

Analysis of Rural Tourism Development (RTD) in Iran

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Abstract

The aim of this study was analysis of rural tourism development (RTD) in Iran by exploratory factor analysis (EFA). The research population consisted of all the experts of Organization of Tourism in Mazandaran Province (N=105), which was selected using the census method. The validity of the instrument was established by a panel of experts consisting of senior faculty members in the tourism department, and research committee advisors. The reliability of the survey instrument concluded the Cronbach alpha coefficient for all the variables with a degree scale of 0.84. Using exploratory factor analysis (EFA), five factors were discovered with components and their factor loading. The five factors were labeled (1) infrastructure factor, (2) economic factor, (3) social factor, (4) management factor and (5) cultural factor. The results obtained from the factors analysis reveal that the five following factors, infrastructure, economic, social, management and cultural explain 57.32% of the variation of RTD.

Keywords: Rural tourism, Exploratory Factor Analysis, Iran.

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1. Introduction

In the last half century, many attempts have been made to find effective rural development approaches that all attempt to revive the social and economic aspects of rural communities. Considering that tourism has many advantages over other economic sectors, planners and policymakers consider tourism as an industrial sector for economic and demographic stability for rural communities. The tourism industry is one of the three major industries in the world for the advancement of travel technology, reclamation, attention to attractions, and plays a special role in a healthy global economy (Davenport & Davenport, 2006; Pomfret, 2006; Gomez, 2005). So that this industry as an indicator of the economic, social, cultural status of the countries is a great opportunity to promote the economies of the countries, reduce unemployment, create national income and promote the welfare of the people (Lee & Chang, 2008; Hamilton et al., 2005; Liu & Geoffrey, 2006.)

The tourism industry has flourished in Iran for a long time, and there is a lot of historical evidence for this claim, while the industry, as it should, has not grown and has developed, resulting in a lot of success in attracting tourists as well as gaining economic and cultural benefits. , Social, and political (Mousaei et al., 2012). Even the World Tourism Organization's 2019 forecast of the status of the tourism industry among 181 countries has been reviewed, reflecting the fact that Iran ranks 28th in terms of the size, in terms of the world economy at 99, and in terms of growth, in it will rank 100, which indicates negative growth. This process illustrates the fact that the plans have not been implemented efficiently and should be revised, or development plans should be more accurate and based on scientific research. During the year, millions of travelers enter Mazandaran province, so that in the New Year, about 15 million travelers traveled in Mazandaran province (Organization of Tourism in Mazandaran Province, 2021). Most tourists live in villages. Therefore, the development of rural tourism can play an important role in development. The aim of this study was analysis of rural tourism development (RTD) in Iran by exploratory factor analysis (EFA .)

Mahdian Borujeni & Ahmadvand (2014) have studied the barriers and challenges of rural tourism development. In this research, using the exploratory factor analysis method, eight obstacles were identified in organizational, social, welfare, facilitation, cultural, communicative,

popular and economic dimensions. Darwishi et al., (2014) using the SWOT model, prioritized rural tourism development strategies in the village of Iran, to strategies such as spatial and physical education and social organization of villagers and villages, and to create appropriate mechanisms for government and sector investment in private, etc. as a desirable strategy for achieving and achieving tourism development. Seyyed Ali Pour et al., (2010) examined the role of tourism management in rural development in Semnan Province. The results indicate that information provision, provision of amenities, the existence of the natural factors, the rural infrastructure and the cultural factors from the viewpoint of villagers and tourists are important factors in development of tourism. The basis of rural tourism is integrating the rural environment, farming activities, and particular cultures in order to provide diversity for tourists and creating opportunities for job creation, higher incomes, greater familiarity with different cultures, and communication with people from other places without destroying the environment. Rural tourism entails socio-economic changes, leads to changes in the population structure and local values, and has a positive effect on protecting cultural heritage. In addition, it keeps open the channels of communication for the local people and thereby provides an opportunity to learn about other cultures (Cloke, 2007). Rural tourism can have a major role in increasing economic diversity and promoting stable development and through job creation and income generation leads to the development of underdeveloped regions. Although occupations in this industry are not so specialized or lucrative, it generates considerable profit for villagers . In a case study, Ghafari & Toriki Harchegani (2010) investigated the role of tourism in the socio-economic development and indicated that the growth of the tourism industry was effective in providing tourism facilities and there were significant relationships between the number of tourists, tourism growth, increasing job opportunities, higher income, and the state of cultural and social welfare indices. In a case study, Mir Lotfi & Sargolzaie (2013) examined the effects of rural tourism on sustainable development and indicated that tourism had marked effects on the social dimensions of this region rather than other dimensions. Data obtained from this study showed that with respect to the economic aspects of developing the village, tourism had major effects on supporting other

jobs to make a living and had a minimal effect on increasing the price of land.

Bodosca & Diaconescu (2015) in their research on tourism development after the implementation of sustainable strategies in Neamt County showed that a good strategy for sustainable heritage management offers a support for actions that have an impact on the future generations and educates the public even if said actions are not fully translated into practice. Sustainable tourism development is confronted with several impediments such as the priorities of the national economic policy, the structure of public administration, and the interconnectivity between different ministries. Also, they conclude that even though the principles of sustainable tourism development are valuable and beneficial their enactment and transfer into practice is a task that involves substantial financial costs that are very difficult to fund and cover while maintaining a balance between the community members and political decision-makers.

Chung (2013) conclude two main patterns – community-based rural tourism and theme farm of rural tourism in Taiwan, then investigate and compare the impacts of rural tourism perceived by the residents, the frequency and quality of tourists-residents interaction, and residents' attitudes toward rural tourism of the two chosen areas. Moreover, we discuss and conclude the differences between the two patterns in terms of economic, socio-cultural, and environmental impacts. As a whole, the development of rural tourism gains highly supports in both areas.

Kazemiyeh et al., (2016) investigate the strengths, weaknesses, opportunities, and threats of rural tourism in East Azarbaijan Province of Iran. Findings indicated that favorable climate conditions, environmental potential, natural, historical, and cultural tourism zones are the most important strengths, while lack of information and promotional activities to introduce rural tourism attractions and limited education and training of the villagers in how to deal with the tourists are the main weaknesses. Also, the most important opportunities include an increasing tendency to use nature for calmness and recreational activities, growing attention by province management toward rural tourism, and investment in folklore such as music, local and traditional dress, Cultural Heritage, Handicrafts, and Tourism Organization's efforts to rehabilitate and repair historic, and cultural buildings, increasing interest to visit the rural tourism areas,

employment in tourism-related activities in rural areas, and appropriate legislation for the development of rural tourism. On the other hand, destruction and gradual extinction of plant and animal species caused by tourists' intervention, demolition of historic villages, lack of attention to rural tourism by extension and rural sector in the Ministry of Agriculture, lack of or limited service providers or travel agents to visit rural areas, waste emissions, and environmental damages are the main threats in this study.

A model of integrated rural tourism, which took account of the various resources (cultural, social, environmental, economic), their use, and the role of pertinent stakeholders, was developed to explore effective methods of promoting tourism as part of a rural development strategy. "Strategic fit" was used to assess the effectiveness of the model in adding value locally in the context of an established tourism area in western Ireland. The model reveals considerable robustness in identifying features that promote the adding of value in a holistic way and in identifying the pertinent stakeholders and issues that require attention to meet objectives more effectively (Cawley & Gillmor, 2008.)

Adabowa Aidoo (2009) has studied the role of cultural tourism and ecotourism as Ghana's development strategy and the environmental, cultural, social and economic impacts of tourism in this country. His research showed that tourism in Ghana has increased job opportunities for women, human resource development, infrastructure development, and ecological resource conservation .

2. Literature review

Today, different dimensions of economic, socio-cultural, and environmental aspects of rural tourism are considered. In the context of the relationship between tourism and rural development, there are three perspectives. In the first perspective, given the increasing trend of rural destruction and decline in agriculture, they are trying to present new strategies for the revival of rural areas through the creation of complementary activities or the transformation of these areas with respect to their natural and human resources, and the only way to rehabilitate these villages They provide programs that can benefit both from their natural and human resources and create income and prosperity for residents of rural areas (Belhassen & Caton, 2011). In the second

perspective, the tourist is considered as a policy for the reconstruction of rural settlements, supporters of this view argue that the over-reliance of rural producers can be reduced to agriculture and contributed to new economic opportunities (Kastenholz & Figueiredo 2010; Olsen & Timothy, 2006). In the third perspective, rural tourism is considered as a tool for sustainable development and conservation of natural resources. This view calls for long-term tourism growth without harming natural habitats (Kastenholz & Figueiredo 2010; Mansfeld & McIntosh, 2007). According to various views and theories on tourism, rural development, the goals and works mentioned for them, we can say that rural tourism, on the one hand, provides new opportunities for many villages as a means of rehabilitating rural communities and promoting these areas. On the other hand, unplanned development has caused social and environmental damage to rural settlements. Therefore, attention should be paid to the environmental characteristics and the conditions of each place, a specific type or a combination of these approaches and strategies for the development of tourism in rural areas (Roknoddin Eftekhari & Mahdavi, 2006) (table 1).

Table 1. Three perspectives on the relationship between tourism and rural development

| Kind of attitude to the rural tourism development | Goals | Consequences |
|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rural tourism as a strategy for rural development | <ul style="list-style-type: none"> - Resolve rural underdevelopment - Immigration reduction - The final solution of rural development - Reducing negative effects and exploiting positive effects - Assistance in the development of other sectors of the rural economy | <ul style="list-style-type: none"> - population stability - Solving the unemployment problem - Increase income multiplier - Utilization of non-valuable resources |
| Rural tourism as a policy for the reconstruction of rural settlements | <ul style="list-style-type: none"> - The creation of an alternative economy for agriculture in rural areas without agricultural land - diversification of rural economic activities - Encouraging investment in | <ul style="list-style-type: none"> - Non-agricultural employment creation - Immigration reduction - diversification of rural economy - Importance to local |

| | | |
|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p>the non-agricultural sector</p> <ul style="list-style-type: none"> - Increased demand for local products - Demand for improving the quality of life - Creating alternative employment for shelters where their activities are closed | <p>products</p> <ul style="list-style-type: none"> - Increasing the quality of life - The evolution of the social attitudes of the rural community - Creating alternative jobs |
| <p>Rural tourism is a tool for sustainable development</p> | <ul style="list-style-type: none"> - Minimizing cultural and environmental damage - Providing long-term rural development - Satisfaction of visitors - Creating income opportunities for indigenous residents - Increasing the quality of life - Increase participation of people | <ul style="list-style-type: none"> - Increase popular participation in tourism and rural development - Preservation of natural and cultural resources - Turn the development cycle from local to international |

3. Research method

Mazandaran is a Caspian province in the north of Iran, located on the southern shores of the Mazandaran Sea (Figure 1)



Figure 1. Mazandaran Province

Since the results can be employed by programmers and policy makers, this research is functional, In order to reach precise and reliable data, we used the quantitative method. Because this research simply investigates

existed conditions and defines them and there is no possibility to control or manipulate the variables, it is descriptive. Because the gathering of information about the views, beliefs, thoughts, and behaviors or group characteristics of a society is statistical and also it is under recognition, so it is measured. The research population consisted of all the experts of the Organization of Tourism in Iran (N=105), which was selected using census method. Data were collected using a questionnaire developed by the researchers. The questionnaire was designed to gather data on factors influencing the choice of major using a five-point Likert type scale. The validity of the instrument was established by a panel of experts consisting of senior faculty members in the tourism department, and research committee advisors. Also, a pilot test was conducted to determine the reliability of the survey instrument. In this test, the mentioned questionnaires were given to 30 experts which were similar to statistical society in regional, economic, cultural, and social conditions. After gaining the data concluded the Cronbach alpha coefficient for all the variables with a degree scale of 0.84. All data were analyzed using the Statistical Package for the Social Sciences, Personal Computer Version (SPSS/PC+). Appropriate statistical procedures for description and inference were used. The alpha level was set a priori at .05. The research used factor analysis. Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modeled as linear combinations of the potential factors, plus "error" terms. Factor analysis aims to find independent latent variables. Followers of factor analytic methods believe that the information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset. Factor analysis is related to principal component analysis (PCA), but the two are not identical. There has been significant controversy in the field over differences between the two techniques (see the section on exploratory factor analysis versus principal components analysis below). PCA is a more basic version of exploratory factor analysis (EFA) that was developed in the early days prior to the advent of high-speed computers. Exploratory factor analysis (EFA) is used to identify complex interrelationships among items and group items that are

part of unified concepts. The researcher makes no a priori assumptions about relationships among factors. Steps in performing factor analysis:

1. Collect data.
2. Generate a variance-covariance matrix of the observed variables.
3. Select the number of factors.
4. Extract the initial set of factors.
5. Perform factor rotation to a terminal solution.
6. Interpret the factor structure.
7. Construct factor scores to use in further analyses (Finch, 2020).

4. Results

4.1. Describe characteristics of tourism experts

Tourism experts who participated in the study ranged in age from 27 to 49 years. The mean age of respondents was 38 years. 73.3 %, 24.8 %, and 1.9 % of tourism experts have been bachelor's, master's and doctor's degrees respectively. Experience ranged from 5 to 29 years (M=15; SD=7.4) (table 2).

Table 2. Describe characteristics of tourism experts (N=105)

| Variable | N | Percent |
|------------------------------|----|---------|
| <i>Sex</i> | | |
| <i>Male</i> | 59 | 53.3 |
| <i>Female</i> | 46 | 46.7 |
| <i>Age(year)</i> | | |
| 35 and lower | 37 | 35.2 |
| 36-44 | 44 | 41.9 |
| 45 and higher | 24 | 22.9 |
| <i>Education level(year)</i> | | |
| Bachelor's degree | 77 | 73.3 |
| Master's degree | 26 | 24.8 |
| Doctor's degree | 2 | 1.9 |
| <i>Experience(year)</i> | | |
| 10 and lower | 30 | 28.6 |
| 11-20 | 44 | 41.9 |
| 21 and higher | 31 | 29.5 |

4.2. Components Influencing on Rural Tourism Development (RTD)

The components influencing on rural tourism development (RTD) was measured by 29 questions including: 5 pieces spectrum of likret. The score giving to the mentioned spectrum was as follows: very low=1,

low=2, average=3, high=4, very high=5. Table 3 showed the mean, standard of division (SD), coefficient of variance (C.V), and the rank of each components influencing on RTD from viewpoint of experts. According to the table, establishing popular institutions for organizing tourism in tourist villages, establishing resident camps in rural areas, construction of public sanitation in villages, holding training courses for villagers to get acquainted with tourism, providing security in the tourist routes, implementing incentive policies and awarding to the private sector and establishing people's associations to attract tourism had been important components of RTD.

Table 3. Priority of Components Influencing on Rural Tourism Development (RTD)

| Components | M | SD | C.V | Rank |
|-------------------------------------------------------------------------------------------|------|-------|-------|------|
| Establishing popular institutions for organizing tourism in tourist villages | 3.98 | 0.759 | 0.191 | 1 |
| Establishing resident camps in rural areas | 3.97 | 0.814 | 0.205 | 2 |
| Construction of public sanitation in villages | 4.02 | 0.843 | 0.210 | 3 |
| Holding training courses for villagers to get acquainted with tourism | 3.95 | 0.848 | 0.215 | 4 |
| Providing security in the tourist routes | 4.10 | 0.899 | 0.219 | 5 |
| Implementing incentive policies and awarding to the private sector | 3.69 | 0.824 | 0.223 | 6 |
| Establishing people's associations to attract tourism | 3.89 | 0.891 | 0.229 | 7 |
| Creation of special tourist communication routes | 3.84 | 0.900 | 0.234 | 8 |
| Provide maps of rural tourism routes | 3.74 | 0.877 | 0.234 | 9 |
| Producing documentaries of village attractions | 3.75 | 0.886 | 0.236 | 10 |
| Educate the culture of personal discipline and health care for tourists | 3.76 | 0.894 | 0.238 | 11 |
| Improving the communication paths of tourist villages | 3.80 | 0.984 | 0.259 | 12 |
| Improving local village investments in tourism infrastructure | 3.73 | 0.975 | 0.261 | 13 |
| Establish cheap tourist tours | 3.70 | 0.972 | 0.263 | 14 |
| Women's participation in tourism plans and programs | 3.68 | 0.995 | 0.270 | 15 |
| Providing facilities to villagers for the establishment of shelter and welfare facilities | 3.55 | 0.961 | 0.271 | 16 |
| Create a home traveler in the village | 3.63 | 0.993 | 0.274 | 17 |
| Increasing the income level of the rural household | 3.57 | 0.999 | 0.280 | 18 |
| Conducting exhibitions and cultural festivals in villages | 3.76 | 1.061 | 0.282 | 19 |
| Establishing a public transport network for villages | 3.54 | 1.010 | 0.285 | 20 |

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| Components | M | SD | C.V | Rank |
|--------------------------------------------------------------------------------------------------------------------|------|-------|-------|------|
| targeted at tourism | | | | |
| Paying taxes for fun in the village | 3.53 | 1.010 | 0.286 | 21 |
| Transfer of cheap and subsidized materials to the private sector to create tourist centers | 3.61 | 1.042 | 0.289 | 22 |
| Educating and informing people about how to deal with tourists to prevent conflicts between tourists and villagers | 3.43 | 1.064 | 0.310 | 23 |
| Create a hotel and accommodation in the villages | 3.41 | 1.107 | 0.325 | 24 |
| Providing cultural brochures for tourism target villages | 3.15 | 1.142 | 0.363 | 25 |
| Tourist culture training for tourists | 2.97 | 1.105 | 0.372 | 26 |
| Development of coverage of telecommunication networks such as mobile and Internet | 2.51 | 1.338 | 0.533 | 27 |
| Proper notification through radio, television, magazines | 2.51 | 1.367 | 0.545 | 28 |
| Installing signs at the entrance to the villages and tourist routes | 2.43 | 1.386 | 0.570 | 29 |

Very low=1, low=2, average=3, high=4, very high=5

4.3. Exploratory Factor Analysis (EFA) for Rural Tourism Development (RTD)

By using Bartlett's test and KMO test determine whether components of RTD were appropriate for EFA (KMO=0.807; Bartlett=1492.17, sig=0.000). The number of exploratory factors was determined using eigenvalue and percent of variance. The eigenvalue for a given factor measures the variance in all the variables which is accounted for by that factor. The ratio of eigenvalues is the ratio of explanatory importance of the factors with respect to the variables. If a factor has a low eigenvalue, then it is contributing little to the explanation of variances in the variables and may be ignored as redundant with more important factors. Eigenvalues measure the amount of variation in the total sample accounted for by each factor. The unrotated output maximizes variance accounted for by the first and subsequent factors, and forces the factors to be orthogonal. This data-compression comes at the cost of having most items load on the early factors, and usually, of having many items load substantially on more than one factor. Rotations can be orthogonal or oblique (varimax method). Table 4 shows the rotated factor loading for the final solution. An examination of the items and their factor loadings was used to understand the nature of the five factors. To reduce

subjectivity, items with factor loading equal to or greater than 0.400 were considered most important when factors were labeled. The five factors were labeled (1) infrastructure factor, (2) economic factor, (3) social factor, (4) management factor and (5) cultural factor. The results obtained from the factors analysis reveal that the five following factors, infrastructure, economic, social, management and cultural explain 57.32% of the variation of RTD (Table 5; Figure 2).

Table 4. Rotated Factor Loadings for Rural Tourism Development (RTD)

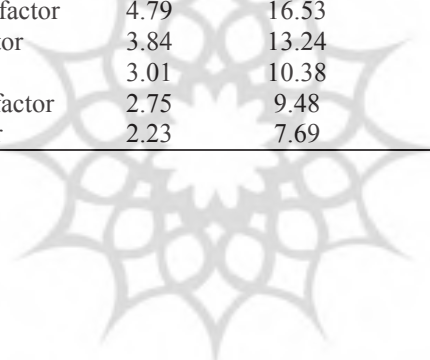
| Abbreviated items | Factor loadings * | Symbol |
|--------------------------------------------------------------------------------------------|-------------------|--------|
| <i>Factor one = Infrastructure factor</i> | | |
| Transfer of cheap and subsidized materials to the private sector to create tourist centers | 0.767 | I1 |
| Create a home traveler in the village | 0.755 | I2 |
| Construction of public sanitation in villages | 0.695 | I3 |
| Establishing a public transport network for villages targeted at tourism | 0.684 | I4 |
| Improving the communication paths of tourist villages | 0.617 | I5 |
| Create a hotel and accommodation in the villages | 0.587 | I6 |
| Creation of special tourist communication routes | 0.472 | I7 |
| <i>Factor two = Economic factor</i> | | |
| Improving local village investments in tourism infrastructure | 0.735 | E1 |
| Increasing the income level of the rural household | 0.626 | E2 |
| Establish cheap tourist tours | 0.616 | E3 |
| Providing facilities to villagers for the establishment of shelter and welfare facilities | 0.597 | E4 |
| Paying taxes for fun in the village | 0.590 | E5 |
| Implementing incentive policies and awarding to the private sector | 0.588 | E6 |
| <i>Factor three = Social factor</i> | | |
| Producing documentaries of village attractions | 0.686 | S1 |
| Establishing people's associations to attract tourism | 0.601 | S2 |
| Women's participation in tourism plans and programs | 0.600 | S3 |
| Providing security in the tourist routes | 0.573 | S4 |
| Establishing popular institutions for organizing tourism in tourist villages | 0.496 | S5 |
| <i>Factor four = Management factor</i> | | |
| Installing signs at the entrance to the villages and tourist routes | 0.764 | M1 |
| Proper notification through radio, television, magazines | 0.742 | M2 |
| Development of coverage of telecommunication networks | 0.732 | M3 |

| | | |
|--------------------------------------------------------------------------------------------------------------------|-------|----|
| such as mobile and internet | | |
| Provide maps of rural tourism routes | 0.636 | M4 |
| <i>Factor five = Cultural factor</i> | | |
| Conducting exhibitions and cultural festivals in villages | 0.827 | C1 |
| Providing cultural brochures for tourism target villages | 0.759 | C2 |
| Tourist culture training for tourists | 0.662 | C3 |
| Educating and informing people about how to deal with tourists to prevent conflicts between tourists and villagers | 0.495 | C4 |
| Holding training courses for villagers to get acquainted with tourism | 0.462 | C5 |
| Establishing resident camps in rural areas | 0.421 | C6 |

Note: * factor loading < 0.400 were omitted

Table 5. Percent of variance explained by factors underlying Rural Tourism Development (RTD)

| Factors | Eigenvalue | Percentage | Cumulative Percentage |
|-----------------------|------------|------------|-----------------------|
| Infrastructure factor | 4.79 | 16.53 | 16.53 |
| Economic factor | 3.84 | 13.24 | 29.77 |
| Social factor | 3.01 | 10.38 | 40.15 |
| Management factor | 2.75 | 9.48 | 49.63 |
| Cultural factor | 2.23 | 7.69 | 57.32 |



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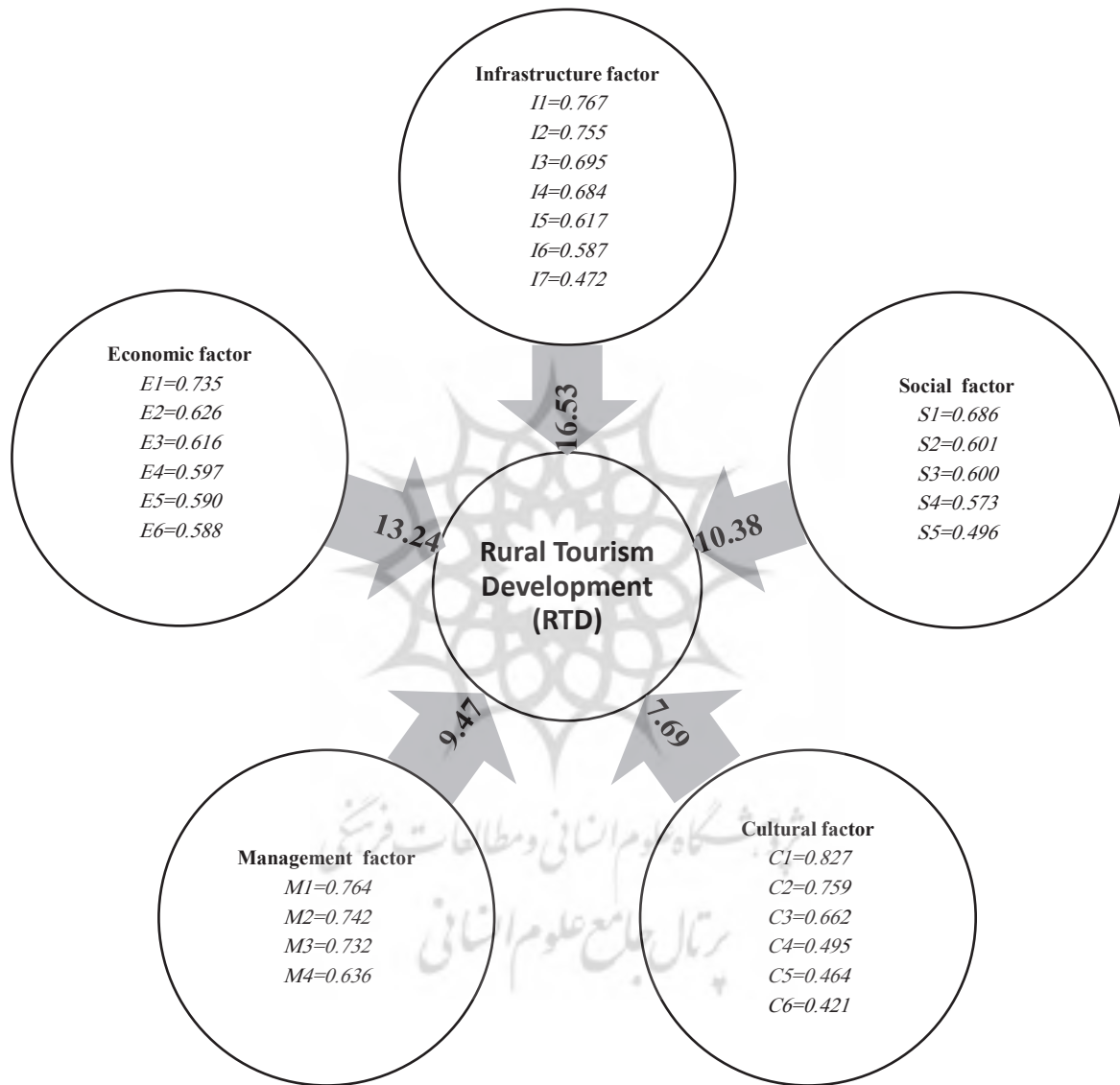


Figure 2. Exploratory Factor Analysis (EFA) for Rural Tourism Development (RTD)

5. Discussion and Conclusions

In this research, the factors influencing on rural tourism development (RTD) were identified using exploratory factor analysis (EFA). The results showed that five factors were discovered including (1) infrastructure factor, (2) economic factor, (3) social factor, (4) management factor and (5) cultural factor. The discovered infrastructure factor had the greatest impact on the development of rural tourism and explained 16.53% of variations. In the infrastructure factor, the components of transfer of cheap and subsidized materials to the private sector to create tourist centers, create a home traveler in the village, construction of public sanitation in villages and establishing a public transport network for villages targeted at tourism with factor loading 0.767, 0.755, 0.695 and 0.684 respectively were the most important. The economic factor discovered as the second influential factor in rural tourism development and explained 13.24% of variations. In the economic factor, the components of improving local village investments in tourism infrastructure, increasing the income level of the rural household, establish cheap tourist tours and providing facilities to villagers for the establishment of shelter and welfare facilities with factor loading 0.735, 0.626, 0.616 and 0.597 respectively were the most important. The social factor discovered as the third influential factor in rural tourism development and explained 10.38% of variations. In the social factor, the components of producing documentaries of village attractions, establishing people's associations to attract tourism and women's participation in tourism plans and programs with factor loading 0.686, 0.601 and 0.600 respectively were the most important. The results are consistent with the researches of Darwishi et al., (2014), Mir Lotfi & Sargolzaie (2013), Bodosca & Diaconescu (2015), Chung (2013), and Kazemiyeh et al., (2016).

The management factor discovered as the fourth influential factor in rural tourism development and explained 9.47% of variations. In the management factor, the components of installing signs at the entrance to the villages and tourist routes, proper notification through radio, television, magazines, development of coverage of telecommunication networks such as mobile and internet and provide maps of rural tourism routes with factor loading 0.764, 0.742, 0.732 and 0.636 respectively were the most important. The cultural factor discovered as the fifth

influential factor in rural tourism development and explained 7.69% of variations. In the cultural factor, the components of conducting exhibitions and cultural festivals in villages, providing cultural brochures for tourism target villages and tourist culture training for tourists with factor loading 0.827, 0.759 and 0.662 respectively were the most important. Considering that the cultural factor had the least impact on the development of rural tourism, some of its components had the most significant effect. In general, it can be concluded that for the development of rural tourism, we must pay attention to all the infrastructural, economic, social, managerial and cultural factors. The results are consistent with the researches of Darwishi et al., (2014), Mir Lotfi & Sargolzaie (2013), Bodosca & Diaconescu (2015), Chung (2013), and Kazemiyeh et al., (2016). Considering the effect of economic, social, cultural, managerial and infrastructure factors on the development of rural tourism, it is suggested:

- Strengthening the culture of tourism among villagers through TV commercials, local newspapers.
- To create a financial and social incentive for villagers to rent their homes to tourists
- Attention to strengthening rural infrastructure in planning and policy making
- Development of traditional-style housing construction in tourist villages
- Establishing accommodation camps in rural areas, building public sanitation in villages
- Holding training classes for villagers in order to get acquainted with tourism and the type of encounter with the people
- Providing security in the tourist routes and implementing incentive policies and awarding rewards to the private sector
- Providing facilities to villagers for the establishment of shelter and welfare facilities
- Establishing public transport networks for villagers. The purpose of tourism is to provide rural tourism routes and access routes to them.

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