغل موافقت کرده اند. اولویت دوم با ۱۰ نوع فعالیت است که ۴۱.۷ درصد از کل مشاغل را شامل می شود و اعضای پنل دلفی بین ۷۰ تا ۸۲ درصد توافق دارند. شامل فعالیت های اعلام شده از قبیل کارگاه تیرآهن و بلوک، تعمیرگاه سیار، پرورش طیور، پرورش گیاهان دارویی، زنبورداری. اولویت سوم شامل مشاغلی است که گروه تخصصی دلفی بین ۵۵ تا ۶۹ درصد موافق هستند که ۲۱ درصد از کل مشاغل را شامل می شود، مانند کارگاه ام دی اف و کابینت سازی، تولید زعفران، کارگاه بلوک و تیرآهن و کار با دستگاه CNC. کارگاه تولید رب گوجه فرنگی اعلام شد. با توجه به اینکه جامعه از طریق شبکه های ارتباط جمعی و رسانه ها به سمت غنی سازی پیش می رود و این خود باعث سهولت در آشنایی با فعالیت های کارگاهی شده است و از طرفی نسل امروزی جامعه روستایی باسواد و اغلب تحصیلکرده هستند.

کلیدواژه ها: روستا، توسعه پایدار، کار آفرینی، دلفی، سنندج.

تشکر و قدردانی

مقاله برگرفته از طرح پژوهشی مطالعات تدوین برنامه توسعه اقتصادی و اشتغالزایی روستایی شهرستان سنندج است که با حمایت مالی سازمان مدیریت و برنامه ریزی استان کردستان انجام شده است.

کردستان با استفاده از تکنیک دلفی است. این روش شامل چهار مرحله است. برای دسترسی به اولویت های شغلی استفاده کنید. جامعه آماری را کارشناسانی تشکیل می دهند که به طور مستقیم با موضوع اشتغال زایی و صنایع دستی آشنا هستند. برای این منظور از نظرات کارشناسان سازمان صنایع دستی، کارشناسان سازمان برنامه و بودجه و همچنین اساتید دانشگاه در رشته های علوم اقتصادی، اقتصاد کشاورزی، صنایع دستی و جغرافیا استفاده شده است.

۴. یافته های تحقیق

برای شناسایی عوامل ایجاد اشتغال در مناطق روستایی شهرستان سنندج، پرسشنامه ای با ۳ مؤلفه در بخش اصلی فعالیت (کشاورزی، صنایع دستی و صنایع کوچک کارگاهی) که در مجموع ۲۹ نوع شغل می باشد تهیه و در اختیار کارشناسان گروه دلفی قرار گرفت. پس از دریافت پاسخ و بررسی نظرات کارشناسان، مشاغل مشابه یا نزدیک با هم ادغام شدند. در مرحله دوم میزان موافقت با اولویت بندی موارد از دیدگاه کارشناسان مورد بررسی قرار گرفت که پس از جمع آوری پرسشنامه مرحله اول، پاسخ ها دسته بندی و مبنای تنظیم پرسشنامه مرحله دوم قرار گرفت. شاخص هایی که نمره لازم را کسب نکرده بودند از پرسشنامه حذف شدند. در مرحله سوم مشاغل حاصل از چیدمان نتایج به دست آمده از پرسشنامه اول و دوم در قالب پرسشنامه در اختیار کارشناسان حوزه کارآفرینی قرار گرفت و میزان توافق آنها با اولویت ها و اثربخشی هر یک از آنها. از مشاغل کارآفرینی تعیین شد. مرحله چهارم، رسیدن به اجماع در مورد مشاغل بود که شامل مشاغل کارآفرینی اصلاح شده در پرسشنامه سوم است، از کارشناسان خواسته شد تا موافقت یا مخالفت خود را در هر یک از فعالیت های اشتغال زایی شناسایی شده، نشان دهند تا در نهایت در مورد عوامل ایجاد اشتغال به اجماع برسند.

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فهرست مندرجات

صفحه	عنوان
(۱-۱۶)	■ آینده پژوهی برای ترویج گردشگری چای در مناطق روستایی استان گیلان، ایران ندا ترابی فارسانی - مرضیه حکمت - سیده مرال تعاقب
(۱۷-۳۳)	■ مقایسه اثرات تورم بر هزینه کرد و درآمد خانوارهای روستایی و شهری در ایران بر اساس الگوهای داده‌ای پانل مریم قاسمی - امین فعال جلالی
(۳۳-۴۲)	■ ایجاد معیشت از طریق کارآفرینی خرد در مناطق روستایی نیجریه محمد افولابی الادجا - موروف سانجو الادیمجی - نورالدین افولابی سوفولوو
(۴۳-۵۵)	■ ارائه مدلی برای توسعه کسب و کارهای روستایی (مطالعه موردی: استان ایلام، ایران) محمد نابان - وحید شرفی - سیما فقیهی
(۵۷-۷۵)	■ مجموعه عوامل مؤثر در حفظ ارزش‌های مسکن بومی و بافت منطقه‌ای سیستان در راستای احیاء سکونتگاه‌های روستایی محمد سپاهی - آزاده شاهچراغی - فَرَح حبیب
(۷۷-۹۰)	■ شناسایی مؤلفه های کلیدی اشتغال زایی در جوامع روستایی با تاکید بر صنایع دستی و کارگاهی در مناطق روستایی شهرستان سنندج رحمت الله بهرامی

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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 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://jrp.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. فایل‌های 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 مجله پژوهش و برنامه‌ریزی روستایی.
- کد پستی: ۹۱۷۷۹۴۸۸۸۳ تلفن و نمابر: ۰۵۱-۳۸۷۹۶۸۴۰ پست الکترونیکی Rplanning@um.ac.ir
- وب سایت: <http://jrp.um.ac.ir/>

فرم اشتراک (یک ساله / دوشماره) مجله 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 مجله 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 مجله ارسال کنند.

نشانی: کدپستی:

شرایط پذیرش مقاله

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

۱. مقاله ارسال شده نباید قبلاً در هیچ نشریه داخلی یا خارجی چاپ شده باشد. هیئت تحریریه انتظار دارد نویسندگان محترم تا هنگامی که جواب پذیرش از نشریه نرسیده است، مقاله خود را به مجله دیگری برای چاپ ارسال نفرمایند.

۲. مقالات انگلیسی با قلم نازک Times New Roman 11 با نرم افزار Word تهیه شود. مقالات، روی کاغذ A4 (با حاشیه از بالا ۳ و پایین ۲ و راست ۲ و چپ ۲ سانتی متر) تایپ شود. متن به صورت دو ستونی با رعایت فاصله ۱ سانتی متر بین دو ستون و فواصل بین خطوط به صورت single باشد. ۳. حجم مقاله نباید از حدود ۹۵۰۰ کلمه و یا حداکثر ۱۵ صفحه چاپی به قطع نشریه بیشتر باشد (با در نظر گرفتن محل جداول، اشکال، خلاصه فارسی و فهرست منابع).

۴. عنوان مقاله با در نظر گرفتن فواصل بین کلمات نباید از ۶۰ حرف تجاوز کند و با قلم Times New Roman 14 سیاه تایپ شود.

۵. نام نویسنده مقاله با قلم سیاه Times New Roman 10 عنوان علمی یا شغلی او با قلم Times New Roman 10 در زیر عنوان مقاله ذکر شود. ضمناً آدرس الکترونیکی و شماره تلفن نویسنده مسئول در پاورقی آورده شود.

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

۷. شکل ها و نمودارهای مقاله حتماً اصل و دارای کیفیت مطلوب باشد. فایل اصلی اشکال (تحت Word، Excel، PDF) و با دقت ۳۰۰ dpi ارائه شود. اندازه 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. صفحه عنوان: در صفحه شناسنامه باید عنوان مقاله، نام و نام خانوادگی نویسنده (نویسندگان)، درجه علمی، نشانی دقیق (کد پستی، تلفن، دورنگار و پست الکترونیکی)، محل انجام پژوهش، مسئول 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 چکیده مقاله از ۳۰۰ کلمه تجاوز نکند. علاوه بر چکیده ساختار یافته، لازم است چکیده 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 بعداً به صورت کامل به انگلیسی برگردانده خواهد شد، نیازی به ترجمه چکیده مبسوط به انگلیسی نیست.

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

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

۸.۵. روش‌شناسی تحقیق: در برگیرنده ۱- محدوده و قلمرو پژوهش؛ ۲- روش تحقیق و مراحل آن (روش تحقیق، جامعه 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: ارائه 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 ارائه رهنمودهای لازم برای ادامه پژوهش در ارتباط با موضوع، نتیجه‌گیری و توصیه‌ها و پیشنهادها احتمالی.

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

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

۹.۱. ارجاعات در متن مقاله باید به شیوه 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 الفبایی نام خانوادگی نویسنده بر اساس الگوی فهرست نویسی APA تنظیم گردد.

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



دانشکده ادبیات و علوم انسانی

مجله پژوهش و برنامه‌ریزی روستایی

سال دوازدهم، شماره ۳، تابستان ۱۴۰۲، شماره پیاپی ۴۲

صاحب امتیاز: دانشگاه فردوسی مشهد

مدیر مسئول: دکتر حمید شایان

سرمدبیر: دکتر علی اکبر عنابستانی

هیئت تحریریه (به ترتیب حروف الفبا):

کریستوفر برایانت	استاد برنامه‌ریزی روستایی و توسعه (دانشگاه مونترال کانادا)
خدیجه یوزر جمهری	دانشیار جغرافیا و برنامه‌ریزی روستایی (دانشگاه فردوسی مشهد)
سعید پیراسته	دانشیار جغرافیا و مدیریت محیطی (دانشگاه واترلو کانادا)
جعفر جوان	استاد جغرافیای روستایی (دانشگاه فردوسی مشهد)
محمدرضا رضوانی	استاد جغرافیا و برنامه‌ریزی روستایی (دانشگاه تهران)
عبدالرضا رکن‌الدین افتخاری	استاد جغرافیا و برنامه‌ریزی روستایی (دانشگاه تربیت مدرس)
عباس سعیدی	استاد جغرافیای روستایی (دانشگاه شهید بهشتی)
حمید شایان	استاد جغرافیای روستایی (دانشگاه فردوسی مشهد)
سید اسکندر صیدایی	دانشیار جغرافیا و برنامه‌ریزی روستایی (دانشگاه اصفهان)
علی عسگری	استاد مدیریت بحران (دانشگاه یورک کانادا)
علی اکبر عنابستانی	استاد جغرافیا و برنامه‌ریزی روستایی (دانشگاه شهید بهشتی)
آنا فرمینو	استاد جغرافیا و برنامه‌ریزی منطقه‌ای (دانشگاه لیسیون جدید پرتغال)
مجتبی فدیری معصوم	استاد جغرافیای روستایی (دانشگاه تهران)
دوچول کیم	استاد مدیریت محیط زیست روستایی (دانشگاه اوکایاما ژاپن)
سیدحسن مطیعی لنگرودی	استاد جغرافیای روستایی (دانشگاه تهران)

مقالات نمودار آرای نویسندگان است و به ترتیب وصول و تصویب درج می‌شود.

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

شمارگان: ۵۰ نسخه

نشانی: مشهد، دانشگاه فردوسی مشهد، دانشکده ادبیات و علوم انسانی دکتر علی شریعتی، کد پستی ۹۱۷۷۹۴۸۸۳، شماره: ۳۸۷۹۶۸۴۰ (۰۵۱)

بها: داخل کشور: ۲۰۰۰۰۰ ریال (تک‌شماره) خارج کشور: ۲۵ دلار (آمریکا- سالانه)، ۲۰ دلار (سایر کشورها- سالانه)

درگاه الکترونیکی: <http://jrpp.um.ac.ir/> E-mail: Rplanning@um.ac.ir

* این مجله در جلسه کمیسیون بررسی نشریات علمی کشور مورخ ۱۳۹۲/۲/۲۵ رتبه علمی- پژوهشی دریافت و طی نامه شماره ۳۵۷۲۸/۱۸/۳ در تاریخ ۱۳۹۲/۳/۱۳ ابلاغ گردیده است.

این مجله در پایگاه‌های 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

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