

Analysis of Local Community Participation in Rural Tourism Development in Rasht Township

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Rural development is still faced with issues and challenges. For the past strategies in the field of rural development was not successful and failed to issues such as poverty, employment, health, food security and environmental sustainability meet. One of the strategies currently used in most countries and even in some of these countries has been implemented and a positive result is development and promotion of tourism in rural areas with potential for tourism development. Rural tourism development that has many pristine and natural capabilities could open a new window to rural development in addition to tourism by creating jobs and increasing the income of rural households. Main purpose of this research was to Analysis of Local Community Participation in Rural Tourism Development in Rasht Township. The study populations consist of 219681 rural populations Rasht Township. Using Sample size table (Krejcie and Morgan.), 384 people determined as sample statistics. The validity of the questionnaire was approved by face validity and content validity. In order to measure the reliability of the questionnaire, Cronbach Alpha coefficients were calculated ($\alpha = 0.936$). The data were analyzed in descriptive and inferential statistics. The results revealed that the most important economic indicator with an average 3.360 is the role of local communities in tourism development, as social indicator with an average 3.588 and cultural indicator with an average 3.327 were assigned to the next ranked. Among the studied variables, only location of respondents has significant relationship with respondent's role in the development of rural tourism. Personal characteristics of respondents have no significant relationship with Driving and preventive indicators. Among the studied variables, only location of respondents in the development of tourism is significant.

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