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**CONSIDERING THE ROLE OF VILLAGE CONDUCTOR IN THE RURAL TOURISM  
DEVELOPMENT AT SHOUSH AND DEZFUL**

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**ABSTRACT**

The purpose of this study is to consider the role of village conductor in the rural tourism development at Shoush and Dezful. This study is an applied one and the data is qualitative, descriptive and integrative. This research contained 170 village conductors from Shoush and Dezful, but the sample size was 145 according to Krejcie and Morgan table. All village conductors were selected randomly. Questionnaires were the main data instrument and the final results were presented by Alpha index. As the results show, the main role of village conductors includes changing the villagers' idea (8.90), developing the frame works (7.13), education (6.59) and finance providing (6.49), attract people's contribution (6.25), somatic development (6.16), village reconstruction (6.12), tourism development (4.92), and they are 52.59 totally. Considering the results of tourism development indicates 73.71% of five total approaches. Approaches contain supportive (19.12%), skill presentation (16%), tourism attraction (12.46%), rebating the investors (11.58).

**Keywords:** Village Tourism, Local Management, Village Conducting, Village Development

**INTRODUCTION**

Considering the village development and they can be mixed together (Bahrami, approaches indicate the variety in social, economic, somatic and atmospheric aspects. All mentioned aspects have important roles

2002). In countries with heterogeneous population, tourism attraction is a great opportunity.

Local and native societies have cultural attractions because many people are interested to know about their signs and backgrounds. Developing the tourism attraction is impossible without holding the ethnic, social, local and cultural features. This point is such an important event that local contribution is called as “stable principle of tourism development” (Rezvani, 2008, p. 25).

Village conductor is defined as an executive job in congress rules whose duty is to perform Islamic Congress resolution in the society. Village conducting execution has three branches called social, economic and environmental factors. Village conducting is an important subject in village management. Since tourism attraction is significant in Ahvaz (especially in Shoushtar and Dezful), a village conductor plays an important role in this area. There are 170 village conductors in Shoushtar and Dezful whose roles are really important in village somatic, welfare development. However their role in tourism attraction is not so clear. Therefore, in this study we are going to identify a village conductor role in tourism attraction at Shoushtar and Dezful.

To get development, any society should have economical and official characteristics. Rural organizations act according to one unique framework. Rural organization in Iran means

compiler codes and adamant relationships in a village whose duty is to respect the rules, to exploit the economic activities, to cause correct principles in society and to connect people to governments (Moghimi, 2011).

Rural people are not familiar with village tourist attractions and the villages have many limitations such as geographical isolations, deprivation, constraints, lack of service and facilities. Preparing a social, cultural and economic environment in a rural part, and providing new medium and communication is effective in generating tourism attraction (Heydari Chenane, 2008).

According to Ebrahimi Moniq and Irvani (2004), in order to develop human forces, they should contribute possess and head the village projects. Salehabadi (2005) mentioned many private firms (CBOs) are volunteers to contribute. Basir (2005) considered dynamic production, marketing and variable keys. Vari (2004) believed financial support and providing contribution budget, assign the social activities and personal features. Orlando (2000) said private organizations empower people in production, management and knowledge dispersal.

According to International Bank (2000), contribution is a suitable way to improve a village condition and to use all recourses. Lotez (1998) adhered participatory program is

useful for changing ideas and common investment. Collaborative capitalization among rural people gathers them together to identify and solve the problems. They take part in plans eagerly if they notice their participation is beneficial. Therefore, all plans are performed better and persistently. Rezvani and Ahmadi (2008) accredited that congresses have successful performance on people partnership and consequently improves social and economic conditions. Pourtaheri et al (2005) believed that ethnic societies were not successful in performing sanitary rules, limitation recognition and present disorders.

#### **MATERIALS AND METHODOLOGY**

This study is an applied one and the data is qualitative, descriptive and integrative. This research contained 170 village conductors from Shoush and Dezful, but the sample volume was 145 according to Krejcie and Morgan (1970) table. All village conductors were selected randomly. Questionnaires were the main data instrument and they contain duties of village conductor according to Islamic congress and ministry rules. In order to recognize the validity of the test, seven researchers and scholars were asked to express their ideas about this questionnaire. Cronbach's alpha coefficient was applied to recognize the stability of this questionnaire. Cronbach's alpha coefficient was measured by

SPSS software after the questionnaire dispersal and the results show the stability of instrument.

#### **RESULTS**

##### ***The role of village conductor on tourism development:***

To identify and classify the village conductor' role in tourist attraction, any factor has a meaningful framework. Considering the result of analysis about the role of village conductor, KMO coefficient and Bartlett test performed. The results proved that data is suitable for analysis.

(KMO=0.853; Bartlett's test=867.78, df=496, sig=0.00)

After assuring about the suitability of data, they were categorized according to table (1) and (2). The results presented the effect of eight factors (52.59 %) on village conductor' role.

As you see in the table 1, the most significant role of village conducting is to affect rural people, investors and entrepreneurs ideas as well as motivate them to associate in tourist attraction. This factor is 2.48 out of 8.90. The second factor is infrastructure development that is 7.13 percent of variance. It emphasize on educational, physical, public and technological infrastructures (IT) and (ICT) of the village. The third factor is the education that expresses 6.59 percent of variances. It emphasizes on teaching the marketing,

tourism attraction, business development and how to accept new ideas. The fourth factor emphasized on financing with the amount of 2.08 equals 6.49 percentage.

The fifth factor is People contribution and it has 6.25% of variance and it involves Improving the activities and contribution among people and increasing the rural people chance in making decisions. The sixth factor is Somatic development and it has 6.16% of variance and it emphasize on developing the parks in the villages and protecting the village sightseeing and improving the village furniture by adding pictures. The seventh factor is to reform with the amount of 1.69 and 6.12 of percentage variance. It contains controlling the residences and reforming the historical buildings of the village. The eighth and the last factor is business development and it has 4.92 % of variances. In includes Support business development by causing related job opportunities.

#### ***How can the village conducting improve the tourism attraction?***

Considering the result of analysis about the role of village conductor, KMO coefficient and Bartlett test performed. The results proved that data is suitable for analysis.

(KMO=0.772; Bartlett's test=538.344, df=66, sig=0.00)

The results are presented in tables (3) and (4), they show that five factors cover 73.71% of approach. The results indicate that supportive approach express special amount 2.29 equals 19.12 percent of variance. This approach contains Political support to develop the tourism companies, Teaching the tourism education and culture, support the financial companies to protect the rural tours and finally support rural tours by devoting the credits and facilities. The second approach is introducing the abilities and its special amount is 1.92 equals 16 percent of variance. It contains performing applied research to know the village capacities for tours, identifying the cultural elements of the village to point it as a tourism opportunity and preparing some books and brochures about the village.

The third approach introduces the service development and its special amount is 1.72 equals 14.35 percent of variance. This approach contains developing the services such as electricity and gas and encourages the people to develop tourism activities in the village. The fourth approach is touring and its special amount is 1.59 equals 12.64 percent of variance. It contains supporting the tours to introduce the village. The fifth item is bone which is about offering the bones such as

lands, credits and permissions to participants in tours.

**Table 1: the effect of village conducting on rural tourism attraction**

No	Factors	Eigen Value	Percent	Cumulative percentage
1	Changing ideas	2.84	8.90	8.90
2	Infrastructure development	2.28	7.13	16.06
3	education	2.11	6.59	22.63
4	Financing	2.08	6.49	29.13
5	Participation of people	2	6.25	25.38
6	Somatic development	1.97	6.16	41.54
7	Reform	1.96	6.12	47.67
8	Business Development	1.57	4.92	52.59

**Table 2: Variables Related to Factors and Coefficient Amounts at Metris period**

factor	explanation	Coefficient factor
Changing ideas	Changing rural people idea about tourist attraction	0.672
	Motivate rural people to contribution	0.607
	Making positive opinions about investors	0.651
	Making positive opinions about creative people	0.710
Infrastructure development	making educational infrastructure and related jobs	0.552
	Improve the appearance of the village and roads	0.562
	Improve the public infrastructures such as electricity or gas	0.758
	Improve the technological infrastructures like IT or ICT	0.786
education	Performing the marketing and tourism education	0.577
	Performing tourism education and causing related business	0.663
	Encourage rural people to accept new ideas	0.504
financing	Help rural people to set up new job opportunities about tourism attraction	0.739
	Investing the private firms on business	0.684
	Encourage investors to capitalize in the villages	0.596
People contribution	Improving the activities and contribution among people	0.592
	Increase the rural people chance in making decisions	0.597
Somatic development	Developing the parks in the villages and protecting the village sightseeing	0.632
	Improving the village furniture by adding pictures	0.768
Reform	Controlling the residences	0.587
	Reform the historical buildings of the village	0.630
Business development	Support business development by causing related job opportunities	0.786

**Table 3: the approaches of tourism development by village conductors**

No	Factors	Eigen Value	Percent	Cumulative percentage
1	support	2.29	19.12	19.12
2	Introducing the abilities	1.92	16	35.13
3	Service development	1.72	14.35	49.48
4	tours	1.51	12.64	62.12

5	Bones	1.39	11.58	73.71
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Table 4: Variables Related to approaches and Coefficient Amounts at Metris period

factor	Explanation	Factorial coefficient
Support	Political support to develop the tourism companies	0.799
	Teaching the tourism education and culture	0.726
	Support the financial companies that protect rural tours	0.674
	support rural tours by devoting the credits and facilities	0.542
Ability introduction	performing applied research to know the village capacities for tours	0.716
	Identifying the cultural elements of the village to point it as a tourism opportunity	0.579
	Preparing some books and brochures about the village	0.851
Service development	Developing the services such as electricity and gas	0.723
	Encourage the people to develop tourism activities in the village	0.825
Tours	Support the tours to introduce the village	0.833
Bones	Offering the bones such as lands, credits and permissions to participants in tours	0.871

## CONCLUSION

Rural correct management not only causes job opportunities for different groups of people but also develops the facilities and infrastructures and finally improves the condition of the village. This research wants to prove that today a village conductor has very important role to improve the physical ma and somatic conditions. Rezvani and Najjarzadeh (2008) believed that social, cultural and economic environment is the village conductor's duty. Bezi and Hedayatti (2010) said financing is the main duty of a village conductor. Rezvani and Ahmadi (2011) adhered people contribution his main duty. Purtaheri et at (2011) introduce providing service as the main duty. Rezvani(2010) , Zaki pour (2004), Akabayash (2003), Rewardson (2003) and Kia (2009) considered education as the main point while

for Draiee and Charsughi (2000), changing idea is really important. Pitchaiee and Verakumaran (2007), Belis (2003) and Janson and Focus (1999) introduced financing as the main duty of village in favor of Hosseini (2005), Mc Milan and Narasima (2007).

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