

Role of e-learning in economic development of rural tourism, rural views, case study city of SariSeyed Kamyar Moosavi¹, Mohammad Sadegh sabouri², Mehrdad Niknamy³¹Student of Agricultural Extension and Education, Islamic Azad University²Young Researchers Club, garmsar Branch, Islamic Azad University, Garmsar, Iran³Faculty member of Islamic Azad University Branch, Islamic Azad University, garmsar Branch, Iran

Abstract: In recent years, tourism had been considered as one of the most principal economical and commercial pillar of the world and mention it as the main pillar of stable development and even tourism industry. The main objective of this research is to analyze the role of e-learning in economical development of rural tourism of sari. It was of applicative type which had been done by causal _ communicative method. Data gathering tool was researcher mode questionnaire. statistical society of this research were all rural people above the age of 15 in sari, which regarding to intensity of their number (199124), 355 people had been chosen from among them by classical sampling method. Independent variables consist of amount of accessibility and using e-learning tools and requirements, role and properties of e-learning, villagers attitude toward e-learning and rural tourism, taking part in internet training courses and e-learning, and dependent variable was consist of amount of accessibility to economical development of rural tourism. To obtain the stability of research tool, cronbach alpha method had been used. Using a primary test, some questionnaires had been completed by villagers of ghaemshahr, which was equal to 0.84 and showed high stability of research tool. Regression test recognized just one factor namely ((having quick access to information)) as a predictive factor in economical development of rural tourism, which could specify about 17% of variance of criterion variable from the villagers' view. [Seyed Kamyar Moosavi, Mohammad Sadegh sabouri, Mehrdad Niknamy. **Role of e-learning in economic development of rural tourism, rural views, case study city of Sari.** *Life Sci J* 2013;10(2s):317-322] (ISSN:1097-8135). <http://www.lifesciencesite.com>. 54

Keywords: rural tourism, e-learning, economic development

Introduction

Tourism as one of the most important industries of the world had a quick growth in the world's economical development in last decades. Rural tourism had been formed since villages and cities had communicated with each other and leisure requirements formed in cities necessitated natural and untouched environments. Rural tourism is considered as one of the important components of tourism industry and cause economical growth and inflorescence of villages. By creating a strategic chance, rural tourism caused variability of economy of local societies, creating job chances, increasing welfare level and income in villages and cause population stability and establishment in villages and prevention from over immigration, keeping ecological balance of natural resources and cultural properties of the village. Based on these, we can say that one the best ways of saving villages from social, economical and biological – environmental is to develop rural tourism. Villages and their citizenries have relationship with tourism industry from two points. One is that rural environment is considered as up country area and place, is an appropriate place for tourists such as comestibles and handcrafts will be presented to the tourists and this way, helps their living economy (rezvani, 2009)

One of the most principal issues presented in tourism industry is training, so that we should

consider training of all practitioners in different parts of rural tourism such as services and etc. General training is one of the trainings that should be given to all people of the society. Behaviors, actions and reactions that should be down when facing a tourist should have been considered in the format of rural tourism behavioral codes. Also, through using treatment, we can surmount many of negative factors in rural tourism development. (samadian, hoseini, raof ava, 2010). One of the tourism barriers in iran is deficiency or lack of treatment for personnel in private, servicing and governmental sectors related to tourism, and also people. Treatment deficiency in rural regions has also caused formers and villagers to be unaware of tourism benefits in villages. (daoei & ghavami, 2009). With entering the information age, training subject is one of the first subjects that had fundamentally changed. Quick evolutions of information and communication technology in recent decade had faced the world with a new explanation of an alphabet and epidemic need to reeducating and learning (afzal nia, 2006). E-learning or virtual learning is considered as the most important factor in scientific and cultural lunge. E- Learning is dynamic. Its content is completely up to date and in arbitrary time. The best accessible resources in this continual training system are critic experts. E-learning is a kind of joint, is comprehensive and universal, because prepares training subjects from many resources.

(Sarmadi and ahmd soltani, 2004). E-learning can be based on computer, web, cell phone and video conference (specter et al, 2010). In these trainings, hardware and software and contexture substructures play an important role in subject transition. (caladine, 2008). In improving the process of the training and learning, quick transfer of information to the addressees has an important role. In e-learning, a massive content of information will be presented to learner as audio, video and text files in a short time (ramyah et al, 2010) notification of people is the duty of training. Now this notification is being accomplished by knowledge increasing. In e-learning, knowledge increasing will be accomplished faster than traditional training, so, notification process will be realized faster (pineda – herrero et al, 2011). In this type of learning, training are on time and up to date and content of training courses have the necessary dynamism, regarding to this fact that in e-learning, learner are the base and axis of actions.(asmai, 2008). In villagers, we deal with learners with unique and special specifications. Learners who are moshy adult and all have some responsibilities in their own lives.adults who had been away from training studies for some times, will need to go over their range of needed skills with review. They need to increase their skills quickly with consuming the least time during the learning process. Long distance training can be an appropriate solution for this problem (nori, 2007). If with the help of training, we can lead (actuate) people's attitude into rural tourism toward positive. Then we can obtain their participation in creating and optimizing rural tourism bases. Then, by appropriate investments and coherent programming, we can get to the development of rural tourism in sari. To improve the effect of trainings, we want to use e-learning in this city. These training can affect development of economical, social, cultural and biological – environmental factors of rural tourism of sari. If we are able to make evolution in rural tourism of sari by e-learnings, we can directly have a positive effect on the economy of mazandaran province. Through preparing substructures in rural tourism of the county, we can prepare the situation for foreign tourists to enter this county. If the tourists welcome the tourism plans in villages of sari, we can gain an enormous income and cause economical and agricultural development of this county, which can be the bedder of rural tourism development in all counties of mazandaran province and also, all provinces of the country.it causes us to become separated from the mono-production economy of oil expert. So, the subject of –learning in constant development of rural tourism in sari is a very profitable and sensitive subject. The main query of

this research is this: which role do e-learnings create in economical development of rural tourism in sari. The total objective of this research is to explore the role of e-learnings in economical growth of rural tourism from the perspective of sari's villagers. Its realization needs these objectives:

1. Studying individual features of addressees
2. Studying the relationship between requirements and tools of e-learning with economical development of rural tourism.
3. Giving precedence to e-learning method which affects economical development of rural tourism.

Shahidi and ardestani (2010) in their research go through the effects of tourism in programming of rural zones. Results show that there is a significant relation between development of tourism in rural area for occurring economical, social, cultural and environmental changes of rural zones. They state that regarding to various advantages and potential and some constraint, by programming and developing place for inhabitancy and having welfare, inter pass centers, hygienic – remedial centers, information centers for tourists and out fitting rural tourist passes, they started to do some effective proceeding for tourism development. Ghasemi vasmajani and ghanbari nasab(2010) in a research, examined the effects of costal tourism relying on an opinion poll from villager families in chamkhane village from environs of langeroud county. In their research, they wanted to examine the understanding of citizenries of the considered zone from economical, social, cultural and environmental effects of tourism on their behaviors and decisions for development and programming. Their results showed that the level of residents' personal benefits, specially economical benefits of tourism affect their understanding, while cultural, social and environmental effects of tourism will not satisfy rural societies. Taghi yare and siadati (2008) in their research entitled as "" criteria for choosing content compilation tools in e-learning"" mention that the necessities of e-learning are deficiency of training space, massive content of accessible information and contentions of trainers and learners, and consider the generation and management of training content proportional with social. Psychological and educative specifications and their interests and level of knowledge as the most principal danger in e-learning. Through mentioning to advantages of e-learning such as cost deceasing, time increasing, accessibility to the resources every time and everywhere, Wilson (2003) knows lack of resources and inequality in access as the most major barriers of employing e-learning.

Table 1. Characteristics of the individual

Variables	Distribution	Abundance	Percent	Mode
Sex	Female	81	22.8	Male
	Male	274	77.2	
Age	16-20	8	2.26	41-45
	21-25	24	6.76	
	26-30	77	21.69	
	31-35	55	15.49	
	36-40	72	20.28	
	41-45	113	31.83	
	More 45	6	1.69	
Marital Status	Married	328	92.4	Married
	Single	27	7.6	
Education	Illiterate	--	--	Diploma
	Reading Writing	12	3.4	
	Primary	27	7.6	
	Secondary	69	19.4	
	Diploma	129	36.3	
	Technicians	47	13.2	
	Expert	65	18.3	
Access to computers	MA	6	1.7	Yes
	Yes	213	60	
	No	142	40	

Table 2. Learning Tool

Tools for virtual education	Usage			Priority	Access			Priority
	Cv	Standard deviation	Mean		Cv	Standard deviation	Mean	
Web	0.53	1.23	2.32	6	0.51	1.14	2.25	6
Computer	0.47	1.38	2.92	7	0.55	1.46	2.67	5
Cell phone	0.27	0.87	3.79	1	0.27	1.08	4	1
Mobile digital devices	0.34	0.43	1.25	2	.031	0.35	1.14	3
Video conference	0.33	0.39	1.18	3	0.33	0.39	1.18	2
Information banks	0.55	0.99	1.80	5	0.49	0.72	1.48	7
Virtual classes	0.34	0.42	1.23	4	0.47	0.57	1.26	4

Research Method:

This research has been done by causal-communicational and survey method. Statistical society in this research is villagers of sari city between the ages of 15-60 (199124 people). Sample volume determination formula ($n = 355$). Classified random sampling method with appropriate attribution had been used for this research. To obtain validity of research tool, cronbach alpha method was used. To obtain stability of research tool by using pre test, some questionnaires had become completed by villagers of qhaemshahr which was equal to 0.84 and showed high stability of research tool. For data

analyzing, descriptive statistic criteria such as frequency, percentage, frequency distribution table, mean, standard deviation and variation coefficient had been used for testing the hypothesis of the present research and understanding presence of significant relations between its dependent and independent variables, adhesion nonparametric analyzing method using " Spearman" statistic had been used. Also, regression has been used. statistical analyze of the research data has been used. Statistical analyze of the research data has been accomplished using SPSS statistical software.

Table 3. The overall correlation between variables

The dependent variable Independent variable	Economic development of rural tourism		
	N	P	R
Access to tools	355	0.422	0.011
Use of tools	355	0.332	-0.023
Access requirement	355	0.230	0.039
Requirements use	355	0.324	0.024
Benefits of e-Learning	355	0.244	0.037
Participating in online classes	355	0.432	0.009
Participate in virtual classes**	355	0.000	0.000
Having quick access**	355	0.001	-0.172
Information in a timely manner*	355	0.002	-0.157
Access to diverse information*	355	0.017	-0.113
Data transfer speed.	355	0.305	-0.027
Get high data transfer	355	0.441	-0.008
Functional vision to develop rural tourism	355	0.069	-0.079
Functional view of e-learning	355	0.152	0.055

Table 4. Summarizes the regression model

Row	Model	R	R ²	R ² Adjusted	Standard error
1	Quick access to information	0.165	0.027	0.024	5.727

Table 5. Regression coefficients

Variable	Coefficient B	Standard error B	Coefficient beta	T	Significant level of t
Constant	29.150	0.850	----	34.303	0.000
Quick access to information	-0.810	0.259	-0.165	-3.130	0.002

Research Finding:

As we can see in table 1, among the studied villagers, the most frequency is for the ages of 41-45 with 113 people (31.83%) and the least frequency is for the ages above 45 with 6 people (1.69%). Total mean age of villagers is 35 years. Among the villagers, 77.2% of repliers were men and only 22.8% were woman. 92.4% of villagers were married and the other were single 129 (36.3%) of villagers who had diploma had priority, no villagers had P.H.D and only 6 people (1.7%) had M.A. 60% of villagers have access to internet. Regarding to findings noted in table 2, we can say that villagers had a low and very low access to e-learning tools, so that the average of scores of "likert" spectrum for these 7 tools are distributed from 1.18 for video conference to 3.79 for cell phone. As we can see from data, repliers were most familiar with cell phone. Utilizing amount of the studied society if the e-learning tool is in a lower level than the average, except for cell phone. Averages of scores of "likert" spectrum for these 7 tools have been distributed from 1.14 for mobile digital tool to 4 for cell phone. To obtain multiple adhesion coefficients between variables from the villagers' point of view, all predictive variables which

had adhesion with criterion variable, had been entered to multi-variable regression equation by step by step method. For this factor, multiple adhesion coefficient (R) is equal to 0.165 and square (quadrante) of modified multiple adhesion coefficient (R²) is 0.024.

Regression model recognized just one facto namely "having quick access to information" as predictive factor in economical development of rural tourism.

Regression coefficients show that the factor of "having" quick access to information "(b-0.165.t - 30130. P 0.002) could specify 17% of criterion variable variance. But the other predictor variable could not have a determining role in predicting criterion variable.

The coefficients in the above tables, the regression equation is:

$$Y = 29.150 - 0.810 (\text{Quick access to information})$$

The standard equation as follows:

$$Y' = - 0.165$$

Discussion and Conclusion

From analyzing the obtained data, it got clear that 31.83 percent of villagers are among 41-45 years old and only 1.69% of them are more than 45 years

old. So, we can say that the average, age is high and it will put negative effect on their answers. Because people with high ages have lower literacy level. More of the studied society was composed of men, so that 77.2% of villagers were married. For education level, finding show that 36.3% of villagers have diploma and more than 30% of them have literacy level lower than diploma, which is due to their high age average, and only 1.7% of them have M.A degree. A glance to data shows that 60% of villagers have access to the internet. Also, all villagers have access to the computer at home. These numbers show that villagers are not unfamiliar with computer and we can be hopeful for using virtual training among them. Studied villagers had low and very low access to virtual training tools, so with low access to virtual training tool, we should not expect effective and on time training, research findings show that the utilization level of the studied society from virtual tool is in a level lower than the average level except for cell phone. So we can conclude that for using virtual training, we should use cell phone more. Research findings show that villagers had a very low access to the virtual training, requirements. Regarding to this fact villagers, society is rather young, through investment on their training for the rural tourism industry. We can cause economical growth of this industry in future. Regarding to access ability of most the society to the computer, we can conclude that the primary hardware facilities for accomplishing great plans of virtual training are prepared and need principled and careful investments for institutionalize of virtual trainings. Since up to now, no research had been accomplished for the subject of this research, we cannot compare the results of present research with result of previous researches.

Regression coefficient of all variables for villagers show that the factor of "having quick access to information" could specify 16% of criterion variables variance, But the other predictive variables could not have a determining role in predicting criterion variable, also, determination coefficient show that 2.7% of changes in dependant variable is due to the variable of " having quick access to information "and other changes are depended to other factors, Tinio (2007) in his book entitled as "potential of information technology and communication ", mentions to incensement of accessibility and improvement of content quality in presented training through communicational and informational technologies, The results obtained from the present research show results similar to the above research.welson (2003)mentions to the advantages of electronic training such as cost decreasing, time increasing, accessibility to resources every time and

everywhere, from the points of view of repliers of the present research, cost decreasing, access ability to variable information and quick access ability to information are of advantage and features of virtual training, which have role in development of rural tourism. So, the results obtained in these two researches are similar to each other. Sun et al (2008) in their research concluded that the quality of training subjects and flexibility have high average for repliers every time and everywhere in virtual training, and repliers think that they cause development of rural tourism. It means that obtained results in these two researches have the same direction. Vang and woo (2007) in their research entitled as "systematic programming of compilation of communication and information technology in subjective learning " said that getting connected to different information resources in effective in improving e-learning.results of the present research also say that quick access to variable information and learning new technical skills and increasing learning speed are effective in e-learning and can help to the development of rural tourism.

Suggestion:

Regarding to findings and results of the present research, we suggest that:

1. Regarding to the result obtained from regression for villagers these cases are suggested:
 - The bed of utilizing high speed internet lines should be prepared in villages, which can be realized through trans missionary companies, until people don't have any problem to get connected to the internet for learning virtual trainings, and quickly get access to the information.
 - Variable e-learning tools should be used for training the villagers. Regarding to high priority in access ability amount and utilization amount, cell phone should be used in training of the villagers'.because these trainings through cell phone are new for people, are more attractive and as a result, put more effect on learning. From another side, this tool can have an important role in quick and on-time transition of information.
 - Putting appropriate, qualified, understandable and variable content in access, such as using images, texts and movies for different people.
 - Using appropriate trainings with separation of age ranks and literacy level of people.
 - Holding of training and justifying classes through using media advertisement to increase villagers, knowledge about rural tourism and consequently, changing their positive attitude toward development of rural tourism.

2. To improve people's attitude toward economical development rural tourism, we should have more emphasize on issues such as agricultural and economical development until villagers accept this industry easily.
3. Regarding to low level of training courses among villagers, we can conduct some classes for villagers to make them familiar with computer and internet, to improve their level of computer literacy.
4. Employing expert people and treating them to put necessary informational resources and subjects in sites and training contents for villagers to get to the economical development of rural tourism.

References

1. Afzal, NIA, MR., (2009), and familiarity with design centers and learning materials, in Tehran Press on page 132.
2. Asmal, K. (2003). E-education policy. [Online]. Available: www.info.gov.za/whitepapers/2003/eeducation.Pdf [08 October 2008].
3. Caladine, Richard, (2008), Enhancing e-learning with media-rich content and interactions, Published in the United States of America by Information Science Publishing (an imprint of IGI Global).
4. Nouri, M., Aldin-Rukn Honorary, AS, Taherkhani, M., montazer, G, (2007), Feasibility Study centers of information technology in rural villages in Khorasan Razavi province, Journal of Rural Development.
5. Pineda-Herrero.p. Et al, (2011), Evaluating the efficacy of e-learning in Spain: a diagnosis of learning transfer factors affecting e-learning, Procedia - Social and Behavioral Sciences 2199 – 2203.
6. Prayer. H. Ghavamy. A., (2009) E-Tourism, Business Studies, No. 23.
7. Ramayah. T. Et al. (2010), The role of quality factors in intention to continue using an e-learning system in Malaysia, Procedia Social and Behavioral Sciences 2 (2010) 5422–5426.
8. Rezvani, M., (2009), the development of rural tourism, sustainable tourism approach, Tehran University Press.
9. Samadian. A, Hosseini. S. H. Rauf, Ava. M. N., (2010), the role of education in the development of tourism infrastructure industry with new approaches in human geography (human Jrafyay), Fall 2010, 1 (4): 105
10. Sarmadi, M. H., A. Soltani. M, (2004) Proceedings of distance education, Payam Noor University Press, second edition
11. Sharif Shahidi, M., Ardestani, S, Goodarzi Soroush, M., (2010), examined the impact of tourism on rural planning, research, Human Geography, No. 67, pp. 99-113
12. Spector J.M. et al. (eds.) (2010), Learning and Instruction in the Digital Age, DOI 10.1007/978-1-4419-1551-1_18, C _ Springer Science+Business Media, LLC 2010
13. Sun et al, (2008), What drives a successful e-Learning? An empirical investigation of the critical factors influencing learner satisfaction, Computers & Education 50 (2008) 1183–1202
14. Taqhiyarh. F, Siadati. M, (2008), e-learning content authoring tools, selection criteria, Journal of Research and Planning in Higher Education, 89-75, 43
15. Tinio. L. victoria, (2007), ICT in Education, Available at <http://www.apdip.net/publications/iespprimers/eprimer-edu.pdf>
16. Vasmejani Ghasemi. A, Ghanbari nasab. A., Khani. F., (2010), Effects of coastal tourism based on surveys of rural households (Case Study: Chamkhaleh village, city Langerud) New approaches in human geography (human Jrafyay), Fall 2010, 1 (4): 51.
17. Wang, Q., & Woo, H. L. (2007). Systematic Planning for ICT Integration in Topic Learning. Educational Technology & Society, 10 (1), 148-156.
18. Wilson, G. & Stacey, E. (2003). Online interaction impacts on learning: Teaching the teachers to teach online. In G. Crisp, D. Thiele, I. Scholten, S. Barker & J. Baron (Eds), Interact, Integrate, Impact: Proceedings 20th ASCILITE Conference. (pp. 541-551). Adelaide, 7-10 December.

1/17/2013