



E-ISSN: 2706-8927
P-ISSN: 2706-8919
www.allstudyjournal.com
IJAAS 2020; 2(4): 63-69
Received: 16-08-2020
Accepted: 19-09-2020

Sharifullah Habibyar
Lecturer, Department of
Geography, Faculty of Social
Sciences, Shaheed Pro.
Rabbani Education
University, Kabul,
Afghanistan

A study of rural tourism management and its role in rural development of Afghanistan

Sharifullah Habibyar

Abstract

Rural tourism management and its role in rural development of Afghanistan is embodied as a tool for economic and social development of one of the most important modern occupations in rural areas. In the economic dimension, it takes a step to reduce poverty by developing small employment centers, increasing and transforming at-risk resources into high-yield resources with profitability and income distribution. In the social dimension, it causes entrepreneurship and prevents migration, more connections of villagers with other communities and diverse cultures, and the introduction of local identity, welfare and ultimately the development of rural tourism.

Afghanistan, with its good geographical and historical location and natural potential for attracting tourists, receives thousands of domestic and foreign tourists every year, which in addition to spending leisure time, also boosts the economic market to some extent. The purpose of this study is to identify rural tourism management and its role in rural development in Afghanistan. The research method in this article is descriptive and analytical based on documentary and library studies (books, articles, and journals, quarterly). Findings and results of this study have shown that rural tourism management and its role in the development of rural Afghanistan, has not been very useful and valuable. Adaptive programs and activities in this industry have been very weak due to the existence of security, political, cultural, economic and social problems.

Keywords: Tourism, rural tourism management, rural development.

Introductions

Policymakers, managers and tourism planners look at the development of the rural tourism industry with an industrial perspective that seeks cultural, social and economic stability for rural communities, and many believe that the development of rural tourism will be the solution to many problems in Afghanistan.

Rural tourism management is considered a necessary element to move towards reform and development of rural areas in Afghanistan. Therefore, rural tourism management and its role in the development of rural tourism in Afghanistan is important and fundamental. Afghanistan is a mountainous country. Most of its areas are natural, cultural; Seas, valleys, forests, high and ancient mountain castles, minarets and holy places (pilgrimages), etc. can have a lot of potential and potential to attract domestic and foreign tourists. The diversity of activities in rural tourism management, informality and in other words, the voluntary nature of this activity causes problems for the rural community in managing and exploiting it. At the same time, the diversity of rural tourism services contributes to this. Accordingly, some believe that monitoring and management are difficult in this regard and ultimately consider tourism as a threat to the village.

Accordingly, rural tourism will not go anywhere without comprehensive management and supervision in the rural environment, although this industry can be effective as one of the important tools in advancing the goals of rural management and planning in Afghanistan. The industry itself needs attention and knowledge of the correct position in the rural management structure. Otherwise, accidental tourism without planning and management will bring many social and environmental problems for rural areas and the whole country, which in the long run will lose more than its benefits and problems. Therefore, before taking any action to develop plans and develop tourism facilities in rural areas, we must determine its management structure in relation to rural areas and consider a suitable place to work in developing the rural management structure. In regional planning, rural tourism can be considered as a tool to increase local employment and improve the quality of life. Therefore, the purpose of rural tourism planning and management and its role in the development of

Corresponding Author:
Sharifullah Habibyar
Lecturer, Department of
Geography, Faculty of Social
Sciences, Shaheed Pro.
Rabbani Education
University, Kabul,
Afghanistan

rural Afghanistan is to balance the demand and its capabilities so that without resources and rural management should be in line with rural development goals, then the sustainability of tourism A village will be realized.

Importance and necessity of research

Rural tourism management and its role in rural development of Afghanistan is one of the factors of development of rural tourism industry which is of special importance and plays a huge role in the development of rural tourism areas. Due to its tectonic features, Afghanistan is one of the most important centers of rural tourism in terms of nature and has many scenic areas around it. Although this country has not been properly planned and exploited by managers, because of this, tourists are facing problems due to the lack of facilities and services and welfare, to become a favorable space for citizens' leisure and tourist recreation. On the other hand, it can be effective in developing Afghanistan's economy.

The necessity of research is that no comprehensive scientific research has been done so far on the study of rural tourism management and its role in rural development of Afghanistan. Therefore, by researching this issue, it is possible to take an effective step by identifying and examining the capabilities and potentials of rural tourism in Afghanistan and by providing appropriate solutions for the development of rural tourism, and to attract the attention of leaders and managers to develop and contribute to economic growth Kiriye.

Research goal

The main goal of the research

A study of rural tourism management and its role in rural development of Afghanistan.

Sub-goals of the research

1. Identify the role of rural tourism management in rural development in Afghanistan.
2. Identifying appropriate rural tourism strategies for the development of rural Afghanistan.

Research question

The main question

What is the role of rural tourism management in the development and empowerment of rural Afghanistan?

Sub-questions of the research

1. What is the role of rural tourism management in the development of rural Afghanistan?
2. What are the appropriate rural tourism strategies for the development of villages in Afghanistan and Judea?

Research history

The researcher has studied the research background and views of various scientists, especially issues related to the development of rural tourism. Research and studies by various researchers and scientists in this field are increasing, so in order to achieve findings and results related to the subject of research, the history of this research from books, articles, quarterly, dissertations and various centers have been reviewed. Is. Some of them are briefly mentioned as research background.

Rural tourism is an ancient phenomenon that has existed for a long time in human societies and has gradually reached its

current technical, economic, social and ecological (environmental) issue during various historical stages (Rezvani, 2000, 17) ^[10].

Rural tourism the phenomenon of tourism is rooted in movement and is an integral part of human life. Therefore, it can be said that the history of the tourism industry is probably as old as human activities and only its forms and goals have been different. Tourism is based on the main factor of travel and transportation. As a result, its changes are subject to various changes, such as changes due to travel motivation and means of transportation. Travel is in human nature, man has been created and has such a existence that he has to travel. In general, the most important factor in the development of rural tourism was the rapid increase in self-ownership. Today, in many countries of the world, rural tourism has attracted the attention of a large number of tourists that embraces pre-Islamic and post-Islamic civilizations, as a mountainous country and connecting the lands of South, West and Central Asia, has been considered by tourists since ancient times. Is. Afghanistan is also involved in this process and after (1329 which according to 1950 AD) became one of the world's tourism centers and people with excellent culture warmly welcomed their guests. It was at this time that the leaders of the Afghan government realized this important industry and at the end of the year (1337 AH, which according to 1958 AD), the late Abdul Wahab "Tarzi" established a tourism office in the Ministry of Culture and Information, which was one of the official government offices. The World Tourism Organization (RFE / RL) of Afghanistan became a member of the World Tourism Organization in 1358, according to 1979. Introduced Afghanistan to the world in terms of civilization, history, culture and cultural heritage. In the year (1350 AH, according to 1971 AD) tourism was an important source of income and exchange of foreign currency and annually (about 90,000 to 120,000 tons) tourists visited Afghanistan. The tourism industry in Afghanistan was officially formed half a century ago in order to introduce the glories of Afghanistan and the civilization of this ancient land. It was published in magazines and tourist guidebooks of parts of Afghanistan. The mentioned office was replaced by the "Department of Tourism" which was under the supervision of the Ministry of Information and Culture of the country, which is still working under the supervision of the Ministry of Information and Culture (Tourism Office, 2010, 5, 7).

Rural tourism; It is one of the oldest activities that humans have done and has existed in various forms at different times. Although the level, volume and reasons for doing so have been different from today, but this activity has long existed as a human activity and a kind of human interaction with the environment. Today, rural tourism as one of the important sub-sectors of the tourism industry has received a lot of attention and has become increasingly important in the process of globalization. This part of tourism, with the possibility of preserving ancient values, beliefs and customs, can disseminate the values and traditions of communities at the national and local levels. More importantly, rural tourism provides sustainable and integrated rural development by creating employment and income opportunities for local residents and developing infrastructure. Rural areas are often considered important tourist destinations due to their many historical and cultural attractions. Villages are considered as tourist destinations due to their livelihood facilities, quiet environment, far from

pollution and having natural attractions. The importance of rural tourism in terms of economy and job creation is such that it can be considered as an economic driving force of any country. Movement and travel of people to rural environments other than the usual place of residence, in order to gather information, gain experience and provide a set of desires that motivate travel is considered rural tourism. One of the most important factors in the development of rural tourism in any region is how to manage these activities. Management includes a systematic approach in which the dynamics of tourism in the context of supply and demand with emphasis on sustainability is considered (Papli Yazd, 2006, 196) ^[5].

Definition of rural tourism: the word tourism is the Persian equivalent of the word Tourism in English, French and German, which is translated into tourism in Persian. The root of this word is derived from the Greek and Latin term *Tornus*, one of the meanings of which is to wander or explore, and with the suffix *ism* or *Gary*, it has become the source name of Tourism. In his definition of tourism, Kottelman considers distance and economic aspects. He defines tourism as a short journey that starts from the starting point and finally returns to the same point, and during the journey, based on a special program, he visits various places and places and defines the large amounts of currency that tourists spend. In March 1993, the United Nations Statistics Commission accepted the definition of tourism provided by the World Tourism Organization. According to this definition, tourism is: "a set of activities of people who travel to places outside their place of residence and work for leisure, recreation, sports, sightseeing, business, culture, and more than one consecutive year they do not stay in those places. In general, a trip that is done with the above motives and follows a stay of at least one night in the destination is called a tourist trip".

Rural tourism planning: Planning is the organization of the future to achieve specific goals. About 20 years ago, the key goals of tourism planning were summarized as follows: "Provide opportunities that are available to the tourist to have satisfying experiences; and at the same time, providing a tool to improve the lives of residents in destination areas »Williams has recently set several general goals for tourism planning. He stated that tourism planning can help control and shape tourism development patterns and one of the key elements of the tourism planning process is decision making (Mason, 2011,121) ^[21].

Theoretical foundations of research

The researcher has studied the theories and views of various scientists, especially issues related to the development of rural tourism. The following are some of the theories of Asian and European scientists in the field of tourism development:

Mustafa, Hallaji Sane in (1997) ^[8] in his book, tourism and its importance, presents his opinion as follows: It can be seen interesting examples of various tourist attractions. Despite all the attractions and talents, so far these attractions have not been fully or completely fertilized. Sources (Hallaji Sane, 1997, 184) ^[8]. Mohammad Reza, Pourmohammadi in (2003) in his book entitled, Rural Land Use Planning, Nazarkhodra states: It has economic growth. Because by creating the main jobs, sub-jobs are also formed. Of course,

each of them needs certain lands for activity in their settlement".

Mahdi, Kazemi in his book (Tourism Management) in 2007, presents his opinion as follows: Travel, during and after the trip, as well as related facilities, facilities and planning.

The purpose of early tourism research was to collect data to predict and calculate the economic benefits of this industry, because tourism as a service industry, especially for countries that lacked other resources, was considered a tool for economic development (Kazemi, 2007, 76) ^[19].

Bahram, Ranjbaran in (2009) ^[11]. in a book entitled, Services of the tourism industry, presents his opinion as follows: "Tourism and accommodation centers that are necessary and indispensable to each other. This means that although accommodation in accommodation is not the main goal of a tourist, but without the provision of accommodation facilities, there is no desire to visit an attraction. Thus the demand for the use of accommodation facilities is a derived demand. Of course, there are exceptions to this rule. Sometimes accommodation conditions are provided in a historical building, and visiting the building itself is the main goal of the tourist. Providing accommodation facilities that the hotel industry creates, includes organizations and facilities that are one of the dynamic parts of the tourism industry (Ranjbaran, 2009, 89) ^[11].

Hajinejad, Ahmadi in (2010) ^[1] in his scientific article entitled "Economic effects of tourism on rural areas Nazarkhodra states:" Today, the need and serious attention to tourism as a leading industry and a new phenomenon in life The machine of the 21st century is very much felt and its importance in the world is increasing day by day " (Ahmadi, 2010, 13) ^[1].

In 2010, the World Tourism Organization in its book, National Planning and Tourism Region, presents its opinion as follows: "Tourism is a relatively complex activity that includes several sectors of the economy and society. This is not possible without the role of managers and planners and will cause unwanted and unexpected injuries. But now tourism is a relatively new activity in many countries. Governments, and often the private sector, have little or no experience in how to properly develop tourism. In countries where tourism is not very prosperous, managers and planners can provide the necessary guidance for tourism development " (World Tourism Organization, 2010, 231) ^[12]. Ismail, Ghaderi in 1971 ^[14, 17]. in his book entitled, Rural Tourism Development, writes: "Rural tourism includes all kinds of recreational activities and leisure. By receiving services such as food, accommodation and local products from local residents in a place that is considered in terms of current laws and regulations of the country or in terms of economic and cultural nature of the village".

Abdulreza, Farji Rad in (2010) his scientific article entitled "Analytical approaches in the sustainable development of rural tourism" writes: "Planning in relation to sustainable rural tourism also includes three levels (market, rural growth and Local communities). Each of these levels, considering the considered capacity, in the framework of tourism sustainability should be planned in such a way as to provide the optimal functioning of the rural tourism supply and demand system".

Hussein, Khodaei in (2011) ^[9] in his book entitled, The role of rural tourism in the sustainable development of cities, writes: And economic stability means that development is

done economically high so that the necessary monitoring and control is applied to resources and it can be maintained for future generations (Khodaei, 2011, 5) ^[9]. Rokn Din, Eftekhari 1978 ^[3], in his book entitled *The Role of Rural Tourism in Rural Development*, writes: Other tourism can be such as cultural tourism, historical tourism, religious tourism, etc. one of the types of tourism that is closely related to rural tourism (Eftekhari, 1978, 71) ^[3].

Rahim, Heidari (2010) ^[7, 22] in his book entitled, *Fundamentals of Rural Tourism Industry Planning*, writes: "The definition of the Organization for Economic Cooperation and Development of rural areas makes it somewhat difficult to define the territory of rural tourism. According to the definition of this organization, rural areas include people, land and other resources in the suburbs and small houses that are outside the scope of economic influence of rural centers " (Heidari, 2010, 191) ^[7].

The theoretical framework of research

In the framework of the theory of this scientific research article, the theory World Tourism Organization and Mostafa Hallaji Thani has been used. In the theoretical foundations of this scientific and research article, the theories of scientists such as: Bahram, Ranjbaran-Rahim, Heidari-Hossein, Khodaei Mehdi, Kazemi-Mostafa, Hallaji Thani-Hajinejad, Ahmadi-Mohammad Reza, Pourmohammad and the theory of the World Tourism Organization about the role of management in the development of rural tourism industry. These theories can interpret and explain part of the subject of this research. However, according to the researcher, using the theory of the World Tourism Organization and Mustafa Hallaji Thani as the theoretical framework of this research can well explain the rural tourism management and its role in the development of Afghanistan's rural tourism industry and answer the main questions of the research. Satisfactory. Using the theory of the World Tourism Organization, the basis of the framework of the subject of his research can be analyzed and interpreted.

In the book, National Planning and Tourism Region, the World Tourism Organization (2010) ^[12]. Presents its opinion as follows: "Tourism is a relatively complex activity that includes several sectors of the economy and society. This is not possible without the role of managers and planners and will cause unwanted and unexpected injuries. But now tourism is a relatively new activity in many countries. Governments and often the private sector have little or no experience in how to properly develop and develop tourism. In countries where tourism is not very prosperous, managers and planners can provide the necessary guidance for tourism development.

Therefore, the basis of this research is based on this theory because rural Afghanistan has its own natural and cultural attractions that these attractions are not yet fully believed and there are many problems in the efficiency of these attractions. On the other hand, it needs proper and healthy tourism management to remove all obstacles and problems in the development of tourism in rural Afghanistan.

However, today the rural tourism industry, as one of the most important industries for tourism development, creates great cultural, social and economic opportunities for Afghanistan. This industry is important in the spatial, cultural, social and economic structures of the present era of rural tourism; one of the important goals of rural tourism

management is in the field of rural tourism. Because the development of rural tourism by improving the quantitative and qualitative dimensions with maximum efficiency can be one of the most important activities of the executive management of Afghanistan in the present era. Competition for the development of rural tourism according to the needs of tourists, along with strengthening the participation of the private sector and citizens in meeting these needs, as well as the creation of different testing grounds in this area should be considered and planned by the executive management of rural tourism. Existence of domestic and foreign propaganda in the field of recognizing rural tourism in Afghanistan, development of cultural, social, economic and dynamic centers of rural tourism, training of specialized personnel in our society can be very effective in the development of rural tourism. Changing the attitude of officials, citizens and villagers towards attracting tourists, providing appropriate treatment to these guests, controlling the problems and difficulties of tourists, paying attention to the process of providing information needed by domestic and foreign tourists can be one of the most important factors in rural tourism development. One of the most important reasons for governments and planners to pay attention to rural tourism is its economic consequences for the region.

Research methods

In this research, an attempt has been made to study rural tourism management and its role in the development of rural Afghanistan with scientific criteria using a descriptive and analytical method based on documentary and library studies (books, articles, and magazines, quarterly) is used.

Research type

This scientific research article is a descriptive and analytical research based on documentary and library studies. An attempt has been made to study rural tourism management from domestic and foreign sources and its role in the development of rural Afghanistan with scientific criteria.

Research field

Since the subject of this scientific research article is the study of rural tourism management and its role in rural development of Afghanistan. In this research, the research field consists of Kabul city libraries, internet, domestic and foreign resources, rural tourism areas, in terms of nature, culture, etc., which have many capabilities and potentials to attract domestic and foreign tourists. Has been researched.

Research data collection tool

In this research, the library to collect information and information using internal and external sources (books, articles, and magazines, quarterly) has been done by taking notes.

Research findings

Geographic analysis: Geography studies the methods of organizing terrestrial space and the scattering of shapes and populations on the Earth's solid crust. Geographical dimension: Tourism is defined as the activity of leisure or recreation in a normal residential place. The concept of tourism from a geographical perspective includes nature tourism patterns. These patterns in the context of transferring ideas and ideas from one generation to another or from one group to another, with a cultural perspective in

any geographical environment based on heritage and social and technical realities that technically rural tourism includes human movement. To see special tourist attractions such as tourist places, aesthetic and cultural signs, and shows, which are located outside the usual place of residence (Papli Yazdi, 2006, 56) ^[5].

Tourist: The World Tourism Organization defines a tourist as: "A person who travels to a country other than his homeland or place of usual residence for a period of time, at least one night and less than a year, and his purpose is not to work and earn income.

Rural tourism green space: Rural green spaces are a type of rural land use areas with man-made vegetation that have both social and ecological efficiency. Ecological efficiency means beautifying rural areas, reducing ambient temperature, producing oxygen and increasing soil permeability to various types of rainfall. On the other hand, green space has a social efficiency that the general public and tourists can use.

Rural tourism management: Rural management is a broad organization consisting of effective and relevant formal and informal elements and components in various social, economic and physical dimensions of rural life with the aim of managing and guiding comprehensive and sustainable development of villages, which has an organization. It is extensive and plays the most important role in the success of rural development projects and meeting the needs of the population, the flow of traffic in rural areas, rural welfare, housing, land use, recreation, culture, infrastructure and the like. Rural tourism management includes policy-making, resource allocation, implementation and operations. Rural tourism management is the organization of factors and resources to meet the needs of tourists in rural areas (Exchange, 2000, 81) ^[15].

The role of rural tourism management: For better cohesion of life, people need management to make the best use of their lives. Therefore, in order to develop tourist places, there is an urgent need for tourism management and its role in this industry. So we can say that to develop the tourism industry, we first need regular planning. By creating the same background and by providing appropriate solutions, this industry can be developed, and at the same time, the field can be created for job creation (Sajjadi, 1977, 29) ^[13].

Rural tourism economics: Rural tourism has become an important resource for the growth and development of the global economy. They can be employed in this field (Rezvani, 2000, 61) ^[10]. Among the numerous benefits of expanding rural tourism are the following:

1. Diversity of rural economy along with other economic sectors.
2. Raising the income levels of rural households.
3. Creating a sense of pride and pride among local people towards their culture and civilization.
4. Increasing new consumers of agricultural products.
5. Helping Revival and development of local traditions, arts and industries.
6. Progress in improving culture, communication and understanding within the region.

7. Increasing long-term sustainability for agricultural trade.
8. Understanding and paying more attention to the importance of maintaining the used lands.

Rural tourism management and its goals

1. Rural tourism management is to create a healthy tourism environment for all, along with social justice, economic efficiency and environmental sustainability.
2. Rural Tourism Management Ensures that the components of the system are managed in such a way as to enable the day-to-day operations of a village, which facilitates and encourages all types of economic activities and residents to meet basic needs. Enable yourself in housing, access to facilities and services and income generation opportunities. The term rural tourism management has moved to a richer and newer meaning. The term no longer just means systems for control, but a set of behavioral connections
3. One of the most important goals of rural tourism management is to improve the working and living conditions of the resident population in the form of various social and economic groups and to protect the rights of citizens, encourage sustainable economic and social development and protect the physical environment.
4. Rural tourism management increases competitiveness and sustainability.
5. Maximize the share of tourism in creating rural employment opportunities.
6. Creating a suitable platform for attracting the participation of the private sector, cooperatives and directing private capital for the development of rural tourism activities.
7. Carrying out studies in the field of providing a suitable platform for the construction of rural tourism infrastructure.
8. Expand historical, cultural research and efforts to identify and document historical, cultural and religious monuments and buildings.
9. Efforts to increase the stay of travelers in rural areas as their tourist destination.
10. Development and organization of natural, historical, religious and sports tourism in villages.
11. Establish an effective system for managing tourism resources based on the principle of tourism.
12. Establishing relations between Central Asian countries as target markets for sustainable development tourism in the development of information technology and its application in the rural tourism industry.

It can be concluded that the rural tourism management, while having a plan for the current status of urban tourism places and overcoming its problems, should formulate future plans for rural tourism places and based on them to draw an ideal future that Based on the facts and conditions of time and place. Because rural tourism management should be the guardian of rural tourism places and the interests of citizens.

The village is a source of tourism development. Rural tourism management has a very important and decisive role in the process of tourism development and improvement of rural settlements. From another point of view, tourism management can be considered in the direction of a lawful and sustainable development. How to manage the desired

flow of rural life can play the most important role in improving tourism and its development (Shiite, 2003, 37) ^[14].

The importance of rural tourism planning

To succeed in tourism management and development, tourism planning at all levels is essential. The long-term experience of many tourism regions of the world has shown that the planned method for tourism development can bring benefits without creating problems and maintain satisfactory tourism markets. Places where tourism develops without planning often face social and environmental problems. These issues are detrimental to residents and unpleasant to many tourists, causing trade problems and diminishing economic benefits. These uncontrollable tourist destinations cannot compete effectively with planned tourist destinations. They are usually redeveloped in a planned way. This requires more time and financial investment. Therefore, in the framework of national and regional planning, more detailed plans can be prepared for tourist attractions, recreation areas, and the development of rural tourism (World Tourism Organization, 2010, 11) ^[12].

Rural tourism opportunities

Rural tourism industry is a phenomenon that is related to different parts of the rural structure. In fact, in our society, one of the problems of this industry in the field of rural management is that the scope of this activity is not clear to our rural organizations, so countless groups of rural institutions and organizations have taken responsibility for this, and each in turn provides services to tourists. In a simple classification, Johnson Werbeck outlines the primary and secondary elements of rural tourism for the provision of services: Secondary elements that include shopping facilities, accommodation, food, tourism transport companies. Qualitative elements that are known as additional elements and include facilities for access to various places such as to fufhs, informing travelers and visitors (Kazes, 2003, 79) ^[18].

Tourist loyalty: In general, customer loyalty is important in many ways. Loyal customers help the organization determine the predictable sales flow and increase profits. In addition, customers who are familiar with the organization's brand are more likely to recommend it to friends and relatives and influence the organization's product feedback and evaluation cycle, and these are critical in today's business environment.

Tourist satisfaction: Today, manufacturing or service organizations consider customer satisfaction as an important criterion for measuring the quality of their work, and this trend is still increasing. Customer importance and satisfaction is something that goes back to global competition. Customer satisfaction is the cumulative experience of buying and consuming a commercial customer. Customer satisfaction is affected by two factors: expectations and service performance. Customer satisfaction is defined as the feeling of happiness or discouragement of a person as a result of comparing the results received with his expectations (Masoumi, 2006, 46, 45) ^[20].

Rural tourism charter

- Encourage and facilitate the work of those in charge of heritage preservation and management (cultural and

material heritage) in order to show the importance of heritage to the host community and visitors.

- Contribute to the development of the tourism industry to support and manage tourism in ways that respect the living heritage and cultures of the host community.
- Facilitate and encourage dialogue among environmentalists in charge of the tourism industry about the importance and fragility of heritage sites, collections and living cultures to achieve a sustainable future for tourism.
- Encourage the developers of plans and policies to form goals, comprehensive and measurable strategies related to the presentation and explanation of tourist sites and cultural activities in the field of their preservation and maintenance.
- The formation and development of tourism in a region and depends on the cultural provision and attractiveness of existing places in that region (Papli Yazdi, 2006, 56) ^[5].

Rural tourism development strategy

Rural tourism is not a general solution to all the pain, problems and issues of rural areas, but it is one of the methods that may have important economic effects and can somehow slow down the process of evacuation of rural settlements and reduce migration of rural population. To help. Tourism growth as a strategy for rural development is a relatively new thinking that local policymakers in rural communities have realized the importance of this industry; but they do not have enough experience to implement it. Rural tourism has also been introduced as the driving force of rural development and the following reasons have been provided for it:

Rural tourism, like any export activity that is organized and developed, is also a source of employment and income.

Rural tourism, unlike other goods, services and agricultural products such as food, fishing, clothing, textiles, etc., acts as a generator for a large number of economic activities.

Rural tourism exploits rural areas or natural phenomena that have no documentary value and equates them with the extraction of resources or industries such as oil and mining.

Rural tourism increases the demand for handicrafts, traditional arts and activities that require more labor. Rural resources such as nature and culture that cannot be used for other economic activities. Used, even in rural settlements that do not have agricultural land and are located in mountainous areas, by exploiting cultural and natural resources can help rural development (Mason, 2011, 47) ^[21].

The results and studies of the library of this research have shown that tourism management, especially tourism development, needs to consider the economic benefits and social consequences of tourism. Because the tourism industry includes various activities and is directly and indirectly related to the economic, social and cultural sectors. Therefore, one of the main factors that contribute to the development of rural tourism in Afghanistan is the comprehensive study of positive and negative effects and the regional view on the development of rural tourism in Afghanistan by tourism managers in coordination with other responsible bodies. It seems that rural tourism management has a significant role in the development of rural Afghanistan.

A review of the library's findings has shown that comprehensive tourism planning has not been done for the

development of rural areas in Afghanistan using tourism management, as well as preparing the community for the reception of tourists, which is one of the main parts of rural tourism development. Is not done. One of the most important factors influencing the development of Afghanistan's rural tourism industry is the existence of a strong organization that has sufficient authority and can decide and coordinate in various fields related to this industry.

Conclusion

Afghanistan, with its rich history and culture, nature and various climatic conditions, has the ability to be located in a suitable place, the most attractive tourist destinations in the world. However, in some provinces of Afghanistan, which are important tourist destinations, tourists and tourists cannot travel to Afghanistan for this purpose due to security reasons. The wars of the past few decades in this country have severely affected the important tourism industry and it is no longer the prosperity of the past.

Different regions of Afghanistan have the potential to attract tourists and if the tourism management pays attention, this industry can become the most important source of income. If security problems are resolved and peace is restored in Afghanistan, the country will once again see the presence of tourists and the revival of the tourism industry.

According to the research, the role of rural tourism management in the development of rural Afghanistan is very weak. The development of this industry requires attention to cultural values, political, social and economic growth, including the main factors that cause the development of Afghanistan's villages can be the study of villages by the authorities, which leads to the development of this industry, which has not been done in this area.

The goal of this study is to identify rural tourism management and its role in rural development in Afghanistan. With the use of tourism management, little attention has been paid to the development of rural Afghanistan; people are not ready to receive tourists, which shows the weak rural tourism management and its role in the development of rural Afghanistan. Also, appropriate solutions for the development of rural tourism in Afghanistan have not been designed and implemented due to the existence of security problems, information and awareness for the people regarding rural tourism has been done very little. According to the research, we conclude that there is currently very little effective relationship between rural tourism management and its role in rural development in Afghanistan. Because in the field of creating appropriate and quality services in residential centers, increasing the level of awareness of the people, etc. which can be effective in the development of rural tourism, proper and comprehensive work and activities have not been done. And the role of rural tourism management in the development of rural Afghanistan is very weak.

Informing and raising public awareness about the development of rural tourism in Afghanistan is very low due to the existence of political, security, economic and cultural problems. Because so far very little action has been taken in this area by the rural tourism management in Afghanistan.

References

1. Ahmadi, Hajinejad. Economic effects of tourism on rural areas. *Journal of Geography and Planning*. Iran: *Journal of Geography and Planning* 2010;4.
2. Tourism Administration. History of tourism, Kabul.

- Journal of the Ministry of Information and Culture 2010.
3. Eftekhari, Rokanuddin. The role of rural tourism in rural development. Iran: Scientific Publications 1978.
4. Alwani, Seyed Mehdi. Principles and bases of tourism. Tehran: Mostazafan Foundation Publications 1994.
5. Papli Yazdi, Mohammad Hossein. The nature and concepts of tourism. Iran: Samat Publication 2006.
6. Pour Mohammadi, Mohammad Reza. Rural land use planning. Tehran: Samat Publishing 2003.
7. Heidari, Rahim. Fundamentals of Rural Tourism Industry Planning. Tehran: Samat Publications 2010.
8. Hallaji Thani, Mustafa. Tourism and its importance. Tehran: Moin Publishing 1997.
9. Khodaei, Hossein. The role of rural tourism in sustainable urban development. Iran: *Journal of Islamic Azad University, Hamadan Branch* 2011.
10. Rezvani, Ali Asghar. Geography and tourism industry. Iran: Payame Noor University Press 2000.
11. Ranjbaran, Bahram. Tourism industry services. Jaldavol, Iran: Isfahan, Chaharbagh Publications 2009.
12. World Tourism Organization. National planning and tourism region. Translator, Mahmoud Abdolzadeh. Iran: Manzoomeh Publications 2010.
13. Sajjadi, Ali. Investigating the factors hindering the development of rural tourism. Scientific Article, *Quarterly Journal of Tourism Studies*. Iran: *Journal of the Department of Tourism* 1977.
14. Shiite, Ismail. The need for the transformation of rural management in Iran. *Journal of Geography and Development*. Iran: *Journal of Geography and Development* 2003.
15. Exchange, Muzaffar. The concept of the basics and challenges of rural management. *Rural Management Quarterly*. Iran: *Rural Management Quarterly* 2000.
16. Faraji Rad, Abdolreza. Analytical approaches in the sustainable development of rural tourism. Scientific Article, *Geographical Quarterly of the Land*. Iran: *Journal of the Geographical Quarterly of the Land* 2010.
17. Qaderi, Ismail. Rural tourism development. Iran: Ney Publications 1971.
18. Kazes, George. Urban tourism. Translated by Salahuddin, Iran: Shahid Beheshti Publications 2003.
19. Kazemi, Mehdi. Tourism management. Tehran: Samat Publications 2007;1.
20. Masoumi, Masoud. The nature of tourism. Iran: Kosar Courier Publications 2006.
21. Mason, Peter. Tourism Planning and Management Effects. Translator, Roozbeh Mirzaei. Tehran: Termeh Publications 2011;1.
22. Yaqubzadeh, Rahim. Cultural tourism and appropriate ways to promote it in the Islamic Republic of Iran. Tehran: Sociologists Publications 2011.