

**Investigating Mechanism of Rural Tourism with emphasis on the
Natural tourism (A Case Study: Heidarabad village, Ilam
province)**

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Abstract

The Main Objective of the Present Study was to Investigate Mechanism of Rural Tourism with emphasis on the Natural tourism in the village of Hyderabad in ilam County. The Present research was applied type based on the goal, in terms of the Nature it was quantity research and in terms of the method of Collecting data was a Survey research. The Population of this study Consisted of three groups of expert(N=40), Rural households (N=110) and Tourists. For Selecting Sample, in the Case of the first groups the Census method was used and for Tourists Population by using Simple Random Sampling method 100 people were Selected and altogether 250 People were Studied. Main Instrument of gathering data was questionnaire that its Validity was Confirmed by Experts Panel of ilam university and Islamic azad University of ilam branch and Experts of Tourism. Cronbach alpha Coefficient was used to determine questionnaire reliability and its value was equal to .796. For data analysis, descriptive statistics such as frequency, percentage, mean, standard deviation and coefficient of variation was used. For analytical statistics, factor analysis was used. The Results of Factor analysis Showed that in Natural Dimension, Infrastructural- Cultural mechanisms with the percentage of (25/55) was the most important mechanism of Rural Tourism Development.

Keywords: Tourism, Rural tourism, Natural Dimension, Heidarabad Village

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Introduction:

Rural tourism is considered as the process of rural development that can provide the possibility of equitable distribution of services and public facilities in rural areas in the form of regional and local development policies. This new phenomenon leads to improved quality of life, reducing rural migration and using Villagers of sustainable livelihoods. Therefore, new approaches of rural development is focused on the status of rural tourism (Pour jafar et al, 2012). Tourism provides considerable economic benefits for rural areas through income and infrastructure development. Tourism can provide an organic economic growth at the local level for business owners with relatively little capital, aAnd offer a potential alternative to traditional activities in the village and local workers (Badri et al, 2009).

Rural tourism can cause significant side income for rural households in addition to other activities (Hall, 2005). In the literature of Tourism sustainable development has paid special attention to the Economic Dimensions. That is the main themes of economic stability is included economic benefits, diversification of the local economy, controlled economic growth, improve local relations and regional and equitable distribution of economic benefits to the local economy (Tosun, 2002). The positive economic impact of tourism in rural areas is to create jobs, increase the income of residents and the multiplier factor (Badri et al, 2009).

Although generally positive effects of tourism approved, but many researchers believe that tourism can have a negative economic impact on host society such as Increase the prices of goods and services, increased false land prices, increased cost of living, low returns of capital, seasonality of job opportunities and relocation in the Indigenous employment (Weaver and Lawton, 2001). Although rural tourism is not considered as a solution to all the problems of rural areas, but it can make its economic impact in slowing the evacuation of ryral settlements and rural population migration flows, creating jobs

for surplus labor force and creating additional business activities, diversification of the rural economy alongside other sectors of the economy, raising income levels rural households and creating demand for agricultural products. Therefore, rural tourism opens the Capacity of capitalist economy in the Possession of new and integrate them into consumption cycle. rural Tourism is considered commoditization strategy as the Part of the contemporary aesthetic economy (Walford, 2001).

According to estimates of the World Tourism Organization, There have been 25 million tourists in the 1950s. That number increased to 700 million in the year 2000. It is expected that, this number will increase to about one billion and 600 million tourists in 2020. The above statistics show growth of 7% between 1950 – 2000. It is expected that tourism revenues reach to approximately one billion and 590 million dollars in 2020 (Esmailzadeh, 2014). Therefore, Rural Tourism can be a Suitable Strategy for Comprehensive development of the state in terms of economic, social and environmental dimension. In economic terms, tourism can be the significant economic impacts for rural areas. Rural tourists pay for accommodation, purchasing local goods and services. This money flows in local activities and that, s important economic effects leads to slowed emptying of rural settlements (Javan & Saghaei, 2004). Rural tourism can be defined as the activities and services carried out by farmers, people and government for recreation, rest and attract tourists. As well as activities that are carried out by tourists in rural areas. But the point is that rural tourism includes all activities that tourists are doing in rural areas. Therefore, it can be said that rural tourism visit rural areas with different motivations such as ecological uniqueness, access to a special adventure opportunities, visit cultural Attractiveness and Space and environmental quality in rural areas. So, there are specific types of tourism in rural areas that depend on the individual traveler, destination features and Motivation of travel (Briendenhan, 2004). Today, Due to the increasing role of tourism in socio - economic development of countries, economists have termed it as an invisible export (Rezvani, 2005). Rural tourism in Iran can support the regional economy Due to abundant and diverse rural centers. In terms of Tourism environmental capacity, Iran is a land of four seasons. Iran,

with several thousand years of civilization and with more than 65 000 villages has diverse and historical, religious, cultural and natural unique attractions (Eftekari, 2006). For this reason, Iran is among the 10 top countries in terms of natural resources that can be used from the impacts of tourism in reducing unemployment and increasing economical income. Despite the existing statistics, Iran has not used this opportunity (Aboulhasani nezad, 2003). In regional scale, Ilam is one of the top province in iran in term of tourism capacity, But has failed to achieve its real position in the regional and national level. In this regard, Heidar Abad village of Ilam city can be an ideal destination for tourists staying with unique diversity and The special attractions of Agriculture. This village is known as the hub of tourism in terms of tourism and has first rank in the Ilam province, and is located in the south-western city of Ilam. In this study, we have tried to study the situation of tourism in the Heiderabad village.

The main problem of Current Research is that has not been done special action regarding development of Rural Tourism. Meanwhile, Is not known mechanisms of Tourism development in the heidarabad village from the view of experts, tourists and residents of the village of Hyderabad. The main focus of current research is focused on Investigation of Mechanism of Rural Tourism Development in Natural Dimension in the village of Heidarabad.

Theoretical Framework:

- Rural tourism

Based on the results of the World Conference on rural tourism, rural tourism is known all kind of tourism with using facilities and welfare services in rural areas which provides the ability to benefit from natural resources and nature attractions, along with participation in rural life (Pourjafar et al, 2012). Rural tourism is consisted of all tourism activities in the rural environment due to the culture and Rural Tradition Structure, arts and crafts, traditional customs that include agricultural tourism, green tourism, farm tourism, food and hunting tourism (Anabestani, 2009). Rural tourism is liberation from tedious life of a city for enjoying the natural resources and using natural attraction (Forests, Pastures and Rivers) that associated with the facilities and services (food, residence and leisure activities / sports) in

rural areas (Dann, 1999). Rural tourism includes a wide range of activities, services and facilities for recreation and relaxation for tourists that done by farmers and rural residents, to attract and keep tourists in order to increasing and earn income (Ashley et al, 1997). Rural tourism includes farming and crop tourism and provides services and facilities such as settlement, catering, facilities and entertainment, celebrations, and production and sale of rural handicrafts and agricultural products (Sharifzadeh & Moradnezadi, 2001). Because, rural tourism includes areas such as suburbs tourism, agricultural tourism and cultural tourism thus it has closely relationship with concepts such as ecosystems, eco- tourism and green tourism. Recreational activities of rural tourism is consisted of rural Camp, staying in rural houses, Journey into wildlife areas, rural craft marketing, Cultural festivals, Adventure Sports, Visiting ancient and Historical Places nearby rural areas, Music festivals and folk song and any recreational activity focused on rural areas (Pourjafar et al, 2012).

- **rural tourism and its economic performance:**

Tourism provides significant economic benefits for the rural areas through income and infrastructure development. Tourism at the local level can create organic economic growth for the business owners with relatively little capital and offers potential alternatives for traditional activities in rural areas and local workers (Badri et al, 2009).

Also, rural tourism provides the presence of small businesses that may not be practical because of the small population of rural communities. Rural tourism with rural activities such as agriculture is caused significant side income for the family farmers (Hall, 2005).

- **Rural tourism as a strategy for rural development:**

Tourism development as a strategy for rural development is a relatively new idea that policymakers recognize its importance in the rural communities, but they do not have enough experience to implement it. A number of authors have done a lot of research about how Tourism industry stops moving and progress, or may have negative effects on social and cultural values of society. Also, there is an alternative view with an idea that tourism is an economic solution

and for the development of rural areas. From the Prudential perspective, tourism is introduced as an integrated planning process to minimize the risks and maximize the benefits of development. In a different approach, rural tourism has been introduced as an engine of rural development for the following reasons:

- Tourism is considered as a source of jobs and income like every activity organized and developed
- Rural tourism operates as a generating for a large number of economic activities, we should never forget that tourism creates a chain of economic activities and services and not just simple stage of economic activities.
- Rural tourism uses natural resources or natural phenomena and economically equivalent to the extraction of the oil and mines.
- Rural tourism will raise the demand for crafts, traditional arts and activities that require more workers. These activities are the activities that can be done in the village. As much as rural tourism absorbs tourists out of the rural economy, outward flows may impose costs to the rural areas. rural tourism can help to rural development with cultural and natural resources, especially in landless rural settlements and mountain areas (Sharply et al, 1997).

Rural tourism as a tool for sustainable development and protection of natural resources:

Sustainable tourism is examined tourism in the form of borders and has established a relationship between the host community, tourists and the tourism industry. In the past, the tourism industry was the head of this triangle. Rural tourism has been created to establish a balance between these 3 elements with the aim of adjusting the tensions between the three sides of the triangle. The purpose of this section of tourism is to minimizing cultural and environmental damage, providing the visitor's satisfaction and preparation for economic growth (Lane, 1994). Rural tourism can have a share in the economic diversification and sustainable development and can lead to the development of less developed areas through the creation of employment and income. Although, jobs related to the industry are not very specialized and lucrative, but The villagers earn a lot of benefits. Tourists pay for residence, purchasing local goods and services. The

money flows in local activities and will lead to rural mobility to provide the needs of visitors (Gregory, 1992).

Rural tourism helps to sustainable rural development by creating jobs, increasing income levels, diversification of economic activities, increase social awareness, Creating social relationships between host and guest population, protection of cultural heritage and the natural environment, preventing immigration procedures and optimization of land use. Sustainable development has many dimensions. One of them related to the economy in which development moves from local cycle to international cycle. Sustainable Rural tourism leads to good income opportunities for local communities. The second dimension relates to ecology and its method is move from destruction towards protection. The third dimension relates to the social and cultural values that lead to maintain or change the current status (Eftekari & kaderi, 2002).

A review of previous studies:

In the Research of (Abyar, 2007) been been reported a significant correlation between tourist attractions, attracting tourists and increasing employment in the handicrafts sector. Shahidi et al(2007) in their Research entitled Effect of tourism in rural areas planning have Concluded that we have to care to planning of Rural Tourism Development for using of Rural area from Natural Resources and potential in the form of Comprehensive Landscape and Strategic Approach.

Adib (2009) in his research has concluded that rural tourism is a long-term process, and this process leads to Providing needs, welfare and more possibilities for rural people with Considering Resources and the needs of future generations. Therefore, the development of this industry is the main Structural- Functional Priorities of Rural development programs in many countries of the world.

Maleki (2010) in his study entitled Impact of Rural Tourism in Rural Development states that development of tourism in rural areas can lead to income generation and employment for its residents, because tourism activate Different parts of the service.

Shamsedini (2010) in his work entitled "rural tourism: constructive approach for rural development" states that tourism is one of the main elements of global economy has played a significant role in

international transactions. Therefore, through the development of tourism activities and introducing some of the tourist attractions of Iran, especially in rural areas, can be helped to improve the level of these spaces and with tourism development helped to national economy.

Study of (Allen et al, 1993) showed that personal characteristics and understand the positive and negative effects of tourism is effective on residents' attitudes toward tourism and understand residents of self-interest tourism has a direct relationship with their attitude toward tourism. Lankford (1994) in his study showed that activists of commercial- services sector have had the most support toward tourism Development. Holland et al (2003) in their study, have introduced rural tourism as a strategy for rural development. They have presented strategies to revitalize rural areas by creating complementary activities or transform these areas due to their natural and human resources. They claim that offering programs and strategies are only way of the renewal of the thie villages which to be able to use their human and natural resources and can cause an increase in income and living in rural areas. Volunteer and Gaul (2003) in his study entitled "The capabilities of rural tourism in the village of Gallipoli" have concluded that improve information and knowledge about natural resources, Taking care of local people from wildlife and indigenous species are the positive impacts of eco- tourism and the loss of plant and animal species, the rapid spread of epidemics and diseases, mechanical damage on plants, water pollution and reduce transparency, erosion and soil compaction are the most important negative impacts of eco-tourism.

Wang & Wang (2006) in their study indicate that age, gender, income, education, and length of residence in a tourist location, characteristics of tourists, level of residents awareness from Tourism development programs in the area and Current Situation of Tourism development programs, are effective the perception of residents from the impacts of tourism. Halder (2007) in his Research entitled "bottlenecks and opportunities for rural tourism, " admits that the effects of tourism on the environment can improved mental and physical status, help to create and preserve the natural park and natural resources. Dyer et al (2007) in their studies have reported a significant

relationship between demographic, economic dependence of residents toward tourism and understand the effects of tourism with residents' attitudes toward tourism.

Research objective:

The Main Objective of the Present Study was to Investigate Mechanism of Rural Tourism with emphasis on the Natural tourism in the village of Hyderabad in ilam County during the time period from 2013 to 2014. Specific objectives of this research are included:

4. 1. Invetigating personal charactristics of Respondents
4. 2. Ranking Mechanisms of development of rural tourism from cultural dimension

Materials and Methods and study area:

Materials and Methods

The Present research was applied type based on the goal, in terms of the Nature it was quantity research and in terms of the method of Collecting data was a Survey research. The Population of this study Consisted of three groups of expert(N=40), Rural houtholds (N=110) and Tourists. For Selecting Sample, in the Case of the first groups the Census method eas used and for Tourists Population by using Simple Random Sampling method 100 people were Selected and altoqrther 250 People were Studied. Main Instrument of gathering data was questionnaire Which consists of two main parts (Personal characteristics and mechanisms of rural tourism development in the natural Dimension. The Validity of questionnaire was Confirmed by Experts Panel of ilam univirsiry and Islamic azad University of ilam branch and Expets of Tourism. Cronbach alpha Coefficient was used to determine questionnaire reliability and its value was equal to. /96. For dara analysis, descriptive statistics such as frequency, percentage, mean, standard deviation and coefficient of variation was used. For analytical statistics, factor analysis was used.

To determine the size of tourists, 100 people were studied using simple random sampling. Table1 shows the sample size.

Table. The sample size table

Respondents	Number	Selection Method
Experts organizations and related institutions	40	Census
Resident Rural households	110	Census
Tourists	100	simple random sampling

Source: (Statistical Centre of Iran, 2014)

The characteristics of the study area

Ilam County is center of ilam province with an area of 2165 square kilometers. This city is located in the northwestern of Ilam province. This city is neighbor with Sirvan, Chardavol, Dareshahr, Eivan and Mehran Townships. Ilam city is limited to the country of Iraq from the West. According to the 2011 census the city's population is 213, 579 people. This city on the basis of the latest national Census is consisted of 3 Section (Vhevar, Sivan and Markazi), 2 Cities (Chevar and Ilam) and 6 districts (Arkavazi, Bowly, dehe paeen, Michghas, Alisharvan and Keshvari). Hyderabad village is located in the heart of the Michghas districts and in the South West of the Ilam City. Hyderabad village is started from a distance of 30 kilometers from the city of Ilam and to be Continued to Tellab, s heights in the near of Village.

The combination of forest and fruit garden, especially the walnut trees, along with streams and roaring rivers has given a beautiful landscape to this Bungalow Valley. This Valley is considered as a source of income for villagers and Ilam province in terms of attracting tourists and both the production of horticultural products. The village tissue has a interesting points, because, the "hadi plan" has been implemented in this village and Alleys, Streets, have special order. In this village, there are the press stations, special trash cans, sanitation facilities, water coolers. In this village People have active participation in the development and implementation of various projects. Every year in third decade of June is held apricot harvest festival in the village. At the ceremony, are introduced the best product and typical growers. Heiderabad village has a altitude of 1400 meters above sea level. Its climate is temperate and mountainous. in the spring, summer and early autumn, has a temperate climate, and in the winter has cold climate. Heiderabad village with beautiful nature and Abundant natural potential capacity, is considered as one of the major tourist centers.

The study area has natural attractions such as hot springs, fruit garden, appropriate agricultural land, hills and Green Field plains, recreational camp, medicinal plants and traditional architecture tissue.

Research question:

The most important question is examined in this study include:
 What are the mechanisms of Village Tourism development of the village of Hyderabad from the Natural Dimension?

Findings and Discussion:

Personal characteristics of the Respondent:

Table(2) shows Summerizes the demographic profile and descriptive Statistics of Respondents. The majority of respondents were male(56%). 33/6% of the statistical sample have had aged between 26-35 years old. 6/4% of them have had more than 55 years. 61/6% of the respondents were married and others were single. 42% of them have lived in the city and 57/2 % have resided in rural areas. 6/8% of the tourists were illiterate and 24. 8 percent have had education at the undergraduate level. 65/2% of the study have been employed and 64/8 % of them have been self-employed. Place of Birth 30% of respondents were city, 70 % of them have been born in the village.

Table2. Summerizes the demographic profile and descriptive Statistics of Respondents

Variable	Level of changes	Frequency	Percent	Cumulative Frequency
Gender	Male	140	56	-----
	Female	110	44	-----
Age	15-25	57	22/8	22/8
	26-35	84	33/6	56/4
	36-45	63	25/2	81/6
	46-55	30	12	93/6
	Up to 55	16	6/4	100
Marital Status	Married	154	61/6	-----
	Single	96	38/4	-----
Place of Resident	City	107	42/8	-----
	Village	143	57/2	-----
Educational level	Illiterate	17	6/8	-----
	Reading and Writing	22	8/8	-----
	Guidance School	26	10/4	-----
	Diploma	58	23/2	-----
	Upper Diploma	41	16/4	-----
	BS	62	24/8	-----
Job Type	Upper than BS	24	9/6	-----
	Government	88	35/2	-----
place of birth	Free	162	64/8	-----
	City	75	30	-----
	Village	175	70	-----

Source: Research Findings

Inferential statistics

Factor analysis of Mechanism of rural tourism development in the natural dimension

To investigate the mechanisms of rural tourism development in the Natural dimension, is used of exploratory factor analysis using statistical software spss. In this study, the purpose of the application of factor analysis is to identify the components of rural tourism development from the perspective of the respondents and determine the amount of variance explained by each of the variables in the form of classified factors. In this study is done the following steps:

- *Determining the suitability of data:*

In this study, according to the KMO¹ obtained at the appropriate level, it can be said that the data have been suitable for factor analysis (table3).

Table3. KMO and Bartlett amount of data collected

KMO	Bartlett Test	p- value
.830	134/3	./000

Source: Research Findings

- *Determine the number of factors*

Extracted factors along with eigenvalues and cumulative percent of variance is listed in Table 4.

Table4. Extracted factors along with eigenvalues and the percentage of total variance

Row	Factors	eigenvalues	percentage of total variance	The cumulative percentage of variance
1	Infrastructural – culture Mechanism	8/43	25/55	25/55
2	Welfare-services Mechanism	1/95	5/92	31/48
3	Informing Mechanism	1/94	5/88	37/36
4	Economical- Cultural Mechanism	1/65	5/026	42/39

Source: Research Findings

Based on the results of Tables4, Infrastructural- Cultural Factor has highest eigenvalue than other factors. The eigenvalue of this factor (8/43) indicates that the factor explained about 25/55% total of variance. Generally these 4 factors such as Infrastructural – Culture, Welfare-Services, Informing and Economical- Cultural Mechanism

¹ - Kaser Meyer olkin

have been able to explain 455/48% of the variance of natural tourism Factors.

- *Factor rotation and Naming variables*

After factor Rotation with helping varimax Method, Variables were placed at 4 category and are Named (table5).

Table5. extracted factors along with eigenvalues, percent variance and the cumulative percent of variance in the Natural Dimension

Factor Name	Items	Loading factor
Infrastructural – Culture Mechanisms	The creation of the necessary infrastructure for access to Natural places of village	. /64
	Development of health centers in rural areas by increasing the number of tourists	. /60
	Production and broadcasting of radio and television from Places and beautiful areas of the Village	. /630
	Organizing Sport Campgrounds and mountaineering in certain seasons in the village	. /680
	Use of facilities and services such as providing proper service for tourists, ... in order to development of sustainable rural tourism	. /694
	Development of mountaineering and birding paths as the one of Privileged hub region	. /710
	Developing and improving access paths to recreation areas	. /521
Welfare-Services Mechanism	Beautify the Roads between villages and Providing services to the villages along road that are the path of tourists	. /57
	Making a special place for lighting fire	. /45
	the supply of Charcoal packed to the tourists	. /44
	Providing several stations of Environmental monitoring in the different area in order to Conservation of Natural Resources and wildlife	. /63
	Creating guesthouses and lodgings in the village	. /53
	Providing the public parking for the welfare of passengers	. /40
	Creating places for setting up the tents for Providing physical and Financial security of the tourists	. /48
	Clearing around the rivers and springs	. /62
	Asphalt Improvement and Roads around the village	. /81
	Creating protected national parks in different parts of the village in order to Protect plant and animal species and convert them as ecotourism attractions in the region	. /72
Making buffet and shops to provide the the required products for tourists	. /74	
Informing Mechanism	Installing signs for tourists to educate them in the field of prevention of water pollution	. /35
	Installing signs for tourists to educate them regarding attention to Environmental health of the rurals	. /39
	Installing signs for tourists to educate them regarding Turn off the fire after leaving the place	. /63
	Installing signs to show attractiveness such as pastures, deserts and. . . for tourists and how to achieve it	. /72
	Installing signs for tourists to educate them regarding avoid cutting and breaking branches and leaves of forest trees	. /58
	Installing signs or giving leaflets to tourists in order to educate them	. /81

	in the field of the harms of Annual fire in the forests	
	Providing brochures and maps that give suitable information to tourists about major and minor roads	. /57
	Preparing brochures to introduce Places and beautiful areas to tourists	. /64
	Training the local people and tourists related with proper utilization and protection of area attractions	. /46
Economic Mechanism - Cultural	The profitability of Services and tourism activities for host society	. /66
	Creating harmony among tourism activities with the preservation of natural resources and the environment	65/.
	Attempts to enable winter tourism	. /55
	Reduce or eliminate the problems caused by animal excreta by burying them in areas outside the village	. /34
	Preventing rural migration to urban areas through job creation and increase their income by rural tourism development	. /55

Source: Research Findings

Results of factor analysis showed that Infrastructural – Cultural Mechanism is allocated 25/55% of the variance. This factor with eigenvalues (8/43) has been first factor of the factor analysis of Natural Tourism. Therefore, we can say that the development of infrastructure and cultural activities in the village, can helped to attract tourists in the study area.

Factor one is composed of the following variables: The creation of the necessary infrastructure for access to Natural places of village, Development of health centers in rural areas by increasing the number of tourists, Production and broadcasting of radio and television from Places and beautiful areas of the Village, Organizing Sport Campgrounds and mountaineering in certain seasons in the village, Use of facilities and services such as providing proper service for tourists, in order to development of sustainable rural tourism, Development of mountaineering and birding paths as the one of Privileged hub region and Developing and improving access paths to recreation areas. This factor was named Infrastructural – Cultural Mechanism. This factor with eigenvalues (8/43) has been first factor of the factor analysis of Natural Tourism.

Factor 2 is composed of the following variables: Beautify the Roads between villages and Providing services to the villages along road that are the path of tourists, Making a special place for lighting fire, the supply of Charcoal packed to the tourists, Providing several stations of Environmental monitoring in the different area in order to Conservation of Natural Resources and wildlife, Creating guesthouses

and lodgings in the village, Providing the public parking for the welfare of passengers, Creating places for setting up the tents for Providing physical and Financial security of the tourists, Clearing around the rivers and springs, Asphalt Improvement and Roads around the village, Creating protected national parks in different parts of the village in order to Protect plant and animal species and convert them as ecotourism attractions in the region and Making buffet and shops to provide the the required products for tourists. These 11 variable are related to welfare and services aspects. So, it was named welfare – services factor. The eigen value of this factor (1/95) indicates that the factor explained about (5/92%) total of variance.

Factor 3 is measured by the following variables: Installing signs for tourists to educate them in the field of prevention of water pollution, Installing signs for tourists to educate them regarding attention to Environmental health of the rurals, Installing signs for tourists to educate them regarding Turn off the fire after leaving the place, Installing signs to show attractiveness such as pastures, deserts and. . . for tourists and how to achieve it, Installing signs for tourists to educate them regarding avoid cutting and breaking branches and leaves of forest trees, Installing signs or giving leaflets to tourists in order to educate them in the field of the harms of Annual fire in the forests, Providing brochures and maps that give suitable information to tourists about major and minor roads, Preparing brochures to introduce Places and beautiful areas to tourists and Training the local people and tourists related with proper utilization and protection of area attractions. The tree factor was named informing factor. The eigen value of this factor (1/94) indicates that the factor explained about (5/88%) total of variance.

Factor 4 is composed of the following variables: The profitability of Services and tourism activities for host society, Creating harmony among tourism activities with the preservation of natural resources and the environment, Attempts to enable winter tourism, Reduce or eliminate the problems caused by animal excreta by burying them in areas outside the village and Preventing rural migration to urban areas through job creation and increase their income by rural tourism development. Factor 4 was labeled as economical- cultural factor. The

eigen value of this factor (1/65) indicates that the factor explained about (5/02%) total of variance.

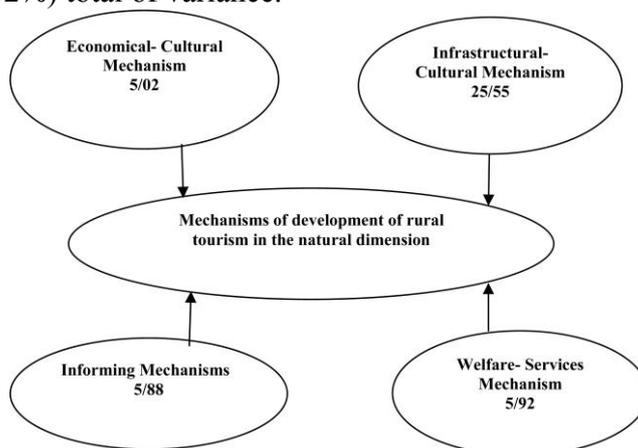


Figure1. Factor analysis of Mechanism of rural tourism development in the natural dimension
Source: Research Findings

Conclusion:

This study was conducted to identify the sub-sectors of rural tourism development with emphasis of natural tourism in the village of Heiderabad. To realize the above-mentioned components were studied three groups of population, tourists, residents of rural area and officials of government agencies in the form of survey research. To achieve mentioned factors have been used exploratory factor analysis technique. The most important question is examined in this study include: What are the mechanisms of Village Tourism development of the village of Hyderabad from the Natural Dimension?

Results of factor analysis showed that Infrastructural – Cultural Mechanism is allocated 25/55% of the variance. This factor with eigenvalues (8/43)has been first factor of the factor analysis of Natural Tourism. Therefore, we can say that the development of infrastructure and cultural activities in the village, can helped to attract tourists in the study area. The results of this study are corresponded with the findings of the following researchers:

Holland et al(2003) In their study titled "Tourism in poor rural areas" have been introduced rural tourism as a strategy for rural development. they have proposed strategies to revitalize rural areas by

creating complementary activities or transform these areas due to their natural and human resources.

Volunteer and Gaul (2003) in his study entitled "The capabilities of rural tourism in the village of Gallipoli" have concluded that improve information and knowledge about natural resources, Taking care of local people from wildlife and indigenous species are the positive impacts of eco-tourism and the loss of plant and animal species, the rapid spread of epidemics and diseases, mechanical damage on plants, water pollution and reduce transparency, erosion and soil compaction are the most important negative impacts of eco-tourism.

Halder (2007) in his Research entitled "bottlenecks and opportunities for rural tourism," admits that the effects of tourism on the environment can improved mental and physical status, help to create and preserve the natural park and natural resources. He also believed that the development of infrastructure in rural areas leads to health tourism.

Recommendation:

1. According to the results, the tourists have assigned the highest priority in the Natural dimension of rural tourism to the variables such as Reduce or eliminate the problems caused by animal excreta by burying them in areas outside the village, Making a special place for lighting fire and Installing signs or giving leaflets to tourists in order to educate them in the field of the harms of Annual fire in the forests. It is necessary that the authorities should give priority attention to the health of rural areas and providing the necessary facilities for tourists. Also, in order to protect the environment, and increasing the income of economy income in a rural sustainable tourism program it is necessary to attract tourists satisfaction, in this way, they can help the process of rural development.
2. According to the results, Infrastructural – Cultural Mechanism is allocated 25/55% of the variance. This factor with eigenvalues (8/43) has been first factor of the factor analysis of Natural Tourism. So, It is recommended that be done comprehensive studies for the development of infrastructure and expansion of cultural issues at the provincial level, before be done the feasibility, planning and implementation of tourism development.

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