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	Paper Title: Tourists' Attitudes Toward Tourism Service Delivery in Kandovan Village, Ira			
l.	 Abstract: This paper reviews a kind of service delivery as an important element in developing rural tourism in Knadovan village. The research population was consisted of 424 tourists were selected using Morgan sampling table and were interviewed by haphazard sampling method. Validity of the research instrument was confirmed by the research group and α Chronbach coefficient was applied for the purpose of reliability through which α=0.78 was obtained. Results of the study revealed that service delivery at all, had no a passable status from the viewpoint of respondents. In the next stage, any kinds of services were compared and ranked by nonparametric statistical tests of Freidman and Wilcoxon signed ranks. Keywords: Rural Tourism, Kandovan, Tourism Service, Tourist. References: Akbari, S., & Bemanian, M. R. (2008). Rural Ecotourism and its role on sustainable development in Kandovan village. Persian Journal of Rural and Development, 11(1), 131-150. Azimi, N., & Hajipour, A. H. (2008). Planning the cultural tourism and ecotourism industry for economic development: a case study of Iran. Environmental Sciences, 6(1), 53-64. Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible deream? Tourism and economic developing factors in tourism industry. Persian Journal of Mass Communication Studies, 6(15), 177-190. Frederick, M. (1993). Rural tourism and economic developinent. Constraint and possibilities with a special reference to agrit tourism. A case study on agrit tourism betoenpment: Constraint and possibilities with a special reference to agrit ourism. A case study on agrit tourism in India-Challenges Ahead, India, IIMK. Moharramnejad, N., & Aghakhan, M. (2009). Assessment threat and opportunities of strategic factors in coctourism in dustry (a case study of Jajroud protected area, Iran).		1-5	
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2.	Abstract: It is recognized that over the millennium, human civilization has progressed successfully. This progression of civilization is described in terms of pre-industrial agricultural society to post-industrial information and knowledge society. The advent of the industrial revolution has brought material abundance, and a mechanical society emerged, but man became a machine and has regressed like never before. The key question is how to prevent this fall of man, and thereby restore his harmonic nature. This question can only be addressed by spiritual way of life through techniques like ethical conduct, peaceful talk, functioning through heart and altruism as an essential way of life for self management and transformation as an end result. This paper attempts to explain certain spiritual processes and techniques for self transformation from an ordinary self to a transformed individual who can function in today's world as a corporate yogi if practiced well.			
	Keywords: Spirituality, Self Transformation, Evolution of Self, Harmony with Nature, Altruistic Behavior.			
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