Discourse of Modernization and Divergence of Policy Development and Agriculture Exploitation: Reflection on Rurality Conception the Process of Development Programs in Iran

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Extended Abstract

Introduction
The future development of agriculture and the preoccupation of policy-makers and development specialists along with many efforts by the authorities in the recent decades have been made to promote this sector of economy. However, development efforts on rural lands were "inefficient" and "traditional" and No favorable achievement was obtained by the government political elites. The study about the social and economic development programs argues that political management efforts are based on this premise that how community development programs are implemented to promote the ideas and ideals of modernization discourse. Following this strategy in the process of development programs in the country creates problems for the agricultural sector and the rural settlements. Instructions and forced modernization and the operation should be subject to the laws in the state outside of the rural and this may play no role in its development. All aspects of social and economic modernization with its own sovereignty penetrated into rural communities. This was through disregarding peasant life and its integration with the local and national level on the subject of disciplinary entrepreneurial foundation.

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Methodology
In rural settlements, it is necessary to prevent forced shaping of uncertainty space/conflict with local communities to stop the spread of agriculture. To analyze the "discourse", we examine the relationship between state structures and decision-makers in agriculture and rural development process. In recent years, a growing number of studies have found an effective method of discourse analysis in this effort. Discourse as a linguistic act as a "group of claims, ideas and terminology, and specific facts and social history". It is about power relations, the ideological and institutional changes. In the shadow of productive dialogue, the social elite of knowledge consider what is right to impose the public. Thus, discourse analysis determines the positions behind the disputed issues by exploring the basic assumptions, values and interests followed by various stakeholders. The present study shows how "Rurality" and consequently agriculture in the discourse of "modernization" (deprivation and overcome the backwardness of rural and agriculture) and the modernist discourse in academic circles (the residue of cultural and indigenous knowledge) with local resistance are taken as a "community living" trying to impose their power and influence to others. This is something that has always challenged the relative stability of returns. Therefore, the government strategy that attempts to bridge the gap between the development and operation of local public policies and the movement of "Rural Politics" to "Politics of the Rural", is an important measure for progress.

Results and Discussion
In this research, we noted that "rurality" still remain effective in the discourse of "modernization". This divergence of their public policies for development and operation of local plans shows the focus of high center and low-interest agricultural activities and the lifters who strive as well as the lack of implementation of the imposed policies with local characteristics and interests. In fact, the conditions are influenced by discourse and the dialogue based on internal mechanisms.

Conclusion
Generally, rural and agricultural sector authorities are trying to impose their own power and influence on other activities. Thus, a "community living" (ancient Iranian
rural) parties that have been challenged, are changed and will be rebuild in relation
to agriculture, we must recognize that we cannot go back to the past and in the
previous stage of development of our technology. On the other hand, the future can't
afford for this part because human thinking do not have a way to the future and this
means that the human science should have a mental imagination. Therefore, we live
in a time when modern technology surrounds us and transposition is left for us.
However, adherence to the rule of the rural population and development policy
measures can address this problem and fields to define the appropriate technology
for each location. This is beginning to revive the art of agricultural activities and
correct the shortcomings of modern technology.

Keywords: Agricultural modernization, Discourse, Governing, Politics of the rural,
Rurality.

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Evaluation of Organic Agriculture Development in Rural Areas
Case Study: Producers of Intransition and Certified Products

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Expanded Abstract
Introduction
Since the beginning of the 21st century, development of organic farming worldwide has showed a strong growth. According to the latest survey on certified organic agriculture worldwide, statistical information on organic agriculture is now available from 160 countries, an increase of six counties since the last survey. There are 37.2 million hectares of organic agricultural land. Iran has 913 hectares of the organic agriculture lands. In this research, it is aimed to review the place of organic agriculture and to produce healthy food and food chain through sustainable development. It is important to consider development of required education for transferring from convenient agriculture to organic agriculture. The data of study have been taken from producers of organic products. That has been participating in third Iranian natural and organic food products expo 2011. We have used SPSS to analyze the data. The results show that by using organic farming, there is 31% of

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yield in each hectare and the amount of chemical fertilizer is reduced by 96.4% and the amount of pesticides usage is reduced by 83% in contrast to convenient farming. In total, 75% of all producers obtained organic certification from European companies and 25% lack this certification. With focus on familiarity of the farmers with transaction steps of organic farming, these steps are taken under serious consideration in Iran. Furthermore, agricultural an education extension will play significant role in this area. The aim of this research is to examine the place of organic agricultural production and healthy food in Iran, time line of organic agriculture development, farmer’s attitude, farmers’ acceptance of their satisfaction, the amount of clarity and effectiveness of the organic cultivation, and finally the obstacles and challenges organic cultivation are faced with in Iran.

**Methodology**

The data of this paper have been collected from producers of organic products in provinces of Qom, Tehran, Mazandaran, Khorasan, Markazi, Fars, Sistan and Balochestan. This is a descriptive analytical research. We used correlation and survey methods to address the problem of the study.

**Results and Discussion**

Organic agriculture can be found in 11 out of 31 provinces of Iran. More than half of the organic agricultural farmlands are placed in the fertile Northern provinces. This means that the average farm size in this part of the country is 30 to 40 hectares. The remaining 95 percent of the organic farms (2'870) are concentrated in the Southern provinces, but with an average farm size of only 1.2 hectares. Hence, the organic sector of Iran resembles the conventional farm sector, but with a much higher concentration of very small farms. Main products are wild pistachio, herbs, and licorice. As in many developing countries, the domestic market for organic products in Iran is still relatively small. However, local demand for organic products has been growing
parallel with rising incomes and consumer awareness as well as the concerns related to a number of food safety issues. It is typical for developing countries that the domestic organic market starts in the capital city with smaller outlets/health shops. These shops are usually located in residential areas inhabited by upper-middle class citizens. The same goes for Iran, where a number of organic products such as rice, honey, and olive oil are now occasionally available in a few outlets in some high-end residential areas in the northern part of Tehran. The market is not stable, however, and lacks a consistent supply of products. In addition, it is required to improve quality and packaging needs to be improved in order to lessen both distribution costs and secure a growing consumer interest.

Conclusion
More than 95 percent of the organic production in Iran is being exported. However, official statistics about export volumes and value are non-existent, and the private firms are very reluctant to inform or hand out information on these issues. Thirty-five companies are involved in the exports. They are all conventional, but they have started an organic product line. A majority of the companies are the private intermediaries purchasing products from the farmers. There are also a few large farm enterprises specialized in pistachio, fully vertically integrated from production to export. The main importing countries of Iranian organic products are Germany, France, UK, and Netherlands. Organic agriculture combines modern scientific research with traditional farming techniques in a sustainable and efficient farming system. By working with natural processes and making use of locally available possessions, poor smallholder farmers can build up the fertility and productivity of their farms while avoiding dependence on expensive external inputs. Growing markets for certified products mean that organic agriculture offers an important opportunity for the rural poor in developing countries to benefit from international trade. On the other hand, there is an increasing public concern about food safety, but only a few people really know about
organic farming. A recent survey indicated that there is lack of information on organic farming. The organic industry still has a long way to go in Iran.

**Keywords:** Evaluation, Healthy products, Organic agriculture, Rural areas, Sustainable development.

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Identification of the Marketing Challenges of Agricultural Entrepreneurs in Kermanshah Township

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Extended Abstract

Introduction
One of the major factors that caused failure and decaying of entrepreneurs was insufficiency of marketing system. The importance of identification of market structure and marketing is as important as production process. In the world today due to the problem of demand for products, without identification and insurance of the existence of market for the products or services, production will be no mean. Therefore, marketing operations are necessary for survival of the entrepreneurs to receive benefits from the production. The aim of this study was to identify the challenges of marketing for agricultural entrepreneurs in the Kermanshah Township.

Methodology
This study was conducted using qualitative methods. The studied populations were agricultural entrepreneurs for at least two consecutive years in Kermanshah.
Township. To select the participants, we used purposive sampling method to achieve representativeness or comparability. The sampling to achieve comparability and representativeness used by the researchers wants to gain samples who represent a broader group of individuals and to the extent possible to close it, or are looking for a comparison between different groups. This type of sampling includes 6 methods according to the purpose of the study with homogeneous samples. This method includes selection of the people of sub-culture or those who have many common characteristics. This method is used when a particular group is examined, for example, when interviewed by the experts. The data were achieved by a total of 18 interviews with agricultural entrepreneurs. Semi-structured interviews were also used to collect the data. Interviews lasted approximately 45 to 60 minutes. The data collection continues as long as the researcher is ensured that the data gathering does not change the obtained categories and the characteristics of each category are completely determined so that the entry of new data to the study process does not make changes in the categories and characteristics, and so called to have reached data saturation. Strategies such as the review of participants and review of partners were used to validate. To assess participants reviewing in addition to restoring speech and the experience during the interview, we used the full text of codes and categories available to the partners and their views in correction or confirm. In connection with the approval of the process to it was attempted to record all the activities accurately. To comply with ethical conditions while creating an intimate atmosphere in the group, it was trying to make their satisfaction to participate in the group. Qualitative content analysis was used to analyze the data. Qualitative content analysis is specialized in processing of scientific data to determine existing words and concepts in the text. These are to summarize the described and interpreted data. After each interview, the texts were extracted by tape and written on paper. After the texts of interviews were reviewed several times carefully by the researcher, they were analyzed for coding system to produce the first category. For this purpose, the interviews were divided into meaning units, which are then summarized and were converted into codes. Different codes were classified according to their similarities and differences compared with that category.
Results and Discussion

The results of this study revealed that the three main categories of barriers to political, economic, technical and agricultural activities were identified as the most important challenges of marketing for agricultural entrepreneurs. One of the major categories was political barriers. This main category accounts for 33% of the codes. Government policies in the field of market were fundamental issues to the proper functioning of the market. This main category has three sub-categories of pricing system weakness, poor infrastructure, and inadequate information system of the market. Economic problems, including fundamental issues have the majority of agricultural entrepreneurs to enter marketing of their products. This main category had the most controversial issues among the participants so that the greatest number of codes 236 (3/49%) are allocated to them. This category has four sub-categories including lack of infrastructure, vulnerable crops, lack of credit and adequacy capital and quality of the products. Category of technical barriers has the sub-categories of no understanding of customer and no marketing skills of the entrepreneur. It was the third challenge that the participants considered effective on the success of their business. Technical barriers, 85 (17.7%) codes were allocated to that.

Conclusion

Analysis of the results of the interviews suggests that the lack of understanding of customers contain agricultural problems that entrepreneurs are faced in marketing of their products. Therefore, it can be stated that inefficiency in marketing strategies and methods may result in disinterests of rural people in agricultural activities in this region.

Keywords: Agricultural entrepreneurs, Challenges, Content analysis, Entrepreneurship, Marketing.

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Food Tourism: An Opportunity for Sustainable Development of Rural Areas in Iran

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Extended Abstract

Introduction
Rural Tourism has substantially been developed in the world in the past few decades and has regularly been added to the scope of its diversity. Food Tourism is a subset of rural tourism. It is considered by planners and policy-makers in the some countries with respect to the function and its benefits. Over the past decade, increase in the competition among tourism destinations has led to remarkable growth in tourism attractions in order to attract more tourists and their satisfaction. Nowadays, food tourism has been recognized as one of the main tools for rural and regional development in many countries. Food tourism plays a prominent role in the economic development strategies of many developing countries. Although there are a variety of local and traditional foods in Iran, but the food tourism has not yet been considered by tourism custodians. While the growth and development of food tourism can play an effective role in sustainable development of rural communities in Iran.

Methodology
This paper discussed some of the literature and experiences in this field with a descriptive method and the data were collected by documentary method. In this study, various aspects of the food tourism and its functions have been investigated in order to introduce and expand some topics related to food tourism in Iran.

Results and Discussion
Food and tourism have a very close relationship and food is a critical tourism resource. Local foods are widely recognized as an essential part of tourism

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experience. The main reasons for the formation of food tourism mainly includes influence of urbanization, agriculture, globalization or localization, interests for food, eating experiences and cultural differences among tourism consumers around the world. Investigations on the food tourism indicate that this sector of tourism industry has a wide range of functions in various aspects. Numerous studies have demonstrated that food tourism can play a significant role in balanced sustainable development. Food tourism can play an effective role in economic, socio-cultural and environmental development as well as the development of tourism destinations (Table 1). This kind of tourism is considered as an engine for economic growth in rural areas.

<table>
<thead>
<tr>
<th>Economic</th>
<th>Social - Cultural</th>
<th>Environmental</th>
</tr>
</thead>
<tbody>
<tr>
<td>-Improving and commercialization of agriculture products</td>
<td>-Conservation of traditional foods</td>
<td>-Conservation of biodiversity (plant and animal)</td>
</tr>
<tr>
<td>- Capitalize on local assets</td>
<td>- Strengthening of local identity and culture</td>
<td>- Creation of incentives for conservation of natural resources</td>
</tr>
<tr>
<td>- Creating employment for rural youth and women</td>
<td>- Creating and strengthening local identity</td>
<td>- Reduction of waste products</td>
</tr>
<tr>
<td>- Increasing income and reducing poverty</td>
<td>- Improving quality of life</td>
<td>- More control and conservation of natural resources</td>
</tr>
<tr>
<td>- Contributing to the development of organic agriculture</td>
<td>- Creating a sense of local pride</td>
<td></td>
</tr>
<tr>
<td>- Creation of economic opportunities through attracting tourists</td>
<td>- Help for identifying agricultural products in different regions and countries</td>
<td></td>
</tr>
<tr>
<td>- Creation of markets for agricultural products and food stuffs</td>
<td>- Help for education of consumers about agriculture and rural heritage</td>
<td></td>
</tr>
<tr>
<td>- Creating a brand for tourism destinations</td>
<td>- Establishment of cultural interaction among nations.</td>
<td></td>
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<tr>
<td>- Creating new value-added food products</td>
<td>- Entertainment</td>
<td></td>
</tr>
<tr>
<td>- Support for local investment enterprises, mostly farmers and small producers</td>
<td>- More communication between producers and consumers</td>
<td></td>
</tr>
<tr>
<td>- Helping security of business in the future</td>
<td>- Empowerment of community, especially women</td>
<td></td>
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<tr>
<td>- Increase in turnover of regions</td>
<td>- Help for improving community health through healthy food</td>
<td></td>
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<tr>
<td>- Formation of clusters of food and cooking</td>
<td>- Strengthening of indigenous knowledge</td>
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<td></td>
<td>- Increasing local participation</td>
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Conclusion
There are a lot of capabilities for growth and development of food tourism in Iran. An initial investigation indicates that there are approximately 2,500 local foods and drinks throughout the country. Despite the variety of food, food tourism capacity is neglected in Iran. Research indicates that there are issues and challenges in order to develop the food tourism in the country. These are no serious attention to the issue of food tourism; no sufficient public awareness and understanding about this sector of tourism industry; nonecessary infrastructure in the local and regional levels; no necessary skills to present food tourism services; and no effective tourism strategies at the local, regional and national levels;

Keywords: Iran, Food tourism, Rural areas, Rural sustainable development, Rural tourism.

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Investigation about the Role of Fish Farming in Sustainable Livelihood of Rural Farmers, Zahedan County

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Extended Abstract

Introduction

Many attempts have been focused on developing activities concerning food production, job creation and supply of a sustainable source of livelihood for the majority of citizens in poor countries. Since the restriction of agriculture as the main risky rural practices impose many challenges to rural residents, rural development can no longer be based only on traditional agricultural activities. However, livelihood diversification can be an alternative to overcome poor living conditions in rural areas. Livelihood diversification through the use of reliable resources can contribute to formulate a survival strategy, maintenance and development. Rural livelihood diversification is referred to as the phenomenon through which the rural household unit builds a group of activities and goods looking for better ways of living. Diversification as a livelihood strategy is the process in which rural households are engaged in multiple activities (either on-farm or off-farm, agricultural or nonagricultural) to survive and to improve their assets (livelihood assets includes natural, physical, human and financial goods, and social capital) and, therefore, their standard of living. On-farm diversification includes the introduction of new crops into farming systems or the farmers investing in livestock, hunting, and fisheries. Fish-farming strategy is classified as one of the supplementary sources of

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income generation for rural households and especially their poor counterparts. Small-scale fish farming contributes to job creation and promotes rural development. Fish culture is one of the activities contributing to food production worldwide. But the question is whether it provides a sustainable source of livelihood for rural households. In other words, could policy-makers rely on fish-culture as one of the sources of sustainable livelihood for rural farmers?

Methodology
The present study was carried out to investigate the place of multi-functional agriculture in sustainable rural livelihoods of Zahedan farmers. This was an applied study based on descriptive – causal comparative method. Data collection tools were structured questionnaires. The questionnaire was consisted of four sections. The first section measures farmers’ vulnerability by assessing the trends, shocks and seasonal conditions of living environment. The second part analyzed livelihood assets (physical, financial, human, social and natural assets). The third section examines the institutional processes and the organizational structures which provide the context for fish-farming and necessary support for development of the activity. The fourth part investigates the factors affecting adoption of fish farming including environmental attitudes, the risk-taking propensity, technical knowledge and fish-culture innovation characteristics. The latter part of the questionnaire had been allocated to demographic questions. Validity was confirmed by a panel of experts. For testing reliability, a pilot study was performed and the results confirmed the questionnaire reliability (the Cronbach's Alpha values were ranged from 0.61 to 0.82). Statistical population of this research was consisted of 52 active, 52 passive, and 52 non-adopters of fish farming strategy based on Krejcie and Morgan table of sampling. The SPSS version 21 and the Excel applications were used for data analysis.

Results and Discussion
The results of this research indicated a comparison between the sustainable livelihoods of active fish farmers with other groups. Furthermore, the fish farming
provided the better status of five categories of livelihood assets in active fish farmers compared with the other groups of farmers. However, the sustainability status of all groups was assessed as poor. Nevertheless, the active fish farmers revealed to have suitable place in terms of social (x̄=31.58), human capital (x̄=35.54), and lower status in their material and moral support of public and private organizations. They had higher levels of technical knowledge, environmental attitudes, and risk-taking propensity relative to the other farmers.

Analysis of variance results revealed that the fish-farming affects sustainability of social, human and financial livelihood assets of fish-farmers in comparison with the other groups. The fish culture was also proved to serve as a sustainable means of livelihood among fish-farmers. The results of the discriminate analysis of predictors of fish farming adoption among active farmers suggested that fish farming experience had a greater correlation with livelihood assets in the audit function (r=0.96). In other words, this attempted to identify the experience variables affecting the level of actively fish-farming. According to standard audit function, age could be discriminated among the passive fish-farmers and the non-adopter group (r=0.92).

**Conclusion**

This research sheds light on the positive impacts of fish-farming on livelihoods of Zahedan farmers, though there is a long way to go for achieving the sustainable livelihood for fish farmers. Finally, some suggestions were made to develop fish-farming activities, especially among discontinuers and non-adopter groups of farmers. The suggestions mention the necessity to support fish farmers morally. In other words, the importance of providing a context of institutional support to bring technical training to practical experiences besides the capacity building to promote social assets was introduced as necessary inputs to sustainable livelihoods of the fish farmers.

**Keywords:** Adoption, Fish culture, Multifunctional agriculture, Sustainable livelihood, Zahedan County.
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Explanation of Resettlement in Sustainable Rural Development  
Case Study: Flooded Villages in Golestan Province

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Extended Abstract

Introduction
Resettlement is a process that helps people to mitigate the effects of displacement on their standard of living. A sustainable development approach uses resettlement as an opportunity to improve living standards of displaced people and ensures their benefits from the development activity. Studies show that resettlement can result in adverse impacts on the resettled population. Conversely, a well-planned and managed resettlement process can lead to positive long-term development outcomes. Studies on post disaster resettlement (PDR) in rural areas of Iran revealed that these actions do not respond to all the needs of residents. Occurrence of extreme rainfalls, in August 2005 in the eastern part of the Golestan province in North Iran, caused two devastating flood disasters and damaged several villages. After considerable long discussions, planners and policy makers decided to relocate a significant number of villages to reside them in larger areas. Finally, in this area 11 villages

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were replaced and integrated in one place but 3 villages were replaced without integration. In this study we want to explore the social, economical and physical impacts of resettlement in the villages before and after the Golestan Floods. This study is attempting to answer these questions:
- Is there a significant difference between resettlement patterns to access a sustainable development?
- What are the social, economical and physical consequences of a disaster resettlement event?

The study area of this research is located in the north-east part of Iran in Golestan province. It is from 37°42´ to 37°22´ E and 55°54´ to 55°20´ N. It has mild temperature with annual rainfall of approximately 450 mm. Farming and livestock were among the most important local economic activities of the households in the study area before the flood.

After the flood 11 villages (Ghezelotagh, Aghtoghe, Chatal, Khojelar, Koorok, Pashaei, Ghapane olia, Ghapane sofia, Seidlar, Sheikhlar and Davaji) were replaced and integrated in one place called Pishkamar Town. Three villages (Gholaghkasan, Boghghojebala and Boghghojepaein) were only replaced in safer area (with 1-2 Km).

**Methodology**

In order to investigate the post disaster resettlement (PDR) program conducted in the villages of Golestan Province and find out negative and positive aspects of the post disaster resettlement (PDR) programs, we used subjective indicators and satisfaction levels in three aspects and 18 domains. Research method was descriptive and analytic.

To compare the effects of the post disaster resettlement (PDR) patterns, at first step 80 indices were selected based on related literature and their content analysis. Then, these were assessed by 30 academic members and rural experts through Delphi method based on 2 criteria in two stages and finally 67 indices were accepted. In this study, 31 indicators have been used to assess social sustainability, 21 indicators to assess economic sustainability, and 15 indicators to assess environmental sustainability; all suitable for structure of Iranian villages and environment friendly.
Up to 279 samples were randomly selected from the residents of Pishkamar and the 3 villages. Data collection tool was a researcher-designed questionnaire that was produced according to research objectives. The questionnaire was made of closed questions with answers in five-point Likert scale (1: grown much worse to 5: grown much better). In order to evaluate internal validity, at first the method of content validity was used to increase the validity of the questionnaire. In this method, the first step was trying to test the scales in the studies of post disaster sustainable development and poll of professors and professionals. Then, the developed questionnaire was filled out in two preliminary and final stages. Examination of the answers to the 30 questionnaires and doing statistical calculations was the final steps. Chronbach alpha was used to evaluate the reliability. Comparisons between the two groups were made using Independent Sample T Test.

Results and Discussion

The economic aspect of the resettlement was evaluated based on four parameters including production, employment, economic diversification and income. Observed mean of the integration and relocation pattern were 2.78 and 2.81, respectively. The results show that there are significant difference between the two groups at production, employment, economic diversification and income. This reveals that from economic point of view the relocation was not successful.

On the other hand, from social-cultural perspective ten studied parameters show that the resettlement has positive performance as mean of social aspects for integration and relocation pattern were 3.16 and 3.20, respectively. The result shows that there are significant differences between the two groups at social participation, education, health, social welfare, safety and organization. The observed mean of the integration and relocation pattern were 3.33 and 3.50, respectively. Result shows that there are significant differences between the two groups at quality of environment, safety and information and communications.

Sustainable development approach depends greatly on sustainability of economic, social and environmental aspects. This study shows that both relocation patterns are
not sustainable in term of economy. This means that, the studied societies have not the sustainable development yet and it requires improvement in economic indices.

**Conclusion**

Post disaster reconstruction created significant opportunities for improving urban facilities such as libraries, broad streets, sport complexes, health clinics in Pishkamar and 3 villages. In general, the results of the study indicate that the resettlement of villages after disaster led to significant improvement in the social and environmental aspects in study area. The resettlement policy were successful in reducing the flood disaster risk and also improved QoL (by relocating villagers), but it was not successful in economic aspects. To reduce the negative economic impacts of resettlement, several measurements must be implemented. These are the strengthening of production capacity and skills (through training and technology transfer); diversification of economic activities (through the establishment of new economic activities) and increase in financial support for the most vulnerable communities.

**Keywords:** Flood, Golestan Province, Pishkamar, Post disaster resettlement (pdr), Rural integration.

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Evaluation of the Social Factors Affecting the Environmental Awareness of Rural People
Case Study: Jagharq in Binalud County

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Extended Abstract

Introduction

Today's ambient environmental catastrophe not only threatens the peace and security of human life and human existence but also rubs it. This is the reason for the scientific and political debate on the most serious environmental issues. Awareness of environmental conditions and evaluation of the changes in international community in the recent years has been the overall focus and knowledge and understanding of the environment. This is to detect changes in the management and implementation of management programs. Today, environmental issues have profoundly social context - cultural environment that we should pay attention to. Today, environmental disaster, not only take away the peace and security of human life, but it also threatens human existence. For this reason, scientific and political debate on the environment is the highest and the most recent deafening discussions. The ultimate objective of environmental protection is in relation to the social

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environment and enhanced environmental awareness in the community as well as fostering a culture of environmental enforcement at different levels. Hence, awareness of the environmental issues surrounding villagers is the most important programs in developing countries to achieve sustainable development of the rural environment as one of the most livable places. These have been particularly close to the environment, so that the programs can affect both the environment and their surroundings and, therefore, have the greatest relationship with the environment. Therefore, their awareness of environmental issues is considered to be an undeniable necessity. The main objective of this study was to identify the factors that influence the level of environmental awareness of the villagers. The main objectives of this study are identification of the relationship between individual characteristics, behavioral characteristics and psychological, cultural traits, social media and media consumption among rural households in the study area, with regard to their environmental awareness.

Methodology
Based on the nature of the problem of the study, this study is an applied descriptive-analytical research. The main approach for data collection is survey method and main data have been collected in the field. Statistical population of the study is the residents of the village Jaghrq Binalud in Khorasan Razavi Province. According to Cochran's formula, a sample of 336 students has been selected using systematic random sampling method. The reliability a questionnaire has been approved by Cornbrash’s alpha coefficient (75.0). For statistical analysis of the survey data using SPSS and appropriate assessment, we have used tests of correlation analysis, analysis of variance and stepwise multiple regression.

Results and discussion
Research findings suggest that awareness of environmental issues with villagers is 37.2% of the average. There is a significant relationship (0.99) between the independent variables (social dimensions, individual elements of behavior-psychological, socio-cultural and media consumptions) and dependent variable
(level of environmental awareness). According to the stepwise regression analysis, five variables (Using radio, interaction with others, social relations at the local level, participation in village affairs and age) have the greatest impact on environmental awareness among the villagers.

**Conclusion**

Based on the findings, we can conclude that villagers' awareness of environmental issues is at an intermediate level. The factors influencing environmental awareness, based on the factors we can say that radio, interactions with others, local communication, age, and participation in village affairs explain the largest environmental awareness of rural environment. Furthermore, from the remaining of the two basic dimensions of behaviors of psychological regression equation, it can be deduced that these components are along with other components of personal, cultural, social - media consumption to explain and predict the environmental awareness. Based on the findings and the results to improve the current situation, we propose that:

1. A preliminary scheme to promote environmental awareness among different groups of people (women and men) of all ages and all educational levels, especially those with low education cycle, was used to prevent environmental degradation and pollution.
2. In order to increase environmental awareness of the villagers, it is imperative that the areas of interaction and community participation in environmental decision-making are provided at all levels, particularly in the management, design, implementation, and evaluation of environmental projects.
3. Efficient use of media and mass communications, especially (radio) in rural areas can enhance and promote community awareness about environmental issues.

**Keywords:** Binalud, Collaboration, Environment, Interactions, Environmental awareness of the villagers, Media consumption, Social factors.
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Investigation about the Factors Motivating Rural Youth to Choose Agricultural Occupations, Gonbad-e- Kavous County

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Extended Abstract
Introduction
A study on the function of Iran economic conditions shows suitable and exceptional situation of agricultural sector in the national economy. On the other side, human resources are an important and effective factor in agricultural development and rural young people are vast majority of rural population and work forces. Hence, providing the necessary condition to lead this active human force to agriculture sector can be an important factor in agricultural sustainability and economic growth of rural areas, in addition to job creation. Therefore, the main issue in development is that how rural youth can be empowered and joined to agricultural activities and be efficient in the process of economic development? These are basic questions that governments are encountering with them. The rural areas of Gonbad-e-Kavous County have large and productive farmlands. The educated rural youth can play an important role in agricultural development by empowering the youth people. For this

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reason, we have decided to address the factors motivating the rural young people to choose agricultural occupations.

Methodology
This applied and descriptive-correlational study was conducted in 2011. Survey research method was used in this study. The statistic population of the study was consisted of 39057 rural young people in age group of 15-24 years old from Gonbad-e-Kavous County. Based on Cochran's formula, a sample of 347 individuals was selected for the study. Proportional stratified random sampling method was used for data collection. The study area was consisted of two sections, Markazi and Dashlibroon, and six rural districts. The instrument of the study was a researcher made questionnaire with three separated parts, i.e. personal and occupational characteristics, youth's motivation in relation with agricultural vocations, and barriers to agricultural occupations in rural areas. The validity of the questionnaire was confirmed by academy stuff from department of agricultural management and development in Tehran University. For reliability of the instrument, the Cronbach alpha was used and it was in 0.72 and 0.90 for motivation and rural areas problems scale, respectively. The SPSSver.19 software was used for data analysis.

Results and Discussion
Based on the results, only 14.4% of youth were low interested towards agricultural occupations and at this time 51% of them tend to establish agricultural occupations. Half of them stated that their reluctance was related to lack of facilities and up to date technical and financial supports of agricultural sector by government organization. The factors affecting motive for selecting agricultural vocations, rural youth of Gonbad-e-Kavous stated that application of useful solutions in confronting problems, and ability to do long term farming works are the most important factors in increasing the motives. In rural youth viewpoint, poor financial facilities, poor awareness of bureau employees about real needs of farmers were ranked as the most important problems of agricultural occupation. Demurger et al. (2010) showed that no support from government and society, hardship and low profitability of
agricultural activities are the main disadvantages of these occupations. While Aitken (2010, 1) showed some instances of business by low resource rural youth; in viewpoint of youth, the main advantages of these occupations were job creation and income generation. Demurger et al. (2010) also showed that better off rural households perceived agricultural employments as a good income sources. In this study, the result of correlation analysis showed that there was significant relationship among farming experiences, tendency to employment in agriculture sector, irrigated land ownership, characteristics of entrepreneurial personality, and motivation rate to select agricultural vocations. This result is confirmed by several previous studies.

The result of t-test showed that there was a significant difference between occupation situation, tendency to launch agricultural vocation, skill or expertise, and rural youth motivation to select agricultural occupations. Multiple regression analysis also revealed that pragmatism, seeking to challenge, and tolerance of ambiguity were main determinants of youth's motives to choose agricultural employments. Webster et al. (2008) found that some young people entered agricultural training program because of their strong belief in the future of farming and to generate additional income.

**Conclusion**

According to the findings of this study, the following recommendations are presented to promote motives of rural youth of Gonbad-e Kavoos to enter in agriculture sector. Promotion of working culture and employment in non-waged sector by establishing self employment centers in rural areas have facilities such as training courses, production workshops, the commodity selling and technical services. Some of the young rural people have training courses. They have higher entrepreneurial spirits and pay special agricultural credits to create effective occupations in this sector.

**Keywords:** Agricultural occupations, Gonbad-e-Kavoos, Motive, Rural development, Rural youth.
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Analysis on the Factors Preventing New Rural Management Approach in Hamedan Province

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Extended Abstract

Introduction
New local management approach is one of the promising new and alternative management approaches emerged in the recent years for rural management. Rural communities will be required to take more responsibility for solving local problems. Participation is the core of the new approach. Community participation has been recognized as an essential asset in the promotion of the independence of local people from many organizations. e.g., those implementing multi-sectoral activities based on local conditions, such as activities in agriculture, forestry, and fisheries as well as in non-agricultural income generation, education, health care and infrastructure improvement. To do this, communities must be empowered to make decisions locally and to take actions that meet local opportunities and problems. On the other hand, local management in rural areas covers various partnership arrangements and degrees of power sharing and integration of local and centralized government management systems. Rural Municipality (Dehyari) is responsible for integration of local and centralized government management. Iran has 31 provinces that Hamedan as one of the provinces has many villages. On the other hand, according to Hamedan area, it has the most density of villages in Iran. Thus, the main purpose of the study was analysis of the barriers of the new approach for rural management in Hamedan province. Rural Municipality (Dehyari) is the symbol of new approach of rural management in Iran.

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Methodology
Hamedan Province is located in the western part of Iran and has a cold semi-arid climate with an annual rainfall of 340 mm. The study area is between latitude 33°59’ and 35°48’ N and longitudes 47°34’ and 49°36’ E. This province has 1037 villages and 675 active Rural Municipalities. According to research paradigm style, the study was carried out on the basis of mixed methodology (qualitative- quantitative). Quantitative method was dominant in this study and it was based on survey research. Quantitative phase was categorized in applied and survey studies in cross sectional and descriptive research in another classification. In the qualitative phase, the list of problems and barrier factors were investigated by Focus Group with 32 rural municipals (four focus groups with 8 members). Thus, the result of qualitative phase has complementally variables added to the initial variables.

Target population is consisted of 675 active Rural Municipalities. The samples of 244 municipals were selected for the study based on the Krejcie and Morgan (1970) sampling table via a two-stage randomized sampling method. Data collection was accomplished by using questionnaires. Therefore, the research instrument was a self-made questionnaire which its validity was approved by a panel of experts. On the other hand, the questionnaire was validated by professor and experts and its reliability was confirmed through pre-test questionnaire and Cronbach Alpha (0.7). In total, 244 questionnaires were filled out with the rural municipals that 241 of them were valid. Due to nature of the questions and high literacy level of participants, the questionnaires were filled through mailing.

Results and Discussion
The results of qualitative phase were analyzed by Keywords on the Text method. This method was general content analysis of group dialogs on the basis of keywords. Frees coding were also used. Results of qualitative analysis showed that new rural management approach has many problems. The final theme of the problems was conceptualized as rural municipals related problems, lack of institutional and supportive problems, and cultural related issues. Findings of the quantitative phase show that the barriers to implementation of the new rural management approach.
These barriers are including not familiarity of the members of association council (Showra) with their tasks (CV=0.197), not coordination of the rural people with rural municipals (CV=0.205), and more expectancy of rural people (CV=0.208). Factor analysis was used for recognition of the barrier factors and eight main factors explained 58 percentage of the problem variance.

**Conclusion**

Traditional management was not feasible in rural areas, in one hand, and new rural management approach has many problems, on the other hand. So what is the solution? Real multi functional approaches, in particular, can be recommended but improved structure and organization eliminated the problems in all of the aspects. They have been developed to empower rural people by making positive changes in interaction with rural municipals. This is in harmony with new approach of rural management. Frankly speaking, Rural Municipality (Dehyari) is the symbol of new approach of rural management. Therefore, the results of the research can contribute policy makers to use these findings to improve the new approach of rural management.

**Keywords:** New rural management, Rural management, Rural municipality, Rural municipality barriers.

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Challenges of Establishment of Rural Management in Iranian Small and Scattered Villages

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Extended abstract
Introduction
The villages with less than 20 households are active in the field of agriculture and related activities. These villages are important in terms of the economic, environmental and security considerations. Integrated management of rural areas in the field of agriculture and exploitation of natural resources is not possible without considering these settlements. According to statistics, there are 27,906 villages in the country. They constitute 43.2 percent of this prosperous country and have a population of less than 100 people. These villages due to not qualified conditions for the establishment of rural municipality and Islamic Rural Council are deprived of rural municipality institution. There are various challenges in establishment of the rural municipality in such settlements due to their characteristics. Such communities are tended to be characterized, in relative terms, as sharing some or all of the following attributes:

• Their small size, in terms of population, market and labor supply
• Their physical isolation from other settlements, particularly larger urban centers
• No economic diversification
• A weak and declining economic base and limited employment opportunities
• High production and servicing costs
• A limited range of public and private services
• A small, low-density and often declining rural services.

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Methodology
Methodology of this study based on its purpose is an applied study and based on data gathering techniques is a documentary research. The needed data were collected from multiple data sources, existing censuses (1956 to 2011) and spatial data layers. The statistical population of this study is all the villages in the country. Analysis Unit is at the village level. Sampling method of this study is existing census. To analyze the data, after its extraction and preparation, statistical (SPSS) and GIS (ArcGIS) software were used. This approach based on analysis type is a descriptive analysis.
Characteristics of small villages and the villages without Islamic council were described and analyzed in different periods in Iran. In addition to understanding the nature of the studied villages in the Iran and world, we used documentary methods and resource reviews.

Results and Discussion
In the 2011 census, the villages with population have more than 61,724 inhabitants. Of this number, 27906 villages have a population of less than 100 persons. In this study, the villages of fewer than 100 persons were studied in three groups of 1-24, 25-49 and 50-100 people. The results show that the number of villages with 1-24 people has reached from 5267 villages in 1956 to 13310 villages in 2011. The number of villages in this class, increased from 66757 people in 1956 to 162000 people in 2011. The number of villages with 25-49 people has reached from 4688 villages in 1956 to 6078 villages in 2011 and the number of villages in this group, from 173801 people in 1956 increased to 221000 people in 2011 that show an increase of about 27 percent from the 1956. The number of villages with 50-100 persons has reached from 8420 villages in 1956 to 8518 villages in 2011 and the their population in this group, show an decrease of about 2.7 percent from 1956. The estimated distribution of villages in the border areas shows that over 30% of the studied villages are located in the border areas. The main characteristic of these villages are small size and remoteness of their settlements. Low population density and small size of the settlements are closely related to access to key services such as
health and social services, educational and administrative institutions in rural areas. These are greatly combined with other factors such as geographic isolation and harsh access routes, absence of transportation and communication infrastructure. The remote rural areas are generally faced with common challenges such as aging of population, low risk-taking culture, inability to participate effectively in economic networks, and low levels of education.

**Conclusion**

Despite substantial challenges in rural management services in the studied villages, the villages cannot be deprived of the basic services due to their high geographical distribution, low demand, lack of infrastructure and manpower. However, obviously the service delivery system to these villages will be different with large villages and towns. One of the interesting approaches in the field is the use of shared rural management system between the adjacent villages with centrality of a village or town. In this approach, small and scattered villages can benefit from the shared services of rural municipality. However, to define the threshold distance and demographics for each rural management services (administrative, financial, legal, public services, physical, and safety...) requires further study.

**Keywords:** Aging population, Economies of scale, Physical isolation, Small and scattered village, Rural municipality.

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