

Role of Local Periodic Markets in Economic and Social Development of Villages of Guilan Province

Motiee Langeroudi S.H.*

prof. Geography Faculty, Tehran University, Tehran, Iran

Ghadiri Masoom M.

prof. Geography Faculty, Tehran University, Tehran, Iran

Rezvani M.R.

Associate prof. Geography Faculty, Tehran University, Tehran, Iran

Azmi A.

Ph.D.Candidate of Geography & Rural Planning, Tehran University, Tehran, Iran

Received: 7/5/ 2011

Accepted: 15/9/ 2011

Extended Abstract

Introduction

Local periodic markets are places that villagers and farmers go there for selling crops. Therefore these markets have an important role in local development. Thus each transformation in these markets effects on villagers and farmers. Aim of this investigation is study of the local periodic markets and its role in local development. The local periodic markets have important role in rural economic in Guilan province and therefore each change and evolution in this markets effect on rural economic and society. Therefore, solution of these problems must be principle priority in region planning. This investigation study that how these problems resolve. Therefore there are some problems that may study:

- 1.What are economic dimensions of the local periodic markets in rural development?
- 2.What are cultural and social dimensions of the local periodic markets in rural development?
- 3.What is effective component in economic and cultural and social dimensions of the local periodic markets in rural development?

*Responsible Author:

shmotiee@ut.ac.ir

Research Methodology

This investigation does in 9 cities in Guilan province they have local periodic markets. Statistical population includes half of total society that includes 300 sellers. Sampling method for this selection was stratified sampling. A systematic random sampling method was used to select the samples from among the sellers in each city. Reliability was calculated by Cronbach's alfa. Validity was studied by in geographical and agricultural experts. Data was calculated by SPSS software and investigators used from per cent, mean, C.V and factor analysis for analyzing data.

With regard to the study area, the study was conducted in Guilan province in Iran; Guilan is located at 36' and 34" to 38' and 27" northern latitude and 48' and 53" to 50' and 34" eastern longitude from the Greenwich meridian. Guilan is one of the northern provinces of Iran that its extent is 14711 km. It is about 9% of Iran extent.

This province lies along the Caspian Sea, just west of the province of Mazandaran, east of the province of Ardabil, north of the provinces of Zanjan and Qazvin. The center of the province is the city of Rasht.

Results

Results say that economic dimension is equal 2.60 that it shows that the local periodic markets have economic effects on rural development. But cultural and social dimension is equal 3.25 that it shows that local periodic markets do not have effect on rural development.

In economic dimension, there are 3 components that effect on rural development (71.025 of total), and in cultural and social dimension, there are 2 components that effect on rural development (67.35 of total).

Conclusion

This paper mentions that the local periodic markets have important role in rural development. In social and cultural dimension, they effect on villagers' social situation, help to women empowerment, increase interaction between cities and villages and identify local traditions to visitors. In economic dimension, the local periodic markets produce jobs, income, decrease poverty and help to crop sale. In sellers' motivating dimension, the sellers like their work but jobs, money and employment are important reasons for working in the market.

The researchers show that there are some components in the local periodic markets that effect on rural development. In economic dimension, these factors include: production and marketing factor, income factor, and occupation factor. In social and cultural dimension, these factors include: rural and urban interaction and income factor. And in sellers' motivating dimension, these factors include: professional factor, families' factor, money factor and shopping factor. For the local periodic markets, the researchers have some recommendations that include:

1. it is essential that government intervene in the local periodic markets for to help the sellers;

2.the sellers are almost poor and government should protect them by credit, loan and insurance, and

3.The local periodic markets are Iranian cultural heritage that must protect.

Key words: local periodic markets, rural development, social and cultural development, Guilan province.

References

- 1.Azimi.N, Molaee. N, Baghahi.H, Hosseini Amini.H., 1389, **the transformation of traditional urban system to daily urban system(DUS) in Guilan central region**, geographical landscape; year 5,no 10, spring 2010.
- 2.Bachmann. J., 2008, **Farmers' Markets: Marketing and Business Guide**, NCAT Agriculture Center for Rural Pennsylvania. 2002. Starting and Strengthening Farmers' Markets in Pennsylvania, 2nd edition. The Center for Rural Pennsylvania, Harrisburg, PA.
- 3.Castello.V.F.,1368, **urbanization in east**;translated by Piran.Parviz, rezayee .Abdolhamid, Nei.press.
- 4.Goegr., 1988, **periodic market**. College Macalester.
- 5.Granovetter, M. & R.Swedberg (eds.), 1992, **the Sociology of Economic Life**; Boulder et al. West View Press.
- 6.Hamilton, Neil D., 2002, "**Farmers' Markets Rules, Regulations, and Opportunities.**" **An Agricultural Law Research Article**, the National Agricultural Law Center, University of Arkansas, Fayetteville.
- 7.Hodgson, G. M., 1998, **the Approach of Institutional Economics**; Journal of Economic Literature. Vol. 34, (March):p.p. 166-192.
- 8.Hughes and R H. Mattson., 1992, **Farmers' Markets in Kansas: A Profile of Vendors and Market Organization. Report of Progress 658**, Agricultural Experiment Station, Kansas State University.
9. Iran tourism site, **Guilan provence**, <http://iran-travel.blogfa.com>.
- 10.K.S.F3., 2008, **marketing and the rural poor**, enabling poor rural people to overcome poverty.
- 11.Kiani.M.y., 1364, **Iran cities**, Islamic cultural and advisory ministry press.
- 12.Kiani.M.y(1366,**Iran architectures in Islamic era**, Islamic cultural and advisory ministry press
- 13.Koshki R.Mohammad., 2008, **concept of markets in production corporation**, production corporation bureau, corporation ministry.
- 14.Marshal.A., 1991, **On Markets; Markets, Hierarchies & Networks** , In Thompson G., J. Frances , R. Levacic & J. Mitchell (eds.) The Coordination of Social Life, London: Sage Publication .p.p. 24-34.
- 15.Mashhadi zاده Dehghani.N.,1373, **Analysis about urban planning characters in Iran**, Elm va sanaat press.
- 16.Mirsalim.M., 1375, **Islamic world dictionary**, Tehran, Islamic world dictionary institute.

- 17.Momeni.F., 1385, **in situation assessment about from government and business situation in national development process**, economic research, year 6, no2, summer1385.
- 18.Nizamuddin Khan, Alamtar A., 1998, **Periodic Markets and Rural Transformation in Gonda District**, Uttar Pradesh India, Magazine article by; Focus, Vol. 45, Spring.
- 19.Pikoloskia and et.al., 1354, **old Iran history until eighteenth era**, translated by Karim Keshavarz, writer press.
- 20.Rajabi.A., 1386, **Bazaar morphology**, Aghah press.
- 21.Rajabi.A, Safahani.Afshin.,1388,**Iranian bazaar; portrayal of sustainable idea**, Geography journal,n11.
- 22.Rif.O., 1382, **some notice about historical development landscape in development economic pioneers**, translated Gholamreza Azad, Nei press.
- 23.Secretariat of un-oil export union., 1388, **Guilan province**, secretariat of un-oil export union.
- 24.Soltan zadeh.H., 1362, **formation trends of religious cities in Iran?** Tehran, Aghah press.
- 25.Soltan zadeh.H., 1386, **Iranian bazaar, what do you know about Iran?**Tehran, cultural research bureau.
- 26.Spitzer, T Morrow and H Baum.,1995, **Public Markets and Community Revitalization**. Washington, DC: ULI–The Urban Land Institute and Project for Public Spaces.
- 27.Stephenson. G, Lev. Larry, Brewer. L, **Understanding the Link Between Farmers' Market Size and Management Organization**, Oregon State, Garry Stephenson, Larry Lev, and Linda Brewer Special Report.
- 28.Tabrizi.A., 1388, **Bazaar variety base of time of foundation**, Resalat magazine, number 6946.
- 29.Varesh site., 1388, **geographical situation of Guilan province**, <http://shomal-e-sarsabz.mihanblog.com>.