

Evaluating the potential of rural tourism with a sustainable development approach (Case study: Konar Sandal village in Jiroft city)

Dr. Ali Salari

(visiting professor of tourism management department), Market orientation, Qeshm Institute of Higher Education

Sadaf Heidary Delfard

(Master's graduate, tourism management, Market orientation, Qeshm Institute of Higher Education

Abstract

The objective of this study is to plan the sustainable development of tourism in Konar Sandal Village, Jiroft City. Research methods are divided into applied and developmental types depending on the topic, and are divided into descriptive, analytical and methodological research.

The population of the census is divided into tourists and citizens of the village of Konar Sandal, which has 1,500 people, and many tourism industry professionals, experts and officials of organizations and agencies related to the Jiroft region and the city. The number is 30 people.

The sample size of people in this area was calculated at 266 people using the Cochran model. T-test and SWOT model were used to analyze the data and test the research hypotheses.

The results of this study showed that residents intend to develop rural tourism to increase employment, promote community well-being, and improve economic conditions.

Also, Konar Sandal village is not good for entertainment, health and medical infrastructure. And the development of tourism in this city is affected by the lack of concrete infrastructure and obstacles to tourism, which must be corrected for tourism development. These are the problems.

The ancient Konar Sandal Hills are one of the most important rural tourism areas in Jiroft City and, if properly organized, can be selected as state and national tourist spots.

Key words: tourism, rural tourism, sustainable development, Konar Sandal village, Jiroft city

Introduction

The tourism potential of Iran is still unknown to many tourists and travelers, one of them is rural tourism, which with little attention can bring many benefits to villagers, tourists and society.

Village tourism has several benefits for tourists, villagers, society and government. Setting low costs for tourists, generating income for villagers and reducing the workload of the government and society are some of the advantages of this industry, and in fact, this simple sentence expresses the characteristics of this industry.

Rural tourism is characterized by the fact that villagers can achieve economic prosperity with the development of this field, on the other hand, their village becomes a place of wealth and sustainable income. The landscapes of the villages are generally untouched, but apart from these landscapes, also their culture and customs. The crafts of these regions are particularly mixed with the past and the present.

The combination of past and present crafts has made these areas more attractive, allowing tourists and travelers to buy authentic, affordable and reliable goods from the villagers.

Tourists can also learn about handicrafts and even its manufacturing methods, all of which can create an attractive and spectacular trip for them, which can also be a fun and artistic exploration.

But rural tourism with all its beneficial features has another important privileged feature and it creates jobs and employment in the village. In recent years, many children of the villagers went to the cities to work, which not only destroyed the village, but

also had a negative impact on production, work and product quality.

For example, in terms of handicrafts, the power resides in the villages of Iran, and the youth and skilled workers are another force for this purpose to stay in the villages and produce these industries. In order to develop the town's tourism industry, the tourism infrastructure must be prepared. To achieve this, it is essential to provide adequate roads and highways for the transport of tourists and travelers so that they can easily travel to these places.

In this area, the establishment of recreation areas, construction of houses and guest houses, etc., where the people of the village can play an important role, should be considered in the plan. In this situation, the residents should be helped to build these places through various microfinances.

In any case, the version of village tourism and rural tourism has a lot of potential for the economic well-being of villages, which should be properly exploited to solve the problems of this section of society. In fact, village tourism has many advantages, from which the villagers and tourists benefit the most.

The version of rural tourism ends with the employment of villagers, so no matter how much investment is made in this sector and how much the relevant institutions try to provide tourism infrastructure such as roads, housing and vehicles, the rural community must develop. Same part for such points, it means that the villagers stay in the village and the national and local products of the villagers are preserved.

Theoretical

The tourism industry, the most important economic branch of the world, has grown rapidly in the world economic development in recent decades. As a result of the acceleration of the annual growth of the world gross domestic product, exports, world trade and services, the importance of international tourism in the world economic

activity has continuously increased (Qaderi, 2013).

The concerns are diversifying the economy and raising human development indicators, solving problems caused by industrialization and excessive urban pollution, increasing productivity and human work, creating jobs, intercultural communication, environmental protection and general sustainable development. , which the world is facing today, and every country and at every level of development is trying to find the necessary answers to these concerns.

At the same time, countries that have diversified their economies want to eliminate monopoly economies and seek recognition of advantages (opportunities) or creation of new advantages. One of the components of tourism is the tourism industry, which most of the countries with these local advantages have included in their national development plan to develop this national development (Lee John [1], 2018).

Therefore, the development of rural tourism can, on the one hand, play an important role in diversifying the economy of villages in the form of tourism, and on the other hand, it can be considered as a means to promote the growth of the country economy.

There are many villages in the country, which, despite many natural, cultural, historical attractions and possible services, are not paid attention to by the authorities and people, the neglect of the villages has caused a decrease in the number of inhabitants.

By paying attention to cultural and service issues and organizing entertainment and providing solutions, we can definitely take steps towards tourism and village economic development.

Of course, feasibility studies must be researched and conducted before planning the area.

When planning rural tourism, it is necessary to study the evaluation of market facilities, the size of the required capacity, the volume of development and the necessary facilities, the assessment of the current situation and the expected situation. Feasibility analysis is used for periodic investments and includes measurement of conventional criteria, costs and operating income, and return on capital.

For large tourism investments, especially in underdeveloped countries, feasibility studies must be done carefully and carefully because the investment is risky. The conducted studies tell us that is it profitable to invest in the region or not and is it possible to create basic infrastructure according to the studies?

Our research village (Jiroft near Sandal) with its natural, cultural and historical attractions has enough potential to attract tourists who can bring income to the area as a tourist attraction center. This neglected part from the point of view of tourism can be an important area in terms of beauty and historical antiquity, and by providing the necessary facilities, it can attract attention and generate income.

Background studies

Background of foreign studies

This result was achieved by Okech [1] (2012), studying rural tourism, four paths to sustainable development. That the root causes of economic and environmental problems can be foreseen in emerging crises of unsustainable consumption and new perspectives of sustainable development, focusing in all aspects on the spiritual, moral, psychological and physical development of man instead of consumption control.

Stylides et al. (2014) in the study Residents' support for tourism development: Residents' role, place image and perception of effects showed that residents' image of tourism affects their perception of effects. About tourism And the perceived impact

(value) of tourism on residents leads to their support for tourism development.

In their paper, Akrivos and colleagues (2014) investigate the use of sustainable resources in tourism business in the Oritania region of Greece. This study also investigated the effect of the fluidity and style of sustainable tourism development on entrepreneurship in the tourism industry in the presence of a combination of contextual factors.

One of the most important results achieved is that sustainable natural resources are not used properly and fully. And this is related to the negative economic conditions in the tourism industry and the existing crises that lead to low profitability.

Other findings show that the approach of entrepreneurs is that tourism does not harm the environment, so they do not need to be environmentally sensitive. The spirit of teamwork is not seen between tourism entrepreneurs and municipalities, although they believe that an appropriate strategy for progress and development has been implemented.

In their paper, Jaafar et al (2015) examine entrepreneurship and tourism growth in rural areas. The results showed that most entrepreneurs are women and middle-aged or old with low literacy. Most of these people start these companies with their personal savings and do business. And despite the seasonal stagnation of the number of tourists, minimal profits and the lack of necessary knowledge and skills in tourism create jobs for a large number of people.

Those who participated in this study received no government support or training. Therefore, there is little incentive for residents to engage in tourism-related activities.

Brodvold and Scallen (2016) drew the following conclusions in their research on the factors that affect the life of entrepreneurs and the formation of their

identity in the direction of tourism development. The identity of entrepreneurs shapes their lifestyle, and based on this, the identity of entrepreneurs is divided into four categories: modern, loyal, freedom and postmodern entrepreneur.

Background of the internal investigation

Lotfi et al. (2015) analyzed the activities of village councilors in the process of economic development of rural settlements in the following cases: Badroud section of the city of Natanz. The results of the study show that there is an important relationship between village farmers and village economic development, and village farmers have played a positive role in the economic development of villages.

Even from the economic point of view, the villagers did not play an important role in the establishment of the production workshops of the village, but they had a positive effect on the marketing of agricultural products and the documentation of the villagers' features.

Field data for this survey were collected in 2009, revised and updated in 2014, and reconfirmed for accuracy.

Yari Hesar and Bakhter (2015) evaluated indicators of sustainable rural tourism from the perspective of local community and tourists (case study: Nir town).

The data required for this study was collected through questionnaires.

The information necessary for a comprehensive analysis of the state of the indicators was collected from two different local communities and one tourist group.

The research area is four villages of Nir town (1553 inhabitants) intended for tourism. The sample population size was estimated to be 155 people using Cochran's formula.

Which are relatively dispersed among the target groups. To analyze the problem, a reference framework was prepared consisting of 83 (social, economic and environmental) indicators, which were selected separately for the local community

and tourists according to Prescott Allen's sustainable development measurement model.

The results of comparing the opinions of the local community and tourists show that there is a significant difference in the opinions of tourists and the local community regarding sustainability indicators. So that the local community values tourism indicators as more stable than tourists. However, in general, the stability of the indicators examined in this study is estimated as average.

Argha et al. (2016) investigated the role of tourism in entrepreneurship and sustainability of tourism in Ilam City. The results showed that tourism affects the entrepreneurship and sustainability of tourism in Ilam City, and economic, social, infrastructure-environmental and individual factors have a positive and significant impact on entrepreneurship and the sustainable development of tourism.

Rahmani and colleagues (2016) investigated the potential of tourism in developing sustainable entrepreneurship in rural areas (case study: Hamadan city).

The results showed that the identified five factors could explain 48% of the variation in the variables related to the factors affecting the development of sustainable tourism business among rural people in the study area.

Also, the t obtained for risk-taking, success and entrepreneurship variables became positive and significant. It can be argued that the development of tourism has had a positive impact on the improvement of risk-security variables, success-seeking and entrepreneurship.

Therefore, according to the obtained result, it can be said that

The research hypothesis that tourism is to some extent effective in improving morale (creativity, risk-taking, self-confidence, independence and drive to success) and sustainable entrepreneurship in the rural

areas of the research area was confirmed and the null hypothesis was rejected.

Research methodology

According to the properties and characteristics of the object being studied, the general methods proposed in humanistic studies were used; in this study, the research method is documentation and survey method; In other words, the research method is descriptive-analytical, which is shown in the descriptive method using library and field data, data and information in one-dimensional and two-dimensional form (map, table and diagram).

And then the conclusion has been made. Considering the research hypotheses, a questionnaire was prepared and quantitative information was measured and statistically analyzed using SPSS software. We also used the SWOT model to analyze the current situation and provide solutions and strategies.

Statistical population and sample size

This research has 2 statistical populations, which are: tourists and native people of the region and specialists in the tourism

industry, experts and officials of relevant organizations and departments at the level of the province and city of Jiroft (deputy of tourism of the province, director general of rural affairs of Kerman province, governorate of the city, Jiroft Municipality, Environmental Protection Department of the city, etc.). The entire statistical community consists of specialists and experts, which are 30 people.

This means that in all relevant organizations and departments there were only 30 people who could comment on tourism in the city. Considering the population size and the calculated variance of some variables in the pre-test phase, Cochran's formula was used to estimate the sample size of tourists and locals.

Using the Cochran formula, the sample size of the original people is calculated to be 266 people. In this study, the sample size is calculated with a confidence level of 95% and a probability of error of 5%. The sample size was the entire statistical population of specialists and experts, which is 30.

Descriptive statistical result

Table (1): Descriptive statistics results

Age of the respondents			
The cumulative percentage	Percent	Frequency	
8.9	8.9	27	Less than 20 years
27.4	18.5	56	20-30 years
54.8	27.4	83	31-40 years
86.1	31.4	95	41-50 years
95.4	9.2	28	51-60 years
100.0	4.6	14	More than 60 years
	100.0	303	Total
Gender of the respondents			

The cumulative percentage	Percent	Frequency	
72.6	72.6	220	Man
100.0	27.4	83	Woman
	100.0	303	Total
Education level of the respondents			
The cumulative percentage	Percent	Frequency	
4.6	4.6	14	illiterate
27.4	22.8	69	Elementary to diploma
86.1	58.7	178	Bachelor's
100.0	13.9	42	Masters degree and higher
	100.0	303	Total

women. Among the respondents to the questionnaire, 4.6% were illiterate (14 people), 22.8% had primary to diploma (69%), 58.7% had post-graduate to bachelor's degrees (178), 13.9% had a bachelor's degree or higher.

Among the respondents, 8.9% were less than 20 years old, 18.5% were 20-30 years old, 27.4% were 31-40 years old, 31.4% were 41-50 years old, and 2.2 9% are between 51 and 60 years old and 4.6% are over 60 years old. 72.5% of the respondents are men and 27.5% of the respondents are

Inferential findings

Evaluation of Special Tourism Infrastructures of Konar Sandal Village:

One sample T-test was used to analyze and evaluate the collected data to measure the significance of the difference between the sample mean and the population mean.

Because this study used a Likert scale; Therefore, Figure 3 is considered the middle limit, so the average of the answers is lower than this value, it indicates that the residents do not have the desired index and vice versa.

Table (2): T-Test to measure specific infrastructure facilities for tourism in Konar Sandal village

confidence interval%95		mean difference	The significance level	Degrees of freedom	T statistic	Standard deviation	Mean	Items
Upper limit	Lower limit							
-.4422	-.6425	-0.542	.000	302	-10.646	0.990	2.46	The state of recreational facilities
-.1630	-.3766	-0.270	.000	302	-4.968	1.056	2.73	Security facilities (police, rescue, etc.)
-.7078	-.9166	-0.812	.000	302	-15.298	1.032	2.19	Toilets
-.7078	-.9166	-0.812	.000	302	-15.298	1.032	2.19	Access to clean water
-.9135	1.0865	-1.000	.000	302	-22.723	0.856	2.00	Tourist guidance and advertising facilities of this axis
-.8037	1.0058	-0.905	.000	302	-17.601	0.999	2.10	Medical facilities (clinics, etc.)
-.8064	1.0084	-0.907	.000	302	-17.671	0.998	2.09	Access status (such as passenger transport service, parking, etc.)
-.1630	-.3766	-0.270	.000	302	-4.968	1.056	2.73	The status of access to banking, telecommunication and internet facilities
-.6515	-.8035	-0.728	.000	302	-18.821	0.752	2.27	Existence of centers for the special needs of tourists (restaurants, coffee shops, etc.)
-.7198	-.9099	-0.815	.000	302	-16.855	0.940	2.19	Security for tourists and residents
-.7331	-.9018	-0.817	.000	302	-19.050	0.834	2.18	Easy access to historical hills
-.5918	-.7213	-.65653	.000	302	-19.929	0.64	2.34	Total items

existing services and facilities in Konar Sandal village.

The current capacity of Konar Sandal village in Jiroft city using the opinion of tourists:

In order to measure the environmental potential of Konar Sandal village for the expansion of the village's tourism industry, a one-sample t-test was used.

Because this study used a Likert scale; Therefore, the number 3 is considered the average limit, so the average of the answers is lower than this value, this is a sign of the absence of the desired Index, and vice versa.

In the one-sample T-test, if the value of the significance level (Sig) is less than 5% (0.05), it indicates that the average result from the sample can be generalized to the entire tourist community.

Considering the significance level of the studied variables is less than 0.05, it indicates that we can generalize the results obtained from the questionnaire data to the whole society.

According to the negative upper and lower limits, it can be said that the residents and tourists are not satisfied enough with the

Table (3): T-Test for the capacity variables of Konar Sandal village, Jiroft city

average = 3							Items
Confidence Interval %95		Mean differen ce	The signific ance level	Degr ee of freed om	Statistic T	Mean	
Upper limit	Lower limit						
-.0674	-.3096	- .1885 0	.002	312	-3.063	۲/۸۱	Recreational, welfare and health infrastructures and...
.5044	.3135	.4089 5	.000	312	8.433	۳/۴۱	Cultural attractions
.6363	.4117	.5239 6	.000	312	9.181	۳/۵۲	Index of historical attractions

situation in terms of environmental potential.

The impact of the development of rural tourism on the improvement of employment, social welfare and the economic situation.

Analyze and evaluate the collected data. The one-sample t-test measures the significance of the difference between the sample mean and the population mean

Since the significance level of the studied variables is below 0.05, it can be concluded that we can generalize the results obtained from the questionnaire to the whole society. So it can be said that Konar sandal village is not in a good condition in terms of recreational, welfare, health etc. infrastructure. But it has a favorable

Table (4): T-test to measure the tourism infrastructure of Konar Sandal village

Test Value = 3						Mean	
95% Confidence Interval of the Difference		Mean Difference	Sig. (2-tailed)	df	t		
Upper	Lower						
.68	.49	.583	.000	399	12.077	3.58	The development of rural tourism increases employment
.64	.42	.533	.000	399	9.387	3.53	The development of rural tourism increases the welfare of the society
.51	.30	.402	.000	399	7.595	3.40	The development of rural tourism improves the economic situation

As can be seen in the table above, according to the significance level of the studied variables, it is less than 0.05, indicating that we can generalize the results of the questionnaire data to the entire population.

Considering the positive upper and lower limits, it can be said that the development of rural tourism increases employment, community welfare and improves the economic situation.

Presenting a strategy for the development of tourism in Konar sandal village of Jiroft city
Konar Sandal village of Jiroft city can attract the attention of domestic and foreign tourists due to its favorable natural location and historical history.

Therefore, it seems necessary to provide executive strategies for its tourism development. For this purpose, strategies will be proposed using the SWOT model

Internal factor evaluation matrix (IFE)

Through this matrix, internal influencing factors (strengths and weaknesses) on the tourism of Konar Sandal village in Jiroft city are evaluated. Experts (experienced and educated managers) have been used to prepare this matrix.

Table (5): The results of the analysis of internal factors

Weighted score	Mean	Weight	Items	Code	
0.34	۴	۰/۰۸۵	Having a calm and pleasant environment in tourist areas for relaxation	S1	Strengths
0.168	3	۰/۰۵۶	Religious centers in tourist areas	S2	
0.44	۴	۰/۱۱۰	The presence of historical monuments, beautiful historical buildings and natural scenery in Konar Sandal village	S3	
0.195	۳	۰/۰۶۵	Job creation through the development of tourism	S4	
0.352	۴	۰/۰۸۸	The existence of handicrafts in the village of Konar Sandal	S5	
0.153	۳	۰/۰۵۱	It is the city center for the production of agricultural products, which can create commercial tourism in the city	S6	
0.112	۱	۰/۱۱۲	Lack of adequate promotion and information about the tourist destinations of the surveyed villages	W1	Weakness
0.184	۲	۰/۰۹۲	Poor conditions on traffic roads, especially the roads leading to the historic Konar Sandal Hill	W2	
0.13	۲	۰/۰۶۵	Lack of books, articles, catalogs and brochures about tourist attractions in the study area	W3	
0.066	۱	۰/۰۶۶	Lack of sufficient infrastructure, facilities, amenities in the village of Konar Sandal	W4	
0.105	۱	۰/۱۰۵	Hot and exhausting weather in the summer season	W5	
۰/۱۰۵	۱	۰/۱۰۵	Lack of security and sense of security in Konar Sandal village	W6	
۲/۳۵	-	۱	Total		

of historical monuments, beautiful historical buildings and scenery and natural

Looking at Table 5, it can be seen that the greatest strength is related to the presence

strengths of tourism. External Factors Evaluation Matrix (EFE):Matrix Preparation Steps The preparation steps of this matrix is as follows: It is repeated in the same way as the Internal Factors Evaluation Matrix. The main purpose of this step is to identify effective external factors and divide them into opportunities and threats.

scenery in Konar Sandal village with a weighted score of 0.44. And the biggest weakness is the poor condition of the roads, especially the roads leading to the historic hill of Konar Sandal with a weighted score of 0.184, the lowest score. Figure 2.35 obtained from the IFE matrix shows that the weaknesses of Konar Sandal village in Jiroft city exceed the

Table (6): The results of the analysis of external factors

Weighted score	Mean	Weight	Items	Code	
0.18	۳	0.06	Performance of traditional arts and crafts and cultural exchange related to tourism	O1	Opportunities
0.18	۳	0.06	Increasing charitable opportunities and services by attracting private investors through advertisements	O2	
0.18	۳	0.06	The ability to relax areas and attract tourists due to low noise pollution	O3	
0.12	۳	۰/۰۴	An opportunity to introduce people and tourists to popular culture and customs due to collective programs	O4	
0.21	۳	0.07	An opportunity to increase the cultural level of people and the sense of security of the tourists for the next trips thanks to the communication between residents and tourists	O5	
0.28	۴	0.07	Job creation through tourism development as one of the appropriate mechanisms for the development of Konar sandal village in Jiroft city	O6	
۰/۰۹	۱	0.09	Lack of stability in national politics	T1	Threats
۰/۰۹۲	۲	0.046	Lack of positive vision in provincial decisions on tourism development in the study area	T2	
۰/۱	۲	0.05	Disappearance of traditional local culture as the number of tourists increases	T3	
۰/۰۷	۱	0.07	Complex investment rules and lack of attention from the private sector	T4	

٠,٠١٤	١	0.014	The possibility of problems due to the lack of access of tourists to these services	T5
٠,٠٩	١	0.09	Lack of funds for the development of tourist services	T6
٠,١٢	٢	0.06	Lack of skilled workers and lack of knowledge about tourism development	T7
٠,١	٢	0.05	Disturbing tourists and creating morale problems	T8
٠,٠٧	١	0.07	Low activity of the state, especially the tourism heritage organization, in the field of tourism development in the region	T9
٠,٠٦	١	0.06	Pollution of tourist places through dumping garbage	T10
٠,١٢	٢	0.06	Destruction and damage to agricultural fields and gardens around tourist places	T11
٢,٠٦	-	١	Total	

Table (6): final coefficient of the factors

Threats	Opportunities	Weakness	Strengths	Factors
0.906	1.15	0.702	1.648	Final coefficient

Developing a Strategy Using SWOT

The “Swat” matrix allows you to formulate four different options or strategies. Of course, during operation, some strategies overlap or are implemented simultaneously and coordinate with each other. According to the state of the system, four categories of strategies can be formulated, which differ from each other according to the degree of activity.

As can be seen from table (6), the final coefficient of strengths is 1.648, weaknesses 0.702, opportunities 1.15 and threats 0.906.

The final strength coefficient has the highest coefficient and therefore the most important and best efficiency, and the weak points have the lowest final coefficient and therefore the least effective and also less important among other factors.

Table (7): Matrix of strategies and solutions for tourism development in Konar Sandal village, Jiroft city

	Opportunities(O)	
<p>(T)Threats</p> <p>Max-min preparedness strategies ST1_ Build culture and inform people, tourists and authorities about the historical and cultural heritage of the region and create tourism university courses in the universities of the city</p>		<p>Goal: development of tourism</p>
<p>ST2_Diversification of tourism opportunities, activities and services to satisfy tourists and of course increase the number of tourists in the city</p> <p>ST3 – Using different classes of people in various activities and capacity and determining the optimum population density in tourist places of Konar Sandal village</p> <p>ST4: Initiate and develop - agricultural tourism and garden tours of interesting organizations according to the development of agritourism in the region and then to generate income and prevent the destruction of farms and vegetation</p> <p>ST5 – Diversification and development of promotional programs to introduce the natural and human attractions, cultural characteristics, architecture and customs of the villages of the city.</p> <p>ST6 – Development and equipping of urban tourist routes and creation</p>	<p>Max-max offensive strategies SO1_ Emphasis on the development of cultural tourism and native tourism due to the existence of relative advantages for the development of this type of tourism in the village of Konar Sandal.</p> <p>SO2_ optimal and targeted promotion of tourism incentive among the urban class to take advantage of the attractions and tourist products of the region to generate jobs and income for urban residents.</p> <p>SO3 _Expansion of - communication and information, promotion and holding of regional and national meetings and conferences with the aim of further recognition and development of tourism industry in Konar Sandal village and especially in the province and beyond</p>	<p>Strength(S)</p>

<p>and installation of signs, rules and regulations at these places</p> <p>ST7 – Preparation of guides and brochures aimed at tourists and their education, and ensuring the safety of tourist sites to prevent social and other violations.</p> <p>ST8 – State support to the private sector and encouraging and offering this sector to invest in tourism</p> <p>ST9 – Mobilizing facilities and organizations and creating decisive laws and regulations and taking advantage of these opportunities to reduce ecological and environmental damage and pollution in tourist areas and locations.</p> <p>min-min defensive strategies</p> <p>WT1 - Reforming management institutions and applying a kind of specialized, coordinated and integrated management with special powers to protect the historical and cultural heritage and develop tourism in the region</p> <p>WT2 – Employ experienced and experienced staff in organizations responsible for tourism and provide the necessary training for all people who come into contact with tourists in any way</p> <p>WT3 – Change the attitude of officials to the subject of tourism and appropriate measures to eliminate the tourism threats and weaknesses of the city</p> <p>WT4_ promotion and adequate resources to develop advertising space and promote the historical</p>	<p>at national and even international level</p> <p>SO4_Try to - communicate more with provincial-national tourism centers and use their expertise</p> <p>SO5- With the help of experienced and experienced forces, popular cooperative organizations are created and promote and educate tourism through various meetings and encounters with the people of the study area</p> <p>SO6- Involvement of effective organizations in the development of tourism in order to preserve the potential of the region and use the capacity sustainably and optimally</p> <p>SO7- Protecting and revitalizing local customs and traditions through holding seminars and annual meetings as well as holding various exhibitions by the relevant institutions in order to preserve and develop the cultural heritage of the region</p> <p>SO8- Create coordination between related institutions and departments to integrate tourism activities by organizing meetings and using coordination management resources in the presence of governmental and non-governmental organizations,</p>	
--	--	--

<p>mounds of Konar Sandal at regional, provincial and national levels</p> <p>WT5 – Create the ground and encourage people to participate in the development of tourism infrastructure, equipment and facilities and thus generate income, as well as strengthen the participation of the private sector in areas where people cannot participate and invest</p> <p>WT6 – Holding seminars and meetings of related institutions, organizations and entrepreneurs for the development of tourism investments, inviting domestic and foreign investors and creating facilities and special incentives for investing in the construction of hotels, residential complexes and entertainment facilities. For example, fun and forest parks, construction of sports fields, historical museum</p> <p>WT7 – Development of specific rules and regulations for optimal utilization of sights and products and prevention of destruction, pollution and loss of these natural resources in Konar Sandal village</p>	<p>people and entrepreneurs. And the creation and use of private sector support to invest in the tourism economy of the region, specifying government policies and local programs, methods of collection and payment of support and bank service taxes, etc.</p> <p>SO9- Determining the boundaries of agricultural uses to prevent the destruction of agricultural lands and agricultural fields</p> <p>SO10- Support regional security and increase public participation in regional affairs and tourism</p>	
--	--	--

<p>WT8 – Establishing communication infrastructure, including building a train to Jiroft, expanding air routes and improving the capacity of the public transport system to reduce the negative impact of inflationary fuel resources.</p>	<p>Min-max adaptation strategies- WO1_ Review the distribution of tourism facilities, services and facilities and redistribute these types of facilities to high and medium tourism areas</p> <p>WO2_ the types and methods of government planning and support for the tourism sector must be changed. The people, institutions and organizations involved in tourism must try to take advantage of the existing capacity to develop and complement the different infrastructures, facilities and tourist equipment in the study area.</p> <p>WO3_ Validate tourist sites, build information centers along the way, focus on infrastructure and infrastructure needed for the well-being of visitors, especially air conditioning, cleaning services, etc.</p> <p>WO4 _Use all available facilities and media to advertise and introduce other tourist attractions in the area to attract tourists</p> <p>WO5 _ Create a website in everyday languages worldwide to present, expand and promote local tourism sites</p> <p>WO6_ Review the types and ways of strengthening the participation of individuals, readers and local communities in the development, planning and implementation of tourism projects and encourage and support the participation of these</p>	<p>(w)Weakness</p>
--	--	--------------------

	groups in the implementation of these programs. Review and develop appropriate institutions and organizations to learn how to teach local residents and tourists to use the advantages and benefits of the tourism industry for the best purposes	
--	---	--

with infrastructure services in Konar sandal village.

In order to analyze and evaluate the collected data, one-sample T-test was used. The results of this test showed that the significance level of the studied variables is less than 0.05, which suggests that we can generalize the results of the study data to the entire population.

Based on the negative upper and lower bounds, it can be said that residents and tourists are not sufficiently satisfied with the existing services and facilities in Konar Sandal.

The SW OT model was used to identify and investigate the internal factors (strengths-weaknesses) and external influencing factors (opportunities and threats) of the tourism development of Konar Sandal village in Jiroft city and make appropriate suggestions.

The results show that the greatest strength is related to the existence of historical monuments, beautiful historical buildings and landscapes and natural landscapes in Konar Sandal village. A major drawback is the poor condition of the expressways, especially those leading to the famous Konar Sandal hill.

Conclusion

In order to test the research, t-test was used in SPSS software. The results of this test show that according to the significance level of the studied variables is less than 0.05, it indicates that we can generalize the results of the questionnaire data to the whole society.

Considering the positive upper and lower limits, it can be said that the development of rural tourism increases employment, community well-being and improves the economic situation. A one-sample t-test was used to measure the environmental potential of Konar Sandal village in the development of the village's tourism economy.

The results of this test show that the significance level of the studied variables is less than 0.05, which suggests that we can generalize the results of the study data to the entire population. So it can be said that Konar sandal village is not in a good condition in terms of recreational, welfare, health etc. infrastructure.

Variables such as recreation and security facilities (police, aid workers, etc.), sanitation and access to clean water, tourist guidance and instruction, and healthy water were used to measure tourist satisfaction

According to the results, the power of tourism development strategy of Konar Sandal village in Jiroft city is in the defense area. And this should be achieved by reducing internal weaknesses and external threats to tourism development in Konar Sandal Village, Jiroft City.

In describing the presented strategies, it can be said that the historical hills of Konar Sandal are one of the best potentials of Konar Sandal village in Jiroft city. And if this space is properly organized, it can be chosen as one of the tourist centers of the province and the country, together with other historical monuments of Jiroft city as the cradle of human civilization.

The importance of these places and villages is emphasized at this time when they face challenges such as lack of infrastructure services, lack of culture to cater to tourists and lack of government and private sector funding. To pave the way to achieve the aforementioned goals, we propose to focus on the strategies identified in this study, especially defensive strategies.

لطفی، حیدر، صالحیان بادی، سعید و قاسمی بادی، حمیدرضا. (۱۳۹۵). تحلیل عملکرد دهیاری‌ها در فرایند توسعه اقتصادی سکونتگاه‌های روستایی مورد: بخش بادرود شهرستان نطنز. فصلنامه برنامه ریزی منطقه‌ای، سال ۶، شماره پیاپی ۲۲.

یاری حصار، ارسطو و باختر، سهیلا. (۱۳۹۵). ارزیابی شاخص‌های گردشگری پایدار روستایی از منظر جامعه محلی و گردشگران (مطالعه موردی: شهرستان نیر). فصلنامه برنامه ریزی منطقه‌ای، سال ۶، شماره پیاپی ۲۲، صص ۱-۱۴.

English reference sources

In addition, an important opportunity related to the revival of tourism in Konar sandal village in Jiroft city is the creation of jobs through tourism development as one of the necessary measures for the development of Konar sandal village in Jiroft city.

And the main threats to the development of tourism in the village of Konar Sandal are the destruction and damage of agricultural land and gardens around the tourist area, the lack of use of professionals and the lack of understanding of tourism development.

After the analysis of internal and external factors, a systematic comparative study of these factors is carried out to clarify the overall situation.

The results show that the final coefficient of strengths has the highest coefficient and as a result the most important and the best effect weaknesses with the lowest final coefficient and as a result the least effective and less important among other factors are assigned to themselves.

References

Persian reference sources

ارغا، منور، آزادخانی، پاکزاد و کریمی دوستان، رویا. (۱۳۹۶). نقش گردشگری در کارآفرینی و توسعه پایدار گردشگری شهر ایلام. فصلنامه مطالعات عمران شهری. ۱-۱۷.

جان لی. (۱۳۷۸). گردشگری و توسعه در جهان. ترجمه عبدالرضا رکن الدین افتخاری و معصومه سادات صالحی. انتشارات امیر کبیر.

رحمانی، ب، مرید سادات، پ و شاهد، ح. (۱۳۹۶). پتانسیل گردشگری در توسعه کارآفرینی پایدار نواحی روستایی (مورد مطالعه: بخش مرکزی شهرستان همدان). مدیریت شهری، شماره ۵۰.

development of rural highlands”, *Tourism Management Perspectives*, 14, 17–24.

Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260-274.

Okech, R.(2012): Rural Tourism As A Sustainable Development Alternative: An Analysis Whit Special Reference To Loanda,Kenya, *Cultur*, pp36-54.

Akrivos, C., Reklitis, P., Theodoroyianic, M. (2014) “Tourism Entrepreneurship and the Adoption of Sustainable Resources”. *The Case of Evritania Prefecture, Procedia - Social and Behavioral Sciences*, 148, 378 – 382.

Bredvold, R., Skålen, P.(2016) .Lifestyle entrepreneurs and their identity construction: A study of the tourism industry. *Tourism Management*, Vol 56, p:96.

Jaafar, M., Rasoolimanesh, M., Tuan Lonik, K (2015) “Tourism growth and entrepreneurship: Empirical analysis of