

Original Research Article

# Explaining a Perception Model for Rural Tourism from the Landscape Approach

Morteza Hemmati\*

*Ph.D Candidate in Landscape Architecture, Faculty of Architecture, University of Tehran, Iran.*

Received: 21/4/2020

Accepted: 15/8/2020

Available online: 22/10/2020

**Abstract** | The village is a synthetic product of natural and artificial elements founded on the economic necessities and adhering to a uniform culture. In every region of Iran, the organic process of building rural houses from locally-procured materials has led to the emergence of a wide variety of rural landscapes each with their own distinct characteristics. Culture, as a non-physical component with physical impacts, is one of the factors leading to variety among rural landscapes. Moreover, geographical variety in the case of components such as vegetation, wildlife, and climate, affects the lifestyle of the inhabitants of a village leading to unique forms of “rural landscape”. It seems that the novel concept of tourism economy has become one of the most important topics in rural sustainability and development. Rural tourism, through its scrutinising reading of the processes involved in shaping rural landscapes, attempts to transfer the subjective experience of the local inhabitants unto tourists. By examining the different aspects of the concept of “village”, this paper aims to explain the rural landscape, as a linking point between the natural world and social life, from a tourism point of view. It furthermore seeks to offer a perception model for the most important components of rural tourism.

**Keywords** | *Village, Rural Landscape, Rural Tourism, Nature, Culture.*

**Introduction** | The city-dwelling human being, through detrimental alterations of his natural habitat, has created an unpleasant space for himself in urban environments. These alterations have caused modern cities to become devoid of natural elements while overflowing them with artificial ones. In the recent decades there have been attempts to compensate for this through the construction of large urban parks. Humanity’s inherent desire for immediate contact with “natural nature” however, lead to many an exodus from the deathly artificiality of cities. Tourism thus became a means for humanity to temporarily escape the tumultuous artificiality of its self-made cities to the inherently welcoming

embrace of the natural world. It is no surprise then that tourism is turning into a major pillar of the global economy. As pointed out before, tourism, being a “green” industry, has the potential to link humanity to its desired natural world while contributing to the sustainable development of natural environments. It can thus be said that the tourism industry is a synthesis of the physical space and the human element. Naturally, new emerging forms of tourism are the result of changes in values and viewpoints towards human life, advancements in technology, the explosive expansion of mass communication systems, and shifting political forces. In addition to meeting the needs of tourists and thanks to its multi-faceted nature, the tourism industry leads to major alterations in hosting societies (**Khatoonabadi**

\* +989120704329, hemmati.m@ut.ac.ir

& Rastghalam, 2011, 330). These changes, despite being potential external threats to rural societies, can be turned into a major advantage for preserving and developing rural landscapes if effectively managed. Having pointed out the significance of rural tourism, the following questions will require attention: Which aspects of the village need to be explained in order to better understand the rural landscape? What is the landscape approach towards the village and how can rural landscape be examined and evaluated through this approach? This paper will first endeavor to clarify the concept of rural tourism and its significance and then proceed to examine the rural landscape and its constituent components. Moreover, the identifying criteria for examining such landscapes will be provided in order to present a perception model for rural tourism.

### Methodology

The research at hand, employing the qualitative method and relying on library data, will first clarify the concept of rural tourism. The viewpoint of multiple scholars will be adopted to explain a perception model rural tourism. It will then proceed to achieve its goal by examining the various identifiable components of the village following the landscape approach. The landscape approach was adopted because of its ability to help understand the evolution of the rural landscape and the processes through which this historical evolution connects with the future. With that in mind, multiple components of the rural landscape will be further dissected and discussed after being introduced. The rural landscape and its evolutionary history and the processes involved can then be analysed in depth. In the end, through categorisation and synthesis of the data gathered about these components, a model for explaining rural tourism from a landscape point of view will be provided.

### Rural Tourism

An exact chronological history of rural tourism is not available but it can approximately be traced to the 1950s when it saw extensive popularity. It was not however after the next two decades that it became a systematic economic trend as economic development became relevant for farming and local communities (Attarzadeh & Mahmoudi Zarandi, 2017, 20). Rural tourism has become an extremely popular form of tourism as it offers immediate connection with the natural world which is specially appealing to the inhabitants of mechanised modern cities (Villanueva-Álvaro, Mondéjar-Jiménez & Sáez-Martínez, 2017,

1). Moreover, the economic aspect of rural tourism has been progressively attracting the attention of governments all around the world making it a competitive global market (Adeyinka-Ojo, Khoo-Lattimorea & Nair, 2014, 151). Rural tourism has provided rural economies with sustainable income through job creation and helping alleviate the issue of rural-urban migration. In developing countries, rural tourism is used as a complementary means to help effectively fund, organise, and distribute facilities and services (Khatoonabadi & Rastghalam, 2011, 331). According to many economic experts, rural tourism is a solution to many economic issues and problems faced by rural populations (Anvari, Balouchi & Hashemzahi, 2014, 87). Therefore, rural tourism can be a new way towards the revival, protection, and development of rural areas. There have been numerous definitions for rural tourism which differ in their handling of the issue. Sharifzadeh & Morad Nejadi (2002, 54) defines rural tourism as: “including a range of activities and services related to tourist exploration as offered by local populations for the purpose of income generation. Naturally, services such as accommodation, entertainment, facilities, holding local celebrations and ceremonies, production and sale of handicrafts and farming products, etc. are included. Dashper views rural tourism as an actively constructed social phenomenon that is constantly altered by its beneficiaries and indicates the effects of its relationship with space, culture, and the activities performed in its context (Dashper, 2014, 5). Some definitions are space-oriented and emphasise the spatial aspect of the issue such as that of the European Union which defines rural tourism as any and all tourist activities performed in “rural regions”. Some scholars define rural tourism with regards to how it contrasts urban tourism: “Rural tourism differs from urban tourism concerning the type of experience it offers, its employment of natural resources, interactions with the local population, and developing relevant infrastructures” (Ayazlar & Ayazlar, 2015, 168). Soltani Moqadas points out: “Rural tourism is a new type of activity explainable through its relationship with small and scattered centers located around large cities” (Soltani Moqadas, 2018, 63). In other definitions concerned with land-use considerations, the site of rural tourism might not necessarily fall into the territory of classically rural areas. Such definitions, for instance, consider rural tourism to be: different tourist activities taken place outside the city on parcels of land reserved for agricultural use, forests, natural parks, and other such sites (Kostas, 2002, 10) Therefore, a different definition of rural

tourism would also be possible. Rural tourism could be thus defined as any locally-offered recreational and leisure activity accompanied by services such as food, accommodation, and products in areas considered rural from an economic, cultural, or legal point of view (Farahani & Manouchehri, 2015, 165). What is significant is that rural tourism, through its advocacy and support of small businesses, plays a large role in “diversifying the economy of the village and creating non-agricultural jobs”. This in turn leads to improved living standards for the lower-class inhabitants of the village. Moreover, non-agricultural economic activities can abate the issue of soil-erosion as they allow farmlands to remain periodically fallow without raising financial problems.

### The identificatory components of rural landscape

Rural landscape, as suggested by the name, is a type of landscape formed in villages. Landscape is a common domain of living beings which on one hand includes the geographical environment and on the other the human societies inhabiting the place. It is in fact, the space in which its inhabitants think and regard it as their habitat (Donadieu, 2013, 36). According to this definition, the rural landscape is interconnected with geography and culture. If the influence of the city in the village is ignored and it is examined as a pre-industrialization civilisation with its own class system based on agricultural economy, the man-made productions of the village are in harmony with the natural world (Fig. 1). The most important components of a village are: a. “spatial or natural such as terrain, climate, and vegetation”, b. “means of construction, range and effects of activities”, c. “particular spaces or scenes formed as a direct result of human activities in a specific



Fig. 1. The temporal coinciding of 120-Day-Winds of Sistan and the season of harvest has created a sharply distinct and synthesised landscape for the village of Nashtifan manifesting the compatibility of the inhabitants with the forces of nature, Nashtifan, Razavi Khorasan Province. Photo: Morteza Hemmati, 2018.

locality.” These landscapes would “demonstrate the ways in which houses are situated, how resources are harvested, ownership and property dynamics, the type and range of manufacturing activities, and even the physical situation and status of each family or group as a part of the whole rural society” (Raheb 2005, 111). The aforementioned characteristics comprise the structural and physical aspects of a village. Landscape; however, as an integrated concept covers a broader range of both objective and subjective concepts. The rural landscape could be regarded as a by-product of the intellectual evolution of the inhabitants of a village as influenced by cultural and structural factors within its context. Every village has a unique geographical situation whose identity has been formed through the process of its inhabitants’ lives as manifested in its constituent elements. Unlike urban landscapes shaped by the consumer economy of the city, rural landscapes are formed around a productive economy. The agricultural system has always been considered the economic infrastructure of the village but its sequential effects go beyond subsistence. Therefore, the influence of agriculture serves as a context for interpreting the totality of the landscape of the village since its effects span cultural as well as economical dimensions. The relationship between farmers and the infrastructure and water resources help shape agricultural landscapes. Water can thus be said to dictate the evolution of the agricultural landscape and the economic life of the village through the hierarchical influence it has on the way it is structurally shaped (Naseri, 2018). In his description of the village as an environment and landscape, Sameh says: “through constructing settlements, limiting an environment to a landscape, man naturalises his presence in his immediate environment. He then proceeds to exchange thoughts, feelings, and cultural values with his peers. The village includes a center where land and sky endeavor to penetrate each other to form a remarkable whole. Through the creation and revelation of presently-perceivable qualities, this center forms a focal point for the manifestation of human presence in nature, creating a structural landscape. For a village to achieve this, its presence needs to dominate its surroundings proportionately to the general landscape. This is the quality making a village suitable for becoming a tourist destination” (Sameh & Sameh, 2015, 40). Therefore, if landscape as the visual manifestations of human-environmental relationships, reveals geographical and cultural histories (Lewis, 1979, 12), its identificatory criteria need to be examined. It seems that examining the four identifiable components of “emergence”, “settlement

pattern”, “function”, and “inhabitants’ subjectivity”, could be beneficial in understanding the historical evolution of rural landscapes and interpreting its elements:

- **Examining the historical evolution and the factors behind the emergence of the village**

Understanding the village in the context of the historical evolution of human social life is a stepping stone to understanding this phenomenon as our understanding of phenomena correlates to the depth of our understanding of its historical process (Habibi, 1996). The village is one of the smallest social and organisational units where the inhabitants co-operatively act to fulfill economic, social, cultural, and political needs. The emergence of the first settlements dates to the beginning of the Neolithic age. Primitive humans, through the advancement and spread of farming, turned to sedentism which in turn, resulted in the emergence of the concept of habitat and the village. The village, as an organisational unit in society, has been significant in Iran from since before the Middle Ages to this day (Raheb, 2005, 107). In studying the factors leading to the emergence of the village, the two primary categories of structural and subjective factors can be named. Note that a village may owe its formation to a combination of factors from both these categories. The structural category includes essential resources such as rivers, springs, soil-type, minerals, etc. while the subjective one is comprised of factors such as “security” and “ethnic bonds” acting as pillars of social life. Generally speaking, the majority of Iranian villages with a concentrated structure were formed around and because of water sources. Wherever a body of water would present itself, it would serve as an opportunity for a settlement to be formed. However, the other major factor to consider is the need for security and protection especially against the attacks of bandits for whom the harvests of farming communities were ideal targets. Familial ties and ethnic solidarity in such tight-knit societies would supposedly further encourage the formation of these villages.

- **Contributing factors in rural settlement patterns**

Numerous factors are involved in the formation and spatial-situational arrangement of rural habitats. Various cultural and natural factors each play their role in an interconnected and reciprocal manner as parts of a complete system. In other words, natural, cultural, economic, political, religious, military, transportational, and other such factors are responsible for the distinct spatial-local

character of each village. Generally speaking, the settlement pattern of villages can be categorised into two groups based on their spatial structure: “nucleated villages” and “dispersed settlements”. Villages following the first pattern are comprised of dwellings in close proximity to one another. The landscape of such villages typically includes very little open space. Farms, being the production site of the village, are located away from the residential area. There are numerous reasons behind the formation of such villages and the most important ones among them are: necessity for protection against military threats, availability of permanent water sources such as wells, springs, and aqueducts, ethnic considerations, and topography. Nucleated villages are ubiquitous throughout Iran and include the majority of its rural settlements. Many settlements of this kind can be found in the western, central, northern, north-eastern, eastern, and southern regions of the country. In the arid and semi-arid regions of the country, one of the main factors leading to the emergence of such settlements can be attributed to the issue of water. Following the Principle of Least Effort, settlements have been established as close to sources of water at hand as possible (Zarforoushan, 1976). The issue of protection against bandits and even wild animals was unavoidable and protection could only be ensured by relying on collective efforts. The issue of security was so important that it would occasionally lead to the construction of walls around the settlement leading to the emergence of fort-like villages some of which survive to this date in different regions of the country. In understanding the second type of villages following the dispersed pattern, the shape and the expanse of farms is an important issue. These factors are significant as in the absence of the aforementioned limitations of security the inhabitants tend to prefer constructing their dwellings in the middle of their farms. Housing areas are thus established within premises of the farmers’ properties reducing commuting time and helping with the overall effectiveness of farming. Such villages, in their perfect form, exist in a limited number of regions in the country namely the northern province of Gilan. Therefore, the general pattern of settlement of villages can be interpreted as a manifestation of the reciprocal relationship between the inhabitants and the natural environment.

- **Functions of the village**

A set of different functions can be identified for every village according to its unique case. However, there



are four main functions generally common to all rural settlements: “habitation”, “subsistence”, “security”, and the “social” function. Habitation is one of the fundamental concepts of human civilisation. The subjective significance of “home” lies above all in establishing a sense of stability and security on earth. Humanity’s efforts towards establishing settlements are owed, more than anything, to man’s psychological and inherent need to find a pillar of support to save himself from a deep sense of bewilderment and suspension. The sense of belonging to a place, despite its individualistic guise, is one of the most fundamental means for ethnic and collective entities to establish their unique identity and maintain their agency (Fazeli, 2008, 35). More than anything, the village provides its inhabitants with a habitable space in the world which in turn allows access to fundamental necessities such as water and food. The rural habitat, therefore, serves as an intermediate between man and the fulfillment of his most basic needs.

The second function, as pointed out before, is “subsistence” which is closely-linked to the first function. This is because one of the fundamental factors leading to human sedentism in its rural form was subsistence. Generally speaking, the economy of Iranian villages has, through the years, been based on farming and animal husbandry offering the inhabitants a stable and sustainable way of life. Sustainable development consists of a holistic and stable process that offers a framework for improving and enhancing the capabilities of rural societies in fulfilling their material and non-material needs while effectively controlling the ecological, social, economic, and institutional components of their communities (Ghassemi, 2009, 221). Various cases of research have pointed out that one of the potentially effective approaches towards the sustainable development of villages and the economy of rural settlements is “diversification of economic activities”. The basic principle is that “diversity” is the basis of stability and sustainability and that the more diverse a system is, the more stable and dynamic it becomes. This stability will be sustained over time and in different physical locations against not only internal conflicts but also external ones (Karimzadeh, Velaei & Manafi Azar, 2016, 132). Thus, economic diversity and multiplicity will lead to a wider range of solutions being available to a system, in this case, a village, during times of crisis and unpredictable circumstances (Fig. 2). That being said, despite the capabilities of rural tourism as a complementary aspect of the economy

of a village, not all rural settlements can transform into touristic landscapes. This can only be made possible if a rural settlement can face its limitations. As Sameh points out: “Nowadays, the competence of a village as a tourist destination lies not only in its valuable components but also in all its other capabilities in distinguishing itself from other villages. So many villages, despite possessing the necessary capacities, cannot realise this potential. Therefore, the potentiality for rural tourism is not something to be attributed to all villages possessing its prerequisites” (Sameh, 2010, 76).

The other function of a village is “security”. Through experience, man has learnt that if circumstances allow him to establish his dwelling and livelihood away from his fellow men, he needs to allot much more time and effort for protection against natural and human threats. Therefore, the village as a communal habitat offers an environment in which such issues of security can be collectively faced and abated. The emergence of villages in the form of forts such as “Moorcheh Khurt” or the construction of subterranean cities such as “Noosh Abad” is a perfect example of this. The final function of the village is that it provides a “social” context in which the relevant desires and needs of its inhabitants can be fulfilled and developed.



Fig. 2. An example of one-dimensional economy, the village of Keyup in the Khuzestan province relies on farms and fruit orchards for its economic sustenance. In the absence of economic alternatives and non-agricultural infrastructures, this community is vulnerable to climate and social crises. Consequently, whenever agriculture suffers due to climate issues, the village faces a crisis. Moreover, lack of economic development has deprived the inhabitants of basic educational and healthcare infrastructures thus leading to the temporal immigration of the youth in search of work and education. The landscape of Keyup, a by-product of climate, economy, and culture, has lost its vivacity amid the exodus of its younger generation and workforce, Keyup, Khuzestan. Photo: Morteza Hemmati, 2011.

- **The lay understanding of the concept of village**

Didactic in nature, many customs and traditions have religious, historical, and mythological roots in the collective experience of their respective ethnic groups. Folk literature is a colourful world of revelations about different aspects of the lives of a people as well as their seemingly inaccessible collective unconsciousness. It is a reflection of age-old beliefs, struggles, joys, and norms which have become manifest as tales, fables, songs, and proverbs. To improve relevant infrastructures in a community, an intimate study of their way of life and social beliefs can be of great help (Jafari, Abbasi & Kheyrandish, 2017). In the traditional texture of the village, the agricultural landscape has historically been comprised of farms that not only shape the rural economic life but also play an important role in our understanding and interpretation of such landscapes and its infrastructures. Moreover, agricultural landscapes are considered the most distinguishing element in entries to rural landscapes in contrast with their urban counterparts. There are numerous aspects to rural tourism each concerned with natural-ecological, social-cultural, economic, structural-spatial, and institutional-managerial issues (Pourrohani, Pourjafar & Yadghar, 2016, 116). In recent decades, the landscape approach has emerged as a holistic way of reconciling the distorted relationship between man and nature. The concept of landscape, as a product of human perception of the environment and a subjective interpretation of it (Mahan & Mansouri, 2017, 21), could help explain the village as a phenomenon. This is because the various natural and subjective elements of the village function in an interconnected manner to form a human habitat. From this point of view, the landscape of a village is a uniform blend of objective structural and cosmetic components with the subjective complexities resulting from the human element. There are various visual and subjective characteristics common to rural landscapes, as social nodes linked with the natural world. These landscapes can be examined in two regards: the subjective interpretation of the observer based on the visual elements of the village, and the unique characteristics of the landscape of each village. The two dimensions shall be further explained below:

A. The objective aspect through which a general image or formation of the village emerges: This general image includes terrain, sky, and horizon and could be considered the preliminary form of the landscape of the village in the form of a silhouette.

Next, a clearer and more discernable image and structure is observed. A subsequent perception and recognition of plains, farms, gardens, general texture and cosmetic elements, buildings and materials, and other such components follows (Taghvaei, 2013, 26). This representation of the rural landscape is the first image to be available to the observer. The general picture depicts the “concrete aspects” of the village formed through interaction with various factors such as the economy and daily life, and the link between the two (Naseri, 2018).

B. The second aspect, the “subjective”, is comprised of components stemming from the habitat and the unique identity of each village. These immaterial components are affected by factors such as climate and regional characteristics. Naturally, these tend to differ from one village to another. Differences and diversity among these components shape the general identities of villages. Some examples of such components are religious ceremonies and rituals, myths, beliefs, etc. Despite their non-physical nature, these cultural and identificatory components play a key role in creating the identity of the community. A key point to consider is that the landscape of the village is to be regarded as an indivisible whole whose subjective complexities and physical aspects emerge simultaneously and uniformly. Therefore, in the issue of maintaining and developing rural landscapes, preserving and expanding the structure of the village in its historical form is not the main concern. The preservation and improvement of the collective lives of the inhabitants and all their distinguishing cultural characteristics are also of great importance to such development. In other words, the landscape of a village is not separable from the life of its inhabitants (Figs. 3 & 4).

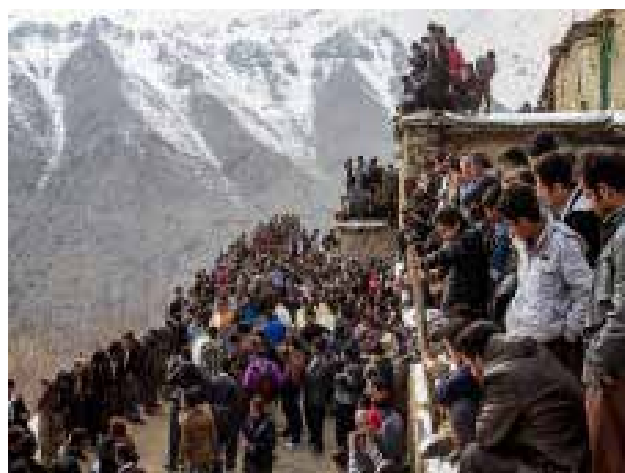


Fig. 3. The people of Uraman Takht, a unique ceremony is held to celebrate a historical-mythological figure by the name of “Pir Shaliar”. Called “Pir Shaliar’s Wedding” the ceremony Demonstrates the ritualistic traditions rooted in the folklore of the community, Uraman, Kordestan. Source: www. ilna.news



Fig. 4. Another unique ceremony in a village from the Huraman region, is the distinct local celebration of Nowrouz in the Kurdish village of Palangan which demonstrates the continuity of the inhabitants' ancient traditions. In this ceremony, the light of the sun is symbolically transferred to each home to bring warmth and light into the lives of the inhabitants, Palangan, Kordestan. Source: www.irna.ir

**Conclusion**

Rural life is defined through its emphasis on sustainable interactions between human life and nature. Habitation and subsistence are greatly compatible with natural factors. Moreover, distinct cultural elements are observable in such types of space. Although there can be no precise date for the birth of rural tourism, the last century can be considered the point where

it turned into an unremitting economic trend. Therefore, rural tourism, as a theoretically sound solution for rural “development, is a relatively new concept whose various aspects need further examination and study. The landscape approach, as a holistic outlook seeking to reconcile the distorted relationship between man and nature, could be helpfully employed in rural tourism. The landscape of the village is a blend of the objective structural and visual elements and subjective complexities of the human inhabitants. Therefore, neglecting each of these two aspects would result in the deterioration of the whole of the landscape. The issue of economic diversification was also briefly discussed pointing out the importance of economic alternatives to agriculture, namely tourism, in sustainable development. Furthermore, it seems that understanding and examining the four identifying “emergence”, “settlement pattern”, “function”, and “inhabitants’ subjectivity” could help discover the evolution of the rural landscape and interpreting its signs. Such an interpretation would provide us with a pattern for a more accurate perception model for studying rural landscapes and subsequently aid in the development of rural tourism (Table 1).

Table 1. Identifying components of rural tourism from a landscape perspective. Source: Author.

Identificatory components of Rural Tourism	Emergence	Habitation	The advent of agriculture, the necessity to maintain farms, and human sedentism
		Natural Resources	The availability of rivers, springs, fertile soil, minerals, etc.
		Natural Resources	The necessity of protection against hostile armies, bandits, and thieves
	Settlement Pattern	Familial Ties	The human desire for communal life and forming deep familial ties
		Nucleated Villages	Limited access to water sources, separately locate farms and houses, closely situated houses, condensed landscape
		Dispersed Villages	Easier access to water sources, houses situated within the premises of the farms, proximity of habitation and work, scattered landscape
	Function	Nucleated Villages	Sense of consolidation and stability, providing the necessities for sustenance
		Subsistence	Inter-connected with the concept of habitation, providing the other physical and mental necessities of the inhabitants
		Societal	Fulfilling the social needs of the inhabitants and helping them develop culturally
	Inhabitants' subjectivity	Concrete Aspects	The visual and structural elements of the village like grain, thoroughfares, farms, etc.
Abstract Aspects		The non-physical and identifying elements of the village such as rituals, customs, myths, beliefs, etc.	



## Reference list

- Adeyinka-Ojo, S. F., Khoo-Lattimore, C. & Nair, V. (2014). A Framework for Rural Tourism Destination Management and Marketing Organizations. *Social and Behavioral Sciences*, (144), 151–163.
- Anvari, M., Balouchi, O. & Hashemzahi, E. (2014). Naghsh-e Mehvari-ye Gardeshgari-ye Roustaei Dar Tose'e-ye Navahi-ye Roustaei, Motale'e-ye Moredi: Rosta-ha-ye Nahie-ye Taftan, Shahrestan-e Khaash [The Pivotal Role of Rural Tourism in the Development of Rural Areas Case Study: Villages in Taftan Area, Khaash County]. *Journal of Arid Regions Geographics Studies*, 3(9 & 10), 67-86.
- Attarzadeh, E. & Mahmoudi Zarandi, M. (2017). Barrasi-ye Chegonegi-ye Tasir-e Tarrahi-ye Mohiti-ye Bomi bar Gardeshgari-ye Roustaei, Nemoune-ye Moredi: Mantaghe-ye Aras [Examining the Effect of Domestic Spatial Designs on Rural Tourism Case Study: Aras region]. *Journal of Research in Science, Engineering and Technology*, 3(3), 18-35.
- Ayazlar, G. & Ayazlar, R. A. (2015). Rural Tourism: A Conceptual Approach. In C. Avcikurt, M. Dinu, N. Hacıoglu, R. Efe, A. Soykan (Eds.), *Tourism, Environment and Sustainability*. Sofia: St. Kliment Ohridski University Press.
- Dashper, K. (2014). *Rural Tourism: An International Perspective*. Newcastle: Cambridge Scholars Publishing.
- Donadieu, P. (2013). The Landscape as a Common Good. *MANZAR*, 5(23), 36-38.
- Farahani, H. & Manoochehri, S. (2015). Identification of Obstacles and Problems of Tourism Development in Rural Areas of Tourism Goal in the West of Marivan County. *Journal of Research and Rural Planning*, 4(1), 161-172.
- Fazeli, N. A. (2008). Modernity and Housing. *Journal of Iranian Cultural Research*, 1(1), 25-63.
- Ghassemi, I. (2009). *Barnamerizi-ye Kalbadi-ye Hoze-ha-ye Gardeshgari-ye Roustaei* [Structural Planning of Rural Tourism Sites]. Tehran: Housing Foundation of Islamic Revolution.
- Habibi, S. M. (1996). *Az Shaar ta Shahr* [From Flux to City]. Tehran: University of Tehran.
- Jafari, H., Abbasi, H. & Kheyrandish, M. (2017). Barrasi-ye Adabiat-e Shafahi va Farhang-e Ame-ye Rosta-ye Kondazi, Marvdasht, Fars [Examining the Oral Tradition and Folk Culture of Kondazi Village, Marvdasht, Fars]. *The 3rd International Conference of the Humanities and Cultural Studies*, Tehran: Center of Social and Cultural Skills Improvement.
- Karimzadeh, H., Velaei, M. & Manafi Azar, R. (2016). Ghyrzray Employment and Its Role in Sustainable Rural Economy Case Study: Marhamat Abad District Center, Miyandoab Township. *Geographical Planning of Space Quarterly Journal*, 6(20), 129-144.
- Khatoonabadi, A. & Rastghalam, M. (2011). Measurement of the Four Dimensions of Rural Tourism, by SWOT Technique Case Study: Target Tourism Rural of Chahar Mahal and Bakhtiari Province. *Journal of Agricultural Economics and Development*, 25(3), 330-338.
- Kostas, E. (2002) *Rural Tourism: An Opportunity for Sustainable Development of Rural Areas*. Retrieved April 15, 2018 from <http://www.sillignakis.com>
- Lewis, P. (1979). Axioms for reading the landscape. In D. Meinig (Ed.), *The Interpretation of Ordinary Landscapes: Geographical Essays*. New York: Oxford University Press.
- Mahan, A. & Mansouri, S. A. (2017). The Study of "Landscape" Concept with an Emphasis on the Views of Authorities of Various Disciplines. *Bagh-e Nazar*, 14(47), 17-28.
- Naseri, S. (2018). *Investigating Kerman's rural landscape as an endangered heritage*. Vernacular landscape of Kerman: Discoveries of landscape researchers, Tehran: Nazar Research Center
- Pourrohani, M., Pourjafar, M. R. & Yadghar, A. (2016). Objectives, Elements and Necessities of Rural Tourism Planning with Emphasis on Eco-Tourism Case Study: Shiadeh Village, Babol, Iran. *Housing and Rural Environment*, 35(155), 109-126.
- Raheb, G. (2005). A Reflection on the Concept of Village. *Journal of Environmental Studies*, 33(41) 105-116.
- Sameh, R. (2010). Gardeshgari va Ghabeliat-ha-ye Rosta [Tourism and the Potentials of the Village]. *MANZAR*, 1(5), 76-78.
- Sameh, R. & Sameh, A. (2015). Environmental and Landscape Origins: Stimulus of Rural Tourism Development. *MANZAR*, 6(29), 40-45.
- Sharifzadeh, A. & Morad Nejadi, H. (2002). Tose'e-ye Paydar va Tourism-e Roustaei [Sustainable Development and Rural Tourism]. *Jihad*, (250-251), 52-63.
- Soltani Moqadas, R. (2018). The Role of Rural Tourism in Sustainable Rural Development: A Case Study of Shandiz Rural Region, Khorasan Razavi Province, Iran. *Journal of Sustainable Rural Development*, 2(1-2), 61-76.
- Taghvaei, S. H. (2013). Rural Landscape and Features of Manipulation of Natural Environment. *Housing and Rural Environment*, 32(143), 15-38.
- Villanueva-Álvaro, J., Mondéjar-Jiménez, J. & Sáez-Martínez, F. (2017). Rural Tourism: Development, Management and Sustainability in Rural Establishments. *Sustainability*, 9(5), 818.
- Zarforoushan, A. (1976). *Rural Typology*. Tabriz: Nobel.

## COPYRIGHTS

Copyright for this article is retained by the authors with publication rights granted to Manzar journal. This is an open access article distributed under the terms and conditions of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>).



## HOW TO CITE THIS ARTICLE

Hemmati, M. (2020). Explaining a Perception Model for Rural Tourism from the Landscape Approach. *Tourism of Culture*, 1(2), 39-46.

DOI: 10.22034/toc.2020.243927.1019

URL: [http://www.toc-sj.com/article\\_115509\\_en.html](http://www.toc-sj.com/article_115509_en.html)

