

## Effects of Tourism on Rural Development in Iran (Case Study: Myshkhas Rural in Ilam)

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The rural tourism as the most popular forms of tourism can be regarded as a policy to reduce the problems of rural areas. Rural tourism, is a risk factor for the development of rural areas, including most the effects of its population stable, solve unemployment, reduced migration and more. This study aimed to detection effects of tourism in Myshkhas Rural Center development in Ilam Province. A cross sectional survey which involved the use of researcher-made questionnaire and content validity and reliability of the questionnaire were approved. A stratified random sampling technique was used to select 368 rural households. Data was analyzed using the factor analysis. The results of factor analysis showed that the main impact of the arrival of tourists to rural areas, its effects of socio economic, socio culture, environmental and infrastructure summarized.

**Key words:** Tourism, Rural Development, Factor analysis

### 1. Introduction

In the current world, tourism is a clean industry and the third economic, dynamic and thriving phenomenon that has surpassed other world industries following the oil and automotive industries (Ghaffari, 2008: 21). Rural tourism is a form of economic activity occurring around towns and areas with rural shape and texture, which is associated with positive and negative consequences for rural environment, humans and the nature (Bakhtiari & Shariati, 2012). Rural tourism specifically expanded from 1950 onwards. At first, the rural tourism was considered by local communities regarding economic aspect, and thereafter, the development of rural tourism was introduced as a tool for the development of rural communities (Rezvani, 2006: 112). The concept of sustainable development in tourism planning was introduced at international level in 1980. Sustainable development of tourism is like a prism that its various aspects form the economic, social, cultural, political, climate and geographical environments of the community and the expectations of regional people (Masumi, 2007: 104). Rural development program is considered as part of development programs in each country. Such plans are implemented by the government and its agencies

in rural areas. Such an issue, among the developing countries, where the government plays an essential role in trying to reconstruct the society in order to coordinate with specific political and economic objectives, becomes more important (PapliYazdi, 2003: 53). Rural textures have historical, cultural and natural values due to the vast context links with natural and historical contexts, while as part of the living heritage of humanity, national capital and the historical - cultural identity of the land, their preservation and protection should be significantly considered. Tourism development in rural areas means to actualize the architectural values and attractions of the rural texture and introducing them as a tourist destination. In this case, the provision of services, facilities and creating and development of required infrastructure for visiting and accommodation of tourists would be necessary, and hence, utilizing rural tourism potentials in order to attract tourists and their development will require proper planning (Hanachi and Kosheshgaran, 2012).

Felsenstien & Fleisher (2004) in a study entitled as various supports for rural tourism concluded that one of the rural tourism objectives is to increase villagers participation rate in policy making and policy creation in areas such as providing



Abstract

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sports and recreation facilities, introduction the geographic and natural features of the region, etc. Also, providing information including businesses, institutions and institutions involved in the tourism industry, directly or indirectly, for the people is considered as other purposes of rural tourism.

Lorio & Corsale (2010) studied rural tourism and livelihood strategies in 6 Romanian villages in a study. Selecting these villages was done according to their primary role in the development of rural tourism as well as different types of tourism society. The results of these study show that rural tourism increases levels of livelihoods of rural households, and tourism has been coped with other livelihood approaches in the villages of this country.

Panyik et al. (2011) studied the "Integrated Rural Tourism" (IRTs) in Hungary in a study. The results of this study particularly emphasized on the importance of local communities by considering an organizational process as well as clarifying the role of intermediary managers, since it would create trust among individuals providing services for rural tourisms. Also, the results showed a clear distrust among tourism service providers toward the local leaders and communities; thus, to achieve rural development through tourism, such distrust should be reduced.

Mirlotfi and Sargolzaee (2013), in a case study, investigated the effects of tourism on rural sustainable development Their results indicate that tourism has been more successful in the development of social dimensions than other aspects. Also, regarding economic aspects of rural development, the tourism had had the greatest effect in helping others living occupations and the least effect on the increase in land prices.

Kamari (2013), prioritized the mechanisms of tourism development from the perspective of respondents in the cultural tourism dimension has concluded that having promotional programs and holding various competitions to attract tourists can be more effective than other factors in tourist attraction process to the region. Regarding natural tourism, we can say that with the development of infrastructure and cultural activities in the village, a considerable contribution can be provided in attracting tourists to the studied region. Also, regarding agricultural tourism, by establishment and development of exhibitions, workshops of crafts, etc. within the village, a greater contribution would be provided for rural development and tourist attraction.

Iran is one of the first ten countries in the world regarding natural resources and tourism attractions such as cultural heritage, natural and

environmental landscapes, unfortunately, all World Tourism Organization Statistics over the last years suggest a very slow trend in tourist's visits of Iran and therefore, the negligible share of the industry in Iran's GDP (Kargar, 2008). Ilam Province, with an area equal to 1.2% of Iran's geographical - political territory and benefiting from a variety of natural, cultural and historical attractions, encompasses 9 cities, 17 districts and 36 villages located in a mountainous region in the southwestern margin of Zagros mountain range, which has abundant potentials for the development of tourism industry. Tourism is a growing sector in Ilam Province. Rural tourism is one of the most attractive parts of tourism and its development is considered as a basic element and one of the solutions to save the rural areas from the shadow of poverty, migration, and social and economic problems. Mishkhas village with a population of 9177 people is located at 25 km from the southeast of Ilam. However, Mishkhas area due to its unique geographical location and benefiting from numerous capacities in the field of rural tourism has been influenced by the tourism phenomenon, but so far, such potentials have not been utilized to direct the natural, social, and cultural trends and processes to achieve sustainable development. Accordingly, this research seeks to answer the following question: What are the of effects tourism industry on the development of (social, economic, cultural, environmental and infrastructural) Mishkhas Village?

## 2. Materials and methods

This applied study, was performed by a survey method. Data collection tool in the studied population was a researcher made questionnaire, which validity and reliability were confirmed by experts and calculating Cronbach's alpha coefficient, respectively. The reliability value for its different parts was higher than 0.79. Data was analyzed using the factor analysis. KMO index along with the Bartlett test verify appropriateness of the collected data for explanatory factor analysis. This research applied SPSS Software to analyze the data.

The population of this study included 9177 subjects, people who are living in Mishkhas village. The stratified method with proportional assigning was used for sampling, which classes were randomly studied through Krejcie & Morgan Table, including 368 people from nine villages of Mishkhas rural area.

## 3. Results and discussion

According to the research findings, we can say that in statistical samples of the current study, in terms of age, the highest number with 63.58% was in the age range of 20-39 years and is generally

considered young. The average number of household members was closer to 6 people. Most studied villagers in this study (136 subjects, 36.9%) were high school graduates. The main occupation of the studied samples implies that 25.8% (95 people) of them were employed in agriculture. Regarding the prioritization, the results showed that the followings with the lowest coefficient of variation of were at the first priorities: Having clean weather, wasting of the region springs water, closeness to the provincial capital, tendency to migrate from the countryside and expansion of infrastructure services (water, electricity, telecommunications, etc.).

In this study, the exploratory factor analysis test was used in order to reduce available items and identify the major effects of rural tourism. KMO coefficient and Bartlett's test were used to determine the suitability of data for factor analysis. The values of KMO and Bartlett statistic were equal to 0.967 and 9796.716, respectively, and  $P = 0.000$ . As a result, it was found that the data are suitable for factor analysis. In this analysis, four factors with eigenvalues greater than 1 were extracted. According to the eigenvalue, the first factor with eigenvalue of 7.283 and the fourth factor with the eigenvalue of 5.20 had the highest (19.55%) and the lowest (12.557%) proportion in explaining the total variance, respectively. To clear separate of the factors, the Varimax rotation method was used that after consideration of items (variables) related to each factor and their factor loadings according to Table 1, the mentioned factors were named as Socio Economic Impacts, Socio cultural Impacts, Environmental Impacts and Infrastructural Impacts.

Results showed that the socio economic impact of tourism in Mishkhas, despite the presence of positive factors (such as increased employment, improved income, improved packaging of agricultural and livestock products, etc.), also have negative effects (such as increased commodity and goods prices, increased tendency to migrate). Therefore, it is suggested that the government and authorities encourage the villagers through culture-making to establish some centers for packing, sale and supply of local valuable products to reduce the willingness of people to migrate from the village and increase in goods prices. In factor analysis of the socio cultural impacts, expanded of social abnormalities and spread of insecurity are as the negative effects of tourism in rural areas. The results of Poor Jomeh Poor and Ahmadi (2012) showed that tourism in Baraghan village, despite creating jobs, and thus, tourism-related revenue, has had little and very limited impact, and due to lack of responsible local institution and tourism professionals, the general benefits of tourism for the whole local

community was not realized. In factor analysis of environmental effects, there have been positive effects such as efforts to protect plant and animal species as well as negative effects such as damage to crops and orchards, current water pollution and air pollution. In this regard, Rattanasu Wongchai (1998) stated that although tourism has created many benefits in Thailand, however, it has been associated with adverse effects, such as environmental damage, low economic rates of return in the countryside, etc. In factor analysis of infrastructural impacts, there are many positive effects, including cleanliness of streets and thoroughfares, extending of infrastructural services (water, electricity, telecommunications, etc.) and expansion of green spaces. Transportation problems can be also mentioned as negative infrastructural impacts of tourism in the area. Therefore, it is recommended that the authorities make decisions to prevent the tourists facing with a shortage of transport in the region in tourism peak seasons. In this regard, cooperation of municipalities with regional rural municipalities can be helpful in overcoming this problem.

Table1: Major impacts of tourism development in rural areas

Impacts	Each item factors	Factor loading
Socio economic impacts	Increased employment in areas of tourism services	0.567
	Improved revenue	0.62
	Increased land business	0.603
	Improved cropping pattern	0.551
	Increased employment of women	0.551
	Increased youth employment	0.576
	Improved crops and livestock packing	0.598
	Improved public health	0.545
	Changes in the composition of village livestock	0.541
	Improved food consumption patterns	0.548
	Expansion of markets for agricultural and livestock products	0.667
	Increased tendency to migrate	0.606
	Increased willingness to participate in social activities	0.599
	Increased diversity of crops	0.451
	Increased commodity and goods prices	0.667
Sociocultura Impacts	Increased construction	0.606
	Improved education status	0.501
	Expansion of urban culture and separation from rural culture	0.611
	Expansion of social abnormalities	0.482
Environmental impacts	Spread of rural handicrafts market	0.581
	Cover change (from traditional to modern)	0.713
	Destruction of farms and orchards	0.644
	Environmental pollution	0.558
Infrastructural impacts	Reduced local cultivars due to less marketability	0.45
	Pollution of flowing waters	0.692
	Transportation problems	0.543
	Cleanliness of streets and alleys	0.454
	Increased importance of the region as a tourism hub for the province	0.373
	Village beautification	0.617
	Tendency to housing construction in modern form	0.571

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