

Development of rural tourism with a sustainable tourism approach (case study: shahmirzad city)

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Abstract: In the present Day, the tourism industry, as the world's largest industry today and is one of the pillars of sustainable development. In tourism There are several forms that are now a new form of tourism called rural tourism, with the goal of sustainable development of local communities in the regions. Rural, as a tool for economic and social development and one of the most important modern businesses in rural areas, is embodied. Influencing the three dimensions of economic, social and environmental sustainability while attracting local community participation in national economic development with potential Conservation and protection of natural resources and the environment contribute to environmental sustainability. In the economic dimension, a step towards poverty reduction through the development of small employment centers, increases and transforms the resources at risk to high-yielding resources, along with the utility and distribution of income, and in the social dimension also leads to entrepreneurship and the prevention of migration, more rural communicants with other communities and cultures, recognizing local identity and prosperity, and ultimately creating sustainable rural development. The goal of sustainable rural development is to expand facilities and improve the living conditions of the current generation and future generations of vulnerable rural populations. In this article, considering the importance of the issue, it has been tried to define the role of rural tourism as one of the strategies for sustainable development while defining the concepts of rural tourism and sustainable development. This article is done through the study of library documents and resources. Our case study in this article is Shahmirzad city and by examining the geographical location and introducing tourist attractions and the studies done, we consider this city in terms of tourism and sustainable development.

Keyword: Rural Tourism, Tourism, Sustainable Development, Sustainable Rural Development.

1. Introduction:

Diversification into the economy, raising human development indices, industrialization problems and excessive pollution of standard cities, especially large cities, rural migration, increasing productivity and efficiency of manpower, job creation, the interaction of culture and discourses, Environmental preservation, and overall sustainable development, are the concerns that the world faces today. Each country at each level of development is trying to find the answer to these concerns. Meanwhile, countries that have diversified the economy and want to eliminate themselves from the single-market economy are seeking to find out ways or create new methods. One of these methods is tourism, which most countries, especially those with a location advantage, have included it in their national development plans in order to accelerate their national development process. Now, with the discernment of the many instabilities and disadvantages, they play in the development of the sustainability paradigm as an important issue. It has become indispensable and attracted the attention of global communities over the last two decades. Following these global challenges, debates over the relevance of tourism and sustainable development were raised and expanded in the past decade. Sustainability has become an important goal in the development process at various local, regional, national and international levels.

1.1 AIM AND OBJECTIVE:

The aim of this paper is showing that how important tourism and rural tourism in society and it can be grown in countries. As we will read, tourism in villages has the direct impact on the economy, sustainability, and the environment.

1.2 Methodology:

The research method of this paper is analytical descriptive using a library method. Accordingly, the views and opinions in the literature on rural tourism are studied and compared in countries where these projects are implemented. At first, the concept of tourism and its types and rural development are explored. Then, we will identify the system and the sustainability of tourism, identify the principles of tourism development, and explain the criteria for designing and selecting sustainability indicators.

2. Defenition Tourism and Rural Tourism:

The activities of a person or people who travel to a place other than their normal place of residence and stay at least one night and have a maximum of one year and whose purpose is to spend their leisure time. Of course, there are no such targets as employment and income. Accordingly, those who include this definition are also called tourists.

The definition of rural tourism is not easy and there is no agreement on it. There are several reasons for this:

- First, it is difficult to define the rural areas where rural tourism is conducted because the criteria used by different countries differ.
- Second, all types of tourism in the rural areas are not primarily rural, because they can have urban nature and are located only in rural areas.
- Third, various forms of rural tourism have been developed in different regions, and it is, therefore, difficult to find common characteristics in all countries.
- Fourth, rural areas have changed in the complicated process of changing the impact of global markets, changing communications and market conditions for traditional products.

In this context, some rural areas experiencing population decline are faced with the arrival of the population for rest, or the development of new non-traditional businesses. Due to seasonal suburbs, long-distance travel and the development of second homes, the distinction between rural and urban areas has been dimmed. However, rural tourism can simply be defined as traveling to rural areas. But researchers believe the subject is much more complicated than this. There are many examples of tourism activities in rural areas, including nature-based activities, festivals, heritage events, indigenous community attractions, agriculture, local community theater arts exhibitions and more. In general, rural tourism is important in two respects, one as a widespread global and artisan activity, and the other in terms of its emphasis on regional and local development policies. Therefore, it is reasonable to assume that in addition, it should be accepted that distinctive features such as special activities and special situations separate rural tourism from other sectors or types of tourism. There is no acceptable public definition of tourism, but it is interesting to note that there is no definition or features of rural tourism that is universally accepted, while at first glance, the definition of rural tourism seems easy to come by. At the same time, the definition of rural areas is just as difficult as anyway, it seems conceptually straightforward. Rural tourism can be defined as a kind of tourism in the rural areas and the surrounding areas of the cities. But this definition cannot include a set of activities and forms of management and active development agencies in different countries in relation to the tourism industry. The World Tourism Conference provides rural tourism with a variety of tourism facilities with amenities and services in rural areas, enabling the enjoyment of natural resources and nature attractions, along with participation in rural life and farm work and agriculture.

3. History of Tourism in Iran and Rural Tourism:

With care in our travel logbooks, we find that from the 9th century to the 14th century, Muslims travel to Middle Eastern and Far East countries, such as Japan and Africa and Europe. Muslim tourists have presented their travel report in geographic books or in historical and ideological research, and at this time there is no news of the travel of European travelers and western Christians as if they had no interest in tourism. Occasionally, a Western Jewish businesswoman and businesswoman in the East. From the fifteenth century onwards, especially in the seventeenth century, we see that the flow of tourism has proceeded precisely. Important tourists form Westerners who have come to the eastern lands and have various reports of customs, legacies of Culture, government practices, goods and products of Islamic cities, and there is no news of Muslim tourists, or if there are travels, it is within the scope of pilgrimage to Mecca and from an Islamic area to another. Rural tourism was formed as a recreational activity in the second half of the eighteenth century in England and Europe. Previously, rural areas were used for recreational activities, but the participation in these recreational activities was limited to the top strata of the community. In the nineteenth and twentieth centuries, moving to the villages became easier thanks to the development of transportation and ease of movement. The rapid growth of demand for rural tourism began in 1945. At that time, rural tourism witnessed significant growth and international tourism also saw population growth, and increased demand for rural tourism to some extent led to the development of tourism.

4. Type of Rural Tourism:

Rural tourism does not include agricultural tourism but covers all activities that tourists perform in rural areas. It can be said that people are visiting rural areas for different reasons with different motives and will participate in many tourism activities, which is why there are certain types of tourism in the rural areas that give the passenger, destination characteristics and the motivation depends on the trip. Therefore, considering the goals of tourists, rural tourism can be divided into two categories as follows:

Natural tourism → which is most interacting with ecological attractions.

Cultural Tourism → related to the culture, history, and cultural heritage of the rural people.

5. Rural Tourism as A Strategy for Rural Development:

Rural tourism is not a general solution to all the problems of rural areas. But it is one of the ways that it may have important economic effects and can somehow help slow down the process of evacuation of rural settlements and reduce the rural population's migration. Tourism growth as a strategy for rural development is relatively new thinking that local policymakers in rural communities have recognized the importance of this strategy, but lack sufficient experience to implement it. A number of authors have done some research on how the tourism industry can survive or may have harmful effects on cultural and social values. Another view of this background, there is also an intellectual who cure tourism and economic solution for the development of rural areas. On the other hand, it introduces a more cautious view of tourism as an integrated planning process that offers opportunities to minimize disadvantages and maximize the benefits of development. In another approach, rural tourism has been introduced as a driving force for rural development, and the reasons for it are presented below:

- As with any export activity organized and developed, tourism is also the source of employment and income.
- Unlike other goods, services and agricultural products such as food, fishing activities, clothing and footwear, construction and public works, transport, and insurance, etc., rural tourism is similar to that of a large number of economic activities. It should never be forgotten that rural tourism creates and operates a chain of economic and service activities, it is not a simple stage of economic activity.
- Rural tourism, rural areas, or natural phenomena that do not have any documentary value, will be exploited by extracting resources or industries such as oil and mine.
- Rural tourism raises demand for handicrafts, traditional arts, and activities that require more workforce. These activities are the same as those in the village environment. Just as rural tourism attracts tourists outside the rural economy Exogenous flows, injected into the region, and encourages the effects of the traditional multiplicative coefficient. Regarding the fact that the majority of rural development programs, to consider the following priorities are:
 1. Food security in some rural areas.
 2. Decreased employment in rural areas.
 3. Improving the income and quality of life in rural areas.
 4. Prevent the destruction of natural resources in rural areas.
 5. Increasing the participation of rural populations in determining their own destinies.

Therefore, the development of tourism and its field of activity have been increasingly considered, as rural tourism development covers all of the above fields, and the above issues are also the main objectives of rural tourism development. In addition, in rural tourism, rural resources such as culture and social traditions, historical buildings, caves, and climatic conditions that cannot be exploited for other economic activities are used. Tourism is also available in rural settlements that lack land and are located in mountainous areas and by exploiting cultural and natural resources, it can contribute to areas such as part-time and seasonal employment, the creation of tourism infrastructure, such as networks. Rural development helps to connect, water and electricity, etc., which is essential for tourism activities, to develop rural settlements and the villagers of the area will also exploit these resources.

6. Understanding the Factors Affecting in the Development of Rural Tourism:

Library studies show that the internal factors influencing tourism development can be studied from four aspects of economic, social, ecological and institutional considerations and its strengths and weaknesses. The most important strengths from an economic perspective include an environment for tourism investment, handicrafts, a suitable place for fishing, a suitable place for bee development, gardening development, the possibility of exploiting vegetation in various economic sectors, diversifying Career services in rural areas Increase rural financial potential from a social perspective. On the other hand, the most important weaknesses in terms of economics include the unwillingness of the people of the region to invest in the rural tourism sector, Lack of planning and investment studies, Lack of financial facilities, a sharp increase in the price of land and rural housing and surrounding towns. From the social point of view, including the inadequacy of inadequate health facilities and inappropriate recreational facilities. Ecologically, the level of people's literacy is low, and in institutional terms, the villagers are not aware of their lack of training in how they relate to tourism. The most important points of opportunity from the economic perspective include increasing the government's attention to planning and investment in the tourism sector, Increasing the private sector's interest in

investing in rural tourism, creating incentives for villagers to attract tourists. The most important threats from the social point of view include the loss of the traditional culture of villagers with the arrival of the satellite and the expansion of urban-rural relations, the increase of social damage in the rural environment.

7. Sustainable Development:

Sustainable development is, in fact, the creation of a balance between development and the environment. In 1980, for the first time, the name of sustainable development came from the World Conservation Report. In its report, Natural Resource Conservation Strategy, the organization describes this term to describe a situation where development is not only harmful to nature but also contributes to it. Sustainability can have four aspects: sustainability of natural resources, social sustainability, economic sustainability and Political sustainability. In fact, sustainable development does not focus solely on the occasional environmental aspect, but also on social and economic aspects. Sustainable development is the intersection of society, the economy, and the environment.

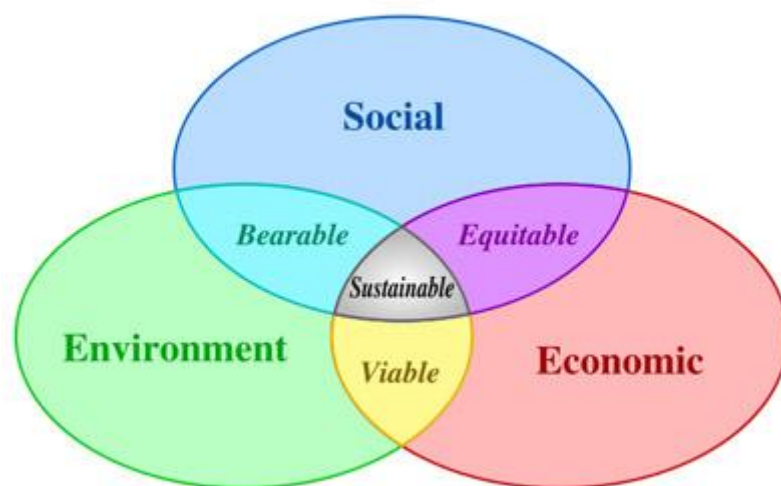


FIG.1. Connecting Microfinance to Environmental Sustainability

8. The Meaning of Sustainable Development in Rural Tourism:

In the present day, tourism and tourism economics is becoming one of the fastest growing industries in the world, a tool for creating national income is one of the main economic pillars of the world, as well as the concepts, forms, and pillars of sustainable development. On the other hand, tourism has several forms that are now a new form of tourism that called “rural tourism” with the goal of sustainable development of local communities in rural areas and as a tool for economic and social development and one of the most important modern businesses in rural areas of upgrade Found. Although rural tourism is not a new issue in general, its importance and the role played by the sustainable development of local communities have recently been confirmed. However, while the concepts of sustainable development from the 1980s onwards have been widespread in world development writers, attention to sustainable tourism since the 1960s has identified the potential impact of mass tourism and attention The impact of tourism activities on the economy, environment and culture of tourist destinations began in the host areas. This process continued in the 1970s with the emergence and development of the concept of green tourism, according to which the value of natural capital and the amount of damage to the environment is estimated, and more on the conservation of natural and cultural resources and other tourism sources focused on the permanent use of the current generation and future generations. Following these endeavors, the term sustainable tourism became the only way to save nature and mankind. A sustainable tourism approach will examine tourism across most of the borders and establish a triangular relationship between the host society and its land, on the one hand, and the guest community, namely tourists, on the other hand with the tourism industry. And intends to adjust the pressure and crisis between the three sides of the triangle and establish a balance in the long run. Sustainable development is the unification of social, economic, cultural and environmental dimensions in order to raise the level of livelihoods and well-being of rural people. Considering environmental factors is important in sustainable rural development. It should be noted that in a society which is rural tourism industry and agriculture are widespread and

successful, there is the individual's communities control and participate in activities and projects, and the majority of the benefits in the community remain. Members of the community are involved in projects, and benefits should be allocated to them and made on a voluntary basis. All of these indicate a strong relationship between rural tourism and sustainable development, and one of the main strategies for developing rural areas is to pay attention to this kind of tourism in order to eliminate rural environments from isolation and avoidance and create a balanced development in the country.

9. The Role of Tourism in Rural Sustainable Development:

Although tourism has positive consequences, without precise planning and supervision, even this type of tourism can cause serious damage to the villages. This tourism affects three dimensions of economic, environmental and socio-cultural. The positive effects and the effects of rural tourism are described below:

- Entrepreneurship for young people and rural women, developing small employment centers and creating multiple jobs and preventing immigration.
- Participation of local people in management and planning, as well as their participation in the development of national economy with the potential for conservation and protection of natural resources and the environment.
- Providing capital to the village and reducing poverty by creating a channel for value-added local products, growing and preserving crafts and getting out of the once-in-one economy of the village, and increasing and transforming endangered resources towards productive resources along with utility and distribution Income.
- Communicating more villagers with other diverse communities and cultures and promoting the level of local culture, maintaining and sustaining cultural values and identifying local identity.
- Increasing social capital and welfare of local communities.

10. Identification of the System and Dimension of Sustainable Rural Tourism:

Since the 1980s, alternative ideas about the relationship between humans and the natural environment have widened further in the West. These alternative ideas view humans as separate parts of the natural world with the responsibility of keeping them for their long-term benefit or the benefits of other organisms. Recognizing that humans are an integral part of the ecosystem, which is a logical target of the community and includes tourism, is also a matter of improving the quality of life and maintaining the welfare of the people and the ecosystem well-being simultaneously. Therefore, in order to evaluate progress towards this goal, the design and evaluation of the tourism sustainability index require the simultaneous testing and assessment of humans and ecosystems.

11. Case Study (Shahmirzad City)

11.1. INTRODUCING THE CASE STUDY:

Shahmirzad is in Iran and is north of Semnan and located in a mountainous region, 25 kilometers north of Semnan, on the slopes of the northern Alborz, with latitudes 52 degrees and 21 minutes east and 35 degrees and 46 minutes north, and elevation is 2050 meters above sea level. Because of the mountainous region and the presence of springs and water plentiful and overgrown trees, aged several thousand years' old like walnut, sycamore, Tabriz, and willow, in addition to the emergence of many sights beautiful and sophisticated, has made the weather very suitable which all the guests and passengers acknowledge. In describing the attribute Shahmirzad weather must say the difference between the height of Semnan and Shahmirzad is about a thousand meters from the sea level, which is a wonder. The nature of Semnan. One of the characteristics of agriculture and tourism in Shahmirzad is the cultivation and industry of this city, which is considered to be the world's largest walnut garden. Shahmirzad Kayasar Sari Road has some special attractions that the high and high mountains of Alborz hug like huge walls on both sides of the road and sometimes as if they were a road in the mountains. The surrounding plains with an unparalleled landscape make every look, Shahmirzad is located along this road and invites passengers and passersby to see and stay.

11.2. THE POPULATION OF SHAHMIRZAD:

The total population of Shahmirzad is more than 12 thousand people, which in summer and during Nowruz is increased due to a large number of travelers and tourists visiting more than 50 thousand people.

11.3. TOURIST ATTRACTION IN SHAHMIRZAD:

on the below we are introducing the tourist attraction in Shahmirzad:

- The mountains of Shahmirzad, there are several mountains in Shahmirzad such as, Chingal mountain, Baghoo mountain, Chirood mountain and...

- Mountain park, One of Shahmirzad's tourist attractions is that travelers can enjoy nature in their own space and children can use it.
- Shahmirzad flower house hotel, For the privileged reception of its guests in the last century. Each of the Suites and rooms of the Shahmirzad flower house with unique decoration with all the facilities.
- Shahmirzad religious buildings, Jame Mosque is one of the old and prestigious mosques of Shahmirzad, located on ShahidBeheshti Street and in front of the shrine of Sheikh Ahmad Susan Ata.
- The largest walnut garden of Shahmirzad, Walnuts are the most unique product that has an export aspect and is considered as the most important source of Shahmirzad income. One of the characteristics of agriculture and tourism in Shahmirzad is the cultivation and industry of this city, which is considered to be the world's largest walnut garden.

Conclusion:

Today, the role of tourism in helping to develop the areas of tourist attractions has become apparent to everybody. Rural tourism is one of the forms of tourism that is being added every day to the level of attention and emphasis on rural and regional planning. Rural tourism is a comprehensive range of activities, services, and facilities provided by villagers for recreation, rest, recruitment and maintenance of tourists in rural areas. Therefore, the tourism sector as a productive part in terms of earning money and creating employment plays a significant role in the economies of the countries. As many countries see the dynamic tourism industry as the main source of income, job creation, private sector growth and infrastructure development. Usually, rural tourism has positive economic effects in the host society, but with principled measures, we must have sufficient knowledge of the resources and resources of sustainable development, because by continuing the process of analyzing natural resources, the transformation of rural landscapes, the migration of indigenous people from the countryside and The destruction of the environment will have a negative impact on the host community. Today, tourism is considered to be the largest and most diverse industry in the world, and many countries count on this dynamic industry as the main source of income, job creation and infrastructure development. A very important part of tourism activities in the world is a combination of the benefits of nature, which is now called ecotourism. Therefore, we can see that the sustainable development of tourism and ecotourism in the study area will be the development of the economic and social indicators of this region. The tourism industry plays a significant role in the economic growth and social development of societies and influences all sectors of the society. Therefore, one of the main factors in the development and transformation of the tourism sector is a comprehensive study and a regional and comprehensive look at its development. Study of the role of tourism in sustainable urban development of Shahmirzad city despite historical, ancient, natural, religious attractions, Having the right communication channels and others will increase income, create employment, promote the cultural level and expand the service side, etc., which ultimately will bring sustainable development of the city. So, we will conclude that tourism one of the important issue in our society and if we will put it into the countries plan it is very useful for our society's economy and culture.

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