Analyzing the Role of Security in local Societies Tourism Development Case Study: Rural Areas of Torqabeh and Shandiz County

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Abstract

Tourist destinations are selected by tourists based on various factors. One of the most important factors is tourist destination security. The study aims to investigate the role of security in the development of rural tourism. The methodology is descriptive-analytical. The statistical population includes 194 tourists from eight villages of Torqabeh and Shandiz County, which selected through the Cochran formula. A survey containing Likert- type scales were used for data collection. The reliability of the questionnaire was measured through Cronbach Alpha, which is acceptable. The collected data were analyzed using SPSS and Pearson Correlation test, One Sample T-test and Linear Regression, and VIKOR model. The results indicate that the security variable has a strong direct relationship with the tourism development variable (Coefficient = 0.713). In other words, security positively influences rural tourism development. In addition, the results of VIKOR model reveals that there is a different level of security for tourists in 8 tourist villages of the region; Jaghargh, Kang, and Abardeh villages are in good condition, but Noqondar, Anbaran, and Zoshk villages are at lower level in terms of tourism security and Zoshk village is at the lowest level in terms of tourism security that for the development of tourism in these villages should be considered by the authorities.

Keywords: Tourism Development, Tourism Security, Rural Tourism, Destination, Torqabeh and Shandiz County.

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1. Introduction

Nowadays, tourism has become one of the most important humanitarian and economic activities in the world. The low cost and usability, and impact on employment growth, foreign exchange, regional development, and so on, has led many countries to develop it (Rezvani,2013). The accelerating and increasing growth of tourism has led many scholars to call the 20th century, the era of tourism (Heydari Chianeh,2009:25). In fact, today tourism is the most profitable industrial sector in the world, and it accounts for about 13 percent of the world's GDP (Kosheshtabar,2004:84). Tourism covers many sections because it has multidimensional and multifunctional nature and being inter-industrial, so planning and organizing for all its components is very important, and many factors affect it. At global, regional, and national levels, the development of tourism is also affected by an essential factor called "security". Tourists are less interested in choosing destinations with terrorism, civil wars, national wars, and places at risk of contagious diseases (Steiner,2006:37). Therefore, with the slightest tension (such as military conflict, terrorist operations, and widespread social vandalism) at different geographical levels of the world, tourism growth will decline in that region. Safety and security have always been essential factor to travel and tourism (Golshiri Esfahani et al.,2015:175). In some parts of the world, security has been significantly reduced due to terrorism actions, local wars, natural disasters, epidemics diseases. Travel and tourism cannot be far from the effects of such incidents (Kovari & Zimanvi,2011:59). So, there is a defined relationship between tourism development and security; and any insecurity and violence at various levels will cause irreparable damage to the industry (Hezar Jaribi,2011:125). In fact, it can be said that security is one of the most important factors influencing the choice of destination by tourists. Safe places and destinations are more appealing to tourists, and they choose destinations that have security in financial, life, social, psychological, and environmental aspects (Mottaghi et al.,2016:78).

At the local scale, including rural tourism, the security of rural tourism destinations is important for tourism development and choosing a destination by tourists. Of course, it is worth mentioning that an increase in the number of tourists to a destination, will automatically increase insecurity to some extent, including the increase in rate of theft, litigation, social vandalism, high prices, etc. (De Albuquerque & McElroy,2009:285).

Increasing such condition in a destination, will decrease the level of security to tourists and will change the destination of tourist (Mansfeld and Pizam, 2010:27). So far, the main emphasis on security has been on the scale of foreign and international tourism. But it is still unclear that is security a crucial factor in choosing tourism destinations on a local and national scale of a country? Based on this, this research attempts to examine the level of sense of security among the tourists in the tourism target villages of Torqabeh and Shandiz county, and analyze the role of security in destination selection. Therefore, this study seeks to answer the following questions: How is the level of tourism security in villages of the region? Also, in which villages have tourists felt high security?

2. Research Background
Tourism due to its multi-faceted nature has different dimensions, each of them has its own impact on the communities, and some studies have been done on each of them. The following are some of the studies that have been done: Karami dehkordi et al. (2012) identified the barriers related to the underdevelopment of tourism about security in Chaharmahal and Bakhtiari province; they believe that the most important factor is the lack of oversight of security providers. Mosaii (2004) and also Kadivar and Saghaee (2007) concluded that failure to organize tourism areas, not only will the stability of the environment be endangered, but also the social security of the place will be challenged. Kafi et al. (2007) in their research concluded that insecurity in amusement parks is due to lack of safety planning or lack of integrated implementation of safety activities along with management plans. Seydaei and Hedayati Moghadam (2010) said that there is a relationship between tourism, development, stability, and security. Hezar Jaribi (2011) and also Khoshfar et al. (2013) indicated that there is a direct relationship between sense of security and tourism. As tourists feel more secure, they will stay more in Iran and travel again. Lotfifar and Yaghfori (2012) and also Sedighi and Hasani (2013) concluded that security is one of the most important factors in tourism development and one of the key factors in choosing recreational areas. Rabani et al. (2011) concluded that foreign tourists were satisfied with the security situation in Isfahan, recreational area, and accommodations. Asadi et al. (2010) quoted Sonmez, Apostolopoulos and Tarlow (2006) said that entering terrorist groups into tourist areas was easy, and the attack on tourists guaranteed international news coverage, the

impact of the attacks to tourist areas was enormous, and generally attacking tourist areas is worth the cost for terrorists to convey their ideological or political message to a wider audience (Asadi et al.,2010:52). In addition, De Albuquerque &McElroy (2005), in a study on crime, terrorism, and tourism, found that tourists are more likely to be victimized by crimes more than terrorist attacks and the main concerns about the safety of tourists are related to crimes, especially violent crimes. A review of studies shows that the sustainable development of tourism and security are closely linked. Most studies on tourism security have focused on international tourism scales and their security, and less attention has been paid to national and local scales. While a significant part of tourism is done internal, and many tourism centers are located in rural areas, but little research has been done on the security in rural tourism areas. Therefore, this study, considering the importance of rural tourism development, attempts to analyze the role of security in the development of rural tourism.

3. Literature Review

The concept of security has changed throughout history and has evolved. As in prehistoric times, security was only concerned with survival and later was defined as a no military threat; But today, experts are pursuing the components of security in all political, cultural, economic and social dimensions, and even more phrases like media security, cybersecurity, data security, and tourism security have emerged (Karami et al.,2012:60). Thus, the word "security" in the sense of the elimination of dangerous threats, and fear, and besides security and sense of security is ambiguous definition and is more appropriate to the individual level. Moreover, "security" and "sense of security" are intertwined, but separate, because there may be security in reality, but there is no sense of security for some reason, or conversely, there is a sense of security, but there is no real security, and the person is exposed to many unknown threats. Buzan believes that: a sense of psychological security or a reliance on comprehensible knowledge doesn't mean that there is real security or personal receipt at all; If you consider a prosperous person in a prosperous country, the image of his or her daily life shows that holistic security has no full access (Buzan,1999:24). Because all people of society, rich and poor, are relatively exposed to various threats, such as natural threats (earthquakes, famines, floods), physical threats (pain, injury, and death), economic threats (theft or property destruction, unemployment),

legal threats (imprisonment, lack of freedom of expression), situational threats (losing job, demotion), social threats (lack of trust, lack of commitment, fear of losing honor and moral values) and Cultural threats (lack of access to knowledge, weakening of intellectual-behavioral patterns) (Mottaghi et al.,2016:79). Today, security is essential in all various aspects of human life, and it encompasses all aspects of it. Tourism is one of the most important aspects of human life and influenced by the concept of security completely (Veicy and Mehmandoost,2015:199). However, decision makers believe that tourism is an important industry in economic development of countries in the new world. But to achieve and expand it, security is undoubtedly one of the important parameters that researchers have paid particular attention to it. The first and most important parameter for tourists to choose a destination is security. Therefore, it can be said that the best tourism marketing planning will fail, without tourism security (Lotfi & Khamechi,2012:4). Some tourist areas have been severely weakened by the growing insecurity over the past few years. Thus, the international community realizes that the success of the tourism industry in a country or region is directly related to its ability to provide a safe and enjoyable journey (Bred and Casta,2005:1). Security and safety in the tourism industry have been recognized as one of the well-known forces that will change the tourism in the new millennium. Because crime, terrorism, food safety, health, and natural disasters are major issues that are considered in the development of tourism and selecting tourist destinations (Rezaei,2014: 164). Tourist destination image depends on the quality of the tourist products, which include cultural and natural heritage, economic space, political and social environment, state order, and the security of citizens (Roknoddin Eftekhari et al.,2009:141). A country with a good image for safe tourism can use it as a competitive advantage and attract the international tourism market (Popesu,2011:322). Comfort, convenience, and security are factors that can encourage a person into tourism destination. At the national and regional scales, tourism development in a country reflects the stability of national security, and the government's focus on providing tourism security is a reason for tourism growth (Lotfi & Yaghfori, 2012:2). Nowadays, security is the most important and underlying principle in formulating tourism development strategy in the world (Zamanian et al., 2010:185). There is a relationship between tourism development and

security, because the development of tourism infrastructure depends largely on other construction activities in the area, supporting factors, rules and regulations (security), information, related synchronization and the expansion of transportation related to tourism; and any incidents of insecurity and the use of violence are causing irreparable damage to this industry (Seydaei & Hedayati Moghadam,2010:103). Whenever appropriate conditions are available at the global level, people travel, and then tourism activities grow, and if tourist feel insecure about a destination stops traveling there. Security and tourism are parameters of an equation that are directly related to each other (Karami et al.,2012:61). One of the most important destinations for domestic tourists is the tourism target villages in each region. Rural tourism is one of the factors of rural development that provides opportunities and facilities, especially for employment and rural income. Rural tourism is one of the most important factors of tourism industry, and it is the main force for the improvement and economic growth of the villages. Tourism is a tool for solving some of the problems in the villages, and it is an impartible element of the rural development strategy (Sharpley,2002:234). Rural tourism by diversify the local economy and creating productive job opportunities based on available capabilities in villages, increases the level of welfare, living standard, income and security in the village, has diversified the local economy. A sense of security by decreasing the variety of possible risks to travel, is one of the most influential principles in tourism development. Today, the concept of security is very broad and covers all aspects of travel preparation, even medical and health issues. Roadside residence quality, hygiene, adequate traffic signs on the roads, tunnel safety, and on the contrary, road damage, car crashes and misbehavior of staff of tourism-related institutions and price control and etc., affect the expansion or decline of rural tourism (Ghadiri Mahsom et al.,2015:71). Tourists choose villages as destination that have security from different dimensions. Therefore, security is the most important factor in the expansion of tourism in each village. Security or a sense of security has a great impact on attracting tourists, and feeling relaxed and avoid the stresses of life is a reason for traveling. If tourists in a region feel unsafe, they don't consider it as a destination; although it has many attractions. The crimes and dangers threatening tourists are a kind of negative propaganda about the area and

have a negative impact on the mind of visitors (Goeldner & Ritchie,2003: 302). Satisfied tourists may re-visit that destination or suggest others to visit the village. On the other hand, the unhappy tourist will not return to the destination, and do not suggest other tourists visiting the village, and may even give negative comments about the destination. If tourists optimally satisfied in the various aspects of security (financial, physical, social, psychological, and environmental); then they will be encouraged to travel to that tourist area again and encourage others to travel to that area (De Albuquerque & McElroy,2009:279). Tourists' satisfaction usually helps to increase the support rate of sustainability, loyalty, and attraction of tourists, which this will help achieve economic goals such as increasing the number of tourists and the amount of profit. As a result, there is generally a positive relationship between tourist satisfaction and long-term economic success in tourism destinations (Hui et al.,2007:970). Increasing security will lead to the development of tourism in the village, and as a result, tourism development lead to economic prosperity, increase income, improved quality of life, and welfare in rural areas. However, in examining tourism security should be noticed that due to the expansion of the concept of security and the development of security dimensions, tourism security also has various dimensions. Based on the literature review, the most important indicators of tourism security in rural areas are financial, life, environmental, psychological, and social.

4. Research Methodology and Study Area

It is a practical research, and the methodology of research is descriptive-analytical. Through a comprehensive review of the literature, measurement items that are involved in tourism security were extracted. For the dependent variable, the average number of tourists in 2019 year was considered. For the independent variable of tourism security, 5 indicators were defined, including: life security with 11 items, financial security with 4 items, social security with 12 items, Psychological security with 9 items, and environmental security with 12 items (Table 1).

Table 1: Indicators and Items of Tourism Security

Indicators	Items
Life security	Lack of widespread diseases; Access to proper health systems in villages; Easy access to safe food and water; Easy access to health centers; Safe recreational facilities in the villages; Easy access to public transport system; Low incidence of conflicts between tourists and local people because of intellectual and cultural conflicts; Low possibility of beatings and injuries; Low possibility of knifing; Not being exposed to natural threats such as flood, earthquake, landslide; Ensuring structures designed against natural threats in villages.
Financial security	Low possibility of theft, car theft; Impossibility of selling expensive goods in the villages to tourists (observe tariffs in villages); Low possibility of financial losses in personal vehicles; Low possibility of damage to tourist vehicles.
Social security	Low deviance and social inequality (tramping, begging, unemployment, drunkenness, addiction); The importance of the previous familiarity with the rural environment; The possibility of receiving guidance and awareness of local values and traditions; The interaction between indigenous people in dealing with tourists; The importance of familiarity with the local language; The presence of local assistance (arrests and assistance); Women's security; Local security agencies (such as police, mobilization, council, and assistant); Easy access to police stations and official security devices; Low possibility of group fights and clashes; Low possibility of bullying, familiarity with the rural environment (friend or family).
Psychological security	Positive perception of the rural environment; The importance of being familiar with space; The lack of threat and fear in the physical, financial and intellectual aspects; The feeling of acceptance of the tourist environment by the locals; The low sense of fear of being harassed; Lack of nasty looks to tourists; Low fear of being caught in a natural disaster (e.g., flood, earthquake); Low fear of being hit by wild animals; High probability of not being humiliated for tourists.
Environmental security	Streets are not dark and the proper lighting in the village; The lack of residential ruins; The proximity to the city or town; The existence of appropriate communication within the village; The adequacy of environmental and physical infrastructure (such as housing, parking, toilets, etc.); No disrupting the village structure and lack of visually disturbed space; Not being exposed to natural disasters such as floods and earthquakes; Security of accommodation and residence; Low levels of rural air pollution; Low levels of noise pollution in the villages and their surroundings; The cleanliness of the village environmental and not scattered garbage at the village (waste disposal system and garbage collecting); Lack of threats from wild and insidious animals in rural environments.

(Resource: Hui et al., 2007; De Albuquerque & McElroy, 2009; Goeldner & Ritchie, 2003; Ghadiri Mahsom et al., 2015; Karami et al., 2012)

Then indicators and items were reviewed by several professors specialized in tourism and security. after applying expert opinions and necessary corrections, a questionnaire was designed in a fivepoint Likert scale of 1 (very high) to 5 (very low) for data collection. Before the final field data collection process, a pilot test was conducted with 30 random tourists. Also, the reliability coefficient was calculated using Cronbach's alpha. The alpha value was = 0.88, which is above the recommended threshold of 0.7, and is satisfactory for social sciences studies (Hair et al.,2006:161). The statistical population for the study was tourists who visited the tourism target villages of Torqabeh and Shandiz county in 2019. This county and their villages are

one of the main recreational and tourism centers for Mashhad residents and the pilgrims due to mountainous location as well as having various natural and historical attractions (Ziaee et al.,2014:93). Therefore, many tourists annually choose villages as tourist destinations. Accordingly, providing the security for tourists in the tourist destination villages in this area can attract a lot of tourists. Therefore, this study attempts to evaluate the sense of security of tourists in the villages. In the first step, eight tourism target villages of Torqabeh and Shandiz county were selected as the samples. In the second step, it was attempted to determine the number of samples at the level of rural tourists, and the annual average number of tourists in each village was obtained. Due to the lack of official statistics, the statistics provided by the villagers of each village is a base. Since in most of these villages, the villagers issue entrance tickets and know the number of tourists. According to these statistics, an average of 20,500 tourists visit the villages of the study area annually. To determine the sample size in tourism target villages, the Cochran formula with an error rate of 0.07 was used, and 194 tourists were selected as sample. Then the samples were distributed among the studied villages based on the average number of tourists annually (Table 2).

Table 2. Sample villages, average annual tourists, number of samples in each village

	Torqdar	Kang	Noqondar	Anbaran	Azghand	Jaghargh	Abardeh	Zoshk	Total
Annual average tourist	3000	5500	2200	1500	1800	2000	2700	1800	20500
Number of samples	28	52	21	14	17	19	26	17	194

(**Resource:** Research Findings)

In addition, SPSS software and descriptive (mean and percentage) and inferential (Pearson correlation test, one sample T-test, and Simple Linear regression) statistics were used to data analysis, and Vikor model to rank the villages.

5. Research Findings

The total number of respondents is 194, in which, 102 (52.6%) of respondents are men, and 92 (47.4%) are women. Moreover, 18% were undergraduate, 32.5% completed high school, 39.2% had a graduate degree, and 10.3% of respondents possessed a postgraduate degree and higher. The data also shows the pattern of tourism in the villages, that is family-oriented and most people have had several visits to the area.

5-1. Relationship between tourism variable and security variable and its indicators:

To investigate the relationship between the dependent variable (tourism development) and the independent variable (tourism security) correlation test was used. As shown in Table (3), the security variable with a correlation coefficient of 0.713 has a strong direct relationship with tourism variable. This means that as security increases, the number of tourists will increase in the area. The results for each indicator separately indicate that social security with a correlation coefficient of 0.0866 has a strong direct relationship with the tourism variable. Moreover, life security with a correlation coefficient of 0.456, financial security with a correlation coefficient of 0.383, and mental security with a correlation coefficient of 0.342 have a direct relationship with moderate intensity with tourism variable. Also, environmental security with a correlation coefficient of 0.181 has a weak direct relationship with the tourism variable. Also, considering the obtained significant amount, it can be said that the relationship between tourism and security variables in the studied area with 95% confidence is not random. Therefore, the results can be generalized to the whole society.

Table 3. Correlation between tourism variable and security variable and its indicators

		Life security	Financial security	Social security	Mental security	Environmental security	Security
Tourism	Pearson Correlation	0.456	0.384	0.866	0.342	0.181	0.713
	Sig.	0.256	0.348	0.005	0.407	0.668	0.047

(**Resource:** Research Findings)

5-2. Investigating the level of tourism security in sample villages

To study villages' tourism security, considering the normality of the tourism security indicators (significance level of Kolmogorov Smirnov test for life security indicators is 0.497, financial security is 0.059, social security is

0.637, psychological security is 0.050, and environmental security is 0.529), one-sample T-test was used. In the research, the indicators were measured using a five-point Likert scale from 1 (very low) to 5 (very high), so the average or optimal value of 3 is considered.

In this test, if the significance level is less than 0.05, it is deduced that the mean of the target population is not the tested value. Also, in order to understand that the mean of the statistical population is above or below the tested value, the upper and lower limits in the output of test should be check. In one-sample T-test, if both upper and lower limits are positive, it means that the mean of the population for that variable is greater than the tested value. Also, if the upper is positive and the lower is negative, the mean of the population is approximately the test value. Also, if both limits are negative, it means that the mean of the variable in the population is lower than the tested value.

As Table 4 shows, the calculated mean of tourism security is greater than 3 and is above average (mean= 3.53). In addition, the upper limit (0.62) and lower limit (0.44) of tourism security variable is positive; It means that the mean is greater than the tested value (3). In terms of the significance level, it is statistically significant at the alpha level of 0.05 (Sig=0.000). Therefore, it can be said in the studied villages, tourism security is in good condition. The results for each indicator separately indicate that the calculated mean of tourism security indicators is greater than 3. In addition, the upper limit and lower limit of tourism security indicators were positive except for the life security indicator. It means that the mean in these indicators is greater than the tested value. According to the significant value obtained (Sig=0.000) for indicators, except for the life security indicator that is greater than 0.05, other indicators are significant (Sig<0.05). But about the life safety indicator, the upper limit is negative and lower limit is positive, meaning that the mean of the population in the tourism safety indicator is approximately equal to the tested value; so, this indicator is not in good condition. Therefore, experts and officials need to pay close attention to this indicator (Table 4).

Table 4. The level of tourism security in the sample villages (One-Sample T-Test)

Variables	t	Mean	Std. Deviation	df	Sig.	Mean Difference	95% Confidence Interval of the Difference	
							Upper	Lower
Life security	2.224	3.174	0.222	7	0.062	0.174	-0.011	0.360
Financial security	4.322	3.316	0.207	7	0.003	0.316	0.143	0.489
Social security	19.146	3.660	0.976	7	0.000	0.660	0.579	0.742
Psychological security	15.155	3.787	0.146	7	0.000	0.787	0.664	0.910
Environmental security	9.637	3.723	0.212	7	0.000	0.723	0.545	0.900
Security	14.119	3.532	0.106	7	0.000	0.532	0.443	0.621

(**Resource:** Research Findings)

5-3. Impact of tourism security on rural tourism development

Simple linear regression was used to investigate the effect of "tourism security on tourism development". In the regression test, the independent variable is "tourism security" and the dependent variable is "tourism development". As shown in Table (5), the R coefficient is 0.716, indicating the ability of the independent variable to explain the variation of the dependent variable. Accordingly, security explains 71% of the variation in rural tourism development, and the rest (29%) is affected by the variables outside of the model. Durbin-Watson statistic also has a value of 1.74, indicating that remnants are separated.

Table 5. R, Adjusted R Square, and Std. Error of the Estimate

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.716	0.413	0.804	1.744

Predictors: (Constant), Security

(**Resource:** Research Findings)

As shown in Table 6, the regression value for this model is 0.41, the residual value is 0.39, and since the value of residual is smaller than the sum of the regression squares. In addition, in this model, the value of F is 6.318 and its significance is 0.046, which is statistically significant at the alpha level of 0.05. It indicates that the independent variable (tourism security) can well

explain the dependent variable changes (rural tourism development).

Table 6. Sum of Squares, df, Mean Square, and Significant level of Regression

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.041	1	0.041	6.318	0.046
Residual	0.039	6	0.006		
Total	0.080	7			

(**Resource:** Research Findings)

As shown in Table 7, the Standardized Coefficients (beta) in this model is 0.716. The large beta value indicates the relative importance of independent variable and its role in predicting the dependent variable. Also, the amount of p-value is less than 0.05 (Sig=0.045), which means that the association between security and rural tourism development is statistically significant. In other words, the result indicates the relative importance of security in the development of rural tourism.

Table 7. Coefficients, and Significant level of Regression

	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Constant	3.406		58.993	0.000
Tourism	0.051	0.716	2.514	0.046

(**Resource:** Research Findings)

5-4. Ranking of sample villages in terms of tourism security

To determine the ranking of each village in terms of tourism security, Vikor model was used (Hajinejad, 2015: 177-185). At first, the data matrix (decision matrix) was formed based on 8 villages and 5 indicators. Then the normalization of the matrix was performed using the following equation:

$$f_{ij} = \frac{x_{ij}}{\sqrt{\sum_{j=1}^{n} x_{ij}^2}}$$

In this formula, x_{ij} is the initial value and f_{ij} is the normalized value of i and j. The result of the normalized data is a standardized matrix. In the next step, the best and worst values were determined for all criteria functions. If the criterion function represents profit (positive), the best and worst values are calculated based on the following equation:

$$f_i^* = \max_j f_{ij}, \; f_i^- = \min_j f_{ij}$$

And if the criterion function represents the cost (negative), the best and worst values are calculated based on the following equation:

$$f_i^* = \min_j f_{ij}, \; f_i^- = \max_j f_{ij}$$

Thus, the best and worst values for the criteria can be identified. Next, we used Shanon Entropy method to determine the weight of each index (Table 8).

Table 8. Weight of Research's Indicators

Indicator	Life security	Financial security	Social security	Psychological security	Environmental security
Weight	0.195	0.207	0.196	0.197	0.205

(**Resource:** Research Findings)

In the next step, the distance of each alternative is calculated from the ideal positive solution, and then its aggregation is calculated based on the following equations:

$$S_j = \sum_{j=1}^{n} \frac{w_i(f_{ij}^* - f_{ij})}{f_j^* - f_j^-}$$

$$R_j = \max_j [w_i(f_{ij}^* - f_{ij})/(f_j^* - f_j^-)]$$

In which, S_j is the distance from alternative i to the ideal solution (the best combination) and R_j is the distance from alternative i from the negative solution (the worst combination).

High ranking will be based on S_j, and bad ranking will be based on R_j values. In other words, R_j and S_j represent L_1 and L_{1i} of L_p, respectively. Finally, the value of Q_i is calculated by the following equation:

$$Q_i = v \left[\frac{S_i - S^*}{S^- - S^*} \right] + (1 - v) \left[\frac{R_i - R^*}{R^- - R^*} \right]$$

$$S^* = \min_j S_j \; , S^- = \max_j S_j$$

$$R^* = \min_j R_j \; , S^- = \max_j R_j$$

And v is introduced as the weight of the strategy of the majority of criteria (or maximum group utility). Its value lies between 0 and 1 ($0 \leq v \leq 1$). $\frac{S_i - S^*}{S^- - S^*}$ indicates the distance from the ideal positive solution to (i). In other words, $\frac{R_i - R^*}{R^- - R^*}$ indicates the distance from the ideal negative solution to (i). When v is larger 0.5 (v>0.5), the index has the majority agreement; when v is less 0.5 (v<0.5), the index indicate majority negative attitude; in general, v = 0.5 means compromise attitude of evaluation experts. According to the Q_i values calculated by step (6), we can rank the alternatives and make decision. Alternatives with higher Q_i values are given higher rank, and smaller Q_i values mean lower rank. The results and final ranking are shown in Table 9. As the table shows Jarghagh, Kang and, Abardeh villages are very good in terms of tourism security and the villages of Noqondar, Anbaran, and Zoshk are in the lower level of tourism security.

Table 9. Ranking of Villages

	Torqdar	Kang	Noqondar	Anbaran	Azghand	Jaghargh	Abardeh	Zoshk
S	0.525	0.309	0.632	0.638	0.401	0.173	0.352	0.778
R	0.019	0.129	0.205	0.207	0.168	0.080	0.160	0.196
Q	0.726	0.305	0.872	0.884	0.534	0.000	0.463	0.956
Ranking	5	2	6	7	4	1	3	8

(**Resource:** Research Findings)

6. Conclusion and Recommendations

Security is the most important and underlying principle in the formulation of tourism development strategy in the world. Therefore, studying and analyzing security in rural areas and its relationship with rural tourism is inevitable. Rural tourism is a prerequisite for the presence of tourists, social interaction detection, and economic prosperity in rural areas. Insecurity in rural tourism areas results in the underdevelopment of rural tourism undoubtedly. Therefore, this study investigates the level of tourist's sense of security in tourism target villages in Torqabeh and Shandiz county.

Concerning, the relationship between tourism variable and security variable, the result indicates the security variable has a strong positive relationship with the tourism variable in the studied area. In other words, with increases

in the sense of security among tourists, the number of tourists will also increase; this finding is in line with the results of the Rabani et al. study (2011). In addition, the results of investigating tourism security in tourism target villages show that the calculated mean of all tourism security indicators is greater than average value (3), and with respect to the significance level of 0.05, except for the life security indicator which is greater than 0.05, these indicators are statistically significant at the alpha level of 0.05. This shows that tourism security is in good condition in the studied villages. To investigate the effect of tourism security on tourism development, linear regression is used. The results indicate tourism security positively influences tourism development in the studied villages (Coefficient= 0.716). This finding confirms the results of Shahyvandi's study (2010) that indicated there is a direct relationship between a sense of security and the development of tourism. In addition, concerning the ranking of villages in terms of tourism security, Vikor model analysis shows that Jaghargh, Kang, and Abardeh are in a very good position of tourism security, and Noqondar, Anbaran, and Zoshk are in lower level of tourism security. Officials in tourism development planning should consider the security indicator for tourism development and raise the security in the villages by developing appropriate strategies to achieve a favorable situation for tourism development.

The finding illustrates this point that tourists mainly prefer to go to safe tourism destinations. Therefore, based on the finding, the following strategies are suggested: Developing appropriate policies related to rural tourism development and tourist safety; improving infrastructure and health services (such as police stations and kiosks, mobile health centers and the Red Crescent); considering and providing appropriate communication services in the region; encouraging family tourism and reducing single trips; encouraging local people and raise people's awareness about tourists can be effective in tourism security; establishing community-based organizations in the region to serve tourists in resolving tourists' probable problems that can be important in reducing crime and enhancing tourist safety.

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