

Environmental Concern Levels of Rural People based on Social Variables: Application of Two Dimensional Logistic Model

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Extended Abstract

Introduction

The natural resources are the wealth of any community and not only do belong to the current generation, but are also as the heritages belong to the future generations and one of the inherent bases from human beings life. Revival of natural resources is the widest capability of the environment of the earth. This is for the role that they can play in control of surface water, conflict with air pollution, conflict with soil erosion and its maintenance and production, prevention from sound pollution of environment, reduction of climate in one region, and prevention from earth. These resources can help produce drug and industrial materials and the balance of hesitancies as well as they are the basic factors in the process of sustainable development. For this reason, preservation, recovery and correct exploitation from these areas is considered as the constitute duties of international institutions, governments, non-governmental organizations, local constitutions and nature friends. Up to 200 tons of soil from the surface of farms and jungles are sent to seas, lakes and catchments of dams per minute. In fact, annually about 20 tons per hectare of soil are washed by the effect of water erosion in Iran. This means the loss of 76 kg of nitrogen, 24 kg phosphor and 8 kg potash per hectare. If we calculate the price of nutrition in soil, we will lose annually about \$ 7.6 million of micronutrients inside the soil. In present conditions, success of environmental organizations in disseminating preservation innovations of environment and much more exploitation of preserve operations for developing countries require the existence f a type of reality attitude. This yet is holistic and systemic to influential factors on environmental behavior in acceptance of conservation innovations.

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World countries during the past and present centuries have reached to tremendous progresses and achievements by using new techniques and by relying on inexpensive natural resources in the field of food supply. However, these achievements have also led to erosion and lose to environment and natural resources so that in present conditions, environmental destruction and changes in jungle lands to farmlands, soil erosion and pollution of water resources by the effect of chemicals abuse have taken more critical aspects. Given this case, analysis of factors and involved components in people behavior resulting in the emergence of such irreparable damages to environment is more important. Human behavior consists of a set of behaviors indicated by human beings affected by cultures, attitudes, feelings, values, ethics, relation, persuasion, wrath, and heritage science. Human brain phenomena should be divided into 3 types of phenomenon, i.e., information and cognitive phenomenon, empirical, religious, and conscience phenomena, and movement and behavioral phenomenon. The most obvious type of life phenomenon is behavioral that is clearly observable and assessable. Two other kinds of the phenomena are the component of hidden features of human life. The villager behavior should be modified according to environment and there is not any other solution though originally many people believe that the nature and environment should be maintained. But, implementation and doing protective plan is counterpart with resistance from them.

Environmental concern is increasing around the world. Environmental concerns, appears as auras to change the behavior, so that the study of environmental concern for the environmental behavior of people is very important. Some researchers have environmental concerns as an assessment or attitude of the facts, behavior or conduct oneself treat others with implications for the environment. Currently, environmental concerns are as one of the aspects of environmental attitudes. This specifically refers to those who are concerned about environmental issues. Success in the subject requires environmental protection programs, recognition of the different aspects of human behavior and the factors affecting it.

Materials and Methods

Statistical population of this study was including families of Ardabil province which were 109679 households. Applying Cokeran formula and a random sampling method, the appropriate sample for this study was calculated 250 households. The main instrument of the study for data collection was questionnaire. This questionnaire was designed based on the literature review and constructed to meet the objectives of this study. This questionnaire is consisted of three sections: personal and professional characteristics of respondents, social factors and environmental concerns. Face validity of this questionnaire was approved by a panel of experts and its reliability was measured by computing Cronbach's alpha coefficient, a measure of internal consistency. To examine the reliability of the questionnaire, a pilot study was conducted on 30 residents in Ardabil province and

Coronbach's Alpha was calculated for the items of Likert type scales. The results show that an appropriate internal consistency was among the items of each scale. Score environmental concerns based on the mean of the sample were divided into two levels of favorable and unfavorable. Data processing for binomial logistic regression was used.

$$\ln(p/(1-p)) = \text{Intercept} + b_1 \times X_1 + b_2 \times X_2 + \dots + b_k \times X_k$$

Results and Discussion

Results showed that most rural areas have favorable environmental concerns. Analyses of the effects of the rural social variables on environmental concerns, Logit two-dimensional test was used for this purpose. Between the social variables, social welfare and membership in groups and fronts high strength breakdown of rural have environmental concerns, respectively.

$$X_2 + (0.054 X_1 = 0.064 - 0.104 \ln(p/(1-p)))$$

Where, P is probability of superior environmental concern, X_1 is equal to membership in groups and fronts and X_2 is equal to social welfare. Based on these results, we determined the most important variables affecting the breakdown concerns levels about the environmental and social welfare. This is a variable that is the coefficient B equal to 0.054 and the coefficient Exp. (B) is equal to 1.132. It was also identified that the variable membership in groups and fronts is the coefficient B equal to -0.104 and the coefficient Exp. (B) equal to 0.901.

Conclusion

A major factor in shaping environmental hazards is human. Some of the social variables are social cohesion, social welfare, social interaction, social status, job satisfaction, environmental education, membership in groups, participation in conservation programs and information seeking behavior. The social welfare is varied greatly on environmental concerns. In other words, the results show a high rate in the sense of security and peace in life, hope for a better life in the future than in the present, appropriateness of income with occupation, feeling of satisfaction and happiness in life and sense about progress and success in life. The rural people are concerned about environmental changes resulting in the losses. Membership in groups is another variable that has a negative impact on environmental concerns. In other words, membership in groups and fronts, with the synergy of the scattered forces can reduce the effectiveness of the public concerns. The present study is environmental concerns itself. It is suggested that some other studies can consider separate variables of real behavior.

Keywords: Conservation, Environmental concerns, Rural, Social, Sustainable development.

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Environmental Behaviors of Tourists in the Desert Destinations

Case Study: Rural Areas of Khourand Biabanak Township

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Introduction

Ecotourism is a kind of tourism and a way of achieving sustainable development in rural areas with high tourism capacities. The distinction between ecotourism and tourism is in the characteristics of ecotourism, that is to say, the positive characteristics of an ecotourism are nature and culture of traveling activities, enhancement of public awareness about the environment, protection of the local environmental sources, minimum impact of tourism, empowerment of local people and maximizing the financial benefits for local communities. Responsible environmental behavior is a prerequisite necessity and an important achievement for tourism sustainable development in rural areas. Environmental tourism destinations are affected directly and indirectly by tourists' behaviors and activities. The researchers are eager to study the tourist behaviors due to their severe impact on the environmental destinations. Study about the tourist behavior at various destinations is priority of researchers and practitioners as main concern. To this end, they adopted different terms such as responsible environmental behavior to describe the behaviors that reduce the negative environmental impacts and protect various environmental tourism destinations. Responsible environmental behavior indicates that the tourists should follow the norms of responsible traveling in various tourism destinations. Based on tourist responsible environmental behavior assessment in tourism destinations, this research aims at measurement of the tourist environmental behavior and the factors that influence these behaviors in the desert ecotourism destinations.

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Methodology

Method of this study was based on a questionnaire survey research. The behavior was a dependent variable and factors such as perceived value, destination image, loyalty, satisfaction and awareness were considered as independent variables. The population of this study was the tourists who traveled to this city and its rural areas in spring. The collected data were analyzed by SPSS software and the tests used in this study were based on the nature of the collected data and the objective as descriptive and analytical data (only the participant personal information was measured in descriptive data). In the analytical results, at first the items of each macro variable affecting the behavior were combined with others and analyzed by one-sample t-test. Then, path analysis was used to understand the influence of each independent variable on the dependent variable (behavior).

Results and discussion

Based on the responsible environmental behaviors and individual characteristics relationship, the results revealed that there is a significant relationship between age and degree of responsible environmental behavior, so that $r=0.363$ and significant level is $\alpha=0.036$. Whereas the calculated error of measurement is less than 0.050, it can be claimed that two variables have relationship at level of 0.050 and there was a relationship between nominal variables of education level, job and degree of responsible environmental behavior. However, gender had no relationship with responsible environmental behavior. The findings indicated that tourists followed the environmental behavior in rural areas of this region. Factors such as degree of awareness, perceived value, and mental image of destination, loyalty and satisfaction of travelling affected the environmental behaviors in rural areas of Khour and Biyabank. Based on the path analysis results, interest in place (loyalty to the destination) had the maximum effect and tourist mental image of destination had the minimum effect on the dependent variable of the study. According to the relationship of responsible environmental behaviors and individual characteristics, the results showed that there was a significant relationship between age, education and degree of responsible environmental behavior. However, there was not any relationship between gender and behavior.

Conclusion

In general, responsible environmental behavior was considered as a prerequisite necessity and an important achievement for rural areas tourism sustainable development. Promotion of responsible environmental behavior can conserve biodiversity and environmental attractiveness of tourism destinations and aid in the growth and prosperity of these destinations. Therefore, responsible environmental behavior should be considered as an important factor in the various tourism destinations and should be adopted in sustainable way. According to the theoretical basis, variables such as tourist awareness, tourist perceived value, total satisfaction, tourist mental image of destination and loyalty to the destination were considered as

the factors that influenced the responsible environmental behavior of tourists. Therefore, the results showed that the tourists followed the responsible environmental behaviors in rural areas of this region. Other findings of this study indicated that among the variables that affected the tourist environmental behavior, only the image of destination had an unpleasant situation. Therefore, the most important concern of tourists about the image of destination was related to electronic reservation of products, low levels of education and local staffs unfriendly behaviors to the customers in rural areas of this region. We used path analysis to understand the contribution of each independent variable on the dependent variable (behavior). The results of path analysis also revealed that loyalty to destination was the most effective factor in tourist's responsible environmental behavior. This means that if the tourists had more loyalty to the destination, they had showed higher responsible behaviors in that destination. After the degree of awareness, the perceived value, image of destination and loyalty to the destination can affect the environmental behavior of tourists directly and indirectly.

Keywords: desert tourism, destinations, environmental behaviors, Khour and Biabanak Township, rural areas, tourists.

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The Performance Impact of Dehyary on Waste Management in the Rural Settlements

Case Study: Sarbok District, Qasreqand County

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Extended Abstract

Introduction

Changes in life style and consumption pattern and population increase in urban and rural community resulted in production of massive amount of waste and Garbage. This trend has changed rural waste nature from perishable material to imperishable such as paper, plastic, metal and etc. On the other side, municipal waste transition and increase in per capita output had waste quantity issues that create significant amount of perishable and imperishable wastes around streets and rural settlements. The continuation of this process in the future could be resulted in great environmental pollution of rural regions. Therefore, rural waste management is one of the most important activities for prevention of damages and hazards related to human and his living environment, especially in rural areas. Dehyar, as one of the rural managers, is bounded to supervise and assess the garbage gathering and exclusion, positive interaction and participation with health officials and health care centers, and the other rural institutions.

Methodology

This study is objective based and has descriptive- analytical methodology, using questionnaire that designed through a theoretical literature and field survey. Finally, after primary study, measures and indices of this study were extracted and applied for questionnaire designing. In next stage, 452 people as Households were selected for community samples in 15 rural points. The sampling way was Targeted and based on existence of rural managers (Dehyars) in rural points. Data gathering and analyzing were also done in Sarbook rural district through statistical methods.

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Results and Discussion

The gained result of the study show that there is direct and meaningful relation (confidence: 0.73) between waste management and local managers duties and turnovers that contain separation and recycling, gathering and maintenance, transport, final disposal and participation. These findings show that increase in efficiency and enhancement in the quality of local managers (Council and Dehyars) of tasks and roles could increase waste management in rural settlement around their sphere of influence. Dehyars performance efficiency on waste management in rural settlements based on regressions models is 0.533. This shows significant and high efficiency in this case study. The results of this research from Pierson correlation statistical confidence show that from 15 case study rural points, only 7 rural points had a strong and significant correlation. Among them, Sarbook, Hamiri and Hajiabad with 0.946, 0.789 and 0.716, respectively, had stronger and more correlation confidence rather than other rural points.

Conclusion

With regard to the obtained results, we can emphasize on this fact that local managers performance in case study area (all of them, with strong or weak correlation), in relation to waste management is not significant in separation and recycling, and transport. This can be resulted from many reasons such as: weakness of local managers performance in some aspects like awareness, informing of rural community, lack of local training, inappropriate site selection for garbage disposal and its neighboring to geographical phenomena, no distribution of trash bags to separate them, no temporary site for garbage collection and fast disposal of them, low capacity of waste disposal sites, no appropriate financial resource, final disposal of waste by combustion or incineration in rural environment and out of that, waste and garbage releasing in natural resources and forests, waters resource and rivers, no attention to environmental issues of the rural area, in comparison with other tasks of rural managers, no garbage trash in rural spaces for gathering and separation (except some of rural like as Sarbook), no sufficient and appropriate transporting vehicle, lack of enough and needed workers for waste management, no healthy awareness billboard and training tools in rural area, and no participation of rural councils in waste management.

Keywords: Performance of dehyary, Rural management, Rural waste, Sarbok District, Waste management.

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Entrepreneurship Training Needs of Rural Youth to Setup Businesses in Rural Handicrafts

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Extended Abstract

Introduction

Rural development is a dynamic process that can grow in various dimensions. For the past three decades, the concept of rural development has evolved from agricultural, economic and social development of rural poor to the inclusive development. In the last few decades, rural development has been expanded in different countries. Many researchers have indicated that only infusion of capital and technology can improve the rural poverty and other factors can also play influential roles. Entrepreneurship training particularly among rural youths has been considered as a contributing factor to the rural development. Entrepreneurship training provides a systematic improvement of the entrepreneurial knowledge and skills required by rural youths to establish and run a new business. Youth in rural areas of many developing countries are involved in a range of household-based and farm and off-farm activities. They are still encountered with the challenge of unemployment due to their low incomes from the activities. Poverty coupled with the lack of voice and of job opportunities created a sense of hopelessness that discourage the rural youth from active involvement in business creation activities. Due to the lack of training opportunities and weak services in rural areas, most rural youths are engaged in traditional subsistence agriculture where the main activities are production and small-scale animal husbandry. However, youth do not regard traditional subsistence agriculture as employment and many of them desire a job in other non-agriculture-based fields with higher income possibilities. Finding and maintaining employment requires broad-based occupational and specific job-related skills. These skills can be acquired through being engaged in the job and/or training institutions. Therefore, the main purpose of the present study was to assess the entrepreneurship training needs

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of rural youths in order to setup businesses in handicraft in the rural area of Varamin, one of the big cities of Tehran, Iran.

Methodology

In the present study, an exploratory Mixed Research Method (MRM) (qualitative-quantitative) was used. In the qualitative method phase, case study was used and the population included all the experts in the rural handicraft. A purposeful sampling method was used to select the cases. After semi-structured interviews with 10 of the experts, theoretical saturation was reached. The population of the quantitative survey was the rural youths (20-35 years old) living in rural areas of Varamin city and 380 of them were selected using the simple random sampling method. The research instrument was a questionnaire which was developed based on the literature and interviews with entrepreneurs by the model of Borich. The questionnaire included items on knowledge (16 items), skills (15 items) and attitudes (12 items). The validity of questionnaire was assessed with experts and the reliability of it was calculated using Cronbach's alpha. More specifically, the Cronbach's alpha for knowledge was 0.94, for skills was 0.94, and for attitudes was 0.9. Therefore, the instrument was highly reliable. In the qualitative phase of the research, data were analyzed by using the constant comparative method and at the quantitative phase the data were analyzed using SPSS18 software.

Results and Discussion

The results indicated that with the business experience, over 72 percent of the youths in the study had the experience of setting up and/or collaborating in a business. Furthermore, the males had higher experience in setting up and/or collaboration in a business than females. Also, entrepreneurial attitudes and entrepreneurial skills at the top and then skills placed at the end of their attention were, respectively, 4.19, 4.14, and 4.04. The results of priority setting showed that in the knowledge area show marketing and financing needs and awareness of the law and provisions of the business and commerce. In relation to the skills, the results showed working with limited resources, ability to provide content, creativity in designing and production, and the attitude included awareness, assiduity, initial interest and being clear career path to the highest priorities. The result of ANOVA represented that only there were significant differences between the groups in their age in the skill.

Conclusion

The results of the research indicated that young people in all three dimensions require training and education and, therefore, policymakers and planners should pay attention to the young people in the rural areas. The managers should also assess not only the young people, but also all beneficiaries. Studies showed that entrepreneurship can be taught. However, the first important step in the educational planning process is identifying the desired goals. We think this result is not only true

for Varamin, Tehran, Iran, but also can be generalized to all the similar cases in the world. In addition, this result can also be generalized for all industries.

Keywords: Attitude, Knowledge, Needs assessment, Rural youth, Skill.

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Analysis of Barriers and Solutions to the Development of Rural Women Entrepreneurship in Gurabpass Village, Foman

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Extended Abstract

Introduction

Entrepreneurship is the main axis of development of each country. Entrepreneurship as an effective strategy to solve the problems of unemployment, economic development, poverty alleviation and social justice, especially in rural communities, is needed for development of any society. Since women are a large proportion of the rural population, their entrepreneurship seems important for the areas. The aim of this study was to assess the capabilities, constraints, and ultimately provide solutions for women entrepreneurship development in rural area of Gurabpass. Evaluation of the entrepreneurial process is important for the following reasons: The first reason is that entrepreneurship can activate innovation and technological changes. Thus, it can create economic growth.

Second reason, "on the basis of whatever economists have expressed" is that entrepreneurial activity is a process which are in balance by supply and demand. The third reason is that entrepreneurship is an important process which makes a movement from new knowledge to goods and services. Fourth, it is an important profession that we need to know its roles in development of human and intellectual capital. This research is applicable and the survey was conducted.

The root of entrepreneurship term is belonging to French literature. Joseph Schumpeter (1911) believed that entrepreneurship is the engine of economic development. Reagan (2002) is believed that, rural entrepreneurship, providing employment, increasing income and wealth, and improvement in the quality of life can help the local people participate in economic activities.

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Entrepreneurship barriers are divided into three categories by Mohammadi M. (2011): cultural, social and economic. He believed that cultural barriers are the worst barrier for women employment.

The results of investigating parameters affecting empowerment in rural areas in development of entrepreneurship in Zand and Samen in Malayer indicated that personality factors affect the increase in rural capability for building and development of business (Sayyed Hassan Motiee Langroodi et al. (2012). Alidoust S. (2012) in her article entitled “priority of barriers in development of rural women entrepreneurship in city of Garmsar” announced that economic and educational barriers are the most important in the way of the development of rural women entrepreneurship, respectively.

Methodology

This study is an applied research and the method has been used is qualitative and quantitative. For data collection, library’s and field studies have been used. In field studies, data in two parts of personal information and barriers of development of rural women entrepreneurship have been collected and completed in the form of questionnaires. For additional information, in addition of questionnaires, we have also used interviews, observation, photograph and etc. After data collection, SPSS software for coding has been used and after data entry, we performed the processing. To define and analyze data, we applied a factor analysis (principal component rotation method, Varimax method of Kaiser Criterion).

Results and Discussion

In this study, data were collected in order to investigate the barriers and capabilities of development of rural women entrepreneurship. By use of rotating method, main components of Varimax and Kaiser Criteria were factor analysis. Field data showed that women living in studied range have necessary capabilities for development of entrepreneurship and creation of business. Three factors including “motivation and perseverance, personality and rural capabilities for women entrepreneurship development” were identified in the study area, respectively. Five hinder entrepreneurship development were identified in order of priority as cultural barriers - learning, lack of facilities, lack of financial resources, and both public and personal obstacles. However, field data showed that these people have not benefited from effective training.

Conclusion

The results indicated that the women living in this rural area have motivation, perseverance and individual ability to be an entrepreneur. There is also a natural and historical context such as cave Fusheh, castles Rod- khan, lush landscapes and untouched forests in the district of Gurabpass for development of entrepreneurship.

Keywords: Barriers, Capability, Entrepreneurship development, Gurabpass, Rural women, Solution.

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Rangeland Use and Necessity of Diversification in Livelihoods of Rural Households Case Study: Mahneshan Township

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Extended Abstract

Introduction

The environmental importance of rangelands and the dependency of a large proportion of Iran's population on these resources have challenged policy makers in the recent decades to seek sustainably appropriate approaches for management of these resources. This needs the integration of human activities, livestock keeping and rangelands use. Rangelands are considered as an ecosystem to provide human livelihood needs, particularly rural households, but they are in a critical condition due to their excessive use. It is necessary to take strategies for reducing over pressure on these resources, because the continuation of this trend not only decreases their productivity, but it may threaten the livelihood of many users' households. This paper is to investigate how a rural community uses rangelands. It is also to understand the necessity of their livelihood diversification for reducing over pressure on natural resources. Moreover, this paper aims to identify the factors affecting the degradation of natural resources and to provide strategies for their management.

Methodology

The study was conducted in the Ghozloo Village, located in the Mahneshan Township of the Zanzan Province, in the Northwest Iran. This research is carried out using descriptive and explanatory case study. The qualitative data of this exploratory case study were collected using semi-structured interviews, participant observations and mapping technique, group discussions in focus groups, excursion in rangeland and farms, and the rapid rural appraisal techniques. Furthermore, the quantitative data were collected using structured interviews through a questionnaire tool. To

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increase the validity and reliability of the research, the triangulation approach was utilized to evaluate the results based on different methods and from different aspects. The survey was embedded in the case study and a sample of 20 rural participations was interviewed. The results of this study can be considered for theoretical and analytical generalizability, though it is statistically limited. The qualitative data were analyzed using the coding and the content analysis of sentences and phrases through categorizing techniques. Quantitative data were also analyzed using the descriptive methods via the statistical software of SPSS.

Results and Discussion

Research results indicate that about 2700 hectares of the study area is covered by rangelands. These are considered as the common properties of the rural community and are also used in a collective farming system. The rural community was located in an area with 36 km distance from the main road and 56 km from the township centre. This remote area made the community isolated from the decision-making institutions and input and extension service providers. More than 50% of the rural household heads, as participants, were middle-aged with the education at illiterate or low-literate levels. Most of the youth had migrated to the urban areas. These issues may affect the adoption of new technologies to improve their livelihoods. Most rural households mainly depended on livestock holding without any significant diversification in their livelihoods. They had a small number of livestock per household, but the total number of community livestock was more than the rangeland capacity, over twice the capacity. This made over pressure on the rangelands due to excessive overgrazing as well as early and late grazing pressure. This has led to degradation and biodiversity loss of the ecosystem. While there were alternative potential strategies in the area, such as cropping, orchard development and bee keeping, they were used at a very small scale with low productivity due to lack of enough knowledge in the rural households and lack of extension services in this area.

Conclusion

It is necessary to take appropriate actions for management of the factors to escalate unsustainable use of natural resources. One of these actions can be referred to as the diversification of livelihood strategies to reduce dependency and over pressure on rangeland. There may be impossible to change the full dependency on rangelands to other activities due to the geographical location of the community, the constraints for linking to urban markets and the natural capitals available in the area. However, through diversification, it is possible to utilize alternative livelihood strategies as supplementary activities to reduce livestock number and over pressure on rangelands, increase employment, improve livelihoods and conserve natural resources. This approach is considered as a method for governing natural resources to use rangelands, arable lands and permanent lands sustainably. This perspective requires the support of external actors. For example, agricultural extension programs

can facilitate the enhancement of human capacities, particularly knowledge and skills of households, as well as their social capital. The SWOT analysis shows that the main strengths can facilitate this perspective are availability of cropping, orchard plant cultivation, bee keeping and availability of water resources and rangelands. The main weaknesses are rural population illiteracy and low literacy, lack of enough knowledge for using the existing capabilities, and lack of access to required finance and inputs. Therefore, improvement of knowledge and skills and increase in their interactions with external actors, can enhance both natural resources conservation and livelihood diversification.

Keywords: Diversification, Extension, Natural resources management, Rural livelihoods.

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Assessment of Socio-Economic Impacts of the Border Markets of Sero on Development of Surrounding Rural Areas

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Extended Abstract

Introduction

Development projects and trade plans in Iran and many developing countries have been criticized for their detrimental effects on various aspects, and sustainability at large. Accordingly, there is a widespread consensus about the importance of impact assessment of these plans on rural areas. Then, in line with the triple bottom line approach from sustainable development, the impact assessment is of particular importance in considering the sustainability of development projects and plans. Hence, establishment of Border Markets are one of these plans that the government has implemented to develop regions specially border areas in Iran. The basic goals ratified by these border markets are: to raise the socioeconomic standard of living of local people, to create permanent legal jobs, to reduce smuggling, and finally to provide legal sources of revenue for them. It seems that the common border markets of Iran which have been established to improve the welfare and income of local people have not been so much successful in attainment of their goals. Unemployment, smuggling, and illegal trades in border towns are still serious problems for people and government authorities. The Sero Border Market is a plan to develop border region especially rural areas of Somae-Brasou County. Somae-Brasou is located in the west part of West Azerbaijan Province, at a distance of 45 km from Urmia, the capital city of the province. It neighbors Turkey. The Sero Border Market as a great development plan in the West Azarbaijan province was started in 1991 in a high potential region. Establishment of the market potentially caused many social, economic and environmental changes in surrounding rural areas. Therefore, the objects of this study were:

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- To screen the impacts of Sero Border Market on development of surrounding rural areas;
- To scope the impacts of Sero Border Market on development of surrounding rural areas; and
- To model the range and levels of Sero Border Market's impacts.

The study will make certain suggestions to raise local people's income resources, to increase exports and therefore to raise foreign exchange revenues, to develop business knowledge of local people, and finally make some practical and useful suggestions to correct and improve the performance of common border markets.

Methodology

The study has discovery quantitative research methodology. The research method is also descriptive-analytical in the form of comparative approach. The comparative design is an accepted research technique for exploring the impacts that cannot be manipulated experimentally. Statistic population of the study is the rural people who lived in the villages around the market. For this purpose, the villages were categorized in three group distance of three, six, and nine kilometers from the market with the aid of Arc-GIS software. Fifteen villages are investigated in the study. Six villages from the first, six from the second, and three from the third layer were selected and investigated. The sample size of the rural people was determined by using the sampling size table given by Patten. The final samples included were 204 heads of households from the villages with the market. Accordingly, 40 % of rural people in each village participated in this study. Face-to-face interviews were used to collect data with the aid of questionnaire containing open and closed questions. For this purpose, a complete list of the items regarding impacts was developed.

Results and Discussions

The impact items were categorized in 10 impact criteria by a panel of experts. They include demographic characteristics, structure, perceived wellbeing, social capital, social participation, social structure development, quality of life, agriculture, and economic conditions, conservation of community resources, and living pattern and model. Due to determining the reliability of the questionnaire, internal contingency by Cronbach's Alpha value was implemented. The Cronbach's Alpha coefficient (0.66 to 0.84) confirmed the questionnaire. All statistical analysis was performed using SPSS statistical package (version 19 for widows), which consisted of reliability measures, ANOVA test, and path analysis. A significance level of 0.05 was used to establish statistical significance.

Conclusion

The results of this research showed that the market has declined some criteria such as social welfare, rural economy, handicraft development, social participation, and quality of life. Meanwhile, the great declining was in the rural people's economic

criteria. On the other hands, social welfare, rural economy, development of handicraft, social participation, and quality of life were declined in the Sero Border Market. The market has also had an impact only on the villages at a distance of six kilometers. Furthermore, results of a path analysis suggested that the age, income and attitude toward the market were the most important factors explaining evaluation towards impacts of border market of Sero.

Keywords: Border market, Industrialization, Rural development, Socioeconomic impact, Sero.

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Effectiveness of Indigenous Knowledge in Sustainable Agricultural Development

Case Study: Gogtapeh Rural District of Bilehsavar County

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Extended Abstract

Introduction

According to increasing awareness about abuse of modern technologies in many fields on natural resources and traditional values of communities, especially rural values, indigenous knowledge has been considered as an important base for successful and effective approach to development. Indigenous Knowledge (IK) is socio-economically affordable, sustainable knowledge involving minimum risk to rural farmers and producers. It is better for conserving natural resources. Attending to this kind of knowledge is needed for reaching to local and comprehensive development. Rural communities' indigenous knowledge is one of the most important tools for coping with environmental, social and economical problems for rural life continuity. In the recent years, despite replacement of modern knowledge with past local and indigenous approaches, social and environmental impacts of modern technologies has increased requirements of back to previous approaches and integrating indigenous knowledge with modern for gaining the best results of development. IK is an important part of the various fields, including agriculture, health, veterinary, and arts and crafts. For instance, the agricultural practices have increasingly proved to be productive, sustainable and ecologically sound, even under extraordinarily difficult conditions due to the utilization of IK in developing countries.

Methodology

In the social sciences, there are basically two approaches to carry out quantitative (relational) and qualitative (explanatory) researches. According to the nature of the study, the qualitative approach has been adopted for this research. The study investigates how we learn from local people and how they perceive, value, use and conserve the environment and natural resources. This study presents preliminary

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findings from a mixed methods research project and the main objective of this paper is to identify the Indigenous Knowledge used in sustainable agriculture. The aim of the paper is to demonstrate the importance of managing indigenous knowledge for sustainable agricultural performances in the developing countries. Therefore, current paper is to measure and assess the role and effects of rural indigenous knowledge in Gogtapeh rural district, from Bilehsavar Township, on agricultural development by descriptive- analytical methodology. This is the main goal of this research. Hence, we use field study and data gathering by questionnaire from study area. Our sample study includes 298 farmers of sample rural point by Cochran formula.

Results and Discussion

In the semi-structured interviews, 298 smallholder farmers participated in the study. About 88% of the participants were men and 12% were women. The gendered nature of the social, culture, economic and policy systems may have limited women farmers from participating in the study. The mean age of the respondents was 42, and the majority of the respondents (41.9%) were between 30 to 40 years old and 27.2% of them were between 20 to 30 years old. About 21.5% of the respondents were also 40 to 50 years old. The findings showed that 64% of the respondents had some level of formal schooling education and about 36% had College education. After data gathering and analysis in SPSS software, results indicated that indigenous knowledge had a less than medium effect on economical dimensions such as income, rate of production, decrease in production cost, parsimony in production resources and had also a significant effect on conservation of environmental and natural resource in the rural area. Dependence to new technologies and its tools and low level of farmers risk acceptability are the main causes for these results. Also, based on VICOR techniques, Damircheloo and Babak rural points had the most and less effect from indigenous knowledge in agricultural development.

Conclusion

There is much to learn from the IK system if we are to move toward interactive technology development from the conventional transfer of technology approach. It is feasible, efficient and cost effective to learn from the village – level experts. The study findings showed that IK can be used to manage agricultural in the local communities. Indigenous knowledge should be recorded and used for agricultural researchers, extension workers, development practioners, and environmentalists for sustainable agriculture development and management of natural resources. Understanding and conserving Indigenous Knowledge will help to sustain farming practices by reducing the plant genetic erosion and environmental deterioration, increase in sustainable food security and conservation of the variety and variability of animals, plants and very vital soil properties such as physical, biological and chemical characteristics. Sustainable agriculture development and conservation of resources could be significantly advanced if modern scientific knowledge could be incorporated with the traditional knowledge system. From the foregoing interaction

with the farmers, it can be concluded that they have experiential wisdom which they use to conserve and select location specific indigenous paddy varieties for obtaining sustainable yields. Poor socio-economic conditions and risk prone biophysical conditions of farming do not permit the adoption of high energy based farming technologies by the people.

Keywords: Agriculture, Economic development, Indigenous knowledge, Gogtapeh rural districts, Rural area.

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Influence of Belonging and Satisfaction Levels of Rural Life upon Rural Youth Participation in Agricultural Activities

Case Study: Kermanshah City

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Extended Abstract

Introduction

Young people as the main factor in the present and future development of the country play an important role in the sustainability of the country. The young persons in rural areas are very important, because of their essential role in the future of the county. On the other hand, young people create a "career change" followed by social mobility and change of their social status, to the extent that realism and utopian thought forgotten. But it seems that some of factors can encourage rural youth to live and work in the rural environment. Living rural youth in rural environment prevents migration to the cities with dangerous consequences. Therefore, one of the most important tasks of the government is awareness of the needs and desires of the young people. Today's the efforts of developing countries to preserve their employment conditions in rural areas to provide career opportunities is to provide jobs for rural youth. However, factors such as education, media and facilities in cities and the gap between urban and rural areas has led to increased levels of rural youth aspirations and desires. All these factors have caused young people migration from the villages to urban areas. This study was conducted to assess the sense of belonging and life satisfaction of rural youth and its impacts on participation in agricultural activities according to the descriptive - correlation method.

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Methodology

The population of the study area is rural youth in Kermanshah County. This was investigated using a multi-stage sampling, 250 persons were selected as sample. Data collection was carried out by questionnaire that received its validity by faculty members of Razi University of Kermanshah and its reliability by alpha Cronbach's 0.79. Data analysis was carried out by SPSS software. The nature of the study is a qualitative research. Content validity of the questionnaire, Confirmed by 10 members of the academic disciplines and Measurement is rural sociology, agricultural extension and rural development and scholars and experts and Agriculture Organization of Kermanshah. We used descriptive statistics of mean and standard deviation and inferential statistics of correlation and regression.

Results and Discussions

Results of this study indicated that mean and standard deviation of the sense of belonging of the young people was 3.65 and 0.46, respectively. The mean and standard deviation of their life satisfaction was also 2.90 and 1.03, respectively. The results showed that culture in the village is accepted and believed, that's the most important to remember belonging issues of rural youth. Youth participation in the agricultural activities are transporting the product to the warehouse, segmentation, and plowing and leveling land. The results indicate that young people in rural areas are still very valuable. It is suggested that with respect to these beliefs, conditions and opportunities for young people in rural areas to maintain these associations, youth participation in agricultural and live-action are important in the countryside. Therefore, the young people in other fields are involved, and this requires knowledge and training. As the results showed, rural youth, educational facilities, health services were moderately satisfied. Overall, the youth has average satisfactory of rural facilities.

Conclusion

Youth participation in agricultural activities was assessed relatively good. Linear regression showed that 43% of changes in the dependent variable (participation in agricultural activities) is explained by the two independent variables (belonging and rural life satisfaction). The overall objective of this study was to evaluate the satisfaction and sense of belonging of youth to the village and the city of Kermanshah's participation in agricultural activities. As the results showed, the highest level of education among young people with high school education (5/34%) indicates the fact that the later years, the level of education of the youth of the village. It is suggested that planners and policy-makers in their programs cover the maximum attention to rural education. As a result, it increases the level of youth participation in agricultural activities. It is recommended that a condition has to provide the satisfaction of youth from rural areas and improve facilities to increase the youth sense of belonging to the villages. As a result, it increases the level of youth participation in agricultural activities.

Keywords: Agricultural activities, Participation, Rural youth, Satisfaction, Sense of belonging.

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Assessment of Environment Quality of Rural Tourism Destinations Case Study: Asara County, Karaj Township

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Extended Abstract

Introduction

Environment quality is one of the main issues in development; In fact, many of the behavioral abnormalities -with many historical, cultural or economical sources- have been resulted from the quality of residential and work spaces. A high quality environment gives the residents a sense of welfare and satisfaction through its physical, social or symbolic attributes. Thus, the quality of environment of human settlements and especially rural areas of tourism destinations depends greatly on the quality of infrastructures and well management. Tourists consider different points as tourism destinations, from natural original regions to historical and cultural sites, fairs and festivals. Each of these destinations has its own specific environment, which is supported by population of its functional and distributional area; two mentioned natural and human environments are influenced by development of tourism activities. However, tourism destination attributes affect the perceived quality by tourists, and the perceived quality relates to tourists' satisfaction and their behavioral tendencies. The relationship between satisfaction and behavioral tendencies has been confirmed. Therefore, environment quality is one of the effective factors of rural tourism development that plays an important role in local residents' and tourists' satisfaction. With the importance of environment quality and its various components in the way of rural tourism development, this paper is to evaluate the environment quality of rural tourism destinations in Asara County in the province of Alborz, to answer these questions: 1. how is the level of environment quality of rural tourism destinations in Asara? 2. Is there significant difference between the viewpoints of local residents and tourists about environment quality of studied villages? 3. Is there significant relationship between tourists' viewpoint on environment quality and attracting tourists?

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Methodology

This paper is an applied research whose method is descriptive. The required data has been gathered through library studies and field work. The basis of field work is questionnaire whose questions organized in nominal, ordinal and interval scales. Statistical population is the villages with more than 50 households in Asara County; based on some criteria such as population, distance and local reputation in tourism. Five villages including Velayatrud, Nesa, Shahrestanak, Aderan and Tekye-Sepahsalar were selected. In this paper, the unit of analysis is heads of households and tourists. Sample size was calculated by Cochran's test (confidence level of 95% and significance level of 0.05). This led to selection of 296 heads of households from 1299 local households in the five villages, and 322 tourists. Based on library studies and content analysis, it selected 40 criteria within 7 indicators including structural and functional quality, quality of tourism attractions, visual quality, environmental quality, quality of texture and transportation network, social environment quality, and environment dynamism. Analysis of attracting tourists was conducted through studying the indicators of the attractiveness of the village, willingness to visit again, stimulating others to visit village, and tendency to tourism development. Descriptive and Inferential statistics were applied for data analysis.

Results and Discussion

Results show that among studied criteria, maximum and minimum amount of total mean are related to the "beauty of rural landscapes" from the set of quality of tourism attraction criteria and "parking facilities" from structural and functional quality indicator, respectively. From the viewpoint of population, maximum and minimum amount of total mean are belonged to the criteria of "accessibility to financial services" and "construction harmony". Results of tourists' viewpoint analysis show that the criteria of "beauty of attractions" and "local guides' cooperation" have gained the maximum and minimum amount of mean, respectively. Besides, analysis of the viewpoints of local residents and tourists in the level of total indicators show the significant difference just in "the quality of tourism attractions" and "environmental quality". In the level of detailed criteria, Mann-Whitney test show significant difference between local residents' and tourists' viewpoints about some criteria such as "host services", "basic curative facilities", "leisure facilities", "place palatability", etc.

Conclusion

In the way of achieving sustainable development of tourism in rural areas, it is necessary to recognize assessment and promotion of the environment quality of tourism destinations. Therefore, the present study has evaluated the environment quality of rural tourism destinations located in Asara County in Alborz Province. The results of this research also showed that environment quality of studied villages is upper than average from the viewpoint of two mentioned groups. It is notable that the tourists' assessment of environment quality is more proper than those of the

local residents. The results also show that among septet total indicators, indicator of “structural and functional quality” has more effect to attract tourist.

Overall, based on the findings of the study, the following issues can help planners and tourism beneficiaries create more sustainable and high quality tourism villages: these suggestions are development and implementation of practical projects aiming at promotion of environment quality using the viewpoints of tourists and local residents, arrangement of rules and regulations for protecting and improving the quality of various aspects of the rural environment, developing a sense of responsibility among residents and tourists about rural environmental quality, and finally, construction and development of appropriate recreational facilities for daily tourists.

Keywords: Asara County, Environment quality, Local residents, Rural tourism, Tourists.

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