Identify Effective Factors in Formation of Small and Medium Enterprise Oriented Rural tourism
Case Study: Kan of County; Tehran

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Expanded Abstract

Introduction
Today, rural tourism plays an important role as a productive factor and new sources of employment and income in rural communities. Over the past decades rural areas in many countries have faced the pressures of economic transition. Traditionally, strong primary industries such as fishing, agriculture, and forestry have declined dramatically, and many places have viewed tourism and related industries as replacements for traditional rural livelihoods. Governments can play active roles in tourism. In short the literature suggests rural tourism development policy approaches require: regeneration/revitalization, horizontal and vertical integration, interdependence, stewardship/sustainability, mediation, cataclysm, service and welfare provisions, spatiality awareness, intra and inter regional complementariness, opportunism, realism and quality Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation,

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marketing and information systems. Tourism development requires attractions, promotion, infrastructure and services and hospitality rural tourism demand is often difficult to influence and manage. Rural tourism- based businesses are smaller and newer than other forms of economic activity in rural areas. They are located in remote areas, with low capital base, and function with low- level skills and little tourism experience and development of tourism business and infrastructure would stimulate economics, small businesses and provide rural population with alternative income. Rural tourism is very diverse and fragmented in terms of operational structures, activities, markets and operating environments. Rural economies are limited by two factors; they are based on agricultural production and in many developed countries they are reliant on government policies. To the fast growing and profitable small and medium businesses belongs rural tourism which gives an incentive to work, to preserve and rationally use local resources, cultural and historical heritage. Most rural tourism businesses are small, owner-operated, and act as a second income, so they generally are not earning a lot of money. This income is still important however; as it increases the economic viability of businesses on-and-off the farm rural tourism is a growth industry and can be accredited to changes in lifestyle, higher levels of disposable income, car ownership and second holiday/ weekend break markets. Hence, this is important to identifying factors that affect it.

**Methodology**

This survey was accomplished in the rural’s sector of Kan. A survey was performed of rural villages Sooleghan (Sangannoa, Sangan Bala, Sangan Paeen, Sangan Vasat, Bagh Dareye Sangan, Vardij, Talun, Kigah, Varish, Imam Zadeh Davud, Keshar Sofla, Keshar Oliya, Rendane and Sooleghan) with the population 2767 patients (708 households). Because of a relatively high number of households, more natural attractions and easy access for tourists to these areas 7 Villages (Sooleghan, Vardij, Sangan Paeen, Keshar Oliya, Rendan, Imam Zadeh Davood and Kigah) were selected for this study. Was used questionnaire for data collection and Data analysis in descriptive statistics such as frequency, mean, standard deviation and inferential
statistics in the form of factor analysis and correlation analysis were performed by SPSS software.

Discussion and Results
Results showed that the natural attractions and places of pilgrimage was important reason to visit the rural. Among the positive points that had were a huge impact on tourism in the region, low part of the rural to Tehran, the nature of the pristine and beautiful natural attractions in the area, a few number of small and medium size enterprise tourism oriented in the region and religious at the over hand the unwillingness of young people to work in agriculture sector, offered appropriate credit facilities from government and quiet facilities for the tourists were the least impact on tourism activities. Seasonal tourism in the region, inadequate systems of information and advertising in tourism, the need for large capital for small and medium size enterprises tourism oriented, lack of proper roads and communication routes, have been introduced as the most important shortcomings in the creation and expansion of small and medium size enterprises tourism.

Conclusion
little experience and skill in relation to tourism business, tourism’s markets of neighboring towns, strict and restrictive taxes and the state laws, supervision and strict control over the activities of firms and dealers and agricultural products and handicrafts of intermediaries were not important barriers to development of tourism activity. Residents of perspective education was substantial’s role of government to improve the tourism activity and next in rating as its role in the development of the tourism business was the construction of roads and routes, improve the mobile services, and introducing region as a one of the tourism axis. Final priorities of the government's role were about the tourism enterprises pay the low loans and credits, supporting rural initiatives and new ideas related to tourism business, grant facilities to the tourists to travel during the recession in tourism and training courses for rural people who are willing to work in the tourism sector. Among the extracted factors in factor analysis test, context– Infrastructure factor whit the special value 5/78, was
recognized the most effective factor in the creation and expansion of economic activities oriented tourism enterprises. Also was observed Positive correlation among the factors detected. At the end of on the basis of result have been suggested some strategy and solution to improve and develop rural tourism activity and small and medium size enterprises.

**Keywords**: Tourism, Rural, Small and Medium Enterprise, Factors, Kan of County.

**References**


