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**Original article**

**Rural tourism, appropriate, sustainable development, based on strategic models of SWOT (case study: rural of shian castle in Islamabadgharb district)**

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ABSTRACT

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Rural tourism is one of the relatively new field in rural sustainable development, which could bring new opportunities and possibilities, especially for rural employment and income, to provide an effective role in the restoration, and modernization in rural areas, to play. Islamabadgharb district, despite capability, and enormous tourism potential remains unfamiliar tourists, attractions Therefore, the sample rurals of the district, and plans tailored to specific geographical conditions, it seems to be necessary. The study ahead, try it, while explaining the principles and concepts of rural tourism, and its close connection with the issue of sustainable development in rural areas, with emphasis on library research, conceptual analysis and strategic model, SWOT, to introduce tourism attractions and potentials, in the rural castle of Shian, has been paid. Based on these results, despite the mild weather, hospitality and openness of the people of the rural, Shian Dam, the Temple of Shian, located near Karbala way, the strengths and capabilities of Rural Tourism in Shian Castle is.

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## 1. Introduction

Iran's natural resources, among the top 10 in the world, which can, from the effects of tourism in reducing the problems of unemployment and economic income benefit, but according to statistics, in Iran the opportunity to benefit is not sufficient . So that, alone among Muslim countries, has ranked tenth (Abolhassaninezhad, 2003). One of these sources, which can convert many threats to opportunities, resources, tourism in rural areas is, in general, rural tourism should be free, as a way to achieve rural development be used. In recent years, tourism, and reflections on the economics of it, in terms of a broad, globalization the world economy, has occurred (Sugiyarto & orther, 2003). in the field of rural tourism, among experts and professionals in tourism, consensus exists no, and different definitions have been proposed in this regard ., some experts in tourism, on the outskirts of the district, occurs as rural tourism. (Rahimi, 2002). tourism, is an ancient phenomenon, which long, there have been human societies, and gradually in different historical stages, the position of technical, economic, social and industrial, which currently has (Karegar, 2007). rural tourism as an approach in order to better the lives of rural people, and rural development is proposed, the government's goal of creating an income supplement for farm incomes, and employment is. (Ghasemi, 2009)., in 1986, the Commission of the European Communities, rural tourism, not only in the fields of tourism, agriculture and tourism, he said, but a variety of tourism activities in rural areas in the definition of rural tourism, included (Qaderi, 2004).

Development of a multi -dimensional concept, and has a time value. The current development is multidimensional and complex in its reorganization and orientations of different economic systems - social, carries . In addition to improving the productivity and earnings, involve fundamental changes in institutional structures, social, administrative and public attitudes and opinions image is developed, in many cases, even the habits and customs, and beliefs of the people in covers (lehman, 1979) ( quoting Azkia, 2005). The definition of the development, improvement and fundamental changes in traditional structures, stresses, but a concept that should be noted is that the development and transformation, should be such as to make all aspects come together in unity, and future generations and the environment in the development be considered . What sustainable development, special attention is given .

The main principles of the proposed development is to be inclusive of the elements include:

- 1-Empowering people
- 2- People's basic human rights
- 3-No Compare among the people and places

Thus, development and overall national development must take into account these three elements, and are the focus of three elements . In fact, the development of which is a triangle, where people are headed, and the other vertices, and the nature of activities are subject to the human environment and human activities ( Firouznia - Eftekhari, 2003 ). Below are the three main pillars of development, indicate:

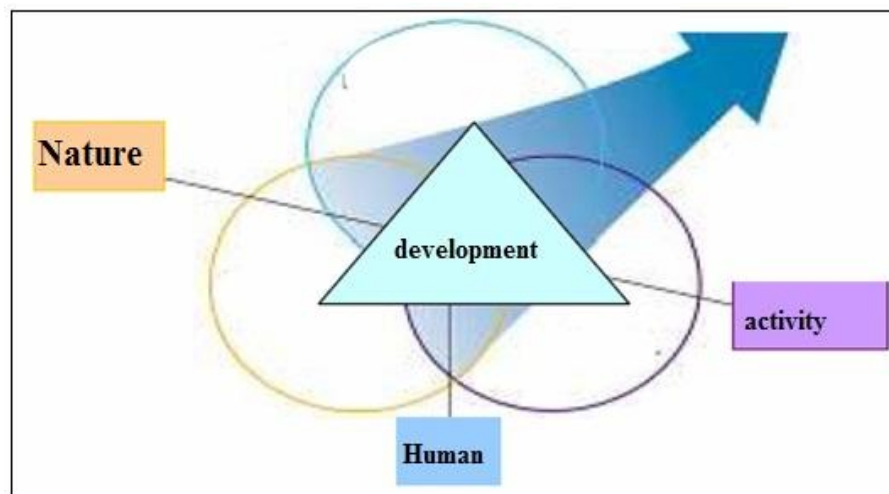
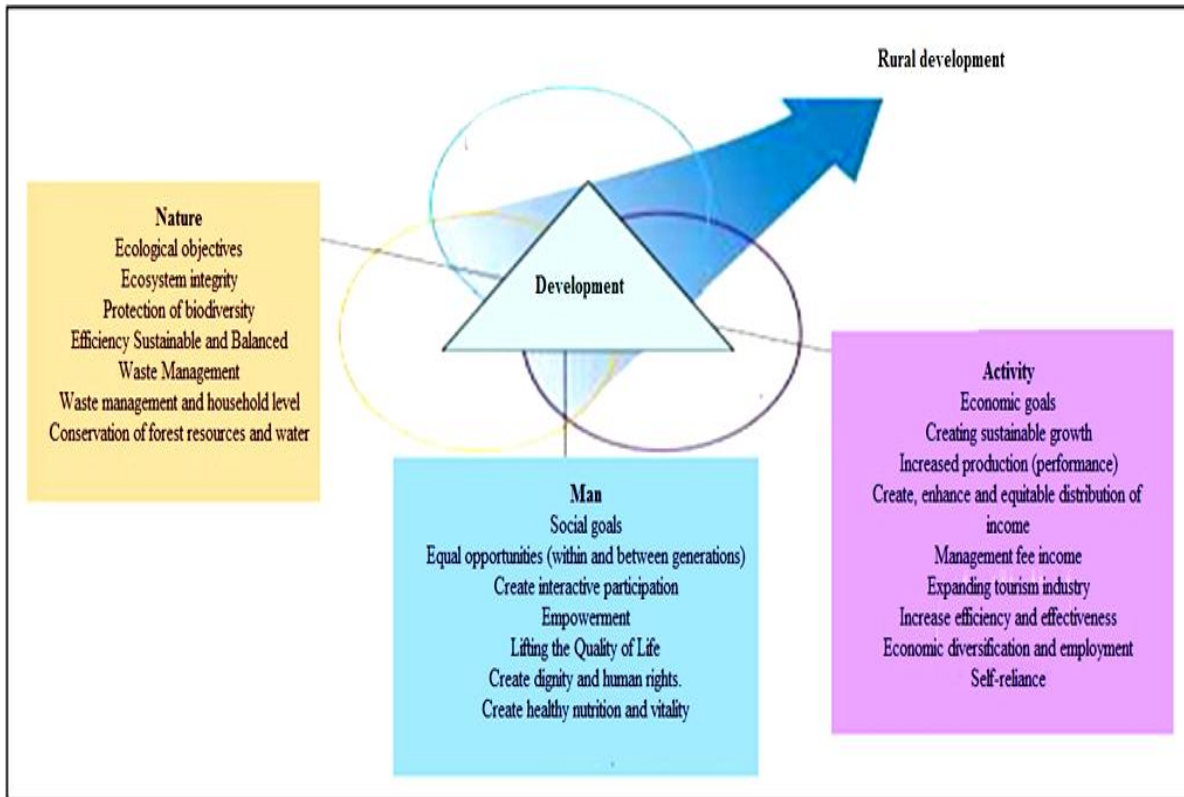


Fig. 1. Targets and indicators for rural development of the main pillars (Firouznia – Eftekhari, 2003).



Tourist words, the first time in 1811, the English magazine, was named the Sporting Magazyn . At that time, the word means a trip to watch the historical and natural sightseeing, went to work for fun . ( Mahalati, 2001). The root of the word, the term Tornus Greek and Latin, was that one of the meanings of circulation, or crafting, and the gerund ending Ism, Tourism or Tourism accordingly. (Rahnemaii, 1999) . Tourist term, which refers to a person, irrespective of curiosity intended for fun and leisure, travel (Oneill, 2002. Burkart and Medlaik (1981), tourists on a short visit, are introduced, where tourists for the journey to the area outside the residence, and his work is (Kazemi, 2006) in relation to the impact Dhyaryha and its role in the development of rural tourism, we must first define performance management and rural the following payment. honor, rural management, defines " rural management, organizing and directing the process of rural society and the environment, through forming organizations and institutions. these organizations and institutions of society aimed at providing the tools or instruments rural are. targets by the rural, and has been drawn "( Roknodineftekhari, 2003) . would you say that, rural tourism approach (concept) that is new in the context of rural development, including the development, dimensions and varied works, so the development of rural tourism, which often contributes to social and economic reform in rural areas is proportional to (Monshizadeh and Nasiri, 2001) .

## 2. Theories and perspectives relating to rural tourism development

In the case of rural tourism, there are different views . Some, it is part of the tourism market, know and believe, it can be a market with other forms of tourism, such as tourism, sun, tourism, beach tourism, sandy beaches compare . Other aspects, rural tourism, as a philosophy of rural development has been proposed that this aspect has three important insights.

- A vision of tourism as a strategy for rural development, which reflects the characteristics of the rural environment .
- In some cases, tourism as a policy tool for the open construction of the rural economy, you know.

Some tourism as a policy tool for sustainable rural development, have been considered . (Eftekhari and Qaderi, 2002).

## The positive effects of tourism in rural areas

Certain types of tourism in rural areas is seen as one passenger whose characteristics depend on the destination and incentive travel . Therefore, the objectives and motivations of tourists travel, rural tourism into five categories.

Types of Rural Tourism ( Ashtari 74:2004 ).

Mainly interact with ecological attractions, is located.	Natural tourism
Related to culture, history, heritage, and ancient rural people.	cultural tourism
It is a form of tourism, which also interacts with the natural attractions ( such as rivers, mountains, etc.), with the people living and social norms, which also interacts with the natural attractions are in communication.	eco tourism
In this type of tourism, have been living in households in the rural, and the rural's economic and social activities, participate.	rural tourism
In this type of tourism, tourists without creating negative impact on the ecosystem of the host regions, traditional agricultural activities, they engage in, or participate in it.	agro tourism

### 3. Research Goals

Tourism, as one of the world's largest industry, in addition to generating employment, foreign exchange gain, providing comfort, use of leisure time, equitable distribution of wealth, cultural exchange and proximity to other nations . Tourism, one of the safest and purest and most expensive source of foreign exchange earnings ( Rezvani, 2003,14).

The most important objectives of rural tourism, increase rural income and employment for rural households, the goals, planning is essential .

Identify the potential and capabilities of rural tourism, the Castle Rural Shian

Understanding tourism, rural tourism attractions Hay

Training people for service to rural tourism

Training people in rural tourism development

### 4. Geographical location of the study area

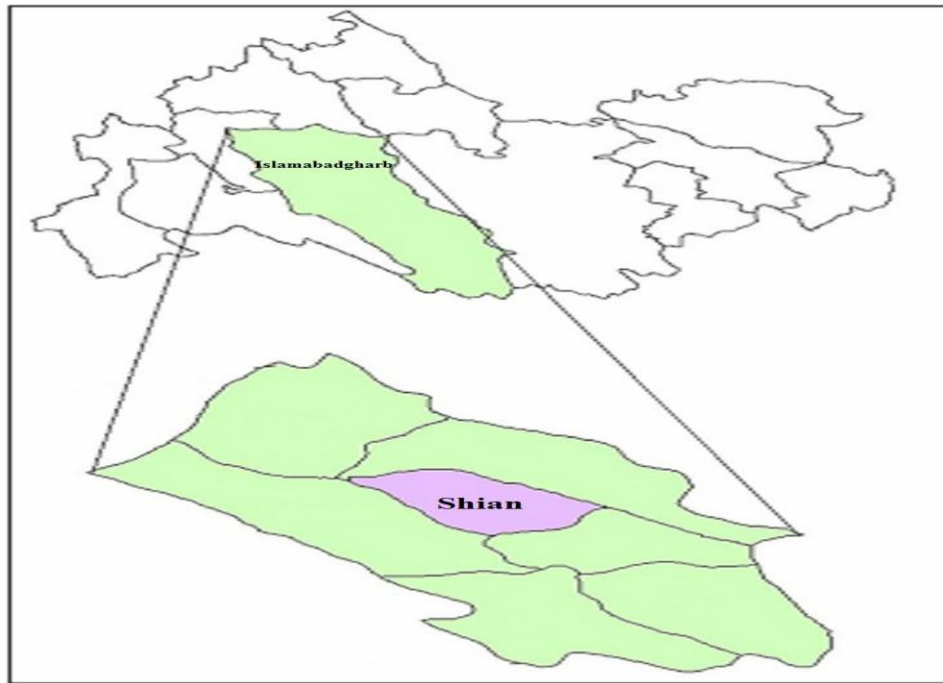
West district of Islamabad, the circuit 32 degrees 44 minutes 34 degrees, 40 minutes north latitude and 45 degrees 55 minutes to 46 degrees 59 minutes east, towards half time Aalnar is located . ( Green Consulting Engineers Android, 2:2008 ). Castle rural, Shian, located in the district center Islamabadgharb, plain natural position is . The rural, at an altitude of 460 to 480 meters above sea level, has been established, and 46 degrees 42 minutes east longitude, and 34 degrees, 4 minutes north latitude, lies ( Architectural and Structural Consulting Engineers Aspirations: 2008.32 ).

#### 4.1. Model of Strategic SWOT

One of the tools used for strategic management, analysis, SWOT, is. Analysis SWOT, one of the strategic tools to match their strengths and weaknesses, opportunities and threats within the organization outside of the organization, said. For this purpose, the four general SO, WO, ST, WT, are linked, and the strategic options they are selected.

A - The strength : Strength: The strength of an organization, a successful application of a merit or exploitation, a key factor in the competitiveness of the company is.

B - weakness : Weakness: A weakness, a successful application of a competence, or lack of benefit, a key factor in the company's competitiveness, reduce.



**Fig. 3.** Geographical location of the study area in the district.

C - Opportunity : Opportunity: An opportunity is a foreign state, can positively on the company's performance parameters, impact and competitive advantage that establishes a positive step in the right time is improved . Including opportunities facing a company, can be developed markets, such as the Internet and the move toward a new, more profitable markets, or markets abandoned by competitors noted.

D - Threats : Threats: A threat of a foreign state which could negatively on the company's performance parameters, impact, and competitive advantage that establishes a positive step in the right time is reduced . Such threats, the emergence of new competitors, new product introductions by competitors, taxes on goods offered, and so on.

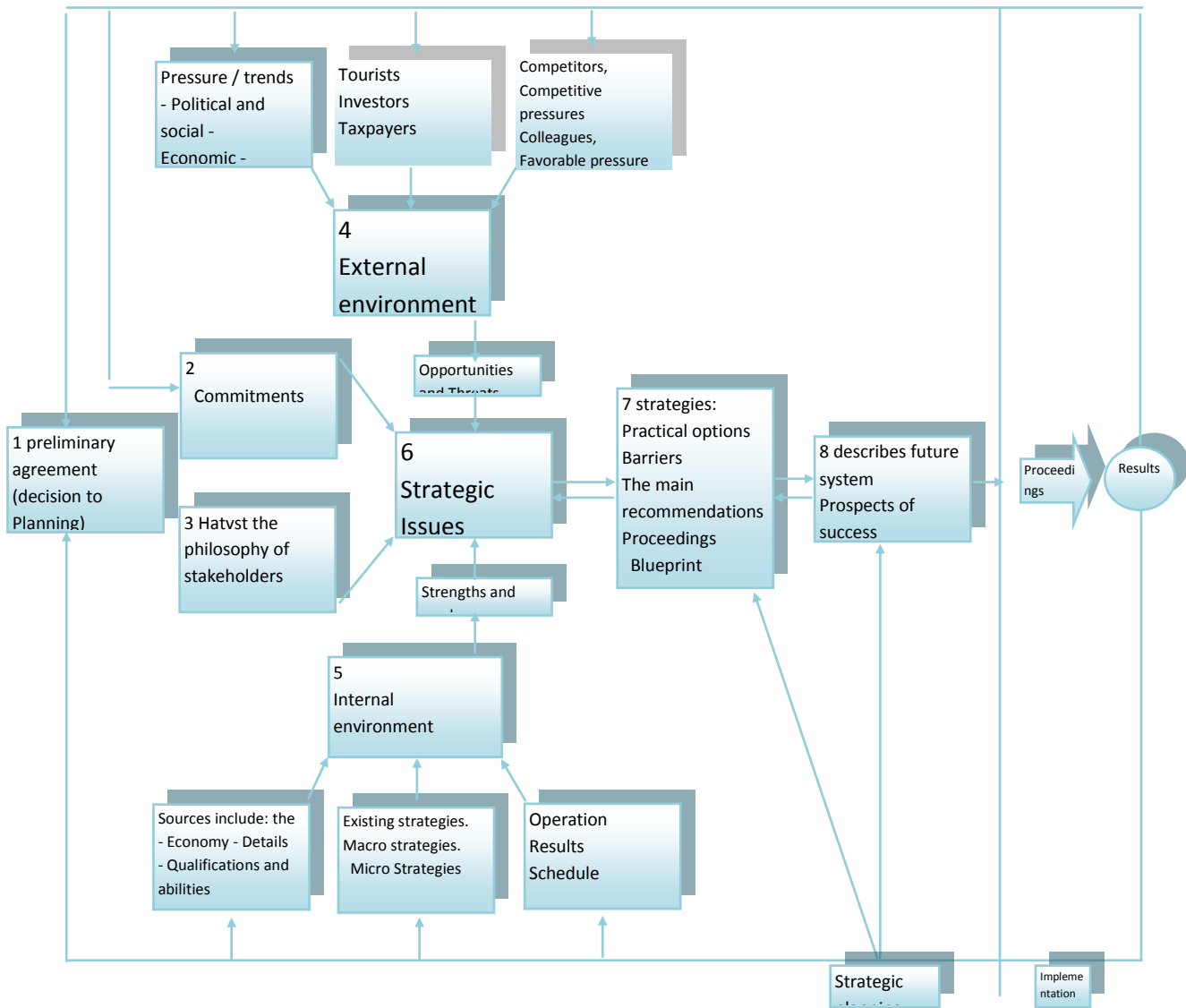
#### **4.2. Process analysis, SWOT**

- 1 - prioritize internal and external factors
- 2 - matrix SWOT, and enter the selected elements according to priorities
- 3 - Comparison of internal and external factors together, and determine strategies and WO O and ST and WT
- 4 - Determine the steps needed to set strategy
- 6 - action, and assess results

**Matrix 1**

Four Strategic SWOT matrix and how to determine the.

SWOT matrix		Strengths (S) (Strengths The List)	Weaknesses (W) (Weaknesses The List)
Thread	Opportunities (O) (Opportunities The List)	Strategies SO [maximum - maximum] Using strengths, the opportunities are.	Strategies WO [minimum - maximum] Taking advantage of opportunities, weaknesses are eliminated.
Thread	Threats (T) (Threats The List)	Strategies ST [max - min] To avoid threats, strengths are used.	Strategies WT [minimum - minimum] Reduce vulnerabilities and threats are avoided.



**Fig. 4.** charts the strategic planning process of tourism development, Source: Adapted from (Appelbaum, 2000).

Based on the analysis and conclusions of Rural Studies (SWOT)

Threats (Threats)	Opportunity (Opportunity)	Weakness (Weakness)	Strength (Strength)	Elements of the environment
<ul style="list-style-type: none"> <li>- Lack of rural development, the area of land suitable for agriculture</li> </ul>	<ul style="list-style-type: none"> <li>-13% Of the district land, with pasture use are</li> <li>- There are mineral resources in the district</li> </ul>	<ul style="list-style-type: none"> <li>- In this type of soil, organic material than surface level, genetic level, the soil profile does not exist</li> <li>- Soils, sediments, organic materials usually have low to moderate and plant available phosphate, which is negligible</li> </ul>	<ul style="list-style-type: none"> <li>- The extent to rurals on the alluvial soils and fertilized agricultural</li> <li>- Limit state lands with high potential for agricultural soil</li> <li>- The proper status of the soil, which in this sense, is no dilemma .</li> </ul>	Soil Resources
<ul style="list-style-type: none"> <li>- Weakened pastures and fields, due to livestock grazing</li> <li>- Pasture vegetation, grade 2 and 3</li> </ul>	<ul style="list-style-type: none"> <li>- There is a belt of forest areas around the district (54 percent of district land, is forested)</li> </ul>	<ul style="list-style-type: none"> <li>- Located rural in the Zagros mountain range, the seismotectonic point of view, the range is seismically Cutter</li> </ul>	<ul style="list-style-type: none"> <li>- Ability to develop rural areas, due to the lack of dense vegetation around</li> </ul>	Vegetation
<ul style="list-style-type: none"> <li>- Drop in groundwater levels, ShianPlains</li> <li>- Lack of utilization management, and how manipulation of water resources</li> </ul>	<ul style="list-style-type: none"> <li>- Located in the catchment Ravand, north and south of the district</li> <li>- There ShianDam, upstream of the rural</li> <li>- There are fountains and Mirage throughout the district limits for drinking</li> </ul>	<ul style="list-style-type: none"> <li>- Decline of groundwater levels in recent years.</li> </ul>	<ul style="list-style-type: none"> <li>- The permanent rivers in the region</li> <li>- There Taysyat exploitation of groundwater, including wells and canals</li> <li>- There are 17 wells, rivers and spring constant of Shian, Shianto irrigate agricultural lands of the rural of Castle</li> </ul>	Water
<ul style="list-style-type: none"> <li>- Droughts in some years.</li> <li>- Poor distribution of rainfall throughout the year</li> </ul>	<ul style="list-style-type: none"> <li>- During the rainy western winds, and its role in climate Ryzshhay</li> <li>- Average annual rainfall is 493 mm, and water supply dryland crops and pastures</li> </ul>	<ul style="list-style-type: none"> <li>- The windy district</li> <li>- High temperatures in summer</li> <li>- There are 100 frost days per year on average, in the region</li> </ul>	<ul style="list-style-type: none"> <li>- There are local winds and prevailing winds South West to North East</li> <li>- There are a great source of solar energy</li> <li>- Mediterranean climate dominates the district</li> <li>- Average temperature 13 . 6 years</li> </ul>	ResourcesClimate

Threats (Threats)	Opportunity (Opportunity)	Weakness (Weakness)	Strength (Strength)	Physical economic elements and Economic activity The tourist activity
<ul style="list-style-type: none"> <li>- Not dependent on agriculture, and lack of familiarity with the residents of the industries, in order to preserve</li> <li>- Lack of capital and financing, the private sector and rural</li> <li>- Lack of attention to the development of crafts, and the scope of its forgetting</li> <li>- Uncontrolled immigration population, as elsewhere, the lack of proper career</li> <li>- Lack of interest, tourist attractions, natural and unnatural area</li> <li>- Failure to welcome tourists from the region due to lack of information</li> <li>- Lack of support for local products</li> <li>- Seasonality in tourism, and seasonal unemployment</li> </ul>	<ul style="list-style-type: none"> <li>- No competitor or industry Gargahay large range of subjects</li> <li>- Ability to develop agro and livestock Snayh, due to raw material</li> <li>- To increase the competitiveness of the industry, due to the low cost of production factors</li> <li>- Ability to greenhouse crops</li> <li>- There are a natural fit for beekeeping</li> <li>- Quick access to a network of inter-district roads and transit</li> <li>- Near the cities of Kermanshah and West Islamabad</li> <li>- Regarding the public sector, the restoration plan for the tourism industry</li> <li>- Ability to develop handicrafts and local products</li> <li>- There are tourists interested in crafts</li> <li>- Ability to develop tourism activities in the country, due to its geographical features and natural environment</li> </ul>	<ul style="list-style-type: none"> <li>- Low efficiency of farming as an occupation</li> <li>- A milk and other animal products and farming production, the crude to market</li> <li>- Lack of modern agricultural systems, and the use of traditional methods</li> <li>- Erosion of the natural environment around the rural, the effect of grazing</li> <li>- Lack of appropriate infrastructure, in order to exploit the region's natural environment.</li> <li>- Failure to people familiar with the benefits of tourism</li> <li>- Lack of information on local attractions</li> <li>- Financial atrophy residents</li> <li>- Failure to plan is planning to conduct a small rural enterprises, the new activities</li> <li>- Rusty texture of the old rural, and a lack of building value</li> <li>- Lack of interest in old castles Shian</li> </ul>	<ul style="list-style-type: none"> <li>- Flat and quality of land for agricultural development</li> <li>- There are a carpentry and welding workshops enabled--</li> <li>- Agricultural products worth about 12,606 million tons per year</li> <li>- The area of agricultural land, about 2010 acres</li> <li>- Produce about 3,000 liters of milk</li> <li>- Located near the communication path between Islamabad Metropolitan West - Kermanshah</li> <li>- The climate is mild and suitable for summer</li> <li>- The existence of local industries and local dairy</li> <li>- Natural attractions and a valuable tourist attraction in the region, the rural's historic castle, and the Temple of Shianand ShianLake, in northern rural</li> <li>- There is a local subculture of people who have their own customs</li> <li>- Hospitality and openness rural</li> </ul>	<p>Physical economic elements and Economic activity The tourist activity</p>



## 5. Shian Temple

The fire, at 3 km from the rural of Castle Shian, Shian district functions, department, Islamabadgharb district, located in the year 2005, by the Board of Cultural Heritage, to save a part of the historical range Dam Shian were explored. Temple discussed, the size of 5/14 × 5/14 meters, using rubbles, plaster, and mortar made. According to the probe, the Temple, which was built in four stages, the first three belong to the Sassanid era, and the fourth stage of the early Islamic period.



**Source.** Cultural Heritage and Tourism, the Islamabadgharb district Dam of Shian.



**Source.** Cultural Heritage and Tourism, the Islamabadgharb district.

## 6. Conclusions

Rural tourism, including parts which have value, and high levels of employment, clean industries and the public, are considered. Feature, the natural, historic, recreational, economic and cultural, in the rural of Castle Shian, is noteworthy. Also, Shian Lake, according to the specific characteristics, and use of existing and attracting

tourists, in the present situation, the first priority is to organize the promenade, and on site entertainment, tourism, and providing ancillary services should be based on results, presence of mild weather, hospitality and openness of the people of the rural, Shiandam, the Temple of Shian, located near Karbala way, the strengths and capabilities of Shiantourism rural is a castle .

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