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Review of the Impact of Rehabilitation Centers Traditional Arts and Crafts on Empowerment of Rural Communities (Case Study: Laft Village)

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Abstract

The backwardness of the countryside is most important issues of developing countries. The result of this study, based on descriptive - analysis studies, shows that revive traditional arts and crafts with much charm with planning and organizing on development stimulus projects, can direct influence on the villager's empowerment. Of course, the existence of such attractions, itself, without providing proper bed in the field of empowerment, has not the capability to introduce and identifying. Hence, there is appropriate site in the village of Laft in empowering the intellectual and cultural treasures. The creation and the spread of such projects, in addition to revive traditional arts and crafts provide empowerment and development of Laft villages.

Key Words: *traditional arts, crafts, empowerment of rural communities, sustainable rural development, Laft village*

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Introduction

From the distant past decade, especially after the 1961 land reform in our country, and many villages, were faced with immigration to big and middle cities of countries and the process, in addition to rural areas, different cities across the country as well as faced with issues such as unemployment, crime, and marginalization. In connection with the village as the focus of study of this article, one of the most important problems, rural unemployment and migration to the cities which made in the past two decades, rural areas especially in developing countries are faced with problems and issues (Tatlidil & Tatlidil, 2009: 1093), (Karimi, 2014: 102). Finally, this issue questioned the principle of regional planning and land use. Essentially role and position in the development process of the national and local villages, even prior to urban development and rural development programs are part of the original plans of the development of each country. This is important due to the opposition of the village with the city and the urban economy has always been a passive and weak place, which ultimately refer to the decline of rural areas (Figure 1). Circumstances that lead to population displacement resulted from the most important social problems and poor planning of urban development and rural development (Cerana, 2002: 47). Most important issues in this context, note to important that in many national and regional development studies, with the weakness of the principles of systematic studies, cities and urban areas than in rural areas deemed important priority and after a few years, with the advent of the issues and problems of urban, rural and realize the importance of their development. In this connection, Michael Todaro, believes that attention and priority rural to urban development, that is why the final solution to the problem of urban unemployment and population density, improve the rural environment (Todaro, 2005: 24).

Figure 1 show the fact that many villagers due

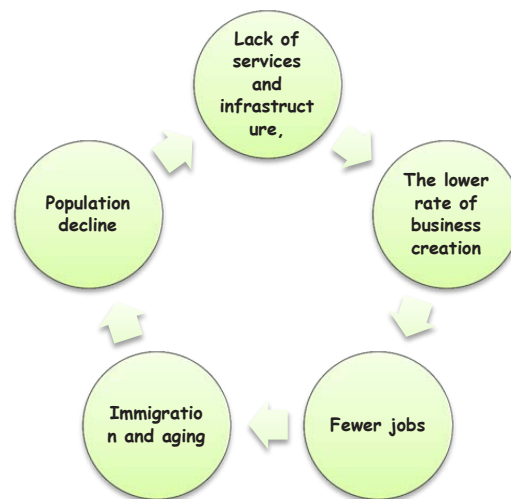


Figure 1. Cycle decline of rural areas, Source: (OECD, 2006)

to major problems on their way in building a productive economy, is also supportive of the formidable weak. This has led to today's empowerment among the rural character of the village on the principle of systematic studies; more consideration should be planners and experts in the field. Accordingly, empowering these areas through projects that would result in the organization and development of rural areas could be a solution to meet their exclusion.

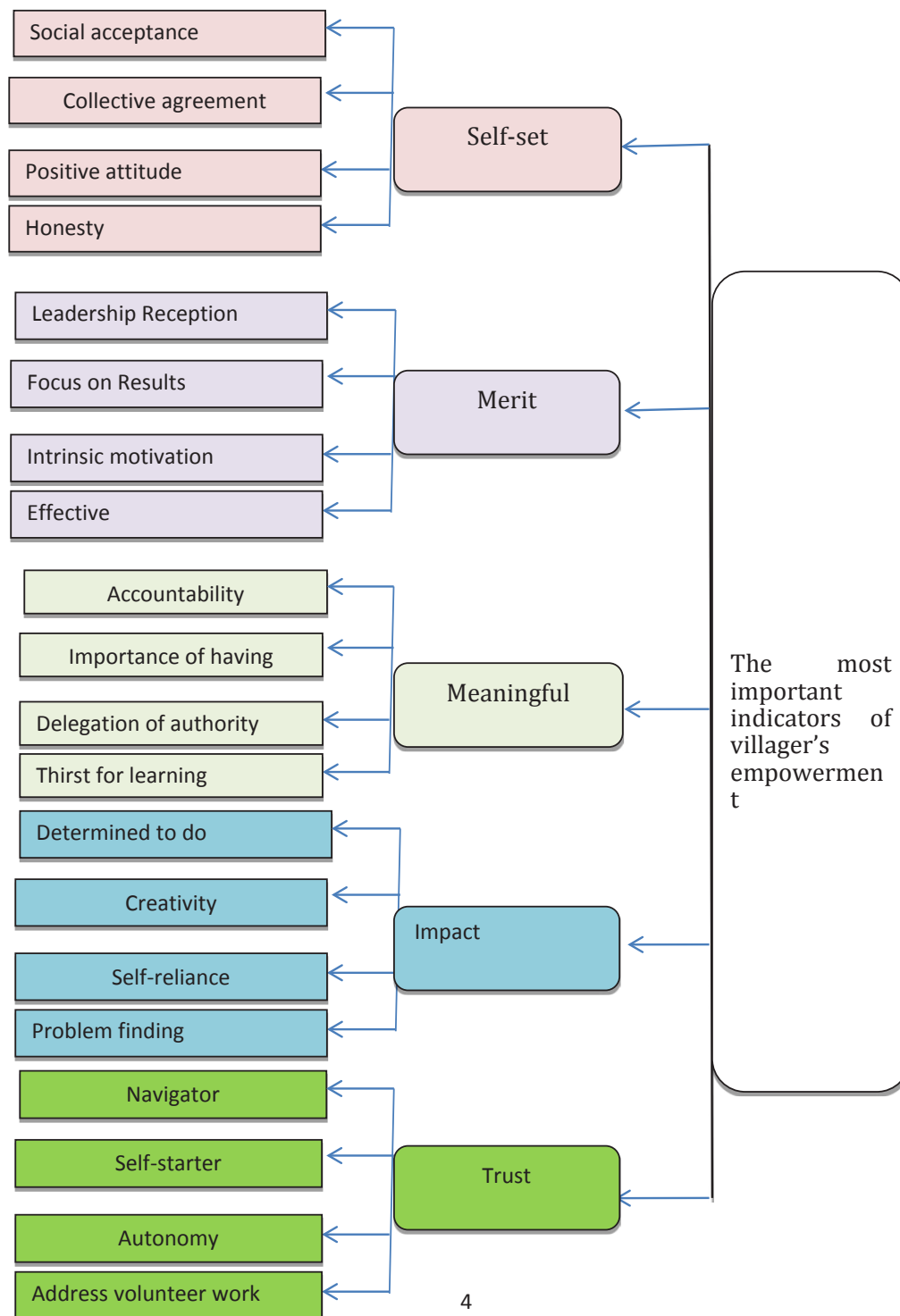
Hence, develop economic theory, economic spontaneous as activities as entrepreneurship in rural areas, has special attention (Goldost et al., 2014: 32):

1. How did the social economy conditions promoted in the rural.
2. Is it possible through the center of traditional arts and crafts in the Laft to revive the arts and crafts as well as the promotion of socio-economic status of the rural areas?

Concepts and theoretical framework:

The theoretical framework of the decisive stages of the research methods based on specific ideas in any discipline, establish reasonable rules and the correlation between the studied phenomenon where your research pays and research projects is the most important part of writing. Therefore, in this section

Rural Empowerment



▲ Figure 2. The most common indicators enabling the villagers; Source: (Heidi Sarban, 2014: 181)

of this paper examines the theoretical basis of this research is most important.

Rural Development

Rural development, namely is improving the quality of life for all people, especially low-income people (Fazelbeigi and Yavari, 2009: 42). In fact, this is a strategy that in order to improve the quality of social and economic life of the rural poor is designed (World Bank, 1975: 3). Due to the fact many rural space applications in relation to the environment, so today, in many matters related to management planning and rural, attention to sustainable rural development is required. Five important prerequisite for the success of sustainable rural development include:

- a. Process approach to education;
- b. Giving priority to people;
- c. Security, law and protect the rights of individuals and their interests;
- d. Sustainability through self-sufficiency;
- e. To act in the talent, commitment and persistence of the implementers (Motiee Langroodi, 2003: 78).

Endogenous and sustainable development mandates in all stages of development and different conditions, work on the participation of local people in order to mobilize resources and institutionalize local partnerships with emphasis placed on the empowerment and capacity building. In fact, achieve sustainable development, is the most important goal of rural development planners (Arabi, et al., 2014: 565). In this type of development, people's participation makes the people with programs and new elements does not alienate on the other hand carried throughout the design and maintenance of projects involved, the resulting product's design and maintenance, and the dynamics of their own have the highest contribution (Motiee Langroodi and Sakhaee, 2009: 112). Planners also in the field of rural development, believe that the management and rural development should lead to a reduction in migration, economic and social promotion of people, increase participation in

political decision-making, meet the needs for long-term and short-term and remove economic - social gap, promoting self-esteem culture, poverty reduction and sustainable rural development (Wenchang, 2008: 4), (Cleavar, 1997: 2).

The effect of reviving traditional arts and crafts centers on empowering rural communities

Rehabilitation centers of traditional arts particularly, crafts has significant effects on the removal or relief social issues and economic development and finally empowering rural communities has impacts which can be traced in the following categories:

1. Creating productive employment and income for those villagers who have talent and art and crafts would like to address one of the fields in this way their livelihood;
2. Ancillary job creation and additional income for the villagers and their families in the period between planting and harvest agricultural activities and leisure time;
3. Prevention of irregular migration to the cities and reduce dependence on foreign and economic independence;
4. Strengthen the spirit of innovation in the talent and creativity of individual residents of the village and can be used in the production of crafts as most valuable applied art in our country;
5. The development of non-oil exports and revenues needed to provide part of the village and the villagers look that makes the development oriented;
6. Introduction and preservation of cultural values, traditions and originality in the rural communities;
7. The stage for creating an independent, non-affiliated industry of the country.

The author believes that the revival of traditional arts and handicrafts should be viewed as a series of complementary social affairs and the economy, particularly in rural communities support and strengthen contract according to various obeyed from this perspec-

tive it can be said that the villages and rural communities will be following suite.

- Providing employment and balance of the labor market

- The initial capital needed for craft activities

On the other hand the movement of labor towards the service sector is causing false activities and while absorbing the workforce by crafts sector is not only to stabilize the other sectors, it also prevents false jobs due to the nature of production and the impact on indirect employment generation and empowerment among the rural communities.

Diversification of economic activities of rural households

Women's economic participation

Studies show that women are active creator and in process of development and wealth creation have an important role in the world. Particularly rural women play an essential role in developing countries in the sustainability of the rural economy. The studies also show that women's activities in crafts, carpet weaving, carpet weaving, mat weaving and other crafts activities was more than in food production and often between 75 to 80 percent of people employed in this sector are women. Thus, according to revive traditional arts and crafts in rural communities, by employing female labor force, promising empowerment of communities, villagers can rely on the same industry (crafts), it is very positive that works to empower communities following the wishes of the village. Traditional arts and crafts due to superior features such as saving money, user being, participation of women in production, diversifying its sources of household income, reduce income risk, use of economic and cultural concepts and many other parameters, such as high value-added, preservation of culture and indigenous origin, local art transmission. In addition, generation transplantation can be one of the most important factors and solutions to combat unemployment in rural communities and the role of the following long-term impact on economic and social de-

velopment and empowerment of rural communities.

1. Increasing household income
2. Rising household welfare
3. Reducing the financial pressure on the householder
4. Economic Security
5. Prevent their migration to the cities

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1. Development and National Development
2. An attraction for tourism development
3. Pool their resources and create a regional balance in development
4. Increase in per capita income
5. Increase national production and export development

In this context, traditional arts and crafts in Laft area in Qeshm Island, as old as the history and culture of indigenous in other words are local characteristics. These kinds of arts of life or the life of these arts never been separated, so that we can say that these arts have been an attempt to give meaning to life. The traditional arts are practical, so that the remaining works can be seen in their symptoms.

There are some ethno-religious prejudices and limitations of the region's artists, especially women, as they should be able to bring your artwork to the public, thus the creation of such a center could be a chance for them to genius and your thoughts have crystallized in the form of the artwork, shared with the

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outside world.

Factors in attracting tourists to buy craft works

- Using craft works of designs, colors and color mixes traditional and symbolic continuously accredited and has been in the spotlight tourists.
 - Enhance the quality of work and increase the amount of running it.
 - Variety of crafts and development of application areas
 - Crafts production of books, inspired by the forms and paintings of historical monuments, ancient as well as signs and symptoms of each country.
 - Proper packaging work that seeks to understand the necessity and implementation of research programs, and the production was done and make sure tourists to buy and carry or send it to the destination country.
 - Giving necessary amenities crafts to send by post and providing appropriate services and insurance, transport and delivery to the intended destination of tourists comfortable works of theology, it has been found that tourists what makes your mind, and in due time to have bought.
- Seasonal exhibitions, fairs aimed at attracting tourists annual and special, for the sale of crafts.

Crafts role in raising the level of employment

Undoubtedly, one of the most important reasons to justify the positive aspects of crafts, related to its effects in combating unemployment types.

Among the types of unemployment, common in developing countries, unemployment is hidden. Unemployment for jobs like washing cars, florist down the street, cigarettes sell even fully redundant labor force agricultural jobs seen. Therefore, employment opportunities for the labor force, but it appeared to be unemployed. Otherwise, hidden unemployment has become apparent unemployment and if you cannot employ people in rural ar-

eas, forced labor will migrate and there will be many problems (Torani, 2011: 27).

The role of crafts in national production

Since the production of crafts, mainly rely on internal resources, thus, typically 90% of the value of the data in the field, which mainly includes labor, raw materials and tools are provided in the interior work and of course any increase in the production and sale of craft products has a direct impact on the increase in GDP. Determining the actual share of the national total production of crafts in different countries is not possible, but to some estimates may be noted in this case. Among the crafts of India's national income was 14% and many developing countries, the share of national income between 8-16% cited crafts, unfortunately, according to the latest estimates, the share of national income crafts in Iran is about 5%; that compared with some countries and in comparison with the history and potential of this "art industry" is negligible.

The role of crafts in the development of export

The role of crafts and its role in society and cultural issues

Today, with advances in science and technology communication particular issue has been raised in relation nations and the cultural invasion or lack of convergence of cultural traditions and customs. As a result, many governments have tried to rely on the principles of local culture and promoting genuine national and regional traditions and cultures of its people prevent sickness from lack of identity and culture.

Crafts due to a close relationship with the culture of each region is one of the best ways to develop a culture that values the culture of the industry is both good and digging, crafts and promote their own culture within and outside its borders and other crafts and create a bulwark against cultural aggression from time to time.

Following the discussions, the experts believe that the three main factors in the develop-



▲ Figure (3): the face of Laft port in the current situation and in the Qajar period, Source: (Lillian et al., 2010: 24).

ment, production continuity and prosperity crafts from time immemorial, Iran has played a role that is the existence of an economy based on agriculture and livestock. While the availability of raw materials for the manufacture of various types of vegetable and animal crafts, leisure and seasonal unemployment also causes generally can for crafts, provide good grounds for output and employment. Climatic conditions and climate variability and customs, customs and traditions in different regions and different crafts can create a variety of interesting and diverse images and designs to be effective. Iranian intrinsic interest in art, especially indigenous and traditional arts, which could pave the way for production or factor for demand works. Historically, each belonging to a specific period and show the impact of its cultural and artistic environment specific historical period and therefore today works with contemporary cultural treasures and the tablet is recorded as the actions and reactions of contemporary man, for future generations.

Area of study

Laft village and port in the north-west of the Qeshm Island and in the island's holder, Longitude 55 degrees and 5 minutes east and latitude 26 degrees 54 minutes north is located. Laft is located in East Avicennia marina forests and in terms of political divisions among the population of the district, Salkh centers in the city of Qeshm in Hormozgan province.

The port at the foundations of beach north of the island and its distance to the city center, Qeshm City is about 60 km. While Cape Laft is located 7 km from the Laft village, with the harbor bridge on the coast of the mainland just 2 km away. Laft port location on the northern tip of the island is the closest distance to the main beach Iran, and shallow water at this point, a very long time for this port has created conditions and special features. Therefore, that probably the communication and trips to the island at this point is formed and one of the causes of this geographical advantage has been the development of Laft village.

Research Methodology:

Research is applied and its methodology, which is based on the case study, descriptive-analytic. In this regard with the aim of studying the topic in the region Laft (Research area) review of literature related to subject, the library method in order to obtain the required data from the study area, the field survey method was used. Finally, to analyze data and answer the research question, describe the current situation in the region and the effect of reviving traditional arts centers & crafts strategy is to empower rural communities studied.

Research findings

Before focusing on the research findings, the author believes that tourism features, the aesthetics mangrove forests, unique texture architecture - Laft historical village, artwork

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and crafts simple clean and simple yet unique men and women in the area to study the subject matter. However, the existence of such charms that, by itself, without providing the perfect platform to introduce the necessary capabilities in the field of empowerment and had no known. There is hence suitable site in the village of Laft to strengthen the intellectual treasures - appear the cultural imperatives. Because the development of such projects in addition to strengthening economic and cultural prosperity not only attract tourists to Laft village, but will help the entire Qeshm island.

Laft Cultural and Art Collection

The emergence and development of Laft cultural and art collection influence by cultural, beliefs and lifestyle factors of people in the region. The bed is designed for placement within the urban fabric; the formation has been set in such a way in addition to providing the required spaces and optimized functional spaces. In terms of form and structure have been identified and readability and given the proximity to historical and religious monuments and placement in an urban nodes operate as a neighborhood center. Laft dynamic social life of people in urban areas has been consonant with the cultural series and the prospect of living from the culture, art and shows lifestyle and cultural activities and social interactions. So your visitors while among the indigenous people and the urban society feels a thorough understanding of the thoughts and beliefs and lifestyle of the Laft people.

Conclusion

Available evidence and experience show that despite the implementation of development programs in the country for more than eight, right of human development and rural communities in proportion to the share, position and performance of the country has decreased and rural areas in the context of unequal access to opportunities, resources and benefits of development are located. Hence, the effort to reduce social, cultural and territo-

rial imbalance and disparities between urban and rural areas in order to modify the terms of opportunities, resources and benefits is essential and inevitable. Accordingly, the used of all the capacity of rural communities to develop and catch is undeniable necessity. Eventually empower the villagers, it provides sustainable development of rural areas. Important to revive traditional arts and crafts centers is one of the most important programs, which can stabilize the empowerment of rural communities.

The study in this regard that pay attention to native temperament and talents of the people in the Laft region in the field of traditional arts center and crafts to introduce these talents to everyone and promote economic and social interactions have been studied. It shows that although the museum was aimed at strengthening the island of Hormuz as a deprived area, but traditional arts and crafts in the village of center Laft in addition to the above-mentioned goal, due to the inherent variability of the village can be a tourist location in the village's future plans suggest even faster internationally. Traditional arts and crafts center that fits the space in the heart of the village texture design and visit to the public is free and free of charge; the center is designed in such a way that visitors also visit the traditional art gallery and crafts of the production process to take action. It also can be art, mood and more people become familiar, the presence of women in society has helped the region, and to improve the culture and quality of life are effective.

Suggestion

Based on the studies and results, we suggest the following strategies to increase the role of crafts in economic and social issues stated:

1. Establishment of vocational training centers in various fields of handicrafts with the aim of empowering rural communities;
2. Sustaining employment in this section and providing at least an annual growth aimed at empowering rural communities;

3. Organizing and providing appropriate banking facilities to support the revival of traditional industries and cheap and easy manual aimed at empowering rural communities;
4. Efforts to establish the necessary insurance coverage for all artisans crafts with the aim of empowering rural communities;
5. Creating and set up handicraft clusters scattered in villages and towns to improve the production workshops aimed at empowering rural communities;
6. According to local architecture and fits with the culture of the people and in accordance with climatic features;
7. support and attention from women targeted specifically at female heads of households in entrepreneurship and regional economic development.

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