Rural Management, Tourism and Development  
(A Virtual Pattern)

1A. A. Kadivar, 2Z. Javanbakhatghah Farrokhi and 3M. Saghaii

1Department of Geography, Payame Noor University, P. O. Box 19395–3697, Tehran, Iran  
2Graduate Student in Urban Planning, Ferdowsi University  
3Researcher in Geography and Tourism Studies

Abstract: The process of passing from modernism towards postmodernism in the social, economic and cultural fields has caused some deconstructions throughout the whole dimensions of life, and some new approaches of social-economic life have been created under the effect of these deconstructions. Along with these novel approaches, the process of management has been improved in all dimensions, especially in the field of territorial spatial management; therefore, territorial spatial management as a post-fordism approach has caused the dwindling of historical center-based thoughts. While, in the postmodern spatial processing, rural tourism is the product of Mass Tourism deconstruction in the triple spatial patterns and it aims to make a post structural approach of development in the rural tourism. What lies at the root of rural tourism development is the idea that regarding the multi-paradigmatic world of economics and post-fordism approach, agricultural development is no more synonymous with rural development and it emphasizes on the diversifying economic methods and partial advantages in the rural areas. Considering the above discussion, this research intends to reply the following question: “Regarding the partial place advantage, can post-fordism management approach develop tourism in rural environments?”

Having a postmodern view as regards rural management, the above question has been investigated to recognize the existing condition of tourism and its hypothesis can be as follows:  
“Post-fordism management can be efficacious in rural management and tourism development in the postmodern era.”

The method which has been applied in this research is on the basis of documentary and library studies and is analytic-descriptive with a philosophical outlook. Its findings have been represented in the form of a conceptual model which is an answer for the research’s main question. Considering this model, rural tourism management, regarding its concord with natural and human environment and preventing from the poor quality, can be the fundamental factor of tourism development and consistency.

Key words: rural management, rural tourism, development, capital, post-fordism, rural economics

INTRODUCTION

Inevitably, the contemporary world is instantaneously moving towards the contraction of time and place with the help of information and communications technologies; therefore, the geographical space which is created is the result of these procedures [1]. One of these procedures is transportation of tourists among the geographical spaces. Tourist space is consisting of free trade of tourist exchangeable value with the different aims of tourism. The process of moving from modernism towards postmodernism in the social, economic and cultural fields has caused some deconstructions in the modern life throughout all dimensions in the way that rural tourism has been entangled in deconstructing some of its own classical aspects and has provided the foundations of Quality Tourism in post-industrial economics [2]. Rural tourism in postmodern geographical space is the product of mass tourism deconstruction in triple spatial patterns [3]. Therefore, exemplifying the rural tourism, in the framework of mass post-tourism and an outlook on the multi-paradigmatic development, is essential.

Post-fordism Management and Rural Areas

Today, world economics is on the basis of free trade and has made various economic approaches in different aspects [4] which are itself an indication of a new unorganized capitalist outlook on forming new paradigms of local development in the process of moving towards post-fordism[5]. Human factors and economic resources are the main bases of such an outlook [6]. The indicators of such an economics can be investigated in the framework of global trade’s figures especially in the improvement of export coefficient in global trade and direct improvement of foreign investment [7].

Through these changes, the concept of development has been altered a lot, in which the concepts of development, in concordance with market and considering partial advantage are principal [8].
Therefore, society gets regulated by economic and service rules and attempts to survive become more [9]. On the basis of this concept, development cannot be formed just in one dimension and is required to various dimensions [10] which is possible in the framework of particular strategies of development. Management approaches have been formed based on people’s partnership and consistent development with an emphasis on consistency, flexibility and partnership indexes [11]. In this direction, rural development, as a consistent development and through applying new resources and modern technologies, intends to provide more facilities for the convenience of rural communities. One of the diversifying methods of rural economics is rural tourism which is necessary in the contemporary economics.

Beside the above discussions, emergence of different methods of information dissemination and also electronic communications systems have provided an electronic culture which has distributed a consistent process of multidimensional identity [9], in which the main challenge has been established between global and local issues, so it helps to the emergence of local potentials in this challenge [9]. These challenges are taking root in whole dimensions of personal and social life [12]. Tourism has been influenced by mass media in two dimensions. On the one hand, it has changed tourism into a second cultural enjoyment (or virtual enjoyment) and has caused easy-going and inactive tourists, who are pleased with experiencing this second cultural enjoyment [13] without leaving their houses [14]. On the other hand, owing to people’s confidence in mass media more than any other source of information, it has facilitated the tourists’ decision making and their visit from different geographical places and also increased the number of tourists. This process has helped to establish the individualism in the contemporary tourism and made a new type of tourism which is the opposite side of mass tourism [13]. It is known by individual travels and as a benign tourism [15]. This kind of tourism has been established through triple spatial patterns in which rural tourism is one of them.

RURAL TOURISM

In the postmodern era, tourism and leisure times are not considered as a reward, but as an entitlement and fundamental basis of life. So, postmodern tourism is consisting of different economic, social, cultural and environmental aspects which encounter with each other in an expressionistic approach of life. It also gives great pleasure of experiencing through interactions in different conceptual levels of ontology and carpediem in both personal and social life [15]. This kind of tourism includes triple spatial patterns which rural tourism is one of them.

Rural spaces have been changed into a place of taking pleasure, rest and relaxation, especially in the individualized developed nations. The wave of nostalgia for simplicity of rural life escape from the populated cities has helped to the improvement of rural tourism [16]. Rural tourism is nowadays one of the most popular kinds of tourism [17]. Rural tourism can provide an economic improvement and add variety to the activities on the one hand and on the other hand, it can provide some new job opportunities and money-making potentialities for the rural inhabitants [16]. So, rural tourism has been put to different sides of tourism procedure; on the one hand, rural tourism is considered as the indication of flexibility, combination and ordering tourist products to meet the individual needs of customers [17] and on the other hand, it affects on the whole-dimensional improvement or rural spaces and supports the agricultural policies and also helps the environment protections [18].

Rural tourism can be defined as “various kinds of tourist activities in different rural environments which have (positive/negative) influences on (human/natural) environments of villages [19]. It is obvious that such a definition of rural tourism can be consisting of different tourist activities such as occurrences, festivals, sports and other amusements which exist in rural environments [19]. Rural tourism can be investigated from two different outlooks: it can provide a traditional place of taking rest and relaxation far from city population and also create other ways of money-making with regard to farming.

By and large, on the one hand, rural tourism paves the way for capitalistic economics, its making alterations in new spaces and its combination with consuming cycle [20], and on the other hand, it is the result of escaping from the populated cities and can provide job opportunities through the dominance of capitalism and its combination with farming industry under the influence of post-fordism approach in the process of passing from a one-dimensional viewpoint about rural spaces as an economic-social framework [20].

TOURISM AND RURAL MANAGEMENT
(A CONCEPTUAL MODEL)

Rural areas are not nowadays one of the dialectic poles of city and village [21]. The opposing ideas of city and village as a thesis and anti-thesis have been come to an end with the death of modernity and have provided the background of spatial interaction between city and village. Therefore, different economic resolutions have been made in rural environments to improve the agricultural purposes as the main source of income and facility and impose modernization process on these spaces as a result of whole-dimensional improvement of capitalism. Rural tourism is one of working methods of diversifying the rural economics which is established through the partial advantage of every place. It crystallizes as a new paradigm of development which is the opposite of the old paradigm of development. The comparison between these two paradigms has been indicated in table 1-1. In the field of
rural development, the whole-dimensional development of rural spaces have been noticed and consistent development, based on the partial advantage of place, and also the variety of rural economics have been paid attention. A schema of consistent rural development has been shown in figure 1. The whole-dimensional development of rural spaces has been dependent upon the partnership of local inhabitants on the one hand, and on the other hand, it has been dependent on recognition of partial advantage of every region [23].

Table 1-1 – a summary of the paradigm’s improvement

<table>
<thead>
<tr>
<th>The new paradigm</th>
<th>The old paradigm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Qualitative growth, improve the environment, social justice</td>
<td>1. The attainment of economic growth at any price</td>
</tr>
<tr>
<td>2. The people involved in the decision set aside</td>
<td>2. Redistribution, if any government control</td>
</tr>
<tr>
<td>3. The problem with intangible values: freedom, independence and dignity</td>
<td>3. Acceptance of Authoritarianism and Intolerance</td>
</tr>
<tr>
<td>4. Enabling environment for development activities</td>
<td>4. Loss of economic subsidies for outdoor activities</td>
</tr>
<tr>
<td>5. The development of local institutions to provide security</td>
<td>5. Ajtay security provided by government</td>
</tr>
<tr>
<td>6. Technology with local knowledge and indigenous technology development partnership</td>
<td>6. Transfer of technology from other countries</td>
</tr>
<tr>
<td>7. Embedded institutions to protect the assets of poor communities</td>
<td>7. Transferring valuable assets to the developed countries</td>
</tr>
<tr>
<td>8. Development as a multidimensional phenomenon and often intangible features</td>
<td>8. Of tangible and Economic Development</td>
</tr>
<tr>
<td>10. Planning organization with multiple centers, grassroots organizations</td>
<td>10. A large and powerful organizations</td>
</tr>
<tr>
<td>13. Development of the overall process (overview retrospection)</td>
<td>13. Development is divided into sections (minor retrospection)</td>
</tr>
</tbody>
</table>

Noticing the whole-dimensional development of rural tourism is required to recognizing the general condition of global economics and its consequences. Sense of Otherness in capitalism, in the form of globalization of capitalism, tends to dominate the untouched environments which are apposite for business and investment, so tourism is the most appropriate instrument. Although programming and managing the rural tourism in the framework of recognition of capitalism can facilitate the rural inhabitants and improve their perception of place, many tourists impose their culture, language and intentions to their hosts and as a result, after some time, obvious alterations can be seen in their life [22]. While, there are some other cultural demands which are not caused by the villagers’ cultural flexibility or inflexibility, but it is taken root in the cultural depth of rural communities [24]. Additionally, if we turn a blind eye to the effects of capitalistic economics and non-application of management skills, tourism will be changed into a destructive tool for tourist places [25]. But it is essential to establish a consistent model for the process of rural tourism. In this direction, rural tourism is required to be elucidated in a model for consistency and facility.
Rural tourism is effective in improving the potentiality of capitalistic economics to make some alterations in the rural spaces and their combination with consuming cycle. Through these changes and considering the passivity of post-structural elements in the establishment of rural tourism in a capitalistic environment, it is given a try to present a whole-dimensional model.

Figure 1-2 – a conceptual model of deconstructing the rural management, tourism and development in postmodern era
In the above model of rural tourism, the intertextual elements (which exist into the system) such as services, attractions and local inhabitants are accompanying with the rural tourism management in one system, and extratextual elements (the elements which affect on the system) have a fundamental role in the system’s operation. The existence of attractions is necessary in the framework of system’s operation to establish tourism process and improve the quality of services and facilities. Services’ improvement is in positive relation with the investment. Rural tourism development has been applied through the government’s measures and as a resolution for improving the rural environments [26]. This process is required to geopolitics’ recognition of tourism and extratextual elements which are along with attracting the investments and economic development through the process of economic development, based on rural tourism development, challenges can be met. Meeting the challenges is dependent upon the fair distribution of income in different regions.

Since many tourists of rural environments come from the city with a culture dominated by modernity many challenges are naturally formed. Owing to the fact that modernity is in great effect of capitalism and due to the fact that consuming, and not needing, is the foundation of a modernized life [27]. Some challenges with the traditional style of living have been formed in rural environments which can cause some homogeneities, oppositions, xenophobia and artificial deconstruction of their host’s culture [28]. Since tourism is a part of the economics of cultural industries, and due to the popular intentions of productions in the form of capitalism, characteristics of cultural products become gradually homogeneous with consuming demands. Therefore, focusing on the strategies of improving rural tourism is very necessary [29]. But its negative and destructive features should not be ignored. According to the mentioned explanations, the main reason of rural tourism development is to improve villagers’ level of income, presenting new job opportunities and social improvements in rural communities [30]. In the social dimensions, rural tourism can be considered as an instrument to produce job opportunities and improve the economic level of different regions and in this way, it can reduce poverty and increase job opportunities, especially in the regions which do not receive much interest [31]. By and large, in the direction of rural development, rural tourism can be consisting of the following resolutions:

1- Rural tourism, like any other export activity, can be a source of income and job opportunities.
2- Rural tourism is a chain of the whole economics and services activities and can work as an economic lever.
3- Tourism can gain good advantages from the natural phenomena of rural environments which do not have economic values.
4- Rural tourism increases the demands of handicrafts, the traditional arts and other activities which can make some job opportunities.
5- Rural tourism attracts tourists from out of the village as much as it brings the extratextual expenses into the rural region and increases the traditional productions.

THE OPERATION OF RURAL MANAGEMENT AND TOURISM

If tourism can be appropriately applied in rural environments as a social system and its consequences can be known in changing rural values and structures, rural management can provide the improvement of consistent rural tourism. In this direction and through the framework of suggested conceptual model, rural management can provide different facilities such as directing, communications, coordination and controlling the rural tourism with the help of various organizations, processes and networks. Rural management can also establish the necessary infrastructures to support the rural and regional communities, natural environments and national and regional economic development.

Figure 1-3 – a conceptual model of rural management operation as regards tourism
Such a management can increase the regional connections and improve staffs’ knowledge and skills in this section [32]. If rural management can recognize tourist production as a social system in rural environments [33] and its consequences in changing rural values and structures, it can be efficacious in improving a consistent rural tourism; therefore, rural management should be aware of public purposes and different priorities and be sufficiently skilled to solve the problems and accelerate the growth rate of different projects of rural tourism [31]. By and large, tourism management is in relation with different factors such as the process of changing in both market and production, preserving and promoting the facilities and services, increasing social and geographical advantages of tourism and giving the update resolutions of the problems [34]. So, it is obvious that supervision is one of the most fundamental bases of rural management in the field of tourism to control constantly the executive operations such as becoming assured of the fulfillment of market’s determined aims, investigating the level of tourists’ satisfaction and also economic, social, cultural and environmental effects of tourism generally and executive plans in particular [35].

CONCLUSION

The economic recession, resulting from the policies of mass production (fordism) in the field of agriculture, has had two-dimensional effects on the rural environments. This process has caused some vital reconstructions by capitalism and some resolutions of rural spaces have been considered; therefore, some economics combinations can be seen in rural regions through offering tourist services. During recent decades, capitalism has paid great attention to the rural environments as the tourism purpose and its particular concept which means establishing rural tourism as a tourism spatial pattern [36]. Nowadays, rural tourism is regarded as one of the most fundamental economic activities and can improve economic condition through making new job opportunities, producing more income and variety of rural economics. It allows the villagers to live in more appropriate places [33] and since the nature of tourism is on the basis of producing job opportunities and more income, rural tourism management and programming can be so efficacious in improving the villagers’ life and their perception of the place [35]. It should be noticed that rural tourism management can be in the direction of rural environments’ development which does not have any heterogeneity with nature. The intertextuality which exists in rural tourism can improve local establishments and renewal resources. It can also connect the different sections of agriculture, business and local industries. So, although rural tourism is dominated by capitalism, using water, food and local energy can make some positive effects [36]. Which make it indigenous? Two factors of consistency along with welfare are basic elements of overcoming the feedbacks of unorganized capitalism in the field of establishing rural tourism. Therefore, considering the existing homogeneity between rural tourism management and human and natural environments and also preventing from its low quality, rural tourism management can be a fundamental factor in achieving a consistent tourism and its purposes.

REFERENCES

[3] Sharply, Julia and Richard: Rural tourism, translation Mshyazhad R., Press Secretary, First Printing
[12] Pastr, Mark: Second Media Age, (1998), translated by GH Salhyar, Institute of Iran, Tehran, First Printing
[19] Saghaei, Mehdi, (2003), the ability of rural tourism in Iran, MSc Thesis, Ferdowsi University of Mashhad.
[21] Javan, J. and M. Saghaei (2003), the role of rural tourism in regional development (with emphasis on rural management), Journal of Geography and Regional Development, Ferdowsi University of Mashhad, Iran, No. 2
[22] Javan J and M. Saghaei, (2002); tourism and rural development policies and programs, sets of articles of seminar on developing tourism in Iran, Mashhad.
[34] Saghaei, Mehdi, (2010), Deconstruction of tourism spatial text in around villages of metropolitans (case study: Mashhad metropolitan), PhD Thesis, Ferdowsi University of Mashhad
[36] PaplyYazdi, Mohammad Hussain Mehdi Saghaei, (2003), Tourism and Geography research quarried, 68.