

Surveying of the rural women's role in household and village economy based on the tourism approach

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Nowadays, the main concept of the rural women's role is unfortunately dedicated to housekeeping and children rearing, while the observation shows that if their activities is not more than men's, it will be not less than theirs. Actually women have a key role in economic production and reproduction in villages. In Iran, the main economic/social rural women's activity is more focused on three parts: agriculture, rural industries and rural services. On the other hand one of the industries that can help the women's occupation, is related to the tourism industry. Unfortunately, according to the published statistics, women playing minor role in tourism industry, so that their participation is only 23 %, while their share in hidden occupation sometimes reaches 70%. Accordingly, the writers of this paper besides emphasizing the importance of the women's role in household and rural economy based on tourism approach, try to survey and explain the most significant challenges that the women faced in the way of being present and participated in household and society dimension, through measuring research by applying interviewing and observation tools and also reviewing the past studies and experiences. More than that, through analyzing the presented models and patterns, some solutions are suggested in order to reach the right position for women in both household and rural dimension. Therefore we found that the main challenges in this field is ignoring the impressive women's role, most of their activities is not properly paid and also their employment in lower jobs like services and servants in tourism industry. Some of the more important solutions are: holding justification classes and training the rural women in systematic ways, improving and promoting rural industry in order to make attraction for tourism and also the necessity of moral and financial supports of women's productions. These factors cause household economic prosperity and make the settings appropriate for their participation in rural dimension.

Key words: rural women, tourism, participation, household and rural economy, promotion trainings.