

## **Analysis of Tourism Effects on Diversification of the Industrial Sector in the Rural Economy (Case Study: Villages of the Central Part of Shirvan City)**

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**Abstract** The weakening of traditional economic activities in rural areas, especially the natural-resource economy, such as agriculture, mining over the past few decades, makes it more urgent to explore new ways to strengthen economic foundations and diversify rural economic activities. Rural tourism and tourism economics are becoming one of the main pillars of economic development. Therefore, the purpose of this study is to investigate and explain the pattern of diversification of the rural economy industry sector, with the tourism approach, case study of villages in the central part of Shirvan city in northern Khorasan. The research methodology is applied in terms of purpose and descriptive and analytical in nature. A questionnaire was used to collect data. The statistical population in this study is the villages with the inhabitants of the central part of the city which based

on cultural heritage, handicrafts and tourism information from 92 villages, that 44 villages have the potential for tourism. So, to determine the sample size, first, used a demographic classification sampling method, then select 10 villages that have tourism capability by random sampling. Finally, a sample size of 324 questionnaires was obtained using Cochran's formula distributed among rural households by systematic random sampling. The findings of the research show that the average tourism impact on the industry dimension in the rural economy is more than average, therefore it can be concluded that rural tourism is effective in diversifying the activities of the industrial sector, it means that the main hypothesis is confirmed with 95% confidence, therefore the average tourism impact on the economic dimension is significantly more than 3 (average), so it can be concluded that tourism is effective in diversifying the activities of the industrial sector of the villages. Eventually, tourism planning in this region can lead to a diversification of the local economy and the prosperity of organized economic activities in the field of tourism and provide sustainable rural development.

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### **Introduction**

As the 20<sup>th</sup> century is over, rural development continues to face several issues and challenges, because past strategies for rural development have not been

successful and have failed to address issues such as poverty, employment, health, food security and environmental sustainability (Mousavi 2014). Many rural economic activities and income levels have fallen sharply over the last decades and increased unemployment rates and the emergence of younger generations, people with higher education than rural communities, have endangered the development of rural areas. Motie et al. (2013) a structural weakness has led villagers to migrate to urban areas to gain better opportunities (Taher 2001). It can be said that the problem of employment and income, in general, has not been resolved in villages and if actions are taken, it have been taken to develop services. It seems that the problem of employment and the variety of economic activities in villages can prevent the migration of the village to the city, to keep the countryside stable and to prevent population growth in cities and solve urban problems. Work is defined as employment. Money is distributed through work. Dignity and identity derive from employment. So, as far as we can get employment and we measure our success rate according to it. We cannot imagine the future without it. We expect a lot of things for our country (Handy 1984). Rural tourism is an active part of the rural environment, according to earlier, because tourism uses work more than other factors, increases the level of employment (Akbar 2014).

Variables related to the research questions (1) Rural tourism: Independent variable, (2) Diversification of the industrial sector in the studied villages: Dependent variable. To measure independent variables: Attempts to identify attractions, factors affecting the further prosperity of tourism in this regard, attractions in various natural aspects, historical and cultural, religious, amenities and dormitories, sports and entertainment, as well as infrastructure attractions in increasing the tourist's longevity involved. In addition to measuring the dependent variable, industry indicators have been analyzed. Villages in the central part of Shirvan city have the potential for tourism attraction, which should pay attention to the development of tourism in order to pay more attention to economic diversity and create jobs and income for young people, so that they do not rely solely on the economy of a single product.

The present study aims to investigate the role of rural tourism with regard to the possibilities and potentialities and limitations and utilize the used methods and models, while developing the tourist destination to explain the role of tourism to diversify the industrial sector in economics and the creation of employment opportunities and the expansion of marketing for handicrafts and local crops and agricultural products. And most importantly, the creation of part-time and seasonal employment in rural areas would prevent the villages from migrating to the city. According to the research issue and based on the research objectives, the main research question is: What is the impact of rural tourism on the diversity of activities of the industrial sector in the rural economy of the central part of Shirvan ? Also according to the research question, the research hypothesis is: Rural tourism seems to be effective in diversifying the industrial sector in the rural economy of central part of Shirvan city.

#### The importance of the subject

Although poor people are rising urban areas in recent years, the share of the poor is still higher in rural communities. For this reason, the greater participation of poor communities in the development of tourism is vital in order to stimulate the economy of these societies (Bemanian and Mahmoudi 2009). (Now a days, despite the fact that the natural, historical and religious attractions in the studied villages are abundant and every year, especially in the spring and summer, tourists come to these areas, but business has not been seriously created in these areas. This is due to the lack of awareness of rural people, and the lack of infrastructure development in these areas, which requires planning and proper management of rural tourism that can be achieved with a proper strategy while protecting the rights of future people from the natural benefits of villages, may to diversify the economy and the increase in incomes in the countryside by creating employment and as a result improving the quality of life and sustainable livelihoods of the villages, which will save the population in villages and will prevent immigration. And ultimately, the region's economic growth will bring economic growth to society.

**Table 1.** Population sampling (to select sample villages).

Demographic categories	Amount	Suburb village	Zavarem village	Ziyarat village	Siukan-lou village	Golian village	Total of village	Selection of sample villages
0 < 100	19	2	0	0	3	0	5	–
499–100	49	7	1	4	6	3	21	5
999–500	16	2	1	2	4	2	11	3
2499–1000	5	3	1	0	0	0	4	} 2
5000–2500	2	–	1	1	0	0	2	
+5000	1	–	–	1	0	0	1	
Total	92	14	4	8	13	5	44	10

## Materials and Methods

The research methodology is applied in terms of purpose and in terms of nature and descriptive is analytical. A questionnaire was used to collect data. In this research, the statistical population of the total villages in the central part is 92 villages. Based on cultural heritage and tourism information, 44 villages have the potential for tourism. First, we used demographic cluster sampling method and then 10 villages were randomly selected, that have a touristic option Table 1. To determine the sample size, using Cochran's formula, 324 questionnaires were used among rural households through systematic random sampling. The validity of the questionnaire has been confirmed by expert advice. Cronbach's alpha test was used for reliability of the questionnaire.

**Table 2.** The literature on the subject is briefly summarized.

Name of the author/authors	Title: Articles/ Books	Year of publication	Conclusion
Mariana and Cristina	Rural tourism and its implication in the development of the Fundata Village	2015	The result is that the development of tourism and its evolution, dominated by a huge phenomenon with implied implications far from economic and social access, have resulted in the creation and harmonization of the tourism market of rural tourism in forms of tourism that has led to sustainable development, environmental protection, development investing in both direct activities and activities that go back to implementation of traditional forms of tourism and traditions, old rural life and architecture. The overall conclusion is that tourism, especially rural tourism, is very important in the national economy.
Jamal Khani Lavandevil	The effect of tourism in dustrial on	2013	The results show that there is a positive and meaningful relationship between rural tourism criteria, income criteria,

## Research background

The tourism industry was formally formed half a century ago in order to identify Iran's dignitaries and the ancient civilization of this ancient land. And for the first time in 1314, an office were established in the Ministry of the Interior, called the tourism administration (Rezvani 2010) however, rural tourism in Iran was first discussed in the sixth pre-revolutionary development plan in the form of rural human policy and tourism development was introduced as one of the ways to create productive labor and prevent unemployment in villages, after that, the topic has not been taken into consideration. In recent decades, this topic is particularly important for economic development and job creation Table 2.

**Table 2.** Continued.

Name of the author/authors	Title: Articles/ Books	Year of publication	Conclusion
Lange et al.	dynamic economy of villages (Based on heyran village) Spatial differentiation of farm diversification: How rural attractiveness and vicinity to cities determine farm households' response to the CAP	2013	job positions, infrastructure facilities and in this regard, proper management and planning can be very effective in rural development. Spatial-local factors in two parts, affects on the diversification of agricultural activities in East of Germany: 1. Rural attraction, 2. Farm location.
Heidari Sareban	Rural tourism development factors from local people's view (case study: Ardabil city)	2017	It has come to the conclusion that all components of the study (educational-promotional, psychological capital and enhance participation) are related to the development of rural tourism.
Mohamadi and Ahmadi	Tourism sustainability analysis in Oraman village of SarvAbad city	2017	It has come to the conclusion that the tourism situation in the region is not favorable and is in a poor state of instability and then the institutional dimension has had the greatest impact on such a situation.
Morid Sadat and SaaceNia	Rural tourism status in sustainable rural development (case study of Mesr village of Khor and Biabanak city)	2016	It has come to the conclusion that tourism has played a role over-average in diversifying the rural economy, promoting employment, income, reducing migration and protecting natural resources, but still the rural tourism situation in the Egyptian countryside is low with average of 2.7.
DivSalar	The role of handicrafts in the rural tourism economy. Case: Mountain villages in Behshahr city	2016	It has come to the conclusion that the tourism economy in the rural areas of Behshahr has been influenced on the income, Job creation and development of indigenous-local industries. Also, the growth and development of handicrafts has played an important role in the rural tourism economy and among the villages, Kiyasar had the most influence of the economic growth of handicrafts in attracting tourists.
Mousa et al.	Analysis of Socio-Economic and Environmental Impact of Sustainable Tourism (Case Study of Noreh Village of Sanandaj city)	2015	The results of factor analysis show the social, economic and environmental effects of tourism, which is the social factor with coefficient of 55%, the economic factor with factor of 49% and the environmental factor of 43%. Therefore, with the principled planning and efforts to optimize the arrival of tourists, it is possible to improve the economic situation and consequently, the social, environmental and physical condition of rural tourism in noreh.
Masoud et al.	Analysis of the Role of Tourism in the Rural Economy (Ban-Zarde Village of Dalahu City from Kerma-nshah Province)	2014	This topic investigated based on four components of income-employment-land prices and investment. In the results, the employment component and then income, with the difference between the average and t obtained above, indicate a greater role in tourism activity and the economic situation in the region and then illustrates the role of tourism activities in attracting investment. Since the price component of land has the lowest difference from the average, t is indicative of the fact that tourism activities have a smaller role in this component than inhabitants.

## Theoretical basis

The European commission in 1986 defined rural tourism as follows: Rural tourism does not include only agricultural tourism, but includes all tourism activities in rural areas (Balouchi 2014). Rural tourism brings about the prosperity and profitability of the economy and the diversification of commercial and industrial jobs, the increase in incomes and the development of rural economic development. Rural tourism is a part of the great tourism industry, which plays an important role in empowering local people and creating diversity in economic growth and creating new job opportunities (Yari 2016).

One of the strategies that have recently been implemented in many countries, with positive results, is the development and expansion of tourism in rural areas, especially rural areas around large cities, which have the potential to expand it. Today, as one of the industries, tourism is one of the fastest growing economic sectors in the world, especially in developing countries. Tourism is one of the special strategies of rural development for entering the currency and creating jobs and a statement of comprehensive development. Due to the significant effects that tourism activities have on the economy of the receiving regions of the tourists, much attention should be paid to this activity. Reducing the role of agriculture and increasing the marginalization of many rural tourism areas as a source of new income in these areas. Also, agricultural activities account for more than 10% of the world's income and employment opportunities. Tourism is the only activity that can be combined with traditional agricultural practices and handicrafts that are rapidly disappearing. Therefore, this manufacturing industry can provide an exceptional opportunity to revive the economy and mobilize manpower and labor in rural and declining areas, causing the villagers to benefit from other sources in addition to their daily activities. Therefore, tourism can play an important and valuable role in the development of rural economies and the development of rural standards.

Rural tourism is a complex and multidisciplinary activity that includes diverse types of farm-based tourism to travel trips, ethnic tourism and ecotourism

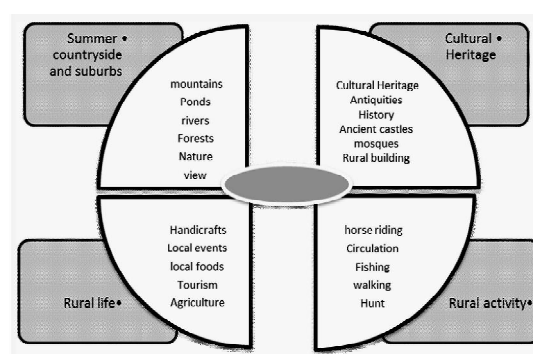


Fig. 1. The concept of rural tourism. Source : (Ghadiri Masoom et al. 2015).

Fig. 1. These activities exist in varying degrees in many rural areas (Rezvani 2010).

## Factors influencing the development of rural tourism

According to Zhang (2009), rural tourism development can increase process like increasing rural collective economy, beautification, rural appearance, increasing local community income, lifestyle changes, reducing the urban-rural gap and creating a coherent community, development of rural tourism, on the one hand, can play an important role in diversifying the rural economy in the form of tourism industry. And on the other hand, it's a means to stimulate the growth of the national economy (through overcoming the underdevelopment and improvement of the standard of living of local people) (Ardestani 2008). Today, many factors contribute to the prosperity of rural tourism, which can be summarized as follows: Transport, Advertising and information, The phenomenon of urbanization, Development of knowledge and public culture, Expanding, Security in the rural areas, Modify the rules and improvement of work conditions at the community level (Modudi 2013) Other Factors: Developing handicrafts in rural communities, Investing, Management, Cultural factors, can be called (Haghighi et al. 2015).

## Impact and consequences of rural tourism

The effects of tourism on rural areas can be very di-

**Table 3.** The potential impacts of tourism in the destination. Help: (+) Positive, (-) Negative, (+ and -) Both.

Economic	Type of effect	Socio-cultural	Type of effect	Environmental	Type of effect
Increasing local income	+	Alcohol	-	Preserving cultural heritage	+
Increase activity	+	Crime	-	Create a clean industry	+
Increased tax revenue	+	Drugs	-	Air and noise pollution	-
Rise in price	+ and -	Prostitution	-	Waste and sewage	-
Increasing living costs	-	Cultivating	+ and -	Impacting on types of species	-
Improved transportation	+	Family life degradation	-	Water shortage	-
Swing land prices	-	Traffic	-	New roads	-
New job opportunity	+	Modernization	+ and -	Native things	+

verse and wide with regard to the nature of tourism activity and its close interaction with various economic, social and cultural activities. These effects can be positive and sometimes negative on the local environment and host communities Table 3. With a little pondering, one can come to the conclusion that wherever tourism has developed accidentally without any specific planning and strategy, several problems have emerged (Cavacy 1995), and in long time, tourism problems will be more than the benefits (Khani et al. 2014). Therefore, the lack of understanding of tourism effects is a factor in the underdevelopment and outcomes of the industry. Aref (2011) rural tourism de-

velopment can have economic, social and environmental impacts in rural areas.

## Results and Discussion

In this research, analyzing the data is done descriptively and inferential using appropriate statistical methods (according to the type of research and hypothesis and methods of data collection). In the present study, descriptive statistics techniques including frequency index for analyzing demographic data, including 324 questionnaires in descriptive statistics, have been used Table 4. According to the re-

**Table 4.** Distribution of the percentage of choices in each question and descriptive statistics questions.

Dimension	Component	Questions	Too much	Many	Medium	Low	Very low	Average	Standard deviation	P-amount of two
Industry	Employment	Increasing job opportunities for women	0/82	0/14	3/4	0/3	3/0	4/77	0/55	0/000
		Establishing small and medium local enterprises	9/78	7/16	3/4	0/6	3/0	4/73	0/58	0/000
		Development of rural youth entrepreneurship	3/87	9/9	2/5	0/0	3/0	4/84	0/47	0/000
		Decreased seasonal and permanent unemployment in the Village	0/87	5/10	2/2	0/0	3/0	4/84	0/46	0/000

Table 4. Continued.

Dimension	Component	Questions	Too much	Many	Medium	Low	Very low	Average	Standard deviation	P-amount of two
Industry	Employment	Attracting skilled and qualified employees	4/82	9/13	3/4	0/3	0/0	4/78	0/51	0/000
		Create job opportunities for young people and people with skills	9/88	9/9	0/9	0/0	3/0	4/87	0/41	0/000
	Investment	Increased support for investment in local industries	7/85	9/10	2/2	0/9	3/0	4/81	0/54	0/000
		Attraction of banking facilities in the industrial sector	6/80	2/14	4/6	0/6	0/0	4/75	0/57	0/000
	Industry growth	Strengthen local industries	9/87	9/0	1/9	1/2	0/0	4/84	0/50	0/000
		Boom and growing handicrafts	9/88	9/0	0/9	1/2	0/0	4/85	0/47	0/000
		The growth of small industries and workshops	6/87	9/6	2/2	0/6	0/0	4/84	0/46	0/000
	Income	Increasing the income of industrial workers	7/86	9/9	2/8	0/3	3/0	4/82	0/51	0/000
		Immediate sales of food industry to tourists	7/91	6/5	0/9	0/6	3/0	4/89	0/44	0/000

sults, most of the participants in the survey (70%) are women. And most respondents (40.4%) are in the 25–40 ages. Based on the survey, 30.9% of the respondents had 4-person households.

#### Descriptive statistics of questionnaires

Given that these items have been measured in the Likert spectrum of the 5<sup>th</sup> option, it has a sequential scale which, by means of a binomial ratio test, compares the ratio of scores less than or equal to 3 with a ratio of scores greater than 3.

Given that the studied dimensions each contain more than one component (and naturally more than

one clause), therefore, it has a small scale, according to the volume of data, which is more than 30, according to the hyperbolic case, the average of data has a normal distribution and t-test can be used to compare the average of dimensions with the number 3. The results of this test are included in the Table 5.

Based on the results, it is seen that all aspects of the industry dimension are more than average, in other words, tourism has been effective in all aspects of the industry. Given that the studied components in the industry dimension each contain more than one item and have a quantitative scale and since the data volume is more than 30, according to central limit theorem, the average of the data has normal distribution and can use t-test in order to compare the average of

**Table 5.** Results of comparison of the ratio of fewer than 3 equivalents to more than 3 in industry dimension categories with a binomial test.

Component	Questions	Data	Number	Ratio observed	p-value of the test binomial ratio	Result
Employment	Increasing job opportunities for women	Less than or equal 3	13	0/04	0/000	More than average
		More than 3	309	0/96		
		Total	322	1/00		
	Increasing the income of industrial workers establishing small and Immediate sales of food industry to tourists development of rural youth entrepreneurship	Less than or equal 3	14	0/04	0/000	More than average
		More than 3	309	0/96		
		Total	323	1/00		
	Decreased seasonal and Permanent unemployment in the village	Less than or equal 3	9	0/03	0/000	More than average
		More than 3	314	0/97		
		Total	323	1/00		
	Attracting skilled and qualified employees	Less than or equal 3	8	0/02	0/000	More than average
		More than 3	316	0/98		
		Total	324	1/00		
Create job opportunities for young people and people with skills	Less than or equal 3	12	0/04	0/000	More than average	
	More than 3	311	0/96			
	Total	323	1/00			
Increased support for investment in local industries	Less than or equal 3	4	0/01	0/000	More than average	
	More than 3	319	0/99			
	Total	323	1/00			
The attraction of banking facilities in the industrial sector	Less than or equal 3	11	0/03	0/000	More than average	
	More than 3	311	0/97			
	Total	322	1/00			
Strengthen local industries	Less than or equal 3	17	0/05	0/000	More than average	
	More than 3	307	0/95			
	Total	324	1/00			
Boom and growing handicrafts	Less than or equal 3	10	0/03	0/000	More than average	
	More than 3	313	0/97			
	Total	323	1/00			
The growth of small industries and workshops	Less than or equal 3	7	0/02	0/000	More than average	
	More than 3	317	0/98			
	Total	324	1/00			
Increasing the	Less than or equal 3	9	0/03	0/000	More than average	
	More than 3	313	0/97			
	Total	322	1/00			
Income		Less than	11	0/03	0/000	More than

**Table 5.** Continued.

Component	Questions	Data	Number	Ratio observed	p-value of the test binomial ratio	Result
income of industrial workers	Immediate sales of food industry to tourist	or equal 3				average
		More than 3	313	0/97		
		Total	324	1/00		
		Less than	6	0/02	0/000	More than average
		or equal 3				
		more than 3	318	0/98		
		Total	324	1/00		

components with the number 3. The results of this test are included in the Table 6.

In the t-test, if p-value divided by 2 is less than 0.05, depending on the positive or negative statistics of the t-test, it can be concluded that at what level is the component in question. If p-value divided by 2 is less than 0.05 and t-test statistic is negative, the studied component is less than average (3). If p-value divided by 2 is less than 0.05 and t-test statistic is positive, then the studied component is more than average (3). If p-value divided by 2 is more than 0.05, then the average of the studied component has no significant difference with the average (3). Based on the results, it is seen that the status of all four dimensions of the industry is higher than the average, in this Table 7, if the confidence interval contains only positive numbers, it shows that the difference is only positive and therefore the average value is significantly more than 3 (average).

As shown in the Table 8 above, the confidence interval obtained for all four components is only positive numbers, which indicates that the average of the components is significantly more than 3 (medium). That is, tourism has a significant effect on all the components considered in the industry. 4-4-3 analysis of

industry dimension components by the studied villages. In order to examine the average components of the industrial dimension by the studied villages, the following Table provides the mean of these components by villages.

By reviewing the Table, it is seen that Gholjogh and Badamlogh villages are in the best position in the industry dimension and tourism has been more effective in the components of industry dimension in these villages.

### Conclusion

In rural areas, many economic activities have fallen sharply in recent decades, and the level of income and employment in traditional agricultural activities, especially per capita income of villagers, has fallen below the average per capita income of country level. In this research, while addressing the capabilities and potential of tourism in villages of the central part of Shirvan city, we tried to investigate the problems of tourism development in these villages. According to the Cultural Heritage, Handicrafts and Tourism Organization, about 400 villages of tourism destination in the whole country are approved, which is the share of the northern Khorasan province of 8 villages. De-

**Table 6.** Results of the comparison of the average components of the industrial dimension with the number 3 by the t-test.

Component	Average	Standard deviation	Statistic-st	Freedom degrees	p-value	Result
Employment	4/802	0/390	83/13	323	0/000	More than average
Investment	4/773	0/474	67/33	323	0/000	More than average
Industry growth	4/840	0/428	77/45	323	0/000	More than average
Income	4/855	0/426	78/33	323	0/000	More than average

**Table 7.** Results of the comparison of the average of industry dimensions with the number 3 by the t-test. Revenue 855/4 85494/1 8084/1 9015/1 more than average.

Component	Average	Average difference and 3	The bottom line is the confidence interval	The upper limit of confidence interval	Result
Employment	4/802	1/80211	1/7595	1/8448	More than average
Investment	4/773	1/77315	1/7213	1/8250	More than average
Industry growth	4/840	1/84002	1/7933	1/8868	More than average
Income	4/855	1/85494	1/8084	1/9015	More than average

spite the existence of natural resources and agriculture, villages face many issues and problems, such as unemployment, poverty, low productivity in the agricultural sector and the rural produce sector, on the one hand and the destruction of natural resources on the other, rural development and creating sustainable employment in the villages is to some extent impossible. On the other hand, sustainable production is in the rural preservation and development group, so creating complementary activities in these areas can boost them and tourism in villages that have this capability can be one of these activities. Based on t-test done, the results are shown in the following Table 9.

It can be seen that p-value divided by 2 is less than 0.05 and t-statistic is positive (86.2002). Therefore, it can be said that the zero hypothesis on the impact of tourism on the diversity of rural economic activities is not ruled out, in other words, the average tourism impact on rural industry is more than aver-

age, therefore it can be concluded that rural tourism is effective in diversifying the activities of the industrial sector. It means the research hypothesis is confirmed with 95% confidence. The confidence interval method for the difference of 3 from the mean : The confidence interval for the difference of 3 is derived from the average tourism impact on the economic dimension, as shown in the Table 10. Based on the above table, it can be seen that the confidence interval is only included positive numbers, so the average tourism impact on the industry dimension is significantly more than 3 (average), so it can be concluded that tourism is effective on diversifying the activities of the rural industry, that means, the hypothesis is confirmed.

According to done reviews, rural development strategies based on tourism in the studied villages are presented as follows : Development of local market places for the provision of various products, including handicraft and agricultural products at the

**Table 8.** Average components of industry dimension by the studied villages.

Village	Number	Employment	Investment	Industry growth	Income	Industry dimension
Estarkhi	44	4/83	4/75	4/90	4/88	4/84
Oghaz-e Kohne	35	4/86	4/81	4/94	4/99	4/90
Badamlogh	10	4/88	5/00	5/00	4/95	4/96
Baghan	35	4/67	4/77	4/79	4/79	4/76
Bigan	42	4/82	4/85	4/80	4/82	4/82
Zo-Eram	81	4/72	4/70	4/73	4/76	4/73
Sarcheshme Devin	14	4/96	4/96	5/00	4/96	4/97
Gholjogh	18	4/95	4/97	4/94	5/00	4/97
Gelian	32	4/79	4/56	4/79	4/83	4/74
Honame	13	4/91	4/85	4/97	5/00	4/93
Total	324	4/80	4/77	4/84	4/85	4/82

**Table 9.** Results of the comparison of the average impact of tourism on the industry dimension with the number 3 by t-test.

Study	Average	Standard deviation	Statistic	Freedom degree	p-value	The result of the hypothesis
Average + Tourism impact on industry	4/818	0/379	86/381	323	0.000	Confirm

level of target villages, in order to eliminate intermediaries and provide tourists with fresh and high-quality products. Participation and coordination of the responsible organizations and institutions such as the Cultural Heritage, Tourism and Handicrafts Organization, Council of Villages, Water, Electricity, Gas and Telecommunications Organizations, Police and others organizations to implement rural development measures in the framework of a coordinated plan and linked together such as, Development of two-purpose gardens with gardening and harvesting functions and the function of catering and hosting of tourists ; Development and promotion of agricultural tourism in order to properly exploit landscapes, fields and gardens in rural areas and prevent the destruction of crops and vegetation, given that the agricultural sector is a major activity in the target villages ; Efforts to change the attitudes of villagers towards tourism as a god send and on opportunity to earn money and raise livelihood through the formation of training classes on the recognition of social, economic, cultural and identity issues related to the preservation of the heritage of tourism and the environment life ; Provide a framework for promoting and enhancing the culture of tourism among native villagers using the role of local people and media ; Provide the necessary

**Table 10.** 95% confidence interval for the difference of 3 from the average of tourism impact on the economic dimension.

Bottom limit	Upper limit	Confidence interval included	The result of the confidence interval
1/776	1/859	Only positive numbers	The average of the survey was significantly more than 3

grounds for attracting private sector capital by giving priority to residents ; Development of local processing and packaging industries for livestock and agriculture products ; Strengthening the handicraft industry and creating conditions for development by women and youth and youth through the provision of handicraft workshops and the training and promotion of native crafts.

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