



Analysis of the Effects of the Guide Plans on the Modernization of Lifestyles in Rural Households (Case Study: Central District of Darab County, Iran)

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Abstract

Purpose- In recent decades, several activities have been carried out in the form of development projects to develop rural settlements in Iran. One of the most important of these is the implementation of the guide plans. This plan, with its various actions, has caused widespread changes in various dimensions of rural life. The present study investigated the effects of this project on the changes in the lifestyle of the rural community in the central district of Darab county.

Design/methodology/approach- The present research is descriptive in terms of describing the characteristics of the society studied and analytical in terms of investigating the relationship between the actions level of guide plans and the lifestyle. In this respect, the required field data are provided using observations, interviews, and questionnaires. To analyze the data, descriptive statistics, inferential statistics, spatial analysis and SAW model, and Expert Choice, SPSS and ArcGIS software are used.

Findings- The results of the research confirmed that there are significant differences between the level of changes in different dimensions of lifestyle, and the greatest changes are in the style of construction. On the other hand, the results of a Pearson correlation showed a positive relationship between the actions level of all executive components of the guide plans with a modernization level of the villagers' lifestyle. Based on the results of the linear regression test, it was found that approximately 41% of the total changes in modernization can be predicted through the action level of the guide plan.

Research limitations / implications- Owing to the different effects of the guide plans on lifestyle changes in different age groups and genders, the attention of researchers to the needs of different villagers is necessary.

Practical implications- It is imperative to pay more attention to the efficiency of the environment being built in order to respond appropriately to the lifestyles of the present and future generations and more attention is required on the part of designers and conductors of guide plans to create a suitable platform for the development of communication technology in the villages, which will create a variety of changes in the modernization of the lifestyle of the households residing in them.

Originality/value- This research will be important to provide guidance for good feedback, and to make plans for problems. Because it can take positive steps in making future projects as good as possible and such an approach will be effective to recognize prior strategies and design future policies.

Key words: Lifestyle, Modernization, Rural household, Guide plan, Darab County.

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1. Introduction

In developing countries, it is of particular importance to pay attention to the development of rural areas (Visser & Spoor, 2012). In this respect, according to many scholars and researchers, physical-spatial development and attention to the infrastructure of villages are considered as the main areas of activity in the field of rural development (Gibson, Cahill & McKay, 2010). This is because the creation and reform of infrastructure in rural areas play a very important role in coordinated and balanced development (Shijie, Liyin & Li, 2011), and is considered as the most important solution to the problems of villagers (Jun & Xiang, 2011). Undoubtedly, if these goals are to be realized and the villagers can benefit from modernization and development, the implementation of a coherent program will be required (Winograd & Farrow, 2009).

In recent decades, the main priorities of planners and managers in Iran include paying attention to sustainable rural development (Shamsoddini & Shakoor, 2016). Accordingly, various projects and programs have been designed and implemented in the form of plans for the organization of space and rural settlements (Ghafari, Mirzaee & Karimi, 2011). One of the most important plans that have been considered in the direction of rural development planning after the victory of the Islamic Revolution has been the Comprehensive Plan of Rural Development or “guide plan” (Shahbazi, 2010). The preparation and implementation of these plans have been carried out since 1987 with the aim of achieving favorable environmental conditions in rural settlements (Anabestani, 2009) to improve the quality of life, comfort, and satisfaction of villagers by satisfying their material and psychological needs (Heidari, 2016). For this purpose, various measures have been taken in the infrastructure and public services sectors, the Pathway network and communication paths, land use, housing and construction, health, and environment (Housing Foundation of Islamic Revolution, 2017).

Previous studies on the effects of the guide plan in Iran showed that these actions have contributed to the transformation of rural settlements and diverse changes in the various dimensions of the lives of their inhabitants (Afrakhteh, Jalalian, Anavari &

Manouchehri, 2017). Indeed, implementation of a guide plan has accelerated the changes in the lives of villagers from the traditional way of life to modernity and modernism.

Obviously, all communities, including rural communities, are evolving and becoming more sophisticated nowadays (Saidi, 2010). Such change is unavoidable, and is not considered disproportionate and abominable (Abbasiastfjir, Sam & Amiriyan, 2013). However, when life evolves, we require new concepts for understanding, and lifestyle is one of the concepts used in today’s world (Fazeli, 2003). Lifestyle changes are among the changes in various human societies that are closely linked to a set of concepts like culture, society, behavior, morality, ideology, personality, identity, production, consumption, social class, tastes, and needs (Fazelghaneh, 2013). Different communities in Iran have always been slowly and gradually changing within structural, cultural, model, and ideological elements (Bustani & Chari, 2013). However, never in the past, as in recent decades, have the living conditions changed at such a great pace (Kamarbeigi, 2010). Indeed, with the end of the imposed war (Iran–Iraq), we have witnessed the effects of further global trends and international developments (Bayangani, Irandost & Ahmadi, 2013). The process of modernization, the development of new communication and information technologies, the growth of national and global communications media, the process of globalization, and the upbringing and socialization of children have been raised (Bustani & Chari, 2013). Accordingly, the transition from the traditional to the industrial society gradually affected people’s lifestyles, resulting in social transformations and widespread cultural change (Ashoori, 2014). But these changes in the rural community have seen such acceleration that can be referred to as the phenomenon of the “urbanization of villages” (Arjmand Siahpush & Heidari Zargush, 2012).

The study of lifestyle status in the villages of Darab County also revealed some changes that have occurred with the implementation of a guide plan, and along with this, the households living in these villages are enjoying the appearance of modernity and the use of new technologies, infrastructures, and new communication tools. Undoubtedly, such benefactors lay the ground for

the development of new technologies and major changes in the various dimensions of the lives of people in rural environments (Olatokun, 2008), and these developments mean new lifestyle experiences (Azkia & Roodbaraki, 2010). Accordingly, by examining the changes in the lifestyle of households living in villages with a guide plan, the hidden norms and values and other effects and consequences of these plans should be known, and a more realistic picture of existing or emerging trends and patterns and interpretations should be provided (Bayangani, Irandost & Ahmadi, 2013).

A review of previous studies confirms that so far, no research has been conducted to investigate the effects of the actions of guide plans on the status of changes in the lifestyle of rural communities in Iran. Hence, this research, as a novel measure in rural research, will be important to investigate the effects of the actions of guide plans on the modernization of lifestyles in rural communities and to provide guidance for good feedback, and to make plans for problems because it can take positive steps in making future projects as good as possible and such an approach will be effective to recognize prior strategies and design future policies (Lee, 2008). Accordingly, the present study, apart from looking at various aspects of lifestyle and assessing the status of the current lifestyle of the villages and comparing it with the condition before the implementation of guide plans, seeks to answer this fundamental question: What are the effects of the actions of guide plans on the modernization of the lifestyle of households living in the villages under study?

2 Research Theoretical Literature

2.1. Theoretical Framework

Since the late 20th and early 21st centuries, the approach for rural development has changed fundamentally because of some developments such as technological changes, demographic changes, urbanization, and improvement of communication facilities (Namdar & Sadighi, 2013). Accordingly, in recent decades, planners and policymakers have designed and implemented various plans and measures to improve living conditions in rural areas (Mahon, Fahy & Cinnéide, 2012), through which they could lead the villages to sustainability (Huang, Sun, Nie, Qin & Zhang, 2010). In this respect, providing various physical facilities and infrastructure and the physical-spatial development

of villages are recognized as the main components of rural development planning (Yansui, 2007) in order to meet the needs of the current generation and take the needs of future generations into account (Tanguay et al., 2010).

Accordingly, various plans and actions have been taken up in Iran to organize rural areas, the guide plan of which is considered the most important one. This plan has an approved program and guidelines for conducting construction and development operations in the villages, with the knowledge of their cultural, economic, social and physical status (Shahbazi, 2010) that enter the village as external variables affecting rural structures (Anabestani, Shayan & Ahmadzadeh, 2011). This important management tool of rural development is derived from the pattern of comprehensive urban plans (Ghaffari, 2015), which can be the most important legal document for the development of a village in the country, and consider all aspects of rural life with a comprehensive and integrated vision (Anabestani & Hajipour, 2013). Therefore, a guide plan can play a fundamental role in the comprehensive development of rural areas, taking into account technological developments and benefiting from the profits of modernization and development, such as access to facilities and increasing the capacity of villagers (Borzoo, Shahhosseini, Abbasizadeh Ghanavati, Valizadeh, Baghernasab, Bahrami, Abdolmaleki & Zarafshani, 2010).

Accordingly, the implementation of the guide plan was effective in accelerating the transition from the traditional lifestyle to the modern lifestyle of the Iranian rural community and directly and indirectly led to many changes in villages. These changes are seen in patterns such as consumption pattern, clothing, makeup, nutrition, health, speech, and leisure, which are called lifestyle (Salahi Esfahani & Khojasteh, 2014). In fact, by changing the socio-physical structure of the village from the traditional to modern or semi-modern, changes have occurred in the lifestyle that affect the lifestyle of the inhabitants of these areas and ultimately create a new style of life (Mohajerani, Haghghatan & Yousefnia, 2015).

It should be noted that nowadays, the term *lifestyle* is widely used as a slang to describe the type of house and furniture. But the concept of lifestyle is more general and includes a wide range of objective and subjective matters (Evanse & Jackson, 2007). In this regard, Weber considers a

dual function for lifestyle, which, on the one hand, gives rise to differences between groups and legitimizes dominant and class superiority, and on the other, leads to intra-group cohesion (Sojasi Qeidari, Sadeqlou & Shahdadi, 2015).

Iran's villages, therefore, are experiencing a relatively broad movement from their traditional lifestyle to modern lifestyles (Arjmand Siahpush & Heidari Zargush, 2012). The results of various studies in this field suggest that the implementation of a guide plan as an external variable, in addition

to the physical dimensions, has numerous effects on other aspects of rural development, including economic, social, environmental, and other ones (Anabestani, 2009).

Considering the theoretical framework of this research, a conceptual model of research has been presented (Figure 1) to better understand the research variables and the effects of the implementation of various actions of guide plans in changing the various aspects of the villagers' lifestyle.

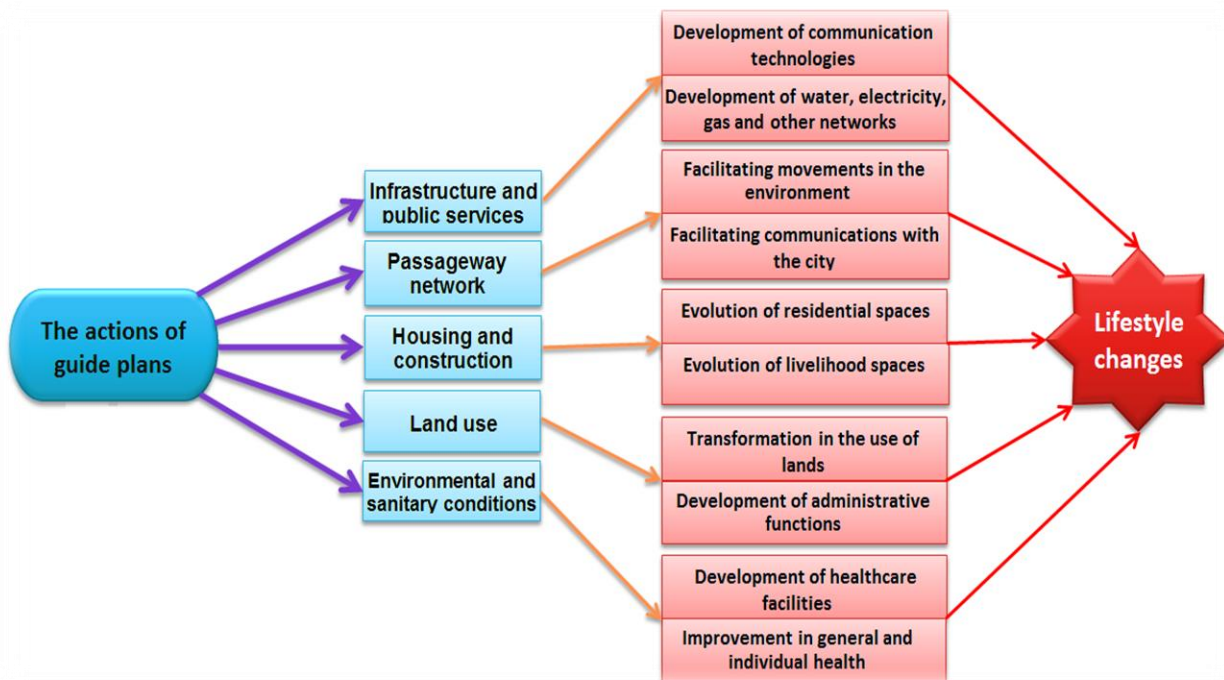


Figure 1. The effects of a guide plan on lifestyle changes in villages (Source: Research findings, 2018)

2.2 Literature Review

Considering the importance of a guide plan and its multiple impacts on different aspects of villager's lives, several studies have been carried out on the effects of these plans on the lives of villagers. In the following, a significant number of previous studies related to this subject matter are examined. Anabestani & Hajipour (2013) investigated the social and economic effects of implementing a guide plan in rural settlements in Dena County, and believed that the implementation of these plans has caused changes in social and economic dimensions, but more time is required to reveal the economic effects. Rezaei & Shokati (2014) identified and analyzed the effects of implementing the guide plan in the village of Sarin, Osko County. According to the results of this study, the

implementation of a guide plan in this village has had multiple effects on various physical, infrastructural, social, health, economic, and environmental dimensions. Based on the results of a factor analysis, 69.79% of the total variance of the effects of the implementation of the guide plan in the village studied can be explained. Shakoor & Shamsodini (2014) in a study on the effects of implementing the guide plan in the village of Konar in Marvdasht county, found that the implementation of the guide plan in this village was successful in achieving socio-economic goals, improving the environment and the villagers' living, and leading to changes in the lives of the inhabitants. Sojasi Qeidari et al. (2015) in a study on the effects of globalization on lifestyle changes in rural areas, found that because of the experience

of Iranian villages in terms of developmental transition from tradition to modernity and even postmodernity, lifestyle in different dimensions is in a mixed state. Also, in this direction, the tendency of young people is toward modernization and urban lifestyles. [Mohajerani et al. \(2015\)](#) have studied the lifestyle of residents of the converted villages to the cities in Khaf and Rustkhar counties. The results showed that there is a significant relationship between the network of roads and communication facilities, class identity, cultural and educational facilities, media consumption, cultural capital, consumerism, creation of markets and shopping centers, tendency to gain interest, diminution of shared support and economic well-being of individuals with the lifestyle of households living in villages turned into cities. [Rabieifar, Sanati, Sashourpour & Hazrati \(2015\)](#) through analyzing and evaluating the effects of implementation of a guide plan on socioeconomic changes in villages in Zanjan province, found that the implementation of a guide plan, in addition to physical changes has gradually improved the type of people's attitudes toward life in the village, the way of people's behavior with each other, and protection of the environment. The people have also gained more confidence compared to the past.

[Gavrov \(2004\)](#) explored the social and cultural aspects of processes of modernism in Russia. According to [Soininen & Merisuo-Storm \(2010\)](#), development of communication technologies is considered one of the main factors in the development and modernization of lifestyles, which leads to the promotion of interactions among individuals. [Lin \(2013\)](#) examined the role of modernity and the importance of modernity in migration from the villages to cities in China. [Milbourne & Kitchen \(2014\)](#) believe that advancements in communication technologies in rural areas play an important role in helping villagers exit from isolation, changing lifestyles, and achieving social and economic opportunities.

3. Research Methodology

3.1 Geographical Scope of the Research

Darab county is located in southern Iran. The study area is connected to Neiriz county from the north, Zarrindasht county from the south, Rostagh district of Darab county from the east, and Fasa county from the west ([Figure 2](#)). Its longitude is minimum $54^{\circ} 6' 3'' E$ and maximum $55^{\circ} 3' 32'' E$ and its latitude is minimum $28^{\circ} 22' 53'' N$ and maximum $28^{\circ} 56' 35'' N$ and its average height is 1126 m.

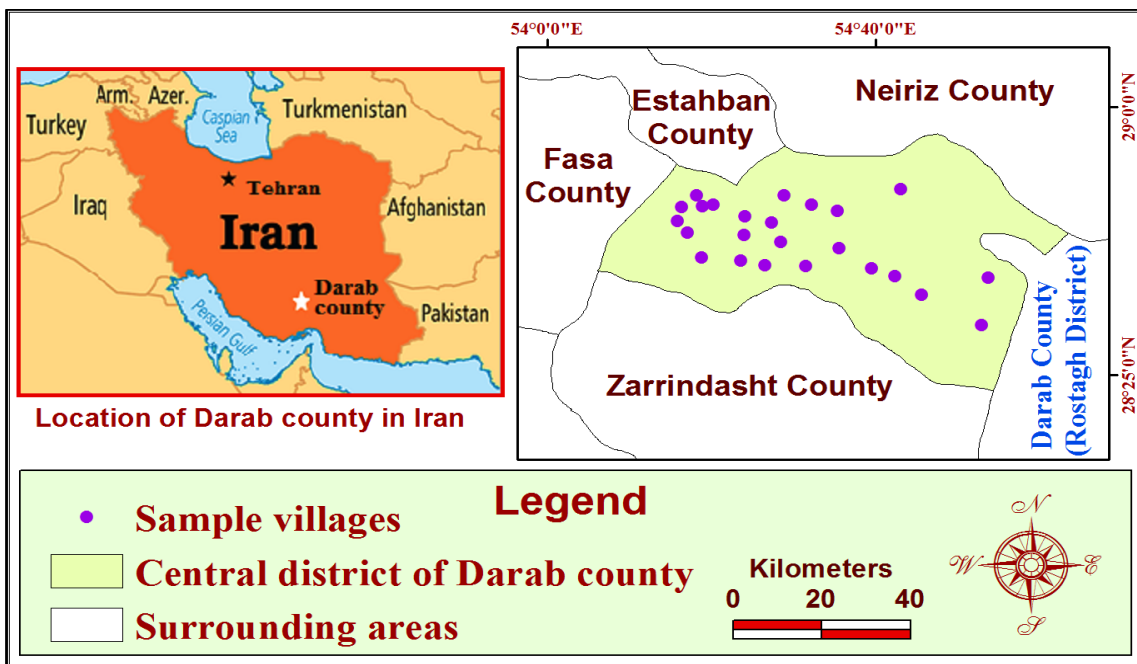


Figure 2. Location of the area studied in Iran and the region

3.2. Methodology

The present research is an applied one in terms of purpose, in terms of investigating the effective

aspects of the actions of guide plans on lifestyle as exploratory research, and in terms of describing the characteristics of the society studied as descriptive

research. It is also an analytical study in terms of investigating the relationship between the actions level of guide plans and the lifestyle.

The method for collecting information was a combination of documentary and field methods. Accordingly, after studying theoretical foundations and research literature related to the topic, five components related to the actions level of guide plans and 18 components related to lifestyle and a comprehensive list of indicators related to the actions level of guide plan (Table 1) and lifestyle (Table 2) were designed, as adapted to the rural community under study. Field studies were carried out in accordance with the indicators and by using questionnaires and interviews and by completing the forms of field observations.

Formal and content validity of the tools were examined and confirmed by the experts concerned. In accordance with the Delphi technique, the questionnaire was given to experts, and was finalized after several revisions. The reliability of the research tools was calculated by Cronbach's

alpha reliability coefficient; this coefficient is one of the coefficients most commonly used by social scientists to measure the reliability of data collection tools (Anabestani et al., 2011). The Cronbach's alpha coefficient relating to the actions level of guide plans and lifestyle were calculated at 0.910 and 0.849 respectively, and, as a result, the internal components of the scale had a strong correlation with each other. The reliability of the questionnaire was also confirmed. Additionally, to determine the sample villages, as the first step, based on the villages located in the central district of Darab county, a list of villages with at least 10 years' history of the implementation of guide plans was prepared. Then, according to the number of villages, and using the Cochran formula, 24 villages were calculated as the sample size; sample villages were selected by a random method. Subsequently, according to the population report of the study area (Darab Healthcare Network, 2016), the number of households in the sample villages was determined (Table 3).

Table 1. Components and indicators of research in investigating the actions level of guide plan
(Source: Research findings, 2018)

Components	Indicators
Infrastructure and public services	Safe drinking water network, electrification delivery to the village, gas delivery to the village.
Pathway network	Improvement of pathway network, creation of new pathways, improvement of pathway width, improvement of information boards and guides, tabulation, paying attention to the light and brightness of Pathways, paying attention to presence of green spaces on the pathways.
Land use	Diversity in the type of land use, diversity in new livelihood uses, preventing arbitrary and unbalanced development, design adapted to the environmental and climatic conditions, protecting agricultural lands and preventing their conversion to non-agricultural uses, paying attention to valuable and historical textures, consideration for historical monuments and tourism, creating suitable spaces for vehicle parking, creating recreational spaces.
Housing and construction	Improvement of housing safety, attention to the renovation of office buildings, construction of housing with non-traditional architecture, use of standard building materials, use of indigenous materials in construction, status of the issuance of ownership documents, prevention of arbitrary construction in the village.
Environmental and sanitary	Proper disposal of wastes, existence of ashcan at villages, collection and guidance of surface water at the village, establishment and creation of waste collection sites, existence of sanitary facilities at the village, protection of plant and animal species within the scope of the implementation of the plan, creation and restoration of green spaces at the village level, and creation and beautification of a favorable landscape in the village.

Then, according to the number of households in the villages studied (including 9,497 households) and reapplication of the Cochran formula (at 95% confidence level and 5% probability error), 370 households were determined as the sample size of the household. These households were selected by simple random sampling to complete the

questionnaires. The selection of samples at the level of the villages was also proportional to the number of households living in them, and the data collection was mainly based on the 5-point Likert scales (0 = none, 1 = low, 2 = moderate, 3 = high, 4 = very high).

Table 2. Dimensions, components, and Indicators of research in the study of lifestyle modernization
(Source: Research findings, 2018)

Dimensions	Components	Indicators
Social	Influence of technology	Internet use, membership in virtual social networks, replacement of indigenous games with electronic games, use of new technologies in agricultural production, exit of villages from isolation with the advancements in communications technology.
	Sense of place in rural residents	The desire to live in the village, dependence of the villagers on the village, degree of belonging of location to the village, protection and maintenance of the equipment and facilities of the village, hope to improve the living conditions in the village.
	Social interaction	Degree of spirit of teamwork among the villagers, level of interaction with government institutions, people's co-operation during the implementation of rural development projects, presence and cooperation of women in rural affairs.
	Security	Crime rate in the village, extent of ethnic conflict in the village, extent of conflict between villagers and newcomers.
	Health status	Personal health level, family health level, public health level, presence of healthcare facilities.
	Leisure-time	Preference for leisure with pleasure to be profitable, breeding animals or flowers and domestic plants, participation in sports or artistic classes, tour in personal vehicles.
	Access to shopping centers	Abundance of shopping centers at the village level, Possibility of providing daily necessities by rural shops
	Tourism	Tourism attraction rates, hospitality, and tourist attraction.
Cultural	Tendency to urban life	Relationship of villagers to the city, desire to live in the city's spaces, the desire for urban lifestyle.
	Change in the pattern of marriage	The tendency to marry out of the village, importance of education before marriage, change in the pattern of marriage ceremony.
	The type of clothes	Tendency to dress with new designs, prioritizing foreign brands in clothing, using fashionable models in accordance with the city.
	Nutrition	Use of prepared and restaurant food, use of various and new drinks, use of snacks and nuts.
	Tendency to religious rituals	The tendency of villagers to participate in religious rituals, the desire to participate in the congregation's prayers.
	The status of women	Normalizing the public view of women in relation to working outdoors, changing the attitudes of society toward women, the presence and co-operation of women in rural affairs.
Economic	Livelihood and investment	The level of non-agricultural activities at the village level (such as service centers and shopping centers), the dominance of external markets on rural markets, the amount of investments in the village.
	Consumption pattern	The consumption of diverse products in daily life, the tendency to consumerist culture, the tendency toward the use of luxury goods, the dependence on material things in life, the tendency to have repetitious goods and tools such as home and car.
Construction style	Quality of housing	The desire to renovate homes, facilities like bathrooms and washbasins, the desire to have a sewage disposal system in housing, a suitable heating and cooling system for housing, the use of modern appliances in daily life, housing security, housing as a place for rest and relaxation.
	Quality of public service buildings	Quality of school buildings, building quality of healthcare centers, building quality of village administrators.

Table 3. Demographic characteristics of sample villages
(Source: Healthcare Network and Housing Foundation in Darab County, 2016)

Village	Population	Household	The beginning year of the project	Village	Population	Household	The beginning year of the project
Atabakhsh	1209	273	2005	Nasravan	1090	306	1998
Korsia	890	237	2005	Doulatabad	939	267	1998
Barab	860	236	1995	Herbedan	1135	318	2004
Morvarid	2780	766	2004	Tangekatoyeh	4648	1211	2004
Sangcharak	1073	290	2003	Jamsi	1417	390	1992
Fatholmobin	1860	505	1990	Banouj	2727	766	1995
Shamsabad	439	127	2005	Ghalebiyaban	1528	378	1997
Esmailabad	721	209	2005	Navaygan	1415	445	1995
Kohgerd	537	139	2005	Fathabad	1610	440	2004
Madovan	1661	451	1993	Kheirabad	694	179	2004
Soltanabad	705	194	2003	Eslamabad	1727	416	2004
Beriskan	1251	334	2005	Dehkheirsofla	2222	620	1997

A multi-criteria evaluation model was used to evaluate the actions level of the guide plan and the level of changes in each component of lifestyle. In this respect, the relative importance of key indicators was determined after dual comparison of the factors and their weights with Expert Choice software and the opinions of the group of decision-makers (executive managers and academic specialists). Then, for the purpose of analyzing the data and extracting the final score, the importance of each index was multiplied in the standardized score of each index and the mean score obtained from the total indicators was considered as the score of the actions level of the guide plan and the level of lifestyle modernization. Also, the rankings of villages were carried out in terms of the level of lifestyle modernization with the help of the SAW model. This model is one of the easiest and most widely-used methods in measuring and determining the hierarchy of decision-making (Olson, 2001). Thanks to its simplicity and low error rate, it is used in various sciences like the geographic sciences (Seifoddini, Ziari & Azimi, 2014) and social sciences (Ferdowsi & Shokri, 2014). Data analysis was conducted using descriptive and inferential statistical methods of SPSS software. With regard to the normalization of data in different variables, statistical analyses were performed using parametric statistical tests. In this respect, a single sample t-test was used to compare the actions level of the guide plan with the mean theoretical amount; a t-test of two dependent samples was used to compare the modernization

level of the lifestyle in the two sections before the implementation of the guide plan and the current condition, one-way ANOVA with repeated measures was used to compare the level of modernization associated with different lifestyle dimensions of the households studied, and linear regression was used to measure the lifestyle being affected by the guide plan. The Pearson correlation test was used to determine the relationship between the actions level of the guide plan and the level of the lifestyle modernization of sample households. Moreover, spatial analysis and display of the status of the villages studied were carried out by designing the map through ArcGIS software.

4. Research Findings

The descriptive characteristics of respondents showed that 82.2% of them were men and 17.8% women. In terms of age, most people (44.3%) were in the age group of 35–44 years and the lowest percentage (5.4%) was in the age group above 54 years. In terms of educational levels, the highest frequency was a high-school diploma degree (with 37.8%) and the lowest frequency was more than a Bachelor’s degree (1.4%).

In this research, before considering the modernization of lifestyle of households living in sample villages, the actions level of the guide plan was considered in different dimensions. In this regard, the results of a single sample t-test showed that at an error level of less than 1% (Sig. 0.000), there was a significant difference between the actions level related to different dimensions of the

plan with the mean theoretical amount (test value = 0.5). Also, the average of the actions level in different dimensions of guide plan indicated that the actions level was more than the theoretical

average in all dimensions. The actions level of the guide plan in the villages was, therefore, acceptable (Table 4).

Table 4. Results of a single-sample t test in examining the actions level in different dimensions of the guide plan
(Source: Research findings, 2018)

Dimensions	Mean	Std. Deviation	Mean Difference	df	t	Sig.
Infrastructure and public services	0.855	0.129	0.355	369	27.062	0.000
Pathway network	0.862	0.071	0.362	369	50.050	0.000
Land use	0.641	0.146	0.141	369	16.184	0.000
Housing and construction	0.729	0.111	0.229	369	28.979	0.000
Environmental and sanitary	0.515	0.150	0.015	369	14.082	0.000

On the other hand, the study of the frequency of households in terms of lifestyle modernization showed that the level of modernization was very low in 3.2% of households, was low in 10.3%, was relatively high in 26.8%, was high in 29.2%, and was very high in 30.5%.

In addition, a one-way ANOVA with repeated measures was used to compare the current state of modernization in different dimensions of lifestyle of the households studied. Based on this, among the multivariate tests, Wilks' Lambda test (which is more popular) was the basis of the work. In this respect, the effect of Wilks' Lambda with a value

of $V=0.013$, $F=9018/084$, and a significance level of 0.000 were obtained. As a result, there was a significant difference between the levels of modernization in different dimensions of lifestyle at a 99% confidence level. Also, considering that the Sig. value of Mauchly's sphericity test was less than 0.05, there was no need to use other conservative tests. On the other hand, the results of the measurement of homogeneity of variance errors of various dimensions of the households' lifestyle showed that the F value had an error level of less than 0.05 for all dimensions. As a result, the variance of the error varies in all dimensions.

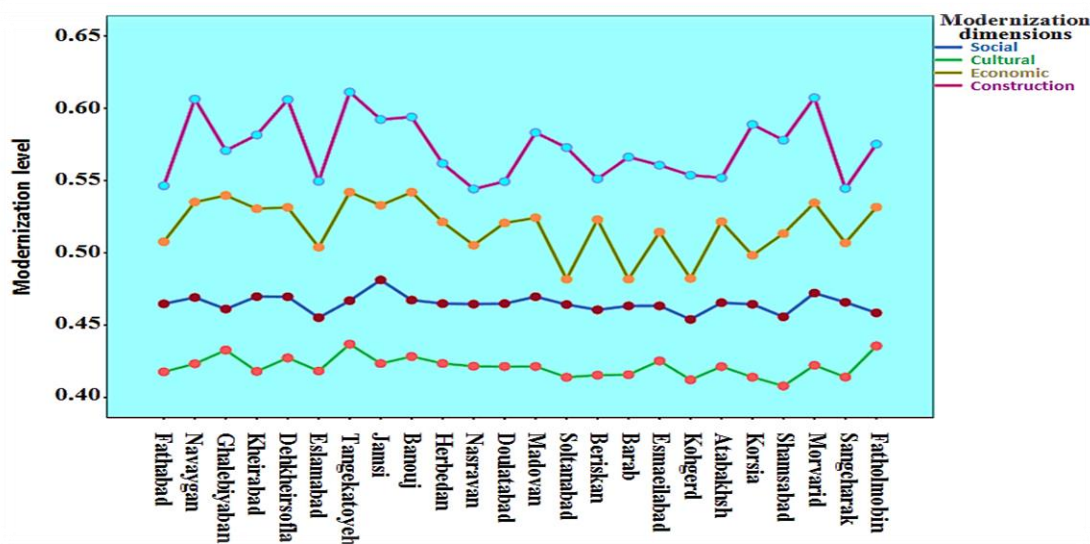


Figure 3. Comparison of the current state of modernization in different dimensions of lifestyle in the villages under study

(Source: Research findings, 2018)

Hence, the current dimensions of lifestyle modernization have not similarly been

transformed, the villages of Morvarid and Tangekatoyeh were at the highest level of

modernization and the villages of Sangcharak and Nasravan were at the lowest level. Also, at the lowest level of lifestyle dimensions (related to cultural modernism), the villages of Tangekatoyeh and Fatholmobin were at the highest level and the villages of Shamsabad and Kohgerd were at the lowest level of modernity (Figure 3).

On the other hand, to rank the villages studied in terms of the level of lifestyle modernization, the relative importance of the related components was determined within the framework of the paired comparison using Expert Choice software. The results of the paired comparisons of the components of lifestyle modernization showed that the components of belonging to the village, the quality of housing, and the penetration of technology had the highest weight, with

coefficients of 0.105, 0.103, and 0.096, respectively.

The results of the ranking of sample villages using the SAW technique indicated that the crowded villages of Morvarid, Jamsi, and Tangekatoyeh were at the highest level of lifestyle modernization and the villages of Kohgerd, Eslamabad, and Sangcharak were at the lowest level. In this respect, the distribution of villages based on the level of lifestyle modernization reflected the fact that villages mainly located in the central part of the study area were more modern compared to other villages (Figure 4). This result can be understood because of the proximity of these villages to the main roads, their proximity to the city of Darab (as a service distribution center), and the existence of more quality measures in various executive projects in these villages.

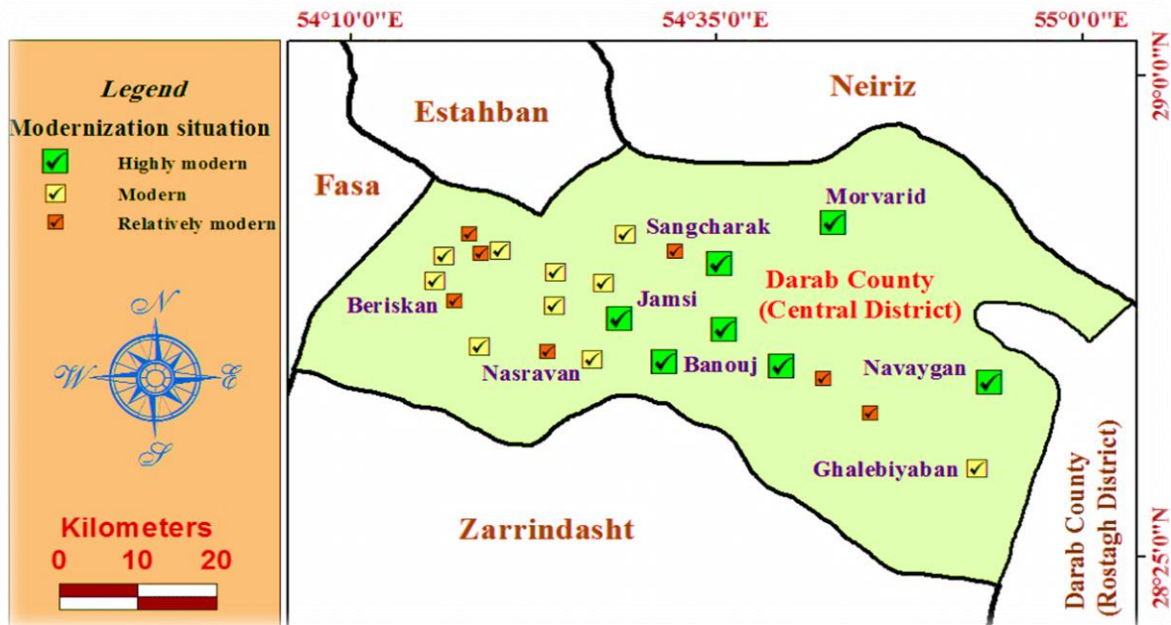


Figure 4. Distribution of villages studied, based on the level of modernization (Source: Research findings, 2018)

On the other hand, to compare the levels of the lifestyle modernization in two phases before the implementation of the guide plan and the current condition, a dependent samples t-test was used. Based on the descriptive statistics (Table 5), the mean of lifestyle modernization before implementation of the plan was 0.296, and is 0.501 in the present condition. Accordingly, the level of

modernization has increased in the households studied. The other output of this test indicated that the Sig. value was 0,000. Therefore, with a confidence level of 99%, there was a significant difference between the average of lifestyle modernization before the implementation of the plan and the present condition (Table 6).

Table 5. Mean and standard deviation of the level of modernization in two periods before the implementation of the plan and the current condition

(Source: Research findings, 2018)

Status	Mean	N	Std. Deviation	Std. Error Mean
Before the implementation	0.296	370	0.0081	0.0004
Current condition	0.501	370	0.0130	0.0007

Table 6. T-test results in examining the difference between the level of modernization in two phases before the implementation of the guide plan and the current condition

(Source: Research findings, 2018)

Status	Mean	Std. Deviation	95% Confidence Interval of the Difference		t	Sig.
			Lower	Upper		
Before the implementation Current condition	-0.205	0.018	-0.208	-0.202	-316.207	0.000

On the other hand, a comparison of the two phases before the implementation of the guide plan and the current condition in terms of the level of modernization in various components of lifestyle indicate that the modernization of the lifestyle of rural households has changed in different components as compared to prior implementation of the guide plan (Table 7). In this respect, most of

the changes were in the components of housing, influence of technology, sense of belonging to the village, and leisure time, and the least of the changes occurred in social relations, tourism, and nutrition status of villagers. Moreover, the results showed that religious adherence was reduced compared to the time before the implementation of the guide plan.

Table 7. Status of the components of modernization in two phases before the implementation of the guide plan and the current situation in the households studied

(Source: Research findings, 2018)

Components	Before the implementation		The current situation		The type and extent of changes
	Mean	Std. Deviation	Mean	Std. Deviation	
Influence of technology	0.176	0.026	0.609	0.016	0.433
Urban tendencies	0.167	0.032	0.551	0.015	0.384
Marriage pattern	0.165	0.038	0.485	0.044	0.320
Quality of housing	0.201	0.025	0.630	0.035	0.429
Clothing status	0.133	0.031	0.423	0.035	0.290
Nutrition status	0.146	0.017	0.385	0.037	0.239
Leisure time	0.163	0.015	0.549	0.039	0.386
Religious adherence	0.282	0.035	0.277	0.026	0.005-
Livelihood transformations	0.243	0.019	0.619	0.034	0.376
Sense of belonging to the village	0.208	0.036	0.602	0.030	0.394
Social relations of villagers	0.217	0.018	0.343	0.018	0.126
Security and relaxation	0.263	0.029	0.503	0.023	0.240
Pace of life's transformations	0.122	0.012	0.463	0.014	0.341
Status of women	0.144	0.031	0.476	0.030	0.332
Consumerism status	0.152	0.019	0.471	0.024	0.319
Health status	0.212	0.037	0.572	0.034	0.360
Tourism status	0.345	0.059	0.514	0.036	0.169
Quality of administrative functions	0.182	0.013	0.551	0.028	0.369

The results of the variance analysis with repeated measurements to compare the level of transformations of different dimensions of lifestyle

modernization indicated that there is a significant difference between the extent of changes in the various dimensions of lifestyle modernization at

the 99% confidence level based on Pillai's Trace test with values of "V=0.961," "F= 2996.486," and a significance level of "000/0." The results also showed that among different dimensions of lifestyle, the highest level of change was related to the style of construction and the lowest level to the social dimension (Figure 5).

On the other hand, the frequency of households under study, based on the intensity of lifestyle modernizational changes, suggested that the rate of change in lifestyle modernization was very low in 5.4% of households, low in 24.6% of them, moderate in 29.5% of them, high in 28.9% of them, and very high in 11.6% of them.

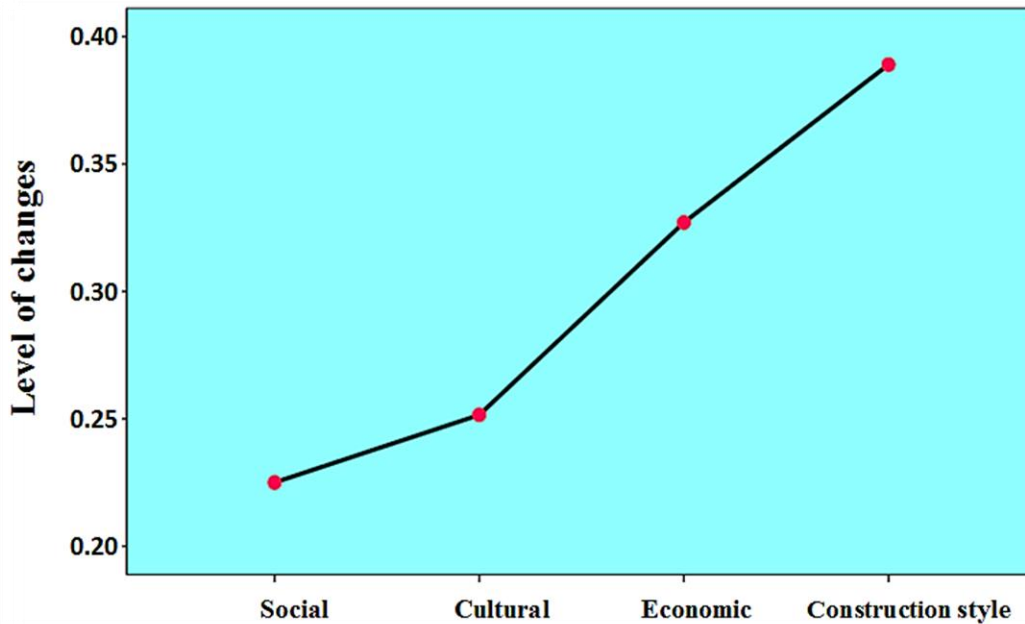


Figure 5. Comparison of changes in different dimensions of lifestyle modernization (Source: Research findings, 2018)

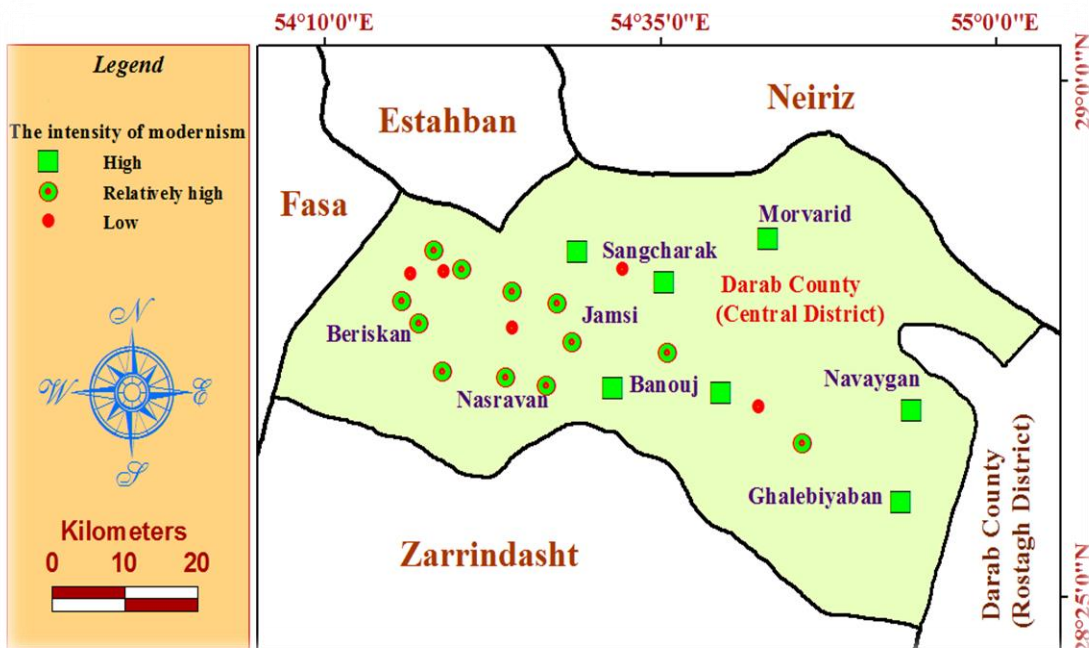


Figure 6. Distribution of the villages studied, based on the intensity of changes in lifestyle modernization (Source: Research findings, 2018)

The study of the distribution of the villages studied in terms of changes in lifestyle modernization (Figure 6) showed that in villages mainly located in the middle and eastern regions of the area under study, the intensity of changes in the lifestyle modernization of the household was very high. In contrast, the state of changes in the villages of Eslamabad, Barab, Kohgerd, Sangcharak, and Soltanabad was relatively high. The common features of these villages were a shorter history of the implementation of the guide plan and the fact that they have a smaller population compared to other villages.

Moreover, to analyze the relationship between the actions level of different sections of the guide plan and the level of lifestyle modernization, a Pearson's correlation test has been used in accordance with the normality of the data. The results of the study showed that the actions level of the guide plan in all sectors, by accepting an error of less than 1 percent, had a positive and relatively strong correlation with the level of lifestyle modernization (Table 8). Based on the results, the highest correlation existed between the level of lifestyle modernization and the level of infrastructure and public service

Table 8. Correlation between the actions level of different sections of the guide plan and the level of lifestyle modernization

(Source: Research findings, 2018)

Research variables		Infrastructure and public services	Pathway network	Land use	Housing and construction	Environmental and sanitary
The level of modernization	Pearson Correlation	0.641	0.609	0.406	0.514	0.596
	Sig.	0.001	0.000	0.002	0.001	0.002
	N	24	24	24	24	24

On the other hand, a linear regression test has been used to investigate the effect of guide plan actions on the level of lifestyle modernization in the households living in the villages. The results of the regression test showed that the independent variable (the level of the guide plan actions) can significantly predict and explain the dependent

variable (the level of lifestyle modernization) at an error level of less than 0.01. Also, the moderated regression coefficient has shown that approximately 41% of the total changes in lifestyle modernization were predictable through the level of guide plan actions (Table 9).

Table 9. The results of a regression test in examining the effect of guide plan actions on the modernization level of the households under study

(Source: Research findings, 2018)

Independent variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	0.439	0.013	-	33.743	0.000
Actions level of guide plans	0.033	0.016	0.406	2.085	0.049

5 Discussion and Suggestions

The implementation of projects related to the guide plan in rural settlements is a major step toward meeting the primary and secondary needs of villagers, orientating life in rural environments, creating opportunities and potential for strengthening rural areas in different aspects of life, and accelerating the transition of villagers from their former lifestyle to a modern lifestyle in order to provide suitable and more favorable living

conditions for living, and facilitating, guiding, and developing various dimensions of life in villages. In this regard, the present study is an innovative and remarkable step since the role of a guide plan in the development and modernization of rural lifestyle has not been addressed in any of the previous studies.

The findings of this research indicated that in the villages that were studied, the actions of different sections of the guide plan have been carried out appropriately with a confidence level of 99%.

Also, a comparison of the average level of lifestyle modernization in two phases before the implementation of the guide plan and the current condition showed that the living conditions of the households in these villages are distant from the traditional one and move toward modernism and modern life. This situation shows higher welfare for villagers and the beginning of urbanization and modernization in the lifestyle of villagers. On the other hand, the study of the level of changes in lifestyle modernization suggested that the highest rate of change was in the components of housing, the influence of technology, the sense of belonging to the village, leisure time, and urban trends. The Pearson's correlation test also showed that the actions level in all the executive sections of the guide plan had a positive and relatively strong correlation with the rate of changes in the lifestyle of the rural population, and this, along with the results of the regression test, showed the very significant effect of the actions level of the guide plan on the rate of changes in the lifestyle of the households studied. In the past, though there has been no research on the effects of a guide plan on lifestyle modernization, the comparison of the results of this study with previous studies on the effects of guide plans in rural areas (Anabestani & Hajipour, 2013; Rezaei & Shokati, 2014; Sakoor & Shamsodini, 2014; Rabieifar et al., 2015) confirmed the coincidence of the results of the present study with the results of previous studies in the study of similar and common indicators.

However, according to the results of the research, the following suggestions appear to be effective in improving the effects and results of rural guide plans:

1. Owing to the various effects of the guide plan on the lifestyle of households living in villages, the attention of designers and administrators to the severity and type of feedback received from the project is necessary.
2. Owing to the fact that the results of the research indicated the weaknesses of guide plans in environmental and sanitary actions and land use planning, and finally, its reduced positive effects on lifestyle modernization, the focus of the authorities on raising awareness and increasing the participation of the villagers will be obligatory for more favorable results.
3. Owing to the different effects of the guide plans on lifestyle changes in different age groups and genders, the attention of designers and project executors to the needs of different villagers is necessary.
4. Considering the effective role of public participation, the use of participatory management (public-public) is recommended for the implementation of a higher quality guide plan and the development of positive changes in different dimensions of lifestyle.
5. More attention is required on the part of designers and conductors of guide plans to create a suitable platform for the development of communication technology in the villages, which will create a variety of changes in the modernization of the lifestyle of the households residing in them.
6. Efforts to promote localization of project actions in order to preserve the valuable and lasting parts of rural lifestyle and reducing adverse outcomes such as the gradual elimination of indigenous capabilities are necessary.
7. It is imperative to pay more attention to the efficiency of the environment being built in order to respond appropriately to the lifestyles of the present and future generations.

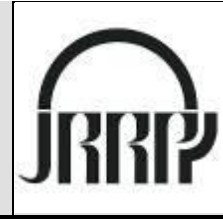
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تحلیل اثرات طرح هادی در نوگرایی سبک زندگی خانوارهای روستایی (مطالعه موردی: بخش مرکزی شهرستان داراب، ایران)

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چکیده مبسوط

۱- مقدمه

در دهه‌های اخیر، اقدامات متعددی در قالب طرح‌های عمرانی، جهت توسعه سکونتگاه‌های روستایی در ایران انجام گردیده است که یکی از مهم‌ترین آنها، اجرای طرح هادی می‌باشد. این طرح با اقدامات متنوع خود، موجب ایجاد تحولات گسترده‌ای در ابعاد مختلف زندگی روستاییان شده است که این تحولات به معنای تجربه سبک زندگی نوین در روستاها می‌باشد. بر این اساس، با بررسی تحولات سبک زندگی خانوارهای ساکن در روستاهای دارای طرح هادی، بایستی از هنجارها و ارزش‌های پنهان و سایر آثار و تبعات این طرح‌ها اطلاع یافت و از جهت‌گیری‌ها و الگوهای موجود یا در حال شکل‌گیری، تفسیر و تصویر واقع‌بینانه‌تری ارائه نمود. لذا پژوهش حاضر به دنبال پاسخ به این سؤال اساسی می‌باشد که اثرات اقدامات طرح هادی در نوگرایی سبک زندگی خانوارهای ساکن در روستاهای مورد مطالعه چگونه است؟

۲. مبانی نظری

طرح هادی روستایی، برنامه و راهنمای مصوبی برای هدایت عملیات سازندگی و آبادانی در روستاها، با آگاهی از وضعیت فرهنگی، اقتصادی، اجتماعی و فیزیکی آن‌هاست که به‌عنوان یک متغیر بیرونی وارد فضای روستا می‌شوند و بر ساختارهای روستا اثر می‌گذارد.

بر این اساس، اجرای طرح‌های هادی به‌صورت مستقیم و غیرمستقیم منجر به ایجاد دگرگونی‌های متعددی در ساختارهایی مثل الگوهای مصرف، سبک پوشش و لباس، آرایش، تغذیه، بهداشت، گفتار و گذران اوقات فراغت می‌گردد. در واقع، با تغییر بافت کالبدی-اجتماعی فضای روستا از حالت سنتی به سمت مدرن و یا شبه مدرن، شاهد تغییراتی در سبک زندگی هستیم که مجموع این عوامل، بر سبک زندگی ساکنان این نواحی اثر می‌گذارد و در نهایت سبک جدیدی از زندگی را پدید می‌آورد.

۳. روش تحقیق

پژوهش حاضر از جنبه هدف، کاربردی، از نظر شناسایی جنبه‌های تأثیرگذار اقدامات طرح هادی بر سبک زندگی، اکتشافی، به لحاظ توصیف ویژگی‌های جامعه مورد مطالعه در زمره تحقیقات توصیفی و از نظر برقراری ارتباط بین اقدامات طرح با سبک زندگی روستایی از نوع تحلیلی می‌باشد.

روش جمع‌آوری اطلاعات، ترکیبی از روش‌های اسنادی و میدانی است. بر این اساس، پس از مطالعه مبانی نظری و بررسی پژوهش‌های مرتبط با موضوع، پنج مؤلفه در ارتباط با اقدامات طرح هادی و هجده مؤلفه در راستای سبک زندگی و فهرستی جامع از شاخص‌ها و نشانگرهای منطبق با اقدامات طرح هادی و سبک زندگی، متناسب با جامعه‌ی روستایی مورد مطالعه تدوین گردید و مطالعات میدانی با توجه به شاخص‌های مورد نظر و با استفاده از پرسشنامه، مصاحبه و تکمیل فرم مشاهدات میدانی انجام گردیده است.

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بخش میانی و شرقی محدوده مورد مطالعه، شدت تغییرات در نوگرایی سبک زندگی خانوارهای ساکن در آنها بیشتر بوده است. از ویژگی‌های مشترک این روستاها سابقه طولانی‌تر اجرای طرح هادی، داشتن جمعیت بیشتر نسبت سایر روستاها و کیفیت بهتر طرح‌های هادی می‌باشد.

۵. بحث و نتیجه‌گیری

یافته‌های پژوهش بیانگر آن است که با اجرای طرح‌های هادی، زندگی خانوارهای ساکن در روستاهای مورد مطالعه از حالت سنتی فاصله گرفته و به سمت زندگی امروزی و مدرن رو به حرکت می‌باشد. این وضعیت، حاکی از تأمین رفاه بیشتر روستاییان، شروع روند شهرگرایی و تجدد در سبک زندگی روستاییان تلقی می‌گردد. از طرف دیگر، نتایج نشان می‌دهد که سطح اقدامات در تمام بخش‌های اجرایی طرح هادی دارای رابطه‌ی مثبت و نسبتاً قوی با میزان تغییرات نوگرایی سبک زندگی روستاییان می‌باشند و این امر در کنار نتایج حاصل از آزمون رگرسیون، بیانگر تأثیر بسیار قابل توجه سطح اقدامات طرح‌های هادی بر میزان تحولات سبک زندگی خانوارهای مورد مطالعه می‌باشد.

با توجه به آثار متنوع طرح هادی بر سبک زندگی خانوارهای ساکن در روستاها، توجه طراحان و مجریان به شدت و نوع بازخوردهای منبث از این طرح‌ها و کارآمدی هر چه بیشتر محیط‌های در حال ساخت به منظور پاسخگویی متناسب با شرایط سبک زندگی نسل حاضر و آینده ضروری می‌باشد. همچنین توجه بیشتر طراحان و مجریان طرح‌های هادی بر ایجاد بستر مناسب جهت گسترش فناوری ارتباطات در سطح روستاها، زمینه‌ساز تحولات متنوع در نوگرایی سبک زندگی خانوارهای ساکن در آنها خواهد بود.

کلمات کلیدی: سبک زندگی، نوگرایی، خانوار روستایی، طرح هادی، شهرستان داراب.

تشکر و قدردانی

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برای آزمون روایی پرسشنامه از روایی صوری و محتوایی استفاده شده است و پایایی تحقیق نیز به روش آلفای کرونباخ محاسبه و تأیید گردیده است.

همچنین تجزیه و تحلیل داده‌ها، با استفاده از روش‌های آمار توصیفی، آمار استنباطی، تحلیل فضایی و مدل SAW و نرم‌افزارهای SPSS، Expert Choice و ArcGIS انجام گردیده است. در این راستا، برای بررسی سطح اقدامات طرح هادی روستایی و سطح تحولات در هر یک از مؤلفه‌های سبک زندگی، از مدل ارزیابی چند معیاری استفاده شده است. همچنین رتبه‌بندی روستاهای مورد مطالعه به لحاظ سطح نوگرایی سبک زندگی با کمک مدل SAW انجام شده است.

۴. یافته‌های تحقیق

مقایسه سطح نوگرایی در مؤلفه‌های مختلف سبک زندگی در دو مقطع قبل و بعد از اجرای طرح هادی نشان‌دهنده‌ی آن است که نوگرایی سبک زندگی خانوارهای روستایی در مؤلفه‌های مختلف نسبت به قبل از اجرای طرح هادی دچار تغییر شده است. در این راستا، بیشترین تغییرات نوگرایی به ترتیب در بخش‌های مسکن، نفوذ تکنولوژی، وضعیت تعلق به روستا و نحوه‌ی گذران اوقات فراغت و کمترین تغییرات در روابط اجتماعی، گردشگرپذیری و وضعیت تغذیه روستاییان بوده است. همچنین نتایج نشان داد که پایبندی مذهبی نسبت به پیش از اجرای طرح کاهش یافته است.

همچنین نتایج آزمون آنوای مکرر بیانگر آن است که بین میزان تغییرات در ابعاد مختلف سبک زندگی، اختلاف قابل توجهی وجود دارد و بالاترین میزان تغییرات مربوط به سبک ساخت‌وساز می‌باشد. از طرف دیگر، نتایج آزمون همبستگی پیرسون گویای ارتباط مثبت بین سطح اقدامات تمام بخش‌های اجرایی طرح هادی با سطح نوگرایی سبک زندگی روستاییان بوده است و براساس نتایج آزمون رگرسیون خطی نیز مشخص گردید که تقریباً ۴۱ درصد از کل تغییرات نوگرایی سبک زندگی، از طریق سطح اقدامات طرح هادی قابل پیش‌بینی می‌باشد.

بررسی چگونگی پراکنش روستاهای مورد مطالعه به تفکیک شدت تغییرات سبک زندگی حاکی از آن است که در روستاهای واقع در

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