



The Community-based Tourism Model of Mountain Villages with the Grounded Theory Approach (Case Study: Kojur District, Nowshahr County)

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Abstract

Purpose- The purpose of the current research is to present a community-based tourism model in the mountain villages of Nowshahr County in Mazandaran province.

Methodology- This research was conducted in two stages. In the qualitative part, a semi-structured and in-depth interview was conducted with 20 tourism activists, handicrafts and university experts with a theoretical and targeted method, and the analysis of the interviews was conducted with a Grounded Theory method. The classical grounded theory was done with the help of MAXQDA software. In the quantitative part Lawshe index have been used and in order to test the paradigm model, the final questionnaire was distributed among 384 people of Kojur mountain villages in a cluster and available method. In the last stage, by using Smart PLS software the structural model was examined .

Findings- The community-based tourism model of mountain villages obtained in this research includes six components. Causal factors include two "Mental" and "Behavioral" components, contextual factors include three "Group", "Family" and "Individual" components, intervening factors include four "Infrastructural" and "Political-Law" components, "Economic" and "Socio-Cultural", strategies including four "Developmental", "Marketing and Product", "Financial" and "Educational" components and finally the consequences including three "Social-Cultural", "Environmental" and "Economic" components. Also, the main phenomenon in this model was "passion for action."

Practical implications- Considering the problems of tourism in the mountainous villages of Kojur region, it is possible to develop community-based tourism by reducing the obstacles identified and strengthening the contexts by adopting development strategies, marketing and product, finance and education and created positive consequences.

Original/value- By knowing and gaining insight into the formation process of community-based tourism in Kojur mountain villages and its effective factors and consequences, it is possible to develop better and more effective this type of tourism in the region.

Keywords- Community-based tourism, Grounded theory, Mountain village, Nowshahr County.

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1. Introduction

Many approaches to tourism development in recent years have focused on the participation and empowerment of local communities, the protection of the environment and culture of the host community, and the sustainable development of the community because the support and participation of the community is essential for the success of tourism development (Witchayakawin et al., 2020). In the meantime, community-based tourism was proposed, which implies a high level of participation of local communities under the banner of sustainability in the process of tourism development and planning. This type of tourism emerged in the 1970s as a reaction to the negative consequences of mass tourism and became popular in the last three decades (Behzadfar et al., 2017 and Zargham and Bazarafshan, 2015). Many researchers consider community-based tourism as a suitable solution for the socio-economic development of developing countries, in countries that have a resource-oriented economy and a large part of the government's income is provided only through natural resources, community-based tourism can be an opportunity. Provide for rural development by strengthening vulnerable personal businesses. This type of tourism leads to the growth of tourist knowledge by observing, experiencing and learning the lifestyle of local residents (Bayat and Khazaei, 2015). Sebal believes that rural areas in developing countries are often faced with a lack of facilities and industries and the poor people of the society live there. Therefore, community-based tourism can play a role as a tool to save the local community from poverty (Zargham and Bazarafshan, 2015). Community-based tourism in mountainous areas improves the socio-economic status of the local community. Secondly, this type of tourism has focused more on improving welfare and living standards, which are generally low in mountainous areas. So, this type of tourism in mountainous areas can better meet the common needs for cultural identity. Fourth, community-based tourism in mountainous areas can provide a structure for more effective planning, implementation and monitoring of tourism activities and determine the most appropriate scale of economic activity (Godde et al., 1998). The growing trend of mass and spontaneous tourism development along with the lack of efficient planning and management at the local and regional levels in the rural areas of Nowshahr has resulted in numerous

positive and negative economic effects and consequences (Badri et al., 2008). According to the research of Aliqolizadeh Firouzjaei et al. (2006), the main type of tourism in Nowshahr is nature tourism, which takes place in two main forms: transient or non-residential tourism (lacking accommodation facilities) and second homes. Also, tourism in this area due to spontaneous and mass growth with negative economic and environmental effects such as increase in the price of goods and services, false increase in the price of land, increase in the cost of living, inability of young people to buy land and housing, income disparity and class gap between rural households. It has resulted in the decrease of agricultural workers and the seasonality of income and employment (Aliqolizadeh Firouzjaei et al., 2006). Although some researches have been done about community-based tourism inside and outside of Iran (Behzadfar et al., 2017; Hessam, and Baghiani, 2017; Najarzadeh and Torabi, 2016; Zargham and Bazarafshan, 2015; Pham Hong et al., 2021; Nugroho and Numata, 2020; Bittar Rodrigues and Prideaux, 2018; Abukhalifeh and Wondirad, 2019) but few researches have produced practical knowledge about the development of community-based tourism and solving tourism problems in mountain villages (Khartishvili et al., 2020, Dadvarkhani and Ghanian, 2017) and No research has investigated community-based tourism in the context of mountain villages in the north of Iran and Nowshahr district. Therefore, this research examines the issue of community-based tourism and presents a model of it in the context of the mountain villages of Nowshahr.

2. Research theoretical literature

Tourism gives the host community and visitors this unique opportunity to share their different cultures and perspectives. Despite tourism's potential, there is a disturbing fact that local communities have received few benefits from tourism over the past 50 years since the global emergence of the tourism industry. Instead, they have suffered a wide range of negative impacts that have damaged their natural resources and changed their society and culture in many ways. In fact, local communities have benefited very little from tourism. Sustainable tourism, although it has been the main area of efforts for the development of some countries, but it has been criticized due to some shortcomings that can prevent the full participation of local people and the desired results. Therefore, a more comprehensive and holistic approach to development, which needed to be initiated, planned and

implemented by local people and for local people, was needed. "Community-based tourism" became popular in the mid-1990s, changing the bottom-up approach to development in an effort to truly and fully involve the community at all levels of development. Similar to other models of tourism development, there is a great distance between the academic definition of this concept and the way it is used by professionals (Tasci et al., 2013). In literature, Peter Murphy is considered as one of the pioneers of community-based tourism. His important work in 1985 has had a significant impact on the development of community-based tourism research. In his book, Murphy (1985) considered tourism as a "community industry" and called for the participation of local communities in decision-making and planning processes. (Ishihara, 2020). Rather than focusing specifically on nature or charity, community-based tourism benefits the community and its environment as a whole. From the traveler's point of view, community-based tourism offers an opportunity to immerse in local culture and participate in a completely unique tourism experience (Kwangseh, 2014). It can be said that the use of local community resources with their supervision and control over the development process is one of the main foundations of tourism planning based on the community-based approach. Tourism planning based on this approach is a bottom-up plan because it emphasizes the development in the community rather than the development of the community. Under this approach, local residents are considered as the focal point of tourism planning, not Tourists and government officials. Despite these issues, there are many issues in the formulation and implementation of tourism programs based on a community-oriented approach, for example, the level of residents' awareness and familiarity with the planning and participation processes, residents' apathy, the time-consuming and difficult planning processes. The residents' trust pointed to representatives and elected people (Ziaei and Torab Ahmadi, 2012; 190). In general, community-based tourism is tourism that is planned, developed, owned and managed by the community for the community, guided by collective decision-making, accountability, access, ownership and benefits. It is conceived as a win-win exchange between the host and the guests. Guests enjoy discovering the natural and cultural heritage and wisdom of the destination people, while the host gains more awareness and pride because their natural

and cultural heritage and wisdom is a source of economic and social well-being (Ishihara, 2020). In any case, in destinations where tourism development takes place and tourists come into contact with local people and the environment, attention is paid to the effects of tourism. Undoubtedly, the destination is the place where the greatest need to identify, measure and manage such effects, whether positive or negative, is felt (Sharpley and Telfer, 2014; 289). Despite all the benefits of community-based tourism, in most developing countries, few powers are given to the local community and attention is paid to their abilities to manage their resources in order to maximize the benefits of tourism, because the tourism strategy in these countries is a government-oriented activity and serves to achieve their specific social and economic agendas (Zargham Borojeni & Bazarafshan, 2015). According to Kwangseh (2014), some of the reasons for the lack of community development despite tourism activities are that few local communities are involved in tourism activities. This means that most local communities are excluded when making decisions, planning, investing, promoting or developing the tourism industry. The review of relevant literature showed that few studies have been done in connection with community-based tourism, especially in the field of mountain villages inside the country. Emami (2021) did research titled presenting the local model of community-based rural tourism development (case study of Giulan province). The results of the research show that the index of community-based tourism in the cities of this province is classified into two groups. Also, in the field of factors affecting the development of community-based rural tourism, economic, environmental, social and management indicators have been influential. Ranjbar (2021) conducted research on the impact of agricultural experience tourism on the sustainable development of the village in Kashan. The findings of his research showed that agricultural tourism can help a lot as an alternative strategy in the field of sustainable rural development and agriculture, among other suggestions and options. But tourism in general and agricultural tourism in particular, in order to be able to respond to the ever-increasing demand and different needs of tourists, must use creativity and innovation to diversify its services and products, and this is the basis for the development of businesses, especially It provides small businesses and entrepreneurship development. Jahanbin's research (2021) showed that the activation

of the community-based tourism industry (the quality of two-way communication between residents and government officials, government incentive programs to develop people's participation in tourism, providing investment resources, updating tourism information and facilitating the enjoyment of new technologies with little negative impact on the environment) is more important than other factors. [Behzadfar et al. \(2017\)](#) found in quantitative research in Nayband village that the development of community-based tourism has a positive and significant effect on the prosperity of residents' businesses. [Zargham Borojeni & Bazarafshan \(2015\)](#) in the study of rural community-based tourism in the village of Asiyab Sar Behshahr found that the local community should receive the necessary training in relation to tourism management and development, and then the necessary facilities for tourism management should be provided to them so that they can develop at their own will. Manage tourism in the village. [Mokhtari \(2012\)](#) by examining the challenges of implementing community-based tourism in Iran found that these challenges include the lack of formal and informal tourism training in local communities, the lack of coordination and cooperation between institutions related to tourism management in Iran, the lack of trust between society and the government, low The level of knowledge of local people in the field of tourism and the lack of financial resources in local communities for the development of tourism projects. In foreign research, Pham Hong, Ngo, and [Pham \(2021\)](#) conducted a study entitled Community-based tourism: opportunities and challenges in rural Vietnam. They found that there are various tourism potentials in this village to attract tourists. In addition, the support of the government and international organizations along with the hospitality of the local people has strengthened the development of community-based tourism. However, the lack of human resources, production space and raw resources as well as the competition of industrial products has hindered the development of community-based tourism in this village. [Priatmoko et al. \(2021\)](#) found in their research that in order to achieve sustainable rural community-based tourism, factors such as the approval and enthusiasm of official leaders (village elders), the way of life and environment of the local community, informal leaders, and the management team should be paid attention to. [Yunikawati et al. \(2021\)](#) found in research in Indonesia that the increase in job opportunities has led to a lot of

employment. [Nugroho & Numata \(2020\)](#) found that the impact of residents' social and demographic characteristics and their support for tourism development is completely influenced by perceived benefit and cost. The research findings of [Khartishvili et al. \(2020\)](#) showed that various factors affect the sustainable development of community-based tourism activities, especially in mountainous areas, which include the integration of local development activities and tourism, the formulation of specific guidelines for tourism projects Community-oriented is the diversification of products based on the local community. [Vitchayakavin et al. \(2020\)](#) investigated the development factors of community-based tourism in Thailand. Their findings showed that the important factors of community participation are: ownership, support and external support policy, marketing, creating value and supply chain, empowering people, leadership and participation. Also, [Kayat \(2014\)](#) in his model introduced competitive management, resource conservation, creating benefits for the local community, involvement and commitment of the local community, cooperation and networking, empowerment, and leadership as the way to achieve sustainable rural community-based tourism. As the background of the research shows, in the field of internal research, most of the researches paid attention to the attitude of local people towards the development of community-based tourism and its effects, but external researches, in addition to the effects of community-based tourism, also provide models in this field to the dimensions and components of tourism. They have also paid attention to society. Also, no coherent and complete research has been done in the field of mountain villages. Therefore, in this research, we seek to present a model of community-based tourism in the area of mountain villages, so that the beneficiaries of this area can use it to implement the development of community-based tourism.

3. Research Methodology

3.1. Geographical Scope of the Research

The study area of this research is Kojur section of Nowshahr County in Mazandaran province. Kojur is bounded by the Caspian Sea from the north, Chalus River from the west, Nur city from the east. This rural and mountainous part has more than 70 small and big villages in total. Due to the vastness of pastures, Kojur region is relatively scattered and most of the villages are far from each other. Kojur region is one of the important regions of Mazandaran province in

the field of handicrafts. Kojur has a mountainous climate. Most of the time, the weather does not have a seasonal order, and for this reason, it cannot be clearly placed in one of the seasonal groups. The winters of this region are very cold and accompanied by snowfall, and the summers are mild. The amount of rainfall in this area is very high and this has caused the diversity of vegetation. Vegetation has forced the people of the region to engage in agriculture, farming and horticulture. According to the last census of 2015, the population of Kojur was equal to 3,120 people and 1,052 households, and it was upgraded to a city in 2015. The type of tourism in Kojur region is mostly residential tourism and second homes, and the most important motivation for tourists is nature tourism and using the suitable climate of Kojur region. Kojur has various tourist attractions. Its natural attractions include Farakhin lake in Veysar village, Divcheshme, Kandolus waterfall and natural hot water in Dalir village. Its religious attractions include Taher and Motahar tombs in Hezarkhal village and Fazl and Fazel tombs in Kandolus. Its cultural attractions include the museum of anthropology and medicinal plants of Kandolus village and special ritual and traditional ceremonies. On the other hand, all Kojur villages have their own special capabilities, for example, Nichkuh village has special felt products, Kushkak village is famous in the field of music and all kinds of musical instruments and Chetan village has adventure tourism capabilities.

3.2. Methodology

The methodology used in this research was qualitative analysis and applied and developmental research and mixed method (qualitative and quantitative) in terms of data collection. In the qualitative part, the data method of the Systematic Grounded Theory of Corbin and Strauss (1990) was used. The statistical population of the research in the qualitative part included 20 entrepreneurs and activists in the field of tourism, handicrafts, relevant local officials and academic experts. The statistical population in a small part includes the residents of the mountainous villages of Kojur in Nowshahr. The sampling method for selecting participants in the interview was purposeful and theoretical, the interviews were semi-structured and in-depth (7 women and 13 men) and each interview lasted an average of 30 to 90 minutes. No new data was added to the interviews that could expand the characteristics of the categories and it was considered theoretical saturation, which reached saturation in the 20th interview. In the quantitative part,

due to the fact that the number of residents in the villages is not known precisely due to the rural conditions of the region, the maximum sample size was determined to be 384. Also, random clustering and available sampling method was used in quantitative part to gather the data. MAXQDA2020 software was used to analyze the interviews of the qualitative part in three stages of open, central and axial coding, and finally, the paradigm model of community-based tourism was drawn in six categories of causal factors, contextual factors, intervening factors, main phenomena, strategies and consequences. In the analysis of the quantitative part, first by using Content Validity Ratio (CVR) to summarize the items from the qualitative part using the opinion of 11 academic experts, and then by distributing the questionnaires, in order to analyze them using the factor analysis method with the help of Smart.PLS software. The validity and reliability of the research was carried out with the evaluation method of Lincoln and Goba (1994) based on the criteria of accreditation, transferability, trustworthiness and verifiability as follows: the participants expressed their opinion in relation to the research report, the analysis process and the obtained categories. And according to their comments, the results were revised and modified. The use of rich and primary data and collecting a wide range of views and interviewing people from different levels confirm the transferability in this research. Also, documenting all stages of research, recording interviews, details related to how to collect data, categories obtained from data and researcher's notes, exchange of opinions with peers in the research process and coding confirm its reliability. The researcher tried to improve the verifiability index of the research by minimizing the interventions in the descriptions. In the quantitative section, we evaluated the validity and reliability of the measurement models and the structural model, which is shown in the findings section.

4. Research Findings

4.1. Qualitative section

As mentioned, in-depth interviews were conducted with 20 people in the qualitative section. The demographic characteristics of this samples showed that 6 of them were in the field of handicrafts, 8 in the field of tourism, 3 had an active ecotourism residence, 1 of them was a rural expert and 2 of them were academic faculty members, and 7 of them were women. Also, 13 people were men and most of them (12 people) were married. According to the results of Table 1, by analyzing the interviews, 749 initial open

codes were obtained, which were converted into 16 open codes at the next level. categories of the first level by combining the obtained

Table 1. Concepts and categories derived from the data

Second level category	First level category	Identified open codes
Causal Condition	Mental	Belief, flourishing talent, entrepreneurial thinking, interest, creative visualization, vision and insight
	Behavioral	Persistence, having a goal, self-reliance, working seriously, motivation to create employment, concern for maintaining traditions, ability, lifestyle, identifying opportunities
Contextual Condition	Group	Teamwork, support of friends
	Family	Family background, family support, family encouragement, influence of family environment, learning in family, family character
	Individual	Concerns (concern for the present, future, marriage, environment, local development), giving importance to tourists, willingness to act legally, lack of government employment, education (need to have skills, lack of skills, superficial education, lack of education, importance of education), limitation of illness, different previous experiences (childhood experience, second job), role model (importance of role model)
Intervening condition	Infrastructure	Infrastructural problems, attention to infrastructure
	Political and laws	Lack of support (lack of conformity of related departments, lack of support of officials and departments, lack of support of local officials), support (support of other organizations, support of stakeholders, support of monetary financial organizations, need for support of beneficiaries), government policies (notification of executive plans), the necessity of supervision, the necessity of having support (providing a work platform, the necessity of full cooperation, facilitating the creation of a business, facilitating the legal sector, real support), the performance and protection of cultural heritage (negative view of the heritage administration), not expecting from the officials, the necessity of the program tiny
	Sociocultural	The situation (people's reaction (local people's unwillingness to work, lack of acceptance of the new generation), bad conditions of the society, dissatisfaction with the current situation, lack of suitability of the current situation), local society (desire of the local community, attention to local culture, acceptance of local culture by tourists), the time-consuming nature of changes, lack of support from universities, the influence of the media, lack of information about government support, lack of information from people and officials, the impact of the environment, the necessity of cultivation
	Economical	Economic prerequisite (investment, need for support, importance of financial support, gaining the trust of tourists, the need to generate income for the local community, paying attention to the potential, the existence of product demand, the importance of product demand, economic concern, the importance of the target market, business growth potential, The necessity of tangible results, people's acceptance of traditional products, having a special customer) economic limitation (tourism as a second job, lack of suitable working space, sales problem) (production limitation, raw material procurement limitation, tourism seasonality, customer's lack of purchasing power, pricing limitation), lack of initial money, lack of expert staff)
Strategies	developmental	Production development, cooperation with specialists, obtaining permission, cooperation with organizations, action for work, job change, cooperation with heritage office, work development
	Marketing and product	Sales marketing training, holding a festival, sales methods (product creativity, slow product release, relational marketing), the importance of attending in the exhibition

Second level category	First level category	Identified open codes
	Financial	Obtaining facilities, self-investment, no financial request
	Education	Experiential education and learning, reading books, trial and error, action for education, internet education
Consequences	Sociocultural	Negative (cultural invasion, job dissatisfaction) Positive (Having an impact, supporting the local community, improving the quality of life, changing attitudes, cultural exchange, not migrating to the city, strengthening the sense of empathy, accepting tourists, strengthening the preservation of their heritage, discovering people's talents)
	Environmental	Negative (environmental pollution, spatial destruction, waste production) Positive (not having a negative impact, paying attention to the environment)
	Economical	Negative (negative economic impact, negative publicity) Positive (the cheapness of the product, creating value, having customers, producing a cultural product, an original product, economic impact (positive economic impact, job creation), increasing income, developing the business chain, positive advertising, the presence of investors)

In the following, the categories of the first level were taken to the second level and were drawn in the form of six components of the Grounded Theory paradigm model of the category foundation and the paradigm

model (Figure 1). The main phenomenon in this model is “passion for action” because all parts of the model represent this category.

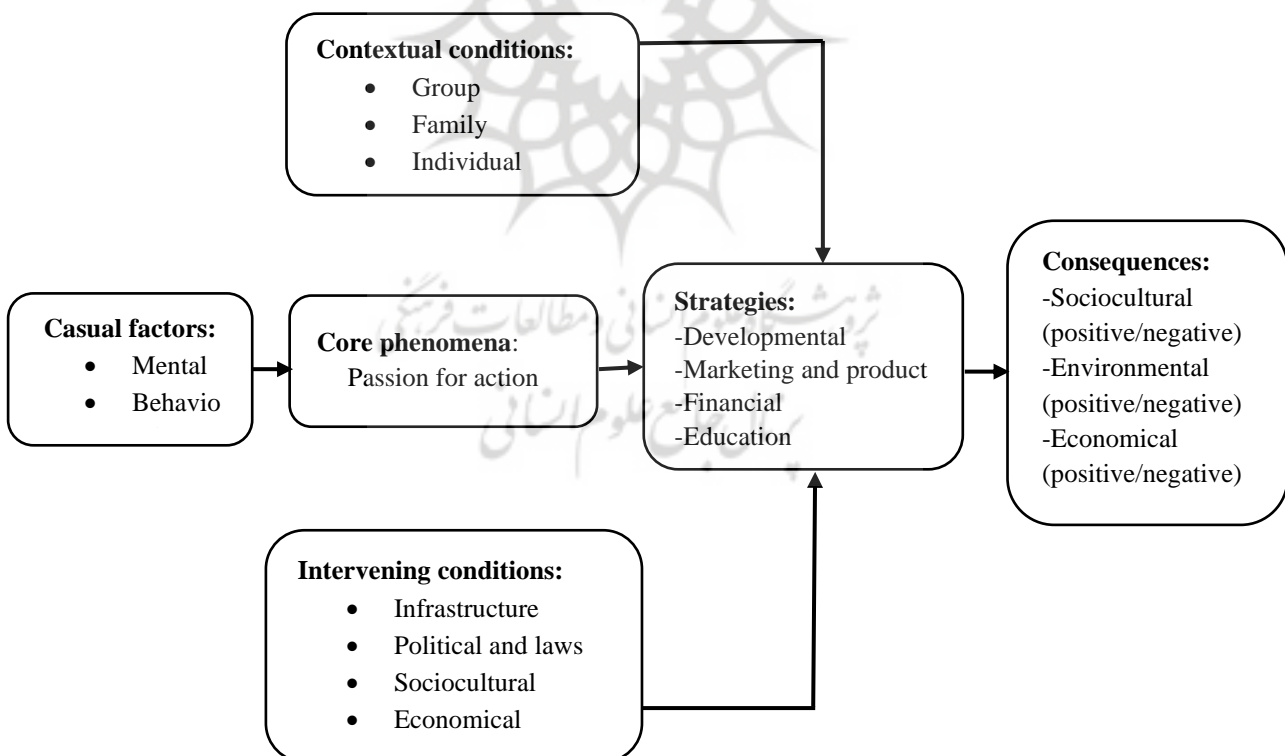


Figure 1. Paradigmatic model of results of open and axial coding of passion for community-based tourism action in mountain villages

Source: Developed by the researcher from the research findings, 2023

4.2. Quantitative section

In this section, in order to test the paradigm model of the research, the data obtained from the opinions of the samples (384 questionnaires obtained) were analyzed in order to investigate the factors affecting the development of community-based tourism and the related structural model in the mountain villages, which is on two levels: descriptive and inferential. The questionnaire designed for the quantitative part is the result of the qualitative part that was refined by the Content Validity Ratio (CVR) and the final questionnaire was designed for distribution. The demographic analysis of this section indicated that in terms of gender, 65.6% of people were male, in terms of age, 63.3% were between 30 and 50 years old, in terms of marriage, 58.1% of people were married, and in terms of education, 64.6% of people had a

diploma. In the following, we will validate the five measurement models of the paradigm model of research, that is, the measurement models of causal, contextual, intervening factors, strategies, and consequences.

4.2.1. Validation of measurement models

Before performing the factor analysis, it is necessary to test the distribution of the data for normality by using Kolmogorov-Smirnov test in order to determine which test and with which software the analysis can be performed. The result of the Kolmogorov-Smirnov test for all components indicated the non-normality of the data distribution. Therefore, Smart.PLS software and convergent and divergent validity and reliability were used for factor analysis and fitting of measurement models.

Table 2. Validity and reliability indicators of research measurement models

Factors	AVE	CR	R ²	Cronbach's Alpha
Mental factors	0.725	0.887	0.841	0.810
Behavioral factors	0.638	0.913	0.839	0.839
Causal factors	0.839	0.912	-	0.80
Group factors	0.782	0.877	0.679	0.721
Family factors	0.628	0.871	0.787	0.80
Individual factors	0.613	0.926	0.726	0.90
Contextual factors	0.732	0.891	-	0.816
Infrastructure factors	0.652	0.789	0.549	0.768
Legal political factors	0.586	0.951	0.803	0.945
Economic factors	0.606	0.944	0.799	0.934
Sociocultural factors	0.646	0.916	0.652	0.889
Intervening factors	0.699	0.902	-	0.854
Developmental factors	0.593	0.879	0.792	0.828
Marketing and product factors	0.678	0.863	0.658	0.762
Financial factors	0.714	0.833	0.417	0.602
Educational factors	0.753	0.901	0.611	0.836
Strategies	0.619	0.865	-	0.789
Sociocultural factors	0.626	0.921	0.834	0.900
Environmental factors	0.660	0.886	0.708	0.828
Economic consequences factors	0.570	0.922	0.802	0.905
Consequences factors	0.779	0.913	-	0.858

As the Table 2 shows, the fit indices of all model components have an average variance extracted (AVE) higher than 0.5. Also, the composite reliability indices (CR) and Cronbach's Alpha of all variables are higher than 0.7, which indicate the reliability of the measurement models.

4.2.2. Validation of the structural model

Based on the model analysis algorithm in Partial least squares (PLS), the indices used to validate the structural model include Z significance coefficients, R² criterion, Q² criterion, and finally the fit of the

overall GOF model, which we will discuss below. The structural model of the research is shown in two modes of estimation of standard coefficients and in the mode of significance in Figures 2 and 3. The fitting of the structural model using the Z coefficient or T-Value is such that the coefficients must be greater than 1.96 in order to confirm their significance at the 95% level.

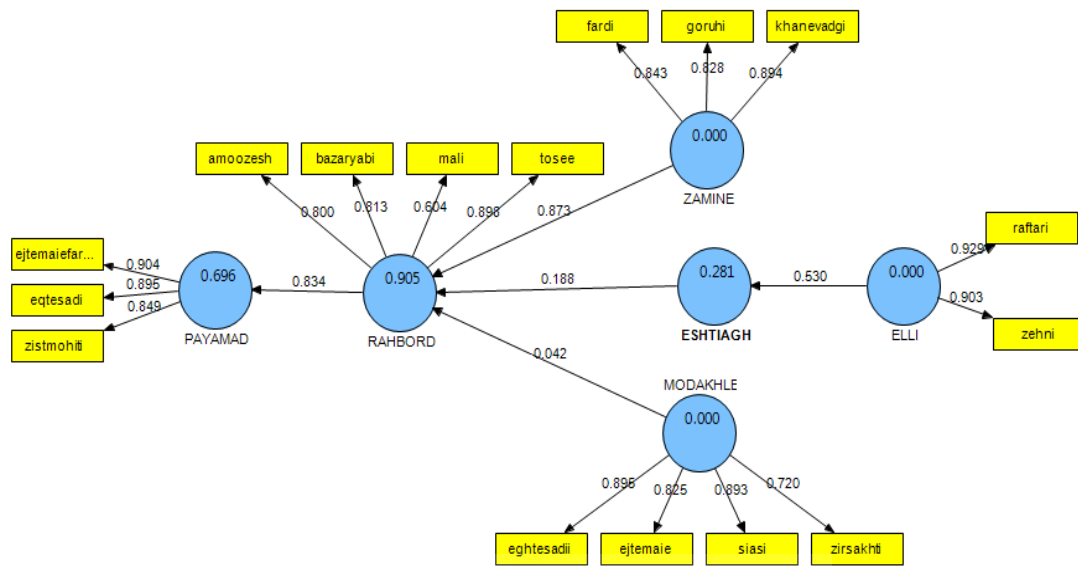


Figure 2. The structural model of community-based tourism in the estimation mode of standard coefficients

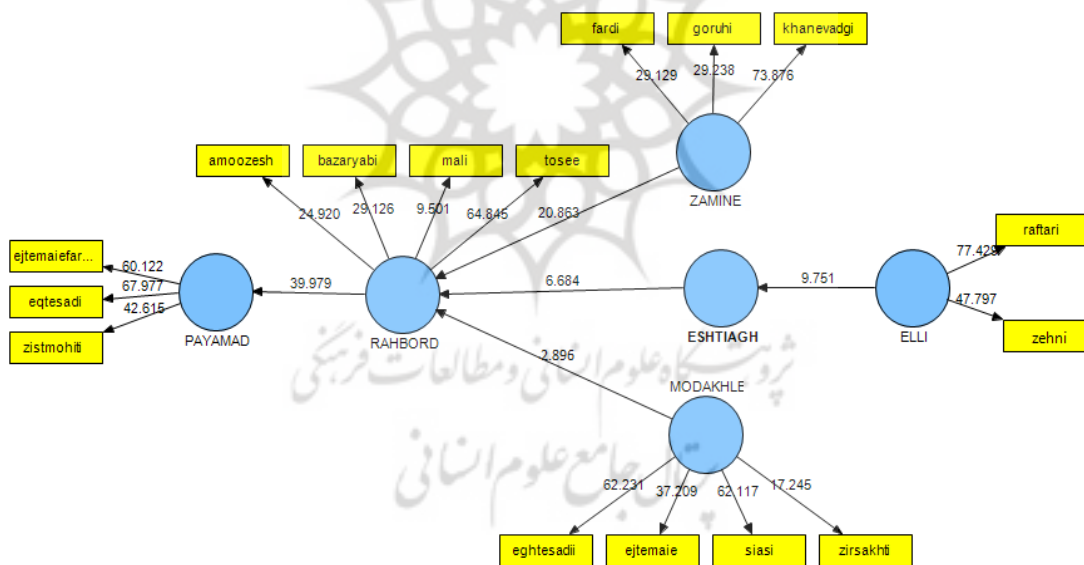


Figure 3. The structural model of community-based tourism in significance mode (t-value)

As the results of Figure 2 and 3 show, the path coefficients of the relationships between the six factors (causal, core phenomena, contextual, intervening, strategies and consequences) are more than 1.96, which indicates the significance of these relationships and the appropriateness of the structural model.

4.2.3. R² criterion for the structural model

This criterion is related to dependent variables of the structural model, the higher this value is, the better the fit of the model. Three values of 0.19, 0.33 and 0.67

are considered as the criteria for weak, medium and strong values (Davari and Rezazadeh, 2012). As shown in Figure 2, the values of 0.281, 0.905 and 0.696 were obtained for the dependent variables of passion for action, strategies and consequences, which confirms the appropriateness of the fit of the structural model.

4.2.4. Criterion Q2 for structural model

The second criterion for assessing the fit of the structural model is the Q2 criterion, which determines the predictive power of the model, if the value of Q2

in the case of a dependent obtains three values: 0.02, 0.15, and 0.35, respectively, indicating It has weak,

medium and strong predictive power of related independent variable (Davari and Rezazadeh, 2012).

Table 3. Fit of structural model endogenous variables with Q2 criterion

Factors	SSO	SSE	1-SSE/SSO
Passion for action	384.000000	276.675442	0.279491
consequences	1152.000000	521.788047	0.547059
Strategies	1536.000000	694.422808	0.547902

As the above table shows, the value of Q2 related to the related structures - passion for action, consequences and strategies, shows the predictive power and strong fit of the structural model, that is, the model has the ability to predict the indicators related to the endogenous structures of the model.

4.2.5. General model fit (GOF)

In structural equation modeling with the help of PLS software, the GOF index is used to fit the entire model. According to Tenenhaus et al. (2004), the GOF index or the goodness of fit index in the PLS model is a practical solution for

checking the overall fit of the model and works like the fit indices in covariance-based methods, and it can be used to check the validity or quality of the PLS model. This index also works like the fit indices of the Lisrel model and is between zero to one, and three values of 0.01, 0.25 and 0.36 have been introduced as weak, medium and strong values for GOF, respectively. Also, close values are an indicator of good quality of the model. The overall criterion of fit (GOF) can be calculated using the following formula:

$$GOF = \sqrt{\text{average (Comunalities)} * R^2}$$

Table 4. Checking the GOF fit index

Factors	Communality	R ²
Causal factors	0.838	-
Passion for action	1	0.281
Intervening factors	0.699	-
Consequences factors	0.779	0.696
Strategies factors	0.618	0.905
Contextual factors	0.731	-
Average	0.777	0.627
GOF fit index	0.697	

According to the three values of 0.01; 0.25 and 0.36 as weak, medium and strong values for GOF, obtaining a value of 0.697 for GOF shows the overall strong fit of the model in the present study.

5. Discussion and conclusion

The purpose of the current research was to present a community-based tourism model in the mountain villages of Kojur in Nowshahr city. The results of twenty in-depth interviews with tourism activists in Kojur region led to the identification of 16 core categories. The main phenomenon in the process of community-based tourism was "passion for action" and other categories are in some way towards this main category. According to the paradigm model of community-based tourism, the reason for the desire to act in the direction of community-based tourism are mental and behavioral factors that various

background and intervening factors play a role in this process. The desire for action leads to the adoption of strategies such as development, marketing and product, financial and education strategies, which ultimately lead to socio-cultural, environmental and economic consequences, which can be positive or negative. The results of the data coding showed that "mental" and "behavioral" factors play a role in the emergence of enthusiasm for action in the community-based tourism model. The causal categories obtained, including the change of outlook and beliefs and entrepreneurial thinking in this research, are aligned with the community-based tourism research of Dadvarkhani and Ghanian (2017), Karmian (2019), Jahanbin (2019), Lee and John (2019) and Kayat (2014). The most important influencing factor is the local community's perspective on tourism development. Changing

beliefs and increasing interest in this area can play an important role. At the behavioral level, having a goal, persevering, working seriously and identifying opportunities are among the factors influencing the desire to act in the direction of community-based tourism. The results of data coding showed that "group", "family", and "individual" factors provide context for adopting community-based tourism strategies. The support of friends and teamwork with them in the field of group factors, family background, support and learning in the family as family factors, environmental concern, personal training and various previous experiences of people as individual factors affecting action in the direction of community-based tourism. The contextual categories obtained in this research, such as the importance and necessity of education and the role of the family, are in line with the researches of [Ranjbar \(2021\)](#), [Mokhtari \(2012\)](#), [Yunikawati et al. \(2021\)](#), [Zargham Borojeni and Bazarafshan \(2015\)](#) and [Najarzadeh and Torabi \(2016\)](#). The results of data coding showed that "infrastructural", "political-legal", "economic" and "socio-cultural" factors are intervening factors for adopting community-based tourism strategies. The findings of this research show that there are many intervening factors in the field of community-based tourism in mountain villages that have greatly influenced the adoption of strategies. Infrastructural problems, legal and political problems, economic limitations, the demand of the local community, lack of support from government officials, unrealistic support, barriers to creating new businesses and lack of suitable expert personnel are among the intervening factors in the direction of action for community-based tourism in mountainous villages. This result is in agreement with the research results of [Hossain and Uchinlayen \(2018\)](#), [Ranjbar \(2021\)](#), [Lo and Janta \(2020\)](#), [Yunikawati et al \(2021\)](#), [Dangi and Jamal \(2016\)](#), [Zargham Borojeni and Bazarafshan \(2015\)](#) and [Jahanbin \(2021\)](#). The results also showed that "developmental", "marketing and product", "financial" and "educational" strategies are action against "passion for action" in the field of community-based tourism. In fact, people under the influence of conditions and contexts, as well as causal factors, engage in tactics, and these actions and reactions form main phenomenon. Among the strategies that people follow at this stage include business development, obtaining licenses, cooperation with organizations, attending exhibitions, relational marketing, obtaining financial facilities,

investment, and education and learning. Cooperation with stakeholders and networking and training are among the categories that are mentioned in the researches of [Mokhtari \(2012\)](#), [Kayat \(2014\)](#), [Ranjbar \(2021\)](#), [Najarzadeh and Torabi \(2016\)](#) and [Zargham Borojeni and Bazarafshan \(2015\)](#) which are in line with the present research. The results of data coding indicate that the adopted strategies will have "socio-cultural", "environmental" and "economic" consequences, which can be positive or negative. Improvement of the quality of life, cultural exchange, lack of migration to cities, attention to the environment, increase in income, development of business chain, positive advertising and the presence of investors are among the positive consequences. But cultural invasion, environmental pollution, destruction of place, negative economic impact, negative advertising and job dissatisfaction of local people are some of the negative consequences in this field. Considering the consequences of community-based tourism development in the research of [Badri et al \(2008\)](#), [Charipouri \(2017\)](#), [Lee and John \(2019\)](#) and [Yunikawati et al \(2021\)](#) is in line with current research. The results also show that "passion for action" is the main phenomenon of the community-based tourism model of Kojur mountain villages. This urge to act can be seen from the causal factors to the consequences. A passion for action is a common element among all contributors. Many reasons make people want to take action and strategies. For example, having the background and basic facilities to start is the thing that encourages people to take action. In general, most of the interviewees admitted that they have the potential and desire to grow and develop and work, but they are not supported in reality. Many intervening factors have prevented them from working. [Priatmoko et al \(2021\)](#) also found in their research that the approval and enthusiasm of official leaders, the way of life and environment of the local community and the management team were necessary to achieve sustainable rural community-based tourism, which is in line with the results of the present research. Considering the causal factors found to be effective on the desire to take action in the field of community-based tourism, it is suggested to the managers and practitioners of tourism in the mental field, by holding appropriate training classes in the field of tourism businesses, to first correct the insight and perspective of the local community and strengthen the interest and belief for action in them. In terms of behavior, it

is suggested to the practitioners to strengthen the capabilities and motivations of the local indigenous community by holding related skill-oriented training courses. Considering the contextual factors as the effective context for community-based tourism strategies, it is suggested to the practitioners, considering the high potential of families in support for activists, by holding skill-based and informative training courses, to equip families in rural areas with skills and development. According to the identified intervening factors, it is suggested to those involved in this field, first of all, in terms of infrastructure, they should develop and solve the infrastructure problems of mountain villages for the presence and sustainability of tourists. Secondly, it is suggested to the authorities to remove the legal obstacles of tourism activists with appropriate measures and provide the necessary support to the activists and interested parties with the help of monetary and financial institutions. According to the adopted strategies, it is suggested to the relevant managers and officials to facilitate the process of obtaining licenses for the activists of this field, to support in the field of marketing and sales of tourism products and to hold festivals of the supply of capabilities, as well as by financial facilities facilitate community-based businesses. Considering the socio-cultural, environmental and economic consequences of

community-based tourism development obtained in this research, it is suggested to inform the local indigenous community about the negative effects of tourism development by holding appropriate trainings. It is also suggested that those involved, considering the importance of community-based tourism development and its positive effects, facilitate the development of this type of tourism with long-term planning and develop it as much as possible in mountain villages. One of the limitations of the current research is that due to the low level of education and training of some participants, it was difficult to conduct interviews and receive the desired information, therefore, in this regard, it is suggested that the interview questions be designed in a simple and comprehensive manner to get more in-depth information. Hard access to the mountain villages of Kojur region was one of the other limitations, and in this regard, it is suggested to follow up the research work in the warm seasons of the year.

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Authors' contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The author declare no conflict of interest.

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گردشگری جامعه محور در روستاهای کوهستانی با رویکرد نظریه زمینه‌ای (مطالعه موردی: بخش کجور شهرستان نوشهر)

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چکیده مبسوط

۱. مقدمه

بسیاری از رویکردهای توسعه گردشگری در سال‌های اخیر بر مشارکت و توانمندسازی جوامع محلی، حفاظت از محیط و فرهنگ جامعه میزبان و توسعه پایدار جامعه تمرکز کرده اند زیرا حمایت و مشارکت جامعه برای موفقیت توسعه گردشگری امری ضروری است. در این میان گردشگری جامعه محور مطرح شد که متضمن سطح بالای مشارکت جوامع محلی تحت لوای پایداری در فرآیند توسعه و برنامه ریزی گردشگری است. روستاهای شمال کشور از به دلیل دارا بودن جاذبه‌های طبیعی و کوهستانی منحصر به فرد و همچنین فرهنگ بومی محلی غنی توانسته اند زمینه جذب گردشگران را فراهم نمایند. توسعه گردشگری انبوه و ناپایدار اثرات منفی و مشکلات زیادی را برای این روستاها علی‌رغم پتانسیل‌های بسیار بالای میراث فرهنگی و طبیعی برای آنها ایجاد کرده است. همچنین گردشگری در این ناحیه به دلیل رشد خودجوش و انبوه با اثرات اقتصادی و محیطی منفی چون افزایش قیمت محصولات، افزایش بی‌رویه قیمت زمین، افزایش هزینه زندگی، ناتوانی جوانان در خرید زمین و مسکن، اختلاف درآمدی و شکاف طبقاتی میان خانوارهای روستایی، کاهش شاغلان بخش کشاورزی و فصلی شدن درآمد و شغل را به دنبال داشته است. هرچند پژوهش‌هایی درباره گردشگری جامعه محور در داخل و خارج کشور انجام شده است اما پژوهش‌های اندکی دانشی کاربردی درباره توسعه گردشگری جامعه محور و حل مشکلات گردشگری در روستاهای کوهستانی تولید کرده اند و هیچ پژوهشی به بررسی گردشگری جامعه محور در بافت روستاهای کوهستانی شمال کشور و حوزه شهرستان نوشهر نپرداخته است.

۲. ادبیات نظری تحقیق

علیرغم پتانسیل‌های گردشگری حقیقتی نگران‌کننده وجود دارد که در طی ۵۰ سال گذشته از زمان ظهور جهانی صنعت گردشگری، جوامع محلی مزایای کمی از گردشگری دریافت کرده اند. در حقیقت، جوامع محلی از گردشگری بسیار کم بهره برده اند. گردشگری پایدار اگرچه زمینه اصلی تلاش برای توسعه برخی از کشورها بوده ولی به دلیل برخی کاستی‌ها که می‌تواند مانع مشارکت کامل مردم محلی و نتایج مورد نظر شود، مورد انتقاد قرار گرفت. بنابراین، یک رویکرد جامع تر و کل نگر برای توسعه، که نیاز به آغاز، برنامه ریزی و اجرا توسط افراد محلی و برای مردم محلی داشت، مورد نیاز بود. "گردشگری جامعه محور" در اواسط دهه ۱۹۹۰ محبوب شد و در تلاش برای مشارکت واقعی و همه جانبه جامعه در همه سطوح توسعه، رویکرد توسعه را از پایین به بالا تغییر داد. بطور کلی گردشگری جامعه محور گردشگری است که توسط جامعه برای جامعه برنامه ریزی، توسعه، مالکیت و مدیریت می‌شود، که توسط تصمیم‌گیری جمعی، مسئولیت‌پذیری، دسترسی، مالکیت و مزایا هدایت می‌شود. این به عنوان یک مبادله برد-برد بین میزبان و مهمانان تصور می‌شود. میهمانان از کشف میراث طبیعی و فرهنگی و خرد مردم مقصد لذت و رضایت می‌برند در حالی که میزبان آگاهی و غرور بیشتری را به دست می‌آورند زیرا میراث طبیعی و فرهنگی و خرد آنها منبع رفاه اقتصادی و اجتماعی است.

۳. روش تحقیق

پژوهش حاضر از نظر هدف از نوع بنیادی و از نظر روش گردآوری داده‌ها از آمیخته (کیفی کمی) می‌باشد. در بخش کیفی از روش داده بنیاد سیستماتیک اشتروس (۱۹۹۰) استفاده شد.

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"اقتصادی" می باشد. همچنین پدیده اصلی در این مدل "اشتتیاق برای اقدام" انتخاب شد. تحلیل بخش کمی نیز حاکی از تایید مدل پارادایمی و روابط بین اجزاء بوده است.

۵. بحث و نتیجه گیری

هدف پژوهش حاضر ارائه مدل گردشگری جامعه محور روستاهای کوهستانی شهرستان نوشهر بوده است. با توجه به مشکلات گردشگری روستاهای کوهستانی منطقه کجور نوشهر، می توان با توجه به فرآیند توسعه گردشگری جامعه محور با کاهش موانع متعدد شناسایی شده و تقویت بسترها و با اتخاذ استراتژی های توسعه ای، بازاریابی و محصول، مالی و آموزش به توسعه گردشگری جامعه محور در روستاهای کوهستانی کمک نمود و پیامدهای مثبتی را ایجاد کرد. بر اساس مدل پارادایمی گردشگری جامعه محور، علت اشتتیاق برای اقدام در جهت گردشگری جامعه محور عوامل "ذهنی" و "رفتاری" می باشند که در این فرآیند عوامل زمینه ای و مداخله گر مختلفی نقش ایفا می کنند. "اشتتیاق برای اقدام" منجر به اتخاذ راهبردهایی چون راهبردهای "توسعه ای"، "بازاریابی و محصول"، "مالی" و "آموزش" می شود که در نهایت اتخاذ این راهبردها به پیامدهای اجتماعی- فرهنگی، زیست محیطی و اقتصادی می انجامد که می تواند مثبت و یا منفی باشد.

کلیدواژه ها: گردشگری جامعه محور، روش داده بنیاد، روستای کوهستانی، شهرستان نوشهر.

تشکر و قدردانی

پژوهش حاضر از محل اعتبار پژوهشگاه مازندران تامین مالی شده است.

جامعه آماری تحقیق در بخش کیفی شامل ۲۰ نفر از کارآفرینان و فعالین حوزه گردشگری، صنایع دستی، مسئولان مرتبط محلی و خبرگان دانشگاهی بوده است. جامعه آماری در بخش کمی شامل ساکنین روستاهای کوهستانی کجور نوشهر بوده است. روش نمونه-گیری برای انتخاب مشارکت کنندگان در مصاحبه به صورت هدفمند و نظری بود، مصاحبه ها به صورت نیمه ساختاریافته و عمیق (۷ زن و ۱۳ مرد) انجام شد و زمانیکه به یافته های مصاحبه هیچ داده تازه ای اضافه نشد که بتوان ویژگی های مقوله ها را توسط و بسط دهد اشباع نظری تلقی شد که در مصاحبه بیستم به اشباع رسید. در بخش کمی، با توجه به مشخص نبودن دقیق تعداد ساکنین روستاها به دلیل شرایط ییلاقی و قشلاقی بودن منطقه، لذا حداکثر حجم نمونه ۳۸۴ نفر تعیین شد. روش نمونه گیری بخش کمی از نوع خوشه ای تصادفی و دردسترس بوده است. جهت تجزیه و تحلیل مصاحبه های بخش کیفی از نرم افزار MAXQDA2020 و تحلیل پرسشنامه های بخش کیفی از روش معادلات ساختاری با کمک نرم افزار Smart PLS استفاده شد.

۴. یافته های تحقیق

مدل گردشگری جامعه محور روستاهای کوهستانی بدست آمده در این تحقیق شامل شش جزء می باشد. عوامل علی شامل دو مولفه ای "ذهنی" و "رفتاری"، عوامل زمینه ای شامل سه مولفه ای "گروهی"، "خانوادگی" و "فردی"، عوامل مداخله گر شامل چهار مولفه ای "زیرساختی"، "سیاسی-قوانین"، "اقتصادی" و "مداخله گر اجتماعی- فرهنگی"، عوامل راهبردی شامل چهار مولفه ای "توسعه ای"، "بازاریابی و محصول"، "مالی" و "آموزش" و در نهایت پیامدها شامل سه مولفه ای "پیامد اجتماعی- فرهنگی"، "زیست محیطی" و



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