

An Effective Pattern for Sustainable Development of Rural Tourism:(A Case Study:Kandovan)

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Abstract

Tourism has been known as the fastest expanding source of the world and as a tool for increasing the amount of income in less industrialized countries. Now it can be easily asserted that tourism and tourism economy are as the most essential economical-commercial elements of the world. In such manner that most of the programmers and development politicians commemorate tourism industry as an essential elements of stable development. Rural tourism is considered as a part of the great industry of tourism and in this field Iran has various, huge and actual tourism attractions to develop rural tourism. The historical and extensive Iran, in spite of having more than 75 thousand villages, that some of them have several millennial records or possess the wonderful historic works and perspectives in comparison with universal standards, has essential potential for active presence in the field of this several dimensional industry. Therefore, it is necessary to record it as a basic cogitation in reflection to executive, decision and scientific centers of the country and even consider an elevated place for it in development programs.

Iran by having many beautiful and natural regions is among 10 superior countries in the world but unfortunately it has not been able to profit by this place well. So we decided to introduce rural tourism and its relevant tourism as the highest income industry and motivation for a stable development of rural regions and to explain its value and place, which includes some

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contexts of rural tourism. Stable development, the position of tourism in villages' economic, Limitations, abilities, the subsequent events, etc, is done by case study of Kandovan village in this article.

Keywords: *Rural tourism, stable development, kandovan, Iran*

1 Introduction

Mutual effects of rural tourism elements have excessive connection with mutual relations of ecological, economical, social and also structural compilation in rural tourism including historical places, shrines and natural sights.

So, knowledge of weak and strong points (opportunity and threats) are fundamental necessities in role, quality and stagnation reasons of rural tourism, a subject that has been paid less attention to up to now. It's more than three decades that million Rials have been spent on study and research. It has tried to impart this point of view that the principle factor in non formation of stable development planning is non-inoculation of investments in different parts.

The objective of this research is the examination of rural tourism opportunities and their connections (geographic position, topography, climate, herbaceous covering, transportation, substructures, and human sources) that is very meaningful and it can play a strategic role in stable development planning of villages.

In the last three decades tourism industry has been one of the economical and social developments in many countries that Iran has fewer portions in comparison with these countries. Countries are trying to bring up more portions of employed population as programmer and their human societies as operation. Considering the increase in the importance and the role of tourism industry in the world and thinking about economical, social and political advantages and abilities and also Iran's environmental potentialities that its remarkable part is in rural societies, It's obvious that special attraction to program in Kandovan rural tourism industry can lead to attract the internal and external investments in developing of this industry in rural societies.

2 Explanation of the Problem

Tourism industry is considered as the biggest and the most various industry in the world. Most countries know the searching industry as an essential source of income, which results in the growth of private sector and development of foundation structure. Nowadays tourism industry has too much importance in development and perspective documents of the countries that programmers entitle it as an invisible industry (Rezvani, 2000, p15).

Now this function is a favourite aspect in rural industry and establishment of economical stable sources for administering the precious affairs of villages. Unfortunately during recent years the view point of planning has been more over the rural programming than the set of rural management of Iran especially in governorship. Considering divulging of numerous problems in accomplishment of the above programs, instability, lack of economical justification and frame designing, a study on the new economical methods on the field of development and planning in rural structure is needed.

Iran unlike having many tourism attractions in rural and urban regions has not been able to step in development of tourism for many different reasons. Therefore the researcher tries to present the value and position of rural tourism as a precious industry and a stimulus of stable development of rural regions which consist of some contexts like rural tourism, stable development, and the position of tourism in village's economic, future events and limitations.

Rural tourism can repose in the special shape in rural management as stable mechanism in economic with high financial circulation in villages and with the ability of tourist attraction in undeveloped countries as a secure economical source in order to achieve the economical development (Logistics and stable development office, 2004).

The researcher tries to draw a rural tourism pattern in Kandovan and wants to examine its effect on stable development.

3 Methodology

This research is considered as a library research whose information sources are collected by existing sources in publishing reserves and also the presented basic facts and theoretical framework are combined

by research's understanding and analysis. In order to collect information, the following methods have been used:

- ✓ collecting information and examining background impression.
- ✓ set of analysis activities.
- ✓ adding up and presenting the solutions.

In this research we have tried to draw a rural tourism pattern in stable development programs by using different viewpoint of experts and theorists and by collecting documents in libraries, digital archives and sites.

4 Geographical Recognition of Researched Region

Kandovan village is located at the distance of 50 kilometers from the southwest of Tabriz. It's one of the villages in the East Azerbaijan province which is at the distance of 18 kilometers from the Oskoo in the Soltandaghi slope. According to the census of public population and residence in the year 1385, it has 143 families and 801 persons who are busy with agriculture, animal husbandry and handcraft. The ancient individuality of the Kandovan is because of presence of 117 families and houses inside the rocky piles of pyramid and conic shape. Villagers have built houses, folds, stores and working places in the pile. As far as Kandovan's special geographical position it has semi-humid climate with long and very cold winters and it has been considered as the coldest in the whole part of the country. Rocky architecture shows the sense of struggle and human's effort with the nature and engages of natural rocks. In an ordinary architecture, the principle dignity of the buildings is created by construction materials like gypsum, lime and bricks. While in a rocky architecture the studied space appears in the pile of stones and also stone like a skeleton creates stable coating around the space.

Kandovan village is one of the third rocky villages in the world and the only inhabitable rocky village in the world which has caused its unique attractiveness.

The architecture of this village is nonpareil and the life of the people in an old texture is counted as an exception in the world, for nobody lives in kapadokio and Dakota in Turkey and America. Kandovan is a village which has been built in a rock and stone from the only factor in

this hamlet. Houses are conical and also some holes have been built in the rocks to keep domesticated animals.

Kandovan is rural region in Sahand mountain chains that cause a lot of green meadows of tribes. Also mineral water fountain of Kandovan is considered as an attraction of this 6 millennium village. The water of this fountain with the least per cent of indigestibility is beneficial for the treatment of nephrogenic diseases. Animal husbandry, farming and gardening are the main profession of the people in this village. Water reticulation and electricity wiring show peaceful coexistence of man with environment. Kandovan is a beautiful sample of using nature in human life.

5 Drawing Pattern of Rural Tourism in Kandovan Village

Division of tourism in the presence of social class was not possible before First World War, whereas nowadays we should use some factors which involve time, motive and aim factors(Shokuei,2004,p85) In conformity with local tourism capacities and tourists' aim, we can classify rural tourism in 5 groups:

Natural tourism: mainly it has creative aspect and it contains the least negative ecological effect and it has more similarities with ecological attractions.

Cultural tourism: this kind of tourism is related to culture, history, ancient and cultural heritage of rural people.

Ecotourism: it's kind of tourism that in addition to similarities with natural attractions and life, it is also related to social customs of local people and has similarities with above mentioned attractions too. And while keeping natural sources, it will preserve welfare, education and local's social values too.

Rural tourism: in this kind of tourism, tourist lives in village families and participates in economical and social activities.

Agriculture tourism: in this kind of tourism, tourist participates or even has similarities with ecosystem of the host region or traditional activities of agriculture without creation of negative outcomes.

Farm tourism: in this kind of tourism, rural tourism is considered and introduced as special structure in organization that relates it to agriculture companies(Ivan,2002,).

The Most Important attractions of Rural Tourism that are Observed in Kandovan Region:

Rural, urban tourists: they are ordinary tourists that choose suburbs' promenades or hamlet parks or tourist villages to spend their vacations and also they enjoy visiting rural sights and parks. In this group the best places are shrines and other holy places that in addition to natural relation in cultural affairs of village, they have been able to introduce religion.

Cultural, historical tourists: these are some tourists that travel in order to recognize culture, art, music, ceremonies, handicrafts, architecture and historic works of each place and also they like to become familiar with unique culture of different nation tribes. Cultural tourists choose their journey place with complete information in order to promote their cultural and scientific information without pleasure and recreation motive.

Adventure tourists: in fact it is applied to any tourists that embarks to different searching and adventurous activities. Trips with the intention of hunting, boating in the river, mountain climbing, rock climbing and so on are some instances of adventurous tourism. Uneven (form, genus, direction of the earth) kind of the climate, source of the water and the herbaceous covering in the Kandovan have caused various attractions and their varieties in terms of different seasons can help the importance of adventure tourism in region. (tourism planning in national and regional level, 2000, p.54)

Natural tourists: these tourists travel to use the nature, plants, animals, beautiful see sights, parks and natural and peaceful mountainous regions. Kandovan village in the presence of conical houses, mineral waters fountains, meadows beautiful herbaceous covering and animals life has prepared various and firm natural tourism attractions for tourists. This village is propounded as one of the ecotourism's society with various bioecological conditions.

The negative effects of social, cultural bio-ecological and political development of rural tourism:

Bio-ecological effects: some of the tourist activities like walking and camping which are in company with putting the garbage out, sewage discharge in source of water cause environmental pollutions and without having any firm and modern rules in the case of the type of

earth usage and constructing hotels, which are residence of tourists, numerous mass of tourists will destroy natural see sights.

Socio-cultural effects: since the produced income of tourism is much more than the villagers' agriculture income, this industry in spite of its negative effects is welcomed in many rural regions. The weakness of planning in tourism industry can be meant that the village may be rushed by tourists who have various cultural values and this causes the culture village breaks and also the cooperation of the villagers decrease on the field of customs and mores. (Khayati,2003,p42). Anyhow according to positive points of this industry, development of it can cause the promotion of cultural and social development indicators in the village. In any places where tourists have income, employment can adjust the unemployment difficulties and also can decrease the protests that this subject is the political effect of development of tourism industry. The increase of tourism trade result in many contacts with different peoples and also it leads to more perception and understanding about value and economical system, manner of life and sample of people behavior. Most of the authorities believe that these relations cause the deduction of political convulsions. According to aforementioned cases the entrance of tourists to Kandovan can increase political development of this village.

5 The Effect of Rural Tourism on Sustainable Development of Villages

One of the important things in tourism is to reach a more stable development. Tourism and recreation exploitation from natural arrears in comparison with other activities and land exploitation like forest, meadow exploitation, industrial and productive activities requires less investment. Furthermore, ecotourism doesn't have any prejudicial effect on environment and also by initiation of stimulant tourists can help preservation of nature. In fact ecotourism is a kind of essential, logical exploitation from the source of bioecology(Eliot,p36).

Inequality and separation of different geographical regions is one of the important difficulties in massive development absence that has justification in Kandovan too.

Thus getting rid of limitations of man's various necessities in cities and ending to village's isolation will be made possible only by tourism growth. Particularly Kandovan has some geographical morphological, ecological possibilities, rivers, animals and herbaceous all of them are important factors in attracting ecotourism.

One of the important factors in initiations of geographical justice is tourist planning is that naturalists send the investment from urban areas to rural areas. Kandovan which is in the vicinity of ecotourist attractions has low level of development. Different ecological and aural conditions and the remoteness from cities are efficacious factors in stable development of this village. So one of the ways to reach stable development and reduction of inequalities is the growth of industry of systematic tourism in rural regions.

6 Events of Rural Tourism Planning

Notwithstanding a few record of Iran in tourism planning especially in rural tourism we should say: Iran's planning system in general and rural planning in different regions as an example Kandovan in particular is conformed with some that we can classify the most important of them as follows:

- ✓ Relevant events to plan space
- ✓ Relevant events to prepare the plan.
- ✓ Relevant events to accomplishment, control and correction of the plan.

7 Relevant Events to Planning Space

Planning space is applied to the set of political, cultural, social and economical factors and situations which are assigned out of planning system. This set prepares way which makes the planning and accomplishing possible in suitable situations including:

Non-acceptance of the needfulness of rural tourism planning in set of political management of the country and firm purpose of administrators in guiding and supporting of planning system.

Unclear place of the country in universal and international economics
Unclear total object and unclear basic methods of economical, social, structural development such as territory of governmental, personal,

cooperative activities, an acceptable form of and structure of societies' economic and assigning the limit for people's partnership.

8 Relevant Events to Prepare The Plan

The main problems of planning system of rural tourism in preparing the plan are as follows:

Lack of imperative technical and official abilities for planning because of existing difficulties in excitement and management system and lack of specialists

Lack of organic association between the organizations of rural Islamic conseoltaries and planning system of the country and existing of various ambiguities and inadequacies in executive mechanism and the method of participation of conseoltaries in rural planning affairs.

Lack of forecasting of special planning of rural tourism in laws witnesses to planning system and unknown relation of this kind of planning with regional, long term and middle term planning.

9 Relevant Events to Accomplishment, Control and Correction of the Plan

The most important difficulties of tourism planning in this field are as follows:

Lack of proportion of regional compiled plans with executive potentials and economic capacity of the country that cause creation of the main difficulties in their accomplishment.

Weakness of cultural essentials that follow up the order of the plan in different levels of accomplishment.

Lack of conformity among collocation of credits, controlling reports and reports of plans' operation.

Lack of active participation of people in accomplishment of practical plans of rural tourism and unclear mechanism for this participation.

Absence of logical and essential mechanism toward correction or revision in rural tourism planning.

10 The limitation of Rural Tourism to Reach Rural Sustainable Development

Stability in tourism industry has different dimensions. The growth of general information on the field of preservation of natural resources

can be situated in this side. Social stability refers to capacity of the society to present services and perform the output of tourism without formation of any contrast and in coordination with the structure of society. Cultural stability refers to constancy or compatibility of framework and cultural criteria of a society against produced pressure of what is called tourism culture and remained cultural effects from tourists. In any case the limitation of rural tourism to reach stable development can be classified as follows:

Village's supportive charges like providing services increase bio-ecological controls

In rural project, designing substructure establishments and their various usage are time consuming and also need organizing of all executive power

According to regional texture of rural society, differences of culture cause the social-cultural unity of villages become lost.

Concentration of people can cause the village's stabilities become damageable.

In residence planning, differences in new structure cause an increase in the house and land price.

Training coordination of occupations and its hierarchy disturbs the economical activities in different reasons.

Bio-ecological pollution contaminates pedagogical abilities of soil and environment and decreases the benefits of environment in agricultural economy.

It brings up the dominant type of land exploitation system in the shape of private and commercial exploitation system.

11 The Abilities of Rural Tourism to Reach Rural Sustainable Development

Rural tourism not only has attraction for tourists but also has attraction and efficaciousness and is also economical for villagers of developed and developing countries. In this subject the following instances can be noticeable:

Homecoming of emigration population from village because of the increase of income and cultural abilities and changes support the existing service economy

Structure variety of regions' economy and economics of domestic and regional societies will increase

By increasing income, a stimulus to preserve, support and develop village's natural environment will increase

It will protect the existence of servicing activities in village like transportation system, rural tradition and regional crafts and professions.

The differences between old and new texture will destroy the village The historic works, valuable buildings and architecture will be preserved

The new cultural, recreative possibilities will be created in the structure of village

The frame plans will help the accomplishment of these planning noteworthy.

It will pay too much attention to promenades, forms, gardens and protective regions

The average income of villagers who have small jobs will increase and the differences of income among the villagers reduce to the minimum

Regional and traditional culture and mores will be enforced and be sent out to the region

The initiation of suitable human, economic patterns and preparing on the field of its right extension

The role of women in rural development and social participation

It follows the role of external and internal investment multipurpose

The supplementary of economical activities are on the field of industry agriculture and servicing and it will prepare the mutual connection between different parts of economics.

Those who try to develop tourism industry in rural regions should act truly in analyzing the weak and strong points in order to make the abilities of market clear and in conformity with that take an action toward suitable kind of tourism development.

12 Conclusion and Suggestions

Now rural tourism is presented as an industry which has stable potentiality. However it can have some negative effects. Of course there are lot of obstacles for the sake of development of tourism

industry. So both long term and short term plans and supervisions are considered as essential affairs toward the avoidance of damage to rural and natural regions. The author believes that if rural tourism wants to reach stability and play positive role in the life of people in rural regions, the following instances should be presented:

- Attraction of the cooperation and planning of internal media to introduce the abilities of human and natural tourism in Kandovan village.
- The examination of cooperation facilities of private sector on the field of investment in different regions of township.
- The observation of the special training tourism courses in high instructions of education in the region.
- The preparation of comparative plans of natural tourism management for every region
- The establishment and development of related fields in university and specialization of tourism industry specially rural tourism
- A movement to scientific and social principles and attention to culture and some successful steps that the other countries have had on the field of rural tourism attraction Kandovan

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