



## Assessing the consequences of rural ecotourism with emphasis on economic relations within regional (Case Study: Regional Tourism favorites Sardueih, Jiroft township)

Hossein Ebrahimzadeh Asmin<sup>\*1</sup>, Amir Hossein Ghanbari<sup>2</sup>, Sirous Ghanbari<sup>3</sup>

1. Associate Professor of Urban and regional planning, Department of Social Science, Faculty of Literature and Humanities, University of Sistan and Baluchestan, Zahedan, Iran.

2. MSc of Urban Planning, Faculty of Architecture and Building city, Yazd University, Yazd, Iran.

3. Associate Professor of Geography and Rural Planning, Faculty of Geography and Environmental Planning, University of Sistan and Baluchestan, Zahedan, Iran

Received Date: 04 May 2025 Accepted Date: 04 August 2025

### Abstract

**Background and Objective:** Tourism is one of the main ways of developing regions in diversifying the national and regional economy, and in many countries, investment in this industry and its related infrastructure is considered a key priority. The aim of this study is to evaluate the consequences of rural ecotourism with an emphasis on intra-regional economic relations in the villages of the Sardinia region.

**Methodology:** The research method was descriptive-analytical and survey, so that after conducting library and documentary studies, in accordance with the topic and reviewing the background and literature of the research, the findings were analyzed from two aspects of evaluating the consequences of ecotourism and examining economic relations through a questionnaire consisting of two groups of native people, 90 people, and experts, 10 people, with SPSS22 software. The first group included: villagers (local residents) to determine the sample size, to complete the questionnaire in 5 villages, which were classified into three categories of villages with historical, religious, and natural attractions and distributed randomly. And the other was the selection of experts, who used the opinions of experts and researchers in this field to measure the validity or reliability, and the reliability of the questionnaire was measured based on the level of tourist satisfaction, which was confirmed by using the Cronbach's alpha formula, using 100 preliminary questionnaires, with 95 percent.

**Results and Findings:** The results indicate the maximum exploitation of rural resources by the city and less confirmation of the existence of a trend of expansion and development in the studied area. In general, the actual demand for tourism in the region is weak, so appropriate planning and prioritization of tourism development using existing capabilities can eliminate the threats and weaknesses of tourism development in the Sardouia sector and ultimately act as an important step for sustainable rural development in this region.

**Keywords:** Rural ecotourism, Intra-regional relations, Economy tourism, Regional tourism sardueih, Jiroft township.

\* Corresponding Author: h.ebrahim@lihu.usb.ac.ir

Cite this article: Ebrahimzadeh Asmin, H. , Ghanbari, A. H. and Ghanbari, S. (2026). Assessing the consequences of rural ecotourism with emphasis on economic relations within regional (Case Study: Regional Tourism favorites Sardueih, Jiroft township). Journal of Sustainable Urban & Regional Development Studies (JSURDS), 7(1), 193-208.

## **Extended Abstract**

### **Introduction:**

Jiroft township in Kerman province is no exception and has the potential capacities and numerous natural attractions. Tourism industry to the development of the city can be beneficial, but to achieve these benefits and utility will be possible when the proper planning and infrastructure is provided. Planning for tourism development in Jiroft city, the first step understands the capabilities and problems. This study aimed to investigate the area for ecotourism development and analysis of regional relations was organized Sarduih to use strategic planning process, an important step for sustainable regional development and national planning tourism development and consequently the resulting be removed. The main purpose of this paper is to evaluate the consequences of rural ecotourism with emphasis on economic relations, inter-regional and sub-objectives it can be, according to youth employment and migration debate the settlement is one of the outcomes noted in recent years. In the study area due to the importance of the economic dimension of tourism in the development of relations within the region, considerable research has been done on the basis of this study; to examine the above requirements have been looking to answer the following questions: What are the potentials and limitations of rural tourism development in the region? And what strategies and tactics to develop this type of tourism in this region can be determined?

### **Methodology:**

The method used in this research is descriptive-analytic., field studies, including document review as well as interviews and questionnaires were use. This study has two parts: The first part to determine proper strategies with emphasis assessing the consequences of Rural ecotourism Sarduih located in the city of Jiroft region and sought to answer the question that has been developed what are the potentials and limitations of rural tourism development in the region? And what strategies and tactics to develop this type of tourism in this region can be determined? This research, by utilizing SWOT strategic model to identify weaknesses, strengths, opportunities and threats and provide appropriate strategies for tourism development area has been Sarduih. In the second part of this research is to study the field, so the question of the questionnaire, the questionnaire was performed by local residents in rural areas; and after data collection, processing and analysis of data using software SPSS software was. To obtain the sample size in this study, two groups springing forth first group includes: The rural (local residents) to determine the sample size for the survey in five villages in three villages with historical attractions, cultural and natural classification and were distributed randomly.

### **Results and Discussion:**

To achieve this question: What are the potential and limitations of rural tourism development in the region ? And what strategies and tactics to develop this type of tourism in this region can be determined ? First, the study of factors affecting the development of nature-oriented tourism and strengths and weaknesses, opportunities and threats in the region has been Sarduih. According to the method used, in order to provide natural area tourism development strategies, the strengths, weaknesses, opportunities and threats in the region, using experts were identified and their internal and external factors examined in two parts was. The final score of the total domestic tourism sector is Sarduih 3/52 points close to that

as the highest score is 5 points and represents a favorable position to attract tourists Sarduiyeh District area which could provide the conditions. News 3/93 times the total scores obtained are external factors the amount of the bonus, is significant and indicates that the sector could Sarduiyeh of the factors that create opportunity. External factors also obtained the final score is 3/93 times the amount of the bonus, is significant and represents that section Sarduiyeh of the factors that could cause exploit opportunity and the factors that are somewhat distant threat. In the second part of this research is to study the field, so the question of the questionnaire, questionnaires were used by local residents in rural areas; and after data collection, processing and data analysis was performed using SPSS software.

## **Conclusions:**

A considerable part of the problems of rural tourism in many parts of Iran are as follows: The lack of management, lack of cost competitiveness of tourism, inadequate tourism infrastructure, weak community culture towards tourists, political instability authorities' behaviors. It is also possible inflation caused by rising land prices, house and even the food. When demand is high tourist destination of local services in the mentioned prices of goods may increase. Undoubtedly, the development of the tourism sector as an alternative to the country's economy to national development and the industry is Iran's regional role. Sarduiyeh diverse and attractive ecotourism sector due to its ability to absorb large revolving nature as a model for the development of the region. Now the actual demand for tourism in the region is weak. But if marketing and advertising and providing the necessary infrastructure development and tourism services can be expected that the study area is so close to the city of Jiroft it as an important destination for tourism at national and regional level is a necessary precondition for employment and income and provide people living in rural areas this requires proper management of tourism development is that the region's de facto ability to convert potential.

## **Declarations**

### **Funding**

There is no funding support for this study.

### **Authors' Contribution**

Authors contributed equally to the conceptualization and writing of the article. All of the authors approved the content of the manuscript and agreed on all aspects of the work declaration of competing interest none.

### **Conflict of Interest**

The authors declare no conflict of interest.

### **Acknowledgments**

We are grateful to all the scientific consultants of this paper.

## References

- Hajizadeh, Somayeh (2012). "Meta-analysis of studies conducted in the field of sustainable rural development with a tourism approach", National Conference on Environmental Protection and Planning, Tehran, first edition.
- Khajeh Bahrami, Alireza, Talkhabi, Hamidreza, Pashazadeh, Asghar (2012). "Evaluation of the effects of tourism on the sustainable development of rural areas", National Conference on Tourism and Nature Conservation of Iran, Hamadan, first session.
- Rahmani, Maryam, Ziaei, Mahmoud (2009). "Social effects of tourism", Tourism Science Yearbook, Tehran, No. 3, pages 647-665.
- Rostami, Farahnaz, Zarei, Kobri (2011). "Rural tourism, the missing link in rural development", "National Conference on Cultural Industries and its Role in Sustainable Development", Islamic Azad University, Kermanshah Branch.
- Rezvani, Mohammadreza (2003). "Analysis of the trend of creating and expanding second homes in rural areas of northern Tehran", Quarterly Journal of Geographical Research, Volume 35, Issue 45, Pages: 59-74.
- Rezvani, Mohammad Reza, Moradi, Mehrnoush (2012). "Feasibility assessment of tourism development with a systemic approach in the villages on the edge of the Meqan Desert of Arak", Quarterly Journal of Spatial Economics and Rural Development, Year 1, Issue 2, Winter 2012, 2 consecutive issues, pp. 15-40. <http://serd.khu.ac.ir/article>
- Roknuddin Eftekhari, Abdolreza, Mahdavi, Davud (2005). "Rural tourism development strategies using the SWOT model (Small Lavasan Village)", Quarterly Journal of Humanities, Volume 10, Issue 2, Summer 2006.  
. <http://hmsmp.modares.ac.ir/article-21-5184>
- Rahnamaei, Mohammad Taghi (2000). "Iran's Environmental Capabilities", Ministry of Housing and Urban Development Publications, Tehran.
- Zamani Farahani, Homeira (2011). "Tourism Industry and Travel Services", Zohed Publications, First Edition, Tehran.
- Shia, Ismail (2007). "Introduction to the Principles of Urban Planning", Iran University of Science and Technology Publications, Tehran.
- Abdolhaipour Haghighi, Abolfazl, Salari Sardari, Farzali, Bostani, Alireza (2012). "Evaluating the Role of Tourism in Sustainable Urban Development of Estebahan Using the Swot Analysis Technique", Sustainable Development and Urbanization Conference; pp. 5, 6, and 7.
- Ghafari, Seyed Ramin, Turki Harchegani, Masoumeh (2009). "The Role of Tourism in the Socio-Economic Development of Rural Areas of Chaharmahal and Bakhtiari Province, Quarterly Journal of Village and Development", Year 12, Issue 2, Summer 2009, pp. 113-126.
- Farid, Yadollah (2005). "Application of Geography in Urban and Rural Research Method", University of Tabriz, First Edition, Fourth Edition.
- Fotohi, Samad, Taghi Zadeh, Zahra and Anar Rahimi (2012). "Assessment of Geomorphotourism Capabilities of Bisotun Region by Prolong Method", Journal of Geographical Sciences Research, Volume 12, Issue 26, pp. 46-23.  
<http://jgs.khu.ac.ir/article-1-662>
- Ghadami, Mostafa, Aligholi Zadeh, Firouzjaei, Naser, Bordi Anamarad Nejad, Rahim (2010). "Investigating the Role of Tourism in Land Use Changes of the Study Destination, Case Study: Central Part of Noshahr County", Urban and Regional Studies and Research, Year 1, Issue 3, pp. 42-21.
- Ghadiri Masoom, Mojtaba, Baghiani, Hamid Reza, Noorani, Hamideh (2012). "The Role of Rural Tourism in Urban-Rural Relations in Taleghan County," Specialized Scientific Journal of Spatial Planning, Year 2, Issue 1, (Continuous 5).

Doi:20.1001.1.22287485.1391.2.1.2.2

Ghanbari, Sirous, Dehghan, Mohammad Hossein, Mirki Anari, Hossein (2015)," Evaluation of Factors Affecting the Development of Entrepreneurship in Rural Tourism", Journal of Tourism Management Studies, Volume 10, Issue 32, p. 16.

Doi:20.1001.1.23223294.1394.10.32.1.4

Lundberg, Donald. E. (2011). "Tourist Economy", translated by Mohammad Reza Foroutan, Tehran, Bazargani Publishing House.

Lee, John (2019). "Tourism and Development in the Third World", translated by Abdolreza Rokneddin Eftekhari and others, Tehran, Bazargani Publishing Company.

Lynch, Kenneth (2005). "Interrelationships between cities and villages in developing countries", translated by (Mohammadreza Rezvani and Davud Sheikhi), Tehran Payam Publications, first edition, winter 2007.

Majnoonian, Henrik (2012). "Guidelines for preparing national parks and protected areas for tourism", published by the World Conservation Union.

Mohammadi Deh Cheshme, Mustafa, Zangiabadi, Ali (2011). "Feasibility assessment of ecotourism potentials of Chaharmahal and Bakhtiari Province", Quarterly Journal of Ecology, No. 47.

Arslan, Ozcan, Ismail Deha, 2012. "A SWOT analysis for successful bridge team organization and safer marine operations". Process Safety Progress. Volume. 21–28. DOI:10.1002/prs.10209

Compel, L.M., 2011."Ecotourism in rural developing communities", Canada: University of Western Ontario. Doi: PII: S0160-7383(99)00005-5

Gthinji, M.wangi, Wanjiku,. 2012. "An evaluation of the use of eco labeling Within the Ecotourism Sector", University of East Anglia.

Leiper, Neil,. 2012. "A conceptual analysis of tourism–supported employment which reduces the incidence of exaggerated, misleading statistics about jobs". Tourism Management.P:3365. Vol. 20, No. 5. [https://doi.org/10.1016/S0261-5177\(99\)00029-1](https://doi.org/10.1016/S0261-5177(99)00029-1)

Macintosh, W. Robert, Charles R. Golden, 2009. "Tourism Principles, Practices, Philosophies", United States of American, John Wiley & Sons, In;

Thampi, Santosh, p,. 2012. "Ecotourism in Keral India: Lesson from Eco Development Project in Periyar Tiger Reserve", No 13.

UNWTO,. 2011. "Tourism Highlights, 2007. Edition", Available in [www.unwto.com](http://www.unwto.com).