Explanation of Environmental Quality Role in Rural Tourism Destinations on Improving of Tourist Imaginations (Case Study Area: Tourism Destination Rural Of Roodbar- Ghasran Rural District)

H. Sojasi Qidari¹, T. Sadeghloo², D. Mahdavi³

¹. Assistant Professor of Geography and rural planning, Ferdowsi University of Mashhad, Mashhad, Iran
². Assistant Professor of Geography and rural planning, Ferdowsi University of Mashhad, Mashhad, Iran
³. Assistant Professor of Geography and rural planning, Payame Noor University of Shahrekord, Shahrekord, Iran

Received: 2014/11/6          Accept: 2015/3/15

Abstract
Creating positive image in tourists has been very important for Competitive market development of rural tourism. Because behavioral pattern of tourists in selecting rural tourism destinations is based on perceived value and imaging of self or others. Environmental quality in rural tourism destinations is one of the important indexes in promoting tourist’s perceived value and imaging. Based on it, the goal of this study is to explain the role of environmental quality in rural tourism destinations on improving of tourist perceived value and intellectual imaging. The methodology is practical by analytical approach and requires data gathering based on document studies, liberally resources and field study by researcher made questionnaire tools based on indexes and variables that data gathered between 160 tourists with Cochran in 15 rural point’s of Roodbar Ghasran districts. To analyze the statistical methods such as correlation, regression and path analysis were used. The findings of this study shows that perceptual values of environment and positive intellectual image of tourist in destination rural was acceptable in all dimensions with high level of meaningfulness and with regard to the good condition of environmental quality in destination rural area. This correlation had been approved by Pierson correlation test among environmental quality dimensions and environmental perceptual and tourist intellectual image of destination variables. Also, by considering the findings of regression test, it could been deduced that aesthetical and formal quality

* Corresponding Author's E-mail: ssojasi@um.ac.ir
variables had the most effect on tourist perceptual values from environment (with 0.541 beta coefficient) and positive intellectual image creation (with 0.514 beta coefficient) from samples view. Therefore, it can be deduced that environmental quality in rural tourism destinations had very important effect in improving of tourist perceived value from environment and creating positive intellectual imaging and improving the environmental quality that could help rural tourism development.

**Keywords:** tourism, environmental quality, environmental perception, intellectual image, rural destinations, Roodbar and Ghasran.