

**Analysis of Tourism Effects on Economic, Socio-Cultural and
Environmental Development of Astara City
Using Chi-square Model**

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Abstract

The tourism industry, as one of the leading developing industries, has a special place in the economies of countries today and with its effects plays an active and effective role in improving the economic, socio-cultural and environmental structure of societies. Astara city, with its special capabilities and tourism opportunities, has a special place in tourism in Gilan province. The nature of this applied research is descriptive-analytical method and its purpose is developmental. The statistical population of this study is all residents of Astara city and using Cochran's formula and Jesse Morgan's table, 383 people are considered as the sample size. This research was conducted by survey method and the validity of the questionnaire was approved by a panel of experts and its reliability was calculated using Cronbach's alpha coefficient of 0.98. The results indicate that the development of tourism has had a significant effect on the development of Astara city. The results of the Chi-square test show that tourism has played a significant role in increasing employment and job opportunities, increasing the income of the local community from retailing goods and renting villas and housing, improving local infrastructure, reducing migration and increasing participation in collective work. Finally, according to the research results, practical suggestions are presented.

Keywords: Tourism, Economic and Socio-Cultural Development, Employment Creation, Income Increase, Astara

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1. Introduction

In the present era, the tourism industry is introduced as one of the pillars of sustainable development and as an invisible export, it is one of the most lucrative and lucrative industries and has a significant contribution in reducing poverty, improving living standards and positive cultural interactions. Tourism is one of the most dynamic economic sectors in the world. Tourism is considered as one of the important components of development and deprivation (Jahedi 2007: 3) Tourism has great effects on increasing foreign exchange income, increasing GDP, source of income for the state and the nation, creating employment and improving social services. Countries consider this dynamic industry as a source of income, employment, private sector growth and infrastructure development, and through this, they have been able to bring development to the people of their country by their conscious and active presence in the field of global communications and information and as a tool for development. Economic and social and one of the most important modern occupations is embodied in urban areas (Tahmasebi and Majidi 2005). Tourism is one of the most important development tools in the world and is currently known as the largest and fastest industry in the world with endless and increasing growth (Ziaei & Azizi, 2014). Attention to the category of tourism has expanded since the 1950s and in recent years its development and prosperity is one of the most important and fundamental strategies in the growth and development of areas et (Hajinejad, et al, 2013.p. 91). Tourism has wide-ranging effects in various fields. One of these areas is urban tourism. Urban tourism tries to study tourism as an important and effective phenomenon in change (physical, social, political and managerial) and urban development (Movahed 1: 2007) and now, it has formed another dimension of urban economy which leads to the renovation and development of urban appearance, transportation system, tourist resorts and the improvement and organization of urban infrastructure (Barker and page, 2002.p.247). Considering the high potential of tourism in different regions of Iran and the resulting developments in social and economic life of residents of different regions, understanding the relationship between tourism and its role in socio-economic development, environment of host regions, requires careful

scientific studies. Astara city is one of the tourist-receiving areas of the country that has received a large number of domestic and foreign tourists in recent years.. According to statistics received from the Astara Cultural Heritage, Handicrafts and Tourism Organization, this trend has been growing. Astara city with its historical, cultural, social attractions, recreational location and leisure time due to the Caspian Sea, Steel Wetland, Heyran Pass and the coastal waterfall market, proximity to the Republic of Azerbaijan and the Caucasus countries, etc. attracts tourists from all over Iran. And the development of the city has been several villages with the ability of tourism in the coastal, foothills and mountains, has a very high potential for development in the tourism sector. The present study aims to analyze the effects of tourism and its role in the development of Astara. The present research is of practical type and the method of study is descriptive-analytical. The main research tools are a researcher-made questionnaire with 24 variables, including 8 economic variables, 9 social variables and 7 environmental variables, which have been compiled by examining the research background and theoretical foundations of the research. The data in the research have been collected and analyzed through documentary studies as well as direct observation and field surveys and questionnaires from residents and administrative officials in the study area. Approved at 0.98. The research tool is a questionnaire related to the research hypotheses, the validity of which is evaluated using the Delphi technique and its reliability is evaluated through Cronbach's alpha coefficient and after approval by the sample community, it is completed. A combination of the results of the studies performed and the necessary strategies are provided.

2. Background of related research

Regarding the effects of tourism on the global and national scale, numerous researches and researchers in various economic, social, cultural, environmental, etc. dimensions have studied the effects of commercial tourism on the physical development of spatial areas of Baneh urban areas. There is commercial tourism in Baneh with changes in the physical and spatial texture of the city (Sharifi Renani et al 2009: 9). Lotfi and Tabei, (2014), in an article entitled "Management and Planning of Tourism Development" with emphasis

on Qeshm Geopark, concluded that Qeshm Island has the necessary potential to attract investment in the development of tourism infrastructure, which With the development of infrastructure, facilities and amenities, it can become a tourism hub not only in Iran but also internationally. So that the most important opportunity to discuss tourism is job creation in the region and the most important threat is the lack of strong management and monitoring of tourism services at the macro level and security. Darvishi et al, (2019: 365), in an article entitled "Analysis of the role of tourism in economic development of Rudsar city" have concluded that tourism in Rudsar city has an impact on employment and increasing household income and reducing unemployment and leads to economic development and There has been a boom in income and the prevention of migration and the diversification of economic activities. Mohammadi et al. In Kermanshah explored the economic, social, cultural and environmental impacts of tourism from the perspective of Kermanshah residents. Findings generally expressed positive views of the local community about the effects of tourism development. (Mohammadi et al. 2010.p. 223). Samakosh Nia Ibrahim et al. (2013) have evaluated the role of tourism in the economic-environmental development of Babolsar city. Gary has fallen to the ground. In a study entitled The role of tourism capabilities in the urban development of Tehran's 22nd district, they concluded that the creation of new tourism centers such as the Persian Gulf Martyrs Lake, Tehran Waterfall, Bustan Javanmardan Iran and Construction of Shahid Hemmat Highway and strengthening of infrastructure and tourism facilities and with exceptional and special capabilities and potentials of this region can be a destination for domestic tourists and in case of media advertisements can also attract foreign tourists (Azi Mohammad and Shariat Panahi, 2016: 85). In an article examining the approach and role of religious tourism in urban development of a study in the city of Mashhad and concluded that the role of religious tourism among the dimensions of urban development, social dimension with an average of 4.05 the most impact and The physical, economic and environmental dimensions were placed in the next priorities, and finally the level of urban development in the economic, social and physical dimensions was moderate and in the environmental

dimension was weak (Lotfi et al, 2019). In a research study of tourism development strategies in the Arvand Free Zone and found that attracting non-governmental capital, infrastructure and amenities and tourism capabilities all have a very effective role in tourism development in this region is(Sajjadi & karimpour Reyhan, 2016: 15) . In a study entitled Identifying and explaining the factors affecting the success of tourism businesses in Gorgan have concluded that five factors: facilities and resources, infrastructure and services, learning and vocational training , Communications and business management explains 80.36% of the factors affecting businesses (Abdullahzade & Shahkoohi, 2013: 93). Ayhan Akis (2010) has examined the impact of tourism on the development of the city of Antalya. The results show that among the cities of Turkey, the most impact of urban development from tourism is observed in Antalya. Colantonio and Potter, (2006) Studies have found that at a more general level, 9 out of every 10 citizens evaluate tourism as a generator of a positive effect in the region, which provides the basis for reviving the socio-cultural environment.

The results of the research background show the effectiveness of tourism development in different dimensions of urban development, including improving employment opportunities, changes in the physical and spatial context of the city, increasing urban population, increasing construction along with the growth of hospitality and hospitality, rising prices, etc.

3. Concepts and theoretical foundations

Tourism as an invisible export is one of the most lucrative and lucrative economic sectors in the world, which in the coming years will be at the top of all existing economic sectors in the world and will be the largest sector of international trade (Toloui, 2016: 10). Most tourists to tourist destinations try to create such environments for higher incomes. Urban areas attract many tourists due to their various historical and cultural attractions such as museums, theaters, parks, amusement parks, shopping malls, areas with historical architecture, etc. (Timothy, 1995: 63). Tourism development has a great impact on the socio-economic, physical and environmental dimensions of a city. The effects of tourism are presented as a strategic model for recognizing social, economic, physical and environmental impacts. Tourism

operates within the framework of certain spatial patterns. One of these spatial patterns is urban tourism. Urban centers are one of the most important destinations that have influenced the world tourism trends in recent decades. The growth of short-term travel has made these destinations one of the main tourist destinations (FarajiRad et al 2010: 32). Urban areas, because they have many historical and cultural attractions, are often considered important tourist destinations, which themselves have a variety of large attractions, including museums, monuments, historical sites, cities usually attract many tourists (When cities function and develop as tourist cities, these complexities are solved with more compactness in the structure and nature of tourism (Pearce, 2001.p.41).

4. Sustainable development of tourism

In order to show the relationship between sustainable tourism and sustainable development based on a conceptual model, the dimensions and indicators of sustainable development are expressed. Development consists of three main dimensions: society (prosperous society), economy (decent economy) and ecology (environment). "Society must be prosperous" means that it has understood the concept of civilization. In other words, people should be satisfied with living in that community, and while they have a broad stake in running the affairs, the concept of citizenship rights and equality should be reflected in the spirit of that community. "Environmental" also indicates the balance and quality of local ecosystems such as air, water, soil, etc., and determines the relationship between man and nature and emphasizes the sustainability of resources and the capacity of the environment. Finally, the (worthy) economy also means the flow of at least a percentage of the general economic income in the society, which has the ability to deal fundamentally with the basic and daily needs of the inhabitants.



Figure 1: Conceptual model of different dimensions and effective indicators in sustainable urban development. Source: Shahabian, 2004

Sustainable tourism is a concept arising from sustainable development and sustainable development based on the consolidation and stabilization of natural resources in a wide range and sustainable tourism development emphasizes the protection and stabilization of the main pillars of tourism and its effects on the host society (David, 2011: 12).

Today, sustainability is widely accepted as a fundamental approach for any type of development, including tourism development, and in political and environmental issues, sustainable tourism has been proposed as a new concept to deal with the destructive effects of tourism development (Rezvani, 2008: 138). In recent years, sustainable tourism has become one of the most important tourism destinations for tourism. The principles of sustainable tourism are gradually being integrated with strategic destination planning, as tourism activities have created various environmental and socio-economic problems. Sustainable tourism is considered as a way to improve the quality of local communities, create quality experiences for visitors and maintain the quality of the environment on which

everything depends (Unwto, 2016: 7). According to the conceptual model, sustainable development is achieved only if the overlap of these levels is organized and balanced.

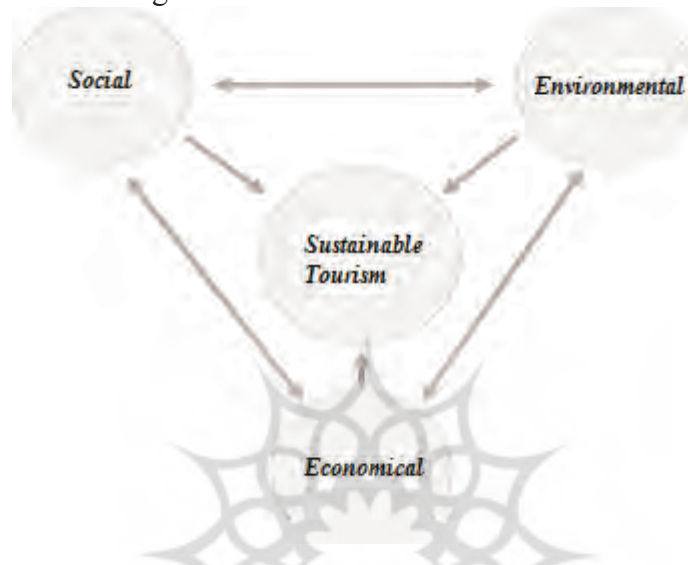


Figure 2: Dimensions of sustainable tourism and the interrelationships between them, Swarbrooke Source, 2000:217-227.

5. Economic effects of tourism development

The results of the studies indicate the fact that due to the lack of financial strength in most cases to invest in the construction of hotels, department stores and other infrastructure needed for tourism, non-native or foreign residents enter the scene and invest and even the goods needed by tourists. Imported from other regions (Tosum 2001.p.239). King and his colleagues also explored residents' perspectives; They believe that those who gain personal benefits from tourism activities evaluate it very positively, but those who do not earn personal benefits have a negative attitude towards it (King: et al., 1993: 445). Various aspects of the negative economic effects of tourism, which can be summarized as follows:

- Excessive concentration of tourism activities in a city may lead to the destruction or decline of other economical activities and create imbalances.

- Tourism may attract employees from other sectors of the economy on a part-time basis. So sometimes in Some communities will play little role in reducing unemployment in general (Mc Intryre, 1993).

- Among the negative effects of tourism on the economic dimension, the positive economic effects of tourism development should be considered. Here are some of them:

Investing in urban tourism will lead to the development of other sectors as well. For example, improving local services Like the communication network and electricity is connected with tourism.

-Increased hidden exports - Increasing government revenue from taxes -Increasing the value of property for landowners and property located in deprived areas (Harsel,1994).

The tourism industry affects the economy of the host society through its gross domestic product and employment, which is directly, indirectly induced (Karimi dastnaei 2016: 8).

Table 1: Economic effects of tourism

Negative aspects	Positive aspects
Inflation, general increase in prices	Increasing foreign exchange earnings
Seasonal jobs and unemployment	-Creating job opportunities
-Increase in land prices	Mobility of financial capitals
-Development of service sector and production analysis of goods	Attracting foreign capital
Reduction of public services	-Improvement and development of infrastructure facilities
Unbalanced development of the region	Balance of international payments
Dependence on the market of other countries	-Development of non-oil exports
	Utilizing existing local capabilities-

Source:Sharpley,2001:41-43 and Nobert Van Hoo,2014:359-368



Figure 3: Direct, indirect and inductive effects of tourism
 Source: World Travel Organization, 2016

6. Social and cultural effects of tourism development

The outcome of the tourism industry causes changes in the daily life and culture of the host community. The term "socio-cultural effects" is used to mean changes that occur in the daily experiences of values, lifestyles and artistic and intellectual products of the host community (Gee, C. Y , 1994). However, the development and expansion of tourism in a region or an area, has caused social and cultural changes in that region and should be considered to prevent negative effects and strengthen its positive effects in the host community. Various experiences have shown that tourism affects the culture and society of the host tourist. Tourism protects the cultural heritage of the region and also preserves and promotes cultural patterns in the fields of music, dance, theater, clothing, arts and crafts, customs, lifestyle and architecture, which are among the important tourist attractions by expanding Tourism provides the basis for their preservation and promotion. Tourism can be effective in protecting the rights of all people to maintain their share in world culture (Salehifard, 2011: 44).

Table 2: Socio-cultural effects of tourism

Negative aspects	Positive aspects
-Increasing the negative cultural and moral effects -Instilling a sense of cultural and financial backwardness in residents -Creating distortions in the local culture	-Improving the quality of life -Increasing recreational and entertainment facilities -Improving the quality of social services -Improving understanding and perception of other cultures and societies -Expansion of cultural exchanges -Facilitate meetings with tourists -Protection of the cultural image of the host community -Inducing a sense of pride in one's cultural possessions

Source: Sharpley, 2001: 42-44

7. Environmental Impacts of Tourism Development

There is a very close relationship between tourism and the environment, which is in three forms:

- 1- Some forms of physical environment are considered as attractions for tourists
- 2- Tourism facilities and infrastructures form a part of the built environment.
- 3- Tourism development and tourists' use of an area creates environmental effects.

The environmental effects of tourism are mainly due to the fact that this activity has been developed in environments that are sensitive and fragile. In areas that face excessive population density during the tourist season, these effects are greater. Such as small islands, beaches, mountainous areas, highlands, wildlife, along with historical and ancient sites, because these types of places form important resources and tourist attractions (Salehi and Pazoukinejad, 2016: 211). The presence of tourists in countries is like a double-edged sword. On the one hand, it is a factor that protects the natural resources and ancient and religious monuments of the country, and on the other hand, it is a factor in the destruction and even destruction of resources. Therefore, in developing the presence of international tourists, it is necessary to encourage the positive effects and limit the negative

effects of this presence: tourism helps to protect and preserve natural resources. The negative effects of the presence of tourists on the environment are mainly. The damage that tourists do to various environmental elements that are an important source of tourism. Such as the destruction of the country's wildlife habitats, the destruction of natural landscapes (due to the excessive creation of accommodation and hospitality facilities in beautiful areas of the coast and rivers or natural landscapes), damage to natural resources, unintended impact on indigenous culture and traditions (Ehsani, 2016 : 132). Destruction of ancient monuments (theft or vandalism of unprotected buildings), air pollution of cities, water of rivers and seas to underground areas (due to congestion of visitors in an area and violation of the facilities for discharging or treating sewage and disposal Waste Principles (Salehifard, 2011: 52).

Table 3: Environmental effects of tourism

Negative aspects	Positive aspects
Destruction of natural areas Destruction of wildlife and vegetation stations -Water, air, noise and ... pollution. Destruction of ancient monuments	-Protection of natural resources Establishment of protected areas and national parks -People's awareness of the value of natural wealth -Improving the environment and natural landscapes

source:Sharpley,2001:42-44

Table 4: Principles of sustainable tourism development by dimensions

Concept	Principles	Dimensions
Preserving and promoting natural, social and cultural diversity is essential for the sustainable development of long-term tourism and provides the basis for flexibility for the industry.	Preserve diversity	Economic sustainability
Tourism supports a wide range of local economic activities and increases the costs and values of the natural, social and cultural environments of the destination areas.	Supporting the local economy	
Marketing that provides complete and responsible information to tourists increases respect for the natural, social and cultural environments of the destination areas.	Responsible tourism marketing	
Sustainable protection and use of natural, social and cultural resources is vital and makes business sense in the long run.	Sustainable use of resources	Ecological sustainability
Reducing overconsumption, reducing the waste of recovery costs in the long run, which increases the quality of tourism.	Reduce excessive consumption and waste of resources	

Concept	Principles	Dimensions
Staff training that links tourism sustainability to business practices and employs local staff at all levels can improve the quality of the tourism product.	Staff training	Cultural sustainability
Continuous research and monitoring of this industry using efficient data sets and analyzes is essential to help solve problems and bring benefits to the tourism destination, the tourism industry and customers.	Conduct research	
Tourism development leads to long-term tourism continuity when integrated into a local and national planning and strategic framework and an assessment of its environmental impacts. Integrated planning in the field of product coordination and participation between organizations involved in decision-making should be done.	Integration in tourism planning	Sustainability of the local community
The full participation of local communities in the tourism sector not only benefits them and the environment, but also improves the quality of the tourism experience.	Participation of local communities	
Consultation between the tourism industry and local communities, organizations and institutions is essential so that they can work towards each other and resolve potential conflict of interest that may arise.	Consult with actors and the general public	

source:Schorner, 2010: 92 and Akbarian Ronizi and Rezvani,2015:114

8. Statistical population, sampling method and sample size

The statistical population includes the city of Astara with a population of 91257 people. In this stage, in addition to using the statistical data of the population of the Statistics Center of Iran in the opinion of experts (researchers, tourism activists and experts and officials) in this study using Cochran's method to provide statistical sample size was estimated and finally the questionnaire was completed from the sample population.

9. Introduction of the study area

9.1. Natural features

Astara city is located in the eastern slopes of the Talesh Mountains and on the west coast of the Caspian Sea. In the western part of the city, due to erosion, riverbeds and waterways are deep and have a rough morphology, and the slope of the mountains is very steep and has very narrow valleys with vertical walls. Talesh mountain range as a mountain dam prevents the infiltration of streams Air from the north and east into the Iranian plateau has created a special climate in this region (Geological Survey, Map 1: 100000 Astara). Adjacent to the sea on the one hand and the connection of coastal plains with the sea

and mountains on the other hand and the combination of these factors with each other has caused the climatic characteristics of this region. In the region, a combination of local mechanisms and appropriate synoptic conditions throughout the year. Consecutive rains and a slight difference in annual temperature are some of its features. Badiiei, 1983; 91) (Bazen, 1988: 59) The highest rainfall in the region is related to the months of October, Aban and September.

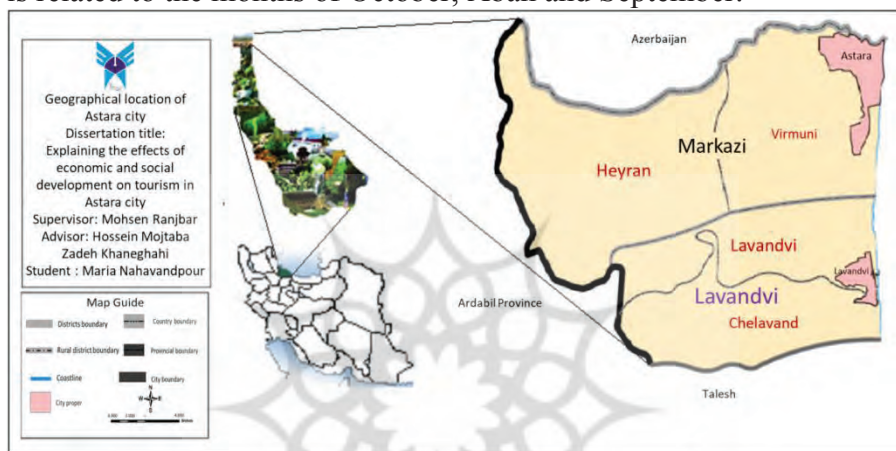


Figure 4: Map of the geographical location of Astara city
Source: Gilan Province Statistical Information System 2017

The relative humidity in the study area fluctuates between 73 and 87%. The lowest amount of humidity between the different months of the year is related to June, July and August. In general, in the studied stations, the months of June and July have the lowest humidity and the highest humidity in the cold months of the year (Gilan Meteorological Department, 2016). Caspian Sea It is a temperature controlling factor in the region that adjusts the temperature in winter and summer. The number of frosty days near the beach is low. In general, the peak of heat intensity is in July and August and annually varies on average from 25-25 to 26 degrees Celsius. In the coldest months of the year (January and February), the average temperature was 5.8 ° C. The climate of Astara city is divided according to the method of two martens, the climate of the region is very humid.

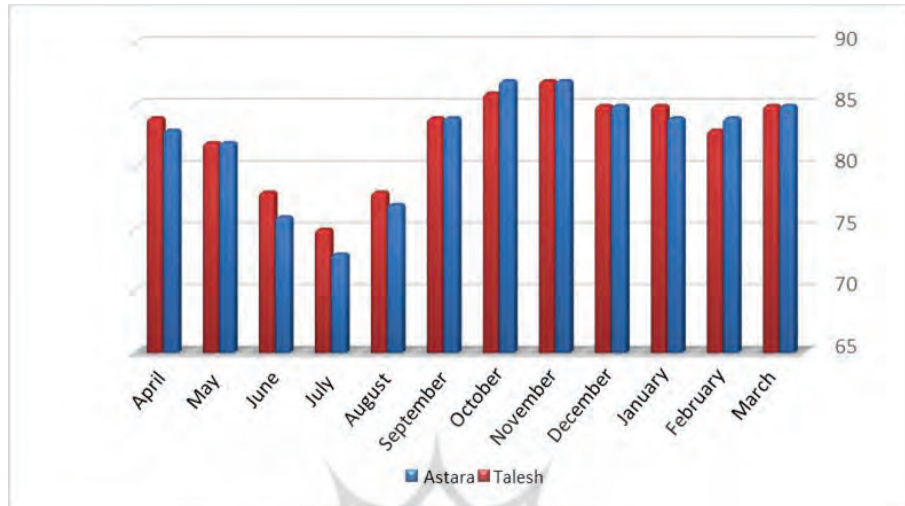


Figure 5: Mean humidity diagram of stations in the study area
Source:Guilan Meteorological Department, 2016

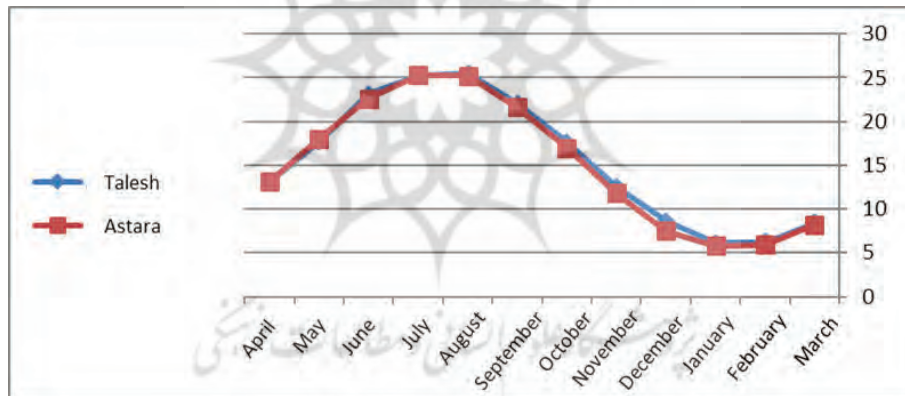


Figure 6: Graph of average temperature of stations in the study area
Source: Meteorological Organization of Iran 2016

Due to heavy rainfall in this city, there are many rivers that flow into the Caspian Sea with a steep slope. The most important rivers of the city are: Astara Chay River on the border of Iran and the Republic of Azerbaijan, Chelvand Chay, Kanroud, Lundville Tea, Mullah Hadi Chay.

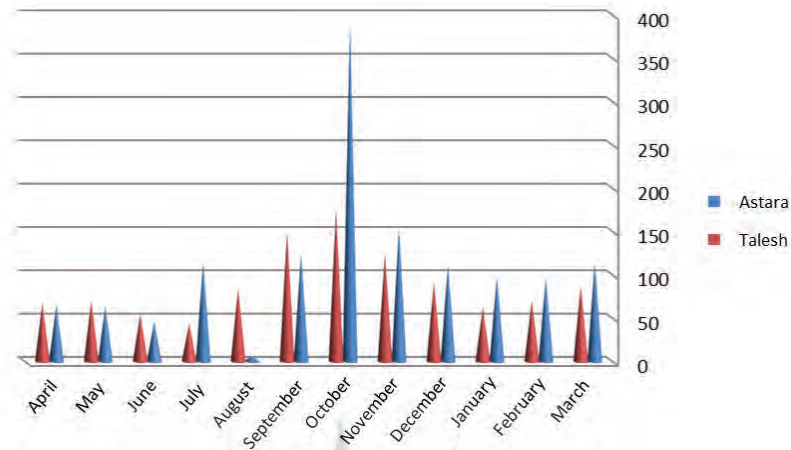


Figure 7: Average rainfall of the study area
Source:Guilan Meteorological Department, 2016

Topography alone reflects many of the issues in the study area. The minimum altitude of the city is -25 meters and the maximum altitude is 3190 meters above sea level. Is included. The coastal plain is located in the east of the city with 15.24% and on the coastal margin.

Table 5: Land type of Astara city

Percentage of land	Area	Land type
79.15	28561	the mountain
4.89	1768	Hill
15.24	5399	Sedimentary plain
0.7	254	Residential lands

Source: Sabz Andish Payesh Consulting Engineers Company,2008

The study area in most areas has a slope of less than 20 degrees. The lowest slope in this basin is zero degrees and the maximum slope is 75.54 degrees.

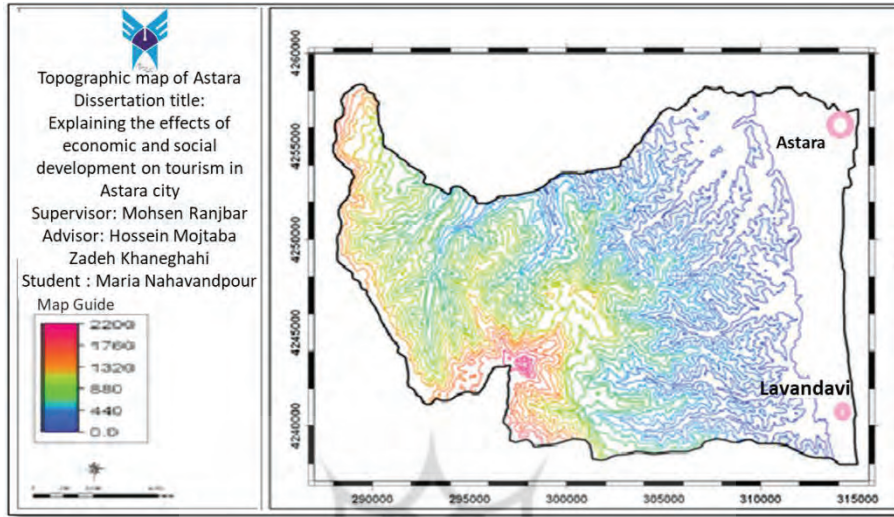


Figure 8: Topographic map of Astara
Source: Research Findings, 2019

Table 6: Natural status of settlements in Astara city

A forest located in a mountain, valley or hill	Mountainous, valley or hill	A forest located in the plain	Plain	rural district	the part	City
17	11	0	0	Heyran	Central	Astara
1	0	3	22	Virmony	Lundville	
9	2	2	5	Chalvand		
8	0	3	3	Lundville		

Source: The Culture Settlements of Astara 2011 & Research Findings, 2019

9.2. Human characteristics

Achieving demographic characteristics is of particular importance in economic and social planning, and economic and social policymakers and planners have to pay attention to the interrelationships between variables that are not only more effective in economic and social change, but also the basic data of economic and social development. Are considered. According to the 2016 census, the city of Astara has a population of 91,257 people and about 28,742 households. The language of most people in Astara is Azerbaijani Turkish. And a small number of them also speak the Talysh language; However, it should be noted that the main language of the people of this city is Talshi and over time, due to migration and the proximity of Astara to Azeri-

speaking cities, this language change has occurred and this is in the lifestyle, customs, ethnic ways. And even the language structure of the majority of the people of Astara is clearly visible. Astara has been a record number of literate population in the country for many years, according to the latest statistics of 2016, the literate population of Astara is about 24683 people, which is 92.1%, which is one of the most literate cities in Iran. And a small number of them are Sunnis. The occupation of most people in Astara city is exporting or importing goods from the Republic of Azerbaijan and agriculture (Bazen, 1988:58).

Table 7: Population of Astara city by urban and rural areas in the years 1395-1695

1385	1390	1395	Year
			Name
89874	86757	91257	City
47434	59087	62814	Urban areas
32440	27670	28443	Rural areas

Source: General Census of Population and Housing 2006, 2011 and 2016 Statistics Center of Iran

Table 8: Household dimension in the districts and villages of Astara city (2016)

Family size	Family population	The name of the village	Family size	Number of households	Population part	The part
2.51	866	Heyran	3.12	21920	91257	Central
3.24	4358	Virmony				
3.32	1869	Lundville	3.34	6822	22814	Lundville
3.28	1635	Chalvand				
3.17	28742	91257	The whole city of Astara			

Source: General Population and Housing Census 2016 & Research Findings, 2019

Numerous factors such as favorable climate, moist and fertile soil, the existence of permanent running water networks and abundant and diverse agricultural facilities and the expansion of communication routes, have caused severe density in this province and the relative density of Astara population in 2016 is about 212.2 people in Each square kilometer. There are different local theories regarding the name

of Astara city, but what is mentioned in the sources is Astara, the word for effort, which is pronounced as core or aste. This name is used because many years ago in this area there were sand dunes, ponds, swamps and reeds in which walking requires caution and in this regard it was called Housteh or Asteh Roo. Time after some people from around Ardabil city and other areas migrated to this city and settled there, they pronounced it as Astara today. Astara is one of the border cities of Iran and like other border cities is of great economic importance because it is one of the oldest customs in the country with more than 200 years of history. Astara Port, the first private port The country is the fifth active transit port and the largest land customs and the second source of customs revenue in the north of the country (Adalat et al, 2013: 8).

10. Research findings

281 respondents (73.4%) are men and 102 (26.6%) are women. 5 (1.3) people under 20 years old, 105 people or 27.3% between 20 to 29 years old, 145 people 38% between 30 to 39 years old, 92 people 24% between 40 to 49 years old and 36 people 9.4% more than 50 years old They were old. 2 (0.5) illiterate, 111 or 29.2% undergraduate, 102 or 26.6% diploma, 92 or 23.9% postgraduate, 62 or 16.1% undergraduate, 14 Or 3.6% for master's degree and above.

Table 9 Distribution of respondents by gender, age and education

Education			Percent age	Number	Age of respondents	Percentage	Number	Gender of Respondents
Percentage	Number	degree of education						
29.2	111	High school	1.3	5	>20	73.4	281	Male
26.6	102	Diploma	27.3	105	29-20			
23.9	92	Associate Degree	38	145	39-30			
16.1	62	Bachelor	24	92	49-40	26.6	102	Female
3.6	14	Masters degree and higher	9.4	36	>50			
100%	383	Total	100	383	Total	100%	383	Total

Source: Research Findings, 2019

10.1. Inferential data analysis

Understanding the effects of tourism on local communities is one of the main issues in the tourism industry and is important for tourism planners. It is important to review and obtain relevant data for planners in order to improve the quality of services provided to tourists and to develop, create employment and earn income. To examine the opinions of the sample population, first 30 questionnaires with 35 questions were distributed among them completely randomly and after reviewing the opinions, 11 questions were removed and a questionnaire with 24 questions was prepared and distributed and collected among the sample population obtained using Cochran's method. The questionnaire is divided into three sections: economic (8 questions), socio-cultural (9 questions) and environmental (7 questions).

Table 10: Mean, variance and standard deviation results obtained from the questionnaire by economic, socio-cultural and environmental

Standard deviation	Variance	Deviation from the mean	Average	Items	Indicator
1.067	1.140	0.54	3.71	Increase employment and job opportunities	Economic
1.137	1.29	. 0.58	3.75	Rising land and property prices in the region.	
1.101	1.21	. 0.56	3.50	Improving the quality of life and welfare of the indigenous community	
1.097	1.20	. 0.56	3.52	Increase the income of local households	
1.136	1.29	. 0.58	3.57	Improving the economic situation of the people	
0.897	0.806	. 0.45	3.88	Boom local city markets	
0.895	0.802	. 0.45	3.76	Improving the existing infrastructure and facilities of the city	
1.05	1.108	. 0.53	3.53	Increase investment and diversity in economic activities and income	
1.04	1.1	0.05	3.65	Average	
1.1103	1.23	. 0.56	3.24	Enabling the transmission of positive cultural values to other peoples	
1.239	1.53	. 0.63	3.13	Increase in delinquency and crime	

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Standard deviation	Variance	Deviation from the mean	Average	Items	Indicator
0.9405	0.88	. 0.48	3.84	Revival of local traditions	Social and Cultural
1.13	1.27	. 0.57	3.59	Preservation of historical and cultural heritage	
1.104	1.22	. 0.56	3.28	Increasing the level of public awareness and knowledge	
1.159	1.34	. 0.59	3.52	Improves and promotes social security.	
1.021	1.044	. 0.52	3.45	Increasing people's participation in the development of tourism activities	
1.018	1.038	. 0.52	3.71	Increasing social unity and cohesion and indigenous self-confidence	
1.061	1.128	. 0.54	3.44	Reduce youth migration	
1.08	1.19	0.05	3.49	Average	
1.227	1.507	. 0.62	3.52	Improving living conditions and health and education People	Environmental
1.327	1.76	. 0.67	3.54	Fading of local customs	
1.102	1.21	. 0.56	3.82	People's participation In environmental protection	
1.028	1.058	. 0.52	3.8	Preservation of cultural and historical heritage	
1.079	1.16	. 0.55	3.63	Development of welfare and recreational facilities in the region.	
1.252	1.56	. 0.64	3.6	Increased waste and environmental pollution	
1.00057	1.001	. 0.51	3.74	Destruction and destruction of natural resources	
1.14	1.32	0.05	3.6	Average	

Source: Research Findings, 2019

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Table 11: Chi 2 test of economic indicators of Astara city

remaining	Expected	observed	Spectrum of answers	
-66.6	76.6	10	1	Economic
-26.6	76.6	50	2	
21.4	76.6	98	3	
53.4	76.6	130	4	
18.4	76.6	95	5	
-66.6	76.6	15	1	Social and Cultural
-15.6	76.6	61	2	
39.4	76.6	116	3	
31.4	76.6	108	4	
6.4	76.6	83	5	
-53.6	76.6	23	1	Environmental
42.6	76.6	34	2	
24.4	76.6	98	3	
41.4	76.6	118	4	
33.4	76.6	110	5	

Source: Research Findings, 2019

In the economic dimension, 58.7% of the respondents have chosen a wide range and believe that tourism has had a great impact on the economic development of Astara city. In the social dimension, 49.8% of the respondents believe that tourism has been effective in the social and cultural development of Astara city. 59.7% believe that tourism has had a great impact on the environmental dimensions of Astara city.

11. Conclusions and scientific and research achievements

Findings of this study show that tourism in Astara city has several socio-cultural, economic and environmental consequences. Although the positive effects of tourism on some economic and socio-cultural variables in the region are acknowledged, many issues such as local

community participation in tourism planning and development, education of residents on various aspects of the tourism industry, the effects of seasonal employment and support Employees are ignored during unemployment.

Due to the development of tourism in the city of Astara, residents are dissatisfied with the lack of welfare, educational, hospital and recreational facilities. Failure to satisfy the local community in the long run will have irreparable consequences. Despite the creation of numerous businesses, residents do not have enough knowledge and knowledge about how to provide services to travelers or start a profitable business in this field. The need to increase residents' awareness of the positive and negative aspects of tourism development in the region can increase its positive effects as much as possible. If the residents benefit more from the development of tourism in the region, they will certainly support development programs and the satisfaction of the residents will provide the ground for sustainable tourism growth. Therefore, the following suggestions can pave the way for tourism development:

- Strengthen the participation of the private sector and citizens in providing recreational and service facilities
- Marketing, advertising and information to introduce more attractions of the city using cyberspace in the country
- Increase supervision of accommodation centers, catering, travel services and tourism offices
- Raising the level of public culture in the field of cultural heritage and tourism by using educational, cultural and media capacities
- Provide appropriate and less profitable facilities for tourism development
- Providing special facilities to travel agencies to distribute travel services to this city
- Analyze and provide solutions to improve the participation environment of the local community in order to develop tourism
- Provide investment incentives to tourism activists
- Investigating the development of maritime tourism in the city of Astara according to its appropriate capacity and location

- Diversification of tourism services and facilities, especially in the field of accommodation and hospitality to meet the needs of different groups of tourists
- Upgrading and developing tourism infrastructure and paying attention to tourists' opinions and satisfaction
- Provide special facilities to women entrepreneurs in tourism, especially in local destinations with potential for handicrafts
- Provide an appropriate model to facilitate the private sector investment process in the city tourism.
- Study on the development of specialized and health tourism in the city of Astara due to the high capacity of medical tourists in the Caucasus region, especially the Republic of Azerbaijan
- Prioritize local residents and people and satisfy the local community through comprehensive participation in the development of tourism in the region and the distribution of revenues from it among local residents.
- Organizing specialized seminars to use the opinions of experts in the field of tourism
- Investment in developing and equipping the facilities needed by tourists (accommodation and hospitality centers, roads, etc.
- Creating suitable grounds for investors to invest in various fields of tourism in the region
- Participate and involve people in setting up tourism development programs and how to provide better services to tourists
- Raising the level of public culture of residents (especially in tourist places) and creating more awareness in them on how to treat tourists.
- Planning to reduce the negative effects of tourism development, especially in the field of environment

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