

## The role of tourism in rural development (Case Study: Rural Tamin)

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### Abstract

Rural tourism nowadays is considered one of the most important economic activities, and as a tool for rural development would be appropriate, especially in the field of employment and income opportunities in rural areas. Also, due to the single-product economy, Rural youth unemployment And emphasis on planners on revenues from other sources rather than relying purely on oil exports, The need to expand economic activities in different fields such as tourism in rural areas that have potential are required. This research is a descriptive - analytical and field studies using SWOT, specifically to assess the strengths, weaknesses, opportunities and threats of tourism in the village of Tamin province of Sistan and Baluchistan , development of the country and to pay more attention to villages that have the capabilities necessary in order to attract tourists, in this regard ,Tamin with natural attractions, historical and exquisite landscape and being next to the border point Mirjaveh would be regarded as a tourism hub.

### 1. Introduction

Rural livelihoods with its traditional function of (agriculture, ranching, fishing) are considered as the underdeveloped regions, depriving poor. Lack of livelihood in these regions, especially in underdeveloped countries is poverty. Lack of sustainable employment opportunities and appropriate leads to a migration indigenous manpower in various cities, Followed by problems of marginalization in large cities and some social problems of population growth has created. There are many definitions of rural tourism, rural tourism and tourism activity in a general sense can be seen in the village or in a wider application area, its tourism activities in rural areas, in which Human activity on the land in the economy, especially agriculture is being created. (Heidar, 2008: 58)

Rural tourism is a new approach in the context of rural development, Such as development has the effects and various dimensions. (Rokneddin eftekhari, Mahdavi, 2006). Tourism is an important and valuable way to support economic diversification in rural communities and due to reduced role for agriculture and uncultivated land in rural areas, has become a product of liquid in rural areas, And can be used in different fields such as tourism activities, visit the settlements, events, festivals, sports and entertainment are the various rural.

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entertainment are the various rural. In addition to the opportunities and possibilities it can provide, particularly for rural employment and income and play an important role in the revival and modernization in rural areas. Also rural tourism due to social and cultural impacts of tourism made Social and cultural growth of the village. Also by creating new jobs and increasing incomes prevents from rural migration. Iran, the land of four seasons and by thousands of years of civilization, have the diverse and unique attractions of historical, religious, cultural, natural. That is why in the world rankings in terms of the world's top ten tourist attractions in row. (tayebe, 2007:86)

Rural tourism was formed in the 19th and 20th centuries, And as a separate section marked tourism, Due to growing demand, Mainly due to increased availability of food and take, Increased income and leisure spread, But the nature of demand due to increased competition between gravitational purposes of tourism has changed.(rezvani, 2008:67).

In a general sense, the rural tourism is Tourism activities in the village. Or in a wider scope of application, can see it as the field of rural tourism activity, in which human activities in it (to the economy) is mostly in agricultural sector. (Oppermann, 1996:88)

The diversification of the rural economy is one of the concerns facing the world today, each of the countries at every level of development are trying to find the answer to these concerns. The countries have to diversify the economy and attempting to deliver single-product economy or create new methods to identify its ways. Tourism is one of the methods that many countries, especially Asian countries in terms of location of this advantage have included it in their national development plans, So that they can realize their national development (eftekhari, 2002:22). Many experts believe that rural tourism can play an important role in the diversification of the rural economy, improving infrastructure, and enhancing the population's settlements. (Sharply, 1997, 12 & Butler et al, 1998:28).

Tourism Activities is an important one in recent decades which has had a special place in the economic development of certain countries, this industry in addition to income, foreign exchange, employment and cultural exchange, have economic activity, including exports. Iran due to the many attractions of natural, cultural and historical, is among the world's most vulnerable countries. Different regions of the country by a diversity of geographical environment, forest, sea, desert and grassland, beautiful nature and potential natural, cultural and historical tourism, known as the major poles. However, high dependence on export of oil and gas revenues has been made less attention to these activities. Thus far, despite the high potential of this activity, tourism activity in the economy of the country accounted for only a small share, So that the problems of industrialists obtain the necessary information. (Amin Bidokhti et al., 2010: 49-68).

Sistan-Baluchistan province with abundant natural and human attractions is among the provinces for the development of rural tourism which is relatively good. Also, due to the fact that farming in this province is not appropriate because of the recent drought boom, this requires that the potential of natural and tourist attractions to get used to this. One of the natural attractions that very special circumstances can create in the northern mountains Taftan, is Temin district. Temin village center district in the city of Zahedan, is about 65 kilometers southwest of Mirjaveh and one of the most beautiful towns in the province, which is located in the northern part of Taftan peak. Temin also affected districts effects such as hills, ancient, ancient cemetery, dog house, architecture, rock, water mills, castles and cemeteries seventy Mullah, metal melting furnace in different areas and ancient caves. That all this work represents a great civilization in this village and other Taftan neighboring villages. In this study the potentials and limitations of rural tourism especially economic prosperity is leading to the development of the area considered, especially economic growth and creating new opportunities in rural areas.

## 2. Hypotheses

1. It seems that Tamin district has a great potential to develop tourism activities.
2. It seems that Tourism can solve the problem of, poverty, unemployment and rural migration to Tamin.

## 3. Location

Temin Village is one of the Mirjave District in the city of Zahedan, In 61 °eastern longitude, And 09 minutes and 45 seconds, North latitude and 28 degrees 41 minutes and 38 seconds and at an altitude of 2051 meters above sea level , in 65 km southwest of Mirjaveh is being located.

## 4. Research Methodology

This research is applied and developmental; its method is descriptive – analytic. The population of the study villages by a population of 1023 people Temin, is 301 households. The sample size was calculated using a Cochran formula 279 people. In connection with the questionnaire authorities also, the number of employees who were aware of the relevant organizations in this field, are 35. Its validity was confirmed by professors and experts. And the reliability of the instrument was calculated by Cronbach's alpha test (0/86), Data from this study will be analyzed by Spss and Excel, and ultimately to achieve the strengths, opportunities, weaknesses and threats SWOT technique is used.

## 5 .results

### 5-1. Inferential data analysis using the chi-square test

#### 5-1-1. The first hypothesis

According to the Table (5- 1) and analyzes on the first hypothesis, In this table shows that all the parameters related to factors in the development of tourism are significant according to the chi-square test and grade (sig) in each of indexes is less than ( $p < 0/05$ ), then it is concluded that there is a meaningful relationship between the high potential tourists about the development of rural tourism activities in Temin. As shown in the table (5, 2), as the value of (sig) or the significance level is smaller than ( $p < 0/05$ ), the null hypothesis to indicate the proper management of tourism in the use of tourism potential, is rejected with confidence. Therefore it can be concluded that the first premise of this test (high potential development of rural tourism activities of Temin) is approved according to the tourists. According to the table (5- 3) and due to the fact that this test is equal to 0.000 Sig, Therefore it can be concluded that the first premise of this test (high potential development of rural tourism activities of Temin) is confirmed by the authorities.

Table 5-1. Chi-square test on the high potential the tourists about the development of rural tourism activities Temin

Development of rural tourism activities Temin	The observed frequencies						Difference	average	kydo	sig
	very	good	average	Bad	very bad	Total				
<b>Tourist attraction</b>	5	48	99	70	57	279	1.054	3.45	84.423	0.000
<b>Private sector</b>	15	45	63	83	73	279	1.192	3.55	51.412	0.000
<b>Protection of buildings and monuments</b>	21	2	84	94	78	279	1.106	3.74	122.810	0.000
<b>Attracting public funds</b>	21	23	62	95	78	279	1.184	3.67	78.043	0.000
<b>Creating infrastructure</b>	27	38	51	87	76	279	1.286	3.54	45.713	0.000
<b>The use of indigenous forces</b>	25	35	76	67	76	279	1.26	3.48	41.627	0.000

References: field studies of author

Table 5-2. Chi-square test of tourists on the factors in the development of rural tourism exercise Temin

Factors affecting the development of tourism activities	The observed frequencies	Expected frequencies	Difference	Chi square	Degrees of freedom	(sig) The significance level
<b>Very good</b>	78	55.8	20.2	45.713	4	0.000
<b>good</b>	87	55.8	31.2			
<b>average</b>	51	55.8	-4.8			
<b>bad</b>	38	55.8	-17.8			
<b>Very bad</b>	27	55.8	-28.8			
<b>Total</b>	279					

Source: Findings.

Table 5-3. Chi-square test Viewpoints on the effective factors in the development of rural tourism activities Temin

Factors affecting the development of	The observed frequencies	Expected frequencies	Difference	Chi square	Degrees of freedom	The significance level
<b>Very good</b>	15	7.0	8.0	45.713	4	0.000
<b>Good</b>	9	7.0	2.0			
<b>average</b>	3	7.0	-4.0			
<b>Bad</b>	3	7.0	-4.0			
<b>Very bad</b>	5	7.0	-4.0			
<b>Total</b>	35					

Source: Findings

### 5-1-2-The second hypothesis

The Table (5- 4), shows that Since the value (sig) or significance level corresponding to the test is smaller than the ( $p < 0/05$ ), Tourism does not seem to solve the problems of poverty, unemployment and rural migration of Temin, Also, due to the fact that the significant level of 0.000, is equal to the second assumption, it can be concluded that this test (tourism to the problems of poverty, unemployment and rural migration to resolve the Temin.

The Table (5- 5) shows that, Since the value of the significance level or (sig) is smaller than corresponding to the test ( $p < 0/05$ ), so the null hypothesis of this test cannot seem to solve the tourism problems, poverty, unemployment and sending district of Temin. Also must note that it is equal to 0.000, thus it can be concluded that the second test (tourism can solve the problems of poverty, unemployment and rural migration of Temin) this act, have been approved, according to the tourists.

Table 5-4. Chi-square test on tourism can solve the problems of the Temin district.

Tourism	The observed frequencies	Expected frequencies	Difference	Chi square	Degrees of freedom	The significance level
Very good	36	55.8	-19.8	45.821	4	0.000
Good	80	55.8	24.2			
Average	85	55.8	29.2			
Bad	48	55.8	-7.8			
Very bad	30	55.8	-25.8			
Total	279					

Source: Findings

Table 5-5. Chi-square test, opinions of tourism authorities can solve the problems of the district Temin.

Tourism	The observed frequencies	Expected frequencies	The difference	Chi square	Degree of freedom	The significance level
Very good	17	7.0	10.0	23.714	4	0.000
Good	10	7.0	3.0			
Avarege	3	7.0	-4.0			
Bad	2	7.0	-5.0			
Very bad	3	7.0	-4.0			
Total	35					

Source: Findings

## 5-2-analysis of strengths and weaknesses, opportunities and threats using SWOT model.

### 5-2-1-evaluating the strengths and weaknesses of rural tourism of Temin:

In the following table the strengths and weaknesses from the perspective of tourists and tourism officials have been identified and analyzed. (Table 5-6).

Table 5-6. matrix analysis swat (ratings and priorities strengths and weaknesses) from the perspective of the tourists and officials in the region The study area

SWOT analysis	tourists	Authorities
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	The primary factor	Secondary factor	scale	The final factor	The primary factor	Secondary factor	Rank	The final factor
<b>Strengths (S)</b>								
Handicrafts ... = S1	159	0.152	1	0.152	96	0.135	2	0.27
Local customs = S2	134	0.128	3	0.384	94	0.132	3	0.396
Spirit of hospitality of the people = S3	145	0.139	2	0.278	99	0.139	1	0.139
Unique cemetery seventy Mullah = S4	101	0.097	4	0.388	81	0.114	4	0.456
Castle Temin = S5	110	0.105	4	0.42	90	0.126	4	0.504
Spas = S6	125	0.120	4	0.48	88	0.123	4	0.492
Water mill = S7	120	0.115	4	0.46	80	0.112	4	0.448
Dog house = S8	150	0.144	4	0.576	85	0.119	4	0.476
<b>Total</b>	<b>1044</b>	<b>1</b>		<b>3.138</b>	<b>713</b>	<b>1</b>		<b>3.181</b>
<b>weakness</b>								
A weak economy and limited resources and = W1	118	0.098	4	0.392	79	0.122	2	0.244
.	124	0.104	3	0.312	75	0.116	2	0.232
Much of the population and migration = W2	108	0.090	4	0.36	51	0.079	1	0.079
Low level of education coverage ... = W3	108	0.090	4	0.36	60	0.092	4	0.368
The lack of participation of rural people = W4	145	0.121	1	0.121	65	0.100	3	0.3
Low quality of infrastructure = W5	125	0.104	2	0.208	64	0.099	4	0.396
Costly and facilities = W6	110	0.092	4	0.368	62	0.096	3	0.288
Poor access to place = W7	105	0.088	4	0.352	70	0.108	4	0.432
Warm and dry winds ... = W8	115	0.096	4	0.384	78	0.120	4	0.48
Proximity to the drug trafficking = W9	140	0.117	4	0.468	45	0.069	3	0.207
Lack of rainfall in most parts = W10								
<b>Total</b>	<b>1198</b>	<b>1</b>		<b>3.325</b>	<b>649</b>	<b>1</b>		<b>3.026</b>

Source: research findings

**5-2-2- determination of the opportunities and threats of the places in rural tourism Temin:**

In the following table places opportunity and weakness in the eyes of tourists and tourism officials have been identified and analyzed. (Table 5-7).

Table 5- 7 matrix analysis swat (ratings and priorities places opportunities and threats) in the eyes of the tourists and officials in the region.

SWOT analysis	tourists				Authorities			
	The first factor	The second factor	scale	The final factor	The first factor	The second factor	scale	The final factor

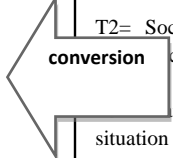
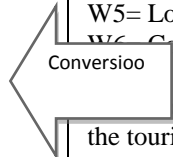
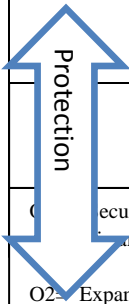
Opportunities								
Securing necessary in different dimensions =O1	129	0.176	2	0.352	92	0.176	3	0.528
Expanding and facilitate communication between regions =O2	116	0.158	4	0.632	88	0.169	3	0.507
Existence young and full energetic workforce =O3	119	0.162	3	0.486	82	0.157	2	0.314
Taking advantage of private sector investment =O4	132	0.180	2	0.36	90	0.172	4	0.688
Existence an approved project of tourism in the region=O5	121	0.165	3	0.495	87	0.167	4	0.668
Desertification and sand dune stabilization project =O6	118	0.161	4	0.644	83	0.159	3	0.477
	735	1		2.969	522	1		3.182
Threats (T)								
Influence the people of Pakistan and retarded =T1	130	0.209	1	0.209	81	0.200	4	0.8
Social instability due to the uneven distribution =T2	123	0.198	3	0.594	84	0.207	3	0.621
Drug trafficking from Pakistan and Afghanistan =T3	127	0.204	2	0.408	87	0.214	1	0.214
Dehydration and lack of drinking water or used for activites.. =T4	120	0.193	4	0.772	69	0.170	4	0.68
Poverty vegetation =T5	122	0.196	2	0.392	85	0.209	2	0.418
Total	622	1		2.375	406	1		2.733

Source: research findings

### 5-2-3- development of rural tourism in the region, the situation with a Temin SWOT technique:

Table 5-8. strengths and weaknesses, opportunities and threats and points of view of the tourists and officials in the region

Strength points	Weak points
<p>S1= handicrafts</p> <p>S2= Local customs</p> <p>S3= Spirit of hospitality of the people</p> <p>S4= unique cemetery seventy Mullah</p> <p>S5= Castle Temin</p> <p>S6= Spas</p> <p>S7= Watermills</p> <p>S8= Dog house</p>	<p>W1= A weak economy and limited productive resources logic</p> <p>W2 =The migration of the bulk of the population</p> <p>W3 =Low levels of public education coverage</p> <p>W4= The lack of participation of people in economic and social activities</p> <p>W5= Low quality of infrastructure</p> <p>W6= Costly facilities and infrastructure in the</p> <p>W7= Poor access to tourist attractive places for the tourists</p> <p>W8=Hot, dry winds and adverse local</p> <p>W9= Exposure to the drug product</p> <p>W10= Lack of rainfall in most parts</p>
<p>Opportunities</p>	<p>Threats</p>
<p>O1= Securing necessary in different dimensions (physical, and social) to facilitate the development process</p> <p>O2= Expanding and facilitate communication between the regions in order to strengthen the bond between peoples and cultures in the country in terms of land</p> <p>O3= Existence young and full energetic workforce</p> <p>O4= Taking advantage of private sector investment</p> <p>O5= Existence an approved project of tourism in the region</p> <p>O6= Plan desertification and sand dune stabilization in the long-term development plan of the province</p>	<p>T1= Influence on the culture of the inhabitants of underdeveloped countries of Pakistan and Afghanistan border areas of the province because of the relationship between them</p> <p>T2= Social instability due to the uneven distribution of economic opportunities and access to social welfare services</p> <p>T3= Transit of drugs from Pakistan and Afghanistan, the situation in the field of security and illegal crossing of the borders of the province and establish security and prevent the accumulation and Expanding economic activity,</p> <p>T4= Dehydration and lack of drinking water or used for tourism activities</p> <p>T5= Poverty vegetation</p>



### 5.2.4-strategies based on SWOT technique for the study area:

SWOT matrix for strategic planning process at various stages of development strategy is relevant to the analysis stage, we can study the external environment and internal environment, so sometimes instead SWOT, we use the term TOWS.



Table 4- 9. Strengths and weaknesses, opportunities and threats and strategies derive

<b>Treats</b> <b>T</b>	<b>Opportunities</b> <b>O</b>	External factors ← Internal factors ↓
<b>ST</b> Diversification strategy (Contingent)	<b>SO</b> Offensive Strategy	<b>S</b> Strength points
<b>WT</b> Defensive Strategy	<b>WO</b> Strategy Review (adaptive)	<b>W</b> Weak points

According to the agreement, industry and tourism, project studies have four categories: strategy and the issue of the different actors, which SWOT method can be adopted from the perspective of tourism projects. In the area due to the specific results of the questionnaire tourists and officials invasive strategy (max-max) so the weighted sum of S 1757 and O 1257 is the best strategy in this area.

Table 5-10. The process of strategy formulation extracted from the matrix

Starting point	Determine the mission and the organization mission statement
The input stage	External factors evaluation matrix
	The internal factors evaluation matrix
The comparison and contrast stage	SWOT matrix
	Internal and external matrix
Decision-making stage	Quantitative Strategic Planning Matrix

Table 5-11. policy implementation of four strategies SWOT method

	<b>Strengths point</b>	<b>Weak points</b>
<b>Opportunities</b>	Strategies Use strengths to take advantage of opportunities	Strategies to address the weaknesses for taking advantage of opportunities to use the opportunity of reducing weaknesses
<b>Threats</b>		Strategies to address the weaknesses of reducing vulnerability to threats

5-2-5- analysis of strengths, weaknesses, threats, opportunities, both driven by the model (Swot)

Different strategies for rural Temin were determined. Now we come to the final stage. That determine what kind of strategy for the region as a whole is good, and the direction of our strategies is which way. We do an Axis at this stage. A total of four strategies determined:

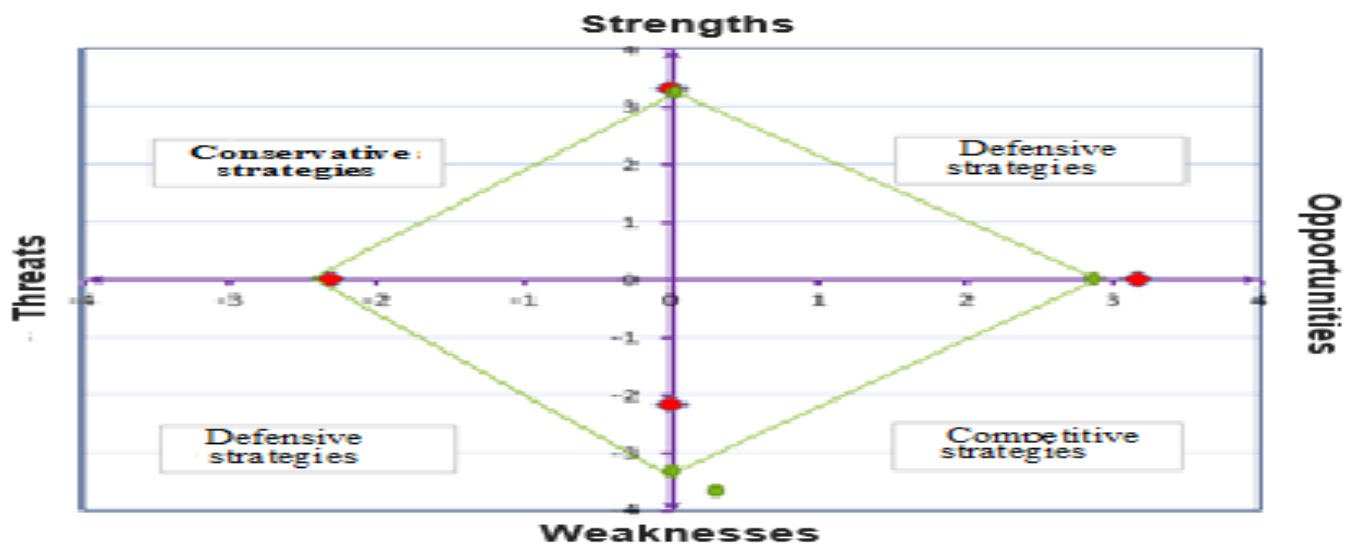


Figure 5-2 final strategy for tourism development in the district through the eyes of the tourists Temin.

**Strengths: 3.138, Weaknesses: 3.325, Opportunities: 2.969, threats: 2.375**

According to the results of the SWOT matrix and chart, its final strategy for the development of ecotourism restores an aggressive strategy based on the strengths and opportunities are available. We also need to strengthen infrastructure planning and investment in compensation and destruction of the threats and challenges facing the ecotourism development step. According to the above-mentioned aggressive strategy as a main strategy and following strategies are recommended as secondary strategies.

- Recognition of regional capacities and capabilities in the country
- Strengthening of regional tourist attractions
- Use around the capital cities and even foreign investors in order to attract tourists

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