



## The study of effective factors on development of tourism in Esfivard shourab rural district, sari

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**Abstract.** Tourism is a phenomenon which has various enterprises and employments. Addressing it can result in economic, social, cultural and political developments. Tourism has different varieties. One of its components is rural tourism. This kind of tourism is in relation to natural attractive (attractions) places, cultural and ancient in heritages which causes to revive the cultures and national and regional genuineness. Regarding Esfivard shourab rural district has various and tourism attractions, but because of lack of information to introduce the attractions to the tourists, this rural district cannot be included within the domain to attract rural tourists. Statistical population of this research includes all citizens of sari. Based on Morgan table, 384 of them were selected in simple randomized method and were directly questioned. According to the obtained results, the respondents evaluated the capacities of this rural district to attract the tourists as appropriate. But they had not significant information in respect of the attractions of this rural district. By correct (accurate) planning and notification, we can observe to attract more rural tourists in this rural district.

**Keywords:** Esfivard shourab rural district, rural tourism, sari

### 1. INTRODUCTION

Tourism is one of the most important activities of the contemporary (present) human, Along with creating enormous changes in the appearance of earth; it transforms political, economic, cultural positions and lifestyles of human-beings. Also, this issue as one of the very important factors in direction of cultural exchange and familiarity with other nations possesses various natural, cultural and... dimensions (aspects). One of the important kinds of tourism is rural tourism. Nowadays, it has allocated a very high position to itself in the studies related to tourism, (Karami Dehkordi et. al., 2012,99). Today, rural tourism is regarded as one of the important sectors in economic activities. It is frequently addressed from various views (perspectives) (Mirzayee et. al. 2009, 49). Rural tourism is also regarded as a component (some part) of tourism industry. By fundamental and appropriate planning and identification of the advantages and limitations of rural tourism, it plays an effective role in development of these regions and consequently, national development and variation of national economy (Eftekhari & Mahdavi, 2005, 1). Rural tourism is regarded as a process in rural development. Creating supplementary agricultural activities, it can provide a ground for rural economic and environmental development in respect of increase in income, employment and rural stable lifestyle which is followed by improvement in quality of life, balanced and appropriate distribution of services and facilities within the framework of regional and local development (pour Ja.dae et.al., 2012, 61). Rural tourism is one of the branches of tourism industry, regarding natural and cultural capacities available in the village. It can play an important role in reviving the villages, creating the employment and income for the villagers, protecting natural, historical and cultural inheritances and finally, rural permanent and consolidated development (Rezvani, 2008,1). In Iran, tourism is more influenced by domestic tourism which is dependent

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on rural tourism by itself. For this reason, in order to play the positive role of tourism in the process of rural development. It is necessary to address environment management, participation of local people, evident and solid rules, marketing, realistic and systemic planning in respect of rural tourism (Taleb et. al., 2008, 25). Proposal: rural district rural is a district where is of Esfivard shburbs of central part of sari, located in Mazandaran province. According to census in 2006, the population of this rural district is about 6603 households and 25400 persons. Regarding Esfivars shourab rural district is located at central part of sari, its distance from sari is not very much. But because of lack of awareness and correct agenda (propagation) to introduce this rural district it is not known significantly for some native (indigenous) people and the tourists of this region Esfivard shourab rural district consists of a set of large and small villages. Each of these villages has the potential and power to attract rural tourists whether naturally or historically. Due to lack of awareness of tourists in respect of these villages where possess cultural, religious, historical, indigenous (native), etc. attractions, those are not addressed significantly, one of the advantages of this rural district is that, most villages of it are located near sari. Consequently, rural tourists will have no difficulty in terms of access to the attraction.

Also, there are some obstacles and limitations in this respect which can be refereed (indicated). One of these obstacles is to reside tourists in a calm and cheerful don't exploit such an environment or sometimes, tourists don't find some place for residence. This causes tourists go out from the village and/ or rural district and ultimately, they will have no profit for the residents of this rural district. Also, its access way (road) can be indicated which can remind perfectly a negative view and idea in the mind of an explore when trip in this way is followed by danger. All these problems cause tourists have not enough satisfaction with their trips and perhaps, they will have negative agenda (propagation) and effects on other tourists. This research seeks to identify the effective factors on development of rural tourism and the obstacles and limitations which this rural district faces with them.

### **Theoretical essentials and Research background Definitions and concepts.**

Rural tourism as a social-recreational activity was emerged in England and Europe during second half of eighteenth century. Before that, rural districts had been sued for recreational activities, but participation in these recreational activities was restricted to superior classes of the society. During nineteenth (19<sup>th</sup>) and twentieth (20<sup>th</sup>) centuries, due to transportation development and transport facilitation, access to village became easy. Rapid growth in demand for rural tourism began in 1945. Of course, during the same time (simultaneously), rural tourism observed prominent growth and international tourism witnessed population growth (development). Increase in demand for rural tourism resulted to tourism development to some extent (sharply, 2001, page 53). The thought for establishment of rural tourism in order to visit rural districts including recreational goals (purposes), was initially generated because of industrialization and rapidly urbanization of western societies during 19<sup>th</sup> century, besides some factors such as development of transport, increase in income (earnings) and leisure times and created this possibility until more persons will visit the suburbs (sharply, 2001, page 4). Rapid growth of demand for rural tourism began in 1954. Of course; at the same time, rural tourism observed a prominent growth (development) and international tourism encountered with population growth. Increase in demand for rural tourism resulted in tourism development to some extent (ibid, page 53). Rural tourism includes the activities and different kinds of tourism in different rural environments containing positive and hidden effects for the village environment, human and nature (saghayee, 2004, 112). Addressing the issue of rural tourism was developed since 1950s. during 1960s and 1970s, it was addressed more by farmers and local societies in respect of rural tourism economy, (Qaderi, 2003, 126). Generally, rural tourism is important in two aspects: first, as a world wide activity and second, its role in development of regional and local policies. For the same reason, it is reasonable to accept that there is no acceptable and general (public) definition of rural tourism (Rahimi, 2002, 226).

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**Table 1-** " kinds of rural tourism"

kinds of rural tourism	Motivation of trip
Natural	It is formed in interaction with Natural- ecological attractions.
Cultural	It is regarded in relation to culture, history, cultural and ancient heritages of rural peoples.
Eco-ecology	In addition to natural attractions (river. Natural ecosystems, seasonal lake and mountainous place). It closely relates to the life, normalities and social customs of rural people within the domain of interaction and transaction with natural attraction.
Village-based	In this kind of tourism; residing in rural villages and participating in economic and social activities of village, tourists enjoy the experience of living in rural villages.
Agricultural	participating on traditional rural agricultural activities. Without creating negative out comes (consequences) in the ecosystem of the host district, tourists enjoy the possibilities of participation in rural agricultural activities.
Farm	In this kind of tourism; residing in the farms, tourists enjoy all natural attraction sand recreational activities in rural districts besides participation in economic and agricultural activities related to the farm.
Recreational	For spending holidays (vacations), recreation. Resting and using warmer or cooler weather.
Therapeutic	with medical- therapeutical goals and using clean weather (climate).
Pilgrimage	By motivation of satisfying spiritual and material (worldly) needs and desires
Exercise	For the purpose to use appropriate climatic conditions for some sports in some rural districts (areas).

[sepehr Doust, 4, 2011]

**Table 1.** A summary of studies performed in respect of rural tourism:

Researcher and year	Topic (subject)	Results
Efrekhari & Mahdavi (2005)	Strategies for rural tourism development using swot model of small lavas an rural district.	Empirical analyses in the studied district show that vulnerability threshold of rural districts is very high because of tourism. It requires to inspect and present appropriate policies to remove the limitations and to use the available relative advantages.
Pour- Ja'far et.al., (2008)	Super- analysis of the evaluation of procedures for rural tourism development with an emphasis on the analysis of swot strategic factors	Strategic approach in the procedure of analysis of swot strategic factors can provide an efficient background in the area of planning, designing and executing in rural tourism development by enjoying multilateral view to (sight) at the flexibility of variables and components of rural tourism.It should be evaluated within the framework of current social, economic, environmental and political structure of Iran.
Moafi & Safhfhayee (2008)	An analysis of rural tourism surrounding metropolitan cities, case study of the metropolitan city of Mashhad.	The area of tourism influence in the metropolitan city of Mashhad is about 43.20 km. The villages possessing tourism capability within this radius, as recreational places surrounding the metropolitan city, shape the product of rural tourism.
Table et.al., (2008)	Theoretical essentials of participation of rural community (society) in rural tourism planning in Iran.	First; using documental and library methods, it is addressed to study (review) the conceptual literature and theoretical essentials of this area. Then, tegarding the characteristic of rural- tourism communities, it has presented a theoretical model proportional to rural tourism planning in Iran.
Qanian et. al., (2009)	Analysis of rural tourism aspects (dimensions) with gender procedure (approach) from the view of host society. Case study of ouraman district.	It represents the difference between men and women's views towards the reasons for agreement with the presence of tourists, motivations for participation and change in social roles of women due to the development of activities related to tourism regionally. Also, the results show the formation of native (indigenous) structure in activities related to tourism which today, it is known as innovative tourism in the world.
mirzaee (2009)	The effect of rural tourism development on the employment in ouramanat district, kermanshad.	According to the findings of research, rural tourism provides the ground for seasonal employment in this district, particularly in spring and attracts the employees of other economic sectors and particularly, economic sector towards itself.

Soleymanb Harouni et. al., (2001)	The attitude of the residents of rural tourism districts towards the outcomes (consequences) of rural tourism	The correlation between the variables shows a positive and meaningful relationship between the variable of the residents' attitudes and the variables including the age, income, the level of dependence on tourism, the level of relationship with tourists and understanding the effects.
SaghaHayee & Alizadeh (2010)	The assessment of possibility for rural tourism product in paveh county	It is prioritized within the framework of main (Primary) components model. Also, the performed studies were evaluated within the framework of Ms-swot model. They were examined in the desired parameters within four issues including the strength, weakness, opportunity and threat.
Karami Dehkordi & Kalantari (2011)	Identification of the problems of rural tourism in the province chehar-Mahal & Bakhtiari using fundamental theory technique.	This province is followed by infrastructure problems, problems in marketing, hygiene and health, weakening cultural attractions, lack of correct understanding about tourism, lack of motivation in local authorities, ethnical-tribal biases, lack of planning as well as research and supervision, the problems related to human resources, tourism problems and the issue of government, and the problems related to handicrafts.
Ghanian et. al., (2011)	Spatial evaluation of entrepreneurship in rural tourism, case study of ouraman district.	The findings indicated that some factors such as interest in establishment of economic agencies related to tourism, establishment and spread of local production networks among the enterprise owners, and the existence of suitable security regionally (at the level of region) have higher security and position for the entrepreneurs and other factors related to entrepreneurship space.
Karami Dehkordi et.al.,(2011)	Analysis of effective factors on development of rural tourism from the perspective (view) of the villagers of the province chehar-mahal & Bakhtiari.	seven factors including governmental planning, participation, cultural and social, economic, hygienic and environment, security and tranquility and propaganda and efficiency described totally 72.04 percent of the variance of effective factors on tourism development in this province. Also, the results obtained from multiple regression showed that six variables including governmental planning factor, participation. Cultural and social, economic, hygienic and environment, security and tranquility are introduced into the transaction in six steps. In total, they described 67.21 percent of changes of dependent variable of research.
Qaffari et. al. (2011)	Classification and planning of rural tourism spaces of central part of Bouer Ahmad:	Research domain enjoys multiple and various natural, cultural and historical attractions in tourism development. But the distribution of services and establishments in the foci (focus) of rural attraction imbalanced and inappropriate with location and spatial position. Therefore, executive strategies were presented to develop the spatial structure and organization dominant on rural tourism domains which was recommended (Suggested) for each of the levels, equipment's and infrastructures proportional to it.
Qobadi et. al. (2011)	The study of the situation (position) of rural tourism in the village khanghah in view of the resident villagers; using fundamental theory.	This village has different problem such as lack of infrastructure and welfare possibilities, lack of correct understanding by the villagers and authorities in respect of rural tourism, weakening of cultural attractions of the village, lack of correct (accurate) and on-time information network, lack of enough support and attention by the government and on the other hand, it has some limitations such as climatic changes and lack of precise statistical information.

**Introduction of research domain and research methodology:**

Sari is one of the cities of Mazandaran province. As the centre of the province, it had a population including 495360 persons according to general people and house census in 2006. Out of this number, 273972 persons reside in urban areas and 221388 persons are resident in rural districts. Totally, 16.8 percent of the population resident in the province live there. Population density in this county is 132 persons per square kilometer which is more than the province density in this county possesses 15 rural districts. 33 villages lie in Esfivard shourab rural district Esfivard shourab rural district is a rural district belonging to the suburbs of central

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part of Sari in Mazandaran province. According to census in 2006, it had a population about 25400 persons within 6603 households.

Characeristics of Esfivard shourab rural district	
Province	Mazandaran
County	Sari
Sector (section)	Central part of sari county
Population	25400 persons- census in 2006

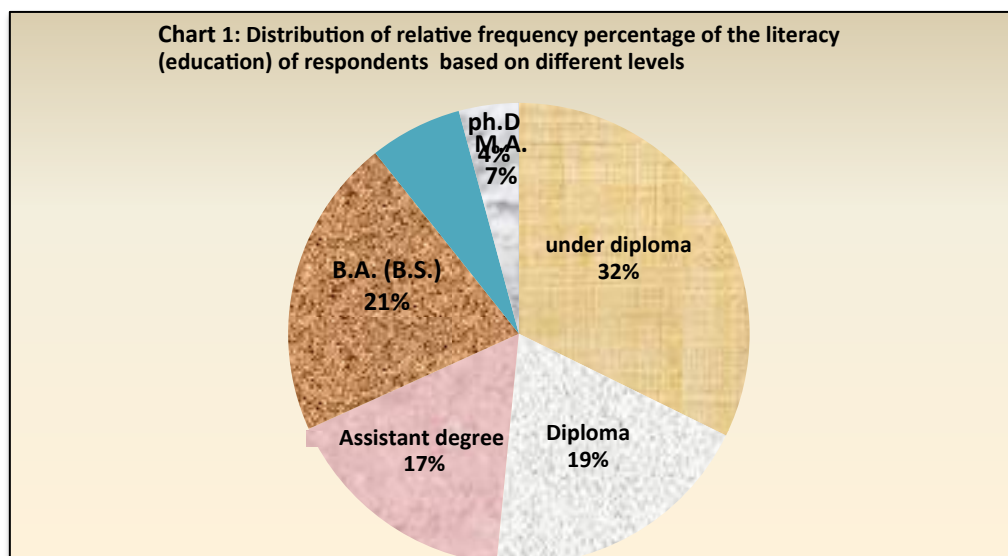
Source: Iran's statistics centre, General people and house census in 2006.

This paper was adapted from a research which was performed during a collegiate (university) project. According to the nature, topic (Subject) and goals which are predicted for it, it is of descriptive- analytical kind and of applied researches. Since the tools including the questionnaire and interview are used for the required data collection in this research; therefore, from another angle. This research can be regarded as a survey research. The required data was collected in two forms: Documental (library king) and survey. Statistical population of this research includes all residents of sari who travelled to visit the villages of this rural district due to different reasons. Because the precise (exact) number of them is not clear, 384 samples were selected in simple randomized method based on Morgan & Jersy chart. They were directly questioned tool. The variables of this research are the available capacities in this county to attract the tourists. Using spss software and implementing (applying) non- parametric binomial ration (proportion) test, the relationships between these variables were tested.

### Description of research Finfings

1) In this research, the greatest frequencies were constituted by men and women at the levels of 58.3 percent and 41.7 percent, respectively. Research results in respect of the age of respondents showed that more than 53.7 percent of respondents were in the age rengen of 20-40 years old.

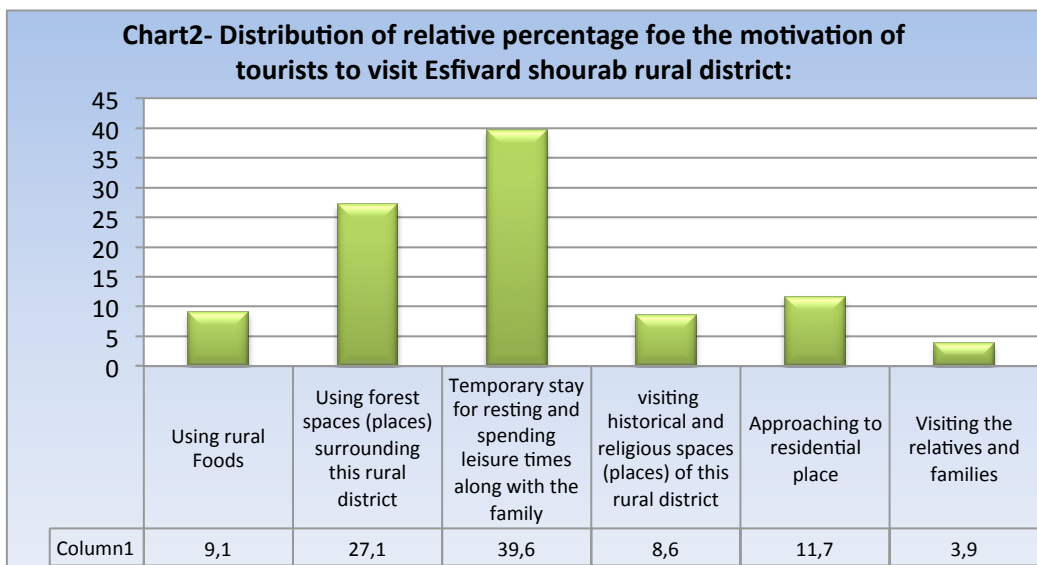
2) The study of research results showed that most respondents had degrees between diploma to B.A. (B.S.) degree with 51.1 Percent and least respondents had educational degrees at the level of ph.D. with 4.2 percent. 32.3 percent of respondents had education under diploma. 6.5 percent of them had education at the level of M.A. (M.S.) degree.



3) Regarding the research findings, it was determined that most respondents had official jobs (employee and retired) with 38.5 percent. Then, the highest ration of clients was for the students and/ or university students with 22.7 percent. Those with free jobs constituted 21.1 percent. Then, householders with 10.9 percent and unemployed persons with 6.8 percent constituted this sample.

4) The results showed that 32.3 percent of respondents were single and 67.7 percent of them were married. The highest household members were constituted by 4- person households which their share was 40.4 percent. After it, 3- person households with 29.2 percent, 5- person households with 16.1 percent and 2- person households with 7.6 percent and then, the least of them, i.e., more than 5-person households with 6.8 percent allocated the share of clients to themselves.

5) Research results show that 39.6 percent of visitors, who are 152 persons, expressed that their motivation to visit this rural district is temporary stay for rest (relaxation) and spending leisure times along with the family. 27.1 percent selected to use forest spaces surrounding this rural district. 11.7 percent preferred to be close to their residential place. 9.1 percent selected to use rural foods. 8.6 percent selected to visit historical and religious spaces (places) of this rural district. 3.9 percent selected to visit the relatives and families who are 15 persons.



**Testing the hypotheses and Analysis of research findings:**

**Examination of normality of research variables**

**Table 2.** The results of one- sample Kolmogorov smirnov Test to examine the normality of data distribution One – sample Kolmogorov- smirnov Test.

Hypotheses  Parameters		Dependent variable:	Independent variables:						
			Appropriateness of roads for access to the villages of this rural district.	Existence of cheap residences adjacent to (near) tourism attractions of the rural district for tourists.	Performing enough propaganda to introduce the attractions of rural district regarding its adjacency to sari-Qaemshahr autobahn.	Existence of local small markets for direct supply (delivery) of rural products.	Existence of reception and sport halls within the domain of villages surrounding sari-Qaemshahr road to ensure tourism of the district.	Existence of forest places adjacent to the villages surrounding the rural district for tourists.	Enjoying the basin (artificial ponds to keep farming water) surrounding the villages of rural district in order to attract tourists to spend their leisure times during holidays for fishing and
N:		384	384	384	384	384	384	384	384
Normal Mean:		4.0807	4.1641	4.2604	4.2474	4.1875	4.2737	4.3620	4.4036
Parameters std. Deviation:		1.00715	0.91786	0.88498	0.92471	0.93733	0.95907	0.84373	0.85674
Most Extreme Absolute:		0.244	0.262	0.275	0.284	0.260	0.299	0.322	0.347
Differences:	Positive:	0.181	0.181	0.202	0.208	0.193	0.224	0.225	0.244
	Negative:	-0.244	-0.262	-0.275	-0.284	-0.260	-0.299	-0.322	-0.371
Kolmogorov-smirnow z:		4.783	5.142	5.387	5.572	5.097	5.861	6.312	6.809
Asymp. Sig. (2-tailef):		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

As the results of table 2 show, the value of z in Kolmogorov- smirnov test for all variables related to the research hypotheses was less the value of z in the table. The significance level was more than the allowed error (0.05). Therefore, the difference of data distribution for all hypotheses became meaningful (significant) with normal distribution and the distribution of research data cannot be assumed as normal.

**Evaluation of research hypothesis**

**Primary (Main) hypothesis of research:**

It seems that rural capacities of Esfivard shourab rural district are not appropriate to attract the tourists. **H1**

It seems that rural capacities of Esfivard shourab rural district are appropriate to attract the tourists: **H0**

**Table 3.** Results of binomial test to compare the frequency of answers less than average with the average and higher than average answers in respect of the available capacities in Esfivard shourab rural district to attract tourists to this rural district:

		Category	N	Observed prop	Test prop	Asymp. Sig. (2-tailed)
Rural capacities Of Esfivard shourab rural district of sari to attract tourists	Grop 1	<=3	86	0.22	0.50	0.0009
	Grop 2	<=3	298	0.78		
	Total		384	1.00		

a. Based on Z Approximation.

Since data distribution is not normal in this hypothesis; therefore, non- parametric binomial ration distribution was used to test this hypothesis. The results of table 3 show that the frequency of answers (responses) less than the average was 86 (22 percent) and the frequency of answers (responses) more (higher) than the average level was 298 and/ or 78 percent. Regarding significance value was less than 0.05; therefore, the frequency difference of two groups of answers (responses) was meaningful (significant) at the level of 99 percent. For this reason. H1 hypothesis which expresses that rural capacities of Esfivard shourab rural district atr not appropriate to attract tourists, is rejected and the opposite hypothesis is confirmed (accepted).

**Table 4.** Results of Freedman's classification (ranking) test to comare the available capacities in this rural district to attract the tourists towards this rural district.

Possibilities (facilities)	Mean	Freedmans average rank	Chi – square	Freedom degree	Significance level
-Appropriateness of roads to access to the villages of the rural district.	3, 65	6	55, 913	6	0.000
-Existence of cheap residences adjacent to the tourism attractions of rural district for tourists.	3, 94	4			
-performing enough propaganda to introduce the attractions of rural district regarding its adjacency to sari – Qaemshahr autobahn.	3, 94	4			
-Eexistence of local small markets for direct supply (delivery) of rural products.	3, 78	5			
-Existence of reception halls and sport salons within the domain of villages surrounding sari – Qaemshahr road to fill out leisure times of sari s people.	4, 09	3			
-Existence of forest areas adjacent to the villagds suuounding the rural district to attract tourists.	4.21	2			
-Enjoying the basin (artificial ponds for keeping farming/ agricultural water) surrounding the villages of the rural district to attract the tourists to spend their leisure times during holidays for (as) fishing and boating and ....	4.39	1			

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A very essential (fundamental) points in this research is the priority of available capacities to attract tourists towards Esfivard shourab rural district in sari. Analysis results obtained from the comparison of available capacities in rural district which its data is presented in table 4, show that out of respondents, the highest priority belongs to the existence of basin (artificial ponds for keeping farmland / agricultural water) surrounding the villages of rural district in order to attract tourists to spend their leisure times during holidays for fishing and boating and ..., with the mean of 4.39. the least important (the slightest) capacity which causes motivation for the tourists to refer to it, was the existence of roads with appropriate access to the villages of this rural district, with ranking mean of 3.65. this shows that by virtue of the existence of basins (ponds) and water dams for fishing and boating, tourists can fundamentally be attracted by this rural district.

According to research results, the improvement of accessing roads cannot have a significant effect on the attraction of tourists towards this rural district. since essentially due to very short distance between this rural district and sari distance between this rural district and sari (5 – 10 kilometers), it has not significant role in decisions of tourists for referring to it to exploit its tourism capacities.

**Table 5.** Results of Kolmogorov – smirnov test to examine the normality of data distribution  
One – sample kolmogorov – smirnov Test

Hypotheses  Parameters	Dependent variable:	Independent variables:							
		Imam zadeh 3 – tan & saghgha – nefar and ancient hill of the village machak posht & Tirkola	Imam zadeh 7 – tan & zahhak hill of the village sangrizeh &	Large market of fish sellers located at sari – Qaemshahr autobahn	Imam zadeh seyed Abdollah and ancient hill of Din- keti (colonel Boz,rg- mehr) in pasha – kola.	Bicycling piste and 600 – person hall (salon) in mahforojak village.	Sanitarium for myrmidons of imposed war in Farhangian town.	Imam zadeh seyed Qasem in the villag kordkheil, sorkh – kola and Farhangian town.	
N:	384	384	384	384	384	384	384	384	
Normal Mean:	2.9844	2.5938	2.7839	3.6849	2.2943	2.6276	3.4271	2.7734	
Parameters std. Deviation:	1.52183	1.40181	1.25690	1.29960	1.31247	1.23456	1.47915	1.32784	
Most Extreme Absolute:	0.228	0.190	0.223	0.213	0.218	0.231	0.231	0.215	
Differences:	Positive:	0.228	0.190	0.223	0.156	0.218	0.231	0.156	0.215
	Negative:	-0.207	-0.149	-0.138	-0.213	-0.162	-0.122	-0.231	-0.137
Kolmogorov-smirnow z:	4.473	3.722	4.373	4.173	4.275	4.524	4.531	4.207	
Asymp. Sig. (2-tailed):	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	

As the results of table 5 show, the value of z in Kolmogorov – smirnov test for all variables related to this hypothesis is less than the value of z in the table. Significance level was more than the data distribution for all variables became meaningful with normal distribution. Data distribution related to this Hypothesis cannot be assumed as normal.

**First Hypothesis**

It seems that tourists have not significant information in respect of the attractions of this rural district. **H1**

It seems that tourists have appropriate information in respect of the attractions of this rural district. **H0**

**Table 6.** Resulte of binomial test for comparison of the frequency of answers (responses) less than the average with the average and higher than average answers (responses)in respect of the level of familiarity of tourists with tourism attractions of Esfivard shourab rural district :

Binomial Test						
		category	N	Observed Prop.	Test Prop.	Asymp. Sig. (2- tailed)
Level of information and familiarity of tourists with Esfivard shourab rural district	Group 1	<=3	282	0, 73	0. 50	0. 000 a
	Group 2	>3	102	0, 27		
	Total		384	1, 00		

A. Based on z Approximation.

Since data distribution of this hypothesis is not normal; therefore, non – parametric bi – nomial ratio distribution is used to test this hypothesis. The results of analysis related to this hypothesis which are reflected (presented) in table 6, show that the frequency of answers (responses) less than the averagore e is 282 cases (73 perecent). The frequency of answers (responses) more than the average level is 102 cases and / or 27 percent. Regarding the value of significance level is less than 0. 05 ; therefore, the frequency difference of two groups of responses at the level of 99 percent is meaningful in this hypothesis. for this reason, zero hypothesis (Ho) which expresses that tourists have appropriate information in respect of the attractions of this rural district is rejected and the opposite hypothesis (researcher hypothesis) is confirmed / accepted.

**Table 7.** The results of freedmans ranking test for comparison of the level of familiarity with the attractions of this rural district :

Possibilities (facilities)	Mean	Freedmans average rank	Chi – square	Freedom degree	Significance level
Imam zadeh 3 – tan and sagha – nefar and ancient hill of the village Machak posht & Tir – kola	3, 55	6	285, 044	6	0.000
Imam zadeh 7 – tan and zahhak hill of the village sangrizeh & Teloubagh.	3, 97	3			
Large market of fish sellers in sari – Qaemshahr autobahn.	5, 04	1			
Imam zadeh seyved Abdollah and ancient hill of Din – keti (colonel bozorg – mehr) in pasha – kola.	3, 16	7			
Icycling piste and 6000 – person salon (hall) in the village Mahforojak.	3, 67	5			
Sanitarium for myrmidons of imposed war in farhangian town.	4.70	2			
Imam zadeh seyved Qasem in the village kordkheil, sorhk – kola and farhangian town.	3.91	4			

A very essential (fundamental) point in this research is the prioritization of the level of tourist familiarity with this rural district and its attractions. Analysis results of the comparison of the available capacities in this rural district which its data is presented in table 7, show that out of 7 tourism attractions available in this rural district, the highest level of respondents familiarity was with large market of fish sellers sari – Qaemshahr autobahn with the mean of 5.04. the least level of familiarity with religious and cultural places was Imam zadeh seyed Abdollah and ancient hill of Din – keti (colonel Bozorg – mehr) in the village pasha – kola with ranking mean of 3.16. this shows that tourists are fundamentally (mainly) attracted towards this large market of fish sellers located at sari – Qaemshahr road.

## **2. DISCUSSION AND INTERPRETATION**

Each country, province and / or county can enter tourism field by an appropriate attempt in the field of tourism. In this way, it can help the growth and flourishing and enhancement of its foreign (exchange) earning. Achievement of earnings which are obtained through tourism for the societies need planning and providing suitable (appropriate) infrastructures which fundamentally include residential establishments, reception, transport instruments, communicative roads, communications as well as cultural conditions dominant on the region. Regarding natural and cultural attractions of Iran, there is still a very far distance between economic tourism and its real (true) position. the most important natural and cultural attractions exist in the villages. Because of nice perspective of the virgin nature, rich culture and historical, virgin nature, rich culture and historical, religious and ancient places, the villages can be tourism pole of each county.

Findings of this research showed that current situation (position) of infrastructures and possibilities (facilities) of the villages is effective on tourism development of Esfivard shourab rural district in sari. undeniable effect of the infrastructures on tourism development was reported by different researchers. these reports represent not providing the infrastructures in different tourism districts (regions). In this relation, karami Dehkordi and kalantari (2011) in a research titled as, ' Identification of rural tourism problem in chehar – mahal & Bakhtiari province using fundamental theory technique ", expressed that this province is followed by problems in infrastructure, marketing, hygiene and health, weakening cultural attraction, lack of correct understanding about tourism, lack of motivation (incentive) in local authorities, ethnical – tribal, lack of planning as well as research and supervision, problems related to human resources, tourism problems and the issue (matter) of government and problems related to hand crafts. pour – Jafar et. al. (2008) in a research titled as " Hyper analysis of the evaluation of the approaches of rural tourism development with an emphasis on the analysis of SWOT strategic factors ", expressed that strategic approach in the procedure of the analysis of swot strategic factors can provide an efficient background in domain of planning, designing and executing in development of rural tourism, enjoying multilateral and flexible view on the variables and components of rural tourism. It can be evaluated in the current social, economic, environmental and political structures of Iran. Qobadi et. al. (2011) in a research as " the study of the situation of rural tourism in the village khanghah from the view of villagers, using fundamental theory " reported that this village has some problems such as lack of infrastructure and welfare possibilities (facilities), lack of correct understanding of villagers and authorities about rural tourism, weakening cultural attractions of the village, lack of existence of correct and on – time information network, lack of enough support and attention of government and on the other hand, it has some limitations such as climatic changes and lack (absence) of precise statistical information. Eftekhari and Mahdavi (2005) in a research titled as " Approaches of rural tourism development using swot model in small lavasan rural district " expressed that empirical analyses in the studied district (region) show that vulnerability threshold of rural districts are very high due to tourism and presentation of appropriate policies in order to remove the limitations and using the available relative advantages.

This important point was also described by karami Dehkordi et. al. (2011) in their research titled as " Analysis of effective factors on rural tourism development in view of the villagers of the province chehar – mahal & Bakhtiari, seven factors including governmental planning, participation, cultural and social, economic, hygienic and environment, security and tranquility, propaganda and efficiency described totally 72.04 percent of the variance of effective factors on tourism development in this province. Also, the results obtained from multiple regression showed that six variables including governmental planning factor, participation, cultural and social, economic, hygienic and environment, security and tranquility were introduced into the transaction in six steps and described totally 67. 2 percent of changes in dependent variable of research.

It is obvious if a country intends to be successful to absorb (attract) tourists, it should have appropriate infrastructures tourism such as transportation roads (ways), places for resting and residence, food, journey and shopping and / or invest on it. Introduction of rural tourism capabilities which are fundamentally natural and cultural blessings, has a very important role in tourism development. There is counterplay between tourism and economic development of villages. However, the vulnerability of villages from tourist populations should not be forgotten. Qaffari et. al. (2011) in a research titled as " Ranking and planning of rural tourism spaces of central part of Boyer Ahmad county " expressed that the research domain enjoys various and multiple natural, cultural and historical attractions in natural, cultural and historical attractions in tourism development but the distribution of services and establishments in the foci (focus) of rural attraction are imbalanced and inappropriate with the location and spatial position. therefore, executive strategies in development of spatial organization and structure dominant on rural tourism domains were presented and the equipments and infrastructures proportional to it were suggested (recommended) for each of the levels.

### 3. RECOMMENDATIONS (SUGGESTIONS) BASED ON THE RESEARCH RESULTS:

- -Notification through installation of Billboards on entrance ways (entries) of sari in order to conduct tourists.
- -Awarding the patent (allowance) and credit loans to rural district governors for preparation of rural tourism spaces for attraction (absorption) and settlement of tourists (passengers).
- -Establishment of rural water parks in basins (pond) near to the original communicative roads of the county for simple access of tourists to these spaces.
- -Holding festivals of local (indigenous) foods cooking in (tourists) tourism destinations.
- -precise introduction of ancient works and pilgrimages of this rural district through different media.
- -Improvement of appropriate roads for access to the villages of this rural district.
- -Establishment of cheap residence places adjacent to tourism attractions of this rural district for tourists.
- -performing enough propaganda to introduce the attractions of attractions of rural district regarding its adjacency to sari – Qaemshahr autobahn.
- -Creating local small market for direct supply (delivery) of rural products.
- -Establishment of reception halls and sport (surrounding sari – Qaemshahr autobahn to fill out leisure times of sari's people.
- -Establishment of forest park adjacent to the villages surrounding the rural district to attract (absorb) tourists.
- -Equipment of the ponds surrounding the villages of the rural district to attract tourists to spend their leisure times during holidays for fishing and boating and ....
- Executive suggestions (recommendations) of research :
- -preparation of comprehensive rural tourism plan in sari and determination of target villages to realize the research – based suggestions (recommendations).

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- -Repairing the access roads and / or its re – establishment.
- -protection of rural farming (agricultural) and / or natural lands against the destruction by tourists.
- -Refusal of selling farming (agricultural) fields to the tourists.

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