

## **The Role of Second Homes in Tourism Development of Rural Settlements (Case Study of Damavand Townships)**

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### **Abstract**

Second homes tourism is one of the patterns of tourism expansion especially in rural and mountainous areas that is achieved through the expansion of the ownership of second homes (upcountry or holiday homes). Despite the relatively long history of second homes in rural areas, second home tourism has recently experienced a resurgence, often due to new patterns of production and economic consumption. The purpose of this study was to investigate the second homes in tourism in Damavand. The city has been attracted by tourists, especially homeowners, due to its specific geographical location, such as the countryside, beautiful highlands and valleys, lack of pollution in the cities, and its terms of its easy access to this city. Descriptive and analytical research method and processing of 127 questionnaires in SPSS environment showed that there is a significant relationship between second homes and tourism development.

**Keywords:** Second homes, Damavand, Tourism, Increase in income.

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### **Introduction**

Second homes are a common phenomenon in rural areas with potential for rural tourism. The popularity of second homes is essentially a post-1945 phenomenon, stemming from a combination of sufficient income to devote to non-essential items and sufficient leisure time for that income to be used for leisure activities. Improvements in public and private transportation have allowed individuals to find their own special incentives to pursue secondary education. Like the motivation for adherence, the tendency to use healthy non-urban amenities, or the desire to invest personal savings in property (Hampton & Christensen 2007) (Williams & Hall, 2000, 23). This process also is a response to the rural crisis resulting from agricultural restructuring is expanding (Dieter, 2002, 243). In some countries the ownership of second homes is considered an inevitable part of new life and therefore most rural destinations constitute domestic tourism (Alescojius, 1993). Preliminary studies show that two major groups enter the villages and establish second homes: (1) urban dwellers (2) rural guests (rural dwellers). Depending on how different they are, most tourists stay on a daily basis, but some prosperous people tend to live in the area temporarily, which can be used as accommodation, rural rental homes or second homes. (Alipour & Zaheri, 2018) The large influx of tourists to the city of Damavand and the surrounding countryside during the warm season and the holidays have a multifaceted effect, here we will only mention the effects of tourism on second homes. (Naqibian, 1384: 4). In this regard, the main focus of the research is to answer the question of what is the role of second homes in the development of tourism and what impacts it has on different economic, social, etc. The research method is applied in terms of purpose and in terms of descriptive-analytic nature. In other words, in this research, by preparing a research plan, the study of literature on the topic of human resources

empowerment was done and then by designing a conceptual model, a questionnaire was designed for the statistical society and finally after distribution and collection. Questionnaires were analyzed by SPSS software using conclusions and suggestions. In this study, sample size was calculated using heterogeneous method and the sample size was 127 households.

**Research hypotheses**

- Second homes appear to be effective in the development of rural tourism in the study area.
- Second homes appear to have been influenced by the increase in rural housing.

**Relited work**

- Rezvani, 2003, in a study entitled "Analysis of the Process of Creation and Expansion of Second Homes in the Northern Districts of Tehran Province" in which the study of second homes for leisure purposes is considered. The results indicate that spreading this phenomenon in these rural areas is spontaneous and uncontrolled.
- Hosseini Fadeh, 2005, in a study entitled "Assessing the Cultural, Economic, Social and Physical Impacts of Second Homes in Roodbar Village of Qasran" in which the purpose of this paper is to investigate the shape and role changes of rural housing and second homes, to study the changes in rural land use and change assessment. Has been subsistence.
- Naqibian, 2005, in a study entitled "Socio-Economic and Physical Impacts of Second Homes in Rural Areas, a Case Study of Shandiz Village" This article aims to understand the relationship between the mother city of Shandiz district (Mashhad district Shandiz) for rural planning and tourism development.
- Rezvani Wassafaei, 2005, in a study entitled "Tourism Secondary Homes and its Impacts on Rural Areas: An Opportunity", addresses the lack of management planning opportunities available in the area for tourism to meet the leisure needs of Tehranian citizens.
- Mahdavi, 2008, in a study entitled "The Role and Effects of Secondary Homes on the Social and Economic Structure of the Kalardasht Area", which has expanded to include second homes due

to the privileged position of tourism and resorts in urban areas, and the formation of this economic impact on localization.

- Gadirmia et al., 2011, in a study entitled "Investigating the Consequences of Expansion of Villas (Second Homes) in the Rural Areas of the Tarrood District of Damavand County" concluded that the negative economic, social and physical consequences of the expansion of second homes were more than their positive effects.
- Haji Beigi, 2011, in a study entitled "The Second Impact of Rural Tourism Development (Case Study of Soleghan Village)" based on the research we conclude that the owners of second homes owned by these houses have increased in rural tourism.
- Mahroo, 2015, in a study entitled "The Economic Consequences of Rural Tourism around Metropolises Emphasizing on Second Homes (Case Study: Roodbarqasran District, Shemiranat) Tourist Attractions in the North Mountainous Area of Tehran Provide an Opportunity to Increase the Needs of Large Urban Citizens The economic and social rejuvenation of the villages in the area has also provided a boost.

#### **Research Area**

Damavand is 52 degrees 4 minutes east longitude 35 degrees 42 minutes north latitude and 5678 meters south of the mythical Damavand Peak and 60 kilometers east of Tehran is located between Tehran governorate and Firoozkooch governorate and near Shoozeh Tehran-Firouzkouh Mazandaran road. Geographical range of Abarshivah from north to Firoozkouch and Mazandaran province, south to Garmsar, east to Firoozkouch and west to Abrood. This village has no urban area and has the largest number of villages in the region.

#### **Concepts and definitions Second homes**

Second homes are homes that are rented out or rented by households elsewhere. Such homes are usually located in rural areas and used for recreational purposes, have weekend homes and holiday homes as well (Johnston, 1988, 423). Second homes or vacations are housing that is usually built or purchased by residents in various areas, including rural areas, and is used mainly for leisure and recreation purposes on certain days, such as holidays and summer (Razvani, 1381).

**Leisure**

It is a time of human awakening in which there is no job commitment and the desire to spend it at will (Lipkina, 2013)

**Tourism**

A tourist is referred to as a person who, regardless of curiosity, travels for recreation and elsewhere, who travels for the sake of pleasure (Bagayi, 681384).

**Rural tourism**

Human beings are in need of travel and tourism more than ever in urbanization and industrial development. Two groups of natural and cultural factors are able to attract leisure flows. Natural factors, whether potential or actual, are very effective in attracting tourists, which is why the world of tourism (tourism) and tourism (nature tourism) are highly valued today. So that planners will be able to take advantage of these factors to develop the tourism industry. (Taj, 2013:81).

**Rural tourism and second homes**

The development of second homes in rural areas takes place in a variety of ways, including the conversion of rural housing into second homes, the construction of second homes on privately owned land, and the development of this phenomenon by construction companies. (Rezvani, 2003, 183) In addition to the above-mentioned collaborative approach (buying a house jointly and using it year-round), which is mainly practiced in North America, modern methods of developing second homes are used in our country. Rural housing as second homes and provision of land for seasonal housing construction is greater. But almost all tourist areas of the country are witnessing the development of this phenomenon in rural areas (Statistics, 2006). Increasing demand for second home tourists and boom in land and villa activities, along with weakness in the agricultural sector in the process of production, income generation and employment due to the rapid and widespread supply of agricultural land, gardens by the local community to the seductive demand of millions of home tourists The second has been (Qadami et al., 2010).

Nowadays, urban dwellers try to spend some of their time in peaceful, untouched areas to escape the kinds of environmental pollution that

threatens them. Tourism is therefore a form of rural second homes that has affected rural areas in recent decades. (Anabestani, 103, 2010) The expansion of tourism in rural areas has been accompanied by the formation of different patterns. Second home tourism is one of the types of tourism that is often prevalent in the mountainous areas of the countryside, especially around large cities and towns. In the last few decades, tourism in second homes has grown significantly due to urban population growth and the resulting pollution. (Amundsen, S., & Martinsen, Q. L. 2015)

This type of tourism may be the most important form of tourism development in rural areas of the country. It is rapidly growing in many areas, especially in rural areas around metropolitan areas (Saidai et al., 20, 2010). And for this reason an important part of second homes have been established and expanded in rural areas (Shukri, 296, 2005).

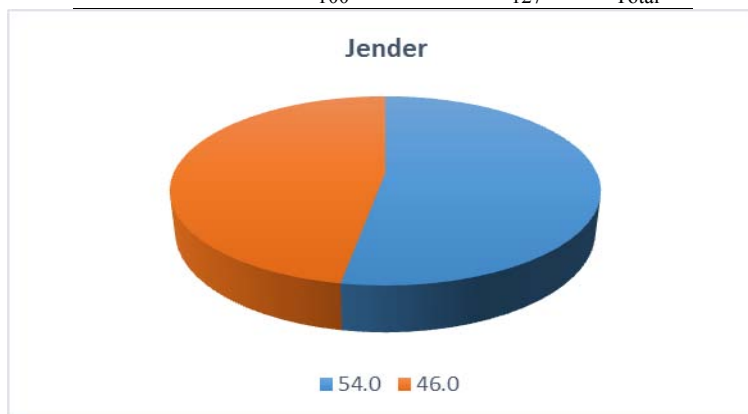
**Statistical data analysis**

**Descriptive Information**

This section will provide descriptive information on the various variables based on the level of variables. This information will include the frequency percentage for each variable, the mean, and the standard deviation for the interval-level variables.

**Table 1: Respondents' gender**

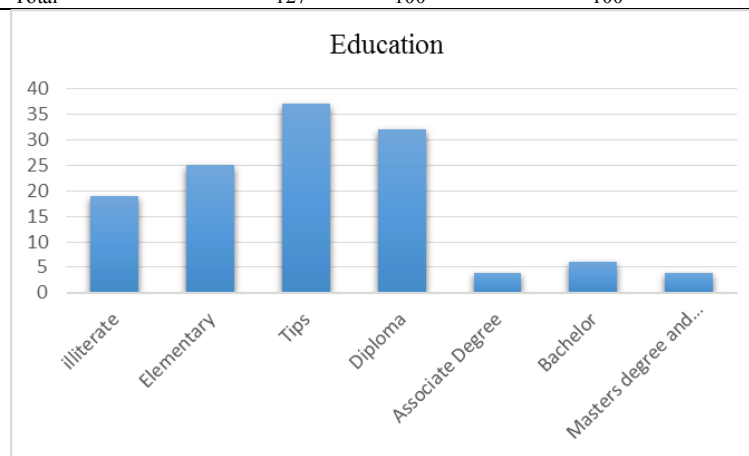
Cumulative Percentage	RelativePercentage	Number	Gender
0.54	0.54	67	male
100	0.46	60	Female
-	100	127	Total



**Chart1: Respondents' gender**

**Table 2: Respondents' education**

Education	Frequency	Relative percentage	Reliable percentage
illiterate	19	0.11	0.11
Elementary	25	0.14	0.14
Tips	37	0.28	0.28
Diploma	32	0.25	0.25
Associate Degree	4	0.05	0.05
Bachelor	6	0.12	0.12
Master's degree and higher	4	0.05	0.05
Total	127	100	100



**Chart 2: Respondents' education**

**Table 3: describes the dependent variable of the second homes Valid Response Class Percentage Topics**

Row	subjects	Percentage of valid response classes				
		Very low,	low,	medium,	high	very high
1	Decrease in Licensing of Villa Development in Area	0.2	0.1	0.7	0.23	0.67
2	Determination of specific areas of the village for the construction of villas in those areas	0.5	0.13	0.15	0.44	0.23
3	Allotment of Deserted Village Land for Villa Construction	0.0	0.3	0.7	0.27	0.63
4	Increase the supervision of relevant authorities regarding the non-conversion of agricultural land into villas	0.39	0.32	0.13	0.7	0.9
5	Encourage villagers not to sell their land to villagers to prevent rising land prices	0.3	0.7	0.10	0.35	0.45
6	Increasing the unity of the villagers by reducing their differences Teaching Villagers Proper Handling of Villas by Experts	0.3	0.15	0.22	0.44	0.16
7	Decrease in Licensing of Villa Development in Area	0.4	0.2	0.9	0.44	0.39

Table 3 shows the variable description of traditional second homes. As can be seen, the greatest impact was the reduction of villa permits in the area with 67.0% of the respondents and the least impact was the deserted rural areas for the villa construction with 0.0% of the respondents. Independent variable description: The role of settlements in the development of regional tourism.

**Table 4: The role of settlements in tourism development**

Row	subjects	Percentage of valid response classes				
		Very low,	low,	medium,	high	very high
1	Level Improvement (Education, Health and Housing)	0.5	0.13	0.15	0.44	0.23
2	Increase recreational and tourism spaces (such as parks, hotels, etc.) Creating Health Facilities and Easing Access	0.2	0.1	0.7	0.23	0.67
3	Level Improvement (Education, Health and Housing)	0.39	0.32	0.13	0.7	0.9

Based on the table above, as can be seen, the most impact was the increase in recreational and tourism areas (such as parks, hotels, etc.) with 67.0% of the respondents and the least impact improving the level (education, health and housing) with 5.0%. There are respondents.

### **Describe the increase in tourism income in second homes**

**Table 5: describes the increase in tourism**

Row	Subjects	Percentage of valid response classes				
		Very low,	low,	medium,	high	very high
1	Increasing the income of rural people	0.1	0.17	0.15	0.44	0.23
2	Increasing the income gap between rural households	0.2	0.1	0.23	0.23	0.67
3	Increasing people's purchasing power	0.39	0.32	0.13	0.7	0.9

Table 5 shows the variable description of earnings growth. As it can be seen, the highest effect was the increase of income gap among rural households with 67.0% of the respondents and the least impact was the increase of rural people's income with 5.0% of the respondents.

### **Research hypotheses Hypothesis**

1: Second homes appear to be effective in the development of rural tourism in the study area.

**H0:** Second homes appear to have no impact on rural tourism development in the study area.



**H1:** Second homes seem to be having an impact on rural tourism development in the study area.

**Table 6:” Relationship between Second Homes and Rural Tourism**

Index	Statistics	Second homes	Number
Second homes and rural tourism development	Pearson	0.062	127
	sig	00.0	

Table 6 shows the relationship between second homes and rural tourism development. The significance level of the relationship between second homes and rural tourism development shows that the relationship between these two variables is less than 0.05%, meaning 95% confidence. It can be said that the significant relationship between these two variables in the statistical sample is generalizable to the statistical population. Thus, sufficient evidence is provided to refute the null hypothesis, and the research hypothesis confirms the significant relationship between second homes and rural tourism development. In addition, since the Pearson correlation coefficient is between (1 and -1), it can be said that the intensity of the relationship between the two variables is positive and relatively strong.

**Hypothesis 2:** Second homes seem to have been influenced by the increase in rural housing income.

**H0:** It seems that second homes do not have an effect on the increase in rural settlements.

**H1:** Second homes appear to have been influenced by rising income in rural settlements.

**Table 7: Relationship between Second Homes in Increasing Income in Rural Settlements**  
**Second House Statistics**

Index	Statistics	Second homes	Number
Increase in income at R Pearson Residential Areas	Pearson	0.088	50
	sig	0.005	

In Table 7, the relationship between the second homes in the increase in the income of the rural settlements is shown, and the significant level of the relationship between the second houses in the increase of the income in the rural settlements shows that the relationship between these two variables is less than 0.01%, meaning 99% confidence can be said to have significant relationship between these two variables in the statistical sample. Thus, sufficient evidence is provided to refute the null hypothesis, and the research hypothesis that there is a significant relationship between second homes in increasing income in

rural settlements is confirmed. In addition, since the Pearson correlation coefficient is between (1 and -1), it can be said that the intensity of the relationship between the two variables is positive and strong.

**Table 8: Test assumptions**

Test assumptions	Type of test	Test score	Test score results
Second homes seem to have an impact on tourism development in the study area	Pearson's R	0.062	has a significant, positive, and relatively strong relationship
relationship Second homes seem to have contributed to the increase in rural settlements	Pearson's R	0.088	relationship was significant, positive and strong

### **Conclusion**

The development and expansion of second homes in Damavand region has had different effects on tourism and socio-economic impacts. It has led to an increase in population and an increase in environmental pollution. The creation of second homes has had a significant impact on the livelihoods of people's social and cultural attitudes. Careful construction is necessary to prevent the destruction of agricultural lands that must be taken into account. Careful construction also provides recreational space for urban dwellers. In a comparative analysis of the opinions of second homeowners regarding the independent variable of second home development and the dependent variable on tourism development dimensions, the results showed that by using T-test and Mann-Whitney tests, between residents and homeowners about home development. Changes in economic dimensions there are significant differences. And there was no significant difference in social change. In addition, the study result of the relationship between the development of second homes and tourism at the rural level indicate that there is a direct and linear relationship between these two variables. Finally, Pearson correlation coefficient test was used to test the research hypothesis. According to the results of this test, it is observed that the level of significance is equal to 0.000 which is less than 0.05 and consequently the null test suggest that there is no significant relationship between second home creation variable and social and economic changes. It is rejected and given the correlation coefficient of 0.502, the role of second homes and rural tourism development is confirmed.

### **Suggestions**

Given these conditions, it should be borne in mind that the positive effects of second homes on local communities will not naturally occur, but on second homes must be managed more effectively. The following can be somewhat helpful: - Develop a management system in the area of "development impact assessment" and use the tools of this system to improve and refine management practices. -Completion of land use studies based on the assessment of ecological ability to explain and control the immediate development of second homes in rural areas. -Draft executive by-laws related to the design and rural environment at the study area with the aim of preserving the rural valuable textures and paying special attention to rural tourism. - Bank loans for renovation and retrofitting of rural housing - Training tourists to prevent the destruction of nature

- Recognize the attractions of the area - Promotion of tourism culture in order to protect the environment and sustainable development - The revival of some of the old jobs associated with the tourism industry (such as inlay) and the creation of it will boost the region's employment and youth employment.

-To educate second homes and villagers to conserve water and prevent pollution of the village's water resources, especially the village spring which is the source of drinking water for the villagers.

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