The Quality of Life Measurement in Rural Areas Based on Subjective Indicators Case Study: Southern Jafarby Dehestan, Torkman County

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Extended Abstract
1- Introduction
In recent decades, the quality of life has been considered as one of the favorite subjects of science, noted the researchers, planners and government. Extensive researches have been done on the quality of life in the world and Iran, much of them in the field of medical sciences and social sciences. However, several studies have been conducted by geographers and related fields, mostly have been concentrated in urban areas and less in rural areas. Thus the rural settlements and the quality of rural life is important, it is necessary to do further studies in this field. The subject is very important and the quality of life in rural areas is low. Also the studied area is unique on the characteristics of ethnic, cultural and religious, so this research tend to evaluate the quality of life in rural areas, to identify the most important factors affected satisfaction of the local villagers on their quality of life, to know the relationship between cultural characteristics - social and quality of life for rural residents in the area, to recognize dimensions and components of quality of life issues that affect the identification, and finally to measure the attitude of society with specific characteristics of ethnic and cultural based on subjective indicators quality of life.

2- Methodology
Descriptive and analytical research methods and practices survey was conducted. It is aimed to recognize and measure the rural resident’s quality of life in the rural area of South Jafarbay, Turkmen county. Indicators and criteria on the basis of documents and information required were collected by a field research and the questionnaires. To maintain the reliability and validity of the questionnaire, it is used statements of previous researches.
Based on the specific characteristics of the study area, it was changed partly. Cronbach's alpha test of reliability was obtained the 9, which shows its high reliability. Eight domains of the questionnaire survey about the quality of life including education, health, safety, environment, housing, infrastructure, employment and income, leisure and social interaction and cohesion were involved. Also, using those words, the sense of place, ethnic belonging, and characteristics - culture and its relationship to quality of life was measured. The data relating to the satisfaction of people in each of the jurisdictions were analyzed using Excel and SPSS software. The sample villages were selected using stratified random sampling based on benefit levels (resulting from the potential model).

3- Discussion
In principle, different communities have different levels of subjective indicators of quality of life. The study area has particular situation because a particular ethnic-cultural community - the Turkmen people - live there for a long years. Turkmen have preserved their culture in a historic process to the region have passed many ethnic characteristics to new generations. Based approach to subjective quality of life, the findings show that the other two territories “employment and income” and “leisure”, quality of life satisfaction in other areas of the interaction and social cohesion, infrastructure, environment, housing, security, health and education in the study population are above average. However, areas of interaction and social cohesion and quality of the highest quality, safety and satisfaction of quality of life and leisure areas of employment and income are the least satisfied with the quality of life. In addition, three other components were evaluated in this study that belongs to the village, belonging to the ethnic characteristics of the region - a culture which, respectively, averaging 3.46, 3.52 and 3.96 in were rated high.

4- Conclusion
Between eight of the territory, only in two realms of employment and income and leisure in the subjective quality of life indicators in this area is lower than the average but in total assessment are above the average. Hence it can be said with regard to factors influencing the social, cultural and environmental quality of life, there is different levels of subjective indicators of quality of life in different communities. So the influence of ethnic characteristics - culture in the study area between the Turkmen more, the satisfaction level of subjective quality of life indicators are higher. Based on the results and to improve the weaker quality of life indicators and areas territories as well as the promotion of the current conditions are relatively good, it is necessary in the area of “employment income” to be done: jobs, skills and technical training to the villagers for special youth employment in rural diversification, create employment for rural and low cost insurance to meet their needs for employment insurance, job security increase, the potential of rural crafts and culture in the region and to promote and enhance the rural savings. In the realm of “leisure” the allocation for sports facilities in rural areas and in consideration of certain land for the construction of sports halls or the small one for their youth, education and coordination with local officials planned to use school space for public sports, culture and dedicated
to the study of public space for libraries and other cultural activities are proposed.

**Keywords:** Quality of life measurement, Subjective indicators, Rural areas, Southern Jafarby Dehestan, Turkaman County.

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