

Rural Tourism, Approach to Achieve Sustainable Development the Rural in Iran

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Abstract: As the growing tourism industry jobs in the world and the second largest industry after oil exchange, becoming a key pillar of the business world. Rural tourism in the world today is considered an important part of economic activity. This important economic activity has been considered from different perspectives. Some know it as part of the tourism market and some also make it a policy for rural development and rural development is sustainable? In the final decades of the twentieth century, many social planners-a sure way of tourism in European countries with very bright prospects for rural development, particularly the most deprived, they have introduced. Studies in France, Austria, Switzerland, England, Ireland, Thailand and Japan shows that rural tourism has grown rapidly in the rural economy and agricultural activities are complementary. Nature of the tourism industry to create employment and income, economic diversification, social participation and use of local resources. Since most of the problems of backwardness and underdevelopment in rural areas is also a lack of industry, rural tourism and solve the above problems can contribute to rural development. Method Research paper is a descriptive analysis using the library. Accordingly, the views and opinions contained in the texts in connection with rural tourism projects implemented in countries that are studied and compared. Finally, we examine various aspects of tourism development impacts. The first examines the concept of rural development and rural tourism is paid. Then three of a tool for rural development, rural tourism, policy for the reform of rural settlements, rural tourism, rural tourism as a tool for sustainable development and protection of natural resources in rural areas can be compared. Finally, track effects and consequences of rural tourism development, we examine the results summed.

Key words: Sustainable tourism • Sustainable development • Rural tourism • Sustainable development rural

INTRODUCTION

Tourism has a significant influence on the economic and social progress of the territory; therefore the development of this particular industry becomes a priority [1]. In the last three decades of employment activity in the village called off-farm activities as employment opportunities, increase production and income of rural households has been considered by policymakers and planners. Diversification of the economy, raising the indices of human development, industrialization and pollution problems caused by excessive standard of cities, especially large cities, rural migration, increase productivity and efficiency of human resources, job creation, the interaction of cultures and discourses,

environmental protection and sustainable development concerns in the world today is faced with [2]. At every level of development in each country is trying to find the answers to these concerns. Meanwhile, countries Those have turned the economy and want to diversify their economy to save a single base in seeking to understand its ways or roads and new methods are created. Tourism and its economy modern times to in become part of the main pillars of sustainable development and the business world. Sustainable development of rural tourism as a branch is followed the resources and facilities in villages provide a way to exploit destructive impact on these areas had the lowest. In addition to upgrading the level of productivity in rural areas, strengthen and empower rural industries lead. Tourism is one of the methods that many

countries, especially countries that have the advantage in terms of location, have included it in their national development programs of national development through their own process expedites. Rural settlements, especially in third world countries that are close to 2/1 population in these countries there have with more acute problems such as, rural migration, low employment, low agricultural productivity, loss or lack of infrastructure facilities and services and Face [3]. However, a significant number of these species and an important element of attracting tourists Accommodations in terms of location, such as landscapes, ancient monuments, climate variability and social traditions. Tourism activities are appropriate areas for development. The rural settlement also involved with the above problems and areas for tourism development are good. The state of the economy, one based on a diversified and stable economy in their agenda is to put one of these programs is to develop tourism. Settlements and rural areas are conducive to the development of this sector of economic activity. Undoubtedly, to achieve that goal requires knowledge of the tourism process, classification approaches, policies and social work-cultural, environmental and economic factors, with a scientific background and knowledge of positive and negative effects of this phenomenon in the world and Iran, to choose a rational strategy with realistic planning and tourism management in the context of sustainable development and achieve a comprehensive [4]. The main objective of this paper reviews the different approaches and perspectives in relation to rural tourism development worldwide and provide the test patterns according to the results obtained with Iran is to fit them. The main question in this connection is that the role and impact of rural tourism development in rural development and rural development is sustainable?

Research Methodology: Research paper is a descriptive analysis using the library. Accordingly, the views and opinions contained in the texts in connection with rural tourism projects implemented in countries that are studied and compared. Finally, we examine various aspects of tourism development impacts. The first examines the concept of rural development and rural tourism is paid. Then three of a tool for rural development, rural tourism, policy for the reform of rural settlements, rural tourism, rural tourism as a tool for sustainable development and protection of natural resources in rural areas can be compared. Finally, track effects and consequences of rural tourism development, we examine the results summed.

Research Finding

The Concept of Rural Development: Today, tourism is considered as one of the most important components of development. Tourism is a significant factor in local construction and it can attract foreign investments [5]. Existing literature on rural development in the classical period and shows how the new course in Third World countries despite the values, belief systems and systems of government, two views on the planning of rural development: Improvement and transformation perspective view of the different goals of these views are taken into consideration in planning rural development, Accordingly, several different definitions of rural development. rural development, rural economic terms is not merely a change in circumstances, rather, a balanced social and economic development of areas with special attention to the maximum utilization of local resources and equitable distribution of benefits and wider development will follow. It is obvious that rural development involves a process of profound changes in the local community and most importantly the role of individuals. Studies in the field of rural development, including the International Labor Organization study, which started early 1970 on rising incomes among the villagers, the necessity to develop into more jobs, to satisfy people's basic needs, poverty and Emphasize. However to achieve these objectives and rural development theory, there are two categories:

- First category included comments that the development of agriculture for rural development as the main axis and on agricultural development emphasize
- The latter are concerned with agricultural development and emphasize the development of rural industries. On this basis according to policies in rural development programs with emphasis on agricultural development, industrialize the rural settlements, rural utilities and facilities and the physical and the physical implementation of projects. While assessments and studies showed that the development of agriculture or industry in the world, makes up only part of a comprehensive development which in turn just as large and comprehensive development at the national level is understandable. Regional developments of the comprehensive development of the other levels of national development are prerequisites for success.

Among the economic sectors in rural development has been less attention to the development of rural tourism. This section of sectors such as tourism, farm tourism as tourism replaced the first; second, green tourism, nature tourism, safe, 3 and 4 was introduced in 1980 [6].

Definitions and Concepts of Rural Tourism:

Rural tourism is a type of tourism that is based on scientific principles and issues and the concept is beyond thought and expression and much of the major recreational activities and tasks are included which may be compared to some other, more traditional mode may be performed in various environments. So obviously the simplest definition of rural tourism is to be the kind of tourism that occurs in villages and rural areas [3]. Rural tourism can be said of the review [7]. Ideally the concept of the soul and technically, the term in accordance with the activities, purposes and other features is palpable. However, rural tourism is an economic activity that depends on the village and its uses rural income source is named for the tourists. In many areas developed or developing countries, tourism is an important and valuable method to support and diversify the rural economy and the fading of the role of agriculture and increase rural wasteland, into tourism products in rural areas is a cash instrument. The bilateral relationship between rural tourism and its resources there [8]:

- Rural multi-purpose resource that many needs are met, such as tourism and have many benefits.
- Rural resource is limited and perishable.
- The planning and rigorous management necessary to minimize the use of different tastes and will ensure the continuity of rural resources [9].

In general, except for some uses such as agriculture and forestry are inseparable natural and rural community, while other needs such as housing and road construction, rural reserves reduce or completely destroy, The village is a resource that has different needs and should not interfere with other applications that need to resolve a in other words, whatever the most part, the other sectors are less able to exploit rural resources. Briefly be told the village there is a relationship between all the needs. The nature of this relationship is changing, especially the share of agriculture in creating employment and income declined, tourism has become an economic activity in rural areas is feasible and appropriate [10]. Today tourism as

new products and earn cash instrument is the cure all in rural communities Faced with economic problems. Still, by sector and tourism activities such as forestry, water supply and environmental protection is in progress not only an interaction between different sources of rural shows, but also a kind of mutual coherence between their shows [11]. Owing the success of rural tourism is environmentally safe and interesting village. Therefore it is necessary to properly manage all the different needs of rural areas and between them the balance and yet I was confident that the quality of its tourism resources and attractions that they are dependent, not less. It needs to understand the characteristics of rural tourism and the way that these needs can be met, it is important. Understand the needs of tourism planning and management of tourist flows is essential. Without accurate data and statistics that are relevant to the needs of present and future tourism, Governments, travel agencies and tour each of the operators will not be able, Tourism policy to run. During the nineteenth and twentieth-century rural tourism as a distinct and recognizable part of tourism appeared and developed as a result, it was easy to travel and transport and increased income and leisure time. However, because the village competes with new places and tourist attractions ranked, with the developments. Tourism has been requested by many people and demand is growing for the wealthy. Statistics show the important features of this application. Although a wide section of the hits were from a small class, but the number of domestic visitors a day are considered rural tourism, is very high [12]. Many tourists travel to the village by their personal attend informal and voluntary activities, they are popular places for tourists formally organized but few tourists are attracted to rural areas. Many tourists visit the village of motivation, interest is to experience the rural environment to participate in certain activities, so most of the tourist's experience of rural tourism businesses are this village is contrasted with modern urban life. However, this is a requirement for success in rural tourism the development of rural tourism is associated with the additional protection of rural resources. While words can be a defined rural geographic and cultural characteristics of communities and rural communities as Administrative work in the field of tourism in rural America has provided the following definition: "Visiting a place other than usual place of work and life outside the city limits of statistical standards, Apart from business activity in the area intended to be done the purpose of such visitors may

research, therapy, religion and Is. “In 1986, the Commission of European Communities, not just tourism or farm tourism, agriculture, all activities in rural areas but also rural tourism, rural tourism can be defined. In another definition, which refers to the activities of rural tourism through tourism activities, Such as providing accommodation, food and learning about the village and farm income for rural settlements makes its residents. A summary of the definitions provided in the definition can be provided for rural tourism: Rural tourism, including recreational and leisure activities is receiving any services such as food, accommodation [8].

Rural Tourisms Services: Although demand and rural tourism are two of the same coin, but there is nothing in common between them. Provides for rural tourism, including complex issues. Only include rural tourism attractions, facilities and recreational activities are not. Many of the visitors, the environment and an understanding of rural villages, are part of the tourism experience. In addition, part of rural tourism, which is owned by the private sector [13]. Become a multi-purpose resource and is vulnerable. But also in many public sector organizations that are involved. This section includes organizations with special responsibility for providing recreational facilities, such as national parks or tourist associations or rural development agencies. The public and private sectors, to meet the needs and expectations of tourists. However, it is necessary that rural tourism should be in proportion with the rest of the village’s needs, therefore, constructive communication and collaboration among organizations that are associated with this is essential [10].

Necessary Planning and Management Applicable in Rural Tourism: The early 1980s, rural areas in many developed countries where infrastructure developments that occur in national and regional economy, are influenced. Some areas have been able to reduce the problems of population, low employment levels and income, poor public services and to learn from rural and cultural identity, escape. Therefore, must accept the new policy to help rural communities to social and economic reform is needed [14]. Although more than a century of tourism in many rural areas there is and in many areas has been the main source of income and employment, but the vacuum in efficient planning of rural development policies for the acquisition and integration

of tourism is felt. Tourism plays an important role in regeneration and economic diversification in rural communities can play [15]. However, tourism can make to preserve and revitalize the rural environment. Therefore not surprising that many countries consider tourism caused damage to their rural areas. So as was stated in this section, planning and effective management is required to increase benefits from tourism development and losses or negative impacts of tourism on host communities, are reduced. This requires a planned and coordinated to ensure the account is that tourism, more a way to achieve balance and sustainable development in rural areas which is by no means the final solution. The participation of communities and all relevant organizations and initiatives beneficial to individuals and Tourism Management, all of the necessary elements are in the process of planning and management. In addition, this is a process that must continue [16].

Rural Tourism Marketing: Development of handicraft industry cannot be denied [17]. It seems impossible to achieve successful marketing of rural tourism. While some say thousands of rural tourism, rural production “of goods and services” made up public-private alliance that will provide a lot of people, not surprising that rural tourism marketing work seems impossible. Distribution of rural tourism products while the marketing of rural tourism are difficult it should also be stressed on the necessity. This phenomenon is due to the lack of organization in the context of rural tourism to occur [18]. The marketing and management methods in order to correlate the various components of rural tourism with the need for fans, it is important. Marketing activity that is usually associated with rural tourism industry is under consideration and the private sector are under the influence of a number of small companies and organizations that lack the financial resources, experience, or are interested in participating in marketing and in the public sector, priority should be marketing agencies that are involved in the development, such as forestry agencies or consulting services to be exposed, While these organizations with indifference to it regardless. However, marketing on the role of tourism as a means to revitalize rural areas, emphasis will and how the tourism market in the areas of local, national and international will be more competitive, as mentioned, a greater need for marketing in a manner that involves all levels of the tourism industry is being felt [16].

For example Asly and Liz as they say, if agricultural tourism sector to enhance its economic capabilities, greater awareness of marketing principles will be required for admission. In order to achieve such high barriers should be removed, recent experiences have shown that participation in an organized and effective, Favorable context for the development of coordinated policies that target companies are marketing provides. However, to infer the structures and practices that are appropriate in different areas of rural tourism should be more research done [19].

Comments and Views Relating to Tourism Development in Rural:

There are different views about the development of rural tourism. Some know it as part of the tourism market and believe it can be with other forms of tourism markets, such as tourism in the sun, sea tourism, tourism in coastal sand compared. Other aspects, rural tourism as a philosophy for rural development has been suggested that this approach has three important aspects. Tourism as a strategy for rural development is an attitude that reflects the characteristics of the rural environment. In the case of tourism as a policy tool for making known the rural economy. Some tourism as well as policy and as a tool for sustainable rural development has [14].

Rural Tourism as a Strategy for Rural Development:

Rural Tourism general solution for all the pains and problems of rural areas, but one of the ways that may have important economic effects can be slowed and an emptying of rural settlements and help reduce the migration of rural population a tourism development as a strategy for rural development is a relatively new idea that local policymakers in rural communities have realized the importance of this strategy, but do not have enough experience to run it [6]. A number of authors have done research on how the tourism industry of the movement remains open or may be deleterious effects on social and cultural values have. There is also a view that with the intellectual background for the development of rural tourism is an economic solution and cure.

On the other hand a more cautious approach to tourism as the opportunities for integrated planning process to minimize risks and maximize the development benefits that will be introduced. In a longer perspective, rural tourism as an engine of rural development has been introduced and it is presented for the following reasons:

- any export activity that is organized and developed, tourism is considered as a source of jobs and income. B) Rural Tourism unlike other goods, services and agricultural products such as food, activities, fishing products, garments and textile, construction and public works, transportation and insurance and so act as a generator for a large number of economic activities a. rural tourism should never forget that the chain of economic activities and services creates economic activity is not only simple step. C) Rural tourism, rural or natural phenomena that do not have any documents of value can be used with or resource extraction industries such as oil and mining to equality. D) Demand for rural tourism, crafts, traditional arts and activities that require more labor to raise. These activities are the same activities in the rural environment are desired. To the extent that rural tourism, the tourist outside the atmosphere absorbs the village economy, exogenous flows, the cost to the injection zone and also encourage traditional amplification multiplier effects. The other hand, consider that most rural development programs, to consider the following priorities:

Food Security in some rural areas,

- Partial loss of employment in rural areas,
- Improving the income and general quality of life in rural areas,
- Prevent the destruction of natural resources in rural areas,
- Increase the participation rate of rural population in determining their own destiny, Hence the development of tourism and its activities more and more attention to the development of rural tourism and covered all the areas mentioned above as well as rural tourism development are important goals [20].

While on the rural tourism of rural resources (such as cultural and social traditions, historic buildings, caves, weather conditions that do not exploit the potential for other economic activities) are used, tourism, even in rural settlements that are lacking in arable land mountainous areas have been exploiting the natural and cultural resources can contribute to rural development. Areas such as part-time and seasonal employment, creation of tourism infrastructure such as communication networks, water and electricity and Tourism activities are

necessary for the development of rural settlements and rural areas lead to the exploitation of these resources will [11].

Rural Tourism as a Policy Making in the Rural Settlements: Open building is a term that includes various social processes is economic. Again, the qualitative change from one organizational state to another state is a state enterprise. Open process of making such investment or investments or the default crisis is a crisis. The concept of making such a controversial system of thinking is the source of political and social enlightenment. The late 1960s and early 1970s interest in geography and political economy were thinkers, but a deep analysis, it is about 1980. Generally open construction the geographical focus is first on two important factors:

Into Place-Work space, 2) Invest: Secondly, the effects due to the construction of local and global levels. Due to the open construction of the existing literature on tourism's role in the construction of rural settlements shows the rural tourism as a strategy for the development of the past decade has grown and aims to respond to changes in agricultural policies and rural part of the change in thinking and tourism industry was operating. In the 1980s, several important changes in attitudes to tourism figures, said:

Firstly, it seems credible ideological tourism as an activity (entrepreneurship development without government subsidies), with capabilities for solving the problem of excess labor in various economic sectors. Secondly, the construction of rural tourism as a legal activity, even in areas that previously was not considered to have been involved in tourism activities. Changes of real growth in tourism policy making role of tourism in the village (and in fact the construction of the internal economy of cities) are originated. Thus the reform of the financial structure of Europe Union) EU (in 1988 and a general reform of agricultural policies (CAP) in 1992 to review various policies for the rural economy in Europe caused by EU member states. Reform the financial structure of Europe (EU) in 1988 to encourage development of mufti's pectoral and integrated policy and funding mechanisms to help develop the necessary infrastructure was provided. The 1991 program of social support with social and economic mechanisms and some executive programs, including actions related to tourism and local production and marketing of certain

foods were considered. Generally, in the 1990s because of tourism as an important part of planning policy making in Europe were: A) According to the Tourism Commission in 1992 Europe 5/5 percent of revenues are generated in Europe and 5/7 million and 10 million people working full time as a second job in this sector had employment activities. B) The transnational character of tourism jobs, which is Europe-wide network development policy. C) Cultural tourism in Europe that have been raised as a concern, to preserve the cultural integrity of Europe to the European concept that helps. D) May spread contamination across national boundaries and capital to places where environmental standards are low and where low cost is to be transferred. In fact, the main concern was the Europe Union in the areas of tourism; sustainable tourism development was introduced as a requirement. E) Finally, the concern of the social dimensions of poverty and employment, especially in areas that are not profitable, hopes to use tourism as a tool to generate employment and economic development at various levels to create an area Thus the LEADER 1 program as one of the most important strategies for rural development could be named the European Union, which began in 1991. The plan as part of the political solidarity of Europe, the European Commission on Agriculture for public guidance. In 1994 ended the first stage and second stage encompasses the years 1995-1999.

- LEADER As a final comment was intended to solve rural problems. In the design of new opportunities, including rural tourism, increased demand for local products, the demand for improved quality of life, retirement and rural population growth was considered. This project is still in the public sector and public sector rural tourism to be advertised for construction of rural economy. The LEADER initiative an important component of rural tourism development in the region is an executable program. The results of the initial stages of implementation of this program is to demonstrate that development of rural tourism products, especially in Southern Europe is very slow rural tourism is often due to economic, agricultural activities are considered for replacement, because these activities are faced with declining profits and requires improvement in the second and third parts of the economy [19]. The main reason for developing tourism in rural areas to overcome the low income levels, provide new job opportunities and

create social change in rural society. Given that activities such as agriculture, forestry and mining have traditionally been deployed in rural settlements and reducing these activities and due to technical advances that reduce the demand for labor is some officials tried to rural settlements that provide community services such as tourism leads to give their.

- Policies imposed by U.S. industrial companies, such as the elimination of industrial and transportation industries to focus on marginal areas and other countries, like Mexico and the Pacific Islands, caused who run the villages in need rebuild their economy. In America as a strategy for the construction of rural tourism and economic development of rural economy has been selected [13].

Rural Tourism a Tool for Sustainable Development and Protection of Natural Resources: Over the past several years, the concept of sustainable tourism development and there has been somewhat responsive to threats that tourism is dysfunctional. Sustainable tourism, tourism in most border check and the triangular relationship between the host community and its territories on the one hand, the tourists visiting the community and the tourism industry have established [12].

In the past, tourism was the first letter in this triangular relationship. Rural tourism with the aim of adjusting the pressure of the crisis, there is a triangle between the three sides to establish equilibrium in the long term. The purpose of this part of cultural tourism and minimizing environmental damage, providing satisfactory arrangements to provide long-term visitors and is the regions economic growth [13].

The way to gain balance and the balance between the growth of tourism and natural resource protection and maintenance needs. Rural tourism can contribute to economic diversification and sustainable development and creating employment and income should be the development of underdeveloped areas. Although very specialized and high income jobs are not related to this industry, the villagers are deprived of many benefits [7].

Sustainability Strategies Employed in the Tourism Sector and Small Industries: Employment activities are causing the tourism sector and small industries, a strategy for solving the unemployment problem in rural areas and

rural development are facilitated. Respect and trust to the ability of indigenous people in tourism and attract capital and revenue projects in these areas causes' villagers are able to appropriate the benefit of the economy and strengthen the foundations of sustainability of this activity.

Sustainable development of tourism through improving efficiency in the local community and reducing environmental impact and cultural as well as through increased quality, experience, tourists will be achieved [11]. Other items that are affected include the promotion of social culture and the environment, increase safety and health, sustainable economic development, job creation, investment, value added and enhance culture in the target markets. The stability of employment in the tourism sector and industry wisdom is recommended, the following be considered:

- Diversification of the tourism sector as well as ancillary activities to establish small scale industries.
- Establish a link between agricultural production and tourism in local development.
- Provides the background necessary to train specialists for the optimal utilization of the benefits of tourism.
- Encourage sustainable business behaviors and habits and culture of indigenous natural.
- Established companies furnishing hospitality and leisure and tourism, air travel and tourism services, airlines, Cultural Heritage, Handicrafts and Tourism Industry, medical tourism centers.
- Benefit from the national media and press with a variety of promotional programs to introduce the tourist attractions, culture and characteristics of Iranian deposits.
- Adequate financial support through the creation of credit funds with the aim of strengthening the competitive power of small and medium enterprises.
- decentralized management to small industries to take advantage of popular participation in development, design and equipment procurement and implementation of rural development, infrastructure and tourist facilities in terms of facilities and services and the use of partnerships private.
- According to certain patterns of behavior and knowledge about specific products comply with specific conditions of each village and each village tourism.

- Believed by authorities to expand employment in tourism and related industries as the most important and the most appropriate strategy for rural development. Support for revenue diversification activities can be achieved when directed toward the area of alternative activities based on local resources, especially forest villages who can develop their agricultural activities and providing new job opportunities for the workforce in the areas in which they live. Diversification of financial resources and income in order to create job opportunities for unemployed youth and women as they labor not given and hidden unemployment are also of great import [13].

CONCLUSION

Owes the success of rural tourism is environmentally safe and interesting village. Therefore it is necessary to properly manage all the different needs of rural areas and balance between them is and yet I was confident that the quality of its tourism resources and attractions that they are dependent, not less. Without accurate data and statistics that are relevant to the needs of present and future tourism, Governments, travel agencies and each of the operators will not be able to run tourism, tourism policy to run tourism for the revival and social diversity-cultural, rural areas and to improve the way it is growing. Interest in rural tourism holidays to be increased dramatically different. More tourists to rural freedom, comfort, space and rural recreation activities are optional and unofficial. Rural tourism development should be carefully planned and managed lest the resources that they depend on tourism to be destroyed. With regard to what was stated earlier, the aim of developing rural tourism can be considered in two dimensions:

- The purpose of responding to increasing demand for rural tourism development, urban population, to spend leisure time and recreation in rural settlements. This next summer in the suburbs and neighboring villages and cities that more true.
- The purpose of tourism development, rural development, rural settlements. Purpose of this paper is followed.

It seems that if I look at the view towards the city, namely the need for recreation and leisure in an urban community created, can be planned for rural development (with the aim of exploiting economic) can be used.

Service activities in rural areas for rural development led to the visitors. Although the focus on community-based rural development and sustainable tourism development as well as the need became more clear. The ultimate goal of all three perspectives, rural development (rural poverty reduction, unemployment and immigration problems and welfare services) is. Each of these approaches, despite the shortcomings and merits its own limitations and shortcomings have in common. Given the characteristics and features of each country and the rural area of one of these approaches or combination of them can be used. In other words, these views consistent with the construction of a place-its rural atmosphere should be said, given the diversity of habitats and rural country despite being common problems such as unemployment, immigration, low income and low productivity and can not be offered a single solution to fix them. Capacity to accept and tolerate the fact that all the country villages that visitors are not imported from outside the community and the cultural prejudices, religious beliefs, level of development, level of education between rural and urban, rural tourism will continue to accept different answers. On the other hand, the natural environment, economic activities and provide opportunities for tourism development can vary. The reason for the development of rural tourism in the country. Given the specific circumstances of each particular item of village and rural tourism, which offers different models is necessary. For example, rural tourism, which means it is religious, compared with rural tourism, which means it is sports, each with specific customers with specific behavior patterns and takes knowledge. Sunni religious Shiite villages in villages with different reactions in the face of our cultural show. Even in rural tourism, which has long been near a large city like Tehran in comparison with the distance from major cities and remote villages and large cities has different reactions against tourism development will. Capabilities are potential tourism and economic activities in villages, but employment levels are low, to reduce poverty, create employment and increase tourism revenue nature of attitude can be used strategically for rural development. While the issues and consequences of such development should also be noted. The history of tourism development and tourist villages have been accepted as part of their economy and tourism activities, environmental and cultural damage they had sought, Usually in our country due to lack of rural tourism development policies unfortunately have seen serious damage from tourism activities. In these cases can be used from the viewpoint of sustainable development.

This does not mean that every view is used exclusively in one area. The most optimal way, using a combination of rural tourism development theory with emphasis on space needs-location-rural economic and social field's admission.

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