

# Agro-tourism, A New Attitude in the Utilization of Natural Attractions and Rural Development (Case study: Bahukalat village of Chabahar city)

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**Abstract:** Agro-tourism is a relatively new phenomenon in the tourism industry, which only forms one part of the whole industry, and has led many countries around the world to invest heavily in this sector, in terms of its high revenues. This form of tourism makes human leisure activities possible mainly in agricultural areas and increases their appreciation of agricultural and natural resources. In this regard, the aim of this study is to present a new attitude towards agro-tourism in the use of natural attractions and the development of Bahukalat village in Chabahar city. The research method in this study is based on library, documentary, and field studies. Data analysis was performed using the SOWT model. The results of SOWT model show that the most important strength, the ability and willingness of the region to invest and plan agro-tourism in order to use natural and human resources with a weight of 0.147, and failure to provide the appropriate model and planning for identifying areas susceptible to tourism with a weight of 0.138, is the most important disadvantage. Also, the most important opportunity for tourism planning in the Bahukalat village is to increase the government's attention to planning and investment in the tourism sector with a weight of 0.318, and the major threat is the weak investment opportunities and a small amount of development credits with obtained weight 0.279. Finally, the region has a natural environment (agriculture) with high environmental power to absorb and maintain agro-tourism. But in the human features and planning section, there is an urgent need for codified programming to develop agro-tourism.

**Keywords:** Agro-tourism, Natural Attractions, Rural Development, Bahukalat Village

## INTRODUCTION

Tourism in the 21st century due to the expansion of economic infrastructure, health, security and communication has become an unavoidable fact. Travel to other sites with different incentives for tourism in this century, is part of the essentials of life. The fact that the current national and international borders are hitting approach is beyond the nation-state (Papoli Yazdi, Saghaei; 2007: 7). Therefore, tourism in the world, especially in the economic dimension is very important. So that tourism consumption, public and private investment in tourism and export growth in 2004 is equivalent to 5/9 of about 5/5 trillion dollars is (Chiang Lee, 2008: 180).

Today the phenomena of tourism are considered to a valuable source of revenue for many countries and hence more investment must be done in this sector for its improvement (Tremblay, 2006, 34). Tourism can be an alternative source of income especially when other sectors a falling short in term of revenue generation (Papoli Yazdi and Saghaei, 2007, 82).

Tourism have different types and forms depending on different environmental conditions (Cater, 2002, 43). Today, the tourism industry is considered as an important part of the global economy, and among all kinds of tourism, ecotourism is a suitable tool for achieving sustainable tourism. Agricultural tourism can be used to preserve the traditional texture of the villages and to prevent the migration and migration of its inhabitants to the cities by attracting tourists to rural areas, while increasing incomes and improving the living standards of the inhabitants of these areas by appropriate planning. The role of villages in economic and political development processes on the local, regional, national and international development and the consequences of rural deprivation, such as widespread poverty, increasing inequality of population growth, unemployment, migration and urban marginalization, have led to rural development and even priority of them compared with urban development.

There are different perspectives on the development of rural agro-ecotourism. Some see it as part of the tourism market and they believe it can be compared to other forms of tourism such as sunshine tourism, tourism

along the coast, tourism alongside the shores of the sand. Some kinds of tourism in rural areas are ecotourism, cultural tourism, agricultural tourism, Farm, natural tourism, etc.

Agro-tourism is considered as an important economic and income activity for rural people. Protecting natural resources, creating food security and healthy food is indirectly influenced by the activities of agricultural tourism. In this way, tourists have no negative consequences on the ecosystem of host areas, cooperating with or engaging with traditional agricultural activities. The overall objective of this research is to examine the role of agro-tourism in rural development, and it addresses the issue of how agro-tourism affects the development of infrastructure and employment creation.

### **Research purpose**

Evaluation of the role of agricultural tourism in creating employment and its impact on the welfare of the people in the study area

### **Research background**

Barghi and QotbiNejad in a paper titled "The role of tourist and agro-ecotourism attraction in rural development (Barzak district of Kashan city)", concluded that barzak district has high tourist and agro-tourism attraction capabilities".

By using the strengths of the opportunity, such as having the unique features of the area and alleyways of gardens and beautiful damask rose can eliminate them the barriers and threats.

Sepehri (2012) in a paper entitled "Assessment of rural tourism and rural agro-tourism and tourist attraction capabilities" using Swat strategy model (Dashtak village of Fars province) concluded that the village has its own internal strengths and potentials of tourist and agro-tourist capabilities. Therefore, the necessity to applying basic strategies to strength aspects, especially the agro-tourism aspect, emphasize by removing or reducing the barriers to tourism development.

Williams (1975), consider rural areas as quality tourist destinations places which lacks in urban lifestyle.

According to Katz and Krakby (1991), rural tourism has major influence on the development of rural communities.

Brouder et al (2013), conducted a research in relation to tourism development in the northern region of Sweden and concludes that similar results can naturally generalized to other small surrounding communities that has ecotourism. It also states that tourism is developing in almost all regions of the world considerably in Europe.

Finally, he came to conclusion that geographical economic assessment such as: ecological, cultural, economic and local factors are important to understand evolution of tourism in rural peripheral areas (Lanza, et al, 2005).

Dann, (1996) emphasizes that sustainable development of rural tourism requires strategic plans that includes major steps such as facilitation, involvement and effective participation, development and deployment, cohesion and stability, as well as functional rehabilitation are necessary.

### **Theoretical Foundations**

#### **Agro-tourism**

Agro-tourism, also known as farm tourism, is a type of rural tourism that is directly related to agriculture in rural areas. Agro-tourism is a reflection of providing new opportunities for economic opportunities through tourism. This kind of tourism can be considered as a combination of a natural state and the process of cultivating and harvesting agricultural products as an opportunity in the field of experiential. In rural areas, there are a number of farms that in the representation of a particular capability or very suitable landscape, may be selected as a place for leisure by urban or non-indigenous visitors. The emergence of agricultural tourism is due to factors in the two-way trend between tourists and farmers. Tourists who do not satisfy the mass tourism experience in postmodernist deconstruction are struggling to avoid crowded and densely populated environments and life in technology domination, seeking new places to gain original tourism experiences, which, by increasing the level of income and spending leisure time, it is a right. Although the unorganized capitalism movement in the post-modern era also contributes greatly in forming to the expressionism life style. Farmers also, under the pressure of costs and prices and related crises in the production of surplus agriculture, consider increasing their income to diversify agriculture and non-agricultural activities and provide tourism services and open space on the visitor as a diversity farm performance and source of income are accepted. Hence, agricultural tourism as a direct marketing activity has been able to offer specific opportunities to reduce the risk of growth through diversification in an economically opposed and urbanized environment. Which involves rural trade in both the rural environment and a part of the tourism business (Busby, 2000).

### **Rural tourism**

In general, tourism is important in two respects, one as a global activity and the other as an emphasis on the development of regional and local policies. Therefore, it is reasonable to assume that there is no acceptable and general definition of rural tourism (Rahimi, 2002: 226). Additionally, it should be recognized that distinctive features such as special activities and special occasions separate rural tourism from other sectors or forms of tourism. But it is interesting to note that there is no definition or feature of rural tourism that is universally accepted (Sharpley and Richard, 1999). At first glance, trying to define rural tourism seems easy to come by. However, it is conceptually straightforward to define rural tourism as a city that surrounds the cities, but this definition cannot include a set of activities and forms of management and institutions developed in different countries associated with It works with the tourism industry. In the other view, rural tourism can include a range of activities, recreational and leisure services provided by farmers and rural people to attract tourists to their areas in order to earn money.

### **The role of tourism in rural development**

If we want to understand the role of tourism, and in particular the rural development of the Third World, we should have a look at the practical functioning of the international tourism industry in understanding the methods and "relevant laws", as well as other important activities that shape global trade. It is also true that tourism should not be studied independently of them. This claim is somewhat self-evident and acceptable today, and it was only in the past decade that the acceptance of this has changed our theorizing on tourism. In this context, in the new texts of the schools of thought, there are two main approaches. The first approach, referred to herein as the "economic-political approach", is based on the assumption that tourism is dealing in a way that closely correlates with the historical patterns of economic dependence and colonialism, According to this school of thought, the formation of the tourism industry is influenced by the influential factors of economic and political determinants, and other interesting aspects are not very important, among them we can mentioned to a variety of facilities for purposes, different types of closure, or Even the way tourists perceive the travel experience. The overall flow of economic-political analyzes is related to the effects of tourism with a negative attitude and sees it as a tool that our development and happiness in the rich cities are due to the cost and cost that poor countries and deprived rural areas pay.

The idea that tourism, in spite of significant economic benefits to poor countries, is causing ongoing and permanent inequalities, is closely linked to the study of Stephan Britton in the South Pacific. The political economy approach, as noted, looks at the apparent characteristics of this industry in search of the cause of the problem. Thus, the economic-political approach tries to show how international tourism grows and develops in a global economic system characterized by severe imbalances and disturbances. These disturbances and imbalances are as a direct consequence of the dominant influence of the Third World arose from the creation of specific patterns of commercial ties and the "area of influence" at that time. This idea originated in a school of thought called the Theory of Dependence, and the studies that Third World scientists in the 1960s and 1970s originated in describing this unequal relationship on the basis of historical determinants (Eftekari et al. 1997: 20). Therefore, in this approach, rural tourism is also part of the tourism industry, which is located in a peripheral economy that has not only developed rural and localized areas, but also caused environmental and spatial imbalances in these regions, and as a result The very few benefits of this industry (rural tourism) have become the income of the villagers, with the main benefits and costs for us in the cities and large cities of the Third World, and ultimately in transnational and large tourism companies.

### **The study area**

Bahukalat area is located in Chabahar with an area of 465181 hectares in the southeast of Sistan and Baluchestan province and ending in the southeastern part of Iran, it is between 33'03 25 and 17'16 26 northern latitudes and 44'0961 to 36th. 53 61 eastern longitude. This area shares a common border with Pakistan and on the other side of the Oman Sea in the Gowatr area. (figure 1) shows the geographical area of the Bahukalat area.



Figure 1: Map of the position studied

To achieve this purpose, the study was conducted according to the internal environment (strengths and weaknesses) and external environment (opportunities and threats) of the study and a list of strengths, weaknesses, opportunities and threats identified were. Then analyzed using matrix -matrix evaluation of internal factors and external factors was performed.

## DISCUSSION AND CONCLUSIONS

Researchers have identified different patterns for all causes (whether effective or ineffective) the activities of an organization or system is presented. Most of them with titles analyzing the strengths, weaknesses, opportunities and threats SWOT or have used. Territory, SWOT matrix is extensive. In fact, a conceptual framework for the analysis of the system is considered. This matrix is an important tool for managers the information needed to compare four different strategies to achieve the result. This matrix has four homes in a strengths-based (1) points (2) and based on a list of opportunities, (3) and threats (4) into the environment Guggenheim. And their convergence strategy, WT, ST, WO, SO is extracted. Compare two opportunities, weaknesses, strengths, opportunities, weaknesses and external threats and strengths with external threats and record the results of these comparisons are listed in the table. Compared to determine strategies applicable. And that distinction is important to note that all the strategies fail to be implemented in the derived matrix. While SWOT analysis is applied to the following:

**Strengths:** The strengths of Natural Attractions and Rural Development are determined.

**Weaknesses:** weaknesses of Natural Attractions and Rural Development are determined.

**Opportunities:** opportunities for Natural Attractions and Rural Development

**Threats:** Factors that cause instability and hinder developing Natural Attractions and Rural Development are identified.

SWOT analysis model is indeed applicable to internal and external factors which form the matrix strategic significance. The four combined maximum - maximum (strengths and opportunities), minimum - maximum (weaknesses and opportunities), minimum - maximum (weaknesses and threats) are called. SWOT analysis for strategic planning programs, specifies what topics and issues for the future of management is more important priorities, strategies and eventual goals to be correct based on the deduced optimal development.

### Effective internal factors on agro-tourism in the study area

In this section, three categories of existing strategies, functions and resources are considered and are classified as strengths and weaknesses and within the framework of development dimensions (economic, socio-cultural, ecological and institutional) as follows:

Table 1: Strengths

Economic	- Predictability and preparedness of the region for investment and planning of agro-tourism use natural and human resources.
Cultural, Social	- Being a relatively good student literacy - High level of awareness and public culture of the villagers about the benefits of tourism
Ecologic	- Being beautiful landscape at the village level - Appropriate access to the spectacular natural areas for tourists
institutional	- Believing of authorities in job creation by expanding tourism as one of the most important - Appropriate mechanisms for the development of villages in the area. - The existence of relatively good water, electricity, gas and ... - Promotion of the tourism industry through the proper use of capacities - The efforts of security forces and organizations to ensure the safety and well-being of travelers

Table 2: Weaknesses

Economic	- Lack of local planning and investment - Failure to provide the appropriate model and planning to identify areas susceptible to tourism - Increased financial burden to create affordable tourism facilities
Cultural, Social	- The lack of accommodation facilities by government agencies or private sectors - Absence of trained specialists in the field of tourism - Inappropriate distribution of tourists at the district level in different seasons (low density in summer) - Conflict and difference between the culture of tourists and indigenous people - Increasing the number of unemployed youth at the village level
Ecologic	- Inappropriate environmental and physical infrastructure (such as roads and sewage) - The lack of garbage collection and evacuation alongside roads and places of interest
institutional	- Disorder in the development of space tourism facilities in the region - The lack of advertising in the field of tourism - Lack of necessary introduction in different fields of tourism

**External influential factors on tourism in the studied area**

Opportunities and threats existing and effective in this area have been considered in many aspects of development (economic, socio-cultural, ecological and institutional):

Table 3: Opportunities

Economic	- Increasing of government attention to planning and investment in the tourism sector - Development and equipping the main communication pillar of the country
Cultural, Social	- Being a great motivator for travel and recreation from nearby cities - Possibility of providing favorable services and facilities to tourists in rival recreational areas - High level of education of people
Ecologic	- Weather suitable for spring, autumn and winter especially at the region
institutional	- Increasing of the attention and support of the country's officials from developing tourism with an employment and income generation approach

Table 4: Threats

Economic	- Rising land prices - Lack of investment opportunities and little development credits
Cultural, Social	- Increase of willingness of tourists to travel to other close and rivalry areas - The destruction of the traditional and local culture of the people - Familiarity with indigenous people with new ideas and behavioral misconceptions
Ecologic	- The destruction of trees and vegetation and its destructive effects - Environmental pollution - Pollution and erosion of soil
institutional	- Failure to provide government permits and facilities for the development and development of tourism facilities and facilities - Disregarding the plans for tourism development - Lack of tourism management strategy and lack of regular decision maker organization of in the field of tourism

**Analysis of strengths, weaknesses, opportunities and threats**

Assessment and grading criteria for each of these elements so that each element in a range (1) to (5) The graded (1) So low means is a importance (2) means is a insignificant and (3) means the average of (4) refers to an important, and (5) means that too much importance on improving the Natural Attractions and Rural Development. The information and the data obtained based on the total weight of the average rank of the weights and their relative weight in order to analyze and calculate poll ratings and priorities.

Table 5: IFE Matrix

Weights Scores	Scores present situation	Weight	Internal strategic factors	
0.147	3	0.049	S1= Predictability and preparedness of the region for investment and planning of agro-tourism use natural and human resources	Strengths
0.044	4	0.011	S2= Being a relatively good student literacy	
0.036	3	0.012	S3= High level of awareness and public culture of the villagers about the benefits of tourism	
0.102	3	0.034	S4 = Being beautiful landscape at the village level	
0.056	4	0.014	S5= Appropriate access to the spectacular natural areas for tourists	
0.075	3	0.014	S6= Believing of authorities in job creation by expanding tourism as one of the most important	
0.128	3	0.025	S7= Appropriate mechanisms for the development of villages in the area.	
0.102	2	0.0.64	S8= The existence of relatively good water, electricity, gas and ...	
0.212	2	0.51	S9 = Promotion of the tourism industry through the proper use of capacities	
0.056	4	0.014	S10= The efforts of security forces and organizations to ensure the safety and well-being of travelers	
0.138	3	0.046	W1= Lack of local planning and investment	
0.308	4	0.077	W2 = Failure to provide the appropriate model and planning to identify areas susceptible to tourism	
0.212	2	0.106	W3= Increased financial burden to create affordable tourism facilities	
0.142	1	0.042	W4 = The lack of accommodation facilities by government agencies or private sectors	
0.162	2	0.081	W5= Absence of trained specialists in the field of tourism	
0.084	3	0.028	W6= Inappropriate distribution of tourists at the district level in different seasons (low density in summer)	
0.110	2	0.055	W7= Conflict and difference between the culture of tourists and indigenous people	
0.096	2	0.048	W8= Increasing the number of unemployed youth at the village level	
0.093	3	0.031	W9= Inappropriate environmental and physical infrastructure (such as roads and sewage)	
0.050	2	0.025	W10= The lack of garbage collection and evacuation alongside roads and places of interest	
0.0.30	3	0.010	W11= Disorder in the development of space tourism facilities in the region	Weaknesses
0.303	3	0.101	W12= The lack of advertising in the field of tourism	
0.228	3	0.076	W13= Lack of necessary introduction in different fields of tourism	

The most important point for Bahukalat village tourism planning is its ability to prepare for the investment and planning of agro-tourism for use of natural and human resources with a weight of 0.147, and failure to provide an appropriate model and planning for identifying areas susceptible to tourism with a weight of 0.138.

The most important opportunity for tourism planning in the Bahukalat village is to increase the government's attention to planning and investment in the tourism sector with a weight of 0.318, and the major threat is the weak investment opportunities and a small amount of development credits with obtained weight 0.279.

Table 6: EFE Matrix

Weights Scores	Scores present situation	Weight	External strategic factors	
0.297	3	0.050	T1= Rising land prices	Threats
0.036	3	0.012	T2= Lack of investment opportunities and little development credits	
0.022	2	0.011	T3= Increase of willingness of tourists to travel to other close and rivalry areas	
0.077	1	0.077	T4= The destruction of the traditional and local culture of the people	
0.076	2	0.038	T5 = Familiarity with indigenous people with new ideas and behavioral misconceptions	
0.141	3	0.047	T6= The destruction of trees and vegetation and its destructive effects	
0.222	3	0.074	T7= Environmental pollution	
0.216	3	0.072	T8 = Pollution and erosion of soil	
0.024	2	0.012	T9= Failure to provide government permits and facilities for the development and development of tourism facilities and facilities.	
0.252	3	0.096	T10= Disregarding the plans for tourism development	
0.250	3	0.043	T11= Lack of tourism management strategy and lack of regular decision maker organization of in the field of tourism	
0.318	3	0.106	O1= Increasing of government attention to planning and investment in the tourism sector	Opportunities
0.296	4	0.074	O2 = Development and equipping the main communication pillar of the country	
0.261	3	0.087	O3 = Being a great motivator for travel and recreation from nearby cities	
0.183	3	0.061	O4 = Possibility of providing favorable services and facilities to tourists in rival recreational areas.	
0.033	3	0.011	O5= High level of education of people	
0.141	3	0.047	O6 = Weather suitable for spring, autumn and winter especially at the region	
0.138	3	0.046	O7= Increasing of the attention and support of the country's officials from developing tourism with an employment and income generation approach	

### Concluding views and presenting the final priority of the SWOT analysis

According to the results of SWOT Matrix, the following table has been compiled which indicates the prioritization and ranking of each indicator from the views and opinions of the two participating groups in this research.

### Provide strategies for ecotourism development based on SWOT analysis

#### Competitive strategies (SO)

Optimal and principled use of the interest of travelers from other cities and attraction of private sector funds in line with the possibility of tourism planning.

Optimal and targeted utilization of the incentive to travel to rural and urban areas among urban residents.

Use of expert and experienced staff to create community cooperative organizations as well as promote and educate tourism through different meetings with people in the study area.

#### Diversification strategies (ST)

Variety of facilities, activities and tourist services in order to satisfy the tourists and, consequently, increase the number of tourists as well as the use of different classes of people in various activities.

The use of regional talent.

Utilizing environmentally-friendly activities and incomes in order to preserve the environment and reduce pollution and financing necessary for implementation of development projects.

**Strategies Weekly (WO)**

While reviewing the type and mode of government planning and support of tourist areas, rational use of institutions, rules and regulations for supporting the development and equipping of infrastructure, facilities and various tourist facilities.

Encouraging the private sector to invest in the village's economic structure in order to increase the needed facilities and services to attract tourism.

**Defensive strategies (WT)**

Establishing special rules and regulations for the optimal use of attractions and tourism products and preventing the destruction, pollution and destruction of these resources in these areas.

Construct and encourage people to participate in the development of various tourist facilities and monetization in this way, as well as the use of private sector participation in areas where people cannot participate or invest.

Creating the necessary conditions for expanding the participation of the indigenous people and the private sector in the creation of new activities.

**Provide the final matrix**

Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) is based on the logic that maximizes effective strategies, strengths, and opportunities, while minimizing its weaknesses and threats. Therefore, this analysis for the development of agro-tourism in the region determines what issues for the future of the region are priority and important so that it can be inferred from the ultimate goals and strategies for tourism development. According to the above, in this research, firstly, the factors influencing tourism development are identified and categorized qualitatively and then quantitatively prioritized. Finally, considering these priorities, and considering these factors in the SWOT analysis matrix, in most of the aggressive strategies, diversity strategies, Strategies for review, defensive strategies are presented.

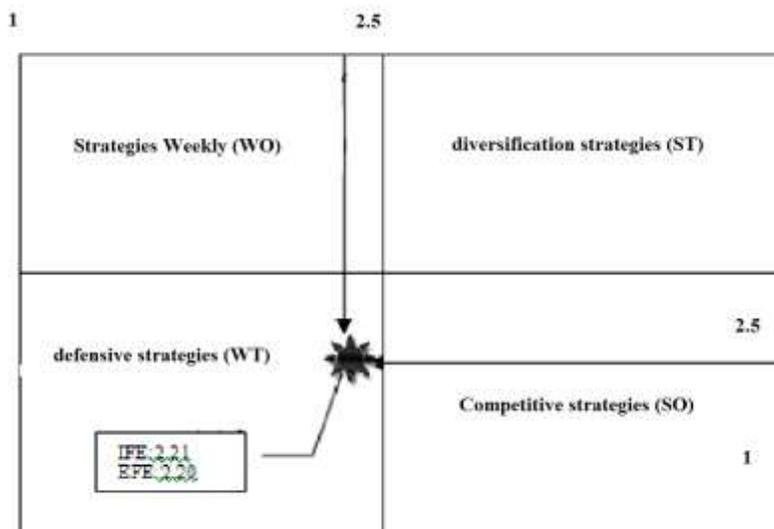


Figure 2: The final matrix

**CONCLUSION**

In this regard, the aim of this study is to present a new attitude towards agro-tourism in the use of natural attractions and the development of Bahukalat village in Chahbakhar city. The research method in this study is based on library, documentary, and field studies. Data analysis was performed using the SOWT model. The results of SOWT model show that the most important strength, the ability and willingness of the region to invest and plan agro-tourism in order to use natural and human resources with a weight of 0.147, and failure to provide the appropriate model and planning for identifying areas susceptible to tourism with a weight of 0.138, is the most important disadvantage. Also, the most important opportunity for tourism planning in the Bahukalat village is to increase the government's attention to planning and investment in the tourism sector with a weight of 0.318, and the major threat is the weak investment opportunities and a small amount of development credits with obtained weight 0.279. Finally, the region has a natural environment (agriculture) with high environmental power to absorb

and maintain agro-tourism. But in the human features and planning section, there is an urgent need for codified programming to develop agro-tourism.

### **Suggestions**

Provide a comprehensive and operational program for the development of agro-tourism in Bahukalat village

Improve access to the city of Bahukalat village

Establishing tourism infrastructure such as hotels, guesthouses, restaurants and resorts near Bahukalat Village to create more attractiveness.

Support for related organizations of agro-tourism in the region

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