Study of the feasibility of rural tourism development and its effects in rural areas (Case study: Toyedarevar rural district)

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Abstract
Rural tourism is one of the most entrepreneurial and high efficiency activities in the villages of Toyedarevar rural district in Damghan. The prosperity of this sector of economic activity, can transform the income sources of the villagers and lead to an increase in the welfare and quality of life of the villagers. The objectives of this research are the feasibility of developing rural tourism through the identification of the potential and existing status of the infrastructure of rural tourism development and Prioritizing villages in terms of infrastructure and attractions and Finally, presenting strategic plans for the sustainable development of rural tourism with minimizing negative outcomes. The statistical population was the villagers in Toyedarevar rural district, according to the Cochran formula, 240 individuals were selected as sample size. Data collection was carried out based on a researcher-made questionnaire and Data analysis was done using SPSS software and the VIKOR method. The results of the research show that the villages are not the same in terms of infrastructure development and Natural factors, rural residences and cultural factors have a significant impact on tourist attraction and the village of Toye is more developed than other villages in terms of infrastructures.

Introduction

From the second half of the twentieth century, Factors such as globalization, capitalist development, the development of transport means, and the development of technical and technological communication have led to the development of the tourism industry (World Tourism Organization, 2004: 35). The tourism industry is the most peaceful movement of the human family (Taghvaei and Zanganeh, 2012: 90) and at this time, it is known as the third largest industry in the world (Oila & et al., 2012: 569) and It has become an economic activity with high potential (Garcia-Melon et al., 2012: 41). Tourism, on the one hand, is considered as an influential variable in increasing infrastructure, attracting wandering capital and streaming it in the environment (Iorio، Corsale, 2010: 153-154). Tourism is one of the factors which affecting cultural exchanges (Seidai and Rostami, 2012: 97) and Also, creating social-cultural interactions (Sariisk& et al., 2011: 1011) that It can be considered as a medium for promoting the culture and civilization of the destination community of tourists (Pazoki and Payamani, 2014: 102) and It also has its own communication, political, cultural and international benefits (Dehshiri, 2015: 72). Tourism can be considered an important factor in regional economic development (Yang & Fik، 2014: 144) And since job creation and income generation are two important parameters in the dominant discourses of planners and village development policy makers So, undoubtedly the most important factor accelerating the income generation of villagers is the diversification of employment and rural tourism may create working facilities, decrease unemployment, provide alternative income and improve the state level of the guesthouse (sazbo, 2005: 189). Rural tourism can be considered as an important tool for the socio-ecological development of rural communities (Roknedin Eftekhari and Ghaderi, 2002: 26) and given the importance of economic development and the diversification of activities in rural areas, it can be considered at local and even regional

and national levels (Rezvani and Bayat, 2014: 15) and tourism helps diversify the village's economy and empower local people and develop human resources through the creation of new job opportunities (Barghi et al., 2012: 139). Rural tourism will lead to stabilizing and keeping population in the countryside, preventing excessive migration, maintaining ecological balance and natural resources, preserving the traditional texture and cultural characteristics of the village. On this basis, we can say that one of the best ways to save the village from social, economic and environmental problems and achieving socio-spatial justice is the expansion of rural tourism (Ghadiri Massoum et al., 1394:1). Development of rural tourism in the Toyedarevar rural district of Damghan can accelerate the process of rural development by diversifying the rural economy. Hence the main issue of this research is to identify the potential and capabilities of villages in developing this industry and prioritize villages in terms of infrastructure. In this way, could be achieved to an efficient planning for proper investment, good service and better marketing for sustainable development and social and economic justice. Hence, this is a fundamental question; what are the capacities and infrastructure for rural tourism development in this rural district?

Research literature

The village is always considered as an important issue and has the most valuable and deserving protection features (Rezvani, 2010: 27) and sustainable rural development is a process which emphasizes the promotion of rural life through the creation and encouragement of harmonious activities with the capabilities and constraints of the environment in its general sense (Rezvani & et al., 2008: 136). In the process of achieving sustainable national development and according to the principle of completeness of spaces in development, it is necessary to pay attention to the sustainability of development at all levels, especially in villages because villages are important and vital cells that is forming the body of the land Sustainable rural development implies national development as a result, consideration of sustainable rural development is a prerequisite for success and achievement of national development. Choosing achievable goals that fit the community, is one of the most important pillars for determining the development trend in any society and tourism, on the one hand,

can be the basis for the sustainable development of that society by diversifying the economies of societies and, on the other hand, Tourism is a means to stimulate the growth of the national economy By overcoming the insights of underdevelopment and improving the living standards of the locals (Bahrami, 2010: 5). Tourism Arises as the source of job opportunities in the economic sector and the creation of social-cultural interactions (Poor Ahmed et al., 2013: 2) and as the most extensive service industry in the world (Faghih et al., 2003: 142). And if we want to go a long way in other countries in the shortest time, It's better to take advantage of their experiences, especially in attracting domestic and foreign investment and popular participation, Because without participation and investment, there will be no competitive power among other sectors (Hamdi et al., 2009: 52). Rural tourism was introduced as an alternative tourism along with areas such as farm tourism, green tourism, safe tourism and nature tourism in the 1980s (RokneDin Eftekhari and Ghaderi, 2002: 28). And in recent years, rural tourism as one of the ways to eliminate rural poverty has entered into written research about rural development and has received increasing attention (Jome Pour and Ahmadi, 2011: 38). The development of rural tourism has been a valuable and growing part of the economic approach. In the field of investment, due to the availability of resources, low prices and small designs, there are less risks and costs compared to other tourist plans (Papoli Yazdi and Saghaei, 2006: 208). With the development of rural tourism, it can be prevented from turning the villages into impoverished areas, because villages have diverse climatic conditions and potential for attracting tourists and rural tourism has caused cultural, social, economic and environmental development in the village, In addition to employment, it is a powerful driving force for economic development in the countryside Because rural tourism strengthens the economic potential of villagers through innovation in the rural economy and with the encouragement of the private sector to invest in this important sector of the rural economy, there will be an expansion of infrastructure services And it causes the money and capital to be injected into the villages. Along with economic growth, rural tourism contributes to the cultural and social growth in villages including in the development of social communication that promotes self-help and partnership and

participation of villagers in the management of their community affairs. Finally, it can be said that Sustainable rural tourism can act as a catalyst, and as the last resort and remedy to be considered for the treatment of the problems and poverty of the villagers (Ghadiri Massoum et al., 1394: 14-17).

Background research

RokneDin Eftekhari and Ghaderi (2002); In their article titled "The Role of Rural Tourism in Rural Development (Review and Analysis of Theoretical Frameworks)", they emphasized that The importance of the tourism industry is to create employment and income, diversify the economy, social participation and use of local resources. Since most of the problems of rural retardation and lack of development are also due to the lack of this industry, rural tourism can help rural development by solving these problems.

Badri & et al. (2011), in their article entitled "Strategies for the development of ecotourism in the city of Marivan", have emphasized on two strategies for advertising and holding briefings for the local people and the collaboration between public sector and private sector to develop ecotourism are important strategies.

Mohammadi Deh Cheshmeh and Zangi Abadi (2008), in his research entitled "The feasibility of ecotourism capabilities in the province of Chaharmahal Bakhtiari by SWOT method", they emphasized the management weakness in the development of ecotourism in this province, along with the weakness of infrastructure.

Bahrami, Habibi and Ghaderi (2011) in their research entitled "Strategic planning of rural tourism development" have emphasized on the creation of a framework for the development of tourism services through private investments and local partnerships.

Salman Mahini et al. (2009) in their study entitled "Assessing the ecotourism of Behshahr City Based on Multi-criteria Evaluation Method Using GIS"; believe that the development ecotourism development with the ecological potential of the land is a tool and a solution to sustainable development, to promote the standard of living of human societies and to maintain a natural balance.

Rezvani (2001), in his article entitled "The role of ecotourism in protecting the environment," believes that full success comes when Planning is done in such a way that environmental protection and

nature conservation strategies and practices can be planned and managed to increase the number of supporters and lovers of nature.

Research methodology

Geography location of the study area

Toyedarevar rural district is located in longitude of 53 degrees and 51 minutes (east) and latitude of 36 degrees 1 minute (north). The height of this rural district varies from 1100 meters in the plain of Toyedarevar to 1800 meters in Dashbo and 3500 meters in the mountains of the White Mountains and Bolandestan and Kooshk.

Research findings

The present study is in terms of degree of control, including field research and in terms of information gathering, it is considered descriptive-survey research, its data has been reviewed by Using quantitative methods and the model of the Wikipedia. The geographic area of the research includes the villages of Toyedarevar rural district of Damghan and the statistical population of this study has been consisted of 610 households in these villages and according to the Cochran formula, 240 individuals were selected as sample size.

Age of respondents

The following table shows that the minimum age of respondents is 18 years and the maximum age is 68 years. The average age of respondents is 39.5 years.

Table 1: Descriptive statistics of respondent's age

N	Valid	240
	Missing	0
Mean		39.5917
Median		35.0000
Variance		181.222
Minimum		18.00
Maximum		68.00

The gender status of the respondents is shown in the following table, 13.8% of respondents were the female and 86.2% were male.

Table 2. Frequency of simple, percentage and cumulative gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	207	86.2	86.2	86.2
	female	33	13.8	13.8	100.0
	Total	240	100.0	100.0	

Vikor model

The Vikor method is used to rank various options and more is used to solve discrete issues. This approach is based on agreed solutions through countermeasures. There are several different options in this

model, which are independently evaluated on a multi-criteria basis and finally, options are ranked by value.

Rating of villages in Toyedarevar rural district in terms of tourism development capabilities

Table 3: Decision making matrix

	income	Employment	Service units	Participation rate	Distribution of results
a_{ij}[1]	0.180	0.220	0.100	0.250	0.250
seh	700	28	7	5	5
Se-tange	650	32	12	5	4
dashtboo	240	8	3	7	6
darevar	242	27	9	6	4
dehkhoda	233	10	7	5	7
toye	238	16	2	4	5
ghooshe	357	28	5	6	5

Table 4: Normal matrix (Squared of numbers and sum of them in each column)

	income	Employment	Service units	Participation rate	Distribution of results
aij	0.180	0.220	0.100	0.250	0.250
seh	490000	784	49	25	25
Se-tange	422500	1024	144	25	16
dashtboo	57600	64	9	49	36
darevar	58564	729	81	36	16
dehkhoda	54289	100	49	25	49
toye	56644	256	4	16	25
ghooshe	127449	784	25	36	25
total	1267046	3741	361	212	192

Table 5: Normal matrix (Getting rid of the sum of each column and dividing by the decision matrix number)

	income	Employment	Service units	Participation rate	Distribution of results
aij	0.180	0.220	0.100	0.250	0.250
seh	0.622	0.458	0.368	0.343	0.361
Se-tange	0.577	0.523	0.632	0.343	0.289
dashtboo	0.213	0.131	0.158	0.481	0.433
darevar	0.215	0.441	0.474	0.412	0.289
dehkhoda	0.207	0.163	0.368	0.343	0.505
toye	0.211	0.262	0.105	0.275	0.361
ghooshe	0.317	0.458	0.263	0.412	0.361

Table 6: Weighted Normal Matrix

	income	Employment	Service units	Participation rate	Distribution of results
aij	0.180	0.220	0.100	0.250	0.250
seh	0.112	0.101	0.037	0.086	0.090
Se-tange	0.104	0.115	0.063	0.086	0.072
dashtboo	0.038	0.029	0.016	0.120	0.108
darevar	0.039	0.097	0.047	0.103	0.072
dehkhoda	0.037	0.036	0.037	0.086	0.126
toye	0.038	0.058	0.011	0.069	0.090
ghooshe	0.057	0.101	0.026	0.103	0.090

Table 7: Find the minimum and maximum value of each column and its difference

f max	0.112	0.115	0.063	0.120	0.126
f min	0.037	0.029	0.011	0.069	0.072
f+ - F-	0.075	0.086	0.053	0.052	0.054

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[1] Weight of each variable

Table 8: minus the previous value of f max

	income	Employment	Service units	Participation rate	Distribution of results
aij	0.180	0.220	0.100	0.250	0.250
seh	0.000	0.014	0.026	0.034	0.036
Se-tange	0.008	0.000	0.000	0.034	0.054
dashtboo	0.074	0.086	0.047	0.000	0.018
darevar	0.073	0.018	0.016	0.017	0.054
dehkhoda	0.075	0.079	0.026	0.034	0.000
toye	0.074	0.058	0.053	0.052	0.036
ghooshe	0.055	0.014	0.037	0.017	0.036

Table 9: Determine utility index (S) and dissatisfaction index (R)

	income	Employment	Service units	Participation rate	Distribution of results	S	R
aij	0.180	0.220	0.100	0.250	0.250		
seh	0.000	0.037	0.050	0.167	0.167	0.420	0.167
Se-tange	0.019	0.000	0.000	0.167	0.250	0.436	0.250
dashtboo	0.177	0.220	0.090	0.000	0.083	0.571	0.220
darevar	0.177	0.046	0.030	0.083	0.250	0.586	0.250
dehkhoda	0.180	0.202	0.050	0.167	0.000	0.598	0.202
toye	0.178	0.147	0.100	0.250	0.167	0.841	0.250
ghooshe	0.132	0.037	0.070	0.083	0.167	0.489	0.167

Table 10: The largest and smallest index number for each option

S-	0.841	R-	0.250
S*	0.420	R*	0.167
S- -S*	0.421	R- -R*	0.083

Table 11: Q value

	Q
seh	0.000
Se-tange	0.519
dashtboo	0.499
darevar	0.697
dehkhoda	0.422
toye	1.000
ghooshe	0.082

According to the level of the VIKOR, the village of Toye with the score of (1) ranked first, the village of Darvar with a score of (0.697) in the second place and the village of se-tange with a score of (0.519) ranked third in terms of attracting tourists.

Study of the Impact of Rural Tourism Development on Social, Economic, Environmental and Cultural Different Factors of Villages. Cronbach's alpha in this question is 0.97, which indicates its high utility.

Table 12: Cronbach's Alpha Level

Reliability Statistics	
Cronbach's Alpha	N of Items
.977	39

Table 13. Frequency distribution of factors related to the effect of the impact of rural tourism expansion on various rural factors at present

factors		Very low	low	medium	high	Very high
Reducing unemployment in rural areas	Frequency	-	173	-	67	-
	percentage	-	72.1	-	27.9	-
Increasing women's employment in tourism activities	Frequency	-	-	207	33	-
	percentage	-	-	86.3	13.2	-
Increasing youth employment	Frequency	-	173	-	67	-
	percentage	-	72.1	-	27.9	-
The absorption of agricultural surplus in	Frequency	33	140	-	33	34

tourism-related activities	percentage	13.8	58.2	-	13.8	14.2
Increasing Job Opportunities (Creating New Jobs)	Frequency	-	-	173	33	34
	percentage	-	-	72	13.8	14.2
Rising rural people's income	Frequency	35	35	103	67	-
	percentage	14.6	14.6	42.9	27.9	-
Reducing income gap between rural households	Frequency	68	-	129	-	33
	percentage	28.3	-	57.9	-	13.8
Rise of people buying power	Frequency	-	35	172	-	33
	percentage	-	14.6	71.6	-	13.8
Rising land prices in the village	Frequency	-	33	69	35	103
	percentage	-	13.6	28.8	14.6	42.8
Improving the level of education, health and housing of the village	Frequency	-	41	71	41	87
	percentage	-	17.1	29.6	17.1	36.2
Increasing the participation of rural people in the preparation and implementation of tourism projects	Frequency	35	-	172	-	33
	percentage	14.6	-	71.7	-	13.8
Reducing villagers' migration to cities	Frequency	103	35	69	33	-
	percentage	42.9	14.6	28.7	13.8	-
Extending security and rules and regulations in rural areas and among people	Frequency	-	-	173	67	-
	percentage	-	-	72.1	27.9	-
Change in attitude of rural people towards rural lifestyle and converting to urban lifestyle	Frequency	-	34	68	138	-
	percentage	-	14.2	28.3	75.5	-
Increasing the level of public knowledge about the environment of their lives	Frequency	-	-	138	102	-
	percentage	-	-	57.5	42.5	-
Rising sustainability motivation among rural people	Frequency	-	138	69	33	-
	percentage	-	57.5	28.7	13.8	-
Introducing Unique Rural Traditions	Frequency	-	-	35	205	-
	percentage	-	-	14.6	85.4	-
Prevent migration of surplus agricultural sector to other sectors	Frequency	103	70	33	34	-
	percentage	42.8	29.2	13.8	14.2	-
Rising young people's motivation for living and working in the countryside	Frequency	-	138	35	67	-
	percentage	-	57.5	14.6	27.9	-
Increasing sense of belonging to the main country (residence) among the villagers	Frequency	-	-	205	35	-
	percentage	-	-	85.4	14.6	-
Turning to the use of luxurious and other indispensable tools among the people of the village	Frequency	-	-	67	173	-
	percentage	-	-	27.9	72.1	-
The sense of responsibility of the villagers towards tourism and tourists in the village	Frequency	-	-	33	207	-
	percentage	-	-	13.8	86.2	-
Establishment of social-economic organizations and institutions with participation of villagers	Frequency	35	35	103	67	-
	percentage	14.6	14.6	42.9	27.9	-
Increasing the phenomenon of Immigration Reverse (the migration of Townspeople to villages temporarily or permanently)	Frequency	138	35	67	-	-
	percentage	57.5	14.6	27.9	-	-
Support for the expansion of rural life culture (local customs)	Frequency	-	103	70	67	-
	percentage	-	42.9	29.2	27.9	-
Increasing employment in the service sector (restaurants, hotels, passenger transport, retail, etc.)	Frequency	138	35	-	67	-
	percentage	57.5	14.6	-	27.9	-
The expansion of recreational and tourism spaces (such as parks and hotels, etc.)	Frequency	173	-	34	33	-
	percentage	72	-	14.2	13.8	-
Establishing hotels and guesthouses in rural areas (rooms and rental houses)	Frequency	-	35	67	138	-
	percentage	-	14.6	27.9	57.5	-
Extension of dwelling houses in rural environments by Townspeople	Frequency	138	35	-	67	-
	percentage	57.5	14.6	-	27.9	-
Creating health and sanitation facilities and ease of access to them	Frequency	173	-	33	34	-
	Frequency	72	-	13.8	14.2	-
Changing and decreasing of different plant species in rural areas	Frequency	173	-	-	67	-
	percentage	72	-	-	28	-
Reducing land under cultivation of agricultural products and changing their use	Frequency	-	-	-	67	173
	percentage	-	-	-	28	72

Conclusion

Rural tourism is part of the tourism market and is a source of employment and income and it can be considered as an important tool for the economic - social and ecological development of rural

communities. Tourism plays a major role in the development and preservation of rural areas (Roknedin Eftekhari and Ghaderi, 2002: 26). Using the Vicoor's ranking model, rural villages were prioritized in terms of attracting tourists according to the capabilities and potential of the village that the result shows that The village of Toye is ranked first with a score of 1. The results of analyzing different categories of questions of the impacts of tourism development in the village, show that the statistical population believes that development of tourism in the villages of Toyedarevar has not been able to keep the population in the countryside and prevent the migration of villagers especially the youth. The expansion of tourism has not been able to reduce the unemployment rate in these villages and respondents 72.1% chose the very small option for the impact of tourism expansion on unemployment. The response of the statistical community to the questions: the increase of women's employment in tourism activities (86.2% of the average option), youth employment (72.1% of the low option), increased job opportunities (72% of the average option), increased purchasing power (6 / 71% average option), also shows that The development of tourism in the villages of ToyeDarevar rural district has not been able to achieve the positive economic consequences of the development of rural tourism and it can be said that rural tourism in this rural district has not been able to significantly affect the economic aspects of the villages Which will prevent villagers from migrating. In such a way that 56.5% of the respondents have chosen the "low" option for the question of survival motivation in the village and 57.5% of respondents chose the "low" option for raising the motivation of young people to live and work in the village.

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