Theoretical basics and executive requirements for sustainable development of rural tourism

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Abstract
Today, tourism has become a significant and lucrative industry in the world which has drawn the attention of most countries as one of the most important grounds for business. However, in Iran which is thought of one of the most appropriate countries for development and expansion of tourism due to tourism potentials and attractions, unfortunately, the appropriate utilization of these potentials has not yet been fully made possible. In this paper, efforts have been made that through an approach, the inappropriate situation of tourism, dimensions and potentials of rural tourism in Iran - as a revenue source in recent years is addressed and through providing theoretical basics in the area of research, strategies and guidelines for fulfilling some sustainable development in the area of rural tourism are explained.

Keywords: Tourism, Rural tourism, Iran, Sustainable development