The Factors of effective on growth of entrepreneurship in rural areas Case: Jaber Ansar District Abdanan

Hossein Farahani
Department of Geography, University of Zanjan, Zanjan, Iran
Zakia Rasouli Nia
M.A student of geography and rural planning, Zanjan University, Zanjan, Iran
Zahra Asdqy Sraskanrvd
M.A Geography and Rural Planning, Zanjan University, Zanjan, Iran

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Introduction:
Nowadays, low job offers, unemployment and rural poverty are being considered as a major driving force for rural- urban migration. This in turn may cause some problems both for rural and urban communities as well as some challenges with respect to achievement of sustainable rural communities. Taking into account these challenges, entrepreneurs through their creative economic efforts could be helpful regarding economic improvement of rural areas. Even though the major motive behind this sort of activities is private benefit but they could provide proper atmosphere for entrepreneurial ship at local, regional and national level. Rural communities taking into account their physical, social and economic situations simultaneously could offer both opportunity and weakness regarding entrepreneurial ship. It is argued that the development of entrepreneurial activities in rural areas must be based on rural capabilities in order to be successful and head toward sustainability. Jaber Ansar district located in central part of Abdanan, taking into account its prominent characteristics including proximity to urban areas, possession of active handicraft, the existence of fertile agricultural lands and natural resource abundance, possess high entrepreneurial potentials at local and regional level. The major objective of this study is to investigate sustainable rural development potential from entrepreneurial ship and employment aspect in the study area.

Methodology:
The type of study of this study is explorative. It is based on descriptive- analytical research method. It is further supported by documentation and field works including questionnaire, interviews and observation. The study area is Jaber Ansar district located in Abdanan. Statistical society is composed of head of households were selected through application of Cochran formula and random sampling technique. The questionnaires were composed of four components and 32 indicators related to entrepreneurial development and rural employment. The data analysis further demands application of descriptive statistics and principal component analysis and SPSS.

Conclusion:
According to principle component analysis results in the study area, eight factors including infra-structure, economic, awareness, self-confidence, personal creativity,

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innovative capabilities, physical infra structures and access to different facilities have prominent impacts upon sustainable development from entrepreneur aspects. These factors are capable of explaining 75.25% of the variation. Infra structural and social factor with eigenvalue of 5.63% is the major factor and is capable of explaining 17.60% of the variation. This is followed by economic factor as the second major one with the eigenvalue of 4.48%. It is capable of explaining 14.01 % of the variation. The least important factor is access to economic. Facilities eigenvalue is % 44 and capable of explaining 4.51% of the variation. It may be concluded that the improvement of appropriate public infra–structures including provision of drinking water, electricity and fuel, proper communications as well as transportation facilities, post banks, well designed and equipped transportation systems for shipping commodities to markets, access to skilled and literate labor force are all being considered as influential factors for provision of needed potentials and pave the way for entrepreneurship. It is argued that economic development in rural areas requires new strategies. This in turn is associated with entrepreneurship and environmental policies. Thus economically speaking entrepreneur plans in the study areas would be fairly effective needed for creation of occupation, special credit facilities sufficient funds for small businesses, awarding low interest rate and non-paying back loans especially in deprived areas are among some of the recommended measures.

Key words: Entrepreneurship, Rural economy, Rural economic development, Sustainable development, Jabber Ansar district.

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The evaluation and assessment of deprivation level in rural areas Case: central part of Javanrood

Mehdi Pourtaheri
Associate Professor of geography and rural planning, Tarbiat Modares University, Tehran, Iran
Nahideh Mohammadi
MSc of geography and rural planning, Tarbiat Modares University, Tehran, Iran
Abdoreza R.Eftekhari
Professor of geography and rural planning, Tarbiat Modares University, Tehran, Iran

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Introduction:

Poverty and deprivation are being considered as one of the master problem for the government more specifically for planners in many countries. Deprivation and combating these phenomena are in the center of regional planning. In fact regional balance attainment is being pursued as a mater regional planning target. Achieving this goal demands identification of back ward and deprived regions however the identification of these areas faces some ambiguity. Lack of clear and comprehensive definition of deprivation in general and rural deprivation in particular, leads to over lapping and interfering of poverty, deprivation and underdevelopment concepts. This is associated with lack of an appropriate measure for the assessment of rural deprivation and its process. However, more attention was devoted to objective depravation measure and indices as opposed to subjective ones. This in turn, demands scientific technique. Depravation is highly affected by temporal and spatial dimensions. That is, its corresponding components and elements are different both time and space wise. There exist many methods and a technique regarding the assessment of deprivation at national, regional, rural and urban levels each is associated with specific measures. Thus, designing appropriate measures for assessment of depravation level at different level is inevitable. This study aims to propose a proper definition as well as appropriate corresponding measures and indices for assessing rural depravation. Doing so requires application of five groups of both subjective and objective measures with economic social and environmental dimensions (sustainable approach) at regional level that is village level. This demands the proposition of two following questions associated with corresponding hypothesis: Which indices and measures would be the best fit for assessment of depravation level of Java rood bordered county? Is there any area of the study area as for as the depravation significant difference between rural levels is concerned? Application of both subjective and objective indices and measures is more capable of this kind of assessment. Furthermore, there exists a possibility of difference among rural areas.

Methodology:

This study is based on documentation as well as field works. This is followed by distribution of two types one decomposes indices associated with both subjective and

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objective measures. Which were determined after getting feedback from social science, economic, sociology, geography and planning experts. After this scientific confirmation, the second and final questionnaires were designed in order to identify different villages based on depravation level. This included both close and open-ended questions regarding housing status send to rural households. After gathering the needed data out of questionnaires and coding them through SPSS, the hypotheses were tested. Moreover, TOPSIS was applied for ranking villages based on their deprivation levels. Through application of the clustering analysis, villages were grouped in to 3 clusters. The finding this study further represented through GIS illustrations. The study area is central section of Javan Rood (Kermanshah) composed of 2 districts and 78 hamlets. Random classified sampling technique led to selection of 10 villages. The application of Cochran formula at 95% confident level at 0.5 probabilities led to 190 sample size. This study is associated with objective and subjective measures and 42 indices dimension which all tested with social, economic and environmental.

Conclusion:
Under development and depravation with sustainability approach could be assessed using environmental, economic and social dimensions along with subjective and objective measures and indices. It is argued that subjective measures comparing with the objective ones possess more weight and magnitude regarding depravation level. In as much as having relative prosperity is prerequisite for development thus, assessing depravation level and orienting toward sustainable development as an ultimate goal of planning require application of both subjective and objective measures and indices. It is argued that all research and development plans need application of subjective measures capable of perceiving all real aspect of life. Thus all depravation studied need to consider both type of measures and indices. Since one society may not be deprived in terms of objective measures standpoint. Subjective measures and indices emphasize attitudes. However, objective measures stress realities. Depravation is highly affected by spatial and temporal varied both dimensions and its components and factors time wise and space-wise. Assessment of subjective measures demands application of questionnaire. However objective measures are based on statistic. This study confirms the importance of subjective measures. In addition there exists a significant difference among different villages in terms of depravation level. In rural development process, the promotion and improvement of all rural areas is recommended. However, more attention should be devoted to depravation villages. Achieving sustainable development demands the application of balanced pattern with emphasis upon weaknesses and injustice.

Key words: Village deprivation, Objective measures, Subjective measures, Javanrood County, Central district.

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Shiraz Urban Sprawl and Its Structural-Functional Changes of Rural Neighborhood
Case: Goyom village

Musa Kamanroudi kajvari
Assistant prof. of geography and urban planning, Kharazmi University, Tehran, Iran
Farhad Azizpour
Assistant prof. of geography and rural planning, Kharazmi University, Tehran, Iran
Ali Janbazi
M.A. of geography and urban planning, Iran

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Introduction:

Urban sprawl is one kind of urban expansion or its characteristics, which has a negative general view. Based on given definitions, the most important characteristics of urban sprawl can be thought as low-density, strip like, diffuse, non-continues and land use segregation expansion. However, density is the most common criteria of urban sprawl that is derive by the comparison of percentage of built-up area to urban population growth. This phenomenon, regardless of its causes and characteristics, can be defined as growing less density residential area outwards from a central dense no-attractive with environmentally unstable urban core. In the middle of 20th century, the base for socio-economic and spatial development in developing countries is generally based on renovation theory, industrial growth approach (strategy), polar development strategy. During 1960 decade, in many countries, this approach considered as a tool for policy making in local and global land use planning and implemented by the financial support of government and international institutions. In opposite to developed countries, this orientation in developing countries causes concentration of resources and infrastructure of development in national and regional growth centers, a need for industrial labor, unexpected migration of rural-urban population, a need for new spaces urban expansion in its neighborhoods. During this trend, in spite of being agricultural and productive places, villages are gradually becoming centers of consumption.

Such an orientation has been implemented in Iran from the beginning of this century and continued with more accelerated form from 1335. Polar growth strategy during 1347 to 1356 in the framework of forth (1347-51) and fifth (1352-56) development plan has been used as base for national and regional planning. These orientations caused concentration of resources and infrastructure of development in national and regional growth centers, a gap in the levels of regional and built-up development, a vast and comprehensive urban sprawl and structural-physical changes(i.e. land use changes). For instant, the rate of rural population has been reduced from 68.58 percent in 1335 to 62.02, 52.97, 45.71, 38.69, 31.45 in 1345, 1355, 1365, 1375 and 1385 respectively.

Shiraz city is one of the county's developmental centers in the southern Zagros. Its expansion trend from 1330 decade onwards has been in such a way that during different period extended continuous or non-continuous towards fringe especially in the direction

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of its main axe and followed topography. This trend caused a change in economic functionality of residential areas (Shiraz) from agricultural tasks to multi-tasks (with more service sector activity), annexation and merging of some villages and vast changes in its social, structural, spatial and political aspects. Goyom village (the center of Darak County) located in the 20 km North West of Shiraz and near Shiraz-Ardekan transportation network has severely affected by Shiraz urban sprawl and has undertaken dramatic structural-functional changes. This research has attempted to answer to this question that what are the structural-functional changes in Goyom village during 1380 to 1390 due to Shiraz urban sprawl. The aim of this paper is to define and describe the structural-functional change trend of Goyom village as a fringe shelter of Shiraz urban area.

Methodology:
This work with respect to its aim is fundamental-applied research and essentially is a descriptive- analytical research. Research approach is structural-functional which is done in global and strategy levels. Statistical coverage of this research is Shiraz city, township, and Goyom village. Information needed for this this study has been obtained though library and field work. In this research, geographical information systems use to analyze rate, direction, pattern, shape of Shiraz urban sprawl during 1335-1385 and Goyom village during 1380-1390. Three parameters economy, society, space, and their 24 indices used as base for this work.

Results:
Goyom village has affected by Shiraz urban sprawl during 1380- 1390 and extensively faced by structural-functional changes. In this decade, this village has become most attractive migrant neighborhood around Shiraz city and its area has increased by 3.3. Additionally, 59.3 percent of Goyom populations are employed in the service sector and 32.2 percent of Goyom populations are employed in industrial sector.

Key words: Sprawl, Shiraz, Goyom village, Structural-Functional Changes.

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Changes of agricultural economy and formation of urban ruralization Case: villages of Roobat Karim County

Mojtba Ghadiri masoum
Prof. in geography and member of excellent in rural planning, Tehran University, Iran
Mohammad Salmani
Assistant of human geography department, Tehran University, Iran
Seyed Ali Badri
Associate Prof. in geography and member of excellent in rural planning, Tehran University, Iran
Hassan Ali Faraji Sabokbar
Associate Prof. in geography and member of excellent in rural planning, Tehran University, Iran
Ali Ghanbari Nasab
Ph.D. student of geography and rural planning, Tehran University, Iran

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Introduction:

Rural regions have experienced varied changes and social and economic reconstruction during last three decades. There exists great tendency toward functional integration between villages and cities due to increase in mobility, improvement in communication information as well as rural services. This in turn, resulted in the expansion of urban function including construction mass housing units, production, services, recreations and tourism activities in these regions. These functional changes case conversion in the nature of rural areas based on agricultural production, into consumption-orientation center. This new entities are non-homogeneous. This situation is influenced by many factors including physical conditions such as geographic location, isolation, and characteristics, climatic and sometimes human differences responsible for rural economic and social variations. Taking into account these variations and non-homogeneities in rural area, efficient and optimum development plans are non-existence. Increase in urban-ruralization around Tehran metropolitan has led to major physical, economic, social and cultural consequences. Lack of identification of the major relevant roots and sources has led to expansion of these negative consequences to other identical places. This in turn, demands the identification of the responsible factors and its change processes and mechanisms. Thus, the identification, explanations, exploration of those laws and frame works pertaining to urban ruralization as a major topical-spatial phenomenon is highly recommended. The first step in this regard is the determination, definition and assessment of ruralization and more specifically urban-ruralization. The study area is Roobat Karim located in the vicinity of Tehran metropolitan. It is followed by determination of degree of ruralization as well as major responsible relevant factors.

Methodology:

Taking into account the nature and the objective of the study, descriptive-analytical method was chosen. Based on theoretical foundation of the study, there exist different methods and indices regarding the identification and classification of ruralization. This

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study concentrates on two dimensions including village's functions and population and its growth during 1976-2011. It is followed by application of PROMETHEE multi indices decision making method in order to determine village's functional status through emphasis on agricultural activities. This study further demands hierarchical clustering technique for classification of the villages. Finally, Clack ruralization indices as well as field survey were applied for determination of the village type in this regard. Furthermore, with respect to those villages which urban ruralization occurred, qualitative method of base theory that is Grounded theory was applied in order to identify the responsible factors. At first step interview with rural key official persons and with those with long history of residency (31) was implemented in order to find the casual conditions pertaining to formation and expansion of urban ruralization phenomena. In the second step, taking into account the methodology of the base theory, open coding was done. Regarding this step those relevant raw data were both labeled and conceptualized. Following, the second and third steps sub-classes are divided into broad concepts and those were divided into nodal concepts.

Conclusion:
This study concludes that based on application of base theory in 8 villages, many factors including life desirability comparing with place of birth and adjacent settlements, lack of special costs, inexpensive business, lack of cultural barriers, variation in job opportunities, existence of different rents, economic and political structures are among some of the influential factors regarding urban-ruralization phenomena. It is further argued that income and saving level, the nature of center-periphery theory, capital accumulation system, discrimination with respect to poverty issue, imbalanced distribution of power, wealth, income and access to job opportunities are other determinant factors as well. Incapacity with respect to attraction of external capitals for creation of job opportunities, shortage of complementary jobs to combat seasoned unemployment, lack of potential for absorbing educated and well equipped social capital, lack of technical and vocational training related to appropriate agricultural technology, shortages of ample suitable agricultural lands and lack of knowledge of environmental conservation are among other responsible variables in this regard. Moreover, lack of appropriate and efficient agricultural market systems as well as cooperation's and ware houses, need for government and other institutions supports, incapability in formation of industrial clusters, lack of tendency regarding economic background good for villages, management, the formation of two different construction types, land price and its relevant speculation, property rent, lack of effective control upon rural physical development, economic household participation and lack of social responsibility and self-reliance and easy accessibility to Tehran metropolitan all are responsible regarding degree of ruralization of Roobat Karim.

Key words: Agricultural economy, Rural economy, being loyal to rural areas, Urban-ruralization, Grounded theory, Roobat Karim.

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Spatial organizational arrangement of tourism destinations (rural-urban) at regional level
Case: Torgabeh shandiz

Mahmoud Ziaee
Member of Management Faculty, Allameh Tabatabaei University, Iran
Mojtaba Javdan
Ph.D. in geography and rural planning, Tarbiat Modares University, Tehran, Iran
Simin Kazemi
M.A. in Tourism Management, Faculty of Management, Allameh Tabatabaei University, Iran

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Introduction:
Current trend regarding tourism spatial development both at macro and micro regional level, following the county spatial development structure is relatively chaotic. There exist an imbalance with respect to access to different opportunities as well as resources and benefits. The consequences of this disorder is exemplified itself in low performance of peripheral tourism destinations as opposed to tourism poles. This in turn, will lead to concentration of growth in prominent tourism destinations and lagging behind peripheral ones. These gaps and spatial discrepancies associated with passing problems and challenges from undeveloped spaces into well-developed tourism destinations. Effective utilization of tourism capabilities as well as attaining an appropriate spatial arrangement of tourism destinations, relationships and linkages, having control over growth and development, and achieving sustainable tourism, all demand tourism spatial planning. This not only paves the way for satisfying tourists varied needs in accordance with tourism capabilities at national and regional levels, but also would be very beneficial for host communities as well, taking into consideration the tourism development driving forces. This spatial balance could an affect image formation of destination one could illustrate and cluster different sectors of particular destination via spatial arrangement including nodes, axes and areas. The comprehensive analysis of these spatial arrangements and clustering could lead to location identity and providing a transparent image for destinations. This study predominantly aims to focus on spatial arrangement with emphasis on optimization of the organizational arrangement as well as associated activities and corresponding linkages. The study area that is Torgabeh Shandiz in Khorasan Razavi experiencing spatial disorders and imbalances regarding tourism resource distributions, attractions, products, supportive and logistics services. This study further tries to find the missing links and existing gaps regarding spatial organization of the current tourism destinations stating and propose balanced and integrated pattern at regional level in order to achieve sustainable tourism development in the study area.

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Methodology:
Taking into consideration the objective of this study, analytical-descriptive research method were applied. This is followed by documentation as well as field works. The statistical society includes 34 potential and active tourism destinations (2 towns and 32 villages) in Torgabeh Shandiz. Based on relevant literatures three components – "destination potentials", "destination functions", and "destination accessibilities" and 8 indexes including "the quality of tourism assets" the quantity of tourism assets, "tourism functions regarding provision of services", "public services functions", "accessibilities", "quality of accessibilities" spatial dimensions "physical situation" were identified. This is followed by application of AHP for determining the magnitude of each yardstick. Final scoring and ranking destinations further demand PROMETHEE technique as well as clustering analysis. It finally supported by fracture point theory through application of GIS.

Conclusion:
This study suggests the existence of four unorganized levels systems in spatial organization of the city. This means, there exist two prime destinations that is Torgabeh and Shandiz. In order to alleviate this case, the application of strategic principles of spatial organization is recommended. This could be done through comparison of the current situation with abstract one and further to modify it in accordance with regional characteristics. The proposed spatial organization of Torgabeh-Shandiz could be help full regarding investments in social-economic infrastructures and provision of complementary – rational and justice relations among different destinations. The proposed spatial organization is based on four hierarchical levels in which the first level corresponds with tourism poles (Torgabeh and Shandiz). The second level is associated with tourism growth centers (Virani, Kang & Azghad). The third level includes (Mayan Vosta, Dehno, Sar asiab, Kelate ahan, Kelate ebrahimkhan & Khanrood). The base of this proposed system is comprised 18 sate lite destinations.

Key words: Tourism spatial planning, Spatial organization of tourism destinations, Hierarchical Analysis, Fracture point theory.

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Influential factors related to practicality of entrepreneurial ideas Case: internships practitioners involved in rural education bases in Isfahan Province

Gholamhossein Abdollahzadeh
Assistant Prof. in Rural and Agricultural Development, Gorgan University of Agricultural Sciences and Natural Resources, Iran
Afshin Jazini
M.Sc. in Rural Development, Gorgan University of Agricultural Sciences and Natural Resources, Iran
Mohammad Sharif Sharifzadeh
Associated Prof. in of Agricultural Extension and Education, Gorgan University of Agricultural Sciences and Natural Resources, Iran

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Introduction:

The formation of idea is being considered as a first step regarding the creation of new innovative thoughts in any organization. That is idea processing is an important phase regarding the development of new products as well as innovations. Idea about new products processes and markets create new opportunities which potentially is capable of new innovations. This in turn, accelerates and improves organizational functionality. The development of new idea provides organization with competence capabilities at global level. This is a prerequisite for any organization as far as the success issue is concerned. In fact, creativity of the workers associated with level of technology and market presence is a major asset of any organization. The high speed of information flow made some organizations incapable of appropriate competition. This could demand application of continuous flow of ideas to fuel the innovation those practitioners associated with technical and vocational organizations could be considered as major source of new ideas. However, the development as well as the practicalities of new ideas demands specific institutional and social backgrounds. People pertaining to different groups are better able to interchange ideas. The major objective of this paper is to identify the prominent factors responsible for functionality of entrepreneurial ideas regarding internship practitioners in rural educational base associated with Isfahan office of technical and vocational education.

Methodology:

This study is based on descriptive-analytical research method along with application of questionnaires. Statistical participation led society comprised of 2300 interns who in rural technical-vocational educational base in Isfahan during 2011-2014 training period. 322 questionnaires were determined to be appropriate for the analysis. This study further supported by application of Cochran formula and classified random sampling. The viability of the questionnaire first based on Isfahan technical vocational expert view points and through Kronbakh varied between 0.88 - 0.940. This study further demands

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application of principle component analysis, in other to deduct the number of influential variables into relevant factor. Eigenvalue more than 1 was determined as a base for extraction of significant factors. Varimax rotation was applied as well. This study further requires U Mann-Whitney & Kruskal Wallis in order to compare averages pertaining to extracted factors related to respondent groups.

Conclusion:

In spite of positive altitude of the respondents to ward training activities, due to existence of certain circumstances in clouding lack of familiarity as well as accessibility regarding creation of entrepreneurial ideas, internets, social press media and newspapers, these ideas did not get a chance to be productive and practical. Moreover, external factors such as physical and financial resources and facilities had lower impacts regarding the conversion of ideas into opportunities. Finally, family supports and social capital components due to small rural settlements as well as the composition of the respondent groups (female as a major group), need to be considered as well.

Key words: Technical and vocational training, Rural sellers education, Rural self-employed, Rural entrepreneurial ideas, Practicality of ideas.

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Draught and its economic consequences in rural area
Case: Dodangeh district Behbahan

Behzad Adeli
Ph.D. student of watershed management Sciences and engineering, Hormozgan University, Iran
Hamid Reza Moradi
Associate Prof. of watershed management department, Tarbiat Modares University, Iran
Marzieh Keshavarz
Assistant Prof. of agriculture, Payame Noor University, Iran
Hamid Amirnejad
Assistant Prof. of agriculture economic, Sari Science and Natural Resources University, Iran

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Introduction:
Draught is being considered as a climatic reality in arid and semi-arid regions such as Iran. Drought is capable of generating drastic impacts over water and soil resources, vegetation, animals and human beings. Water is a prominent factor as far as agricultural product is concerned specially in arid zones. Draught and its impact on water resources will bear unpleasant consequences namely for rural settlers whose livelihood depend on agricultural pursuit.it is argued that draught will lead to set of complicated environmental, economic and social impacts. Taking into account the frequency of its occurrence, extent and complexity it demands more attention regarding the identification of its impacts. There is not a rigid agreement regarding the definition of this phenomenon. This in turn will lead to some complexities with respect to the assessment of draught. There exist different measures for simulation of rainfalls, water surface run offs as well as other water resources. This helps to come up with clear images of climatic and hydrological draught. There exist different indices for measuring rainfall deviation from average including SPI and SDI. Lack of sufficient knowledge's and understanding with respect to impacts is being considered as other complexity regarding the inter partition of draught. In spite of high occurrence and the great magnitude of draught, little attention paid to explanation of its impacts. According to the relevant statistics 22 % of economic damages resulted from natural hazard is associated with draught. 33 % of people are being affected by draught. In the countries based on agriculture economy, impact of draught could be evidenced by low surface water supply and underground waters. This in turn, is responsible for reduction in water supply as well as water quality, low level of crops production, productivity, and crisis regarding food an increase in livestock death. On the other hand, drought impacts could exemplify it in economic, social and environmental impacts including decrease in household incomes, reduction in substitute income resources, and increase in both hours and volume work, conflict regarding water utilization, food deficiencies, malnutrition, low level of health, and accessibility to sanitation services, low education possibilities, unequal access to financial supports. Moreover, increase in rural migration, lack of power, low life quality, destruction of natural habitats, low productivity of forests and pastures, increase in temperature as well as evaporation, low soil productivity, reduction in water resources, pollution, increase in fire incidence are among other impacts. Variation in spatial and temporal scale of its draught turns it into a very unique phenomenon. It is argued that draught impacts are result of natural interaction (low rainfall) and the way respondents respond. Most of draught studies predominantly are concentrated at national level. However, well documented

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information regarding draught impacts is nonexistence. This study aims to investigate draught impacts and its influential responsible factors at rural household level.

Methodology:
The research method is based on descriptive-analytical method. Needed data were obtained through survey in Dodangeh Behbahan. It is located in north-western part of Behbahan. Statistical society includes all of peasant households reside in village with 20 and over households (2865). Cochran formula was used in order to determine the sample size. This led to extraction of 339 peasants which were interviewed. Its viability was determined using relevant expert's viewpoints. This study further demands application of standard rainfall indices in order to determine the magnitude and continuity of climatic and hydrologic draughts.

Conclusion:
Current wide spread and server drought exerted considerable damage in Dodangeh rural economy. Efforts toward mitigation of economic impacts of draught require the identification of characteristics of this phenomenon. This study suggests that the assessment and evaluation of intensity and continuity of draught would well be done through application of standard rainfall and surface run offs. It further indicates that drought as a complex phenomenon is capable of increasing the vulnerability of the rural households. Certain economic impacts of draught are unexpected. Contrary to other draught studies results, agricultural lands have not been shirked. This has something to do with lack of due information regarding moisture status. The identification of draught risk is prerequisite for mitigation of farmer's vulnerabilities. This in turn demands the application of sound and influential drought management based on information and relevant knowledge. In as much as agriculture is the most prominent livelihood in the region thus providing non-agricultural occupations help to reduce the level of vulnerability. Therefore, policies and measures for generating non-agricultural jobs in regions with high subjectivity to draught are highly recommended. According to the finding of this study, selling livestock's and agricultural land are among some strategies for combating against draught taken by farmers. It is recommended that vulnerability of farmers, long run impacts and management issue all need to be considered. Moreover, improvement in extension services through provision of computable mechanism suited with draught condition assists mitigation of draught unpleasant impacts based on regression analysis, the amount of farmers debts, financial ability, age and households expenditure are the major variables as far as households vulnerability to draught is concerned. Furthermore, provision of financial and social support system is highly suggested.

Key words: Drought, Economic impacts, Rural areas, vulnerability, Farmers, Dodangeh.

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The evaluation of social impacts of industrial towns over rural areas Case: Khayam industrial town

Majid Hamzeii
Ph.D. student of geography and rural planning, Ferdowsi Mashhad University, Iran
Hamid Shayan
Associate Prof. of geography department, Ferdowsi Mashhad University, Iran
Khadije Buzarjemehri
Associate Prof. of geography department, Ferdowsi Mashhad University, Iran

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Introduction:

The achievement of technical improvement during last three decades is being considered as major reason regarding growth and development in developed countries. Practically, with respect to advanced countries, more emphasis is devoted to diversification of rural economy as far as sustainability issue is concerned. According to major researches, rural regions could not achieve sustainability by just relying on one type of livelihood especially regarding to arid areas. The impact of industries upon rural regions is associated with multiplier affects. It is argued that any structural change through industrialization not only enhance rural economy, but also could lead to wide and broad transformations in all other aspects as well. It is associated with positive impacts including changes in culture, and social structure of the traditional villages. In general, that part of agricultural sector which possess great harmony with rural population, would be prime activity as opposed to service and industrial sectors. The share of agricultural sector regarding gross domestic product has been continuously plummeted. It has been 5.18 in 2006. Word wide agricultural products are not just being considered as rural products. That is rural economy is being diversified. Industry more specifically processing and handicrafts are among major sector of rural economy. An introduction of industries into rural areas not only influence the village from economic standpoint, but also is bears its impact upon other sectors of the rural areas as well The most important impact deals with social systems and its resultant complications. These impacts over individual and personal culture are more pronounced. This in turn, is influenced by other factors as well. Of course one who works in the computer company with peasants, working in rice paddies in Thailand behave differently. According to past study, could be viewed by two approaches; is rural industrialization one approach is based on Carl Marx idem logy how believed in the impact of industrialization upon society. However, the opponent of this group criticize the negative role of industrialization through prevalence of believe that society through development of alienation. They industry and technology lose its spirit. On the other hand some school of thought appreciates the industries as welcome phenomena and believes in its positive consequences. They further argue that in the case of proper industrialization in a society, the culture, and social structure of a society would modernized. The key person pertaining to this school of thought is blowers. He believed that the growth of

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industrialization would enhance the demand for other relevant services. Through industrial growth and its, synergistic consequence, a government would be able to tax people more and as a result, medical care education, and provision of security as well as other services would relative be guaranteed.

Methodology:
Taking to account the mature as well as the objective of this study, descriptive-analytical and comparative research method was applied. The statistical society composes P rural workers in Khayam industrial town in 66 villages as target group located in proximity of this town the head of households as well as. Of other rural households who engaged in activities other than Khayam industrial town as an evidence group. The sample size turned out to be 388 households through application of Cochran formula and random sampling technique.

Conclusion:
This study suggests that Khayam Industrial town regarding three indicators, enhancement of job skills, getting advance of insurance services and accessing to mass media show positive impacts. On the other hand, the enhancement of community participation. Strengthening mutual self-confidence, providing motivation for staying in rural communities, is not associated with positive impacts. Moreover, 80% of Khayam Industrial town workers enjoy high level of job satisfaction. It is further argued that regarding three cultural indices including feeling of prosperity, feeling of alienation and value systems impose great positive impacts and led to drastic, positive cultural changes. Some may argue that even though construction of Industrial reigns and towns from one hand provide job opportunities and increase the income level, but it does not necessary means keeping the population in rural areas and prevent migration .this study confirm this as well. This in turn more attention regarding increasing the participation level.

Key words: Towns and industrial areas, Social and cultural impacts, Khayam industrial town of Nishabur.

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