The necessities of verifying the policies of Non Governmental Organizations development in planning and management of rural tourism of Iran

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Abstract: Non Governmental Organizations, an organization with undependable, non governmental and nonprofit legal personality that acts for doing volunteer works with non – political and Positive law – based and national executive regulations elements trends which is undependable in management and in setting, budgeting and has codified statute that by analyzing creating non governmental organizations in Iran it can be seen that it has long history in a way that the tradition of servicing to people is viewed as a religious duty and the people who do the services are respected particularly. In 1980, social and political movements in inner communities of all over the world and protecting the forces by United Nations through financial and technical supports, provide suitable conditions for growing non governmental organization. As a matter of fact non governmental organizations, as a new procedure for people participation in determining their fate in today world, have been important that can play a role in transporting nation requests to government system, as the interface ring among governments and people, and non governmental organizations play an important role in developing rural tourism. In this study, the writer tries to investigate non governmental organizations position in enhancing rural tourists and setting the projects aimed to rural tourism.

1. Introduction

NGOs could now be source of innovation, testing new approaches, and experience toward development issues. NGOs can have an important role in the development through the mobilization of resources and energy generation and development of social services. NGOs play an important role in providing the necessary feedback on policies and programs are through participation in this political change and help develop plans will be achieved. In general, NGOs has the main force for democratization and strengthening of civil society organizations. Since many volunteer organizations with shared values and ideals among its members, so it's important to support and accelerate social change are considered. NGO support organizations as a suitable replacement for the governments of the host countries and priority services such as family planning, child protection, participation of small tourism and environment. The main focus of support in strengthening NGOs enhances the organization's ability to plan, implement and evaluate programs has been developed.

Hypothesis: Development NGOs operating in West Mazandaran villages of rural tourism.
* NGO's economic performance in the tourism sector:

The main purpose of establishing and operating non-profit NGOs for specific purposes are such as culture, education, health, the environment and its components. Proceeds benefit the victim, officers, employees, board members do not share. But when it comes to talking about the benefits it is intended that all expenses, salaries, wages are deducted from ordinary men. The laws prohibited non-governmental organizations of business and economic activities, but despite the numerous and sometimes conflicting rules and regulations stipulated for such activities can not be seen. The regulatory authorities of the various organizations and their authority is unknown, hence it is recommended to maintain healthy economic and trade activities of these NGOs to be certain. Finally doing such a great risk to its members will even when non-governmental organizations to deliver goods directly to the public charity Bazaar for crafts like a low-income community in the form of job creation in the audience in support of semen for purposes. NGOs are a way to participate in the development of rural tourism, Persia, four-season climate and diverse cultural attractions, historical and hiking are due to standing in fifth great potential and biodiversity number in the world according to the World Tourism Organization has been and international tourists and domestic tourists have been able to visit a nature to

encourage. Specific capacity of nature as an incentive to attract visitors is very important is the mainstay of the tourism industry. It is obvious that any process of industry development and ecotourism would happen unless it is based on local characteristics and potential areas. Agricultural tourism is a subset of the tourism industry and academics that have scientific value and is only available with the technical criteria evaluation. Establish familiarity with the nature of the village is a very sensitive issue in the assessment of ecological potential of tourism in rural areas will be discussed but long-term plans are flexible and can be set to once again appear in rural values and nature is accessible. The role of local NGOs in the development of rural tourism is important. In this regard, the role of governments as the biggest motivator and supporter of local organizations is undeniable. Successful experiences of international NGOs in the areas of tourism promotion, tourism and rural tourism have projects that include historic town in southern Tunisia Doubert cited. Doubert ancient city is dry and warm nature dating back thousands of years. NGOs in order to revive the abbreviated ASNAPED lifestyle, economic, environmental and historical reasons, archeology and cultural began activities in Doubert. The most important part of the semen preserved ancient city, such as mosques, stores water in its vicinity was the Old Stone Age.

Innovation: the social aspect of this research is novel and not a history of the West Mazandaran has been done for the first time.
* Agro tourism sustainable development strategies by semen and its interactive effects:
1- By providing training packages (NGO) provided and villagers about the management and conservation of natural and historic areas.
2- Rural Tourism of conduction and Regulatory Affairs Executive.
3- Trying to registration historic, cultural and natural heritage village of Cultural Heritage, Handicrafts and Tourism Organization, or UNESCO.
4- Fundraising and donations for the sustainable development of rural tourism.
5- Enhance and improve the living conditions of indigenous and rural tourism in rural areas.
6- To create an interaction between NGOs inside and outside the country.
7 - Leaving some of the activities of the NGOs operating in the country's rural areas and create opportunities for employment and entrepreneurship in villages.
8- Environmental and nature protection areas
9- a spirit of cooperation and social and charitable activities in the villages.

10- Semen active role in enriching leisure, especially for rural youth to be considered.
11- Developing and strengthening local sports, cultural, regional and rural.
12- Cooperation in the field of rural development and reconstruction.
13- Rural development activities.
14- To help develop the country's overall creative vision of the rural youth.
15- Social to help run the country to suit the context of Climate identity, history and culture.

* Participation of local communities in the development of rural tourism:
There is a common thing in the sustainable tourism literature; this is a community-based approach, the requirements of sustainable tourism development (Woodlety, 1993). That's why community involvement core for tourism destination or tourism product is successful. Studies show that residents' attitudes toward tourism development can be both positive and negative. Therefore, the scale and level of tourism development affects local people's attitudes towards it. Thus, tourism planning based on community participation is essential for two reasons. In the first experiment, the development of tourism is not compatible with hope and community goals. In the interests of those outside the dominant local tourism, or stand on the brink of residents and tourists, tourism is down; there are conflicts that eventually led to the weakening of rural tourism. Second, local residents have the moral right to participate in development activities, the time and cost benefits it has to offer. This is especially important for local people in rural tourism "symbiotic relationship" with their environment (Getz and Jamal, 1994). In other words, for many residents of rural areas, where each element of the quality of life is important, and so any potential threat to the environment, such as tourism, can be considered as a social cost. So it seems that the community participation, appropriate and necessary element for sustainable tourism development, especially in the field of rural tourism. That's why most of the early research on "community-based planning» (Murphy, 1985) based on the existing approach to sustainable tourism, and its main objective to provide ways in which the tourism industry and the local community to be able to lift bilateral partnership term benefit. At the end of the 1980s, efforts to provide ways in which local communities can more positive role to play in tourism planning, is presented. Although Woodlety (1993) pointed out, examples of successful applications for community-based tourism projects, the ratio is low, also, it is not surprising that the majority of community-based tourism development

plans (CTAP) in Alberta, Canada in 1987 to help local communities to develop and implement tourism projects and as a means to diversify economic activity was conducted. In this regard, local voluntary committees to develop and regulate the tourism program with funding of $ 30 million were encouraged. By 1990, 54 percent of 429 eligible communities in Alberta, their plans approved. Although 58 percent of the local community in the preparation process of the present application, however, a great difference in the success or performance of the different designs they had. The majority of community-based tourism projects, largely of the same obstacles that limit its usefulness will suffer. These include individual and short-term economic goals over social goals often requires long-term financing from the private or public sector external (which undermines local control), lack of education, lack of attachment, commitment or vision among community members who are not involved directly in tourism, is (Countryside, Commission, 1995). It is clear, though, that there are some local institutions for sustainable development of rural tourism is vital, but should there be an integrated strategy for the wider, to a variety of public and private sector organizations in a partnership intended to be defined. However, the idea that people can benefit successful management depends on the planning and management of rural tourism is a

partnership of individuals and groups with related interests, or through an investment institution with enough power that seeks to organize, satisfaction and balance between the different needs in the field of conservation and business objectives.

In this regards, two important points are considerable:

• Create a balance between competing needs and ideological interest groups is possible in practice, but it is only at the local level, because this level of participation in tourism projects in proportion to the number of participants is small. At higher levels, whether local or regional agreement, it is very difficult to succeed. This probably reflects the fact that rural tourism more sustainable, small-scale projects can be and even though it may not meet all the needs of sustainable development a reality.

• It manages to include actions beyond the control of government structures, but the separation of management from central and national decision-makers, it is impossible. For example, public sector agencies, however, are not directly controlled by the government, but public funding and related financing activities often are limited due to national policy. About tourism, responsible tourism administrations, national and regional tourism extent that they can to support further define the tasks and the related financing.
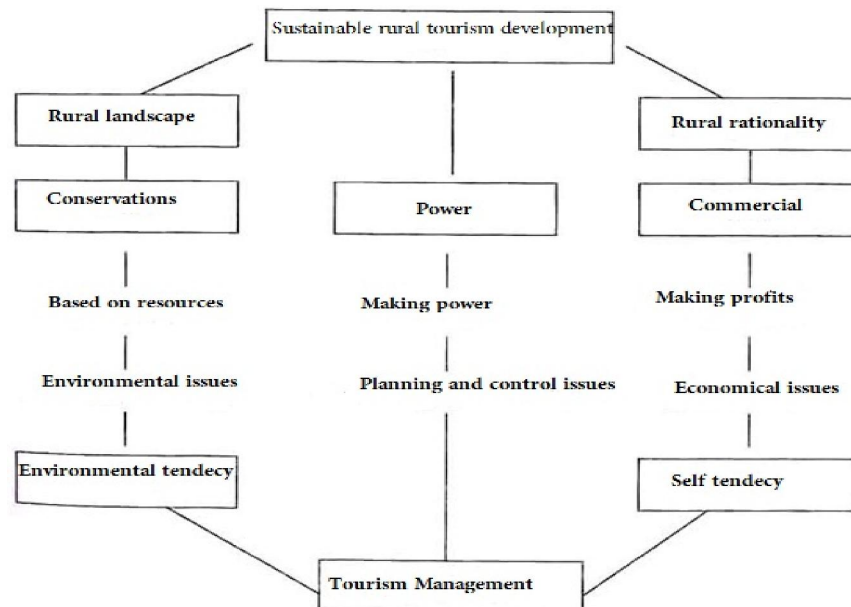

Figure 1 - A model for sustainable management of rural tourism

Considering the above points, and considering the complexity of the political structures in rural areas, in some cases where the inter-

dependence of different demands for rural resources, there is potential to achieve sustainable rural development can not be possible. In other words,

national policy for rural areas in different activities, such as agriculture, forestry, and tourism there, and the inevitable associated with a policy which has impact on other sectors.

* Approaches to local community involvement in tourism planning:

If the local community who live or work in a tourism destination to participate in tourism planning, there are many benefits. The more important, if that makes a community more effective participation in decisions that affect their lives will promote rule of law and political legitimacy (Benveniste, 1989). In this field, most researchers believe that sustainable development should be selected views on the needs and welfare of the people and its future in the areas of environmental, economic, social and cultural needs in mind. In addition to political acceptance, community participation in the planning process Tourism Investors (individuals and Interest groups with different attitudes and interests) may also be considered, and this can contribute to a variety of consequences, economic, social and environmental tourism in the area will have many. Given these outcomes, it can help promote sustainable development. Although potentially difficult conditions there, perhaps some communities relative to long-term stability can also be based on the knowledge, insight and skills of individuals and groups have the advantage of being and sharing views between them can lead to a deeper understanding of the issues and shaping policy to be innovative. While community participation in the planning of tourist destinations can have several advantages, it also brings challenges. For example, in allocating resources, ideas and existing policy, institutional and organizational methods in the most restrictive sense of some individuals and groups in the planning process, inequalities in power to benefit people in the community and in the wider community can exist (Hall, 1994: 52). It should also be noted that "'s regulating power relations between individuals, organizations and agencies to influence or seek to influence, tourism policy and practices on how to implement it." Local conditions of many potential approaches to community participation in tourism planning in a tourism destination will be affected. Table 1 shows analytical framework approach to community involvement in planning issues that particularly affect tourism in a destination reviews. This framework is focused on why and how agents work and live in a tourist destination. In the planning process and considerations can limit the power imbalance between the social participation of people with reduced interest on it. Three categories of issues,

including the scope of participation and intensity of participation, and there is a degree of consensus among the participants, the framework of community participation in tourism development strategy is concerned, but it does not consider the consequences later. One of the issues related to the limits and scope of community participation in tourism planning, here is the key question is whether participants represent everyone in the community and interest groups are relevant? Relevant interest groups, including the community in which they live, and a target specific groups within it as tourism business owners, retired residents and community groups, stakeholders or interest here can be any person, group or organization that is affected by the causes and consequences of a subject (Bryson and Crosby, 1992:65). Considerations include the balance among participants in the planning process, between those with power and those who favor a low power, and also between individuals and interest groups have a stake in the target individuals and groups external to the subject of interest, but they are less affected by it (Yuksel et al 1999). Second key questions related to the limits and jurisdiction of members' participation is between individuals and groups benefit from community participation is concerned. Impact on the number of participants using different participatory techniques will be easy. The collecting public opinion a lot of people and groups, showing that there are different views of a small number of people (Ritchie, 1985). The second issue is related to the intensity of participation in society. If you participate in an open and respectful dialogue directly between individuals and groups have a stake and participants to learn from each other's interests and perspectives, deeper (Healey, 1997; Marien and Pizam, 1997). The issue is that most people have the benefit of local community groups and stakeholders to participate in the planning process (Gunn, 1994). Without regard to the interests and attitudes of participants in the planning process, participation can only be considered as a social gesture, views of participants and more powerful to dominate (Joppe, 1996). Third, the degree of agreement between the participants in the planning process in relation to the direction and policies are proposed. Healy (1998) stated that building consensus among participants in the planning process should include learning about different points of each other, in their views; work together to create a new dialogue about issues, policy orientation, and reactions to proposed policy direction is reflected. Prentice (1993; 226) stated that social participation (community) in tourism planning, there is no guarantee that different views can be no dispute between beneficiaries and non-exploitation resolved. It also expects a "partial agreement" to develop, along

with minor differences in views between the participants' opinion, is reasonable. The policy agreement perhaps by some individuals and groups

has been denied the benefit of, and may lead to the persistence of inequality between groups of interest. (Bramwell and sharman, 1999).

Table 1- representation some of the issues in approaches to community participation in tourism planning

Subject	Special subjects
Range and scope of national contribution to the community	- The participants of the same people in the local community and interest groups are related. - Number of participants from the local community to benefit people with
- Rural community participation - How many people participate and benefit local community groups - Participants learn about each other	- Relatively speaking directly to all participants in the local community, have an open and respectful partnership.
The resulting level of agreement among participants in community	- Participants agreed about community issues and policies - About agreement on differences and inequalities

* Partnerships and networking in rural tourism development

Rural tourism development plan is nothing more than a process. The action-oriented approach, it can be a dynamic process, structured (in terms of social), and negotiations (agreement) was considered, which include many of the social actors (individuals, groups and institutions). Continuously to conform and adapt to the expectations, needs, values and agendas of their change. Indeed Rural tourism is not developed in a vacuum but in the context of social, political and historical society is located (Verbole, A., 2005: 152-153). Planning and management of rural tourism has the potential involvement of a large number of both public and private sector organizations that are directly or otherwise indirectly involved in tourism. General public regarding the provision of services is formulation and implementation of rural development policy (including tourism) and working to resolve the problems land. The main interest in the private sector is profit. However, in between these two groups, voluntary sector organizations to protect, or pressure groups are also considered. So can sooner or later, and almost inevitably, perhaps the main actors in the rural tourism purposes, there is a conflict. However, all organizations, including tourism, sustainable use of rural areas in terms of long-term goals are the same. However, little disagreement on questions relating to a tool to achieve sustainable rural tourism, especially the issue of control remains. On the one hand, many support the view that sustainable tourism can only the "top down approach" fulfilled, the legal framework under which a regulatory, environmental indicators in the tourism industry are able to function. The discussion is based on the premise that many of the organizations active in the field of tourism adopt individual decisions based on short-term profit

motives. On the other hand, there are those who advocated a "bottom up approach", which the tourism industry through legislation and internal regulations, over the law's imposing exterior, will move towards sustainability. In other words, the responsibility for setting sustainable development goals and performance measures is incumbent on the industry to each of their organizations through operational measures such as codes of tourism in sustainable development work for common goals. In practice, what is needed is a balance between the approaches of "top-down", and it is generally accepted that a constructive partnership between industry, local, states, condition is necessary for stability (Middleton, 1996). In many countries, regulatory frameworks and policies in terms of environmental management and rural development there, which are protected by national or regional credit projects? At the same time, the importance of tourism to the sustainable use of the resource base and the Rural Development Plan Ay rural tourism partnership between the public and private sector organizations are doing (Sharpley, 1996:246). However, questions about what a balanced partnership, especially considering the views of local communities there, but the partnership approach, indicating positive trends in planning and management, social and environmental issues in a broad consideration. Social networking involves interaction among various stakeholders. Network of practitioners of flexible and variable set of social relations, institutional and exchanges between the individual elements of material, social and symbolic are really important. Network will be extended in time and space. So that specific actions can be re relations in a network or chain of past and future relations in various areas identified. These networks can be formed continuously, or can be informal

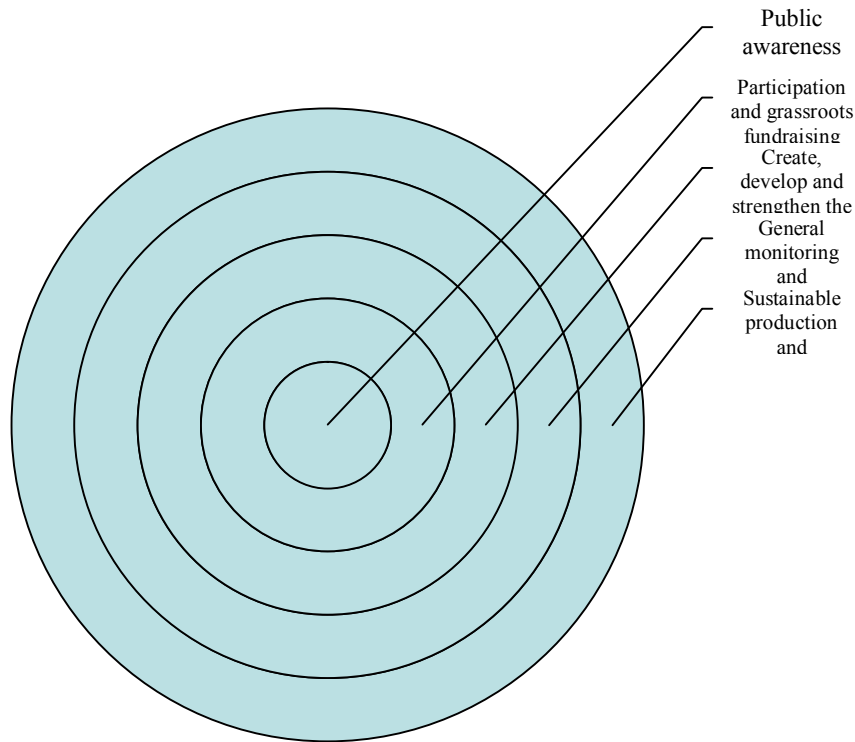agreement among the social relationships have versatile.

* What kind of organization is NGO?

Defined by the UN, NGO or non-governmental organizations should have four main features: 1) a direct affiliation with any government that is free. 2) Political and have no affiliation with political parties 3) not-for-profit and business 4) non-violent activities were not associated with criminal groups. Another definition of NGOs in terms of

procedure established by the NGOs and the Council of Ministers approved on 2005 said: NGOs refers to the organization by a group of individuals or non-governmental voluntary compliance with regulations established by the non-profit, non-political.

* Goals:

The main goals of the non-governmental organizations and NGOs are often looking for can be found in the following graph:

* Important function as an intermediary between the government and NGO's

NGOs as new ways to participate in the self-determination of people in the world and the people in charge of public transport systems are required. But NGOs to achieve their desired goals, methods and uses different methods that can be categorized in eight cases and review. Careful attention to these functions, the prelude to the recovery area for performance, penetration and vulnerability of the NGOs are:

- **NGO'S face problems in these situations**

• Failure to obtain the appropriate place in government development programs.
• Legitimacy of the government rather than the people
• Person or people based decision
• Continuity or benchmarking of public management practices in the broad participation of NGOs or government managers in organizations that led to the birth of a "semen" (the government and NGOs have been discriminated against and having rent.
• Lack of a comprehensive system of laws related to NGOs

• support the false slogan of some foreign countries NGOs

• There are security and political approach of the NGOs

• People of NGO's insufficient information and...

• **Proof theory: outcome data from NGOs operating in West Mazandaran development of rural tourism is booming.**

* Capacities and advantages

   Knowing the dangers facing the country's NGO on the potential and advantages that can be done with proper planning, the administrative system of the country has enjoyed broad popular participation, also noted:

• have the ability to innovate and adapt in society.

• Full participation of people with no expectation of recall system (elections, demonstrations, etc.) and successful experiences in volunteering and community participation after the Islamic Revolution

• Strong links with the masses NGO

• Lack of discrimination in language, race, color, religion, gender and society.

• Oil and energy stores as sources of development financing NGO

• Take advantage of the experience of other countries, the World Bank and their localization.

* Fundamental challenges

   Unfortunately the policy of the government, civil society is not a good place. They directly involved in the process of formation of these organizations or their supervisory functions, The growth of a social phenomenon that people, especially the younger generation is, has led to security and political perspective. The effect of this kind of opportunity that has suffered from the field, obviously, the field and the opportunities this area has suffered serious problems. However it must be said, unfortunately, one of the main reasons for the growth and prosperity of the semen, the major share of government spending comes from oil. The government agencies are generally required to meet their social institutions or citizens are not allowed. In many cases, the research working group to discuss plans for the advancement of justice and knew before, there are challenges. The following table is only a few statistics from the semen in the country (2004) is representing that figure compared with many developing countries, even though the level is very low.

The number of non-governmental organizations and their branch based on the current funding source							
others	sales Product or Service	Dues	International organizations aid	Public funds and the public organizations	Donations and NGOs		
1583	3291	17616	22535	17407	4100	7953	All of country

Founders of NGOs based on gender, education level							
Founders of NGOs based on gender, education level					Sex		
Seminary education	PhD	Undergraduate and graduate	Diploma and upper Diploma	Lower secondary	Woman	Man	Total
1583	3291	17616	22535	17407	10675	51757	62432

* Objectives, strategies, key actions

   Now considering all expenses of the situation in the country was briefly mentioned; there's need to have some goals, strategies and actions for

the situation pointed out, out certainly did thereby enhancing the role of NGOs in the administrative structure of the country.

Goals	Strategies	Fundamental steps
NGO's activities based on Regulations	Law formation and activity of NGO	Improved regulation of formation and activity of NGO, So as to facilitate the development of quality and quantity of semen and increase accountability in the community, the proposed design with the bill to the House of Nation
	To recognize and support the activities of NGO	State authorities and institutions to recognize the NGO, the Way to facilitate and enable citizens to join in community activities more effectively by NGO
NGO trust building for government	Identify areas of joint activity with the Government	Employment programs Protection of vulnerable groups Youth empowerment (educational activities, sports, etc.)

agencies		Decentralization of government services to areas Control drugs, prostitution and ..
	Generalized joint activity areas and out of Government	Delegating some of the expenses of Government Enterprise NGO internal capacity for carrying out delegated
Building capacity of NGO	Exterior capacity building	Training needs assessment and training required in the NGO Volunteers and staff development skills (teamwork, networking, management, planning, etc.)
	Exterior capacity building	Participate in international training references supporting the NGO Interaction with other countries and international sources and NGO on their experiences
	Collaborative activities	Create a network between NGO and training organization working to develop a network of activities
	Interaction with the media	Inform the audience groups and increase their confidence in the NGO of information Continuing spread of enlightened views and analysis on efforts to improve public knowledge and ideas to increase public awareness and promote professional

Suggestions:

The social status of rural West Mazandaran requires qualitative and quantitative status of NGOs markedly as the executive arms of the state apparatus and increased popular participation.

Summary:

Take a glimpse at all-and it must be said that NGOs and the executive arms of government supporters in rural areas as in rural areas are that Social and cultural impact and influence in the region interacting with the activation of semen, particularly in developing countries like Iran. A way to contribute to the overall development of rural villages is in the area. The main objective will be achieved for the tourists' oil alternative. And on the other hand semen can convince the government to attend and support the inclusion of villages in package tours. This requires a rethinking of policy development NGOs in the planning and management of tourism in rural Iran.

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