



Islamic Azad University-Ahar Branch  
Geographic Space An Approved Scientific,  
Research-based Quarterly

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## **Analysis the Socio-Cultural Effects of Rural Guide Plans Implementation From View Point of Villagers (Case Study: North of Ardebil Province)**

Date received: 28 July 2013

Date accepted: 11 September 2014

### **Introduction**

Measuring the effectiveness of implementation of the plans with an emphasis on "social and cultural issues" that is the main objective of this study not only provides the better understanding of the needs, increases accountability and unlocking executives' capabilities, but also prepare a suitable situation for decision-making and rational and operational decision-making.

The main question is that what are the socio-cultural effects of implementing rural guide plans in Northern Part of Ardebil Province? In this regard, the most important social and cultural elements, including awareness of the knowledge and attitude toward rural guide plans, participation, management and emigration, and the effects of rural guide plans implementation in the above fields have been analyzed in northern villages of Ardebi province (Parsabad, Bilehsavar, Gergy (Moghan) towns).

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After the victory of the Islamic Revolution of Iran, a particular attention has been paid to rural areas and self-sufficiency in agricultural production in the country's development programs and in the implementation of this policy, proceedings were on the agenda to structural and spatial changes in rural areas. Considering different approaches to rural development planning, rural guide plans are based mainly on physical-spatial approach.

What is known as rural guide plan in Iran is designing, meanwhile, organizing and modifying the existing texture that determine the amount and location of future developments and use land for various purposes, such as residential, manufacturing, commercial, agricultural installations and equipment, and rural public needs.

Providing rural development with regard to the cultural, economic, and social situation, affording fair opportunities through the creation of community facilities, production and welfare, directing structural condition and generating facilities to improve rural housing and environmental and public services are the purposes of preparation, approval and rural guide plans implementation.

### **Materials and Methods**

This is an applied and descriptive-analytic study based on purpose, nature, and methodology. All data were collected using documents (library, taking notes) and field studies (interviews, questionnaire completion).

In the study the rural guide plan has been developed and approved for 163 villages. 17 villages were selected and studied through classified random sampling. The sample size was estimated by using Crecy-Morgan table (N=4326) which equals to (S=303) for head of household. Questionnaires were completed by visiting rural areas and doing face to face interviews. Obtained data were coded and extracted using SPSS software and then, were analyzed. Validity and reliability of the questionnaire

were measured by experts of rural guide plan area and were approved by the 0.85 at an optimal level.

### **Discussion and Conclusion**

In present study, knowledge and attitude toward rural guide plan, participation, management, and migration variables were studied in social and cultural aspects point of view.

Based on the results of the questionnaire, 50.8 percent of respondents believe that the objectives of rural guide plan implementation were informed to rural residents to some extent. Familiarity range with rural guide plan have been evaluated very high by the 38.9 percent of respondents.

Most of the effect of implementing rural guide plan was on spatial-structural part and social- cultural and economic sectors are located in the next stages. 35.6 percent of respondents have evaluated moderate their satisfaction rate of the implementation of rural guide plan. In the case of the achievement of plan implementation to socio - cultural average aims, 42.6% have evaluated moderate it.

According to the achieved results of the questionnaires, 46.2% of the rural settlements believe that in contributing to the implementation of the rural guide plan some measures have been done partly. Participation in the program is not only related to the designing program period, but also covers all studies periods, targeting policymaking, evaluation, financing, implementation, monitoring and evaluation. 37.3 percent of respondents have found a lack of people knowledge and awareness on the plan as the most important reason of weak cooperation of people in plan implementation.

In general, and according to respondents' opinion, it can be concluded that the best kind of management in plan implementation process is participatory (governmental, public).

The majority of respondents believe that after running the plan, they have great interest to remain in the village and more than 90 percent of respondents are satisfied with the conditions of their lives in a village.

Over 80% of respondents are opposed to rural-urban migration. By examining the results of the questionnaire, 50.8% of respondents believe that the running plan reduced rural-urban migration. As a whole, it can be said that the implementation of rural guide plan could bring positive effects, hope and persistence in the village, and also caused a relative increase in socio-cultural aspects in the northern part of Ardebil province.

### **Conclusion**

Implementation of rural guide plan could bring positive effects, hope and persistence in the village and relative increase in socio-cultural aspect in the northern part of Ardebil province. Implementation of rural guide plan not only has been successful in immigration adjustment, but also in some cases, has provided immigration background to villages.