

## **Abstract**

The recognition of the main challenges of the sustainable rural development is an important precondition for the policy makers to provide a flexible model achieving the sustainable rural development. Lack of a suitable strategy for development management has caused some challenges in the sustainable development of coastal villages. Therefore the overcoming these challenges are possible only by regards of recognition the essential problems in the coasts and having some plans based on the land use logic and the concepts of the sustainable development. Based on this view, the goal of the current research is to study the challenges of the development in the rural coastal areas of the Rasht city (Iran). The method of the research has been to description- analytical based on the study of the literary resources, field studies, and questionnaire. The collected information was analyzed by using AHP model and Kendalls correlation test in the SPSS software. The results of the research showed that land use criterion, infrastructural services, policies and decisions (weight= 0.178, 0.174, 0.133 respectively), has been the main challenges facing the rural development. Also the results showed that between the aspects of socio- economic , physical, environmental, management, planning and development managers there is a significant correlation (-0.527) (  $p < 0.05$ ).

**Keywords:** development challenges, rural- coastal area, Rash city, development.



University of Zabol  
Graduate school  
Faculty of Literature and Human Science  
Department of Geography

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**Supervisor:**

Dr. M. Tavakoli

**Advisers:**

Dr. H. Heydari Mokarrar

**By:**

F. Kiani Leleh ka

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