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**THEORY OF SUSTAINABLE DEVELOPMENT PLANNING IN RURAL
MIGRATION (IN ACCORDANCE WITH THE THEORY OF DIFFUSION)**

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ABSTRACT

Structure emerged in the world in the past half century including the establishment of large cities, and large facilities are widespread in cities and lack of rural to urban migration. The present study aimed to analyze the effects of the consequences of migration in rural areas and the need for sustainable is for development planning this area. The results show due to lack of planning and poor management, opportunities in rural areas in the field of tourism to meet the needs of citizens on one hand and leisure economic and social revitalization of rural area son the other hand is not used correctly. Immigration leads to undesirable consequences such as change of use of agricultural lands and gardens, stagnation of agricultural activities and their social dichotomy converted while the right opportunity can be exploited tourism as a tool for sustainable development of rural areas. However, according to these conditions, is essential planning and effective management of tourism activities in order to achieving sustainable rural tourism.

**Keywords: Immigration - urbanization - sustainable development, rural
development**

INTRODUCTION

In this paper, according to the importance of sustainable development planning in rural migration at all levels sustainable development said in rural communities and with emphasis on

method explanation and library studies recommendations for the necessity of having such a plan.

Production of urban industrial society is the main character. In pre-industrial societies, productive activity was

focused in rural areas. The main activity is agriculture much of the labor force were farmers. In the city the population was low and many residents were not significant job site. In addition, a large number of workers to produce goods not so essential and luxury items (artistic crafts) and services for the upper classes (the number is small) were employed. The industrial revolution changed all of these dimensions.

From the beginning, the new technology was deployed in the city. Machines that in the first stage of the revolution was invented profitable significant number were attracted of the population in the surrounding factories. However, while the new industry need to the workforce will increase in urban areas. Gradually the need for progress in agriculture reduces rural workers. So before the end of the eighteenth century, massive migration begins (Taheri, 2006: 3).

With the decline of rural agriculture growing the alternative activity and at the same time complementary to agriculture in rural areas is felt. Up to sustainable rural development, the possibility of benefiting from the livelihood of villagers provided which, in turn improving rural life rural satisfaction with the (Baqrzdah, 2011).

Usually "tourist visits daily and long-term stay includes live and work away from home. The meetings are considered tourists stay in the village for at least a day. Those who has visited the village one day in comparison with those who stay longer in the country; because the number is greater than the impact on the environment after the planning and effective management considered in rural tourism impact recreational viewed daily the effect of long-term stays.

Because of these two groups is in the range of tourism activities. The large part of the subject is done by a small group. But the number of domestic visitors daily rural tourism are considered very high. Motivation many tourists visit selected villages to experience the village environment to participate in certain activities. Therefore, the most important experience of the tourists are from rural tourism businesses; this is a modern urban village life contrary.

But the limitations that benefits rural tourism show that rural tourism cannot be a successful approach to global economy while interest in this phenomenon indicates that careful planning and calculated for rural tourism is necessary. The success of rural tourism as integral to the

development and further protect rural resources linked (Julia Sharply, 2001: 45, 50, 65).

Of course, tourism alone will not lead to development but also the general development the productivity would-be tourists. Finally, tourism and economic points of view; one of the fastest ways to return on investment and has the highest rate of accumulation. Because the capital is in the form of currency into the country (Sarlak, 2001: 241). Different conditions, especially in rural areas of developing countries (And typically "in Iran) and take that target rural planning In order to further the welfare of residents, reducing the gap between rural and urban living standards; increase rural incomes, reduce migration, preserving the natural environment and prevent its degradation and pollution and the rural culture to creative thinking and ideas and to apply it to the situation that has developed in the feedback.

Research objectives

In this research, we want to analyze the sustainable development plan for rural migration in pay.

Significance of Research

The first result of urban development raising population density of the development and the migration of rural residents to cities and towns large. It is

natural that the population density is associated with certain side issues, such as the rapid increase in housing prices and rental housing, traffic, lack of food, social problems, unemployment, etc.

Other features of urban development, development of its dimensions. In a rural area of the village where the houses are located (especially rural focus) is quite limited, but the size of a city is constantly developing and developing. The extent of the rate of its growth and margin expansion in urban areas around the city.

Addressing the issue of migration and the causes behind the formation and It raises the adverse effects of the emergency, which is derived from our social life not only compatible but also compatible with the interests of private individuals National interests in the country and creates development Sustainable in all areas of social, economic, cultural, etc..

Therefore, awareness of these disorders and of social problems and their surrounding rural community, such as immigration understanding the strengths and weaknesses of rural areas should be In order to identify problems and offer solutions to elimination or substantial reduction of the steps taken. This study is significant because a

lot of it has enjoyed a high degree of importance and urgency.

- Theoretical framework

- Immigration

Immigration is in the broadest sense of the word; Turks residing in the territory of the other country temporarily or permanently, I mean the type of migration and population displacement. Involves moving the collective or individual human beings or change residence permanently (Rabbani, 2006: 17).

Immigration dictionary is defined as the population of the united nations: "Migration is a form of geographical mobility or spatial mobility of the population. Between the geographic units carried out the geographical mobility, change of residence or place of origin or destination site is moving. Such migration is called permanent migration and be it from other forms of population divided movement changing not involve accommodation, (good place, 2005: 27) Who is an immigrant? Representing an individual immigrant culture, ethnicity, and geographic is region his history, he is not merely one of a country or other people come, but can be out of town or even out other neighborhoods come. He does not read immigrant Unless migration occurs, therefore, in the case

of immigration, he is a symbol of own culture different forms of other cultures. Migrant stock is "hybrid" that cultural complex. His balance is not simple; because the cultures and new areas will be implemented and the various elements that can be absorbed. According to Ulf Hanarz in this is that he is a changed personality. Immigrants, like a tree that has two foreign branches, etc.) And internal (root), a branch of immigrants and new attachment she is the roots of its culture, the roots of which he is located in the main culture (Rabbani, 2006: 16).

Theory of immigration laws Ravenstein Theoretical discussions about rural migration to the city's long history. And the history of it, at least to suggest in the (1880s when the ruanshtayn the "immigration laws".

Under the law, an immigrant from the region in which there is less opportunity the area is the many opportunities available. Selection of the area is carried away by the elements, because immigrants tend to migrate to places that are closer. Ravenshtein realized that the flow of rural-urban migration, a cross-flow of return migration from cities to villages to follow. He also thought that urban people than rural people and Emigration also, with the expansion of business and industry is

accelerated migration flows (Aubray, 1991: 70).

Human capital theory Sjuastad

Shuastad(1962) in his theory states that the decision to emigrate, a decision to invest in the costs and personal achievements of immigrants. In fact increased over time. Achievements include monetary and non-monetary elements. Including non-monetary elements can change in "The psychological orientation" and noted that therefore it is preferable to place on other sites. Monetary and non-monetary cost elements; the monetary cost can be transportation costs, Duryz some equipment and property, wage cut during displacement and any the cost of training for new jobs to be mentioned. And includes the cost of psychological factors. Since leaving the familiar environment, and social acceptance of new food habits and the like; because of these factors is difficult to measure, Practical tests are generally limited to the study Is income (Aubray, 1991: 74-73).

Theory of adsorption and desorption

Lee

Everett, Lee, in an article entitled "Migration theory" presented in 1966 the volume of cross-flow of migration and immigration, features refugee said items. Lee immigration as

a permanent or temporary change of location considered and no restrictions on distance or voluntary movement and mandatory nature of the action, and there is no difference between domestic and foreign migration.

But in general from the perspective of four key factors in effective migration; factors at the origin, destination factors, barriers during the migration from origin to destination and personal factors the origin and destination of a series of positive factors (attractions) and negative factors (repellents) who to keep a person in a region or affect his immigration; for example, having the purpose of educational facilities, employment and income in comparison to encourages immigrant origin and in contrast, environmental pollution, high costs of living, away from the family environment and local culture of repulsion of immigration.

Inter- sector linkages theory

This theory is based on the assumption that different sectors of the economy and as well as urban and rural areas both are important this communication is early and late is a communication system.

Through the communication system, rural development can affect the economic activities of the city. The forecast model is that of the relationship

between rural development programs and projects ultimately will increase the rate and volume of emigration from rural areas (Lhsayy born, 1997: 225).

Tourism and rural tourism

Rural tourism in particular from 1950 then spread. At first, in the 1960s and 1970s, rural tourism economic aspects of local communities were considered. After the development of rural tourism as a tool for the development introduced of rural communities was, during which experts have tried with different models and methods the role of tourism in economic revival. Social increase. The various aspects of economic, socio-cultural and raised concerned environmental and rural tourisms.

In the context of the relationship between tourism and rural development are three perspectives.

First view tourism as a strategy is used for rural development. This came in light of the growing destruction of villages and agriculture declined to provide new strategies to revitalize rural areas through complementary activities or changing these areas due to their natural and human resources and the only way to restore this country to offer programs that make they can also take advantage of the natural and human resources and both are increasing the

income and welfare of the inhabitants of rural areas.

In the second approach will be considered as a policy to rebuild tourism rural settlements. Supporters of this view believe that we can rely on more than reduced agricultural producers and rural they were participating in new economic opportunities. In eastern European countries on the view that tourism development as a tool to restore after the collapse have been emphasized of the agricultural villages.

The third view, rural tourism as a tool for sustainable development and conservation is concerned of natural resources. This approach calls for long-term growth of tourism without damaging captivity on natural ecosystems (Rukn al-Din and can honor 2003: 35-32).

It should also be considered, but despite the attention given to sustainable tourism and the acceptance of its principles is still a lot of talk about the feasibility of the concept of sustainable tourism and in particular to evaluate in practice there are (Huls Barnes & 1995 according to the Baqerzdah, 2011).

According to the opinions and points of view can be expressed as rural tourism on the one hand providing new opportunities for many rural areas as a

means to rural revival, leading to the development of these areas and this keeps the established settlements, on the other hand the development without planning it social and environmental damage in rural settlements.

CONCLUSION

According to a study performed in this article, it can be said migration effects and different outcomes in rural a reason the left themost important injuries, environmental, economic and social. Generally, conversion of agricultural lands in residential areas, range land garden, road construction without a plan, poaching, effective the research are as are environmental pollution. Emigration with a permanent population of villages and temporary population increase and the negative consequences of seasonal tourism. With the development of tourism and the increasing demand for the earth, population to sell their property and get cash capital outside cities migrate from the area. In addition transformation of therural economy and declining traditional economic activities such as agriculture and animal husbandry, employment population decrease and they are forced to migrate. According to the conditions should be noted that the positive effects of tourism on local communities attachments are

not occur naturally; but to achieve it tourism must be managed effectively. To ensure the sustainability of tourism resources, "Management of tourism" the environment and social affairs, economic and cultural importance. However, according to the the importance of tourism the revitalization of rural communities, management and sustainable development of tourism can have positive consequences maximum and to minimize its negative consequences. Sustainable development of rural tourism using criteria such as the consent of local people, ensuring the rights and security of tourists, employment, social pressure, Tourism attractions, local participation, diversification of economic activities, Social welfare, local control And environmental protection is quantifiable and measurable. Access model can be absorbed during and the exploitation of interest due to the development of tourism industry and providing the highest level of satisfaction among tourists, the risk of environmental damage, social and cultural prevent far from there (Orwell, 1992, pp. 103-102, quoting Baqerzdah, 2011). In the area study the following actions can play an important role the sustainable development of tourism are:

Developing and implementing strategic plans and sustainable development of tourism in the area in cooperation with devices and related institutions, especially public participation;

-Creation of a management system in the area and "development impact assessment" (EIA) as a means to improve the system and reform of administrative procedures;

-Prevention of urban and industrial development due to the sensitivity of the ecological situation in the region and high population density of these activities; landscape design and the environment in the valleys of this region with regard to the development of unique tourist attractions; and
- Coordination between institutions and executive agencies responsible in the region through the creation of an integrated management entity.

- Restoration of historical monuments remained in rural areas and prevent damages, especially when conducting projects in rural areas;

- Work more recognized expert on religious places and natural attractions of rural areas and the creation of second homes in their area;

- Construction equipment and catering facilities tourism target villages in the vicinity; development of rural tourism economic point of view, one way of

return of capital the highest rate - - the accumulation of capital is, because the capital is in the form of currency into the country; - more attention economic aspects and rural tourism it was returned to the village in order to enhance the rural environment to accept more tourists;

- In rural tourism large part of views from small class done the effect of rural tourism for a few days staying in the village. Therefore, Pushing rural tourism may be increased planning visits to the short-term effect; this should be the success of any program of rural depends on the perspective of the country's grand plan and the rural planning as a target and as a subset a system macro be considered in planning. It is worth mentioning the public and private sectors, wide needs and expectations of tourists must fulfill in this way, the participation of the rural resources in economic conditions. Good social villages and rural communities, assure. At the same time it is necessary rural tourism services needs to be in proportion with the rest of the village. Therefore, communication and constructive cooperation among the organizations that are associated with it, Is necessary. Finally, rural tourism in rural planning not only will the virtual

image, but one model is real and achievable. Suggestions: should plans the sustainable development approach be realistic proposed and idealism in sustainable development planning projects in rural immigration refused which leads to frustration and frustration is people,.

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