

Research Paper

Sustainability Surveys of Tourism Sample Villages Based on Barometric Sustainability and Life cycle Model (Case Study: Borujen County)

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ABSTRACT

Identifying and studying facilities and determining the levels of rural sustainability are the first step in the process of rural planning and development. Today, given the importance of sustainability in development, determining the levels of rural sustainability is unnecessary. In this regard, the use of rural development indicators to achieve the desired goal can be considered. Accordingly, in this article, we have evaluated the sustainability of tourism development in the sample villages of *Borujen* city. The present research is applied in terms of purpose and methodological descriptive-analytical in terms of method. The required information was gathered based on documentary and field studies (questionnaire). To analyze the data, descriptive and inferential statistics and non-statistical methods (Barometr of Sustainability Radar) were used. The results revealed that the development of rural tourism in the studied villages is generally at the average level of sustainability. The social dimension had a better stability among the other studied dimensions. Significant differences were found between the studied villages. In general, the Averghan village had the highest and Katak village had the lowest score among other villages.

Key words:

Sustainable Development, Sustainability Barometer, Rural Tourism

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Extended Abstract

1. Introduction

Today, paradigm of sustainability has become an important issue and has attracted the attention of global assemblies over the last two decades. Following these global challenges, discussions on the link between tourism and sustainable development

have been raised and expanded in the last decade and countries at every level of development, using tourism capacities plan to develop their social, economic and environmental dimensions in their villages.

Decisions at macro and micro levels require the awareness of the extent of regional differences and inequalities before proposing solutions to reduce these inequalities and increase the quality of life and to achieve the development of tourism routes requires the provision of ame-

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nities, taking into account the threefold function of the people, the tourist and the environment.

Rural tourism includes all the activities and services that villagers and governments make for recreation and resting of tourists and recruiting them as well as all activities of tourists in the countryside. Tourism as one of the largest social movements of the village has been accompanied by numerous cultural, economic and spatial development outcomes (Rahnemayi et al, 2014) and has significant implications for its positive and negative dimensions.

2. Methodology

The present study is applied in terms of purpose and quantitative in terms of method. The study area was the villages of *Borujen*, a sample of tourism that includes 5 villages with a population of 4,521 people. Based on Cochran's formula, 300 villagers were selected as statistical samples and selected by systematic random sampling. The distribution of the sample population among the studied villages was carried out in relative proportions (population ratio). Also, the variables of the research were measured by means of a questionnaire, using 43 closed-ended questions and the Likert scale was used to evaluate it.

The validity of the questionnaire was assessed based on academic and executive professors' views and the reliability of the questionnaire was estimated using Cronbach's alpha and found to be 0.924.

3. Results

According to the results of the study, 58% of respondents were male and 42% were female. The average age of respondents was 35, with the youngest being 14, and the oldest 70. In terms of marital status, 70.3% of the respondents were married and 29.7% were single. According to the level of education, the highest educational degree was diploma accounting for 29%, and in terms of job status, the highest unemployment rate (38%) was recorded.

Sustainability barometric model was used to measure the sustainability of the villages in question. This model consists of a combination of two dimensions of human well-being (sustainable economic and social stability) and the ecosystem well-being (environmental sustainability).

According to the results, the village of Avergan with a sustainability value of 0.664 had the highest stability and was in good conditions. After that, the villages of Gerd-bisheh (0.520), Sibak (0.501), and Matui (0.472) had me-

dium stability and Katak village with Sustainable Value of 0.399 had the lowest level of sustainability.

4. Discussion

In sum, the results show that the sustainability level of tourism in the studied villages is not high and is moderate, indicating that in these villages it is not necessary to pay attention to the sustainability of tourism and to achieve sustainable tourism development, more effort needs to be made.

5. Conclusion

The issues that need to be addressed are the possibilities and strategies of achieving sustainable tourism development are measuring the sustainability of villages and effective factors for achieving sustainable tourism. Therefore, this study aims to explain the sustainability of tourism development in *Borujen* County tourism sample villages. The findings of the study show that the level of tourism sustainability in the studied villages is medium and there is a difference between the studied villages in terms of tourism status, as confirmed by Akbarian Ronizi and Rezvani (2015), Ghanbari et al. (2016) and Heidari Sarban et al. (2016). The results also showed that socio-economic dimensions and indicators of tourism have more sustainability than the environmental dimension in the studied villages, which is consistent with the findings of Renkaddin Eftekhari et al. (2011), Nematollahi and Najarzadeh (2015) as well as Akbarian Ronizi (2016).

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Conflict of Interest

The authors declared no conflicts of interest