

**Sustainable rural tourism development with emphasis on the
role of rural valuable textures using SWOT model (Case study:
Simin village of Hamedan)**

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Abstract

Sustainable Development of tourism is aimed to promote tourism and attract tourists to a region using available resources, such a way that can also respond to the needs of economic, cultural and legal norms and expectations of tourist unity and cultural identity, environmental health, economic balance, destination and their guests to ensure a balanced and continuous optimal level. Tourism development in villages with valuable historical and architectural fabric of the canvas are oriented, means actualizing the values of the architectural attractions of the village and its introduction as a tourism destination. In this case providing services and facilities and develop infrastructure for the visiting tourists and residents is essential. The aim of presenting this paper reviews the development of sustainable rural tourism through the preservation rural texture of using SWOT model. Based on studies, rural revival and renewal, strengthen the role of rural tourism and if rural tourism is the most appropriate planning and management, it Can creator or stimulus developed a process for achieving sustainable development in rural areas and the tourism industry.

Keywords: valuable texture, rural tourism, Sustainable development, Simin village

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Introduction

Villages are in direct contact with nature as the primary ring of the residential chain (Inskeep, 1991). Rural tourism is a form of economic tourism that focuses on urban and rural (non-urban) areas, which has positive and negative effects on the environment of the countryside, human and nature (Bakhtiari et al., 2011). Tourism development in rural areas can play a major role in the development of these areas as a new strategy by local communities, political agents and planners, which are considered as key factors in rural development. The most important goal is the development of tourism, the economic and social development of tourist areas. Rural tourism can play a major role in empowering local people and diversifying their part in economic growth as well as creating new job opportunities in close relation with other economic sectors (Sharifzadeh and Moradi Nezhad 2002). In fact, the tourism industry is so important today in the socio-economic development of countries that economists call it invisible exports (Rezvani and Safai, 2000). Today, tourism, as the third after-oil and automotive industry, and the most dynamic industry, has created tremendous changes in living space and geographic prospects in terms of mobility and the creation of employment and comprehensive development fields (Nowruzi, 2010). To the extent that today the tourism industry itself has become a kind of global village (Sharbati, 2010). Iran is one of the top 10 countries in the world in terms of tourism attractions and one of the 5 countries of the world in terms of tourism diversity. It is therefore important to use its capabilities in developing tourism (Amin Bidokhty and Nazari: 2009).

Rural texture has many historical, cultural, natural, architectural values, and so on because of extensive links with natural and historical boundaries, and, as part of the living human heritage,

national capital, and the historical-cultural identity of our land, preserving and maintaining them is significant (Hanachi et al., 2011). Villages that are part of the living heritage, considering their hidden values, have two major goals of protection and development for intervention, and there are many views on how to intervene in historically valuable textures. Most villages that have valuable texture for tourism development purposes and are considered as tourism destinations are villages that have historically valuable texture and canopy architecture. The development of tourism in these villages means actualizing the values and architectural attractions of the village texture and introducing it as a tourist destination. In this case, the provision of services and facilities and the creation and development of infrastructure necessary for the presence, visit and residence of tourists is essential. Therefore, exploiting the tourism potential of villages in order to attract tourism and develop villages in this way requires the proper planning and dimensions of the proper infrastructure in the villages.

In this article, the village of Simin located in the south of Hamedan city is discussed due to its texture and valuable rural architecture, the use of indigenous materials, harmony with environmental conditions in the establishment of texture and housing construction, the placement of the village in the natural surroundings and landscapes, Natural scenery and tourist attractions. Regarding the discussed issues, the need for planning and intervention in this village in order to develop sustainable tourism is fully felt.

Tourist, Tourism and Outstanding Tourism Area

A tourist is someone who travels for visiting, visiting, treating, studying, commerce, sports or pilgrimage to a country other than the one in which he resides, provided that his minimum period of stay is more than 24 hours and less than six month (Dibaei, 1992).

Tourism is the contemporary movement of people to spend their leisure time in places outside the house and stay; and it is also activities that they do during their stay, and facilities that are tailored to their needs (Gunn, Clare A, 1994).

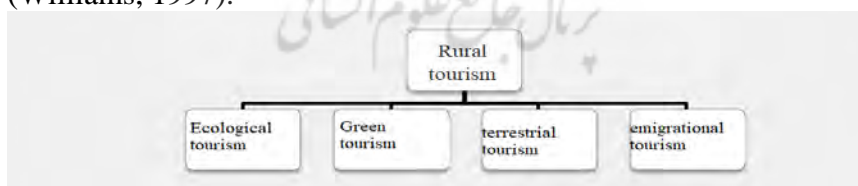
In 1996 m. the World Conservation Union for Nature and Natural Resources described tourism as:

Tourism is a journey and a responsible ecological visit of pristine natural landscapes, in order to enjoy nature and understand its benefits and related cultural features, so as to promote conservation and have very little negative effects from the visit and provide conditions for the employment and economic and social benefits of the local people.

The tourist area is one of the areas where has the capacity to construct a set of tourist facilities in order to provide the services and goods needed by tourists in a single place due to the major tourist attractions and developing potential (Cultural Heritage and Tourism Organization, 2009).

Types of rural tourism

Rural tourism is a variety of activities and types of tourism in and around rural environments that include (positive / negative) effects on the (human / natural) environment of the village (Saghaei, 2003). In other words, it is a form of tourism in the countryside that offers unique opportunities for integrating rural development, tourism, resource management and management of protected areas in many parts of the world. This tourism actively promotes the survival of the environment and is directly beneficial to local communities and is a positive and informative experience for tourists; it is practically a form of sustainable tourism that depends on the rural environment. Tourism, in both native and global forms, plays a very important role in the economies of the countries, which can have a significant impact on natural and cultural development as well as on the development of critical resource changes, and it will increase the optimum ability of the country (Williams, 1997).



Source: Authors, 2013

Sustainable development

In Dehhoda's dictionary, Sustainable means durable and lasting. In Moin Encyclopedic Dictionary, the term means stability and endurance. This verb is condensed with concepts such as support,

which are to describe the state or condition something supported or sustained by means of financial support (Dehkhoda, 1999).

Generally, development is a quantitative and qualitative process that affects a society in all its social, economic, and cultural dimensions and covers different levels of life, or it can be said that the development of a process that takes a society from a specific situation to a better condition in terms of quality of life (Latifi, 2004).

Key elements of Sustainable development are economic, environmental, social and cultural efficiency (Rahimi, 1381). It is essential to consider the four essential factors for achieving sustainable development: financial resources, technology, manpower and ecological capability (Makhdoum, 1996).

Sustainable Tourism Development

Lan defines rural tourism as: rural tourism, tourism that occurs in rural areas. In fact, Sustainable tourism is a kind of tourism that responds to the needs of the present generation without any capacity of future generations to meet its needs (Agha Mohammadi, 2011).

In Sustainable rural development, the strategy and pattern of development must come from communities and be built into the depths of villagers' thoughts. Therefore, the use of indigenous sciences and knowledge, as well as the use of appropriate technology for each environment and region, and the focus of the people and their participation in all fields of thought, physical and financial, are important aspects of Sustainable development and undoubtedly, without considering these dimensions in rural areas, we cannot wait for success and progress in the future (Ghanbari, 2002).

Research Methodology

The research method of this paper is survey and descriptive-analytical, so that in descriptive terms, the status of the existing village of Simin and its characteristics are mentioned with emphasis on tourism potential. The method of collecting information was library study, field study, using over-write designs, photographs and maps. The analysis of the collected data is analyzed by the SWOT model. The SWOT model is a strategic

assessment and planning model. The SWOT analysis is a term used to identify the strengths and weaknesses of the internal environment and the opportunities and threats that an organization faces. SWOT Analysis The systematic identification of the factors that the strategy needs to be best suited to them. The logic of the approach is that an effective strategy should minimize the opportunities of the system to the maximum, weaknesses and threats; this logic, if used correctly, will have great results in selecting and designing an effective strategy (Ebrahimi, 2011). Finally, according to the results, suitable strategies for Sustainable tourism development are presented.

Background of the research

Rural tourism as a social recreational activity appeared in England and Europe in the second half of the 18th century. Before that, the rural areas were used for recreational activities, but the participation in these recreational activities was limited to the top strata of the community. In the nineteenth and twentieth centuries, it was easy to reach the village due to the development of transportation and ease of movement. The rapid growth of demand for rural tourism began in 1945. At the same time, rural tourism saw a marked growth and international tourism combined with population growth, coincided with an increase in demand for rural tourism, which resulted in the development of tourism (Sharpley, 2001).

The concept of sustainable development in international tourism planning was introduced in the 1980s. Sustainable development of tourism is a prism, which forms various aspects in the economic, social, cultural, political, climatic and geographical environment of the community and the needs and expectations of tourists and peoples of the region (Masoumi, 2006). Sadler was one of the first people presenting a Sustainable ecotourism model in the 1990s and include three categories of social, economic, and environmental goals in his model; Social goals include social benefits, participation in planning, education and employment of local residents, and economic goals, including economic benefits for the local community and economic sustainability, and environmental goals also help to preserve the natural resources of the site,

avoiding the destruction of resources, and managing the supply and demand of natural resources; and finally, the place where these sustainable ecotourism goals meet is interrelated (Akbari and Bomanian, 2008).

Texture

Texture means tissue and fiber (Dehkhoda, 2000). The word equivalent for textures in urban literature includes other concepts such as morphology, morphology, physiognomy, or spatial composition.

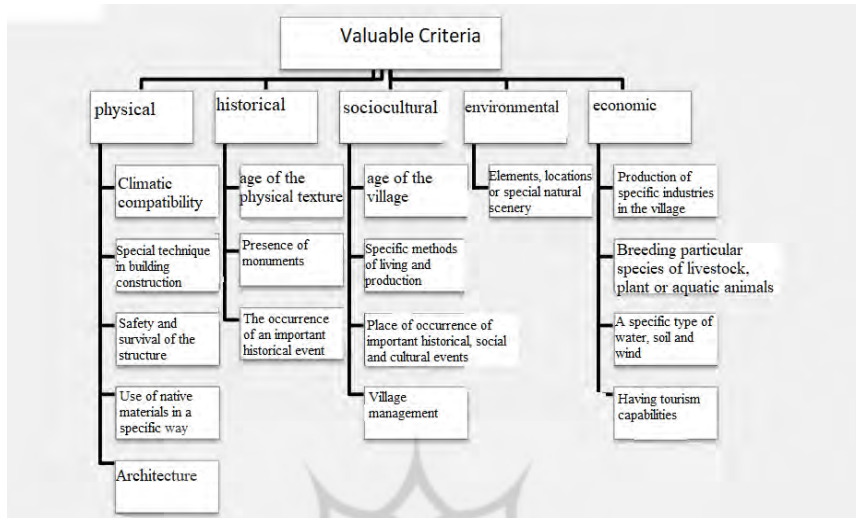
The texture is a way of coping with or harmonizing the human being with the environment that becomes objective in the physical arena and over time, in the usual way or, in the usual way, the general style leads to a unit that forms the morphology of the settlement. The texture ultimately forms a distinct body that creates a connection between the construction volumes, the road network, and ultimately the spatial composition, in such a way as to bring it the most in line with its surroundings (Ahmadian et al., 2009).

Valuable rural texture features

Some of the criteria that can make village context worthwhile are:

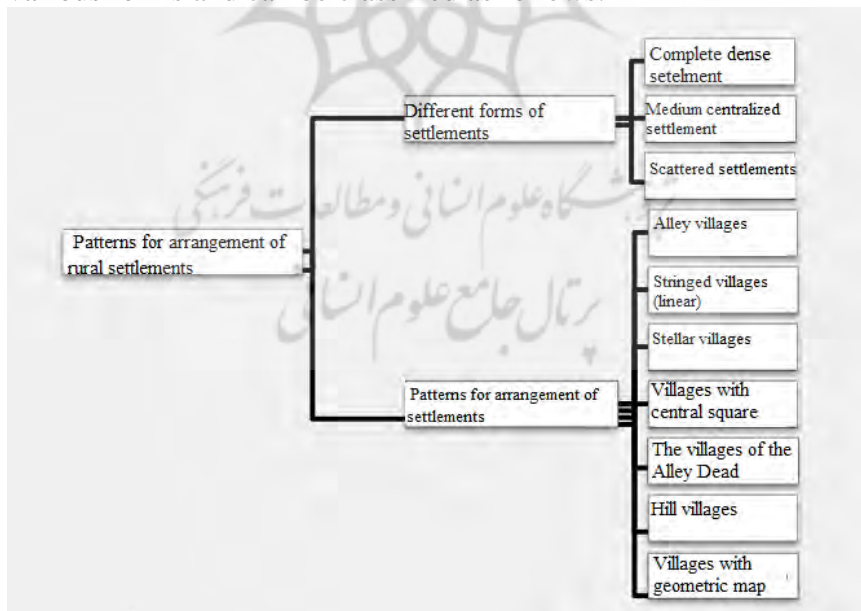
- The existence of one or more recognizable active neighborhoods in which there are public uses such as Imam Zadeh, Hosseiniyeh and the like.
- The existence of a recognizable passage that connects different areas to the village center.
- The existence of a landscape and homogeneous view in the village that gives it a special look.
- Village neighborhoods are separated from each other and have certain boundaries.
- Living in the village is ongoing. So that the ruined units do not change the face of the village.
- There is a possibility to recognize the hierarchy of access in the village.
- The existing buildings in the village have a harmony and consistency in terms of the type of materials, plan, volume and facade.
- The existence of a main access road and a passage between or around the village which does not affect the texture.

Of course, each village may have some of the above features (Ahmadian et al., 2009).



Patterns for arrangement of settlements

How the housing dispersion, how they interact with each other, and other service elements of that set, constitute the main components of the tissue that can be studied at various levels. Also, the order of the accommodation with their enclosed network is visible in various forms and can be classified as follows:



Source: Authors, 2013

Case Study

Historical position of Hamedan

Hamedan was the first capital of the first governmental organization in Iran, called it "Heghmataneh". The artifacts from the Hegmataneh Hills, the inscriptions of Ganjmanet and Alisadr Cave and the Sarabs, pristine nature and ... are works of that time. These works led to the recognition of Hamadan as one of the six historic-cultural cities of the country during the meeting of the Supreme Council for Urbanism and Architecture of Iran of 22/4/1991. Archaeological excavations carried out on the Giyan Nahavand hill, the existence of the ancient hill of Babakamal and the migration of the Habakkuk the prophet to Tuyserkan (about 700 BC) also imply the age of the city. Many of these attractions are located in the countryside, which unfortunately did not have effective operational planning in relation to this phenomenon and its ways of expanding. Hamedan has 11 tourist destination villages with natural capacities and historically valuable texture including Alisadr, Gashani, Khakoo, Warkaneh and Simin Ebero.

Simin village

The village of Simin, according to the inhabitants and the remains of ancient settlements, is one of the old habitats of the region. The village has been displaced in different periods depending on the circumstances. The existence of silica quarries in the area of the countryside, which is being exploited today, can be a reason for the naming of the village, and a special effect on the roads and slopes around the village.

Recognizing and Analyzing the Changes and Historical Developments in the Simin Village

In general, the Simin village has expanded in three stages: the western part of the first stage, the eastern part in the second stage, and the northern part in the third stage. The Gharogzlou tribes, who used the altitudes and pastures of this section, rose to support the Safavids, and after Safavid came to power, they took power in the area and the lands of Hamedan under their control. The tribes gradually created possibilities in their journeys in resting areas.

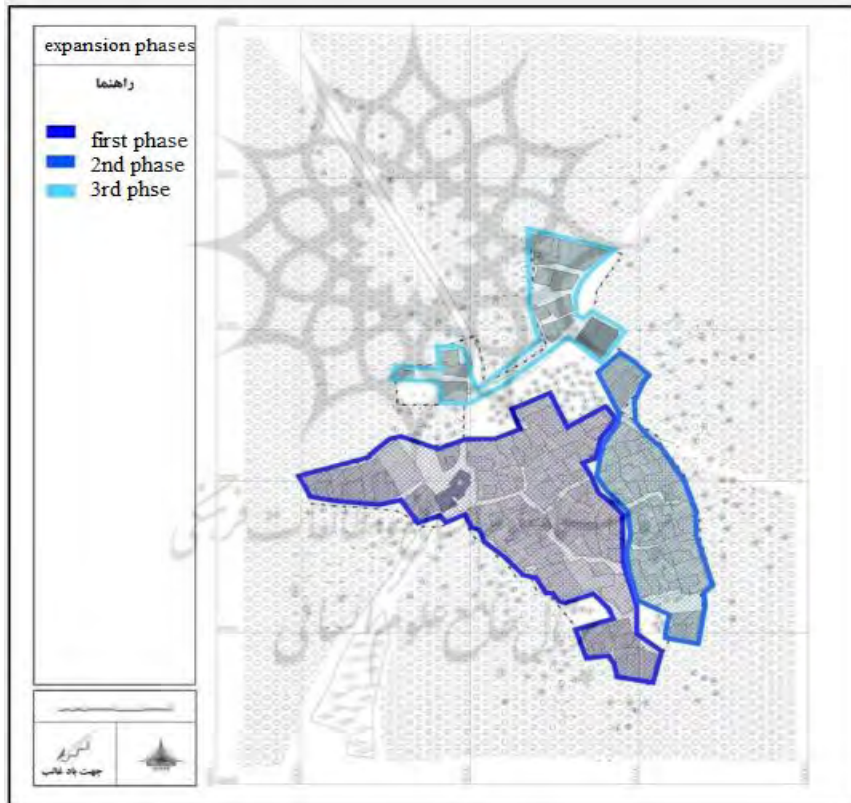
There are works of rock foundation for tents or maintenance of livestock on the course of the Eilat movement. These points

gradually became the primary nuclei of the villages in the region, with the interest of the nomads in their place and in their durability. Several such areas are found throughout the valley of the Kolah Ghazi, which has been used by the nomads as such. Four periods of residence and movement are formed in the same places.

The first settlement of the village, which today is called the market shop or the Dash (or the millstone) View, is located about six kilometers from the village's current location and at the end of the Kolah Ghazi valley. The second site, Simin Kharbah, is slightly lower than the previous one, and the third is Simin, next to Imam Zadeh Abdullah, at a distance of 2 km from the current location. There are few traces of previous settlements, because due to the difficulty of supplying the Quadrilateral stones used to build the buildings for residents, often the same materials used to build a new home were used. The village has a castle watching over one of the hills of the front opposite the valley and facing the village, which over time has been used after the use of its stones to build and repair houses in the village. Prior to the construction of the asphalt road, the Malro routes, based on the experiences of the inhabitants of the region, were used. These paths were shaped due to the natural gradient of the land and limitation of livestock movements, as well as the placement of sunblinds and winter usability. The road to the village of Simin Malrau and the village's upper reaches was from the village of Cheshne to Angelas and from there to Simin. After the abandonment of the old, the new way was formed from the eyebrow to Simin. The access to the village of Simin Malró is through the route from the water resources and cemetery of the past ten years to the bathroom, mosque and old mill, and then forms the organic texture of the village. The establishment of the cemetery and other public places is on the way to the entrance of the traditional village of ancient times, which is seen in most parts of the country.

One of the important factors in choosing the location of the water is the existence of water in the study area as a spring. The current location of the village is one of the main manifestations of the fountains. In the whole village, which has an area of less than 13 thousand square meters, there are 6 springs. The relative sloping of

the south, the presence of numerous springs and proximity to the road and river, are factors that can lead to the early formation of the village in this place. As the house layout and the shape of the access point, neighboring units are formed around the springs and have been interconnected with the expansion of the village. The water of each spring was brought into the neighboring neighborhoods of the neighboring houses by the holes of the sub-houses and ultimately exited. The current dense texture has been renovated and modernized within hundreds of years in the old texture area. The internal expansion of these neighborhoods in a given range is in the present form.



Picture 1, Source: Housing Foundation

Village's general feature

In the table below, the overall characteristics of the village in the form of geographical, socio-cultural, economic, and etc. factors are examined in detail:

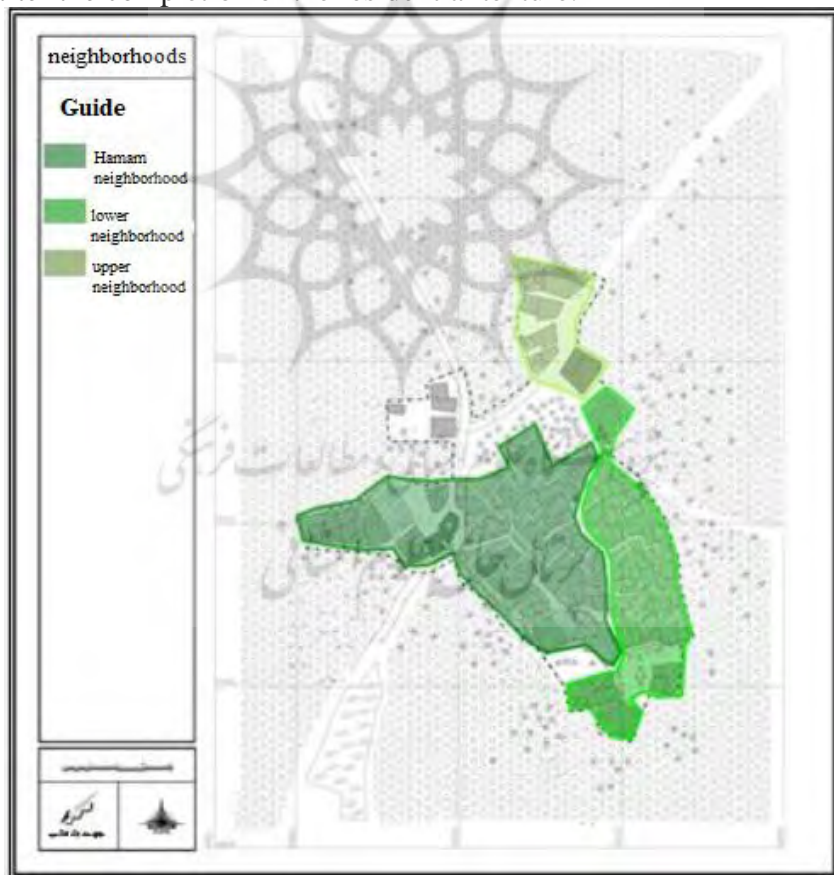
Table 1- introducing the village

Factors	characteristics	
Geographical	Location	From the city of Hamedan, the central part, the Eberow village Located 10 km south of Khavaran 4 km from the village of Ebro and 16 km from the center of the city of Hamedan
	Geographical situation	The longitude is 48 degrees and 35 minutes, and latitude 34 degrees and 41 minutes, and at 2260 meters above sea level.
	Climate	Mediterranean weather It has cold and long winters and almost dry and warm summers Average rainfall: 300 to 500 mm Average annual temperature: 9.7 degrees Dominant wind: southwest to northeast Desirable wind: from south east to northeast
Sociocultural	Language	Persian with Lory accent
	Nationality	The two tribes of Abdollah and the tribe of Noor, both of Lorestan
	Religion	Islam and Shia religion
	Jobs and products	Agriculture, horticulture, animal husbandry, beekeeping, carpet weaving and workers Wheat, barley, beans, walnuts, almonds, apricots, apples, plums, cucumbers and medicinal herbs such as Chicory, cowpea, hawthorn ...
	How to stay	Each house has several families and each part of the house dedicated to one family.
General characteristics	Environmental Qualities	The presence of lands consisting of alluvial deposits and sediments The presence of flat plains and valleys leading to the mountains where farming activity exists.
	Visual Perspectives	The yellow and green landscape of the village is guarded in the green heart of massive gardens from the northern heights in the old castle. Exquisite landscapes from the valley of the judge's hat, and walnut and spruce gardens and sparkling skirts of silica stone
Economical	Economic Activities	Agriculture, Livestock, Horticulture, Beekeeping, Workers and Carpenters
	Products	Beetroot, licorice, hawthorn, yarrow, chicory, penny, brassica and gavan (have a pharmaceutical and industrial application), Wheat, barley, beans, chickpeas, walnuts, apricots, almonds, tree apple, aloe vera, clove tree, poplar tree and beet and livestock products
Village services	infrastructure	Sewage, telephone, electricity, water and the presence of gas and gas pipelines in the near future
	Welfare	Commercial, Cultural-Religious, Health-Therapeutic, Educational
	Access	Malro and dirt roads (gardens-ranges-heights) Asphalt Roads (Relationship between the Village of Shin-Simin Ebro-Hamadan)

Space organization

Simin village consists of three main neighborhoods consisting of the Hamam neighborhood in the west, the lower neighborhood in the east and the upper neighborhood in the north of the village. The spatial structure of the Simin Ebro village in its original form,

before changing the axis of input in accordance with the tradition of the formation of settlements in the region, is a combination of natural and cultural necessities. The hierarchy of entering the village passes through the graves in the ancestors, which distinguishes the poplar tree from its distance, and reaches the entrance to the village by establishing public spaces and services such as the mosque and the bathhouse, and then the beginning of a network of internal pathways that Organic shape forms along the entrance. At the center of the center, there is an intersection of the center of the neighborhood with surrounding commercial uses. The length of the road network in the village flows into densely populated gardens around the village, which begins immediately after the completion of the residential texture.



Picture 2, Source: Housing Foundation

Access

The village of Simin is located at the end of a narrow paved road that starts from the Shirsangi square in the city of Hamedan and extends to the southeast. The road passes through the district of Nayeb Ahmad and the villages of the village and eyebrows. A network of access to the Malrau and dirt roads, connects the villages of the region to each other and to the gardens and pastures located at high altitudes. In the winter, the village's contact with the city of Hamedan is in trouble. There is often no access to vehicles to reach the city from the village.

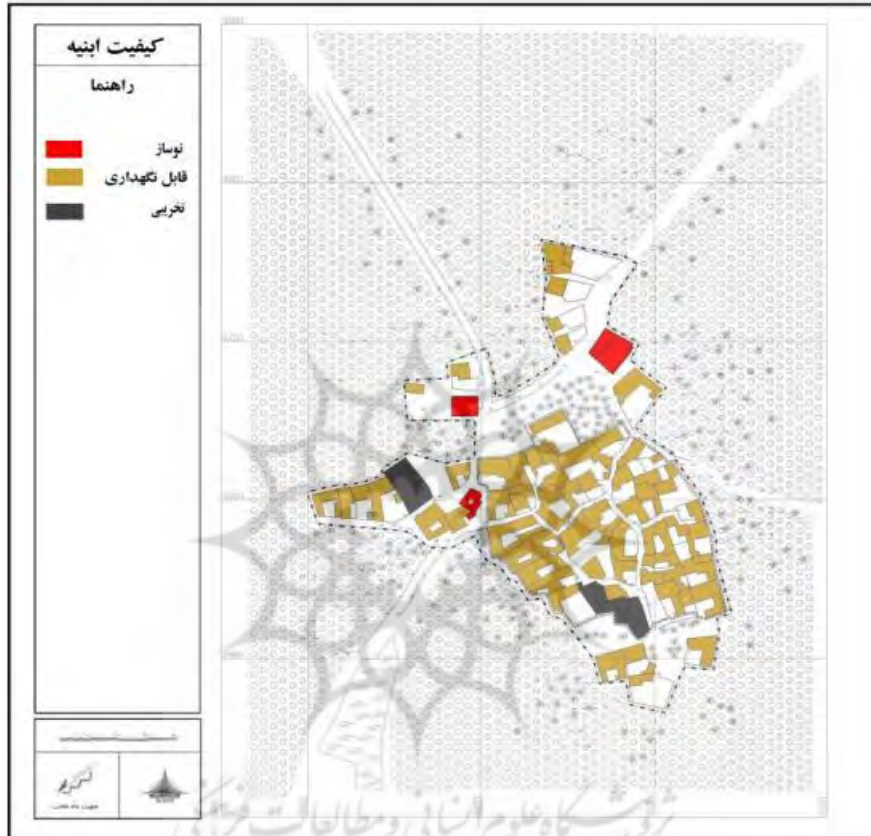
Physical features

Due to the northeastern stretch of the southwest valleys of this area, most settlements are located on the slopes to the south and east. In the past, there were castles on the north-west slope and dominated the village and the surrounding area. The materials used in these villages are native, which is often found in stone and wood with lobes. Compact texture and narrow and narrow passages, and occasional roofs in the cold seasons, while protecting homes against heat loss, provide better conditions for transport and out-of-home activities. In the past, in the village of Simin, there is a sprinkling of springs under the relatively favorable conditions for women's activities in the cold seasons. A large number of buildings can be maintained and only a small number of buildings are new and destructive.

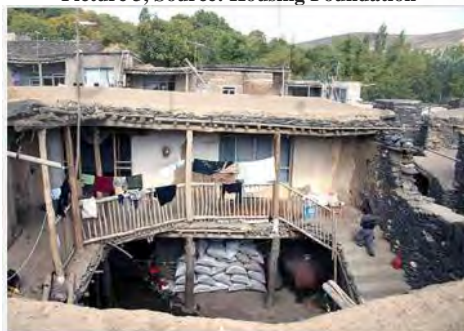
Morphology of the texture

The village of Simin has two types of compact and scattered texture. The compact texture that includes the old texture of the village also has two upper and lower quarters. The upper neighborhood consists of the center of the neighborhood, the mosque and the old bath, located on the north and upstream sides and the entrance to the village is from this same position. The lower neighborhood, which is formed later, is formed from the central spring of the village to the south, and includes the center of the neighborhood of the grocery. The newly developed and scattered texture, which is a garden house, is formed on the one hand along the Malro road to the bottom of the Kolah Ghazi valley towards the northeast and on the other side along the main road to

Hamadan towards the northwest. The village texture provides an opportunity for sunshine and ventilation for all buildings, and the issue of aristocracy and confidentiality is solved.



Picture 3, Source: Housing Foundation



Picture 4, Source: Authors, 2013



Picture 5, Source: Authors, 2013

Analysis

In order to provide suitable strategies for sustainable tourism development based on surveys conducted using the SWOT technique, the most important weaknesses and strengths of this village are summarized in the table below:

Table 2, SWOT

Strengths	weak points	Opportunity	Threat
<ul style="list-style-type: none"> - Existence of vacant potential and susceptibility of the region for the development of regional tourism - Existence of remnants of previous sites - Existence of shrine of Imamzadeh Abdullah along the way - Having equipment and installations such as plumbing, electricity, telephone and wastewater treatment plant - The presence of a yellow and gray landscape on the northern slopes - The existence of silica - The use of indigenous materials in the construction of buildings - Located along the valley of the Judge's hat (near Mount Alvand) - Ekbatan Dam near the area - The presence of flat plains and valleys to the mountains - The relative proximity of the village to the city of Hamedan - There are pristine landscapes - Existence of sports-recreational attractions such as climbing, marching and more 	<ul style="list-style-type: none"> - Clay and sandy soil and lime - Poor soil in terms of agriculture - Traditional livestock breeding - Lack of managerial and marketing skills - Lack of proper shipping - Restricted season of tourism - Weak return of capital - lack of proper guidance and management by tourists and by local guides - Conflict and difference between the culture of visitors and people in the region - Lack of proper advertising to introduce ecotouristic potential of the region - Lack of facilities, especially parking, WC, trash - Lack of living space for tourists for long-term stays 	<ul style="list-style-type: none"> - Possibility of job creation in residential areas and services for the population living in the region - Possibility to sell and sell horticultural and agricultural products and increase the income of local residents - Opportunity to strengthen and equip the infrastructure needed to develop tourism activities (water, electricity, gas, telecommunications, etc.) - Possibility to hold festivals in local exhibitions in the region - The possibility of attracting developmental and infrastructure credits for the development of welfare services at the regional level - Special attention of climbers to reach the Alvand mountains 	<ul style="list-style-type: none"> - The increase in the price of land and its stock exchange in the region - The possibility of undesirable effects on the texture of villages through the arrival of tourists - Reduce livestock products and products - Destroying the natural environment and reducing its quality as a result of congestion of tourists - Destruction of garden lands and crops caused by change of user - Creating social tensions between the dominant culture of the region and tourists - Air pollution due to excessive use of means of transport in the tourist area

Conclusion

Rural revitalization and redevelopment will boost rural tourism and can have many benefits. Rural tourism is important in two respects, one as a widespread global activity, and the other emphasizes the

development of regional and local policies. Today, rural tourism has become increasingly important as a global activity in terms of the interconnectedness of the three principles of job creation and income generation, tourist satisfaction and environmental protection. It can also be an important tool for rural socio-economic development and is associated with agricultural policies in many countries and is often a means of supporting the environment and rural culture, creating an effective role in rural regeneration, preventing Unemployment and active labor migration, increasing facilities, infrastructure and health facilities and services. Rural tourism is a very complex activity that shares common interests with other sectors of society and economy; consequently, it has various effects and consequences that should be considered in the planning process of all aspects in order to prevent negative factors and the positive effects of the economic, social and environmental factors associated with it will increase. In fact, proper rural tourism management can contribute positively to rural economies and communities and become one of the most effective ways of sustainable regional development.

The method of developing rural tourism should be in a way that emphasizes rural space. In the scale of the village, its characteristics and its buildings according to the environment and are limited in terms of natural, social and cultural realms in order to attract tourists. In recent years, to address the threats and injuries of tourism, the issue of sustainable tourism has attracted the attention of tourism researchers, which emphasizes three important points of quality, sustainability and balance.

The village of Simin, with its historical background and natural features, has many capabilities in the field of tourism development. The effects of former settlements and valuable texture and the shrine of Imam Zadeh Abdullah along the path, the relative proximity of the village to the city of Hamedan, the presence of pristine landscapes, the presence of silica stone in adjacent hills can be effective in attracting tourists. Indigenous materials that form the tissue of the village are available at the site and can be effective in rehabilitation and renovation. Of course, to achieve the desired level of development, these proposed solutions can be effective:

- Correction of the slope of the passage in order to steer the water surface to the surface of the surface waters
- Creation of Surface Water Collection Network
- To prevent the flow of wastewater from homes to public passages
- Avoid storing animal fertilizers on public roads by creating places for it
- Increasing the main and secondary roads of the village according to their role
- To emphasize the communication paths of the internal tissue and the core of the village and the old
- Establishing machine stopping spaces
- Strengthen the village center center
- Restoration and development of suburban tourism in the region as well as the development and improvement of access routes to recreational areas
- A beautiful road between the village in the province along the river and the provision of roadside villages on the route of tourists.
- Profitability of tourism services and activities for the host population by diversifying attractions, increasing the length of stay of tourists, providing proper services, providing more facilities and services, creating public parking lots for the well-being of tourists, creating places for tents It also creates rural parking lots for the financial and financial security of tourists intending to stay.
- Conducting conferences and meetings to introduce the potential of the village

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