



## **Investigating the Tendency of the Rural Society to Tourism Development and Identifying the Factors Affecting It (Case Study: Tourism Villages of Karaj)**

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### **Abstract**

**Purpose-** The aim of this study was to investigate the mental image of local residents of tourism destination villages in Karaj city regarding the economic and social effects of tourism and its effect on tourism development tendency.

**Design/methodology/approach-** This research is based on an applied and descriptive-analytical method. Data related to any of the variables have been collected through questionnaires and interviews. The statistical population of the study is the residents of the villages of tourism destination in Karaj city. Out of this, 365 local residents of the villages were selected according to Cochran formula as the sample population. To analyze the research findings, AMOS and SPSS software were used.

**Findings-** The results of this study showed that the mental image of the local residents of the tourism destination villages in Karaj is positive about the economic and social effects of tourism development. Also, the satisfaction of local residents from economic dimensions of tourism with a factor of 0.77 compared to their social mental image with a factor of 0.70 has a greater impact on the local community's desire for tourism development.

**Research limitations/implications-** The difficulty of crossing the mountainous slopes of Chalous Road, the unwillingness of some respondents in the studied villages for individual and social reasons, the lack of sufficient statistics and information about the province of Alborz due to the newly established and non-differentiated statistics from the Tehran province are among the limitations of the research.

**Practical implications-** Neglecting local communities in tourism industry activities is a major bottleneck in participatory planning in order to achieve sustainable development of tourism. In this regard, planners and custodians of tourism in the studied villages should develop sustainable tourism to meet the needs and desires of local residents, while the development of sustainable tourism will be impossible without the participation of local residents and their loyalty toward tourists. In this way, the maximum satisfaction of the local community is realized as an indispensable necessity for the successful development of tourism.

**Originality/value-** In this research, we tried to provide a comprehensive and systemic approach which is a geographical attitude to evaluate the tendency of local residents of target tourism villages of Karaj County about tourism effects. In addition, the effect of this attitude was examined on local community satisfaction using structural equation modeling.

**Key words-** Mental image, native inhabitants, tourism villages, Karaj County.

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## 1. Introduction

**S**ocial units that have a coherent and historical dependence on their natural resources and territories have a coherent and historical connection (Akbari & Gharakhloo, 2010). The basic belief is that the local communities are the central core of tourist destinations, and healthy and successful societies are the yardstick for measuring the success of the tourism industry. Undoubtedly, many factors are involved in tourism development that the relationship and interaction between them contribute to the development of tourism. Three main factors in the development of tourism are tourists, people, and the characteristics of the region (Alvani & Pirooz Bakhti, 2006). The use of tourism as an alternative to the economic strengthening of the host society requires the development of tourists and the participation of local people (Lee, 2013). That is local community support and participation is crucial in the management plan of the destination and the achievement of a codified planning program which will satisfy the host community and the tourist, simultaneously. Good will and local community co-operation are essential to the success and sustainability of any tourism development project. Understanding the mental image of the residents and their willingness to develop tourism is of great importance to the government and policymakers. Tourism can have different significant effects on a tourist region. These effects on the economic and social dimensions are derived from many factors (Ziaei & Torabian, 2010), among which the characteristics of the host society and the nature of the tourism activities in the destination are the most important (Amini & Zaidi, 2015). In this regard, tourism development is significantly dependent on the positive view of the host society, and its support for the successful development and functioning of tourism is considered necessary. Recognizing and understanding the diversity of beliefs, attitudes, and mental image of the local community in relation to tourism development is an essential step in the planning of sustainable tourism development. Studies show that the local community of destination is the most influential stakeholder group in the development of tourism. Therefore, in order to achieve sustainable tourism

development, local residents should actively engage in the development of tourism (Ghadami & Salehi, 2014). We can benefit from the potential of local community support when their attitude toward the effects of tourism is positive (Vosoughi, DadvarKhani, Moteei Langeroodi & Rahnamaee, 2011). Positive attitudes towards tourism can lead to pre-tourism behaviors such as local participation in tourism development and the conservation of resources that tourism depends on. Successful development of tourism largely entails the welcoming of the local community and host. So that the disinterest and bad temper of the local community and the host will ultimately be conveyed to tourists that leads to the reluctance of tourists in their next visits and causes negative promotions.

Therefore, it is essential to understand the local community's response to the tourism effects in order to achieve the ideal support of rural communities for the development of tourism (Sajadi & Ahmadi, 2013). In this regard, in rural tourism destination, the development and management of tourism activities should be on the shoulders of local residents. In the framework of such an approach, the attitudes and tendencies of local residents are the key point of planning activity in tourism and their participation as a catalyst in the process of tourism development planning is emphasized (Blank, 1989). Some researchers suggest that the level of local tourism activity should be promoted only when citizens get legal permission. In this approach, the viewpoint of the host society about tourists and their activities is an important point in the development of tourism (Kiani & Boshag, 2016). Understanding the views of residents can facilitate the policy of reducing the potential negative impacts of tourism development and increasing its benefits, resulting in more comprehensive development and more support for the growing tourism industry (Prayag, Hessinia, & Nanko, 2013). It can be said that participation and support of local residents is essential for the sustainability of tourism in any destination (Gursoy, Chi, & Dyer, 2010). Based on this, it is very important to measure the attitude of the local community in order to become aware of their point of view on tourism development with the goal of planning for the future of tourism. One of

the key components for sustainable tourism development is the acquisition of local community support and their positive mental image. The purpose of this study is to investigate the mental image of the local residents of the villages of the tourism destination of Karaj in relation to the economic and social effects of development of tourism activities. The 14 tourist villages of Karaj city have many natural, historical, sporting, and cultural potential and attractions; however, so far no research has been done on the mental image of local residents of these villages regarding the development of tourism activities. This research seeks to answer the following questions:

- 1- What is the mental attitude of the rural community to the development of tourism in the economic and social dimensions?
- 2- What is the impact of the rural residents' mental attitude on their desire to develop tourism?

## 2. Research theoretical literature

### 2.1. Applied Concepts

**Tourism-** The term tourism is a French word taken from the root tour. A tour in French means rotational movement, walking, sailing and turning (Mahdavi, Ghadiri Masoomsh & Ghahremani, 2007). Rural tourism: social change after World War II, including the creation of large cities and the expansion of urbanization, pollution of urban environments, as well as increased leisure time have led to the expansion of rural tourism (Heidari Sarban & Maleki, 2015) and all activities and services provided by farmers, people and governments for leisure, recreation and tourism is done, refer (Shamsodini, 2013).

**Target rural Tourism-** rural tourism target refers to those villages that have one or several tourist attractions, including the natural, cultural, historical and religious at the local, regional or national (Khatoonabadi the right pen, 2012, p. 330).

**The mental image of tourism-** includes objective knowledge, perceptions, mental prejudices, perceptions and emotions that a person or group of people has about tourism (Emami, Ranjbarian, Fathi, 2013).

### Effects and Consequences of Tourism on Society-

One of the main areas of interest for geographers and other tourism researchers is the effects of tourism and recreation on the destination community (Rezvani, 2008). Obviously, the provision of human needs is at the expense of making changes in the quality of life. The range of these changes varies greatly depending on the place and time and the nature of the phenomena. Tourism development as well as changes in human societies that are both positive and negative explained. These changes are visible and explored in a variety of ways; therefore, it is essential to study and assess the changes and the extent of the impact in different parts of society. One can study and review the changes mentioned (evaluation process). A process during which changes can be assessed. Therefore, the evaluation process in the tourism industry can be considered as one of the most important stages in the planning and implementation of tourist programs (Heidari Chineh, 2004). The tourism industry assessment process can be analyzed in three main areas: Economic Evaluation, Socio-cultural evaluation, environmental assessment (Heidari Chaïne, 2004)

### 2.2. Theoretical Basis of Research.

The importance of the mental image of people's attitudes and behavior and environmental psychology (Lynch, 1960), geographic factors (Bolton, 1992), as well as the location and marketing of the product (Ashworth & Wood, 1990; Elliot, Papadulus & Kim, 2011). In the tourism literature, this concept is often developed as "the mental image of local residents" and its impact on the behavior of the tourist and the choice of tourism destination is examined (Gallarza, 2002; Tasci and Gartner, 2007) Generally, it is defined as the sum of beliefs, ideas, and perceptions of people from the place (Crompton, 1979; Kotler, Hyder & Rin, 1993). The mental image of the local inhabitants is a mental structure based on several perceptions of the choice of information about a location (Echtner & Richie, 2003). In most studies, the concept of the mental image of local residents in terms of individual perception of specific characteristics The place is, for example, sightseeing, nightlife, etc. (Elliott, Papadulus &

Kim, 2011; Gallarza, 2002). There are several methods as theoretical framework for understanding the reaction of people towards tourism. In general, many studies have been conducted to examine the orientation and extent of the host community's support for tourism development, and there are several methods as theoretical framework for understanding the reaction of the public towards tourism. The theory of social exchange, life cycle and separation theory are among the approaches developed to perceive and theorize the perceptions of societies towards the development of tourism.

**The theory of social exchange-** Social exchange theory is an infrastructure framework for all approaches and approaches that are based on assessing the host society of the costs and benefits expected from tourism. Indeed, how local residents evaluate the costs and benefits of tourism will influence their attitudes (Hernandez, 1996). The basis of the theory of social exchange, the assessment of the host society of cost.

and the expected benefits of tourism development. In other words, different people evaluate tourism development on the basis of cost and profit. Those local residents who benefit from tourism have a more positive view of the tourism impacts, and the other category that will bear the costs will have a negative view of it (Amini, Bakti & Baba Jammali, 2015).

**The theory of the life cycle-** In the theory of life cycle, the assessment of the development of destination tourism is considered over time. In this way, the attitude of the host community is influenced by the process of development and development of tourism. According to this theory, people's attitude towards tourism may be influenced by the development and development of tourism in the destination. When tourism in the destination is growing, the social welfare capability reaches its final level, thus, tourism development becomes unbearable for the inhabitants (Kim, 2002). In this approach, the factors associated with the destination area include the economic status of the area, the level of social participation in tourism, the spatial characteristics of tourism development, the level of local culture and other characteristics.

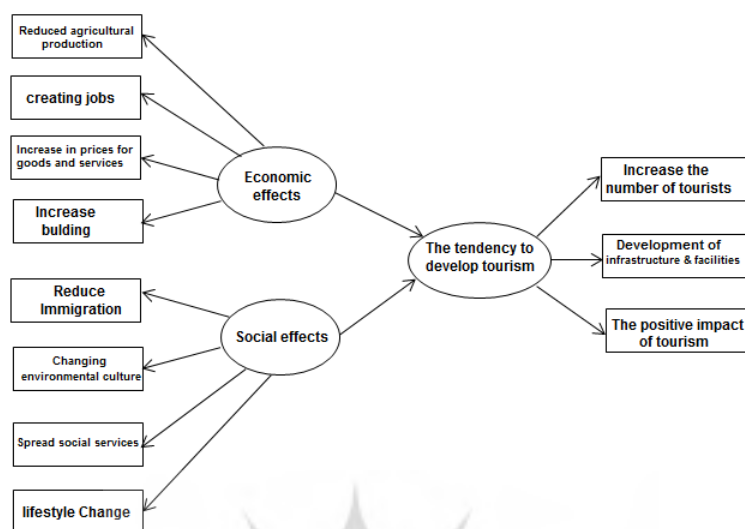
**Separation Theory-** Lancock and Hawford discuss the separation theory. In this approach, the cost and benefits of sectors or groups are

evaluated. In this way, those who work in accordance with the needs of tourists, have a more positive attitude towards tourism than those who are not connected with tourists. In this sense, those who operate in the field of tourism services and commercial tourism have a more positive attitude towards tourism (Amini, Bakti & Babajamali, 2015).

In general, three groups of local communities are affected by the spread of tourism in the destination: ordinary households, business sector activists, service providers and public sector officials. Research shows that there are significant differences in the attitudes of the three groups in relation to tourism. Economic dependence plays an important role in this regard. While many individual or collective affiliations of local residents to economic revenues are affecting a positive attitude toward its development, the results of some studies also suggest that the preferences of less residents to tourism as a result of their greater understanding of the effects The negative impact of this industry is on the people who are less involved with this activity. The residents' attitude to the tourism impacts and their support for the development of this industry is constantly changing. Despite these changes, people's attitudes towards tourism are still relatively complicated, while at the same time understanding and analyzing it is important given the importance of development planning (Taleb et al, 2008). By reviewing the literature on tourism planning, four major views can be highlighted in this regard. A growing view that considers tourism as a factor in improving economic indicators; the physical space approach that considers tourism as a spatial phenomenon used in space management; a social vision that considers tourism to improve the biological conditions of communities; and a more recent approach to sustainable development Which considers tourism as a powerful tool for implementing sustainable development policies. In all of these cases, the view of local residents as an effective element in the successful development of tourism is one of the requirements of any development program. Therefore, in this research, the mental image of rural residents regarding tourism development in two social and economic dimensions has been investigated. Finally, the effect of the mental image in these two dimensions has been studied

on the desire to support and develop tourism by local residents. The conceptual model of research

is shown in [figure \(1\)](#).



**Figure 1. Conceptual model to evaluate the effects of tourism on local communities with sustainable tourism approach**

### 2.3. Preliminary research

Over the past few decades, several studies has been done regarding the measurement and assessment of the perceptions and attitudes of resident's local communities to develop tourism in destination communities as well as the impact of tourism in rural areas. Some of them are briefly reviewed.

[kuvan and Akan \(2005\)](#) in their study that says public attitudes of resident's dependent on tourism to the effects of forest in Belek, Antalya, concluded that local resident's attitudes favorable to the development of tourism in the region. But they also showed that they are also widespread worried about the negative effects of tourism, and eventually the responses are consistently indicative of the fact that the relevant environmental impacts are generally negatively understood. [Leep \(2007\)](#) presented an article entitled "Attitudes of residents to tourism development in the village of Bigoudi, Uganda." The village of 348 people has been involved in the tourism process since 1998, due to the presence of a forest wetland, operated by a local tourism co-operative. Tourists travel through the lagoon in search of birds and tropical areas, while experiencing rural life and local culture. This research has examined residents' attitudes

towards tourism in curtains. The results of the application of the qualitative method in the analysis show that the inhabitants of this region have a positive and positive image of the development of tourism. This positive mental picture of the local community's belief is that tourism is conducive to the growth and expansion of society, the promotion of agricultural markets, production on the market, and, finally, prosperity and prosperity. [Diedrich \(2009\)](#), in a paper titled "Local people's perception of the development of tourism and the decline of the tourism destination," investigated the role of local residents' perception of the tourism effects as a tourist destination using a information collected from the five coastal communities in Belize. The results show that local attitudes to tourism impacts may decline as the indicators to be used. [Byrd, Bosley and Dronberger \(2009\)](#) attitudes of the various stakeholders of the consequences of tourism in rural areas northeast of Carolina of the comparative study, and showed that the most important negative impacts of tourism, including the loss of traditional architectural style of the development of housing modernization and expansion of tourist facilities damage to buildings and monuments in the region and an

increase in crime in the villages. Styliadis (2014), in his study titled "Residents' support for the development of the tourism industry, the role of the mental image and understanding of the tourist effects in support of residents, showed that a positive mental image for residents would lead to their support for tourism development. " If the mental image of the tourism industry is not positive to the residents and they have negative feelings about tourism, they will not support the presence of tourists, which will reduce the interaction between residents and tourists. Therefore, if the residents' results are favorable in their lives and the surrounding community, they will have a positive attitude towards the presence of tourists as well as a positive image of tourism and tourists in their minds and will support tourism and will definitely remain loyal to the presence of tourists. Sharpley in an article entitled "Assessment of thought and perception of tourism in the host community" has a critical approach to studying and exploring the local residents' understanding of tourism development-paying. In this regard, they identify relevant key issues and their trends in comparison with a set of limiting factors such as the spatial constraints of the study area, the dependence on quantitative methods and the lack of utilization of qualitative methods, focusing on negative perceptions of inhabitants and reaction It examines tourism. Finally, to reduce the effect of limiting the multidimensional approach in the study, Tremblay Said. Humsud Promsaard (2015) study the impact on local residents and the effects of mental imagery created by tourism to support and consent of the inhabitants of Hua Hin in Thailand, supporting local residents is an important factor for the success of tourism. The research instrument was a questionnaire in 5 episodes with titles overall data, subjective impression of local residents, tourism generated effects (economic, social and environmental), and satisfaction of local residents and their support has been designed. The results showed that except environmental impact

(which has a negative effect on local residents' satisfaction considerably creates) the impact generated by tourism has been positive. Kazemi et al (2011) The Effect of Tourists on the perceived image of the Caspian Sea coastal towns with an emphasis on the mediating role of perceived quality, structural equations and partial least square method has been used. The results of data analysis showed that the perceived quality of the image perceived value of the consequences of tourists. In the end, it was determined that the intangible factors in image quality tourists not significantly affected. Sojasi Gheidari, Sadeghlou & Mahdavi (2014) have used statistical tests such as correlation, regression and path analysis in explaining the role of rural environment in rural tourism destinations in enhancing the mental image of tourists in Roodbar Ghasran. The results showed that, considering the appropriate environmental quality of the tourist destination villages, perceived environmental values and positive mental image of tourists in the target villages are acceptable and in all cases, they have a significant level above 0.05. It was also concluded from the results of the analysis that the components of the cognitive and formal qualities have the most impact on the perceptual value of tourists from the environment and the creation of positive mental image in the villages of the target region. Ahmadi, Agili, Foruzani, & Yazdan Panah (2015) in the study of factors affecting the satisfaction and support of tourism in rural areas in the cities of Masjed Soleiman, Khuzestan province Indica and dumb, your sample size of 250 people randomly selected. Correlation test showed satisfaction with variables tourist areas perceived quality, image (the image of) understanding and commitment is significant. Aligolizadeh Firoozjayi, Ramezanzadeh Lasbouei & Esmaeili (2014). In assessing the support of rural residents, the development of tourism in the villages of the forest areas and its influential factors, considered 250 of the local community as a sample society. In order to analyze the research data, used descriptive and inferential statistical methods such as Pearson correlation test, Kramer

and Spearman and stepwise regression model. Findings of the research indicate that the inhabitants of the villages of the forest areas support a high level of tourism development. In this regard, the level of residents' support for tourism development has a significant relationship with variables such as age and job type. In addition, residents' attitudes to social and economic impacts have a direct (positive) and significant effect, and residents' attitudes to environmental impacts have a negative (negative) and significant impact on the level of support for tourism development in the forest areas.

Identifying the mental image of local residents and studying their role in the desire of villagers to develop tourism requires a review of past studies in this field to provide the necessary knowledge of effective factors and variables. The result of the studies at home and abroad with the relevant image shows the effects of different researchers with different approaches to this issue have been analyzed. But the effect on the local community mental picture of their desire to develop tourism with an emphasis on rural areas Karaj city has had a study has been done. The present study, after reviewing the research background, has been studying in the region with a systematic approach and considering the mechanism of influencing the mental image of tourists on their support for tourism development. For this purpose, structural equation modeling capabilities with regard to its capacity to accurately perform statistical analysis is used. The results present a clear vision for planning sustainable tourism development with knowledge of the mechanism of influence mental image to Director of Tourism will provide the local community.

### 3. Research Methodology

#### 3.1. Geographical scope of the research

Alborz province with its center in the city of Karaj, in the range of 50 degrees and 15 minutes to 51 degrees 30 minutes 40 seconds east longitude and 35 degrees 40 minutes' north latitude and 36 degrees 20 minutes is located. It is about 5125 square kilometers and populations of 2,712,400 people have been reported (Statistical Center of Iran, General Population and Housing Census, 2017). The province has six Karaj cities, Taloqan, Savojbolagh, Nazarabad, is Eshtehard and FARDIS. Karaj from pre-history and ancient land is attractive and Climate Center development. Natural talents and abundant water resources of the Alborz Mountains, as well as fertile soil slopes of the Alborz mountains and plains leading to it to human societies is appropriate because of the artifact's is worthwhile to corners of the steppe and on the margins of roads ancient visible (Ghadrdan, 2011). The expansion of the tourism industry as an industry that interacts with different areas of economy, agriculture, culture, environment and services. Experiences from other countries also show that the development of tourism in each region contributes to the economic and social progress of that area. Hence, since the mid-1992s, the Cultural Heritage, Handicrafts and Tourism Organization of the country has identified the villages of gravity and tourism capabilities, including the identification of 14 villages of tourism destination in the city of Karaj, as the village of Shahrestanak, Khor, Arangeh, Varian, Gachsar, Velayatrood, Kondr, Hassankdar, Kelha, Sijan, Gurab, tekie sepahsalar and siyah kelan. [Table 1](#) lists the tourist attractions of target villages.

**Table 1. Tourism and tourist attractions of the villages of the Township tourism destination**

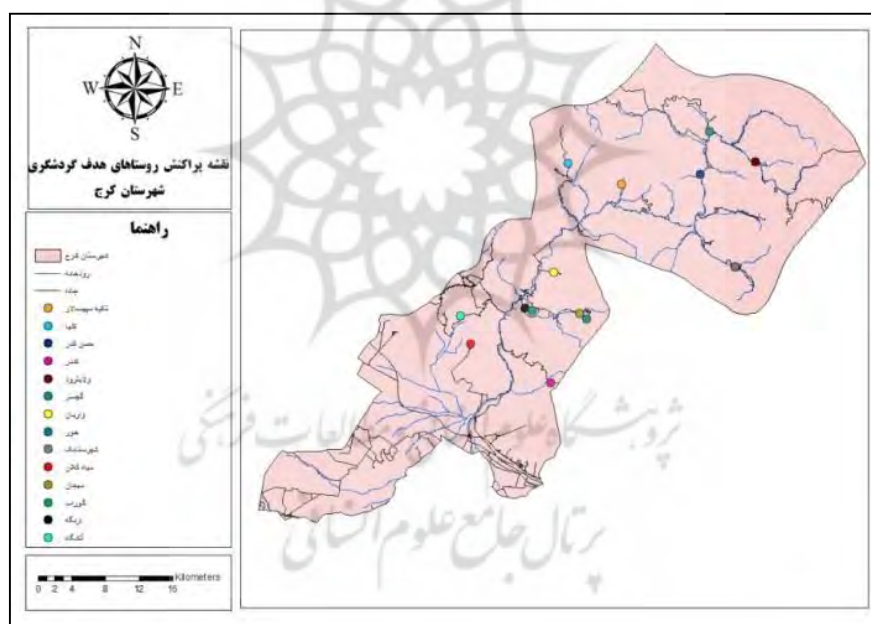
Source: Research findings, 2017

villages	Tourist Attractions
Shahrestanak	Gele gile springs, old juniper tree or juniper, Nazareth House, Castle Dozdband, Hill sheneston
Khor	Khor Waterfall, Ski Resort, Old Cemetery in the center of the village, Imamzadeh monument to shahzadeh Asgari
Arangeh	Arangeh Falls and Seven Springs Valley, the historic cemetery Arangeh, neighborhood Shahdzh
Atashgah	Signs of the old atashgah and cemetery, Mehdi Khan hill, Samghad tree, Piripiran tomb

**Table 1.**

villages	Tourist Attractions
Varian	Access to the village through the Karaj dam and by boat, the remains of an old castle on a cliff above the village.
Ghachsar	Yakhmorad Cave, Cheshmeh Vala, Laleh Flower Garden, Gachsar Historical Hotel, Zomak Tower, Lime and Gypsum Chambers around the Village (Qajar period)
Velayatrood	Velayatrood River, Dizin Ski Resort, Aqa Sayyid Ala'Dawollah, Old Thistle Aghadar
Kondor	Khosro springs, Kahriz, MEnqarshah and . . . ., Dehsar Waterfall, historical holes called Ashkaf, old villages with mud houses, cemeteries Gabriha, Imamzadeh Abdullah and Tahir
Hasanakdar	About 15 springs, including Springs Dranjik, Cheshmeh Chakhan, and.... Historic Village VIA, Imamzadeh Hasan
Kolha	Waterfall of Shalah, Imamzadeh Seyedr Ali-Din
Sichan	River and waterfall Sijan, Imamzadeh Mohammadold
Gorab	Imamzadeh Hossein Safavid era, old plantain in Imamzadeh yard
Tekie Sepahsalar	Gholhak or Darband waterfall, Sephardar River, Cliff Abchakan, Imamzadeh Ibrahim
Siyah kalan	Bahrambak Springs, many qanat such as Cinara Clay, Kahriz and Karajin, various fields such as Guldareh (the location of wild tulips, delgosha and ...)

Figure 2 shows the distribution of villages for the purpose of tourism in the Township.



**Figure 2 distribution of villages for the purpose of tourism in the Township**

(Source: Research findings, 2017)

### 3.2. Methods

This research has purpose and is based on analytical methods. On this basis, according to current trends in this research, in addition to using a library of methods such as questionnaires and field observation have been used. On the other hand, the research variables were designed based on Likert's five-

choice spectrum and in the form of a researcher-made questionnaire by examining and evaluating others' research and theoretical theories related to the subject, on the one hand, and the initial knowledge of the studied area. The use of social indicators in three dimensions with 12 indicators, economic and development indicators, with 10 indicators with 13



indicators is presented. The study population consisted tourism target villages populated city Alborz according to Census 1390, the number of rural residents 7613 people. Cochran method to calculate the sample size of 365 patients and randomly distributed among the local community. To select the samples, we tried to question people who knew about tourism and its effects. With this purpose responsive sample of the population over 18 years old and were randomly distributed between men and women. As a result, housekeepers are not simply questioned. However, some respondents have been the head of the household. To determine the validity of the concept survey among teachers of primary tourism areas distributed according to their suggestions and corrections necessary to ensure the validity of the questionnaire was validated. To assess the reliability, Cronbach's alpha coefficient was used. Based on this

factor, the reliability of 907/0 was obtained. Reliability coefficient calculated economic variables 918 /, socio 857/0 and 948/0 of variables tend to develop tourism. SPSS software to analyze the collected data and to model the effects of structural equation modeling was performed using the software AMOS, model and necessary analyzes were performed.

### 3.3. *Introducing Variables and Indicators*

the questionnaire contains questions that cover the topic. Each part of the questionnaire was categorized in terms of content in one category. The first part of the questionnaire is devoted to general questions and other sections relate to the assessment of the local residents' mental image of the economic and social effects and the desire to develop tourism. The questions are based on the 5 Likert range in three dimensions: economic, social, and development. In [table 2](#), the indicators are presented in the dimensions.

**Table 2. Indicators used in research**

Source: Research findings, 2017

Variables	Index / Items
Economical	Job creation, improved income, rising land prices and housing, commodity prices, investment, agricultural production, seasonal employment, rising incomes, construction increase, local sales
social	Decreasing migration, changing local culture, belonging to the village, satisfying tourists, expanding and transporting, village security, expanding social services, changing the type of coverage, conflicts with tourists, population density in the village, increasing social interactions, changing lifestyles
Development	Increasing the number of tourists, using capital, promoting tourism attraction programs, renting houses and gardens, developing infrastructure and facilities for attracting tourists, the positive impact of tourism, accepting the consequences of the arrival of a tourist, respecting the presence of tourists, financing the government in developing tourism programs, fulfilling Personal expectations, Protecting tourist attractions, Participating in tourism development training programs, Attraction of tourists at a good residential home in the form of a rental

### 3.4. *Hypotheses*

- Local residents of the target villages' tourist image of the city is positively assessed the economic impact of tourism.
- The mental image of the local inhabitants of the villages of the city's tourism

destination is evaluated positively by the social effects of tourism.

- Economic mental attitude of local residents more influence than social mental attitude they tend to develop tourism activities.

#### 4. Research findings

Results obtained from the questionnaire survey indicate that a total of 365 questionnaires were distributed among the local residents of the target villages' tourist city, 9/67 and 1/32 percent of male respondents were female. The average age of respondents was 43.95 years. 66 percent are married and 34 percent are single. More jobs and data from the analysis of questionnaire respondents indicated a higher frequency of free primary education groups. To evaluate the economic impact of tourism to the local community mental picture of 10 indicators and design was completed by respondents. The spectrum used to answer the Likert spectrum is 5. Therefore, the average used for analysis 3 is considered. The one-sample t test assuming

equal H0 show the effects of tourism development with the number three (moderate) and H1 assume that the inequality has been moderate. If the null hypothesis is rejected must use upper and lower limit values (Kaiani & Shaterian, 2018) that:

1. If the upper and lower limit is positive, the average of the observed value is greater.
2. If the upper and lower limit is negative, the average of the observed value is smaller.

The results of the sample T-test in [table 3](#) indicate that with regard to the significance level below 0.000 in all cases, the effects of the factors examined on the mental image of the local community are confirmed. The complete results of T-test results make a significant upper and a lower limit on the level of 95% has been used.

**Table 3. Test results of sample T-test of local residents' mental image measurement**

Source: Research findings, 2017

Explain	t	df	sig	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
creating jobs	4.460	364	0.000	0.279	0.16	0.40
Improve income	3.832	364	0.000	0.244	0.12	0.37
Rising land prices	-2.660	364	0.008	-0.126	-0.22	-0.03
Increase in the price of goods	19.246	364	0.000	0.833	0.75	0.92
Creating Investments	-3.622	364	0.000	-0.193	-0.30	-0.09
Reduced agricultural production	42.153	364	0.000	1.477	1.41	1.55
Creating seasonal employment	42.734	364	0.000	1.468	1.40	1.54
Increase income	-23.91	364	0.000	-0.997	-1.08	-0.92
Increase building	-8.50	364	0.000	-0.362	-0.45	-0.28
Selling local products	-4.06	364	0.000	-0.230	-0.34	-0.12
sum	6.443	364	0.000	0.239	0.166	0.312

The results presented in [table 3](#) show that in all cases, the effect of economic factors on the mental picture is approved by the local community. Development of tourism in rural areas will create employment in both formal and informal sectors, and will increase rial and currency revenues. According to research findings, the positive impact of tourism on employment creation is confirmed. Also, the development of tourism in the studied area has

had a positive effect on income generation. The negative upper and lower limit in the 95% confidence level regarding the indicator of the rise in land and housing prices indicates that the expansion of tourism in the region has caused land stock exchange and no increase in prices. A review of the increase in prices for goods and goods indicates that tourism development has contributed to the increase in prices for goods and goods and has led to an increase in it. Investing in

the tourism sector has positive effects on the lives of local communities. Given the negative effect of the upper and lower limit values of this variable, it can be deduced that the tourism sector in the region did not provide investment. Since the agricultural sector of the country needs the development of industry and services sectors, including tourism, its expansion has led to a decrease in agricultural production. The seasonal and part-time employment rate for farmers is indicative of local residents' satisfaction with the arrival of the tourist and its development in the region and the increase of job opportunities. The rise in incomes and other government agencies reflects the fact that their income is due to the boom of tourism activities in villages. The study did not increase. The result of this study, due to the fact that the upper and lower limit is negative for the construction increase variable at the 95%

confidence level, indicates that tourism in the region has not increased. Tourism can create new markets for the production and sale of agricultural products and crafts. The analysis of the research findings shows that tourism has a decreasing effect on the sale of local and artistic products. In general, according to the results of the t test for a set of economic variables, it can be inferred that the local community has a positive mental image of the effects of tourism development. To examine the significance of the positive mental image of the rural residents of the studied areas, 12 indicators were designed for socio-tourism effects and one-sample t-test was used to analyze the findings. According to the results presented in table 4, the level of significance in all cases except the tourist satisfaction rating is calculated less than 0.05. The results of the sample T-test are presented in table 4.

**Table 4. Test results measured sample T-test public image of local residents**

Source: Research findings, 2017

Explain	t	df	sig	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Reduce Immigration	15.665	364	0.000	0.871	0.76	0.98
Restoration of local culture	85.892	364	0.000	1.874	1.80	1.89
Belonging to the village	-2.389	364	0.000	-0.110	-0.20	-0.02
Satisfaction with the presence of the tourist	-1.589	364	0.113	-0.117	-0.24	0.03
The spread of addiction and disgust Addiction	-36.443	364	0.017	-1.416	-1.49	-1.34
Increase security	15.046	364	0.000	0.816	0.70	0.92
Create community services	43.046	364	0.000	1.542	1.47	1.61
Change clothes	14/887	364	0.000	0.636	0.55	0.72
Conflict with tourists	70122	364	0.000	0.548	0.40	0.70
Population density in the village	16.729	364	0.000	0.729	0.64	0.81
Increasing Social Interactions	14.874	364	0.000	0.589	0.51	0.67
Change lifestyle	16.073	364	0.000	0.723	0.63	0.81
sum	18.092	364	0.000	0.555	0.494	0.615

The positive effects of tourism on social life can prevent the migration of villagers, especially young people. Considering the positive values of the upper limit and the lower limit of positive values at the 95% level, there is shown that immigration is prevented due to the development

of tourism in the region. According to the analysis of the findings of the research, it has been determined that tourism has brought about the revival of local culture in the studied area. In the variable related to loyalty to village, data analysis with respect to the upper and lower limit and its

negative at 95% confidence level by the local community indicates the lack of tourism impact on the local community's loyalty and loyalty to its villages. Research findings show that tourism has caused phenomena such as addiction and drug trafficking, and did not provide a bar within the scope of the study. In considering the increase in security, the fact that tourism has increased the security of the village is accepted. Following is confirmed, tourism in the studied area has allowed the provision of social services such as (welfare, educational, health, etc.). The study of change in clothes and clothing coverage in this study indicates that tourism in the community has changed their coverage. Clashes with tourists have been the subject of research in the research. According to the respondents' comments, the arrival of tourists has increased the incidence of conflicts between them and tourists. Considering the positive and upper limit of the population density analysis in the village with 95% confidence level, tourism can improve the survival conditions in the village. Rural tourism is in fact a form of participation of all sectors of rural society in the development process. Regarding the findings and the positive effect of the increase in social interactions, tourism has been able to reinforce social interactions in the region. Tourism may cause a gradual change in

the values, beliefs, culture and lifestyle of local people. According to the findings of the study, it turned out that tourism has caused lifestyle changes in the studied area. In general, according to the results of the t test for a set of social variables, it can be concluded that the local community has a positive mental image of the effects of tourism development and, in their view; the development of tourism in the studied area has had a positive social impact. Paired t-test was used to compare the effect of economic and social dimensions of tourism on the mental attitude of the local community. The results of using this test with regard to the significance level show that there is a difference between the extent of the impact of social and economic dimensions of tourism on the local mental image of the local community. The negative of the low and above the 95% confidence level indicates that the average of the first society (economic dimension) was lower than the average of the second community surveyed (social average). In other words, tourism has had a greater impact on the social attitudes of residents, with an average of 3.55. The average calculated for the local economic image of the local community was 3.13. Inferential results of paired t-test are presented in [table 5](#).

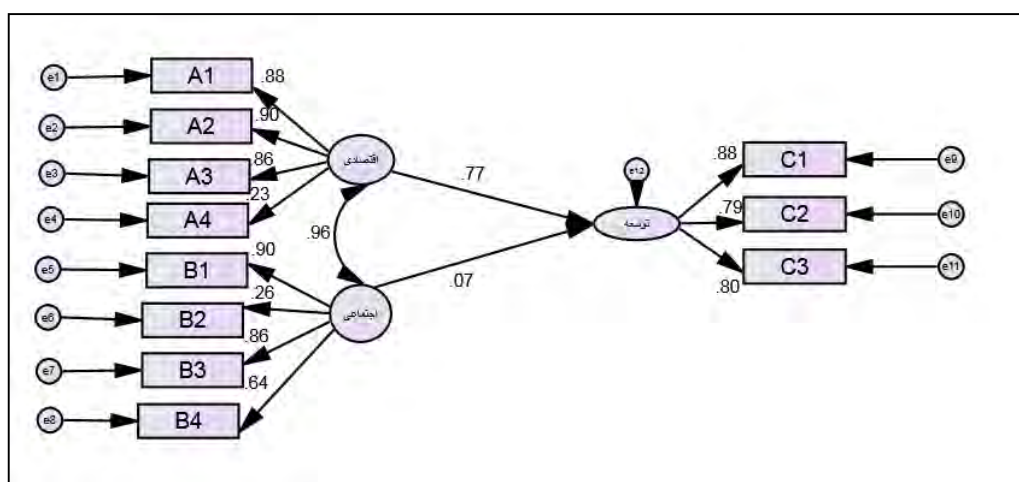
**Table 5. T-test paired results to compare the economic and social mental attitude of local residents**

Source: Research findings, 2017

Case comparisons	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		T	df	sig
				Lower	Upper			
Economic - social	-0.315	0.34	0.018	-0.35	-0.27	17.12	364	0.000

Structural equations modeling was used to study the effectiveness of local economic attitudes toward the development of tourism activities in comparison with their social attitude. In this regard, the first-order factor model, which is a type of structural equation model, is used. The first-order factor models refer to the models in which a number of obvious variables measure the other hidden variables. In [figure 3](#), the parameters of the final model are shown in the effect of the economic and social mental image of residents on the development of tourism in the standard state. The factor of economic attitude with factor load of 0.77 has the most factors and has more

influence on the tendency to development of tourism. The social attitude of local residents has a factor of 0.7. The factor loads shown in [figure 3](#) show the greater effect of the economic mental image than the social mental image.



**Figure 3. The final model of economic and social impact of the image of local residents towards tourism development**

Source: Research findings, 2017

Table 6 illustrates the indicators that explain the economic image and social image of local residents. In this research, each of the variables that has the capability to identify each of the

hidden factors have been separately introduced into the model process and have been retained or eliminated based on fitness indicators and significant levels in the model.

**Table 6. Variables of the economic mental image and social image of local residents**

Source: Research findings, 2017

Cod	Items	Mental image Items
A1	creating jobs	economic
A2	Increase in the price of land and goods	
A3	Increase building	
A4	Reduced agricultural production	
B1	Decreasing migration, belonging to the village, increasing population density in the village	social
B2	Change local culture	
B3	Spread social services	
B4	changing life style	

**Table 7 - Indicators of the tendency to develop tourism activities of local residents**

Source: Research findings, 2017

Cod	item	tourism development
C1	Increase the number of tourists	
C2	Infrastructure development and facilities	
C3	The positive impact of tourism	

Findings from factor loadings of the local economic image of local residents on the development of tourism activities. Modeling of research shows that the factor of increasing the price of land, housing and commodity price increase with factor load of 0.90 played

the most roles in explaining the economic effects of tourism development. Factor of 0.88 for creating employment as a result of tourism in the second place is the increase in construction with a factor of 0.86 in the third place and finally the decrease in agricultural

production with a yield of 0.23, respectively, is in shaping the mental Attitude of local residents towards tourism development. The factors contributing to the social image of local residents regarding the development and development of tourism activities are the fact that the factor load (decrease of migration, belonging to the village and population density in the village) to 90% of this variable in the first place is the type of attitude Rural residents have a social dimension. The factor load of 0.86 was determined by the index of expansion of social services (health, welfare and education), and in the third place it was a variable of lifestyle change and urban lifestyle development in the village with a population of 0.64. A factor of 0.26 has contributed to the change of local culture (weddings and mourning). The first factor model

is for the underlying factor of the local residents' desire to expand and develop tourism activities under the influence of three variables. The factor increasing the number of tourists with a factor of 0.88 has the highest role in the desire of local residents in terms of tourism development and the positive effect of tourism in the village with a factor load of 0.80 in the second place and 0.79 times the factor variable in the development of infrastructure and facilities to attract tourists are ranked next respectively.

The amount of P in all relationships except covariance effect on the development of tourism public image (P value of 0/750) in the model has been supported by experimental data. Table 7 of the final version of the model parameters is given.

**Table 8. Indicators assessment model**

Source: Research findings, 2017

Status	amount	Indicator
acceptable	1.808	CMIN/DF
acceptable	0.961	GFI
acceptable	0.938	AGFI
acceptable	0.597	PGFI
acceptable	0.973	NFI
acceptable	0.963	RFI
acceptable	0.988	IFI
acceptable	0.983	TLI
acceptable	0.988	CFI
acceptable	0.754	PRATIO
acceptable	0.725	PNFI
acceptable	0.736	PCFI
acceptable	0.047	RMESEA

In the analysis of the main indicators presented in table 8, it should be noted that the normal CMID (CMIN / DF) in the model is 1.808, which shows the fit for the model, because this value corresponds to this index in the domain (3-1) Has been replaced. The GFI (goodness fit index) is estimated to be 0.961, indicating the suitability of the index in the model. Another indicator of the test was the PGFI (goodness fit index), which is 0.597 higher than 0.55 in the model, which is considered an appropriate indicator. (Ratio of economy) PRATIO got 0.754 in its current model and received a suitable position. Another index that is referenced in the model fit is RMESEA, or the second root of the squared error estimate, which is indicated in the model with an

appropriate index of 0.047. In general, according to model fitting models, the research model is supported by experimental data. As it is known, the gain of factor 0.77 for the local economic image of the local community against factor load is 0.7. The social image of the local community shows that economic effects have had a more influential role in the development of tourism.

**5. Conclusions and suggestions**

one of the factors influencing the development of tourism is the attention to the host society in the tourist environments and the degree of satisfaction and satisfaction with these activities. For tourism development, a positive mental image is important for local residents. According to the findings of

the study, it was determined that local residents of Karaj tourism destination had a positive mental image of the economic effects of tourism. The findings of this hypothesis are consistent with the results of [Amini et al. \(2015\)](#) in the positive attitude of local residents in the village of Najafabad. In the dimension of the local economic image of the local community, the development of tourism in the studied area is about creating employment, improving income, creating investment, reducing agricultural production, creating seasonal employment, rising incomes, increasing construction, selling local products, increasing commodity prices and land prices are highlighted. To mitigate and mitigate the negative economic effects of tourism development, such as rising commodity prices and services, effective measures such as a two-price system for tourists and the local community will be effective. Also, in order to avoid rising land prices for local community use, it is necessary to set up appropriate tax systems for tourism licenses and, at the same time, special incentives are given to support local communities. The second hypothesis image of local residents about the social impact of tourism has been positive so that the effects are felt more in the social dimension. The result of this hypothesis is identical with the findings of the research of [Seduche et al. \(2012\)](#) in a paper titled "Attitude of the host society" to the socio-cultural effects of the city of Dalahu. The positive mental image of local residents in terms of the social impact of tourism affects their support for the development of the tourism industry. In other words, the positive mental image of local residents in the studied villages is significant in their support for the development and development of tourism activities. The study of the effect of socioeconomic indicators on the tendency to expand and develop tourism activities suggests a more colorful role for local residents' mental image than their social mental image. The findings of this hypothesis are consistent with the results of [Alighulizadeh Firouzjaei and Ghanbarzadeh ashaari \(2016\)](#) in assessing the support of villagers in forest areas. It can be concluded that tourism has served as a beneficial economic activity for tourist destinations and the economic effects have been more appealing to the local community. Thus, a society which intends to

use tourism as an alternative to economic development, tourism should be It is sustainable to meet the needs of local residents and the development of sustainable tourism is difficult without the participation of local residents and their loyalty to tourists. In line with the research findings, suggestions for improving the mental attitude of the local community are presented as a necessity for the development of tourism:

1. Modifying the negative effect of the presence of tourists on the increase in conflict with tourists by drafting laws and providing the necessary training to tourists as well as the local community to promote self-esteem and familiarity with the expectations of tourists.
2. Establishing the necessary grounds for attracting and participating local residents in the training courses on tourism development, creating suitable venues for the provision of artistic and local food with the aim of increasing the economic benefits of tourism for the local community.
3. In order to increase the economic benefits of tourism for the host society in the rural areas, it is recommended that the custodians and managers of nature tourism tours bring education to tourists at the top of their institutions' programs. With the goal of shopping for the needs of tourists in the villages of destination.
4. In order to avoid conflict and tensions between tourists and villagers, educating tourists is necessary to respect the culture and customs of the host society.
5. The mechanism of price control and prevention of its multiplicity, especially on days when more tourists enter the studied villages.
6. Tourism management in the studied villages should be of such a kind as to create a dual value for both tourists and local residents.
7. Constructing for investment of private and non-governmental sector in the tourism sector of villages of the target city tourism, creation and development of tourism infrastructure, advertising and marketing in the field of tourism in the studied villages.
8. Efficient manpower training, especially from the local community for tourism activities.
9. Publicity will increase the morale of the passengers to increase public awareness of

tourist attractions and increase intercity and provincial travel, which will provide a source of income for tourist destinations.

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## سنجش تمایل جوامع روستایی نسبت به توسعه گردشگری و عوامل موثر بر آن

### (مطالعه موردی: روستاهای هدف گردشگری شهرستان کرج)

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#### چکیده مبسوط

#### ۱. مقدمه

باور اساسی این است که جوامع محلی هسته‌ی مرکزی مقاصد توریستی بوده و جوامع سالم و موفق، معیاری برای سنجش موفقیت صنعت گردشگری به شمار می‌روند. حسن نیت و همکاری جامعه محلی برای موفقیت و پایداری هر پروژه توسعه گردشگری ضروری است و برخورداری از درکی درست از تصویر ذهنی ساکنان و تمایل آن‌ها به توسعه گردشگری از اهمیت زیادی برای دولت، سیاست‌گذاران برخوردار است. شناخت و درک تنوع عقاید، طرز فکر و تصویر ذهنی جامعه محلی در رابطه با توسعه گردشگری گامی پایه‌ای در برنامه‌ریزی توسعه گردشگری پایدار محسوب می‌شود. به طوری که بی‌علاقگی و کج‌خلق‌های جامعه محلی و میزبان نهایتاً به گردشگران منتقل خواهد شد که این امر خود نیز منجر به عدم تمایل گردشگران برای بازدیدهای بعدی و تبلیغات منفی می‌گردد. از این رو درک و فهم واکنش جامعه محلی از اثرات گردشگری برای دستیابی به حمایت‌های ایده‌آل جوامع روستایی برای توسعه گردشگری امری ضروری محسوب می‌شود. در این راستا در روستاهای مقصد گردشگری، بار توسعه و مدیریت فعالیت گردشگری باید به صورت مؤثر بر دوش ساکنین محلی، قرار داده شود. در قالب چنین رویکردی، نگرش و گرایش ساکنین محلی نقطه ثقل فعالیت برنامه‌ریزی در گردشگری به حساب می‌آید. پژوهش حاضر قصد دارد تصویر ذهنی ساکنان محلی روستاهای هدف گردشگری شهرستان کرج را نسبت به اثرات اقتصادی و اجتماعی توسعه فعالیت‌های

گردشگری بررسی کند. ۱۴ روستای هدف گردشگری شهرستان کرج دارای جاذبه‌ها و پتانسیل‌های فراوان طبیعی و تاریخی و ورزشی و فرهنگی است ولی تاکنون پژوهشی درباره تصویر ذهنی ساکنان محلی روستاهای مذکور نسبت به توسعه و گسترش فعالیت‌های گردشگری صورت نگرفته است.

#### ۲. مبانی نظری

به طور کلی مطالعات بسیاری در مورد بررسی گرایش و میزان حمایت جامعه میزبان نسبت به توسعه گردشگری انجام شده است و چندین روش به عنوان چارچوب تئوریک برای درک واکنش مردم نسبت به گردشگری وجود دارد. نظریه مبادله اجتماعی یک چارچوب زیربنایی برای همه روش‌ها و رویکردها محسوب می‌شود که مبتنی بر ارزیابی جامعه میزبان از هزینه و منافع مورد انتظار از گردشگری می‌باشد. در واقع این که ساکنان محلی مجموعه هزینه‌ها و منافع حاصل از گردشگری را چگونه ارزیابی می‌کنند، بر نحوه نگرش آن‌ها تأثیر خواهد گذارد. در نظریه چرخه حیات، ارزیابی توسعه گردشگری مقصد در طول زمان مورد توجه است. بدین ترتیب نحوه نگرش میزبان تحت تأثیرات روند تغییرات و توسعه گردشگری قرار می‌گیرد. براساس این نظریه، نگرش مردم نسبت به گردشگری ممکن است تحت تأثیر روند تحول و توسعه گردشگری در مقصد قرار می‌گیرد. زمانی که گردشگری در مقصد رو به رشد است، ظرفیت برد اجتماعی به حد نهایی خود می‌رسد، در نتیجه، آن برای ساکنان غیرقابل تحمل می‌شود. لنگفورد و هاورد نظریه تفکیکی را مطرح می‌کنند. در این رویکرد، هزینه و منافع بخش‌ها یا گروه‌های مورد ارزیابی قرار می‌گیرد. بدین ترتیب کسانی که در راستای نیازهای گردشگران

تصور ذهنی اجتماعی آن‌ها با بار عاملی ۰/۰۷ اثر بیشتری بر تمایل جامعه محلی به توسعه گردشگری دارد.

### ۵. بحث و نتیجه‌گیری

یکی از عوامل موثر در توسعه گردشگری، توجه به جامعه میزبان در محیط‌های گردشگری و میزان رضایت‌مندی و خشنودی آن‌ها از این فعالیت‌هاست. برای توسعه گردشگری تصویر ذهنی مثبت از گردشگری برای ساکنان محلی نسبت به توسعه گردشگری مهم است. در راستای دستیابی به توسعه گردشگری پایدار، ساکنین محلی باید به صورت فعال در فرآیند توسعه گردشگری درگیر شوند. با توجه به یافته‌های پژوهش معلوم گردید ساکنان محلی روستاهای هدف گردشگری شهرستان کرج تصویر ذهنی مثبتی نسبت به اثرات اقتصادی گردشگری داشته‌اند. یافته‌های این فرضیه با نتیجه تحقیق امینی و همکاران (۱۳۹۴) در ارزیابی نگرش ساکنان محلی روستای دماب نجف‌آباد اصفهان نسبت به توسعه گردشگری همسو است. در فرضیه دوم تصویر ذهنی ساکنان محلی نسبت به اثرات اجتماعی گردشگری مثبت ارزیابی شده است. نتیجه این فرضیه با یافته‌های تحقیق تقدیسی و همکاران (۱۳۹۱) در مقاله‌ای با عنوان نگرش جامعه میزبان به اثرات اجتماعی- فرهنگی شهرستان دالاهو یکسان است. آن‌ها در تحلیل یافته‌های خود دریافتند تصویر ذهنی مثبت ساکنان محلی روستاهای مذکور نسبت به اثرات یاد شده گردشگری حمایت آن‌ها را برای توسعه صنعت گردشگری تحت تاثیر قرار می‌دهد.

**کلیدواژه‌ها:** تصویر ذهنی، توسعه گردشگری، روستاهای هدف گردشگری، شهرستان کرج.

### تشکر و قدردانی

پژوهش حاضر برگرفته از پایان‌نامه کارشناسی ارشد هدی باسره، گروه جغرافیا و اکوتوریسم، دانشکده منابع طبیعی و علوم زمین، دانشگاه کاشان، کاشان است.

فعالیت می‌کنند، نگرش مثبت‌تری به گردشگری دارند تا آن‌هایی که ارتباطی با گردشگران ندارند. به طوری که، کسانی که در زمینه خدماتی و تجاری گردشگری فعالیت می‌کنند نگرش مثبت‌تری به گردشگری دارند.

### ۳. روش تحقیق

این تحقیق به لحاظ هدف کاربردی و مبتنی بر روش توصیفی-تحلیلی است. بر این اساس بنابر روند رایج در اینگونه تحقیقات علاوه بر استفاده از روش کتابخانه‌ای از روش‌های میدانی مانند پرسشنامه و مشاهده نیز استفاده گردیده است. با بررسی و ارزیابی تحقیقات دیگران و مبانی نظری مرتبط با موضوع از یک طرف و شناخت اولیه از ناحیه مورد مطالعه از طرف دیگر، متغیرهای پژوهش بر اساس طیف پنج گزینه‌ای لیکرت طراحی گردید. شاخص‌های مورد استفاده پژوهش در سه بعد اجتماعی با ۱۲، نماگر، اقتصادی با ۱۰، نماگر و شاخص‌های توسعه با ۱۳ نماگر ارائه گردیده است. جامعه آماری پژوهش شامل جمعیت روستاهای هدف گردشگری شهرستان البرز است که بر طبق نتایج سرشماری سال ۱۳۹۰، ۷۶۱۳ نفر بوده است. حجم نمونه از طریق روش کوکران به تعداد ۳۶۵ نفر انتخاب گردید. به منظور تعیین روایی مفهومی ابزار تحقیق، پرسشنامه اولیه در بین اساتید در حوزه گردشگری توزیع و بر حسب پیشنهادات آنان تصحیحات لازم صورت گرفت. برای سنجش میزان پایایی، از ضریب آلفای کرونباخ استفاده شد. بر اساس این ضریب، میزان پایایی ۰/۹۰۷ حاصل گردید. برای تجزیه و تحلیل داده‌های گردآوری شده از نرم‌افزار SPSS و برای مدلسازی اثرات، از مدلسازی معادلات ساختاری استفاده شد و با استفاده از نرم‌افزار AMOS، برازش مدل و تحلیل‌های لازم صورت پذیرفت.

### ۴. یافته‌های تحقیق

نتایج پژوهش نشان داد که تصویر ذهنی ساکنان محلی روستاهای هدف گردشگری شهرستان کرج نسبت به اثرات اقتصادی و اجتماعی توسعه گردشگری مثبت است و در ادامه تأیید گردید رضایت ساکنان محلی از ابعاد اقتصادی گردشگری با بار عاملی ۰/۷۷ در مقایسه با

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