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MANAGEMENT AND PLANNING IN THE DEVELOPMENT OF RURAL TOURISM

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ABSTRACT

Perhaps one of the main reasons for the lack of attention to rural tourism is weak management and improper planning so that managers haven't taken the necessary accuracy in selection of suitable projects and have followed this industry development regardless of the effects. If tourism industry achieves its actual place and is considered as an income resource by governments and villagers, we will quickly see significant developments in rural areas in developing countries due to the high potential and the many attractions of villages. The present study is a library-descriptive research and has tried to answer this question that "how can we achieve rural tourism boom as a source of income for villagers by relying on a stable and effective management using all available resources that lead to a better understanding?". Therefore, it is hypothesized that the attention to the potential and capabilities of villages and the proper management of them in order to provide residential and comfort services to tourists can create a high rate of employment in them. The results of this research show that rural management can use this industry as source of income for low-income villagers by selecting of proper tourism projects including local markets, local inns etc. and lead to transcendence of the villages.

Keywords: Tourism, rural management, rural tourism, tourism industry, boom

INTRODUCTION

Tourism is now one of the world's most profitable industries. There are many capacities and potentials in our country to attract tourists that can lead to turnover of capital and profitability for many people especially the youth. One form of tourism is ecotourism and rural tourism that can be profitable and thriving by attracting many domestic tourists. The growing and important kind of tourism is a type of tourism related to villages and rural areas. This kind of tourism in the countries with a developed tourism is rapidly expanding and growing. America and Austria are among these countries. This kind of village-related tourism has an important role in sustainable rural development because the sustainable rural development includes the unity of social, economical, cultural and environmental dimensions in order to raise living standard and well-being of rural people. In the sustainable rural development, environmental factors are very important. The focus of ecotourism, agritourism, rural tourism and ... is based on the nature and environmental diversity of rural environment and sustainability based on rural environment and products. This type of tourism will boost all aspects of villages because making infrastructure and residential- recreational facilities for tourists in the field of physical

development of villages and infrastructures finally benefits rural people. It also leads to economical prosperity and diversity of businesses in the villages and increases the income of villagers. Social and cultural interactions with tourists cause to cultural and social growth of the villagers and prevent migration due to creating new jobs and increasing income. There are different types of tourism that now, a new type of it as rural tourism is boomed with the aim of sustainable development of local communities in rural areas as a tool for economical and social development and one of the most modern jobs in rural areas. A tourism related to rural areas and villages is one of the important and growing types of tourism. Village- related tourism in the countries with a developed tourism industry is rapidly growing. Given the obvious characteristics of rural tourism as one of the most popular form of tourism, it can be expected that the industry helps to the economical growth and diversification of rural activities from one hand, and to creating jobs and making money for villagers by attracting human resources, on the other hand; it can be considered as an opportunity for comprehensive development. Rural settlements, especially in Third World

countries that encompass ½ of world's population, are faced with more acute problems such as rural migration, low levels of productivity in agricultural sector and the lack of welfare and service infrastructures. However, a significant number of these settlements are good grounds for development of tourism activities in terms of location and having important elements for attracting tourists such as natural landscape, monuments, ecological diversity, and social customs. Undoubtedly, achieving these goals requires an understanding of tourism process, classification of approaches, policies and social, cultural, environmental and economical effects in order to select a logical and realistic solution coupled with a proper planning and management of tourism in the framework of comprehensive and sustainable development process with a scientific background and awareness of positive and negative impacts of this phenomenon. Many residents of cities are interested in move from crowded and polluted environment of cities to a quiet and clean place. For this reason, a lot of people choose to travel to rural areas to maintain health and peace of mind and gain new experience in their lives.

1- PROBLEM STATEMENT

Stating that our country, Iran, has the plenty of historical and natural attractions is

repeated or perhaps boring, but in this paper it has been tried to address a particular field of tourism meaning rural tourism. Sustainable rural development and social and economical strategic plans have a special and valuable place but the policies of the few last decades has caused most of villages become empty of inhabitants and people move toward the margins of cities. Therefore, some arrangements should be considered to maintain and develop and creating motivation for returning of villagers to villages and preserve the rest of villagers in the villages. Development of rural tourism can be considered from such a perspective. Naturally, everyone is interested in live and bring up the children in a place with relatively good amenities and livelihood. One way to maintain and improve living standards in rural areas is rural tourism. Most people wishes to rest and relax for a few days after a few months of work. The growing problems of living in cities have again focused the attention and interest of people to the nature. But we often choose specific and limited cities for travelling without thinking about the villages and places at the heart of nature that are very spectacular and interesting. Most of us think about spending the holidays in North of the country or the cities located in the South of Caspian Sea or

Shiraz, Mashhad, Tabriz, Isfahan and other large cities; we only go to villages when we have some friends or one of our family's member in there. While, different villages of Iran have various potential and good scenic spots and climates that can meet the amusement needs of urban or even foreign travelers. Travelling to villages by tourists and officials can raise income and living levels and prevents migration to cities.

2- RESEARCH METHODOLOGY

The present research answers to this question that "how can we achieve the tourism industry boom as a source of income for villagers by relying on a sustainable and effective management"?; it is carried out using analytical-descriptive method and computer data and collecting all available library and internet resources that leads to a better understanding of the topic so that the villages can reach to a good level of self-sufficiency and prosperity without the need to primary huge subsidy and investment.

3- Research purposes

- A) Attracting villagers' participation;
 - B) Making culture in cities for selecting villages with the aim of leisure and recreation;
- 4- The theoretical framework of research

5.1- the concept of tourism and tourist

Tourism is a French word and rooted in the word "tour". Tour in French means "go around, travel through, excursion and expedition". The word "tourist" was first applied in a magazine named "Sporting Magazine". The word "tourist" refers to someone who travels with the intention of luxury and leisure regardless of curiosity. In another definition, the one who travels for pleasure and enjoyment is called tourist. The United Nations definition of tourism is as follows: "tourist is one who stay in a place other than his home more than one day and less than one year". In the Persian culture and literature, tourist is one who travels to a destination and returns later to his location". Simply put, everything dealing with tourist and providing services to them is considered as Tourism. Elsewhere, tourism has been considered as a recreational activity. World Tourism Organization defines tourism as the activities performed by tourists. Also, tourists can be considered as one of the components of development so that tourism programs are considered in line with the development of society. Furthermore, tourism should be developed in rural areas and at all levels. By summing of the above definitions and concepts, the following

definition is provided for tourist and tourism: "tourist is one who becomes far away from his permanent living place with the purpose of recreation or enjoyment and can stay in another place for a time which can be from one day to one year and tourism is an industry dealing with tourists and providing services to them and can be a recreational, working, scientific or emotional activity". Rural tourism includes agritourism and encompasses a museum of services and service facilities such as accommodation, catering, facilities, entertainment, celebrations and local events, production and sale of handicrafts and agricultural products. Rural tourism as a social recreational activity appeared in England and Europe in second half of the eighteenth century. Before that, the rural areas were used for recreational activities but participation in these leisure activities was limited to the top strata of society. In the nineteenth and twentieth century, access to rural areas was easy due to the development of transport and ease of displacement. The rapid growth of demand for rural tourism began in 1945. However, at the same time of rural tourism growth, international tourism experienced the growth of population and Increasing demand for rural tourism led to development of tourism. Some definitions have been proposed for

rural tourism as follows: responsible tourism in rural areas which protect environment and leads to development of local communities. Rural tourism can be defined as any form of tourism that represents a kind of rural life, art, culture and cultural heritage and causes profitability for local communities in terms of economical and social aspects; it creates interactions among tourists and local people for development of more experience and cultural and social interactions. Rural tourism should be considered as a part of rural development process that is one of the concepts and forms of sustainable development. This type of tourism is carried out in the rural environment. In this type of tourism, the activities such as visiting the farms, relaxing in rural environment, exploring in villages and business with villagers can be performed. The objectives of this type of tourism are economical, social and cultural. Rural tourism is divided into the two types in terms of activities:

- 1- Tourism based on agriculture: Agriculture and other activities formed around it refer agricultural tourism.
- 2- Tourism without relying on agriculture and out of the farm: the focus of activities is something other than agricultural activities for

example, sightseeing in nature, the presence in the village, biking, horseback riding, etc. The basis of rural tourism is the combination of rural environment, farm activities and special cultures existing in villages in order to provide an opportunity and diversity for tourism to tourists and local people in order to earn more money, create jobs, and to understand different cultures and communicate with others in their village. Creating this opportunity without destroying the natural environment is addressed.

5.2- The concept of sustainable development of rural tourism

Nowadays, tourism and tourism economy is becoming one of the fastest growing industries in the world, a tool for the creation of national income, one of the main pillars of the global economy and also one of the concepts forms and pillars of development. On the other hand, tourism has various forms and now a new and selective form of tourism called rural tourism has been boomed with the aim of local sustainable development in rural areas and as a tool for economical and social development and one of new important jobs in rural areas. However, rural tourism, in general, is not new but its importance and role in the

sustainable development of local communities have recently been approved; meanwhile, although the concepts of sustainable development is widely considered by experts in the world literature from 1960s onwards, attention to tourism began by identifying the potential impact of mass tourism and attention to the impact of tourism activities on environmental economy and the culture of tourist spots in the host areas. The trend continued in 1970s with the formation and emergence of tourism concept by which the value of natural investment and the amount of damage experienced by environment were estimated and it was more focused on the conservation for natural and cultural resources and other tourism resources for permanent using of the current and future generations. Following these efforts, the term and concept of sustainable tourism emerged as the only way to save the nature and man. The sustainable tourism approach investigates tourism in the form of borders and makes a triangle relationship among the host community and its territory, the guest community meaning tourists and tourism industry and plans to moderate tension and crisis among the three sides and creates a balance in the long term. Sustainable rural development includes the integration of social, economical, cultural

and environmental dimensions to raise living standards and well-being of the villagers. In sustainable rural development, attention to environmental factors is so important. It should be noted that the communities where rural and agritourism is common and some success are achieved by that, are the communities where people control and participate in activities and projects and the bulk of interests remains in the targeted society. The members of society involve in projects and the interests should be allocated to them; this will be based on a voluntary participation. All of these cases indicate a strong relationship between rural tourism and sustainable development. One of the main strategies for the development of rural areas is the attention to this type of tourism to prevent the rural areas remains in isolation and to create a balanced development in the country. Rural tourism preserves and continues the noble and indigenous culture. The consideration about villages and nomadic tribes is that each of them has its legends, stories, customs, traditions and beliefs and the sum of them is a unique museum of anthropology. Each of the black tents of nomads or rural homes, the ceremonies and celebrations even wedding ceremony is a living museum and these museums are the arenas of depicting the

relationship among the three elements of man, nature and culture with each other. Therefore, we should preserve these alive and interesting museum and shouldn't allow they be forgotten by demonstrating of them and sharing their cultures.

5- RESEARCH FINDINGS

One of the main objectives of rural tourism is increasing the income of rural households and planning is essential to achieve this goal. One of the goals of rural tourism is educational purpose so that a series of vocational training are provided for those involved in this enormous industry including villagers, and personnel agencies, institutions and active organizations; this is performed according to the principles of sustainable development and prepares people for management tasks. This can increase the number of rural tourists in each year compared the previous years and in turn, increases income of rural households (as the most important objective of rural tourism) in addition to saves time and funds. The other objective of rural tourism is that it can increase rural participation in policy-making in the fields of providing recreation and sports facilities, introducing geographical and natural features available for people. providing some information about jobs, institutions and organizations involved in

tourism industry that are directly or indirectly available for people are among the other objectives of rural tourism.

Pina has reported the four general purposes of tourism industry as follows:

- 1- training people to serve in rural tourism based on the principles of sustainable development;
- 2- preparing individuals for establishment and management of small rural industries;
- 3- preparing individuals to participate in decision-making in the field of rural tourism industry;
- 4- training people for developing of opportunities, activities, leisure for travelers based on the principles of sustainable development;

6.2- the types of rural tourism
As stated earlier, rural tourism is one of the multiple forms of tourism. Rural tourism is divided by the local capabilities of tourism and objectives of tourists. What is certain is the fact that rural tourism includes one of the following types.

Cultural tourism is related to cultures, history and cultural heritage, buildings and the history of indigenous

people.

1. Natural tourism has mainly recreational aspects with rarely negative ecological effects and interacts with rural activities including economical and social;
2. Village tourism: a kind of tourism in which tourists live in rural households and take part in economical and social activities of villagers;
3. Ecotourism has more interaction with the natural attractions and considers welfare and social values in addition to natural resources.
4. Agritourism: tourists visit traditional agricultural works and sometimes participate in these activities without adverse effects;
5. Farm tourism investigates and introduces agritourism as a special institution in organizations in order to relate them to agricultural companies.

6.3 tourism attractions of villages

Villages are mainly homogenous natural, social, economical, cultural units and livestock, agriculture, fishing, crafts or a combination of these are the jobs of most of the villagers. One of the factors allowing tourists to enter these areas can be associated with rural business.

The main attraction of a village or the reasons that attract tourists to these places can be expressed as follows:

1. Natural and morphological conditions; Lifestyle, customs and culture;
2. Homes and rural places (such as cottages, stone and mud houses);
3. Local handicrafts;
4. Intact attraction around a village;
5. Economical attractions;
6. Social and cultural attractions;
7. Native and local animals;
8. Special and rare plants;
9. Ancient and historical monuments;
10. Local and traditional cuisine;

Other motivations of tourism can be travel, sport (water, air, land, etc.), exploration, cultural activities and health-related activities.

6.4 functions of rural tourism

Although tourism has led to positive outcomes, even this type of tourism can cause serious injury to the body of

villages without a careful planning and monitoring. This kind of tourism impacts on three dimensions: economical, environmental and socio-cultural. The positive and practical effects of rural tourism are stated below:

- 1- Entrepreneurship for the rural youth and women; development of small employment centers and creating multiple jobs, preventing migration;
- 2- Participation of local people in the management and planning; attracting the participation of them in development of national economy with the potential of conserving and protecting of natural resources and environment;
- 3- Injecting capital into the rural areas and reducing poverty by creating a channel to add value to local products; the growth and maintenance of crafts and getting out from the single-dimensionality of villages; enhancement and changing in resources at the risk toward the high-yield resources coupled with productivity and income distribution;
- 4- More relationship of villagers with other communities and diverse cultures and promoting local cultures; maintaining and preserving of

cultural values and recognition of local identity;

5- Increasing social capital and well-being of local communities;

6.5- Tourism management and its role in rural development Tourism Management at the national level is one of the duties and responsibilities of government and general policies, regulations, administrative arrangements, financial resources and the share of each the public and private sectors will be determined by the government. Thus, planning and management of rural tourism is the duty of a large number of public and private sector organizations and rural councils that are directly or indirectly involved in tourism.

6.6 The reasons for attention to rural tourism As previously mentioned, tourism can be considered as one of the components of development. Attention to all aspects of this issue seems to be necessary and may the presence of those who live and work and their income resource is there is one of the reasons. If this issue isn't well understood by the villagers, it can have complications and negative irreparable effects. Tourists in the view of villagers are strangers entered their villages. Because the cultural customs of villagers are fully different with tourists who often come from various cities, they may not

be accepted by villagers (rooted in Intellectual and cultural differences) and villagers are reluctant to communicate with them. This will create problems that the most important of them are: reduced economic growth and social aspect of the village. On the other hand, if it is looked at the income of people living in villages and cities, it can be concluded that there is a big difference between the two groups. Rural tourism can help to the reduction of this gap and increases the income of villagers; this is one of the objectives of rural tourism. As you know, the four groups contribute in tourism development including tourists, organizations and institutions active in this area, governments and people of the villages that make up the host community. Another reasons that justify the need for review of rural tourism as a profitable industry, are the following factors:

- 1- the villagers earn a good money by selling their products and handicrafts;
- 2- villagers obtain new and update information from various issues via communicating with tourists who come from outside of the village;
- 3- rural tourism reduces the amount of migration to cities (because

tourism is a significant resource of income for them);

- 4- rural tourism creates development and identification of villages;
- 5- Rural tourism motivates local artisans and causes that the handicrafts don't be forgotten with over time;
- 6- Rural tourism is the response for the nature lovers;

Ecotourism activities including rural tourism can be advertised in seven areas as follows:

1- ecotourism, 2- hunting and fishing, winter sports, deserts tours, mountaineering and caves tour, nature therapy, beach and water sports;

Elements of rural tourism are summarized as follows:

- 1- The subject and purpose: (production services for rural tourism);
- 2- Activists- Customers (rural tourism);
- 3- Activists-sellers (the villagers);
- 4- Communication system for the above elements;

7.6 The problems of rural tourism

Good planning is a necessity and if the rural tourism benefits it, can be a great benefit for the rural community and leads to the increase in income. However, achieving to this process and turning this kind of tourism into a culture creates serious problem which will

directly or indirectly affect the increase or decrease in rural income. Solving or alleviating this problem can help in achieving the objectives of rural tourism (particularly the increase in income).

Some difficulties of this huge industry that seems to be of greater importance are as follows:

- 1- Lack of management skills;
- 2- Marketing;
- 3- Structure of transport;
- 4- Limited tourism season;
- 5- Weak return of investment;

6.8 tourism management and its role in rural development

The village, as an economical, social and political place is a habitat of the crowd of people outside of cities that has certain historical, geographical and cultural identity. The basis of tourism development is to establish a relationship among the three components of tourists, destination and host community. This relationship can be determined, dynamic, constructive or destructive. On the one hand, tourism can revitalize the economy of local communities through participation in job-creation, make an opportunity and contribute to strengthening the local culture and change environmental protection or restoration of the man-made environment. On the other hand,

tourism is able to put forward the local economy or reduce the quality of life and environment of local communities. Therefore, the aim of rural tourism is to create a harmonious balance among the three components of tourism by preserving natural resources in long term. Tourism management is among the tasks and responsibilities of the government at the national level and general policies, legislation, institutional arrangements, financial resources and the share of each of the public and private sectors will be determined by the government. Thus, the planning and management of rural tourism is the task of a large number of public and private organization or rural councils that are directly and indirectly involved in tourism. In general, rural tourism principles can be divided into the following branches:

- 1) Recreation;
- 2) Development;
- 3) Rural economy;
- 4) Environmental protection;
- 5) Marketing;
- 6) Planning;

Accordingly, the effects of rural tourism management on the environment can be described as follows:

- 1) Creating jobs for surplus labor force and creating activities for additional work;
- 2) Diversification of the rural economy together with other economic sectors;
- 3) Raising the income levels of rural households;
- 4) Creating demand for agricultural products;
- 5) Protection of monuments, historic buildings and natural attractions of the village;
- 6) The positive social and cultural effects of rural tourism;
- 7) Rural environment and surrounding places realize this opportunity for tourists to spend leisure time within the traditional structure of the village.

7-suggestions

Several recommendations to rural management about development of rural tourism in villages:

- 1- The establishment of offices of attraction of tourists;
- 2- Cultural actions and beautification of the village;
- 3- The creation of local and temporary markets;
- 4- Setting up local tourism guesthouses;

8-conclusion

Rural tourism can be a new source of income for the villagers, especially the villagers in developing countries. It can partially solve or at least reduce their problems. This requires special management and planning. As stated before, tourists are strangers who may travel to villages based on their curiosity to become familiar with the customs and cultures in addition to natural landscapes. In this regard, the tourists express their tendency to purchase the rural products such as handicrafts, local products, traditional cuisine and This means an increase in rural income of villagers who are indirectly and directly involved in the industry. Furthermore, the construction and operation of hotels and restaurants and, in general, recreational and sports places lead to an increase the income on one hand, and a decrease in unemployment and ,as a result, poverty, on the other hand. Finally, all these cases indicate a strong relationship between rural tourism and sustainable development. Therefore, one of the main ways to develop rural areas is attention to ecotourism and agricultural tourism in order to prevent the isolation of rural environment and have a balanced development in the country. Attention to the capabilities and potentials of villages and proper management in order to provide welfare and residential services can

make a variety of jobs in rural areas so that villages be able to achieve a high level of self-sufficiency and prosperity without needs to subsidies and huge investments.

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