



Analysis of rural tourism with a gender approach from the perspective of the host society (case study: yasechay county)

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Diversifying the economy, enhancing human development indicators, to prevent migration from rural areas, increasing productivity and efficiency in human resources, employment, the environment and the interaction of cultures and discourses that concern the world today To achieve sustainable development, seeking new ways to provide optimal Gzydarhavy such as rural tourism. Experts doubt the indispensable role of women in rural development processes do not. This study seeks to analyze and explain the gender perspective of the host society groups on the development of rural tourism activities in rural areas in the South West of Iran. Methodology of the study, both quantitative and qualitative, a quantitative survey with a qualitative case study that the method is done. The required data are collected through questionnaires and semi-structured interview. The qualitative part of the study sample, 19 people in the little village of 134 people, men and women or yasechay city is settled in ChaharMahal and Bakhtiari. The results of the differences between male and female perspectives on reasons for agreeing with the tourists, incentives and changing social roles of women's participation in work activities related to tourism development in the region. The results show the formation of the native structure are in activities related to tourism, which today is known worldwide as a tourism entrepreneur.

Keywords: tourism, rural, sex, women, rural tourism entrepreneurs, or yasechay.