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Rural Development Strategies Considering Environmental Potencies Using SWOT Analytic Model (Survey of Central Sector of Dezful)

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ABSTRACT

Assessing the environmental potentials is nowadays known as one of the basic discussions of economic and social programming and urban and rural plans. In order to plan and develop villages in the central part of Dezfoul town, the recognition of internal effective factors (strengths and weaknesses) and external effective factors (opportunities and threats) is inevitable to remove weaknesses and threats and improve strengths and opportunities. To this aim, in this research, the most important strengths, weaknesses, threats, and opportunities must be determined and then, the priorities must be defined after giving each of these factors weight, calculating, and analyzing them by distributing questionnaires among family heads (people) and local managers (council members); this way, proper strategies for development and planning in villages will be formulated. In this regard, the total number of 56 strengths and opportunities were identified as advantages and 76 weaknesses and threats were identified as the limitations ahead in the area under the study. Consequently, it can simply be said that regarding the strengths and weaknesses in the region, there are many threats and weaknesses and the area has a high level of vulnerability in terms of rural development; therefore, correctly and logically planning at the level of the region is quite necessary.

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INTRODUCTION

The establishment of balance between economic equipments and opportunities in cities and villages and also the creation of proper conditions for people's vast participation in attempts aiming for national development and using its advantages help developing countries take a huge step to realize the real meaning of development [8]. The issue of rural development was generalized mainly due to the failure of technocratic and growth strategies during the 1950s and 1960s in most of the developing countries. During this period, there was an extreme optimism for decision makers and authorities who believed in the increase of production and per capita income through the designed agricultural and industrial plans. The historical experience, however, did not confirm this optimism and the success obtained from the plans especially in villages were merely to the benefit of the wealthy class of the society and the local elites; this led to the deepening of the created gap and contrary to their beliefs, the obtained advantages did not help the lower classes of the society. As a result, rural sectors' dependency on city capitals increased. Under such conditions, rural development received attention during the 1970s [3]. The issue of scientifically investigating the villages has always been mentioned as a research field; what has resulted in its necessity, however, is the fact that the immethodical growth of cities and social and economic problems, disorders, and complexities roots from the the instability and falling of rural life [10]. At the beginning of the 21st century, the traditional attitude towards the earth and the relation between the human and the environment was removed and the current relation is now defined based on the principles of sustainable development in line with the anatomical programming, since regional sustainable development as a part of national sustainable development is also based on the logical use of land potentials [9]. The geographical environment possesses particular spatial and place dimensions which are made up of different geographical elements, one of which is villages. In fact, the geographical environment is an organized space which has different perspectives. This difference in perspectives has resulted in the creation of urban and rural communities with different features. The concept of sustainable development was soon found its place in different economic, social, human, and environmental fields. In developing countries and in the third world,

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studying the inequalities and the obstacles ahead of the development was very prevalent [1]. Assessing the environmental potentials as one of the aspects of sustainable development is one of the most important issues emphasized in all development plans of the region, whether urban or rural, such that each new discussion on development is regarded as incomplete without paying attention to the concept of sustainability [4]. Unlike the expansion of management plans and land preparation to economically and constantly use land resources and also regarding the fact that the formulation of regional civil plans have gained many fruitful experiences, the results have not been much successful, since there was no precise and complete relation between the environmental studies and other parts of these plans and if there was, it was not a structural and systematic one. Such a relation would be dynamic and valuable only when all the environmental studies resulted in a precise report titled as environmental potentials which indicated the real limitations and potentials owned by that region; the content of such a report can be used as the base of formulating regional plans and programs. Possessing different and various natural, historical, and religious potentials, Khuzestan province is regarded as one of these development poles. Various agricultural attempts in this province have much potential and they can be very important in regional planing and policy making in order to accelerate rural development. Therefore, assessing development indices in different regions of the province such as the central parts of Dezful town seems necessary. In the area under the study with all all natural, social, and economic potentials and opportunities, there are effects of the industrialization of agriculture in its real concept. There are important lacks and shortages in agricultural infrastructures such as industries converting and completing agricultural products, watering dams, communication roads, etc. throughout the area; poverty is much seen in villages; and villagers' income is not sufficient to cover all the costs.

This research has attempted to investigate sustainable development in rural areas of the central part of Dezful town in terms of economic, social, and cultural factors and eventually, propose some proper suggestions on rural development of the area under the study by considering equipments, potentials, and limitations of the area and also using decision making techniques and methods.

Integrating and analyzing scientific and experimental accomplishments, this research attempts to accomplish the following goals.

- Reaching sustainable development considering the country's 20-year perspective goals;
 - Presenting practical solutions for correct use of the available extensive resources and making sustainable the practical trend of development and removing errors and damages as below: studying the reasons of social and economic inequalities; investigating, researching, recognizing, and identifying sustainable development indices; investigating the available opinions on sustainable development indices; suggesting solutions to create financial and complementary sources for villagers to help them against agricultural crises especially at the time of droughts and natural disasters; exploiting basic resources and taking care of local ecosystem processes and services in a sustainable manner; developing human capitals and resources, developing social and organizational capitals, creating capacity and empowering local economy emphasizing the activities related with agriculture and animal husbandry; improving the level of infrastructures; and supporting services of production in order to cause dynamism and activate the local economy. However, the following questions are mentioned in this regard:
- 1- What is the proper strategy for planning rural development in the central part of Dezful, considering the available environmental potentials and opportunities?
 - 2- How can rural development's strategic plan affect the overall development of the country?
 - 3- Is the sustainability of environmental indices necessary for reaching the strategic goals of rural development?
 - 4- Is the pattern of development plan necessary for reaching rural sustainable development?
 - 5- Is the anatomical spatial approach considered as a part of the comprehensive plan of rural sustainable development?

Literature Review:

Theoretical Basics:

At first, development used to be more discussed by the expressions of evolution and development. Such expressions are mostly seen in works of Herbert Spencer, San Simon, Marx, etc. After time passed, the expression of alternative development replaced development and completion [15].

The prevalence of the current concept of development, as a relative concept, dates back to the 1960s. Before this time, concepts such as reclamation, modification, reconstruction, improvement, promotion, and eventually growth were common. Reclamation had two complete contrary concepts; one was used as a civil and economic concept in European countries, while the other referred to exploiting marginal lands and countries' resources. The second concept possessed a political-economic load and is in fact what has been translated as exploitation in Persian language. In this regard, the two expressions of reconstruction and promotion were mentioned later. The first expression mostly referred to physical improvement and the second expression was used in economic fields and mainly included introduction and expansion of methods of cultivation and harvesting and also the correct use of productive organizations in the agricultural field; it also included general bio-hygienic advices in social fields [10]. Development as an excellent concept is regarded as human accomplishment and an interdisciplinary

phenomenon; it is per se an ideology. Since development is considered as a human accomplishment, it has cultural coordinates in its concept and refers to organic changes [7]. Development is a process which ends in the emergence of a new world, while economic growth may be a fake or qualitative increase at the level of production, distribution, consumption, or income of a society or a nation during a specific time period [14]. Rural development plans are regarded as a part of development plan of each country which is employed to change the economic-social structure of a rural community. Such plans which are applied by governments or their authorities to rural areas are also called social changing based on plans and programs. Such an issue is seen among third world countries where governments play an important role in the revitalization of the society's structure in order to be in line with the political and economic goals. On the other hand, rural development can be known as a factor improving the living conditions of low-income people in villages and their self-provision in the country's macro development trend [2].

Rural Development:

The definition provided by Mahatma Gandhi might be the only definition of rural development which covers all the mentioned aspects. He defined rural development simply as turning a village into a livable place appropriate with the growth of human beings. This definition is certainly general and the particular goals of rural planning must be expressed and defined at different levels and in relation with different aspects of rural communities. These goals must definitely end in the revitalization of organizations, increase of incomes, expansion of welfare, establishment of spatial order, and eventually the improvement of living conditions in rural communities [15]. The World Bank defines rural development as below: Rural development is a strategy designed for improvement of economic and social life of a specific group of people who are villagers. This strategy attempts to expand development advantages and benefits among the poorest people who try to make their ends meet in rural districts. As the World Bank views, the poor in villages include amateur farmers and tenants. In this regard, rural development planning can be defined as proper and mature thinking in order to reach the above mentioned goals [15].

The Concept of Sustainable Development:

Development, meaning the intentional, organized, and planned attempts to reach social and economic development and progression, can be known as the emergent phenomenon of the 20th century. The lack of a precise definition of the term sustainable development has its own advantages and disadvantages. The possibility to reach an overall agreement, remove the divergence and duality between economic growth environment maintenance, and also insert values such as freedom, justice, and equality in this discussion are of the advantages of not having a specific definition. Besides these advantages, the problem of different perceptions on a process (development) and a (sustainable) development state due to the existence of different paths, which are mainly functions of political options at different levels, is mentioned. In addition, different definitions have been presented on development sustainability for different goals. As a result, each of the current definitions possesses their own functional concepts and different questions.

The concept of sustainable development is very broad and vague to some extent which depends on the conditions of different times, places, and societies. This difference is to an extent which is said that the nature of sustainable development is %100 relative and time-dependent, just like the expression of development which implicitly refers to this issue. Furthermore, the complex concept of sustainable development has different and various interpretations. This way, sustainability can be realized as a main concept searching for a new reconciliation between human beings and nature; here, new refers to the balance and correlation between the ecosystem elements (it means that on one hand, sustainability is a totally man-made concept and on the other hand, it is an ecological concept; this is a paradox, since it links the two inconsistent principles, i.e. environmental sustainability and economic development to each other. Taking such an attitude, reaching sustainability can be realized through different ways; therefore, assuming just one particular method and path to reach sustainable development is impossible and incorrect [4]. That is why a holistic approach in sustainable development requires an integrated social, economic, and environmental attitude.

The History of Sustainable Development:

Taking a quick look at the historical background of development will clarify the necessity of paying attention to this issue. Generally speaking, after industrial development during the 1950 and 1960's in Europe, many environmental disorders occurred. The consequences of this development made the environment supporters react against them. In this regard, the first international conference on the environment was held in Stockholm in 1951; eventually, a declaration was announced supporting the environment. Since then, it was common to discuss issues on environment in UNESCO's Biosphere conference, the ecological aspects of development, and the human environment [4]. It must be noted that the emergence of sustainability concept in the 1970's can be regarded as the result of the logical growth of awareness of the issue of global environment and development which was itself affected by factors such as environmental movements in the 1960's, the

publication of books such as the limits to growth by Donald Midez, Silent Spring by Rachel Carson, and the Closed Circle by Barry commoner. Sustainable development is of the most important economic tools to reach the desired level of economic growth and moving towards a generative and trusted economy; this term is used for cases of economic, social, cultural, and environmental sustainable changes in the long term's welfare at all levels of the society. Sustainable development strategy is of the most important and functional issues to reach welfare and improvement in human life considering the maintenance and sustainability of the resources for the next generations.

The Concept of Sustainable Development:

Years before Our Common Future Commission on the viewpoints on human residences which affected programing and planing in theory and practice, a new method was presented and urban perspectives started to change, just like a cocoon. The new paradigm created three main and critical principles which could be used in order to assess new developments. These three principles are: 1- Inter-generation equality; 2- Intra-generation equality; and 3- Global cooperation and supervision. The realization of these three principles requires the attention of all the new developments not only to the current generation's needs, but also the needs of the future generation. Sustainability paradigm is not limited to civil perspectives; agricultural and rural perspectives and those related to resources have been influenced by different degrees of sustainability and their related processes. Sustainability supporters such as geographers, planners, and managers associated with recourses will rely on the development of measurable indices as an instrument for measuring the development towards (or away from) the sustainability.

Review of Literature:

In the recent years, much attention has been paid to sustainable development indices and their related issues by authorities and managers of organizations and many studies have been performed in this regard at different international, national, and regional levels considering the importance of development, rural development, sustainable development, and its goals, which are mentioned below.

Most of the studies in the country on the subject of sustainable development have been conducted by university students and PhD and post graduate students of different branches of geography and sociology majors. Of the available sources in this regard is the book of "rural sociology and underdevelopment" by Azkia in 1990. This book includes major discussions on the reasons of underdevelopment of the third world countries, development schools, and development plans in Iran before and after the Islamic revolution.

In his PhD thesis titled as "assessing sustainability in rural districts emphasizing the economic and social factors, a case study of Tafresh town", Farahani investigated the reasons of sustainability and unsustainability in rural areas and regarded villagers' fast immigration to cities, villages' evacuation, and changes of social and economic structures as the concrete examples of changes in rural communities. The collection of such problems and challenges caused the creation of the current undesired and relatively unsustainable situation; this matter has resulted in the lack of knowledge on the rural community and many undesired ecological, economic, and social consequences in the country. The main approach of this research, in the author's point of view, is the geographical approach, i.e. a comprehensive attitude and a systematic and integrated analysis.

In his PhD thesis titled as "the strategy of sustainable development in organizing geographical spaces emphasizing economic equipments and resources" in 2000, Jalalian investigated Tarom town and taking a sustainable development approach and using methods of residence leveling, attempted to level and classify rural residences.

In his MA thesis in 2005 titled as "processes of sustainability and unsustainability of residential systems in the trend of spacial and location changes in Natanz- Bad Roud rural path", Amini dealt with the reasons of sustainability and unsustainability and emphasized the role of social and cultural features in the field of sustainability and unsustainability; he also paid attention to the trends and orientations dominating sustainability and unsustainability of rural residences considering the environmental, ecological, social, cultural, economic, anatomical, and spatial limitations and equipments.

In his MA thesis in 2003 titled as "poverty and lack of rural development, a case study of Zir Kouh rural district in Chaharmahal and Bakhtiari, Eskandari investigated the role of civil programs and organizations, presenting concepts of development, sustainable development, local knowledge, and depoveritization and then, dealt with the obstacles of depoveritization and rural development in the country, referring to the situation of rural community in Iran. Moreover, he discussed poverty situation in the triple sectors of economy, rural credits, and poverty and classified the available services considering the performance hierarchy in Zir Kouh rural districts.

In his MA thesis in 2004 titled as "leveling development sustainability of villages of Hir using GIS", Aqayari assessed and classified Hir villages' development sustainability considering sustainable development indices based on the features of sustainable systems in the form of sustainable development matrix and also regarding 89 indices; the results indicated the undesired situation of sustainability of the area under the study. In

this regard, the sustainability of the environmental system is stronger than that of social and economic systems. Then, the environmental system is placed the social system acquiring a score close to that of the first system. As can be seen, the economic system has a weaker sustainability in the area under the study.

Research Methodology:

The methodology of this research is descriptive-analytical. Documentary and field studies have been used in order to collect the required base and location data. The research's statistical population includes all the rural residences (47 villages) and all the families living in the central part; 390 questionnaires were distributed at the level of villages at the central part by family heads based on Morgan method. Besides, 30 questionnaires were filled out by some managers of the local villages under the study. Studies of this research have passed through 4 main stages such that the first stage is to acquire basic knowledge on capacities at the scale of a natural, cultural, and social environments, and the supporting infrastructures of the yielded products; the second stage includes analyzing the inhibitive and supportive situation, forces, and factors of development on one hand and the required indices for categorizing the residences and finally, determining the relative advantages on the other. In this third stage, by mentioning the basic strategies of capacity development, the development goals of the area were determined separately and in the fourth stage, based on the acquired knowledge and analysis and also the main interference strategy in the previous stages, the executive program of capacity development and the executive document of development were separately taken into consideration for each main part of the research. In this regard, the required data and information were collected, organized, categorized, and then analyzed using SWOT technique.

The Area under the Study:

Having an area of about 4664.4 square kilometers, Dezfoul town is located at the north of Khuzestan province. This town is bounded by Kohkiluyeh and Boyer-Ahmad and Lorestan provinces on north, Shoush town on south, Andimeshk town on West, and Masjed Soleyman, Lali, Getvand, and Shoushtar on east. Like many towns of Khuzestan, Dezfoul has also hot and humid climate; summers are hot and winters are moderate. The annual rainfall mean is 250 mm and the temperature mean is about 3° C in winter and 49° C in summers. Based on the last state divisions, this town includes 5 towns, 3 sectors, 11 rural districts, and 460 villages with inhabitants. The central part is one of the subordinate parts of Dezfoul town in Khuzestan province in south west of Iran. Having an area of 460.22 square kilometers, this area has been located at the area of 48 degrees, 28 minutes, and 11 seconds to 48 degrees, 38 minutes, and 14 seconds of east longitude and 31 degrees, 59 minutes, and 42 seconds to 32 degrees and 19 minutes and 46 seconds of the north width at the south west of Dezfoul town. According to the last political divisions in 1390, the central part includes two rural districts known as Shams Abad and Qeble'ee. Shams Abad rural district has 25 villages (21 villages with inhabitants and 4 empty villages) and the number of families living in this rural district is 6032 families with 30553 people. Shams Abad rural district has 27 villages (26 villages with inhabitants and 4 empty villages) and the number of families living in this rural district is 5199 families with 25099 people. Furthermore, the central part of Dezfoul town has 5 towns named as Dezfoul, Dazab, Safi Abad, Mianroud, and Shams Abad. This research includes the time period over 2006- 2011.



Fig. 1: The Political Divisions of the Central Part of Dezfoul Town.

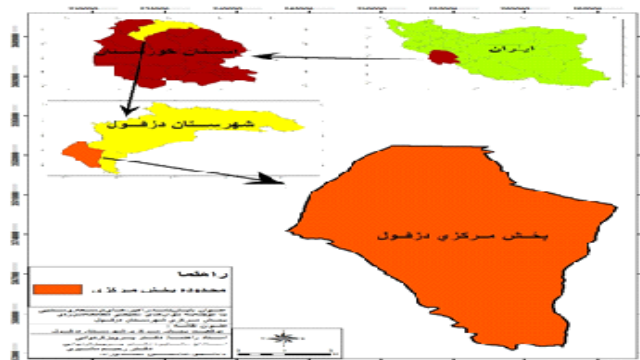


Fig. 2: The Situation of the Central Part of Dezfoul Town in the Country's Administrative Divisions.

Findings:

Weight Calculation:

After field visits and the questionnaires' completion, the main internal factors (strength and weaknesses) and external factors (opportunities and threat) affecting the area under the study were identified and weighted.

Table 1: SWOT Analytical Matrix - Rating and Prioritizing the Strengths of the Central Part.

SWOT Analysis	People			Local Managers		
	Total Weights	Mean Rank	Rank	Total Weights	Mean Rank	Rank
Strength						
1- The High Level of Employment Rate of the Area (84.4%)	1911	4.9	1	147	4.9	1
2- The Low Level of Guaranteeing of the Area (4.21 people)	1833	4.7	2	144	4.8	2
3- The High Percentage of Water Agricultural Lands of the Area Out of the Whole Lands (95.08%)	1872	4.8	3	138	4.6	3
4- The Variety of Agricultural Products' Cultivation in the Area	1365	3.5	20	120	4.01	12
5- The Low Level of water Lands of the Area	1186	3.04	24	91	3.04	23
6- The High Level of Private Exploitation	1170	3	25	87	2.9	25
7- The Possibility of Extending the Agricultural Sector Considering the Area's Potential	1443	3.7	19	117	3.9	14
8- Most Population of the Area's Being Farmers and Their Familiarity with Farming	1131	2.9	26	84	2.8	26
9- The Ideal Condition of Water Resources of the Area	1794	4.6	4	135	4.5	4
10- The Religion in Common Among the Inhabitants of the Villages of the Central Part (Islam Religion and Shia' faith)	784	2.01	35	63	2.1	32
11- High Social Responsibility Among the Inhabitants of the Villages of the Central Part	780	2	36	60	2	38
12- High Inter-Personal Social Trust in the Villages of the Central Part	741	1.9	37	63	2.09	33
13- Average- High Organizational-Social Trust in Villages	788	2.02	34	62	2.05	35
14- Average-High Social Participation of the Villagers in Village-Related Affairs	975	2.5	30	69	2.3	31
15- The Existence of Islamic Council, Governor of Rural district, and Basijan at the Area	897	2.3	31	75	2.5	29
16- The High Level of Cooperation Spirit between People and the Villages' Islamic Council and High Rate of Access to Line and Mobile Phones	819	2.1	32	61	2.02	37
17- Young Population and the High Rate of Active Population	1482	3.8	18	105	3.5	18
18- The Decreasing Trend of the Family Role in the Last 10 Years	585	1.5	38	57	1.9	39
19- The Relative Increase of Population Accumulation During 1355- 1385	792	2.03	33	78	2.6	28
20- The Low Rate of population's natural growth in 1385	507	1.3	39	42	1.4	
21- The Relative Gender Balance and the High Rate of Immigration from Other Villages	1053	2.7	28	81	2.7	27
22- The Placement of more than %90 of the Central Part's Area at Heights Less than 100 m which has the Potential for Rural Development	1755	4.5	5	120	4	13
23- The Placement of more than %90 of the Central Part's Area at Steeps Less than %8 which has the Potential for Rural Development	1583	4.06	13	108	3.6	17
24- The Short Frost Period at the Area	1572	4.03	14	114	3.8	15
25- Having Relatively Moderate Climate	1564	4.01	15	91	3.09	21
26- Having Humid Climate in Major Parts of the Area	1560	4	16	99	3.3	20
27- Having Enriched Surface Water Resources	1716	4.4	6	132	4.4	5
28- The Placement of a Major Part of the Area in Plains which	1677	4.3	7	129	4.3	6

Have the Potential for Agricultural Activities						
29- The Variety of the Available Land Units at the Area	1587	4.07	11	123	4.1	8
30- The Existence of Valuable Natural Attractions For Tourism Activities	1521	3.9	17	111	3.7	16
31- The Existence of Valuable Species of Plants and Animals	1092	2.8	27	78	2.07	34
32- Wild Life Shelter and the Protected Area	1014	2.6	29	72	2.4	30
33- The Non-Occurrence of Natural Disasters such as Earthquakes in the Last Decades	1193	3.06	23	102	3.4	19
34- The Existence of Islamic Council in Many Villages of the Area	11209	3.1	22	90	3	24
35- The Existence of Electricity Networks in all Villages of the Area	1571	4.03	12	123	4.09	9
36- All Villages Having Running water	1595	4.09	9	126	4.2	7
37- The Existence of Healthy and Filtrated Water in Many of the Villages	1591	4.08	10	122	4.08	10
38- The Existence of Paved Roads in Many of the Villages	1638	4.2	8	122	4.05	11
39- The Existence of Comsat and communication networks in Many Villages of the Area	1287	3.3	21	92	3.06	22

SWOT Analysis	People			Local Managers		
	Total Weights	Mean Rank	Rank	Total Weights	Mean Rank	Rank
Weakness						
1- The High Rate of Agriculture Portion in Comparison with Gardening	1131	2.9	36	75	2.5	37
2- The High Rate of Male Users' Portion	1053	2.7	38	87	2.9	34
3- The Low Rate of Corporate Use	1521	3.9	20	99	3.3	25
4- The Limitation of Educational and Promotional Courses for Users	390	1	47	30	1	48
5- The Low Rate of lands Covered by Pressure Irrigation Systems	1482	3.8	21	114	.8	19
6- The Low Level of Credits Received by Farmers from the Government	1911	4.9	2	120	4.7	3
7- The Low Level of Assurance of Agricultural Products	1950	5	1	147	4.9	1
8- The Weak Role of Rural Corporations in Sale and Marketing	1326	3.4	25	138	4.6	4
9- The Lack of A Common Language and Dialect	468	1.2	46	33	1.1	46
10- The Low Level of Social Security	1170	3.06	32	105	3.5	22
11- The Lack of Access to Newspapers and Magazines and the Lack of Local Papers	1872	4.8	3	135	4.5	5
12- The Low Cultural Level and the Low Possibility and Equipment of Using the Internet	585	1.5	45	39	1.3	45
13- Average-Low Social Interactions Among the Villagers	1287	3.3	26	96	3.2	26
14- The Low Level of Education of the Members of the Villages' Islamic Council	1794	4.6	5	144	4.8	2
15- The Average Satisfaction of People from the Performance of the Village's Islamic Council	1248	3.2	27	108	3.6	21
16- The Lack of Educational Courses for Village's Users	1205	3.09	29	91	3.02	32
17- The Lack of Sports Equipments and Space	1677	4.3	8	129	4.3	6
18- Poverty	1833	4.7	4	126	4.2	7
19- The Lack of Village Culture Houses	663	1.7	44	45	1.5	44
20- High Birth Rate	1716	4.4	7	123	1.4	8
21- The Low Level of Hygiene and Equipments at Health Care Centers	1755	4.5	6	123	4.09	9

Table 6-4: SWOT Analysis matrix – Ranking and priority of defects of central sector.

SWOT Analysis Defects	Local Managers			People		
	Rank	Rank Average	Total Weights	Rank	Rank Average	Total Weights
1-High share of agriculture in comparison with gardening	37	2/5	75	36	2/9	1131
2-High share of male benefitings	34	2/9	87	38	2/7	1053
3-Low quantity of cooperative and joint exploitations	25	3/3	99	20	3/9	1521
4-Limited training and propagator courses for benefitings	48	1	30	47	1	390
5-Low quantity of farms under pressurized irrigation system	19	3/8	114	21	3/8	1482
6-Low amount of farmers' receiving credits from government	3	4/7	120	2	4/9	1911
7-Low insurance of agricultural products	1	4/9	147	1	5	1950
8-The neutral role of rural cooperative corporation in sale and marketing	4	4/6	138	25	3/4	1326
9-No common language and dialect	46	1/1	33	46	1/2	468
10-Low social safety	22	3/5	105	32	3/06	1170
11-No access to newspaper and magazine and no local newspaper	5	4/5	135	3	4/8	1872
12-Low culture and internet facilities	45	1/3	39	45	1/5	585
13-Average or low social relations among rurals	26	3/2	96	26	3/3	1287
14-Low education of members of villages Islamic council	2	4/8	144	5	4/6	1794

15-People's average consent from performance of village Islamic council	21	3/6	108	27	3/2	1248
16-Lack of training courses for rural benefitings	32	3/02	91	29	3/09	1205
17-Lack of sport facilities	6	4/3	129	8	4/3	1677
18-Poverty and indigence	7	4/2	126	4	4/7	1833
19-No rural community centers	44	1/5	45	44	1/7	663
20-High statistics on births	8	4/1	123	7	4/4	1716
21-Low health and lack of facilities in health centers and clinics	9	4/09	123	6	4/5	1755
22-Divorce average rate	28	3/09	93	28	3/1	1209
23-Low education and skills in benefitings	10	4/08	122	10	4/1	1599
24-Lack of facilities,equipments and suitable training places	17	4	120	9	4/2	1638
25-Low skill in benefitings	12	4/06	122	11	4/09	1595
26-Reduction of population growth real rate during two recent decades	36	2/6	78	39	2/5	975
27-No proportion between the number of clinics and population	11	4/07	122	19	4	1560
28-Lack of hygienic drain sewage systems	14	4/03	121	17	4/02	1568
29-Lack of hygienic burial of trashes in villages	16	4/01	120	12	4/08	1591
30-Keeping livestock in or near residential buildings	13	4/05	122	15	4/04	1576
31-No purified pipelaying water in most villages	23	3/4	102	22	3/7	1443
32-Malnutrition in most villages	27	3/1	93	24	3/5	1365
33-Marriage age increment	29	3/08	92	33	3/05	1190
34-Not paying attention to fisheries section	24	3/3	99	23	3/6	1404
35-Lack of livestock products distribution centers	35	2/7	81	37	2/8	1131
36-Stockbreeding traditional style	38	2/4	72	40	2/3	897
37-Low production rate of stockbreeding products	40	2/09	63	30	3/08	1201
38-Not respecting to hygienic rules in traditional stockbreeding	15	4/02	121	18	4/01	1564
39- Low amount of stockbreedings' receiving credits from government	31	3/03	91	13	4/06	1583
40-Traditional marketing system and sale of livestock products	41	2/08	62	43	2/03	1014
41-Low employment of industry section with comparison with griculture and service section	47	1/09	33	48	0/9	351
42-The superiority of agriculture and stockbreeding activities to industry section	43	1/9	57	42	2/06	803
43-Low quantity of supplemental industries of agricultural products	42	2	60	35	3/01	1174
44-Lack of pipelaying gas in villages	18	3/9	117	16	4/03	1572
45-Lack of maintenance and storage facilities of products	20	3/7	111	14	4/05	1580
46-Lack of training centers in villages	30	3/05	92	31	3/07	1197
47-Lack of post offices	33	3	90	41	2/2	858
48-Lack of rural cooperative agriculture corporations	39	2/2	66	34	3/04	1186

Table 7-4: SWOT Analysis matrix – Ranking and priority of opportunities of central sector.

SWOT Analysis Opportunity	Local Managers			People		
	Rank	Rank Average	Total Weights	Rank	Rank Average	Total Weights
1-Nearness to province center and also nearness to Persian gulf and use this opportunity for products sales , marketing and export	14	2/8	84	15	2/9	1131
2-Province in charges' care to increment of agricultural products'quantity and quality	11	3/5	105	9	3/9	1521
3-In charges care to stockbreeding sector	13	2/9	87	10	83/	1482
4-Establishing and developing of industries dependant to mineral raw material with zone priority by private sector	2	4/8	144	1	4/9	1911
5-In charges' care to rurals' cooperation in deciding and performing villages affairs	8	3/8	114	14	13/	1209
6-Correction of deciding mechanism emphasizing on cooperation using youths potencies	7	3/9	117	3	74/	1833
7-Obligated to faith beliefs	3	4/6	138	7	4/3	1677
8- Islamic revolution house foundation activities regarding providing and performing rural projects	5	4/3	129	5	4/5	1755
9-Agricultural organization care for rural reform projects in provinces	4	4/4	132	2	4/8	1872
10-Planning possibility and water resources storage on basis of power ministry strategies	9	3/7	111	4	4/6	1794
11-Land studies by soil and water research institute	12	3/4	102	11	3/7	1443
12-Ratification of law of management of residues in country	15	2/5	75	16	91/	741
13-Ratification of administrative regulations of management of residues in country	17	1/9	57	17	1/5	585
14-Study of rural residues in country	16	2/7	81	13	3/4	1326
15-Preparation of fielding maps of earthquake danger in country by building and house research center	10	3/6	108	12	63/	1404
16-Existence of regulations No.2800 regarding building resistance	6	4	120	8	/094	1595
17-Existence of resistance facilities by Islamic Revolution House	1	94/	147	6	44/	1716

Foundation						
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Table 8-4: SWOT Analysis matrix – Ranking and priority of threats points of central sector.

SWOT Analysis Threat	Local Managers			People		
	Rank	Rank Average	Total Weights	Rank	Rank Average	Total Weights
1-Fluctuation in prices of agricultural products	12	3/9	117	1	/94	1911
2-Disorder in bank credits and facilities system	5	4/5	135	3	4/7	1833
3-Lack of bank credits and developments and creating corporations	1	4/9	147	10	93/	1521
4-Lack of agricultural products insurance	8	4/1	123	6	4/4	1716
5-Lack of required attention to issues regarding eugenics	3	4/7	14	20	2/9	1131
6-Fluctuation of livestock products prices	15	3/6	108	11	3/8	1482
7-Disorder in bank credits and facilities, Bank credits deficient	13	3/8	114	2	4/8	1872
8-Lack of development and establishment corporations	2	4/8	144	26	1/9	741
9-Livestock and poultry diseases from neighborhood regions	16	3/5	105	13	3/6	1404
10-Lack of development of livestock products insurance	27	1/9	57	14	3/5	1365
11-Little investment in industry and mine sector by private and governmental sector	25	2/3	69	21	2/8	1092
12-Lack of governmental credits in industry and mine sector-No enough experience regarding industry activities	17	3/4	102	12	3/7	1443
13-Insufficient attention to governmental transformable and supplement industries	20	3/09	93	16	3/3	1287
14-Low consent of governmental and non-governmental activities among rurals and low consent of rurals from governmental organization	4	4/6	138	22	2/7	1053
15-Outbreak and expansion of using satellites and cultural invasion increment and consumption models	23	2/7	81	28	1/4	546
16-Popularization of urban life and subsequently encouragement of rural immigration to cities	19	3/1	93	24	2/4	936
17-Lack of enough budget allocation for project	10	4/05	122	7	34/	1677
18-Existence of fault in Dezful and northern parts of province prepared for earthquake	21	3/04	91	15	3/4	1326
19-People's low knowledge of right usage of water	11	4	120	9	4/09	1595
20-Lack of exact recognition of soil situation in province and country	7	4/2	126	8	4/1	1599
21-Wrong use of agriculture essential qualities particularly fertilizer and poison in country	6	4/3	129	4	4/6	1794
22-Approval of regulations of residues management in country	28	1/3	39	27	1/7	663
23-Lack of required facilities and substructures for reinforcements	24	2/4	72	23	2/6	1014
24-Lack of informing systems to rurals regarding nature calamities	22	3	90	18	3/09	1205
25-Iran's being risky and various nature calamities in region	26	2	60	25	2/3	897
26-Lack of marketing centers for industries and agricultural products	9	4/06	122	5	4/5	1755
27-Shortage of information center regarding marketing services	14	3/7	111	19	3/04	1326
28-Lack of compatibility between administrative organization for appropriate distribution in region	18	3/2	96	17	3/1	1209

2-5 Environmental sector strategies

Table 4-9: environmental sector strategies in central sector.

Environmental sector strategies	
Strength-Opportunity Strategy (SO)	Weakness-Opportunity Strategy (WO)
1-Recognition and exploitation of available mineral potentials emphasizing profiting to local societies 2-Development of maintenance and revival of pastures 3-Recognition and exploitation of native plant cover potentials 4-Development of training facilities for confronting the nature calamities like flood, earthquake and drought 5-Development of tourism facilities	1-Development of management projects and optimum exploitation of available water resources via controlling surface run off, development of water resources storage systems and modern irrigation systems. 2-Development of constant agricultural methods via correction of current agricultural methods and applying modern methods, improvement of agricultural lands quality 3-Development of facilities and help rurals to make buildings resistant confronting nature calamities via development of bank services and facilities
Strength-threat Strategy (ST)	Weakness-Threat Strategy (WT)
1-Preparation for utilization of people cooperation for correction of water resources consumption 2-Preparation for utilization of people cooperation for environment reformation and natural resources protection 3-Preparation for people cooperation for confronting natural calamities 4-Preparation for people cooperation in tourism development in region	1-Development of soil protection methods and prevention of erosion and reduction of soil quality 2-Development of facilities of wild life habitations 3-Organization of sewage collecting system and hygienic repulsion of rural societies 4-Development of rubbish collecting and repulsion 5-Development of training facilities for using poisons and chemical fertilizer

3-5 Social sector strategies

Human-Population sector strategies

Table 10-4: Human-population sector strategies in central sector.

Human-Population sector strategies	
Strength-Opportunity Strategy (SO)	Weakness-Opportunity Strategy (WO)
1-Utilization of young population potential in developing the sector 2-Development of training sections in villages with appropriate population 3-Increment of population durability index considering employment opportunities in region 4-Preparation for increment of number of big villages (satellite towns) 5-Continuation of death rate reduction, procreation and guardianship 6-Continuation of family planning policy 7-Development of hygienic facilities and services in villages 8-Easy access to villages with training centers 9-Development of desirable service	1-Improvement of rubbish collecting system 2-Sewage repulsion system 3-Welfare services for average and small villages 4-Easy access of education-required population particularly girls 5-Create motive in young people and women 6-Easy access of villages to clinics of around cities 7-Development of hygienic substructure of society 8-Development of education based on audience needs and aim groups according to modern technology and training methods 9-Development of training programs 10-Increment of training centers
Strength-threat Strategy (ST)	Weakness-Threat Strategy (WT)
1-Providing employment opportunities in small and average villages 2-Utilization of education services and popularization for rural women and youngsters	1-Making good decisions for controlling immigration and villages evacuation 2-Correction of consumption and nutrition models for promoting society health

Social-Cultural sector strategies

Table 4-11: Social-cultural sector strategies.

Social-cultural sector strategies	
Strength-Opportunity Strategy (SO)	Weakness-Opportunity Strategy (WO)
1-Reinforcement of native cultural foundations as there are several capabilities between people due to high regional infrastructures. 2-Reognition of regional beliefs in social and economic activities 3-Preparation and expansion of rural's regional- cultural training specially youngsters 4-Making cultural exchanges between rural regions and around region 5-Easy utilization of social-cultural services of around cities 6-Recognition of effected elements in rurals' more cooperation 7-Making social structures for the communities with same goals 8-High status of elders and trustworthies 9-Increment of local-people organizations cooperation in security decision-making 10-Preparation of cultural exchanges between central villages and around villages 11-Mental and practical cooperation of rurals in local organization decision-making 12-Revival and reinforcement of native cooperative models 13-Expansion of people cooperation thinking as the gola 14-Reinforcement of people organization like village Islamic sounsils	1-Reinforcement of system structure of planning management and administrative 2-Increment of the role of government facilitation in making local-people communities 3-Reduction of tribal tendencies 4-Development of modern information instruments in villages 5-Development of cooperation between government organization and local-people ones 6-Making process alliance and multiple cooperation between administrative cooperation regarding social and cultural affairs 7-Existence of offices in region 8-Development of services and social-cultural facilities 9-Increment of constructive credits of village offices and correction of some of the rules
Strength-threat Strategy (ST)	Weakness-Threat Strategy (WT)
	1-Appropriate decision-making for increment of social trust to governmental organization 2-Improvement of efficiency and cooperation of administrative organization regarding region development 3-Decision-making for increment of social security in the villages 4-Reduction of fights due to different clanships in various villages 5-Correction of some of wrong social cultures like using weapons in ceremonies

4-5 Economic sector strategies:

Agriculture and gardening sector strategies

Table 11-4: Agriculture and gardening sector strategies in central sector.

Agriculture and gardening sector strategies	
Strength-Opportunity Strategy (SO)	Weakness-Opportunity Strategy (WO)
1-Planning for products' on-time marketing 2-More production of agricultural products	1- Development of pressurized irrigation system 2-Development of cooperative activities

3-Development of pressurized irrigation system 4-Development of agricultural products variety 5-Development of mechanization 6-More training to benefitings	3-Increment of literacy 4-Development of gardening activities and mechanization 5-Legal limits for changing agricultural lands function 6-Development of agricultural products insurance 7-Development of little credits
Strength-threat Strategy (ST)	Weakness-Threat Strategy (WT)
1-Development of little credits 2-Development of agricultural products insurance 3-Changing industries expansion 4-Development of agricultural activities	1-Stabilization of market of agricultural products 2-Development of pressurized irrigation system 3-Development of cooperative activities

Stockbreeding sector strategies:

Table 4: stockbreeding sector strategies of central sector.

Stockbreeding sector strategies	
Strength-Opportunity Strategy (SO)	Weakness-Opportunity Strategy (WO)
1-Expansion of industrial stockbreeding (livestock and poultry) 2-Development of buffalo raising 3-Development of fisheries activities 4-Development of changing and supplementing industries 5-Using the benefits of nearness to Persian gulf	1-Development of fisheries activities 2-Organization of traditional and industrial and semi-industrial stockbreeding 3-Development of cooperative activities 4-Development of insurance of livestock 5-Training and increment of literacy 6-Development of industrial slaughterhouses
Strength-threat Strategy (ST)	Weakness-Threat Strategy (WT)
1-Development of veterinary supervision 2-Extension of bank credits regarding stockbreeding 3-Price stabilization of stockbreeding products 4-Development of insurance of various livestock	1-Development of cooperative activities 2-Development of changing and supplementing industries 3-Development of bank credits regarding stockbreeding

4-5 Industry and mine sector strategies

Table 14-4: Industry and mine sector strategies in central sector

Industry and mine sector strategies	
Strength-Opportunity Strategy (SO)	Weakness-Opportunity Strategy (WO)
1-Development of industrial activities 2-Development of encouraging policies regarding investment and mine activities 3-Development of mine activities regarding exploration and exploitation 4- Using the benefits of nearness to Persian gulf	1-High employment of industry sector 2-Development of industrial activities 3- Using the benefits of nearness to Persian gulf 4-Development of changing and supplementing activities
Strength-threat Strategy (ST)	Weakness-Threat Strategy (WT)
1-Development of encouraging policies regarding investment in mine activities 2-Using mine potentials of sector 3-Development of bank credits regarding industry and mine 4-Training beneficiaries	1-Development of bank credits regarding industry and mine 2-Development of technical trainings 3-Training beneficiaries

6-5 Strategies of substructure services sector and production supporter

Table 15-4: Strategies of substructure services sector and production supporter.

Strength-Opportunity Strategy (SO)	Weakness-Opportunity Strategy (WO)
1- Development of production supporter activities in region	1-High employment of industry sector 2-Development of industrial activities 3- Using the benefits of nearness to Persian gulf 4-Development of changing and supplementing activities
Strength-threat Strategy (ST)	Weakness-Threat Strategy (WT)
1-Hierarchical and economic management of supporter services 2-Development of marketing services 3-Using services potencies in making employment	1-Mutual connection with neighborhood regions 2-Development of substructure services and production supporter 3-Preparation of establishment of training centers

There are following purposes in short-term, medium-term and long-term according to mentioned development strategies in above tables.

- 1- The development purposes of local society capacities in environmental dimension
- 2- The development purposes of local capacities in social sector
- 3- The development purposes of local society capacities in economic dimension
- 4- dimension

Conclusion:

The results of the surveys and conclusion of items in the tables related to final priorities weakness, opportunity and threat points shows that there are 39 strength points against 48 weakness points and 17 external opportunities against 28 external threats in surveying region. Therefore, 56 strength and opportunity points as

benefits and 76 weakness and threat points as limits has been considered for development of villages. With reference to questions in local managers questionnaire and rural families, following results would be obtained:

High employment in villages in central sector with total weights 1911 and rank average 4/9 are the most important internal strength points from the viewpoints of people and local managers and against low population growth rate in 2006 with total weight 507 and rank average 1/3 from the viewpoint of rurals and reduction process of family in recent 10 years with total weight 57 and rank average 1/9 from the viewpoint of managers has been considered as the less important internal strength point in development and rural planning.

Furthermore, From the viewpoint of the people, the component of creation and development of dependant industries to mineral raw material with regional priority by private section with total weight 1911 and rank average 4/9 is placed as the most important external opportunities and after that attention of agricultural organization to rural reform projects with total weight 1822 and rank average 4/8 are in the next priorities and from the viewpoint of local managers, resisting facilities provided by housing foundation with total weight 147 and rank average 4/9 as the most important external opportunity and after that creation and development of dependant industries to mineral raw material with regional priorities by private sector with total weight 144 and rank average 4/8 are in the next priority. The component of administrative regulations, residue management with total weight 581 and rank average 1/5 considered as the less important external opportunity for rural planning and development. Regarding interior weakness people and managers believe that low quantity of insurance of agricultural products with total weight 1950 and rank average 5 as the most important interior weakness and low credits of farmers from government with total weight 1911 and rank average 4/9 and low education of members of villages Islamic council with total weight 144 and rank average 4/8 are in the next rank.

Low employment of industry in comparison to agriculture and services sector with total weight 351 and rank average 0/9, limit training courses with total weight 30 and rank average 1 has the lowest priority among interior weaknesses. Furthermore, from the viewpoint of people the fluctuation price of agricultural products with total weight 1911 and rank average 4/9 as the most important external threat for development and village planning and spread usage of satellites and increment of cultural invasions with total weight 546 and rank average 1/4 considered as the less important threat in development and rural planning. Also, From the viewpoint of managers low bank credits with total weight 147 and rank average 4/9 considered as the most important external threat for development and rural planning And lack of development and creating corporations components are in the next rank with total weight 144 and rank average 4/8 . So, recognition of weaknesses, opportunity and threats and facilities for removing limits are very useful in rural development and since one of the main aspect of rural persistence index is imitation of aims and national big policies, so believing Islamic values and rurals' social and personal condition, promoting social security, reinforcement are very useful for promotion of economic in villages.

So with reference to obtained researches, central sector can be a good place for studying reform projects. The region has good potencies of natural, social and cultural, economic as though the number of weaknesses are more than opportunities and strength but the region limits are more. Final arrangement shows that among strengths in studied region, human and environmental elements are the most important component in rural development.

With reference to this survey results, following strategies will be suggested for movement of villages to constant development:

- 1- Management promotion and exploitation of water resources
- 2- Development of social-economic substructures and sport-cultural environment in central sector
- 3- Extension and attraction of human cooperation, local community and cooperative sector in economic and social affairs (emphasizing women and youngsters)
- 4- Improvement of social hygiene and environment in rural habitations
- 5- Improvement of resources protection and risks management in the region
- 6- Development of training activities, training and popularization for making employment and process improvement in different sections emphasizing agriculture
- 7- Development of transportation system
- 8- Mutual connection of village and city
- 9- Making employment
- 10-Development of welfare facilities like water,power,gas,telephone
- 11-High employment in industry sector
- 12-Development of industrious activities
- 13-Using the benefits of neighborhood to Persian gulf
- 14-Development of changing and supplementing activities
- 15-Development of fisheries activities
- 16-Organization of traditional and industrious and semi-industrious stockbreeding
- 17-Extension of cooperative and partnership activities
- 18-Development of insurance of livestock

- 19-Training and increment of literacy
- 20-Development of industrious slaughterhouses
- 21-Development of pressurized irrigation system
- 22-Development of gardening activities, development of mechanization
- 23-Legal limits for changing agricultural lands function
- 24-Development of agricultural products insurance
- 25-Extension of little credits
- 26-Reinforcement of management system structure planning, administrative
- 27- Increment of establishment of local-human communities by government
- 28-Reduction of tribal tendencies
- 29-Development of modern information instruments in villages
- 30- Multiple cooperation between administrative organizations
- 31-Existence of offices in region
- 32-Development of social-cultural services and facilities
- 33- Increment of civil credits of villages and correction of some regulations
- 34-Improvement of rubbish collecting system
- 35-Establishment of sewage repulsion system
- 36-Making motives in youngsters and women for continuation of education
- 37-Increment of training centers
- 38-Development of management programs and premium exploitation of water resources
- 39-Development of agricultural methods via correction of current methods of agriculture
- 40-Development of facilities and help rurals to persevere buildings against natural calamities by development of services and bank credits.
- 41- Welfare services for average and small villages
- 42- Easy access of education-required population particularly girls
- 43- Easy access of villages to clinics of around cities
- 44- Development of hygienic substructures of society
- 45- Development of education based on audience needs and aim groups according to modern technology and training methods
- 46- Development of technical trainings
- 47- Increment of training centers
- 48- Development of management programs and premium exploitation of water resources
- 49- Development of constant agricultural methods via correction of current agricultural methods and applying modern methods, improvement of agricultural lands quality

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