



**Journal of Tourism Planning  
and Development**

**Vol.7, No.24, Spring 2018**

**Pages 22-25**

## **Explaining the Factors Influencing the Attitude of Villagers to Agricultural Tourism (Case Study: Sample Tourism Villages of Fazl Village, Neishabour Township)**

**Aliakbar Anabestani<sup>1</sup>**

**Zahra Mozafari<sup>2</sup>**

### **Extended Abstract**

#### **Introduction**

The growing challenges of the agricultural sector reduce farmers' incomes on a daily basis, challenges such as Low prices of agricultural commodities, Increased production costs, Environmental pressures, weather changes, Globalization, industrialization, Lack of government support programs for agriculture and fluctuating agricultural commodity markets. Reducing the ability of agriculture to generate enough income has forced many farmers to sell their farms and to look for some other places for jobs and income, or looking for alternative economic strategies and new revenue sources and also to diversify the local economy to maintain their farms. These strategies may include expanding farm sizes, specialized production, non-farm employment, or diversifying farms through entrepreneurship and rural and agricultural business development. For this reason, most countries of the world have considered this type of tourism as a new strategy for socio-economic development, rehabilitation and reconstruction of rural areas. The rural areas of Neyshabur have the potential to create and develop agricultural tourism activities, with its proper weather conditions, as well as the region's tourism, and the diversity of livelihoods and rural employment that is mostly based on agricultural activities. Therefore, without knowing the factors affecting the rural population's orientation on agricultural tourism, it will not be possible to create, develop and sustain these

---

<sup>1</sup> Corresponding Author: Professor in Geography & Rural Planning, Ferdowsi University of Mashhad (anabestani@um.ac.ir)

<sup>2</sup> Ph.D. Student in Geography & Rural Planning, Ferdowsi University of Mashhad

activities. That according to the purpose, this key question will be answered: "What factors affect the rural population's tendency toward agricultural tourism? (Central part of Neishabur city)".

### **Theoretical literature and methodology**

The type of research is applied research, and the kind of method is descriptive-analytical method, for collecting data and information, the library and field methods are used. The library methods have been used to scan books, articles and theses and Internet resources and the field methodology is used for the questionnaire. The realm of this research is Fazl village, a village in the central part of Neyshabur. The statistical population of this research is rural tourism villages of Fazl village. Which has 8330 households according to the 2011 census, of which 261 households were selected through the modified Cochran formula. Household choices were made at the level of each village, in quotas and randomly. In order to achieve the desired results in determining the factors affecting the rural population, In sample villages in 8 indicators as well as 24 dimensions, it has been proposed to prepare and compile 261 questionnaires in accordance with the Likert scale (according to Table 2-1). The Cronbach's alpha test was used to assess reliability, and for the dimensions of data development. Descriptive and inferential statistics were used in SPSS software to analyze data, such as: On sample t-test, Pearson Correlation, and Factor Analysis.

### **Discussion and results**

The calculations show that the internal consistency of the data is appropriate for using the factor analysis technique ( $KMO = 0/711$ ) and Bartlett is significant at 000%, which implies confirmation and proportionality of the factor analysis. Variables related to the factors affecting the tendency of villagers to agroturism were classified according to the specific value in eight factors. In total, these factors were able to explain 526.66% of the variance of factors affecting the tendency of villagers to agroturism. The average factors affecting the rural population's tendency to agricultural tourism were respectively in this way: the dimensions of education and skill (4.4751), support and policy (3.6360), non-developmental ideas (2.8228), social media (3.1149), tourism culture (2.9320) the economic and employment status (3.9860), access to the city (3.8352), trust and risk appetite 3.5441). If we consider the number 3 as the median, then non-developmental ideas (2.8228) are less than the middle. The results of on sample t-test also show that there is a significant difference between the studied villages in terms of significance (0.000) in eight dimensions. The results of the Pearson correlation coefficient showed that there is a relationship between the tendency towards agricultural tourism and related variables such as (age, type of occupation, education level, and income level, amount of work in farms and gardens and the amount of traffic to the city during the week).

## **Conclusion**

The results of on sample t-test in relation to the tourist attraction potentials show that the calculated value differs from the base limit of 73.8(3). Since the obtained sig is less than 0.05, we conclude that these areas have high attraction and potential in terms of attracting tourists. Also, the results of on sample t-test in relation to the quantity and quality of tourism facilities show that the calculated value differs from baseline (3). Since the obtained sig is less than 0.05, we conclude that there is a significant difference between the calculated value and the base limit. The results of Pearson correlation coefficient show that there is a relationship between the trend towards agricultural tourism and related variables. The results of factor analysis also show eight tendencies; importantly, it includes: "Training and Skills; Government Support and Policies; Non-Developing Opinions; Attitudes and Kinds of Farmers; Media and Social Networks; Tourism Culture; Economic and Job Status; Access to the City Confidence and risk taking. Government education and support is of paramount importance for the rural population's tendency towards agricultural tourism activities. Therefore, it can be said that the success of agricultural tourism does not depend solely on the initiative and efforts of owners of tourism farms, but also it requires planning, obtaining financial and educational support, appropriate infrastructure and facilities, and active participation of local officials and trustees as well.

**Keywords:** Agricultural Tourism, Rural Tourism, Factors Influencing Agriculture, Rural Grace, Rural Development.

## **References**

1. Badri, S.A., Rezvani, M.R. and Haider, Z. (2013). Local community participation in the development of agricultural tourism, **Journal of Tourism Planning and Development**, 2(1): 43-65. (In Persian)
2. Jomepour, M. and Heydari, Z. (2016). The link between tourism and agricultural activities in order to stabilize the environment with emphasis on the attitude of local communities, **International Journal of Geographic Society's New Era**, 14(21): 40-49. (In Persian)
3. Heydari, Z. and Langroodi, Seyyed Hassan. (2012). According tourists explaining the capabilities of agricultural tourism, **Journal of Tourism Planning and Development**, 1(1): 30-35. (In Persian)
4. Mahmoudi, M. Chizari, M. Kalantari Kh., Roknoddin-e-Eftekhari, A. R. & Khodaverdi, M. (2013). Estimation of Willingness to Pay for farm tourism in the province fringe of the Caspian Sea. **Journal of Planning and Development Tourism**, 2(6): 11. (In Persian)
5. Bagi, F. S. and Reeder, R. J. (2012). Factors affecting farmer participation in agritourism. **Agricultural and Resource Economics Review**, 41(2), 189-199.

6. Flanigan, S., Blackstock, K. and Hunter, C. (2015). Generating public and private benefits through understanding what drives different types of agritourism. **Journal of Rural Studies**, 41: 129-141.