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Wooden cottages role in the rural tourism by taking advantage of Gibz- Martin method (Case Study: Masal city, Gilan)

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Abstract

Rural tourism is considered as one of the important parts of the economic activities. This important economic activity in the different views has been taken into consideration. Some know it as a part of the tourism market and some consider it as a policy for rural development. Rural tourism quickly grew in the rural economic and has been the complementary of agricultural activities. The nature of the tourism industry is, create employment, income, diversification, economic, increase of cultural level, community participation and use of local resources. Development of tourism in rural areas, in addition to diversifying the economy and developing its infrastructure, can be a step towards sustainable development in rural areas and social justice by creating jobs, and reverse migration. In general, supporting the village pristine tourist areas and rural tourism, cause to create different and good employment opportunities, increase of national income, the promotion of social welfare and the development of sustainable tourism in rural areas. Rural tourism through influence and effect on all aspects of rural life, leads to grow them both in terms of economic and socio-cultural. This study investigates the efficacy of wooden cottages in attraction of tourism in the city of Masal. A tourism model that has been used in this study, is taking advantage of Gibz- Martin method, the obtained results of the regression analysis of this study indicate that among the several factors of tourism attraction in this region, wooden cottages are known as one of the best resorts of tourism attraction. Studies are conducted in four villages of Masal that Hoome village with 200 wooden cottages and 5000 tourism with amount of 0.85 has the maximum amount of tourism in the region and also wooden cottages are known as a way to attract tourism in the region.

Key Words: *Tourism, Economy, Village, Migration, Wooden cottage, Masal city*

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Introduction

Today, sustainable tourism in many countries is considered as a symbol of cultural identity and one of the major economic sectors. Many of planners and policy-makers of developing in the world countries have introduced tourism a confident way with a clear vision for sustainable development. In this regard, rural tourism as one of the tourism sector, in addition to maintaining values and beliefs, by creating jobs and income for local residents and development of the infrastructure, provides the possibility of rural sustainable and integrated development. So planning is effective for the development and extension of tourism based on the sustainable economic development, in line with growth and prosperity of rural communities. The rapid growth of demand for rural tourism was started since 1945, but at the same time rural tourism leading to international tourism growth and population growth, and increasing of demand for rural tourism to some extent was led to the development of tourism (Sharpeli, 2001). Rural tourism is a type of recreational and selective activities that contains work on the farm (planting and harvesting of agricultural products), selling the crafts and participate in life of quite village. (Bemaniyan, 2009). In general, rural tourism opens the capitalist economy in capturing the new spaces and integrate them into the cycle of consumption on one hand that the commoditization strategy of rural areas is considered as a part of the economics of contemporary aesthetic (Kneafsey, 2001). Rural tourism is the result of a comprehensive concept of urban skirmishes that in the dominance of the capitalist, implements the post-Fordism approach in passing the single-axis attitude in rural areas, in terms of socio-economic action that can be the underlying of income and employment in combined with the landholdings industry (Hall, c). Rural tourism is called to all activities and services by "farmers, people and governments for leisure, recreation and attraction of tourism, as well as activities that are carried out by tourists in rural areas, also can be included agricultural tourism, farm tourism, nature tourism and cultural tourism". Rural tourism with various motivations visit the rural areas such as ecological uniqueness, access to especial adventure opportunities, visiting the cultural attractions with the quality of space and environment. Also, according to Jenny Holland idea and colleagues, rural tourism can take the farm tourism concept or agriculture tourism, but both of them are considered the major components of tourism in rural areas.(Lepp, A., 2008). Development and growth of rural tourism often is consistent with the contribution that has in reforming of social and economic in rural areas. (Monshizadeh - Nasir, 2001). Rural tourism as a tool for sustainable development and protection of natural resources: sustainable tourism policy in today's world, is a comprehensive approach that is demendent of long-term growth of the tourism industry without detrimental effects on the natural ecosystems. It also emphasized that in terms of tourism development, mankind will be able to modify or manipulate a certain aspects of the environment in the positive or negative side. (Sharifzadeh – Morad Nejad, 2002). One type of tourism is rural tourism. Development of tourism in rural areas is an essential component and is considered one of the ways to save the village from poverty, migration and social and economic problems. In most rural areas, due to the dominance of the agricultural economy and its vulnerability, attention to other development activities such as tourism as the supplement of this section can be the different aspects, a guarantee to improve the living conditions of villagers (Mahdavi et al., 2008). Rural tourism can solve many problems of rural areas, for example, can create massive jobs or to strengthen the existing businesses as well as provides good growth opportunities in the different commercial axes for these areas. (Faler -1990) rural tourism as a function of infrastructure can be extended

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and continued through partnership and affiliation to other economic and cultural sectors of community and in its turn in the growth and development of the village and therefore its tying with national development, plays an important role in the country's development process (Shamsuddini, 2010). Attention to the need of expanding the economic activities in different fields such as tourism industry, with the aim of achieving to new sources of exchange and employment and health, is seemed inevitable. This issue and other major issues such as employment, increase of income, decline of migration and… is caused to be considered the development and extension of tourism in rural areas that have the necessary potential for tourism development.

A review of the literature

Rural tourism in the classical meaning is a kind of tourist activities that provides additional income for those who have main job like (agriculture and industry) (szabo, 2005, p180). According to Land idea, rural tourism can be distinguished from other tourism sectors and applying it in practice on the basis of local traditions and roots (Gössling, S. 2002) points out that rural tourism has a special place in improvement prospects, including tourism activities outside of the city. (Baddeley, MC2004) emphasized that rural tourism should be perceived as a way of life that is more based on the reliefs related to the rural communities and how different it is from anything to be the name of the city. He claimed that most of the split rural attractions of the cultural dimension are from the people living in the region.

According to (Castree, N 2004) idea, rural tourism is occurred in rural areas that provide s the additional income in terms of the costs and on one hand rural tourism provides lively holiday for guests and presenting the cultural heritage, diverse sources of income for the families by using the local resources and attractive rural areas. (szabo, 2005, p180).

Research background

Understanding and investigating the effects of tourism and its management in rural areas will have a key role in the development of sustainable tourism and local communities sustainability. So now that the development of rural tourism to a certain extent is on the agenda of the country's development programs, strengthening the fundamentals and familiarity with international experience are essential and will be influential in the development process. Development of rural tourism; locality and cultural changes is the name of a book that has recently been published. This book investigates the themes, history and evolution of rural tourism development and has raised the implications and effects of tourism at the local level, especially in terms of cultural in the villages of Canada. This book is written by Heather Mayer, associate professor of Department of Recreation and Leisure Studies, University of Waterloo, Canada, Donald Ji. Rid is the professor of leisure studies and development of local community at the School of Environmental Design and rural development of Guelph University of Canada, Ie. Vanda Georg.

Theories and perspectives related to the development of rural tourism:

There are different views about rural tourism. Some know it as a part of the tourism market and believe that it can be compared to other forms of tourism market, such as tourism in the sun, tourism near the sea, tourism in the sandy beaches. Other aspects, rural tourism as a philosophy for rural development have been proposed that this aspect has three important insights.

1. From a view, tourism is as a strategy for rural development that reflects the characteristics of the rural environment.
2. In some cases know tourism as a tool and policy for rural economic reform.
3. Some have considered tourism as a policy and a tool for sustainable rural development (Eftekhari & Gaderi, 2002, 28).

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Area of study

The study area is Masal city from northern cities of the Caspian Sea in northern of Iran. And it is located in the northwest of Gilan province. Masal city is located at coordinates of 37 degrees and 15 minutes of north latitude and 48 degrees and 43 minutes east length. The area of this city is now 486 squares; in average in the plain areas has height of 20 meters above the free sea level (geoid). In terms of altitudes has formed of three areas of plain, highland, mountainous. The population of this city is 48091, 35.6 percent of population is urban and 64.4 percent of the city is villagers. The city has 98 villages that totally have about 8351 settlement.

Discuss

Rural tourism

Rural tourism is today one of the most popular forms of tourism. According to the Organization for Economic Cooperation and Development (OECD) in the United States in 1992, more than 70 percent of the population has rural recreation (Sharpley, 2001). However, the rural tourism in rural areas marks a double process of economic, which can involve an economic growth and variety of activities on one hand and also create employment and income for rural residents in the other hand. Rural Tourism absorbs the surplus of labor force in rural areas and it can be considered as one of the opportunities of forming the overall rural development (Saghaei, 2003). Rural tourism by placing on both sides of a flow of tourism on one hand is indicator of the tourism with attributes such as flexibility, composition and order of tourism products for the needs of consumers. (Blank, U.1989) and on the other hand, according to the values and the effects of the tourism type, is considered as a proposed approach with other options of overall development in rural areas, which can play a role in supporting the agricultural policies and preserving the environment (Javan, 2004) Rural tourism can be defined as: rural tourism is activities and the different types of tourism in the different rural environments and surround them in which includes some works (positive / negative) for rural environment (human- natural). (Saghaei, 2003). It is obvious that such a conception of rural tourism can contain the different aspects of tourism activities such as settlements, events, festivals, sports and diverse recreations that are formed in the environment of village. (Cooke, K, 1980). In the meantime, natural condition, morphological, climatic elements with the economic, social and cultural of environment

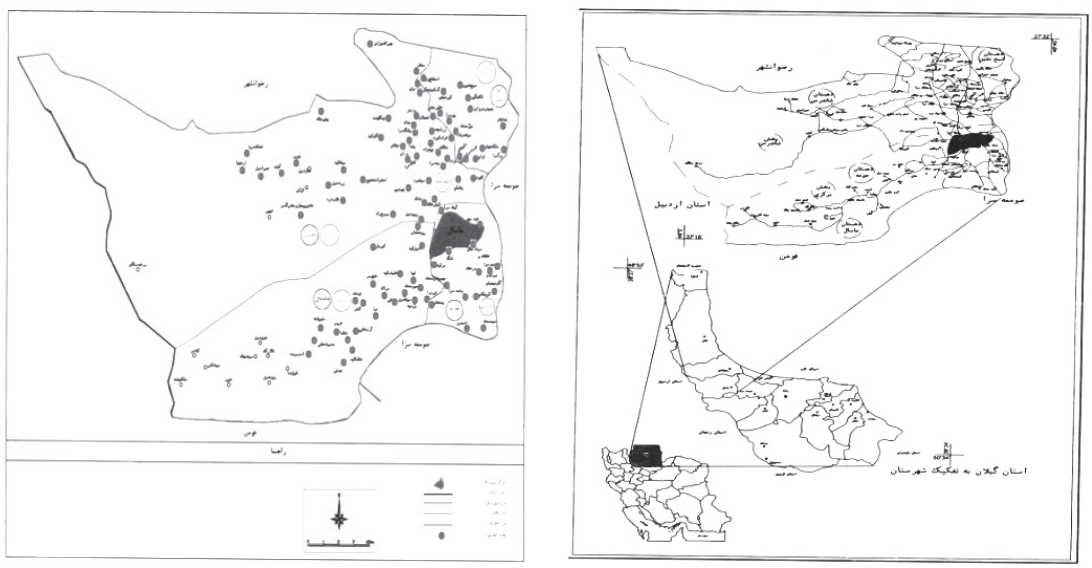


Table 2. City Divisions in Regions and Districts; Source: comprehensive plan of Bojnurd

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of village create the various forms from villages, which each of them are separated in terms of physically, architecture type, type of housing, settlement patterns, livelihoods type , customs and traditions. This distinction and the different aspects of villages is itself the creator of attractions that interested the rural tourists to visit these areas and force them occasionally to travel to these areas (Rezvani, 1995). Rural tourism can be considered from two different perspectives on one hand, the rural environments and surround them provide the opportunity to tourists apart from the clamor of urban and dominated by technology in the rural areas traditionally spend a leisure time on the other hand, the rural economy dependent on the land can experience other respiratory ways.

In the meantime, while tourism isn't considered a solution for the problems of rural areas but it is one of the ways that can have a significant economic impact and can help to slow emptying of rural settlements and rural population migration flows. Other works of rural tourism are cases that are mentioned below:

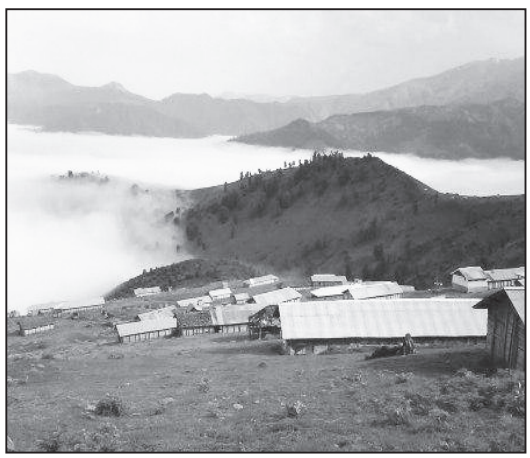
1.Creating jobs for surplus labor force and creating activities for the surplus labor;

2.Diversification of the rural economy with other economic sectors;

3.Raising the income levels of rural households;

4.Creating demand for products of agricultural and other products derived from agricultural processing (Saghaei, 2003).

In general, rural tourism opens the capitalist economy in capturing the new spaces and integrate them into the cycle of consumption on one hand that the commoditization strate-



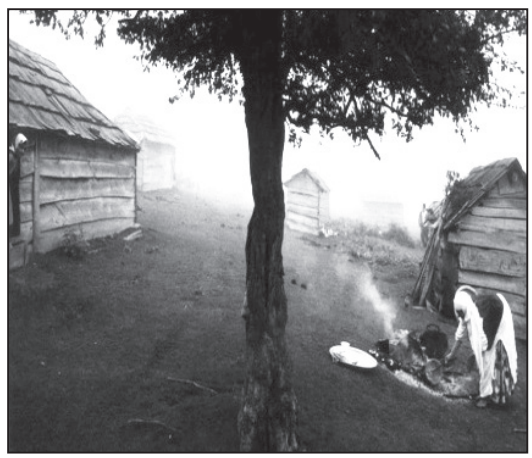


Photo 1. view of wooden cottage with rural products; Photo 2. View of wooden cottages to accommodate tourists;



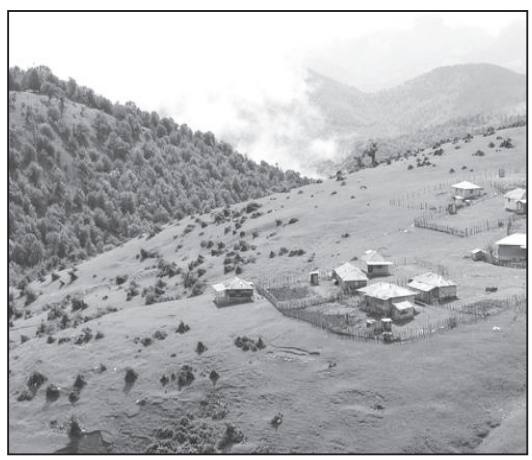


Photo 3. A view of wooden cottages in the season of tourist attraction; Photos 4. view of wooden cottages in the mountains

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gy of rural areas is considered as a part of the economics of contemporary aesthetic (Kneafsey, 2001). On the other hand, rural tourism is the result of a comprehensive concept of urban skirmishes that in the dominance of the capitalist, implements the post-Fordism approach in passing the single-axis attitude in rural areas, in terms of socio-economic action that can be the underlying of income and employment in combined with the landholdings industry.

Wooden Cottages and Tourism

Wooden cottages (Cottages wooden) is known as a center of tourism attraction in Masal city, these cottages were built of wood completely and are considered as accommodation for rural tourism and also a place for the supply of rural goods. In the considered area according to the suitable condition for rural tourism and use of tourists from the natural environment of the cottages can be a symbol of tourism attraction, and from one side, is as the seating place of tourism and on the other side, is a place to visit tourism. The choice of accommodation at the destination, according to the specific characteristics of each trip, is the case that has always been emphasized by tourism experts. Accommodation that is selected for an adventure is completely different with cultural tour residences. Therefore staffs in the tourism industry, according to the type of travel, through the multi-star hotels, hotel apartments, guesthouses, local houses and other types of accommodations are considered the suitable option with the type of travel for passengers. One of the purposes of tourism is, creating the economic prosperity in the region, the aim will not be possible without the cooperation of the local community and those involved in tourism. Tourists who are using from the local community facilities like home * and food of local people, they are not only creating prosperity in the region, which also prevent their migration to cities.

Tourist commute creates a motivation in the local people to try to maintain their lifestyles*, traditional architecture and also special customs of area. Villagers have some cottages in the mountains that use of them, and tourists can rent these cottages to use them. This cottage is in the heart of nature and in addition to have calm, passengers can have a closer relationship with local people and take from them milk and yogurt and local cheese. That's why ecotourism welcomed to stay in the local cottages.

Research findings

The effects of tourism on rural areas

Due to the nature of tourism activity and its close interaction with various economic activities, social and cultural, therefore its effect can be very diverse, extent, and especially leave the profound effects on the local environment and host communities. Effects of tourism in the Alps, Europe (one of the most attractive destinations in rural tourism) was caused to use other ways for tourism development; concepts such as minor tourism, responsible tourism, flexible tourism, suitable tourism or green tourism, as approaches to reduce the negative effects of tourism were planned. In the 1990s, due to increase of attention to the environment, these approaches in tourism planning have had further development and approved principles of tourism development have been met with widespread acceptance. Social - cultural effects of tourism can be as positive or negative. In areas with growing tourism, positive and important socio-cultural effects of tourism in local communities are: self-sufficiency and strengthen of local economy, greater respect for local communities and their culture, tourism income reinvestment in cultural resources, strengthen and sustain of cultural traditions, increasing of tolerance and understanding between cultures, particularly through musical performances, supply of local arts industry, type of local life, rural housing and other life experiences. The negative effects of tourism on local communities can be included the withdrawal of some welfare benefits for the host population, demand

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for scarce resources such as drinking water, excessive dependence of the home areas to tourism, inappropriate behavior and tourism cultural insensitivity. Planning for sustainable tourism is one of the topics of discussion among scholars and tourism operators. In general, the goal of planning and tourism management is, creating a balance between demand and its potential to reduce the stress and without that the resources of village decrease, use the village totally. Doswell, 1997)). The question arises through what the balance will be (Ross, G ,. 1991) stated that rural tourism development has a large number of characteristics and common role that could be used for planning and management, it can be stated thus:

1.All local tourism businesses are not directly beneficial to local communities, especially when interested people outside the village in tourism development act and compete;

2.Expect of visitors of rural areas isn't less than the urban areas or coastal tourists, hence they demand a variety of attractions and facilities with good quality;

3.Tourism can be an effective solution for the reform and revitalization of rural areas;

4.Any tourism policies should be coordinate with broader policies in this regard;

5.Tourism could be used as the entrepreneur or justification for improving the public services, and transport and infrastructure in rural areas. And in terms of area, the most important form of tourism development is a model that is based on the regional and inter-regional cooperation.

The most important tourist attractions in Masal city

Masal city with tourism attractions and its beauty nature has always been taken into consideration by Gilan province people and other tourists and travelers. Beautiful and mountain city of Masal has many beautiful landscapes. Tourist attractions in the region are Tasko forest region, countryside climate and numerous holy shrines.

Major places of tourism recreation in Masal city: there are major places in the study area to tourism recreation that is in the table below, due to the large population of tourism in this region and the desire of tourists to the nature certain places for recreation are used.

The index value of Gibz-Martin is fluctuated between zero and 0.9, in this method by increasing the level of index, we conclude that diversity and the level of tourism attraction in

Number	Example	Components
90	Beautiful rural areas	Natural landscape
20	Mountain rivers and ...	rivers
17	Cave of Avisho	Cave
79	Highlands of Avalsabalangah	Mountain
30	Special ceremonies of marriage	Special drawings
20	Hosiery	Handicrafts
112	Village Shamala	Mountain villages
109	Village settlements of Olem	Rural settlements
98	Clean weather of all villages	weather
10	Local barbecue	local foods
12	Agriculture beautiful farms	Agrotourism
20	Nomads Heights of Shanderman	Tribal tourism
23	Cinema and rural libraries	Cultural tourism
70	Places of pilgrimage	Religious tourism

Table 1. the most important tourist attractions in Masal; Source: The field findings

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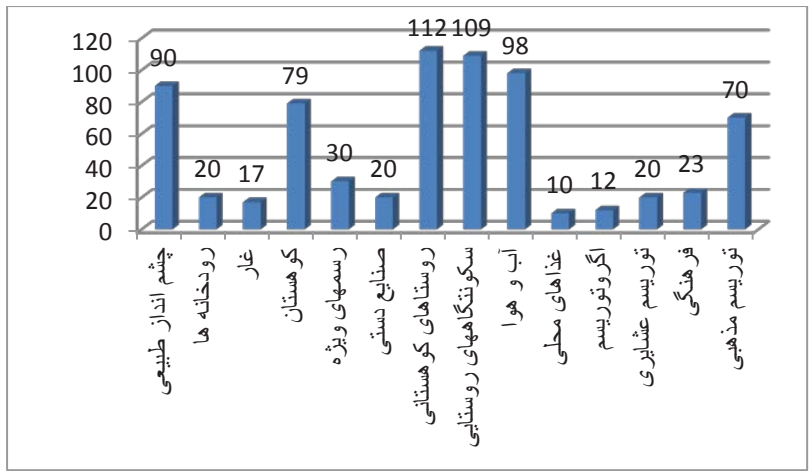


Diagram 1. The most important tourist attractions in Masal city

the considered region has relationship with the use of tourism from the resorts. Therefore, the obtained index for the considered villages shows that the highest level of tourism attraction and users of resorts is related to the village of Hoome with value of 0.82 and the lowest value is related to the village of Sheikh Neshin with amount of 0/7915.

Tourism industry is considered as one of the largest and the most diverse industry in the world today. Many countries are considered this dynamic industry as the main source of income, employment, growth of private sector and development of infrastructure. Nowadays tourism industry is so important in the countries' social-economic development that economists called them as "invisible export". Estimates (TES) of Ecotourism Society shows that Eco tourists depending on the motive of their visit are in a particular age group: Group of Eco tourists are following adventure, visit the virgin lands and sports tourism that often younger are less than 40 years in age level and their history is in the age range 19 to 35 years. But a group that aims to enjoy nature and visit the wildlife and ecotourism, are in age level 35 to 54, it should be noted that this study considers the international ecotourism and Eco tourists on a national and local scale contains a wider age range in general. Ecotourism don't have a specific combination gender and often their gender ratio is 50 to 50, but

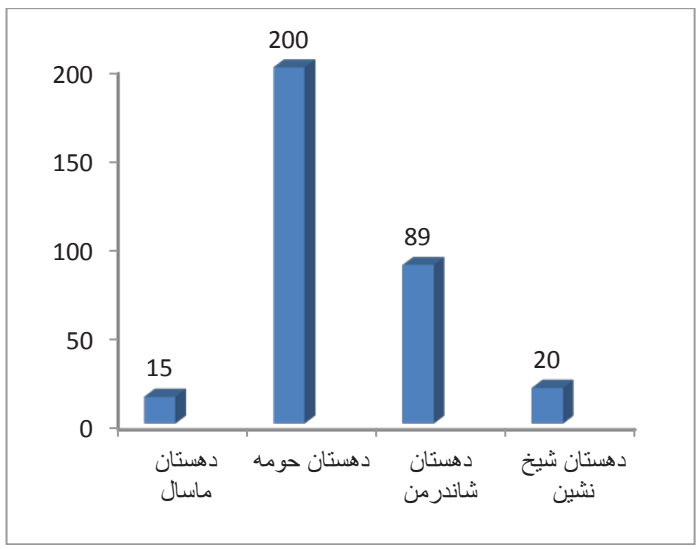


Figure 1. major places of tourism recreation in Masal city

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Sheikh Neshin village	The number of places in the village of Sheikh Neshin	Shanderman village	The number of places in the village of Shanderman	Hoome village	The number of places in the village of Hoome	Masal village	The number of places the village of Masal	Major places of tourism recreation
Hotel	7	48	8	64	----------	----------	--------	-------
Motel	6	36	5	25	----------	----------	--------	-------
Inn	8	64	12	144	6	36	1	1
Rural houses	50	2500	70	4900	56	3136	40	1600
Houses for rent	68	4624	87	7569	63	3969	32	1024
Tree houses	4	16	20	400	2	4	------	-------
Cottages wooden	5	225	200	40000	89	7921	20	400
Bangalu	10	100	120	14400	57	3249	2	4
Shale	11	121	100	10000	43	1849	3	9
Free accommodation	24	576	50	2500	70	4900	24	16
$\sum x$	203	----------	672	-------	386	----------	121	------
$\sum x^2$	-------	8311	-------	80002	----------	25064	----------	3054

Table 2. major places of tourism recreation in Masal city

(۱) $C= 1 - \frac{\sum X^2}{(\sum X)^2}$

(۲) $C= 1 - \frac{8311}{(203)^2}$

(۳) $C= 1 - \frac{80002}{(672)^2}$

$C= 1 - 0/2016 = 0/7948$ Masal village $C= 1 - 0/1771 = 0/82$ Hoome village

(۵) $C= 1 - \frac{25064}{(386)^2}$

(۶) $C= 1 - \frac{3054}{(121)^2}$

(۷) $C= 1 - 0/1682 = 0/8318$ Shanderman village $C= 1 - 0/2085 = 0/7915$ Sheikh Neshin village

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Percent	Number in city	Number in provinces	Tourist Attractions
14.63	12	70	Monument
14.28	10	60	Entertainment Unit
7.26	76	970	Religious places
29.16	700	1700	natural environment
7.08	450	5600	Ecotourism
21.05	120	450	Handicrafts
19.92	112	450	Cultural Attractions
18.75	60	260	Local customs

Table 3. Masal city Tourist Attractions

probably expected due to some limitations for women that present in Iran this ratio is to some extent changes with the benefit of men. Investigations of TES also show more than 80 percent of Eco tourists are highly educated. This number for Eco tourists interested in a touch of nature and visit the attractions (mainly those who have to change the mood of their personal life, do Ecotourism) is close to 100%. However, the adventurer Eco tourists due to they are generally adult, often are students and even high school students. Estimates also show that the largest group of Eco tourists (about 60%) prefers group travel. 15 percent are interested in domestic trips and 13 percent are interested in your travels alone. The average time of travel in about 50% of Eco tourists is between 8 to 14 days. Depending on the trip, this figure also suggests that works. Most hunting tours on an international scale, planned for more than 20 days, as well as adventure tours close to 30 days. Nevertheless, trips that take place on a local scale, is performed in a much shorter period, but it is noteworthy that normally travel time for Eco tourists is longer than the travel time for those interested in historical attractions, cultural and business. Even recreation travels are performed in shorter time scale than Eco tourists, that this has very important role in ecotourism market analysis. About ecotourism studies show that the Eco tourists more than the other groups of the travelers spend money. Ecotourism source of each area will be offered by the nature of that, and in places such as Iran which has a full range of diverse landscapes, climate and demographic methods that is adapted to the climate, classification of tourism purpose is very different from the other areas with the different resources. TES in a category, Eco tourists in general is divided into two categories:

1.those who want to benefit the nature meeting enjoyment and attendance in it

2.Enthusiasts to experience the new places and moods.

There is a close relationship between tourism and the environment. Many structural environmental landscapes are attractive to tourists and travelers in this way can help to protect the environment. Development of tourism and tourist use of the environment can have different effects on the environment. If tourism is well planned and managed and well-developed, it can have positive effects (Homaiyun, Anahita, 2001). In related to humans and nature and damages that unintentionally make, it should be pointed to the following cases:

1.Hikers, hiking cave , sailing and the use of motor vehicles, such as motor boats, drifting snow machines and special machines for sandy beaches, rugged roads motorcycles, which in itself are dangerous for biological systems.

2.Fishing and hunting, poisoning and pollution that occur caused by releasing leads of fishing in lakes and rivers.

3.Damage to desert ecosystems through the

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vehicles.
4.Damage of hiking and horse riding to mountain vegetation.
5.Damage of recreational vehicles on coastal sand dunes.

Tourism and rural development

Rural tourism expanded significantly from 1950 onwards. Initially, in the 1960s and 1970s, rural tourism was considered from the economic aspects for local communities. After the development of rural tourism was raised as a tool for the development of rural communities and in the meantime, experts have tried by offering different models and methods, increase the role of tourism in the economic and social regeneration. Today, the various aspects of economic, socio-cultural and environmental of rural tourism are raised and concerned. In the area of relationship between tourism and rural development three perspectives are raised. First view uses tourism as a strategy for rural development. In this view, due to the increasing destruction of villages and agricultural decline trying to present new strategies to revitalize rural areas by creating complementary activities or transform these areas due to natural and human resources and the only way to provide renewal of the villages is, presenting programs that they can benefit from their natural and human resources and leads to create income and increase residents welfare of rural areas. In the second view, tourism as policy for the restructuring of rural settlements will be considered. Proponents of this view believe that can reduce the over rely of rural producers to agricultural and participate them in the new economic opportunities. In Eastern European countries on the view of the development of tourism as a tool for reconstruction of villages after the collapse of the agricultural has been emphasized. In the third view, rural tourism as a tool for sustainable development and conservation of natural resources is concerned. This view is the proponent of long-term growth of tourism without damaging on the natural ecosystems (Roknaddin Eftekhari & Ghaderi 2002). Because rural areas are the vulnerable resource and prone of changes in environmental, social and economic, in particular, experience has shown that tourism everywhere spontaneously and randomly and without planning and effective management has developed and brought undesirable consequences and in long term its problems are more than the benefits (Sharpley, 1997). Consequences such as environmental pollution, degradation of water resources, floods, soil erosion and destruction of forests over the past two decades have been the evident effects. For this reason, the concept of sustainable tourism has developed in the past few years to the point that is able to respond the threats of inappropriate tourism. Sustainable tourism aims to regulate the relationship between the host community, tourism location and tourists; because this relationship can be constructive or destructive and dynamic and follows the tension adjustment and crisis between these elements to minimize the environmental and cultural damage, provides the visitors satisfaction and helps to economic growth in the region.

Tourism can revive the economy of local communities by cooperating in the employment and income generation, and can also contribute in strengthening the local culture and make a difference in the environmental protection or restoration of natural and man-made environment. On the other hand, tourism can undermine the economy of local communities and reduce the quality of life. Sustainable tourism development is a development that in it, balance, maintaining of values and quality of ethics and economic principles and also the economic benefits have been seen together and attempt to excellence and all-round development replaced the purely economic development. In this perspective, the development of tourism with the use of available resources in such a way that while responding to the needs of economic, social, cultural and

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legal issues of community and expectations of tourists to be able to provide the unity, cultural identity, environmental health, economic stability and welfare of the local people (Alvani 1994, p. 10). So the development of tourism in rural areas on one hand can have an important role in the diversification of the economy of rural communities and underlies of rural sustainable development and on the other hand considered a tool to stimulate the national economic growth (by overcoming the idea of underdevelopment and improve the living standards of local people) (Sharifzadeh and Moradi Nejad 2002, p. 53). However, if rural tourism properly planned and managed, tourism can be a creator or driver of developed process to achieve the sustainable development in the rural areas as well as the sustainability of local communities in all sub-economic, social, cultural and tourism industry. In some countries, rural tourism through promotion of rural foundations has been a tool for sustainable development in rural areas. However, although more than a century, tourism has existed in many areas and in many areas has been the main source of income and employment, but there are always gaps of strategies and efficient planning in the development policies for integrating the functions of tourism with rural development. Sustainable Tourism Strategy is a comprehensive approach in today's world that is proponent of long-term growth of tourism industry without harmful effects to natural ecosystems, and emphasized that in terms of tourism development, mankind will be able to manipulate the certain aspects of the environment in a positive or negative direction. So in recent years the concept of sustainable tourism to some extent has found its position so that it can respond the threats of inappropriate tourism. Sustainable tourism investigates the tourism in the border form and has established the triangle like relationship between the host community and its land on one hand and guest community on the other hand and with the tourism industry. It should also be considered, that despite the attention paid to sustainable tourism and the acceptance of its principles, still there are much debates about the scientific of the sustainable tourism concept and particularly evaluation in its practice. According to different views and ideas in the field of rural tourism, it can be noted that rural tourism on one hand by providing new opportunities for many villages is as a tool that revives the rural communities and causes the development of these areas and holds this settlements, and on the other hand no planned development of it causes the social and environmental damages in rural settlements. Today world is the world of rapid and extensive developments in all aspects. WTO at the beginning of the third millennium is also not out of the norm and widely and as quickly as possible has been changed. Today mood of trade shows its globalization, a process that is led to the presence and competing of the trade different capacities. Trade as an engine of national economic growth is the link of international economy and the national economy. In some countries, despite the efforts that is conducted to grow of foreign trade and presence in international markets. Unfortunately due to the inappropriate insistence and over-reliance on traditional system, yet no changes are according to the status of countries in the international trade arena. Using scheduling, policies, tools, methods and new trends of international trade is an approach that should be taken into consideration of commercial actors.

In general it can be said that tourism is an activity set that happens during a tourist trip. This process includes any activity such as travel planning, travel to destination, accommodation, return and even recall of its memories. Also activities that tourist performs as part of the trip like buying the various goods and also contains the interaction between host and guest. In general any activity and interactions that happen during the trip of tourist is called tourism. Rural tourism is as a form of par-

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ticipation of all segments of rural community because by arrival of tourists to a region all people subconsciously will be in development path.

Conclusion

Rural tourism is one of the most important economic activities in different parts of the world and gives a great opportunity to visitors to aware of the importance of preserving cultures and how to protect the local cultures and nature. The conditions for local communities and villages and natural remote areas generate a good income. It is popular because is considered as a perfect tool to protect the areas. Implement and development of rural tourism follows the results:

1.Increase the importance of protected areas and ecosystems and increase their economic value To protected areas create the direct income;

2. Lead to create a coherent structure for the monitoring of protected areas at the level of local communities, national and international;

3.Lead to promote the culture of sustainable use of natural resources and lead to reduce the threats of biological communities. These areas have a high functionality for achieving profitability of ecotourism to local people. Although in areas with less visitors do not exist this functionality.

Today development of rural tourism is considered as tourism that more than any other types of tourism in terms of positive and in destination areas are affected. Effectiveness of this type of tourism is, thanks to high visit of tourists in the destination. Today Masal rural areas affected by this type of tourism, of course, from the daily tourism effects, especially on holidays and warm seasons of the year should not be ignored. The research findings indicate that many villages in the city through rural tourism attempted to boost its economy as field observations indicate that the villages in this region in terms of tourism have high rank that the situation in recent years drawn to cold seasons and also other findings suggest that the effects of tourism is more on the foothill and mountainous villages, climate and natural environment is effective in the process. One of the major issues in the study of tourism development is, investigating the level of residents' satisfaction from rural tourism and their relationship with some of the economic indicators that findings suggest that there is a direct relationship between the rural tourism and economic components. Namely by attraction of tourism, the economic situation of people will be improved and therefore economic future, life position, and even savings has gone up, as some of the local residents with sales of a part of local products avoid from irregular migration to the cities , while selecting the good job in the villages. In the end, it is essential to note that the development of tourism is appropriate for developing the farming practices and agrotuorism can also be considered as a part of the rural tourism in this city n the future.

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