



# Rural Tourism and Principles of Sustainable Tourism Development

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Article	Abstract
<p>Article history: Received: 10<sup>th</sup> October 2022 Received in revised form: 25<sup>th</sup> November 2022 Accepted: 04<sup>th</sup> December 2022</p> <p>Keywords: Ecotourism, Sustainable Development, Sustainable Tourism, Rural tourism</p>	<p>By changing the environment and the harmful developments he has done, humanity has created an unpleasant environment for itself in urban environments. To escape from it, he is eager to have fun in nature and reach places that are not easily accessible by the modern transportation system. Nowadays, the tourism industry, caused by people's inner needs, has become one of the countries' essential activities and economic indicators and plays an influential role in providing the national interests of the countries as well as in the economy, culture, etc. Tourism and the tourism economy are becoming the main pillars of the world's commercial economy. In addition, many planners and policymakers also refer to the tourism industry as the central sustainable pillar. In this regard, rural tourism is also considered a part of the tourism industry, so proper and principled planning and identification of advantages and limitations play an influential role in the sustainable development of rural areas and, as a result, national development and diversification of the national economy. Therefore, this article discusses sustainable development, sustainable tourism and the principles of sustainable and rural tourism development. The research method is based on library studies. The results show the influential role of tourism in the national economy and Locality and the influential role of rural tourism in sustainable tourism development. In the following, the concept of rural tourism, rural development, and rural industry challenges have been considered.</p>

## 1. Introduction

Diversification of the economy, raising the indicators of human development, problems caused by industrialization and excessive pollution of cities, massive cities, rural migrations, increasing the productivity and efficiency of the human force, job creation, the interaction of cultures and discourses, and preserving the environment. Life and overall sustainable development are one of the world's concerns today. Each of the countries at a level of development is trying to find the necessary answer to the mentioned concerns. In the meantime, countries that have turned to economic diversification and want to rid themselves of a single-based economy are searching for ways to do so or to create new forms

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and methods. One of these methods is tourism. Most countries, especially those with this advantage in terms of location, have included it in their national development plans to speed up their federal development process [1]. Sustainable tourism, in addition to maintaining the quality, variety and variety of different cultures and environmental environments, is aimed at increasing income and improving the living standards of the villagers and creating a kind of balance between the three poles of the tourism phenomenon, residents and tourism places. Today, the tourism industry as one of the most critical industries in the world, which plays a significant role in improving the economic status of countries and their economic development, has been noticed by experts, scientists, managers and financial planners of different countries [2, 3]. What is considered in this section is the concept of sustainable development in the tourism industry. Respecting nature, as opposed to mastering it, is the ruling principle in native architecture, which is the first condition of work. Respect for nature is a kind of discovery towards life, respect that is the best answer to the laws in nature and the most appropriate way of living alongside it. In this section, after bringing up the usual definitions of sustainable development, the concept of sustainable development in terms of environmental, economic, and social sustainability has been discussed [3]. According to the presented materials, instead of stating the hypothesis, research questions have been used as described in the following materials:

- What are the main features of sustainable design?
- What are the solutions for the sustainable development of tourism?
- What is tourism, and what are its needs?
- What is rural tourism, and what are its needs?

## **2. Background of the Subject**

An area rich in attractions but not considered in terms of amenities will fail to accept tourists. The variable of insecurity is the main factor in the lack of attraction to tourists [4]. He believes that the feeling of security is an emotional-cultural issue. By properly conveying fundamental knowledge about Iran, giving the necessary education to the citizens, and expanding cultural activities, it is possible to create a sense of security. Culture should be designed to develop tourism in the country. A lot of advertising should be done so that with proper planning, the government will get many benefits and help rural development [5].

## **3. Research Methodology**

The research method used in this research is the library method (reading books and magazines, etc.) In the following stages of the investigation, to analyse the information and present the sustainable tourism development strategy, which was initially done according to the surveys.

## **4. Sustainability**

Sustainability as a defining aspect of development is a situation in which the desirability of existing facilities does not decrease over time and is derived from the word from below and Tenere, which means to keep, which means to maintain or keep alive. which indicates long-term support or durability. It is essential to mention that the two concepts of "sustainability" and "sustainable development" are used interchangeably due to the closeness of their meanings. In contrast, sustainability includes a set of situations that, in the context of time, continuity, while sustainable development evokes a process in which sustainability can emerge. Sustainability, in its broadest sense, refers to the ability of society,

ecosystem or any current system to continue functioning in the unlimited future without being forced due to analysis. The resources the plan depends on will be weakened due to excessive load [6].

On the other hand, the ability of the system to endure and be reliable is inevitably dependent on the success of the system in establishing communication with the external environment. In other words, system stability is entirely reliant on the system's ability to adapt, change, and respond to the environment, and since the environment, in turn, is constantly changing, this process of system adaptation and adaptation must be dynamic and sensitive [7]. Therefore, a stable system needs proper internal functioning and a compatible relationship with the environment; in other words, the stability inside and outside (in interaction with the environment) to function as a stable system. It is said that sustainability is not an academic term and originates from scientific discourse, philosophy or theory. It has not been accepted, but its root is in the global efforts to resolve the tension between the need to avoid environmental problems and maintain the development process in the future. The concept of sustainability requires a social and cultural change, a change in attitude towards the surrounding world, and adjustment of patterns and ways of life [8].

## 5. Sustainable Development

Development remains like savings; its net worth is positive and leads to success in the future. Sustainable development also emphasises the importance of having a long-term perspective. It highlights today's activities and global cooperation among countries to reach practical solutions. These elements have made sustainable development a key goal for formulating domestic, regional and international policies in the 21st century [9]. An essential issue in the discussion of sustainable development is capital development and a good indicator in this field. Capital can also be divided into three categories:

- 1- physical or manufactured prosperity;
- 2- natural capital (natural resources);
- 3- Human capital.

Therefore, development should increase wealth per capita in general (per capita physical capital + per capita natural capital + per capita human capital). Natural capital should be replaced by physical capital if natural resources are used. Or become human (perhaps it can be compared with energy conversion), and stability can also mean No reduction of this capital over time. Of course, keeping the per capita capital constant requires realising two essential things: compensating for the increase in population and compensating for the decrease in value over time. Also, sustainability in practice is a balance between environmental needs and development needs, and it is achieved in two ways: reducing pressures and increasing existing capacities [10]. Therefore, the main conditions of sustainability are:

- Systems must be compatible with local and environmental conditions;
- Systems must be compatible with future needs and goals;
- The systems must have sufficient adaptability to changes, and in case of system destruction due to unwanted incidents, they must be repaired with minimal cost;
- Expansion of systems should not cause damage to human life-sustaining systems such as climate, soil, and biological systems.

- From another point of view, sustainability is divided into superficial (short-term and symbolic) and deep (long-term and fundamental).

Surface sustainability focuses on efficiency and alternative strategies concerning resource consumption and usually accepts the dominant goals in society without question and aims for therapeutic solutions to solve problems. Deep sustainability evaluates the purposes of higher values and designs the necessary systems according to the ecological limits to achieve these goals. The current system is meant to continue functioning in the unlimited future; the root of sustainability is in global efforts to resolve the tension between the need to eliminate environmental problems and the need to maintain the development process in the future. The concept of sustainability requires a social change and culture, a change in attitude towards the surrounding world, and modification of patterns and ways of life [11].

## 6. Principle of Sustainable Development

According to the definitions and discussions presented, the main foundations of sustainable development can be stated as follows, which require compliance to achieve sustainable development [12].

- Abandoning the notion of the value of human power.
- The ecosystem is much more important than the current understanding and perception
- Justice and equality.
- Reconciliation of development and sustainability: the central philosophy of sustainable development is the reconciliation between development and sustainability through precision and sufficient attention to all goals from a systemic and total perspective.
- Participation and consensus: broad participation in decision-making is one of the prerequisites for sustainable development. It is the justification for the legitimacy of decisions, plans and support in their implementation. Participation, in turn, is a goal that fulfils the basic principle of equality and can lead to consensus on the long-term goal and move towards sustainability.
- People-centeredness: People-centeredness is a fundamental principle consistent with its paradigm and philosophy and with the principle of participation and harmony.
- Comprehensive, cyclical and integrated program.
- Systemic and holistic view: sustainable development is not consistent with single-dimensional or single-factor attitudes and has a holistic focus on integrating various social, economic, environmental, and political goals. Checking the internal and external stability of the system uses a systemic view.
- Build on what's already there: There's no reason to start from scratch. The cyclical property of sustainable development planning is that it is possible to start from an existing base (running program) and complete them during the cycles.
- Flexibility: the power and capacity of a system to maintain its existence against external disturbances and changes. These economic, social, environmental or political changes have two effects: stress and shock.
- Wise use of resources

- Global thinking and local action: The term global, derived from the two words global and regional, can be used. Think globally and act locally, the main slogan is sustainable development, and sustainable development is only with natural and sufficient attention to local problems and solving them through stakeholder participation [13].

## **7. Dimension and Indicators of Sustainable Development**

Sustainability and related issues are complex and heterogeneous and cannot be reduced to a specific combination of categories.

### **Social Sustainability**

It means creating a development process that continues to grow. Here, the goal is to create a human civilisation with a fair distribution of assets and income to reduce the waste between the rich and the poor.

### **Economic Sustainability**

The result of better allocation, more efficient management of resources, and continuous flow of private and public investment.

### **Ecological Sustainability**

It can be strengthened using the following levers:

- Limiting the consumption of different types of fuel and consumable fuel sources
- Reducing the amount of waste and pollution and recycling resources
- Promoting constipation in resource consumption
- Trying to find technologies that produce less waste
- Determining the appropriate laws and legal system

## **8. Sustainable Spatial Development**

Which aims to achieve pastoral formation is a more balanced city and a better distribution of land in terms of human settlement, and it emphasises the following points:

- Reducing extreme concentration in satellite areas
- Preventing the destruction of vulnerable ecosystems caused by indiscriminate immigration and migration processes
- Promotion of new small intercrop farming and forestry methods
- Discovering and exploiting the environmental potential for concentrated industrialisation along with new technologies with particular emphasis on biomass industries and their role in creating non-agricultural employment
- Creating networks of natural rivers to preserve biodiversity

## **9. Cultural Continuity**

Includes finding the endogenous roots of modernisation patterns and agricultural systems and processes that bring about changes in the process of cultural continuity [14].

## 10. Tourism

Tourism can cause economic and social changes in society. Tourism is an ancient phenomenon that has existed in human societies for a long time and has gradually reached its technical, economic and social subject through various historical stages. Today, the world's tourism industry has become an essential source of income and a substantial economic activity. In such a way, many development planners and policymakers refer to the tourism industry as the central pillar of sustainable development [15].

## 11. The concept of Tourism

Tourism is a French word derived from the root "tour". Tour in French has the following meaning: to move around this (rotation), the act of walking, the act of walking, going around, going around. The word tourism appeared for the first time in 1811 in a neighbourhood called Sporting Magazin (sports magazine); at that time, this word was used to mean travelling to see historical monuments and visiting natural sights for pleasure. The Greek root of this word is "tourist", which was imported from Greece to Spain, France, and England. In the 14th century, the word tour was used to mean turn or service period; in the 15th century, it meant "circular movement", and in the 17th century, it meant "travelling around", and in the 18th and 19th centuries, the words "Tourists" and "tourist" were taken from it [16]. According to the definition by World Tourism Organization (WTO) in 1991, tourism is the activity in which a person travels to a place outside of his usual life environment for less than a period. His primary and essential purpose of travelling is something other than performing activities to gain income from the visited area, and in the Persian dictionary, tourism has been defined as travelling and knowing; travelling for fun and entertainment, and a trip in which the traveller goes to a destination and then returns to his place of residence. In another definition, tourism refers to the temporary relocation of people to an area outside their usual home and work so that travellers perform activities during their stay at the destination and special facilities are provided to meet their needs [17].

## 12. The Position of Tourism in the Process of Economic Development of Iran

All factors and elements that motivate people to travel are called tourist attractions. Various motivations for leisure tourism, visiting historical places, and dealing with tribes and cultures have been the cause of this growth [18]. Therefore, each country can choose its expectations from tourism according to its needs and desires. According to the calculated and dynamic plan, the combination and set of these attractions are influential in creating traction, growth and expansion of tourism. The development of tourism infrastructure will have a significant role in the development of domestic tourism. The evolution in technology, especially the technology of transportation and communication and transferring money from one place to another, has led to the development and expansion of tourism [19]. One of the most important results of any technology is the production of extra time for humans, and additional time is a commodity that must be consumed. Therefore, the country's economic and regional planners must consider these points. Preparing comprehensive and complete strategic plans for developing domestic tourism prevents foreign exchange from leaving the country. In addition, this will improve the country's economic situation. It will also have natural attractions to develop and improve rural areas and small towns. Iran is one of the few countries in the world with a wide variety of tourist attractions in historical, cultural, pilgrimage, sports and commercial fields. The history of Iran has a long history, and due to its important role in the past, it is essential not only for the country itself but also for other countries of the world [20].

## 13. Principles of Sustainable Tourism Development

Tourism is one of the activities that sometimes cause quality degradation and even destruction due to intensive use of nature. For this reason, many studies have been conducted to achieve sustainable tourism. The sustainable development of tourism has three aspects:

- 1) protection of the environment,
- 2) preservation of resources and cultural heritage,
- 3) respect for communities.

Sustainability means that in tourism, everything from the choice of location, structure, facilities and equipment, and the overall tourism product for the supply and demand of tourists should be subject to the protection of the environment and nature for the host and guest. Sustainable tourism includes social, economic and environmental dimensions, but the atmosphere is always emphasised. In the literature on sustainable tourism development, the main sustainability issues include economic benefits, regionalisation of the local economy, controlled economic growth, improvement of local and regional relations, and fair distribution of the benefits of the local economy. It should be noted that when an activity is without harming the environment (natural and human) and the resources it needs, it has reached "sustainable conditions" for an extended period [21]. It has several environmental goals; the main ones and the relationships between them are shown in the figure below. If tourism is planned to be successful, it is necessary for all the actors present in the field of tourism to plan, implement and continue the functions of tourism, such as unions, non-governmental organisations (NGOs), private entrepreneurs and community-oriented people's institutions, along with government institutions and accordingly, it provided the possibility of fair use of resources from tourism. In the following, a series of guides can be introduced as the principles of sustainable tourism, in which various theories have been presented [22].

#### **14. Mass Tourism and Sustainable Tourism**

The emergence of modernity resulted in Improper exploitation, excessive use, and encroachment on natural and social resources to achieve more economic benefits. This common way of tourism is called the mass way, which is right in front of the way of tourism with a sustainable approach. Sustainable tourism development is related to the hosts' quality of life, meeting visitors' demands and protecting natural and human resources. Based on this, sustainable tourism is defined as an alternative tourism framework to improve the quality of life of the host community, provide a high rate of experience for visitors and maintain local quality which both the host community and the visitors and maintaining the quality of the place that the host community and the visitors depend on. In the following, a series of guidelines can be introduced as the principles of sustainable tourism, in which various theories have been presented. It should be noted that these methods are adopted—solutions for sustainable tourism provided by the International Ecotourism Society (TIES) [23].

- Preventing adverse effects that can cause destruction and damage due to tourist visits. To the continuity and identity of natural environments and become cultural
- Making tourists aware of the importance of the intended goals and providing solutions for their cooperation.
- Directing a large part of the income from this industry towards protecting and managing natural resources and areas.

- Emphasising the need to choose a sustainable approach in developing this industry.
- Ensuring that the development of the tourism industry in the target area does not exceed the natural social capacity of that area.
- Trying to increase the income of this industry by using native and local services and facilities.
- Reducing the consumption of non-renewable resources.
- Using infrastructures that are designed with a sensitive approach to the environment.
- Protection of plant and animal habitats.
- Comprehensive cooperation between all influential factors such as the government, popular and local organisations, and encouragement to create a sense of physical and mental responsibility in all people [24].

Another concept of tourism that has received much attention at the international level today is cultural tourism, which was mentioned earlier. In the interaction between cultural tourism and sustainable development, the following issues have always been studied and essential:

- Determining the dimensions of sustainability in the cultural tourism field to determine precisely what should be made sustainable and in which dimensions this sustainability should be prioritised.
- Determining the values that sustainable development in the field of cultural tourism should be planned based on them since the policy-making and power centres determine the form and level of these values in the form of laws and regulations in most countries, and on the other hand, the decision-makers in the cultural fields of tourism may do not have the necessary tools to influence and apply policy directly, how can these values be used as a process accepted by tourists to maintain and promote these values in planning?
- Explaining the time horizon in cultural tourism to achieve sustainability and cultural tourism usually seems like unlimited time, but in the planner, This is not the case. Considering the variety, changes, events and intangible factors and mainly the interests of tourists, it is not possible to deal with an unlimited period, and the best way is to provide a specific schedule that is part of a long-term plan so that we can evaluate have a period to improve the goals coherently.
- Determining the desired community in cultural tourism to sustain the principles of planning means that according to the geographical, natural, people, religious, racial and type of dialect and other factors, each destination has its coordinates that can be used.

Another important thing related to tourism development is innovation; creativity is necessary to use all the potential. This is achieved when all kinds of specialisations and training are used in this regard, which indicates multifacetedness in the dimension of domains. Among the other vital issues in the sustainable principles of tourism is the superiority of everything in its natural state; of course, several assumptions have been presented in this regard, but finally, it can be acknowledged that, in balance, nature is preferred over its artificial states [25]. On the other hand, the principles of sustainable tourism development focus on using previous experiences. Finally, one of the main pillars in the sustainable development of tourism is the principle of power and politics. As we see in the world today, the global situation is changing. It has been and is and has caused many inequalities between rich and developing countries so that many countries with a small population have a significant part of the resources and



many countries with a large population are poor, and this is just the Involvement of the population is under investigation if there are many topics such as per capita income, technology, natural resources, etc. They want to make this imbalance well clear. As a result, the tourism economy is inseparable from sustainable development and helps improve any society's socio-economic and cultural status [26]. Therefore, the sustainable development of tourism has three aspects:

- 1) protection of the environment,
- 2) preservation of resources and cultural heritage,
- 3) respect for communities.

The superiority of everything in its natural state is one of the other essential issues in the sustainable principles of tourism.

## 15. Village

The village is the place of agricultural activities and other efforts of human productivity from the land. The village has received this characteristic from its environmental capability and its type of livelihood, which is born from environmental conditions and ecological factors. It should be studied the natural and social conditions that govern it; one of the characteristics of the village is that it is impossible to apply the analogy, and the villages should be studied individually. A village is a geographical unit. In it, social and natural phenomena are significantly intermingled; this intermingling is one of the essential features of the village and is a significant indicator for distinguishing the city from the village. Areas located outside big cities and their characteristics differ from the elements of cities. Accordingly, rural areas do not have the characteristics of cities. It is not included in rural tourist destinations [27].

## 16. Sustainable Rural Development

Sustainable development approach in the fourth plan, from concept to practice, Housing and Revolution. In the framework of the sustainable development theory, rural communities and people with the land under their feet are considered unified and integrated. The stability of the rural environment requires a balance between people, the environment, and their economic activities. In other words, sustainable development is the point of balance and equilibrium in the direction of development in each of the environmental, social and economic dimensions; a matter that, in the framework of past approaches, has led to conflict between each of the dimensions of development. In achieving sustainable rural development, according to the conditions of rural communities, different weights, importance, and quantitative and qualitative aspects are considered for its goals. Therefore, in the local, sustainable development process, all dimensions of development are integrated and interact with each other. The three essential dimensions of local, sustainable development are economic, social and ecological. Each of these dimensions can be measured with indicators [28].

**Ecological dimensions:** integration of local system (services and processes), protection of biodiversity, sustainable and balanced productivity in the context of environmental capacity.

**Social Dimensions:** equal opportunities (within and between generations), comprehensive and interactive participation, empowerment, quality of life, dignity and human rights, poverty alleviation, cultural diversity and social solidarity.

**Economic dimensions:** sustainable growth, efficiency and effectiveness, economic diversity and sustainable employment. Increasing income and fair distribution, self-reliance, balanced consumption, and technology compatible with the environment.

The guardian of rural development and villagers is a danger that has always been considered severe for sustainable and rural agriculture development. It is the result of neglecting indigenous technology and scientific reserves of villagers. Therefore, the most significant danger and inhibiting factor in sustainable rural development are not paying attention to the knowledge of the villagers and their opinions [29]. The lack of awareness of indigenous knowledge is one of rural communities' most important sustainable development problems. Achieving sustainable rural development without adopting methods aimed at the essential attitude to participation in rural areas is the concept of organising the mutual relationship of rural people with the geographical environment or optimal productivity at different agricultural production levels. The participation that is intended in rural development is developmental. The type of participation is a social, integrated, comprehensive, dynamic, comprehensive, multidimensional, and multicultural process; in other words, development participation requires that everyone be involved in all stages of development); development participation of all levels of society includes its needs and the dimensions of individual and group life [30]. Researchers in the field of rural participation have listed the problems of this field as follows.

- The motto of participation;
- Considering participation as a goal and not a means;
- Confusion of participation in words: method, culture, approach or system?
- Government officials' lack of belief in participation;
- Not paying attention to people's preparation and enthusiasm;
- Dictating collaborative programs from top to bottom;
- Lack of coordination and difference between the way of working and specific government bureaucracies and the requirements of development plans.

## 17. Practical Theoretical Challenges in Rural Development and Sustainability

As a preliminary, it is said that the suffix "sustainable" is used as a characteristic of sustainable rural development when combined with environmentalism and an environmental approach. The relationship between sustainable development and the environment is a two-way relationship. It is one-sided, and neglecting the environment prevents the achievement of development goals. As a considerable capital for life, the environment requires protection and care for development goals. As a vast capital for life, the environment requires the protection and ongoing treatment of all residents. But the critical point is that environmental protection and the approach of environmentalism and environmentalism are part of sustainable development. Still, not all topics of sustainable development revolve around ecological protection. Sustainable development is environmentally non-destructive, technically suitable, economically sustainable and socially acceptable [31]. In the theoretical framework, sustainable rural development should lead to the all-round development of rural communities in the form of the following alternatives:

- Sustainable management and balanced use of natural resources

- Improving the quality of life and reducing poverty
- Expanding participation effective, increasing equal opportunities and the scope of choice, especially for women and young people
- Development and improvement of human capital in rural environments
- Promotion of productivity in agriculture, strengthening of economic growth and diversification in the rural economy
- Integration and balanced connection of communities and spaces.

Village with the totality of the land of the alternatives mentioned above will become a plan and then implemented when the principles and processes of sustainable rural development are emphasised and agreed upon because, on the one hand, the principles and techniques of sustainable development as a fundamental theory in comprehensive planning and on the other hand, its operational principles are related to achieving comprehensive and sustainable development of rural communities [32].

## **18. Types of Rural Tourism**

Rural tourism can include a wide range of different types of tourism. Therefore, it can be said that tourists visit rural areas for various reasons and with different motivations and participate in many activities. For this reason, certain types of tourism can be seen in rural areas, which are suitable for travellers; the characteristics of the destination and the motivation depend on the travel [33]. Therefore, rural tourism can be divided into five categories according to the capacity of local tourists as well as the goals of tourists:

Challenges of Rural Tourism Industry:

The evaluation of the critical features of successful tourism development and the key elements of rural areas leads to the hypothesis that tourism in rural areas faces obstacles. The lack of sufficient ability and understanding of the residents of the tourism culture of all countries is observed. In fact, in this industry's development, local communities' ability has been looked at less. According to some researchers, rural tourism is a new topic in Iran, which is facing problems, problems that must be solved by adopting appropriate policies; These problems include:

Natural tourism: mainly interacts with ecological data.

Cultural tourism relates to rural people's culture, history, and cultural and ancient heritage.

Native tourism: is a type of tourism that, in addition to interacting with natural attractions, is related to people's lives and social norms, interacting with the aforementioned natural attractions.

Village tourism: in this type of tourism, tourists live in village households and participate in the economic and social activities of the village.

Agricultural tourism: in this type of tourism, tourists interact or participate in it without negatively impacting the ecosystem of the host areas or traditional agricultural activities.

- Lack of documented plans and strategies for rural tourism; One of the major problems of this department is the existence of a comprehensive tourism plan, which has caused a waste of time and ineffectiveness of its management.
- Lack of commercial skills at the local level; Rural tourism is a multifaceted activity, one of its aspects is economic, and like any other economic activity, it needs commercial skills, and its scientific principles must be followed; But in Iran, due to the lack of communication and advertising between local people and tourists, this aspect of tourism activity is weak.
- The lack of incentives and necessary guarantees for expanding private sector investment and the government's weakness in this field has led to the neglect of public and private sector investors towards investing in the tourism sector, as they prefer to invest in other fast-yielding sectors.
- The absence of a specific organisation or ministry in charge of this industry, as a result, the number of decision-making centres in it; This issue and following it, the existence of parallel organisations leads to inconsistency and interference of many tasks. Also, the presence of several different organisations and the lack of a comprehensive and integrated program for tourism development make this industry face many problems.
- Weak infrastructure facilities and tourism services; Insufficient and undesirable means of passenger transportation, intercity roads, shopping centres, accommodation facilities, and water, electricity, telecommunications, sewage and sanitation networks in tourism areas are among the major obstacles to the development of this industry in Iran.
- lack of tourist acceptance culture (general ignorance about the benefits of tourism); Often in different places and places, due to the ignorance of the residents of a place or the people of a community, or the observation of some tourist behaviours, and also, due to the cultural difference of hosts and tourists, this industry is perceived negatively and unpleasantly, or local people They consider the activity in some jobs related to tourism as low level and therefore, they are not willing to work in these jobs.
- Weakness of education and advertising in the field of tourism culture development; Due to the young age of the IT industry, unfortunately, in most developing countries, the required specialised human resources is low, and even the training centres for training them either do not exist or are very limited.
- Lack of executive and management skills in managers and policymakers regarding rural tourism; To create a sustainable and appropriate development of the tourism industry, the existence of capable and coherent management is significant; In this way, the lack of knowledge and management skills among government officials and local people about rural tourism is also one of the obstacles facing this industry.

## 19. Conclusion

Today, the tourism industry is one of the most prosperous human activities in the 21st century. Considering today's machine life, which has cut off people's security and led to the erosion of the soul and confusion within the human being, there are different ways to get out of this tiredness of the soul and achieve peace of mind and the refinement of urban life. One of these methods is being close to nature. Mutual impressions of man and nature can relieve memory. Due to the decrease in agriculture and animal husbandry, the region, migration of people and diversity of tourism activities, the need for developing rural tourism is felt due to the increasing growth of tourism and the increase of new demands. Sustainable tourism is a positive way to reduce emotions and tensions caused by mutual influences between the tourism industry and visitors, the environment and the host communities,

especially in rural areas where the dependence on tourism and the environment is very evident. We should pay attention to the critical point that sustainable tourism is more related to the future needs of the tourism industry than to the existing advantages in the tourism industry and current economic growth. The diversity of natural and cultural resources and rural characteristics provides the environment for tourism development. These factors are supported by factors such as security and peace in the village, which is a necessary condition in tourism development. Economic-social obstacles in rural tourism development can be overcome by creating and developing a positive attitude towards tourism using public and private policies regarding business capabilities, supporting potential rural entrepreneurs and employment in the region. Entrepreneurship development training programs will help potential rural entrepreneurs solve skill problems and increase their awareness of sustainable tourism development. The critical point in this discussion is people's participation in the planning process; in this regard, instead of directly providing services through the government, equipping people to assist should be considered. Proper land use planning at the local level is one of the most effective ways to guide sustainable rural development and tourism.

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