



Tourism Development in Rural Areas; Systematic Review of Studies

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Abstract

Purpose- This study, reviewing the literature in rural tourism development, has extracted factors affecting tourism development in rural areas.

Design/methodology/approach- Using five approaches in rural tourism development and using a systematic review, this study has extracted factors affecting tourism development in rural areas; Therefore, the researcher studied the existing research in this field and finally 33 articles were selected that were appropriate to the purpose of the research.

Finding- Factors of tourism development in rural areas fall into four categories: economic, managerial, socio-cultural and attractions. Regarding the economic factors, investing in the region and the region's willingness to invest were more important. Regarding cultural-social factors, much attention has been paid to issues such as villagers' participation, security in the village, the spirit of hospitality and education to the villagers in tourism. Planning and attention by the government, as well as efficient local management, are key factors in management, and about attractions, natural attractions such as natural landscapes, communication attractions such as proximity to cities and having access to roads and Communication and welfare attractions such as having accommodation facilities have been very prominent.

Research limitations/implications- Carrying out further studies to classify the factors affecting tourism according to the climatic and cultural diversity of the villages. Weighting of extracted factors and planning on factors that have more weight and conducting studies by providing operational solutions for tourism development are needed. Unable to read some articles because of lack of full text.

Practical implications- All economic, managerial, socio-cultural factors and attractions are essential in achieving tourism development with just slight different in impact weight. Therefore, it is necessary to have a comprehensive view of all factors in order to policy in rural tourism. The present study also showed the need for research to provide solutions for tourism development; Therefore, considering the community-based, economic, geographical and sustainable development approaches, it is necessary to provide solutions for the development of rural tourism with a comprehensive view of all factors.

Originality / value- The novelty of the article is the use of systematic review method, which has received less attention from researchers in this field. The results of this research will be used among three bodies: scientific and elite, social and popular, organizational and managerial.

Keywords- Tourism, Tourism development, Rural tourism development, Basic factors.

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1. Introduction

With the expansion of urbanization and the consequences of living in the city, the need to escape from the city and spend free time outside the city is felt. This causes the tendency of urban residents to tourism and rural tourism to be increased and rural tourism becomes important (Tulaei et al., 2013). Rural tourism has increased in the rural areas of Europe since the eighteenth century (Sharpley, 1997) and in other development areas since the 21st century. The growth rate of tourism in rural areas of Europe is 52%, South Asia 9.4% and Africa is 8.1% (Stefanovic, 2010). With the increase of rural tourism, its role in the economic and social development of villages grew (Perales, 2002).

In our country, the trend of increasing domestic tourists is considerable. Statistics Center has reported the number of domestic tourists in the 7-year period from 1390 to 1397, with an annual growth of 4.64%. The country's villages also have many attractions which World Tourism Organization reported these areas are among the top five countries in environmental diversity and natural attractions. Therefore, they have the necessary capacity to attract tourists. Tourism in the village has several advantages; such as provides an opportunity for tourists to be aware of cultures, natural and historical landscapes while spending their free time, helped to empowerment of women and creation new job opportunities, is an effective strategy in economic and social development and reconstruction of rural areas (Lee, 2000) and causes the growth of social and cultural structure of the village, which affects the development of national economy (Rokanuddin Eftekhari & Mahdavi, 2015). Because of these results, rural tourism recognize as a industry and it is necessary for policy makers to develop this industry (Salehifar, 2011).

The importance of rural tourism can be placed on three levels. First, for city residents, because urban congestion has motivated its residents for rural tourism (Mafi and Saghaei, 2004: 168). Second, it is important for the villagers, because it has caused the reconstruction of the economic structure of the villages and can be defined as a source of income for them (Ghaderi, 2004). Third, its role in the sustainable development of the country and the process of economic development at various local, regional and national levels. Despite the increase in rural tourism and the existence of various tourism potentials, including natural, historical and cultural (Gharanejad,

2009: 25), still issues such as poverty, employment and instability in rural areas Remains unresolved (Anabestani and Mozaffari, 2018). It means that there are still obstacles to the development of tourism in rural areas. Thus, in order to develop the tourism industry in the village and achieve the positive consequences, we need to identify its factors.

In this study we reviewed the literature of rural tourism to take the knowledge in this field, and by combining new insights from different studies, help researchers to get a new perspective. also with analysis the general process of research we can identify issues and questions that have not yet been addressed (Holland and Houston, 2020) and can use it as a guide and awareness for researchers in the future research (Palmatier et al., 2018). Therefore, By using a systematic review the present study intends to answer this question What are the areas of tourism development in the village?

2. Research Theoretical Literature

The history of rural tourism back to the changes caused by the industrial revolution. These changes formed a new style of life, such as different travel patterns that were created for leisure time. One of which was traveling to the villages around the cities, which led to the formation of rural tourism. The growth of rural tourism, from the late 1950s, gradually accelerated among all classes of society, especially in developed countries (O'Donnell, et al., 2006) and from 1960 onwards, it emerged as an inclusive activity and one of the most important types of tourism (Sharpley, 2001). Spread of various problems in rural areas, including reduced economic activity, lack of attention to the agricultural sector, migration of educated youth and etc..., caused many western governments to consider the tourism as a form of strategy for economic and social reconstruction of rural areas. (Eftekhari et al., 2011). Developing countries also consider rural tourism as a complementary strategy in addition to the main functions of the village, which provides a appropriate environment for the expansion of services and facilities (Jamshidi and Khatunabadi, 2012). Therefore, the importance of tourism must be understood and implications should be taken to develop it, especially in third world countries where tourism can be a valuable resource for their economic growth and improving the quality of life.

2.1. Rural tourism development approaches

Massism. Massism is an unplanned approach. Because the mass development of tourism destroys the natural resources that are the main factor of tourism

development (Hall, 2000). In this approach, which is originated from capitalist societies, tourism has a commercial aspect (Zahedi, 2006) and local people in the tourism destination community do not enter the process of tourism decision-making and planning. Massism is active by two groups: politicians who see tourism as a source of economic growth and those who benefit from tourism. These people do their best in tourism development to make the most of the resources, but sometimes their actions cause harm (Getz, 1987).

Economic approach. In this approach, tourism is seen as an industry and is a tool in disposal of governments to achieve goals such as job creation, economic growth. One strategy of this approach is to use marketing to attract tourists (Hall, 2000).

Geographical spatial approach. This approach has an ecological foundation which associated with development necessities, and planned to reduce the negative effects of tourism. Geographical spatial refers to the development of tourism based on the natural potentials of a region. and other capacities. It emphasizes on facilities such as the construction of communication roads, airports and the construction of tourist areas in a pristine environment (Hall, 2000).

Community-oriented approach There is need for local community to be involved in control tourism development. In addition, development must be accommodation with local community regulations; Therefore has a bottom-up planning style that emphasizes the internal development of the community rather than the external development of the community. In this approach, the target community is the center of tourism activity and it is necessary to special attention to this group and public participation (Dowling, 1993).

Sustainable development approach. In sustainable development the needs of the current generation are met without jeopardizing the available resources for the next generation (Wheeler, 2004). To achieve sustainable tourism development, various indicators have been proposed, including:

Ecological characteristics: Biodiversity, environment, vegetation.

Economic indicators: Employment, economic welfare, economic efficiency.

Social indicators: Participation, education, justice, security.

Institutional Indicators: Access to information and communication and local community institutions.

Cultural characteristics: The degree of adherence to local customs, the level of preservation of local identity and expectations (Weaver, 2001).

3. Research methodology

Systematic reviews are studies on existing research that provide a comprehensive summary of evidence related to a research question and minimize bias and combine available information (Melboos and Azizi, 2010). Evaluation of the knowledge produced in a research field, its gaps and possible future developments is achieved with this method (Grant and Booth, 2009). The importance of reviewing the literature is that most research can only be understood through its context, and a key part of it includes the results of other studies.

In the present study, in order to identify the factors of rural tourism development, a systematic review has been done. The purpose is to identify, combine and analyze previous studies through a review process to present the results in a structured way (Marasco et al., 2018). The present review consists of three stages. Inclusion, search and selection criteria (Sharma and Dahar, 2021). The first step is to identify the keywords related to the topic (Pickering and Beer, 2014) and search them in databases. The second step is to create a structure of selection criteria and classification of studies and the third step is to prepare a summary table for study analysis.

3.1. Inclusion criteria, search and selection of studies

Valid databases have been used to search for articles; Because they are important sources for obtaining new findings (Negai et al., 2008; citing Sharma and Dahar, 2021). Three valid databases were used: Magiran, the Center for Scientific Studies of the University Jihad, and the Comprehensive Humanities Portal. The search began on October 6, 2021 and the terms such as "rural tourism", "rural tourism development", "rural tourism development areas" and "factors affecting the development of rural tourism" were used in the search. In this stage no restrictions were imposed on the publication date of the articles.

Titles, abstracts, keywords, authors' names, journal names, and year of publication of the identified articles were recorded on an Excel page for the researcher to screen for titles and abstracts. All articles were carefully reviewed for data extraction and coding, and the full text of the articles was evaluated based on eligibility criteria.

A total of 178 articles were identified. In the next section, the articles were selected by passing the filters desired by the researcher. First, they were entered in

the time interval filter and the studies that were performed in the period 2011 to 2021 were included in the output. Then 22 duplicate articles were manually deleted and 156 articles remained. For example, an article entitled "Study of Capacities and Strategies for Rural Tourism Development in Kahak Section of Qom Province" was found in both databases of the Humanities Portal and the University Jihad Scientific Studies Center, but a copy was deleted because of similarities.

By studying the title and abstract, articles that were not in the field of study were removed; And 83 articles

remained. After careful study of the findings, 50 articles that were not answered the research question were removed and finally 33 articles were selected for study and description. For example, the article entitled "Strategies for the development of rural tourism in the foothills of Gilan" was deleted. All the steps mentioned in Table 1 are illustrated. After the selection process, the next step was to prepare a worksheet to extract the findings. This worksheet is completed for each article and after aggregation, the findings are organized into different tables.

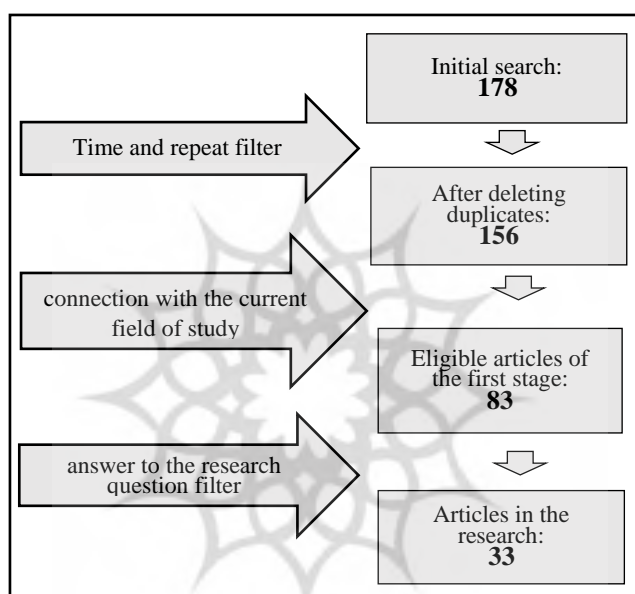


Figure1. Flow chart
Source: Prism model, 2021

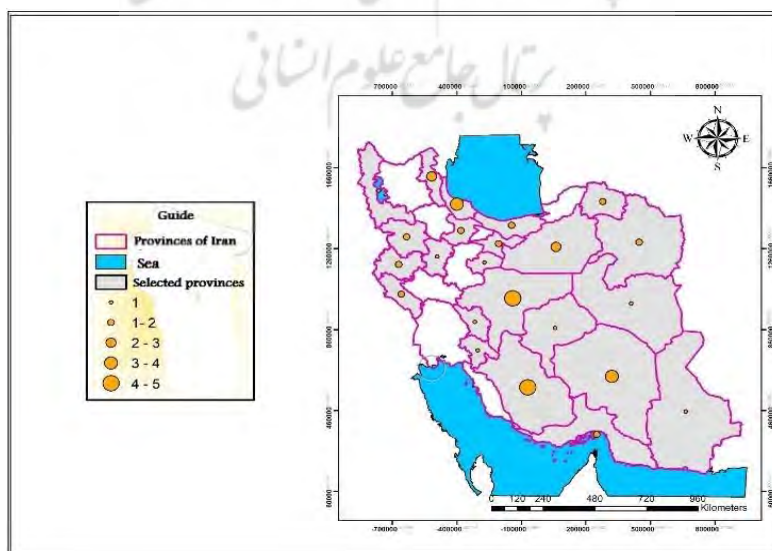


Figure 2. Spatial distribution map of the studied articles
Source: Designed by the researcher, 2021

A review of the articles shows that most of the articles were done in the three provinces of Isfahan, Shiraz and Kerman.

4 .Research Findings

There are several factors involved in the development of tourism in the rural areas that the connection

between them causes the prosperity of tourism and the lack of connection between them will be an obstacle to this development (Mohammadi et al., 2019). According to the literature, several components were extracted which the researcher has classified into the following categories:

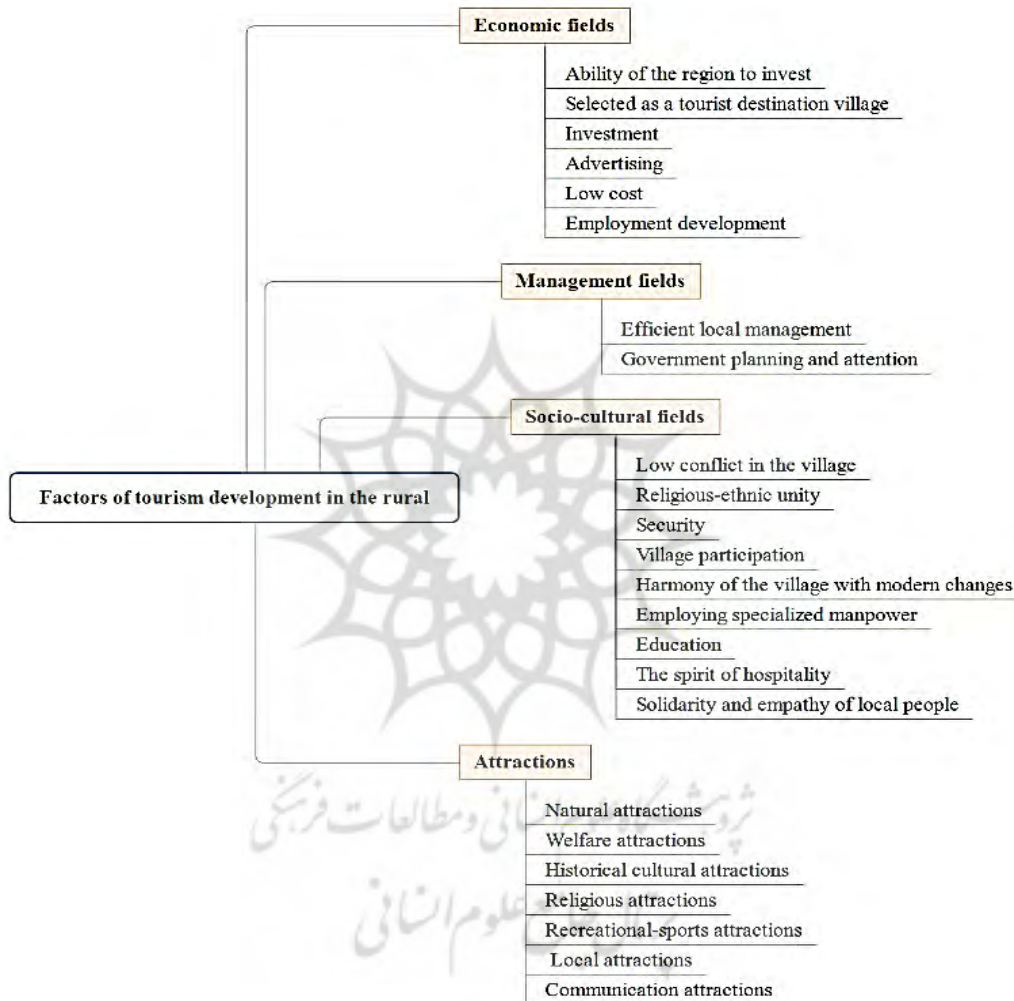


Figure 3. Diagram of research findings

Source: Developed by the researcher from the research findings, 2021

4.1. Economic factors

Economic factors have been one of the four main categories extracted from the research results, which has four sub-categories.

Region investment capability- Cultural and economic phenomena are considered as national and exclusive assets and can be considered as effective factors in the growth of tourism (Matiei Langroudi, 2000), so it is important to attention to economic factors. Manouchehri and Farahani (2015), Roknauddin

Eftekhari and Mahdavi (2015), Biranvand et al. (2017), Rahaei et al. (2015) and Azimi and Alidoust (2020) have considered it is important for the village to have investment capacity.

Selected as a tourist destination village- In countries that have a diverse range of villages in climate, culture, physical and physical structure, functional, etc., it is necessary to determine the target village according to the effective components and plan and invest specifically for it (Shadi et al., 2015).

Manouchehri and Farahani (2015), Shadi et al. (2017) have been mentioned this factor in their research.

Investment- The active presence of the government in the investment in rural areas and strengthening the presence of the private sector can prosper tourism in rural areas. Public sector investment and creating incentives in the private sector to invest in rural areas as a complement to the public sector, leads to the prosperity of tourism (Hajinejad et al., 2014). The need for public and private investment in rural areas have been mentioned in the studies of Saebonia and Moghrab (2020), Rokn al-Din Eftekhari and Mahdavi (2015), Heidari Sarban and Haji Heidari (2017), Ronizi and Sheikh Biglou (2016), Mohammadi Et al. (2019), Soleimani and Shafiee (2018) and Toulai et al. (2016). Azimi and Alidoost (2020) mentioned that if there are suitable facilities, the investment of the local community is also important.

Advertising- Advertisements play an important role in tourism prosperity. If advertising is done

correctly, it can motivate the audience and thus attract tourists and prosper tourism. Taqdisi et al. (2015), Heidari Sarban and Haji Heidari (2017), Heidari Sarban (2017) and Mehrdaneh and Nouri (2018), Azimi and Alidoost (2020), have considered important the role of propaganda in introducing the village and informing at the national and regional levels.

Low cost- Because rural tourism is done at a low cost, is considered. Bourghani et al. (2012) and Atai et al. (2015) also mentioned the low costs of tourism in the village.

Employment development- The necessity of government support for businesses related to tourism, plays a considerable role in the development of rural tourism (Hepburn, 2008). Mohammadi et al. (2019) have proposed increasing employment opportunities, as well as reducing unemployment among rural youth, as an attraction in the development of rural tourism.

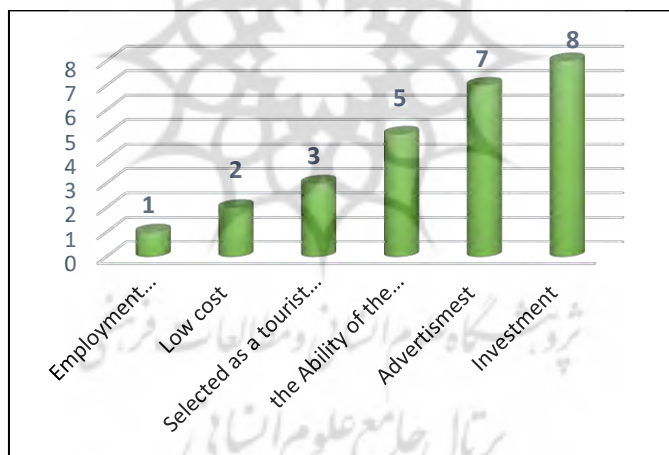


Figure 4. Frequency chart of economic fields

4.2. Management factors

Effective management factors in rural tourism fall into two categories: efficient local management and government planning and attention.

Efficient local management- Existence of capable management is one of the main characteristic of growth in any system. Ronizi and Sheikh Begloo (2016) have also emphasized this factor in their study.

Government planning and attention- Dwivedi (2016) acknowledges that proper planning in rural tourism is one of the most important variables in the success of rural tourism. Jalager et al. (2018) consider the success of rural tourism as a function of local people 's awareness of tourism, access to services and amenities, and government attention. Bourghani et al. (2012), Dadras and Vahidi Rad (2013), Hajinejad et al. (2014) Ronizi and Sheikh Begloo (2016), Heidari Sarban and Haji Heidari (2017), Mohammadi et al. (2019) have valued the role of planning and government support. The importance of this factor is that even villages with limited resources can achieve development in the rural tourism while there is right planing. (Brown, 2006)

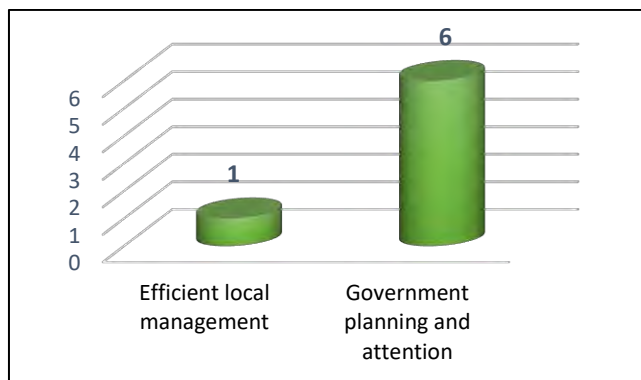


Figure 5. Frequency chart of management fields

4.3. Socio-cultural factors

Social factors are another main category, which have eleven sub-categories.

Low conflict in the village- The existence of conflict in the tourism is very important and if an area is far from conflict, the growth of tourism will be achieved. [Manouchehri and Farahani \(2015\)](#) mentioned the lack of conflict in Khomirabad village as an important factor in the growth of tourism.

Religious-ethnic unity- [Bella \(Ritzer, 2006\)](#) argued in his theory that societies do not tolerate heterogeneity but tolerate inequality. So, the ethnicity and religion integration of people living in rural can be considered as an effective factor in attracting tourists. It means if the villagers are ethnically and religiously homogeneous, the basis for the development of tourism in the village will be provided ([Manouchehri & Farahani, 2015](#)).

Security- Security is closely related to stability and development. In the absence of security, insecurity and violence can cause great damage rural tourism ([Sidai & Hedayati Moghadam, 2010](#)). [Bourghani et al. \(2012\)](#), [Dadras & Vahidi Rad \(2016\)](#), [Rahaei et al. \(2015\)](#), [Heidari Sarban \(2017\)](#), [Mohammadi et al \(2019\)](#), [Azimi & Alidoost \(2020\)](#), and [Saebonia Moqarab \(2020\)](#) in their research have mentioned the security as a key factor in attracting tourists.

Village participation- [Abhoff and Cohen \(1976\)](#) argued that participation can be considered as a social behavior in a situation that which "individuals are given in the process of decision-making, implementation, evaluation and distribution of benefits from the company's projects" ([Rezazadeh and Elmi, 2014](#)). This definition can be used in a variety of situations, including the participation of villagers in tourism. [George et al. \(2012\)](#) state that rural tourism

promotes the development of the local community and the villagers are among the stakeholders in this process, so the need for local community participation in this process is felt ([Heydari et al., 2016](#)). There have been several plans in our country in rural development, but unfortunately in none of them the participation of local people has been considered by planners ([Talib, 2008](#)). If the involvement of the local community is neglected, it can disrupt the implementation process between planners and local people. [Tavalayi et al. \(2016\)](#), [Rokn al-Din Eftekhari & Mahdavi \(2015\)](#), [Rahaei et al. \(2015\)](#), [Heidari Sarban \(2017\)](#), [Heidari Sarban & Haji Heidari \(2017\)](#), ([Mohammadi et al., 2019](#)) have considered the participation and cooperation of local people in various matters as important, including participation in decision-making and infrastructure development.

Harmony of the village with modern changes- Today, there have been extensive changes in rural lifestyles because of the introduction of infrastructure and civil services, mass media and communication with urban dwellers, which has led to many changes in rural communities. These changes have imposed great costs on the lives of villagers ([Azkia & Rudbarki, 2009](#)). However, [Saebonia&Moqarrab \(2020\)](#) are mentioned that the adaptation of the village to modern changes and attention to the tourist's demandings, plays a role in the development of tourism.

Employing specialized human resources- Social activists have an important role in carrying out any action. In the tourism industry as a service program, if trained and knowledgeable human resources are used, quality services are provided to tourists and tourism is developed. [Dadras & Vahidi Rad \(2016\)](#), [Rokn al-Din Eftekhari & Mahdavi \(2015\)](#), [Ataei et al \(2016\)](#) have mentioned

specialized, skilled and knowledgeable human resources in the tourism.

Education-Education to the local community plays a significant role in the development of tourism and local community participation in tourism (Murphy, 1985; Amanur Buddha, 2013). In the studies, education is divided into two categories: education for villagers and education for tourists. Hajinejad et al. (2014), Rahaei et al. (2015), Khosrow Jerdi and Nouripour (2015), Heidari Sarban (2017), Heidari Sarban & Haji Heidari (2017) and Soleimani & Shafiee (2018) have mentioned raising the level of literacy and awareness of the villagers, holding various meetings with the villagers and educating the local people for the tour guide. But we should not only attention to the education of the villagers, as regards tourism is a process of interaction between the local community and tourists, so we should also attention to the education of tourists. Tourists also need to get acquainted with the customs of the villagers. Mohammadi et al. (2019) in their research showed

that tourists should also receive training to get acquainted with the cultural and religious characteristics of the villagers.

The spirit of hospitality- Emphasis on the spirit of hospitality as an influential factor in rural tourism. Bourghani et al. (2012), Hajinejad et al. (2014), Manouchehri & Farahani (2015), Heidari Sarban (2017), Mohammadi et al. (2019) have acknowledged the hospitality of people, the warmth with strangers, the spirit of accepting tourists, which can be an incentive to attract and continue tourism.

Solidarity and empathy of local people- Ethnicity and nationality are in the category of social identity and their proportion has an important role in the cohesion and solidarity of individuals and development at different levels (Yousofi, 2011). Empathy, in a psychological, means caring for others and a desire to help others. Manouchehri and Farahani (2015) have mentioned the role of solidarity and empathy of local people in the development of tourism.

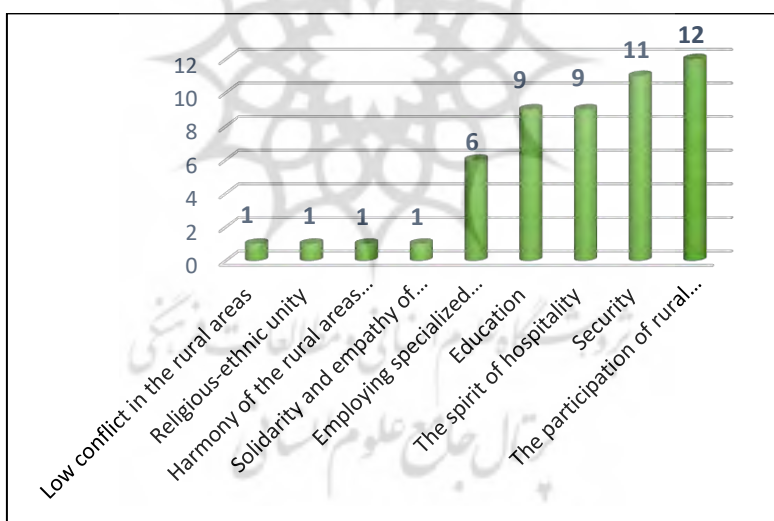


Figure 6. Frequency diagram of socio-cultural contexts

4.4. Attractions

Attractions are also one of the main factors, which has seven sub-categories.

Natural attractions- Tourism is one of the activities that is formed in the environment. The importance of the environment is that without it tourism will never be formed. Tavalayi et al. (2016), Bourghani et al. (2012), Dadras & Heidari Rad (2016), Hajinejad et al. (2014), Atai et al. (2015), Manouchehri & Farahani (2015), Hesampour et al. (2015), Rohn al-Din Eftekhari &

Mahdavi (2015), Rahai et al. Ronizi and Sheikh Beglou (2016), Biranvand et al. (2017), Jafari and Hafezizadeh (2017), Mehrdaneh & Nouri (2018), Azimi & Alidoost (2020), Saebonia et al. (2020), and Khadivi (2021) have mentioned to natural landscapes and pristine nature, unique and different views of the city environment, pleasant atmosphere, diversity of plant and animal species, rivers, high peaks, waterfalls, quiet environment and mild climate.

Welfare attractions- Tourists who travel to spend their free times, need facilities. Access to facilities plays an important role in promoting tourism. Ataei et al. (2016), Heidari Sarban & Haji Heidari (2017), Saebonia & Moqarrab (2020) and Khadivi (2021) have mentioned the existence of welfare facilities, installation of signboards, presentation of brochures, and the existence of health service centers in the development of rural tourism. Dadras & Vahidi Rad (2016), Atai et al. (2015), Heidari Sarban & Haji Heidari (2017), Mehrdanesh & Nouri (2018), Azimi & Alidoost (2020) and Mohammadi et al. (2019) also have mentioned housing facilities such as eco-tourism houses with gas and plumbing facilities, and the existence of hotels and restaurants.

Historical cultural attractions- The importance of cultural and historical attractions is such that UNESCO awarded the three-thousand-year-old village of Meymand with a \$ 20,000 prize for preserving its cultural heritage. Attractions such as historical context, traditional and indigenous architecture of houses, old places and buildings are among the historical cultural attractions that were emphasized in the studies of Bourghani et al. (2012), Ataiee et al. (2015), Jafari & Hafezizadeh (2017), Biranvandezadeh et al. (2017), Mehrdanesh and Nouri (2018), Azimi & Alidoost (2020), Saebonia & Muqarrab (2020).

Religious attractions- Here we can refer to religious tourism or tourism derived from religion, which is one of the most prosperous types of tourism and includes tourists visiting the holy shrine such as shrines and holy places (Rahimpour, 2000 to Quoted from Aghajani and Farahanifard, 2015). The existence of shrines and religious places in the research of Atai et al. (2015), Mehrdanesh and Nouri (2018) has been considered an important factor in tourism development.

Recreational-sports attractions- One of the important activities of tourists during tourism and travel is doing different types of sports. Motivation of many people to travel is sports, even in many times, the reason for traveling is only to do sports activities (Adabi Firoozjah, 2007). Recreational attractions have many different uses that attract tourists and meet the needs along with recreation; These places include museums, parks, ski slopes, protected areas, etc. (Shadi et al., 2015).

High and beautiful peaks for mountaineering, skiing and sports activities, recreational facilities such as telecabin, water sports such as swimming

have mentioned in the studies of Bourghani et al. (2012), Dadras & Heidari Rad (2016), Hajinejad et al. (2014), Roknauddin Eftekhari & Mahdavi (2015), Heidari Sarban & Haji Heidari (2017), Biranvand et al. (2017).

Local attractions- Indigenous attractions such as indigenous culture of the village has been mentioned by Manouchehri & Farahani (2015) and Azimi & Alidoost (2020). The existence of a border market and proximity to customs has been mentioned in the studies of Manouchehri & Farahani (2015). Handicrafts are also known as cultural goods that reflect the rural culture, attitudes and original characteristics of different regions. Therefore, the supply of these cultural products plays a key role in tourism development (Qajarian, 2009). Heidari Sarban & Haji Heidari (2017), Hesampour et al. (2015), Atai et al. (2015), Roknauddin Eftekhari & Mahdavi (2015), Taqdisi et al. (2015) and Bourghani et al. (2012) have mentioned handicrafts such as carpet weaving.

The existence of a local market for the sale of various products to tourists has also been mentioned in the research of Bourghani et al. (2012), Atai et al. (2015), Heidari Sarban & Haji Heidari (2017) and Azimi & Alidoost (2020). Providing various local services to tourists such as photography with local clothes and local music (Hajinejad et al., 2014)

The local and indigenous food of the village is also consideration by tourists. Bourghani et al. (2012), Atai et al. (2015), Manouchehri & Farahani (2015), Rahaei et al. (2015), Mehrdanesh & Nouri (2018) have pointed out the local and traditional foods is attractive to tourists and can promote rural tourism. Local customs of rural communities such as traditional culture, celebrations, special rituals and ceremonies, local clothing, local music and games and local accent have mentioned by Tavalayi et al. (2016), Bourghani et al. (2012), and Hajinejad et al. (2014), Atai et al. (2015), Hesampour et al. (2015), Rahaei et al. (2015), Soleimani & Shafiei (2018).

Variety of agricultural products is another factor of local attractions. Manouchehri & Farahani (2015) have mentioned the production of various products because of the prosperity of agriculture and its sale to tourists. Hajinejad et al. (2014) and Atai et al. (2015) have proposed the variety of agricultural and horticultural products.

Communication attractions- The proximity of the village to the city and metropolises, causes

more tourists and the development of tourism. In different studies, researchers have noted that villages that were closer to cities were more prosperous. Suitable geographical location and proximity to the city and the sea, village access to convenient roads and proximity to the metropolis, the presence of a densely populated city near the village, distance from the city and easy access to the village and the attractiveness of the communication road are factors that has been mentioned by [Rahai Et al. \(2016\)](#), [Hajinejad et al. \(2014\)](#), [Rokn al-Din Eftekhari & Mahdavi \(2015\)](#), [Ronizi & Sheikh Begloo \(2016\)](#), [Jafari &](#)

[Hafezizadeh \(2017\)](#) and [Soleimani & Shafiei \(2018\)](#).

Location in the communication route and easy access to the communication route, proximity to the international border, transportation routes, airport have been mentioned in the studies of [Manouchehri & Farahani \(2015\)](#), [Heidari Sarban & Haji Heidari \(2017\)](#), [Biravandzadeh et al. \(2017\)](#), [Mehrdanesh & Nouri \(2018\)](#), [Azimi & Alidoost \(2020\)](#), Also, access to facilities transportation, the existence of suburban communication network and roads for access to the village have been mentioned in the studies of [Dadras & Vahidi Rad \(2016\)](#), and [Atai et al. \(2015\)](#).

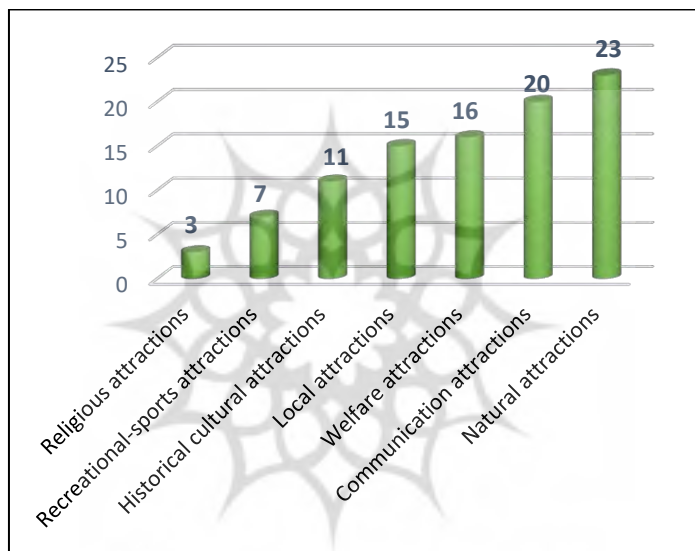


Figure 7. Graph of frequency of attractions

Finally, the final network of tourism development in the village can be presented. It should be noted that in order to achieve the development of tourism,

it is necessary to take a combined view of all these areas.

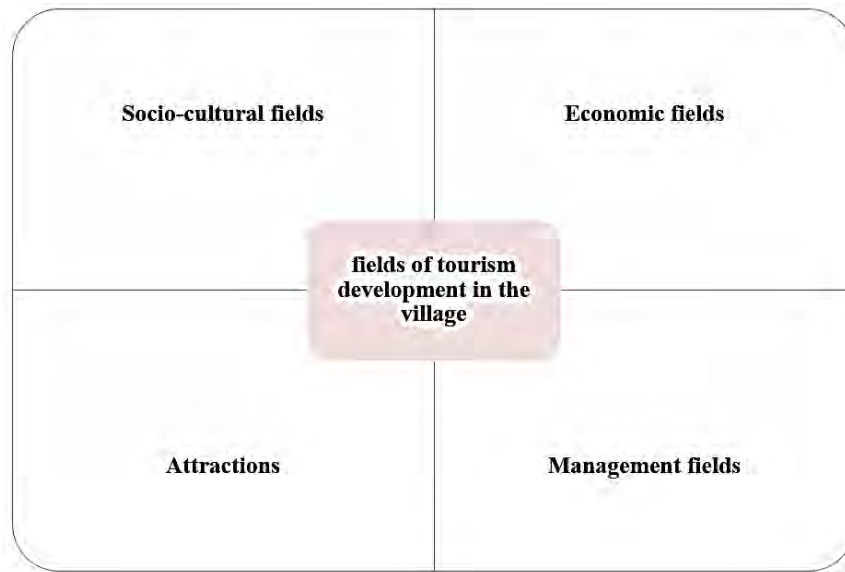


Figure 8. Thematic network of fields of tourism development in the village

5. Discussion and conclusion

Tourism, especially rural tourism, is one of the factors of sustainable economic development in the world and one of the characteristics of tourism development in a country. Therefore, various studies have been conducted on it in recent decades. But what is needed is a systematic study to present the effective factors in the development of rural tourism. The present study was conducted to identify factors for tourism development in rural areas. The results of this study showed that we can point four main factor of tourism development in rural areas, including economic, managerial, socio-cultural and attractions.

Economic factors include capability of the region for investment, selection as the target village, advertising, investment, low cost and employment. According to the economic approach to tourism development, today tourism is known as an industry because of the inclusion of material and financial income, so it can be used as a means to achieve economic development. To achieve this goal, factors should be considered and appropriate strategies should be used (Hall, 2000). One of these factors is the capability for investment. The tourist destination can be the potential for tourism and investment. We must first identify the rural targeted for tourism and then invest. Because of the growth of any industry is associated with investing. Therefore, it is necessary for the public or private sector to provide the resources for the growth and development of tourism with their investments.

Another strategy is to use advertising and marketing to familiarize, attract and motivate people for tourism development and economic benefits. The low cost of tourism in rural areas and development of tourism-related businesses can mentioned as other factors which is an effective incentive to encourage tourism in rural areas.

Therefore, the impact of these strategies can be demonstrated in a process. The target areas should be identified, the investment should be taken. Next, the advertising should be done to motivates people to travel. In addition, the factors such as low cost and various jobs in combination with others can provide the foundation for tourism development.

Socio-cultural factors mentioned in numerous studies include low conflict and security, integration, participation, solidarity, hospitality, education, and adaptation to modern change. The destination of rural tourism is the environment and the rural community; so it is necessary to use the views of local community and public participation (Dowling, 1993). However, based on the mass approach, economic benefits play an essential role in the development of tourism and the participation of local community are ignored. In contrast values, there are cultural values that are created when the local community enters the tourism process. Therefore, the role of community-oriented approach in tourism development is important. In this approach, the basic attention is paid to people's participation in tourism. Creating the possibility for local community participation by providing the

necessary training and employing local expert human resources, in the form of participation in decision-making, infrastructure development, providing various services to tourists such as tour guides, interaction and Receiving tourists, having a spirit of hospitality and, etc. can be considered as the participation of the local community that play a significant role in tourism development and will lead to sustainable tourism development and tourism continuity.

Participation of the local community will be successful as long as other necessary conditions for this participation are available; such as homogeneity, solidarity and empathy of the villagers. Therefore, ethnic and racial homogeneity and the cohesion and solidarity of the people, which in itself can help increase security and reduce conflict in the rural, in combination with other factors will lead to the development of tourism.

In the community-oriented approach, coordination between local community decisions and national level policies is important. There must be harmony between local and national level decisions and planning and if there is no coordination, development will not be achieved. Therefore, the importance of the role of management in the development of tourism can be considered. The need to conformity decisions and planning at the national and local levels and creating a balance between these two levels, leads to the development of tourism. Indeed, just as solidarity between local people is important, the solidarity at higher levels is important too.

In Geographical spatial approach planning is in accordance with the spatial structure of activities and many factors including natural, welfare, cultural, historical, religious, recreational, sports, indigenous and communication can be the motivate of tourism. Therefore, it is important to attention to natural resources and various environmental attractions. Also we can mention the attractions and accommodation facilities, having historical

contexts and religious places, sports and recreational attractions and the existence of local markets. Communication networks such as proximity to urban areas and transportation routes are considered as a stimulus for tourism and its development.

All the factors have a role in the development of tourism, they differ only in the amount of impact. Therefore, by adopting a systems view that includes the all factors, it is possible to achieve the development of rural tourism and even the development of tourism, because according to this approach, various factors should be considered in research.

suggestions:

Given that the results of the systematic review can be a roadmap for future research, so some suggestions are mentioned. It is necessary for studies to be more scattered and to cover different rurals. Such research will help to make policies in tourism development in rural areas consistent with the social and natural context of rural areas. Also, If more studies are done, it is possible to classify and differentiate the effective factors according to climatic, cultural, etc. diversity.

In most of the studies, no attention has been paid to tourism development approaches; Therefore, it is necessary to consider tourism development approaches in future studies.

Future studies could focus on the contribution, weight, and impact of the factors obtained in the present study. According to the factors, it should be determined which one has more impact so that those can be prioritized in planning for rural tourism.

Future studies, can provide operational solutions for the development of rural tourism, taking into account the natural and socio-cultural context of these areas.

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توسعه گردشگری در مناطق روستایی؛ مرور سیستماتیک بر مطالعات انجام شده

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چکیده مبسوط

۱. مقدمه

جنبه تجاری موجب تخریب منابع طبیعی روستایی می‌شود. رویکرد اقتصادی که در آن گردشگری به عنوان صنعت و جهت رسیدن به اهداف اقتصادی می‌باشد. رویکرد فضایی جغرافیایی که تاکید بر پتانسیل منطقه برای گردشگری داشته و برنامه‌ریزی در آن به گونه‌ای است تا اثرات منفی گردشگری کاهش یابد. رویکرد اجتماع محور که نقش جامعه محلی را در توسعه گردشگری هم دانسته و رویکرد توسعه پایدار که توجه به شاخص‌های پنج‌گانه برای رسیدن به توسعه پایدار گردشگری را پیشنهاد می‌کند.

۳. روش تحقیق

این پژوهش با بکارگیری مرور سیستماتیک یافته‌های پژوهش‌های موجود را گردآوری کرده تا علاوه بر ارائه تصویری جامع در این حوزه، زمینه‌ای برای مطالعات جدید فراهم آورد. بنابراین با استفاده از رویکرد تلفیقی همزمان هر دو دسته تحقیق کمی و کیفی مرتبط با هدف تحقیق را مورد مطالعه قرار داده است. پس از شناسایی مقاله‌های منتشر شده در پایگاه‌های معتبر داده و در نظر داشتن معیارها ورود، جستجو و انتخاب، در نهایت ۳۳ مقاله منتشر شده در بازه زمانی ۱۳۹۰ تا ۱۴۰۰ که متناسب با هدف تحقیق بودند، جهت مطالعه انتخاب شدند.

۴. یافته‌های تحقیق

عوامل متعددی در توسعه گردشگری در روستا دخالت دارند که ارتباط آنها موجب تسهیل گردشگری روستایی می‌شود. این عوامل در چهار دسته زمینه‌های اقتصادی، مدیریتی، اجتماعی-فرهنگی و جاذبه‌ها قرار می‌گیرند. در خصوص زمینه‌های اقتصادی نقش عواملی چون مستعد بودن منطقه برای سرمایه‌گذاری، انتخاب به عنوان

گردشگری روستایی از قرن ۱۸ در کشورهای توسعه یافته و از قرن ۲۰ در کشورهای در حال توسعه افزایش یافت؛ این پدیده درون خود با نتایج مثبتی چون گذران فراغت شهرنشینان و استفاده از مناظر طبیعی، توانمندسازی زنان روستا و ایجاد فرصت شغلی، بازسازی مناطق روستایی و رشد ساختار فرهنگی و اجتماعی و به طور کلی توسعه اقتصادی و اجتماعی روستاها همراه است. بنابراین می‌توان اهمیت گردشگری روستایی را در سه سطح قرار داد: در سطح نخست برای ساکنان شهرها، در سطح دوم برای ساکنان روستاها و در سطح سوم برای توسعه اقتصادی پایدار کشور و توسعه محلی، منطقه‌ای و ملی. با توجه به اینکه روستاهای کشور ما به دلیل برخورداری از جاذبه‌های فراوان، ظرفیت قابل قبولی برای جذب گردشگر دارند و گردشگری روستایی نیز افزایش یافته است، اما مسائلی نظیر فقر و اشتغال همچنان در روستاها وجود دارد؛ بنابراین می‌توان دریافت که همچنان موانعی بر سر توسعه گردشگری در روستاها وجود دارد و شناسایی زمینه‌های گردشگری روستایی می‌تواند کمک بسزایی در توسعه این صنعت در روستا داشته باشد. بر این اساس پژوهش حاضر قصد دارد با مطالعه نظام‌مند بر روی تحقیقات انجام شده به شناسایی و استخراج زمینه‌های موثر بر توسعه گردشگری در روستا بپردازد.

۲. مبانی نظری تحقیق

رویکردهای توسعه گردشگری در روستا در پنج دسته قرار می‌گیرند؛ رویکرد انبوه‌گرایی که اعتقاد به بهره‌برداری حداکثری از منابع این حوزه جهت توسعه گردشگری روستا دارد که این رویکرد با داشتن

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مدیریتی، اجتماعی-فرهنگی و جاذبه‌ها اشاره نمود. مطابق با رویکرد اقتصادی برای توسعه گردشگری زمینه‌هایی چون مستعد بودن منطقه برای سرمایه‌گذاری، شناسایی روستاهای هدف گردشگری و تبلیغات اهمیت دارد. در خصوص زمینه‌های اجتماعی-فرهنگی می‌توان گفت مقصد گردشگری روستایی، محیط و جامعه روستا است؛ بنابراین در فرایند برنامه‌ریزی گردشگری در روستا، لزوم استفاده از دیدگاه‌های جامعه محلی و مشارکت عمومی ضرورت دارد. رویکرد اجتماع‌محور در توسعه گردشگری در به‌کارگیری و مشارکت مردم در فرایند گردشگری اهمیت قائل است. در زمینه جاذبه‌ها، موارد متعددی چون جاذبه‌های طبیعی، فرهنگی-تاریخی و محلی بومی می‌تواند منجر به ایجاد انگیزه برای گردشگری شود. تمامی عوامل مذکور در توسعه گردشگری دارای نقش می‌باشند، تنها در میزان وزن تأثیرگذاری دارای تفاوت می‌باشند؛ بنابراین با اتخاذ نگاهی سیستمی که دربردارنده تأثیر درهم‌تنیده همه عوامل است، می‌توان به توسعه گردشگری روستایی و حتی در مطلوب‌ترین وجه توسعه پایدار گردشگری نائل شد.

کلیدواژه‌ها: گردشگری، توسعه گردشگری، توسعه گردشگری، توسعه گردشگری روستایی، زمینه‌های اساسی.

تشکر و قدرانی

پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.

روستای هدف گردشگری، سرمایه‌گذاری در روستا، انجام تبلیغات در زمینه معرفی جاذبه‌ها، هزینه پایین گردشگری در روستاها در مقایسه با سایر مناطق و توسعه اشتغال و افزایش فرصت‌های شغلی در روستا می‌توان اشاره داشت. برنامه‌ریزی و توجه دولت و کارآمد بودن مدیریت محلی در روستاها متغیرهای مهم مدیریتی در توسعه گردشگری در روستاها می‌باشند. در خصوص زمینه‌های فرهنگی-اجتماعی به مواردی چون نزاع و درگیری کم در روستا، یکپارچگی قومی و مذهبی، وجود امنیت، مشارکت روستاییان و جامعه محلی، هماهنگی روستا با تغییرات مدرن، به‌کارگیری نیروی انسانی متخصص، آموزش به روستائیان، داشتن روحیه مهمان‌نوازی و همبستگی و همدلی آنان می‌توان اشاره داشت. یکی از تأثیرگذارترین زمینه‌ها نیز جاذبه‌های گوناگون می‌باشند که بر این اساس برخورداری از جاذبه‌های طبیعی مانند محیط و مناظر طبیعی، جاذبه‌های ارتباطی مانند نزدیکی روستا به شهر و شهرهای پرجمعیت و برخورداری از راه‌های ارتباطی و جاذبه‌های رفاهی مانند برخورداری از امکانات اقامتی، جاذبه‌های فرهنگی-تاریخی، تفریحی-ورزشی و دینی نقش پررنگی دارند.

۵. بحث و نتیجه‌گیری

توسعه گردشگری روستایی، یکی از منابع توسعه اقتصادی پایدار در جهان کنونی است. توسعه گردشگری در مناطق روستایی زمینه‌هایی دارد که نتایج حاصل از این مطالعه نشان داد که می‌توان به چهار زمینه اصلی توسعه گردشگری در مناطق روستایی از جمله اقتصادی،



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