

Analysis of the role rural tourism in stable development (Case study: central parts of Soulghan villages)

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Abstract

The aim of this research is to study the rural tourism in stable development of Soulghan area using hierarchical analysis approach, the researcher has reviewed the effective factors on the tourism of this area according to dimensions of stable development, and also the researcher has evaluated and identified the most important obstacles and limitations of the studied area. The method of this research according to is a practical type and according to scrolling type and using the AHP technique, researcher has prepared a survey in order to evaluate the economical, sociocultural, and environmental criterions. The researcher has evaluated these goals according to the components of stable development. Statistical Society of this research has been done using Morgan table, in terms of 5% reliability, the sample volume designated to be 401. The results indicate that the most important criterion in tourist attraction is related to stable development in central villages of Soulghan area, is human resource criterion, and in this criterion the level of education, and active human resource expertise in tourism section has the importance of 0.900. And on the other hand according to the results in all studied villages, the most important and effective factors for developing rural tourism are education and active human resource expertise. And the factors such as economic, social inequalities, infrastructures, sociocultural factors will be placed in next ratings. Also in local's point of view, the most important sub-criterion, is the lack of management skills.

Keywords: *tourism, rural tourism, stable development, rural tourism obstacles, Soulghan Village*

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Introduction

Economical, social and cultural developments of the world in the recent centuries and other factors such as population increase, urbanization, development of communication ways, transportation vehicles, leisure time increase and social welfare improvement have led to rural tourism development. Of course rural tourism did appear as a social activity in mid of 18th century in Europe and United Kingdom. Also before that, rural areas were used for recreational activities, but it was limited to noblesse and the courtiers (Sharplee², 1997, 47). Some of rural tourism activities were followed by staying at rural areas. Tourists visiting historical and natural places is one of the most usual form of activity in rural tourism and because of this reason nowadays this problem is the most important outcome in tourism development in rural areas (Rezvani, 1387). This development started from Europe. It seems that rural tourism is originated from Deutschland's Mountainous areas or French coastal territories (Yotaka³, 1998, 42).

Tourism is of the patterns of stable development especially in rural and mountainous areas that will be achieved by identifying interesting areas. This type of development is expanding as a reaction against rural crisis that is caused by agriculture structure renewal (Ditter, 2002, 243). In some countries identification of visiting places for tourists, is considered as the inevitable part of the new rural life (Aleskogepos⁴, 1993).

Statement of the Problem

The basics of rural development are to consider the relation between tourists, destination and host society. This relation could be described as dynamic, constructive or malicious. On one hand tourism can revive the economics of local socials, by taking part in employment and income creation, and it also can take part in local culture enhancing, and can also change the saving of environment or environment rebuilding by the hands of humans. On the other hand, tourism is capable of progressing the local economy, decreasing the

life quality and the environment of local communities. Hence the goal of rural tourism is that by preserving the long-term natural resources among these three components, it will create a balanced equilibrium tourism (Sharplee, 1380: 121).

Hence in this research we have considered the role of rural tourism in stable development and in this regard, it seeks to clarify this issue and to propose a number of important and effective measures related to tourism in the Sulqan region, in line with sustainable development in the region.

Main Goal

The main objective of this research is to study rural tourism in sustainable development in the central part of Sulaghan with the method of hierarchical analysis process.

The main hypothesis

It seems that the most important factors for rural tourism in the central region of Sulaghan are the sustainable development of education and the specialty of active human resources in the tourism sector.

Definition of Tourism

According to the World Tourism Organization(WTO), tourism, includes activities of persons traveling and residing outside of their general and usual environment, provided that the stay is not less than one day and not more than one year and is related to purposes such as recreation, business, etc. (Hoseinzade Dalir, Heydari, 1382).

Stable Development

An endogenous, systematic and balanced development that introduces a systemic insight into all disciplines. On the other hand, sustainable development is the evolutionary state of development programs, which, with a holistic view and with emphasis on system insight, tries to pursue a balanced approach (Latifi, 1380, 139).

Rural Tourism

Rural tourism has many forms, so it is difficult to provide a comprehensive definition of it. In fact, rural tourism is one of the concepts and forms of sustainable development in which resources are used in rural areas. Such development has the least destructive effect or basically lacks such impacts by promoting rural productivity, creating employment, modifying distribution of income, only the rural and native culture, attracting the participation of local people, and

providing appropriate methods for matching traditional beliefs and values with today's conditions will bring increasing benefits to rural areas (Khayati, 1382, 28)

Somewhere else, rural tourism is considered as a recreational-commercial area in the countryside, which offers services to tourists (Campbell, 1999).

Village tourism goals

As mentioned before, one of the main goals of the village tourism is increasing the income of the inhabitants in the villages. In order to reach this goal, it is essential to make a plan. An explanation was given earlier about the possible ways to increase villager's income. Another village tourism goal is education, so that several professional courses will be conducted for people who are involved in this great industry, such as the village inhabitants and employees of the organizations and institutes, which are active in this field. According to sustainability development, this can prepare people for management functions and establishments (Unwin, 1996). In addition to saving time and money, it can increase the number of village tourists per year, compared to the year before and has a contribution in increasing the income of the families residing in the villages (as the most important village tourism goal).

The participation of villagers in planning will be higher in different areas; such as providing entertainment and sport facilities, introducing the geographical and natural aspects of the place and this, can be considered as another village tourism goal. In addition, providing information such as jobs, organizations and institutes, which are involved in the tourism industry to people, in direct or indirect manner is also counted as another village tourism goal. (Felsentein, 2004 & Fleisher)

Sologhan

Kan-Sologhan are two villages in the north west of Tehran and usually people call their names together. However, Kan is a part of the district 5 of the Tehran municipality. The Kan-Sologhan river has 33 km length and stemming from Touchal mountain.

This rural area is consisted of 16 villages which are: Emamzade Davood, Mazra (Emamzade Aghil), Bagh Mir, Jangalak, Randan, Sangan, Sologhan, Taloon, Ghal'e Aramane, Gholhak Darre, Hasan

Abad, Koshare Sofla, Koshare Olya, Kan, Kiga, Heryas. The capital of this rural area is Sologhan village. Sologhan can be divided in relatively large districts which each has several zones:

1- Village district which is also called Mahalle Bala and consists of the following zones: Poshte Kouchak, Hesar, Pachenar, Mian Deh, Pajouzdar, Kouche Payin.

2- Mahalle Payin, which is also called Darokoro.

Research Method

In this research, in order to answer the research questions, the method for collecting data is based on these two types: documentary (secondary data) and gauging (Primary data). The tool which is used for the gauging method is questionnaire and has been conducted in Sologhan region.

Assessed Criterion in the Research

Main Index	Subsidiary Indices
Economic	Entrepreneurship
	Income
	Investment return
	Investment absorption
Environment	Destruction around the attractions in the village
	Air pollution
	Noise
Social – Cultural	Social inequities
	Hospitality
Main product of the village attraction	Possibility of utilization of the village attraction during the year
	Importance of the village and the attractions (regional, state, national or international)
	Village prepared
Facilities and tourism services	Existence and the number of catering centers
	Existence and the number of tourism accommodations
	Existence of the shopping centers (handmade art, regional, etc)
	Access to the medical and health centers
Infrastructures	Access to the healthy tap water
	Having a national electricity grid
	Communication network (Telephone, Post)
	Having Gas
Market and competition factors	Demand
	Tourists satisfaction
	Tourists spending
	Attraction of the neighborhood villages
Human resources	The level of education and human resource expertise in the tourism sector
	The extent of responding to the needs of tourists

Analysis of research data

A) Evaluating economic indices of the Sologhan central part

Table 1 - Economic criteria in the center areas

	Entrepreneurship	Income	Investment return	Investment absorption	Mean of the rows
Entrepreneurship	0/608	0/270	0.798	0.346	0.505
Income	0/203	0/090	0.023	0.308	0/156
Investment return	0/122	0/629	0.160	0.308	0/305
Investment absorption	0/068	0/011	0/020	0/038	0/034

According to Table (1), the results of the subsidiary indices of the economic factor, the entrepreneurship criterion with the priority of 0.505 has been obtained as the main factor of the economic index in the rural areas in the center.

B) Evaluating environment indices of the Solaghan central part

Table 2 - Environment criteria in the center areas

	Destruction around the attractions in the village	Air pollution	Noise	Mean of the rows
Destruction around the attractions in the village	0.732	0.625	0.800	0.719
Air pollution	0.146	0.125	0.067	0.113
Noise	0.122	0.250	0.133	0.168

According to Table (2), the results of the subsidiary indices of the environment criteria, the “destruction around the attractions in the village” with the priority of 0.733 has been obtained as the main factor of the environment index in the rural areas in the center.

c) The study of social and cultural indicators of the central part of Sulaghan

Table (3) social and cultural criteria in the center areas

	Creating social inequalities	Hospitality of the host community	Average
Creating social inequalities	0.833	0.833	0.833
Hospitality of the host community	0.167	0.167	0.167

According to the table (3), the results of the following social and cultural criteria are the criteria for creating social inequalities with priority 0.833, the most important factor in social and cultural indicators in the rural areas of the center.

d) Human factors of rural tourism

Table (4) Criteria for human factors of rural tourism in the center of the region

	The educational level and human resource expertise in the tourism sector	The amount of responding to the needs of tourists	Average
The educational level and human resource expertise in the tourism sector	0.900	0.900	0.900
The amount of responding to the needs of tourists	0.100	0.100	0.100

According to Table 4, the results of the evaluation of the criteria for human factors in rural tourism, the educational level and speciality of

human resources in the tourism sector with a priority of 0.900 is the most important factors in the indicators of human factors in rural tourism in rural areas.

Indicators of tourism in the villages of central Sulaghan

Table (5) - The indicators of the core product or main product of the village attractions in the center areas

	The possibility of exploitation the attractions of the village during the year	The Importance of Village and Attractions (Local, Provincial, Regional, or International)	The availability of the village	Average
The possibility of exploitation the attractions of the village during the year	0.797	0.438	0.889	0.708
The Importance of Village and Attractions (Local, Provincial, Regional, National, or International)	0.114	0.063	0.012	0.063
The availability of the village	0.089	0.500	0.099	0.229

According to Table 5, the results of the evaluation of the following criteria of the core product or the main product of the village attractions are the criterion of the possibility of exploiting the attractions of the village throughout the year with a priority of 0.797. The most important factor in the core product or product of the main attractions of the village in the rural areas of the center is achieved.

Facilities and services of village tourism in the center areas

Table (6) - Criteria of rural tourism facilities and services in the central areas

	Existence and abundance of reception centers.	The existence and abundance of tourist resorts	The existence of shopping malls(Handicraft, local, etc)	Access to health and medical services	Average
Existence and abundance of reception centers.	0.615	0.540	0.432	0.480	0.517
The existence and abundance of tourist resorts	0.103	0.090	0.486	0.040	0.180
The existence of shopping malls (Handicraft, local, etc.)	0.077	0.010	0.054	0.320	0.115
Access to health and medical services	0.205	0.360	0.027	0.160	0.188

According to Table 6, the results of the evaluation of the criteria for tourism facilities and services, the existence and abundance of tourist resorts with a priority of 0.615 is the most important factor in the

characteristics of facilities and tourist services in rural part of central areas.

Tourist infrastructure in the central areas of Sulqan

Table (7) - criteria for infrastructure development of rural tourism in the central regions

	Access to Sanitary Sanitation Water	Having a national electricity grid	Communication network (telecom, post)	Having gas	Average
Access to sanitary sanitation water	0.429	0.323	0.316	0.375	0.360
Having a national electricity grid	0.214	0.161	0.526	0.063	0.241
Communication network (telecom, post)	0.143	0.032	0.105	0.375	0.164
Having gas	0.214	0.484	0.053	0.188	0.235

According to Table 7, the results of the evaluation of the criteria for infrastructure development of rural tourism, access to sanitary sanitation water with a priority of 0.429 is the most important factor in the characteristics of infrastructure development of rural tourism in the central regions.

Tourism marketing in rural areas Sulqan

Table (8) market criteria and competitive factors of rural tourism in central areas

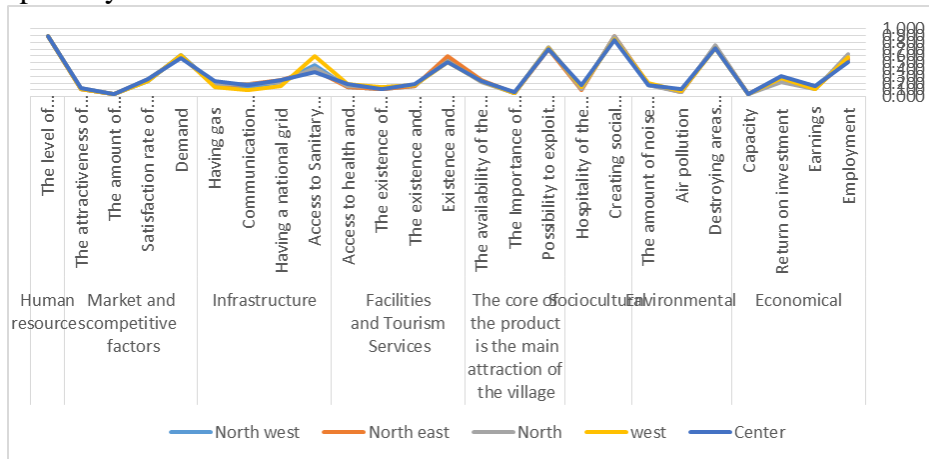
	Demand amount	Satisfaction rate of tourists	The amount of tourist spending	Attraction amount of neighboring village	Average
Demand amount	0.688	0.799	0.280	0.526	0.573
Satisfaction rate of tourists	0.138	0.160	0.360	0.409	0.267
The amount of tourist spending	0.098	0.018	0.040	0.007	0.041
Attraction amount of neighboring village	0.076	0.023	0.320	0.058	0.119

According to Table 8, the results of the evaluation of the market criteria and competitive factors of rural tourism, the factor of demand amount with a priority of 0.688 is the most important factor in the market criteria and competitive factors of rural tourism in central areas.

As it is clear from Table (9), the main criterion for attracting sustainable development in rural areas is the human resources benchmark and in this measure the level of education and expertise of active human resources in the tourism sector is significant (0.900) and The main economic criterion for attracting capital by weight (0.034) is the least significant indicator for tourism in these villages.

Reply to research hypothesis

It seems that the most important factor for rural tourism in the Sulaghan region is the sustainable development of education and the specialty of active human resources in the tourism sector.



According to Chart (1), in all studied villages, the most important factor for rural tourism is considered for the sustainable development of education and the specialty of active human resources in the tourism sector and factors such as economy, social inequality, infrastructure, factors Socio-cultural and social issues. The hypothesis is that "it seems that the most important factor for rural tourism in the Sulukhan region is the sustainable development of education and the specialty of active human resources in the tourism sector

Conclusion

Today, the role of tourism has become apparent to everyone in helping to develop areas of tourist attractions. Rural tourism is one of the forms of tourism that is being added every day to the level of attention and emphasis on rural and regional planning. Rural tourism is a comprehensive range of activities, services and facilities provided by villagers for recreation, rest, recruitment and maintenance of tourists in rural areas. Therefore, the tourism sector as a productive part in terms of earning money and creating employment plays a significant role in the economies of the countries. As many countries see the dynamic tourism industry as the main source of income, job creation, private sector growth and infrastructure development. The industry has grown rapidly in recent decades, and has received a great deal of attention from its many types, including rural tourism,

ecotourism and handicrafts, most of which are typical of the natural environment and the countryside. Sustainable development of rural tourism is considered as a valuable and progressive part in the economic field. In the field of investment, given the availability of resources, low prices and small plans compared to other schemes Tourism has less risks and costs. According to the results, the most important criterion for the sustainable development of peat growing in the villages of the central part of the Sulaghan region (Sulaghan district) is the main criterion in attracting the sustainable development of villages The central part of the human resources benchmark and, at this level, is the amount of education and human resources involved in the workforce Ray significance (0.900) as well as economic criteria in investment by weight (0.034) the least important indicator of tourism can be seen in the village.

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