



The effective factors on local community's satisfaction of rural Tourism: The case of KohbadDo Village in the Izeh Township

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Since Access to desired support for the rural community seems essential to tourism development. Therefore, this study aimed to explain the effective factors on local communities' satisfaction of rural Tourism in the village KohbadDo is. This study used a descriptive – survey method. Statistical population of the study consisted of all households living in rural (N=240). By using the table of Morgan the sample size was determined (n=140). The sample was chosen through Random sampling technique. Data were collected using a questionnaire. The questionnaire's face and content validity was confirmed by a panel of agricultural extension and education experts. Reliability of the questionnaire was conducted and confirmed using Cronbach's alpha (α : 0.86- 0.92).The data has been analyzed by using SPSS program. The results showed that, most villagers are expected tourism make Money for their caused. Results also showed, most villagers creating employment opportunities in rural and state agencies and departments pay more attention to rural as the value and quality of tourism in rural areas have received. Regression analysis showed that perceived value of tourism explaining 17 percent of the variance of Satisfaction of rural tourism.

Key Words: Rural tourism, satisfaction, satisfaction of the American model, village KohbadDo.