



## Effects of Tourism on Sustainable Rural Livelihoods (Case Study: Saravan, Rasht County, Iran)

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### Abstract

**Purpose-** Over the past decades, the improvement of sustainable rural livelihoods has received much attention and has been one of the main goals of sustainable rural development. One of the main approaches to improve rural livelihoods is the development of rural tourism. This has been considered by policymakers as a strategy to reduce rural poverty, especially in developing countries. Therefore, the present study is to investigate the impact of tourism on sustainable livelihoods.

**Research limitations/implications-** This is a descriptive-analytical study in which the documentary study method and field survey (questionnaire-observation-interview) were used in the case study of Saravan. The statistical population is 4233 Saravan rural households. In this framework, 360 household questionnaires have been completed based on the Cochran formula as a research sample.

**Finding-** The results have indicated that tourism in Saravan has not been able to play an effective role in the sustainable livelihoods of the local people (in institutional, economic, and human developments) and covers only some households. It can be concluded that tourism has had a greater impact on other aspects such as social and environmental issues. At the same time, with proper planning, people's livelihoods and abilities can be improved by promoting tourism and sustainable livelihoods.

**Keywords:** Sustainable tourism, Sustainable livelihood, Rural tourism, Saravan.

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## 1. Introduction

Today, it has become clear that in order to achieve development, it is necessary to pay attention to the villages as the basic sector. Given that the majority of the world's poor population lives in rural areas mainly in developing countries (Jumapour & Ahmadi, 2011) sustainable rural development decisions should include all levels of activity and location. Some of the solutions are the quality of life in local communities, including the economic, social, and environmental capital quality that leads members of local communities to produce and rebuild good lives. In sustainable development, the paths must be chosen in such a way as to create equal opportunities not only for the present generation, but also for the next generation, and this must be accompanied by the strengthening of economic, social, and natural resources and human capital. Sustainability requires that decisions and activities lead to investment in the capacities of the local community in order to strengthen that or, in special circumstances, not reduce the minimum natural, social, human or economic capital (Eftekhari & Badri, 2012). One of the strategies with positive consequences in most countries of the world in recent decades is the development and expansion of tourism in rural areas. Tourism is an industry that has long been considered by human societies and developed according to different social, economic and historical requirements due to the expansion of communication and a significant increase in the number of tourists and foreign exchange income and employment. Tourism in the current world is a clean industry and the third dynamic, thriving and developing economic feature after the oil and automotive industries (Ghaffari, 2007). The industry has economic, social, and cultural effects on the environment. The main advantages of the tourism industry in the economy are including employment and appropriate foreign exchange income, diversification of economic activities, improving the living standards of the people, improving the existing infrastructure and facilities. Economic effects of tourism include women's employment, youth employment, tourism employment growth, general employment growth, increased employment in the service sector, attracting surplus labor in the agricultural

sector, increasing people's income, economic welfare, increasing land prices in tourist areas, local attractions such as handicrafts and their rising prices. Rural tourism has a wide scope and plays a key role in the diversification and economic growth as well as the creation of job opportunities in close connection with other economic sectors. The main purposes of the rural visitors are to see social and cultural customs, pilgrimage to tombs and religious centers, rural economic activity, the texture of the village architecture, natural landscapes, mountains and bumps and mountaineering, the tranquility of nature and mental and physical treatment and many other attractions (Ghasemi, 2009); Therefore, tourism can be an important factor in improving the livelihood of villagers and increase their income levels along with other activities including agriculture and animal husbandry, etc. This can have significant economic, socio-cultural, environmental, and physical-spatial effects on the host society (Mohammadi et al., 2017). One of the approaches in the framework of sustainable rural development is diversification of economic activities. It is generally believed that diversity is the foundation of stability, and as the system becomes more diverse, stability and dynamism are maintained over time and in different places not only against internal stresses but also against external stresses (Ghasemi, 2011). Hence, diversification in the economic activities of the rural areas based on the capabilities and opportunities, and capacities can strengthen the economic development of the villages. Therefore, special attention is paid to strengthening entrepreneurship and creating a suitable environment for its development as one of the main tools for the progress and development of countries, especially developing countries; because an activity with an entrepreneurial approach leads to sustainable economic, social, and environmental development including job creation, innovation in activities, competitiveness, environmental protection, etc. Entrepreneurship in rural areas is formed in different areas and has different forms. One of the most important areas in most rural areas is entrepreneurship in the field of tourism. An important reason for paying attention to entrepreneurship in the rural tourism sector is that as the demand for various tourism processes in rural areas increases, so does the

need for diversification of tourism services and products. Therefore, the formation of demand for rural tourism in its various forms indicates the creation of potential entrepreneurial opportunities in rural areas. This can become a stage of entrepreneurial action (Sojasi Gheidari et al., 2016). Therefore, the development of non-agricultural sectors and diversification of activities in rural areas is the main solution for rural development in many communities and improves the living conditions of rural areas. This research is done with a sustainable livelihood approach. Livelihood is a complex system that includes environmental, economic, social, and institutional dimensions (Lan et al., 2021). According to Chambers and Conway, sustainable livelihoods are the capabilities, assets (warehouses, resources, and access to resources), and activities (jobs) necessary to earn a living. Livelihood is mentioned as sustainable is it can strengthen or maintain the capabilities and assets, be economically effective, be ecologically safe, and ensure that livelihood activities do not destroy the ecosystems' natural resources and are socially equitable and provide sustainable livelihood opportunities; it should also be sustained for the next generation and to create net benefits for the livelihoods of others at the local or national level and in the short or long term (Chambers & Conway, 1992).

Recognizing the issues and problems of the village and providing logical solutions for them is one of the basic measures to achieve the goals of sustainable rural development. Given that tourism plays an important role in rural development and increases employment and income, attention to this sector is today necessary for the purposes. One of the provinces, where has been the destination of many visitors in recent years, is Guilan province, among which rural areas are of interest to many tourists. One of these rural areas is the Saravan district, a place with the predominant activity of many traditional agricultural villagers. The region alone cannot provide employment and income and as a result, it is not enough for the rural community. Thus, searching for new ways and diversification of activities to strengthen livelihood is one of the necessities that tourism is considered as one of the appropriate solutions to create employment and increase the income of the villagers. Tourism in Saravan rural district has played an important role

as a platform for economic activity and the livelihood of a large part of the population. Saravan village with its beautiful natural landscape and temperate climate has unique landscapes and effects. The view of paddy fields, forests, heights, and green slopes is a small part of the indescribable and attractive beauty of Saravan. Due to its location in the vicinity of the main road welcomes many tourists to the area every day, which boosts tourism businesses and can increase travelers' homes. So, it can improve the livelihood of the villagers. Given the tourism activities, it is required to examine the effects of tourism upon livelihood to provide the ground for sustainable rural development to strengthen its positive effects in this area and other rural areas, and also to prevent the negative effects. This is necessary to devise plans to improve this program. Therefore, the main research question is what effects tourism can have on the sustainable livelihood dimensions of the study area?

## 2. Research Theoretical Literature

Rural communities can rarely be economically viable without a diversified economic structure. Tourism and recreation are increasingly becoming an important part of this structure. This indirectly considers the attention to sustainability in terms of tourism opportunities, the coordination of these opportunities, and their ability to attract the visitors and keep them satisfied and coming in the future. Accordingly, rural tourism helps the program protect cultural heritage and natural environment by creating employment, increasing income levels, diversifying economic activities, increasing the level of social awareness and establishing broad social relations between the host and guest communities, and by preventing involuntary migration and optimization using useful land use management for sustainable rural development (Roknaddin Eftekhari & Ghaderi, 2002; Rezvani, 2008). The development of rural tourism as an opportunity provides economic stimulation and reduces rural community dependence on agriculture (Gavrilă-Paven, 2015). Thus, sustainable rural development should consider tourism as a link in the policy-making that regulates the public and private sectors for rural development. Today, sustainable tourism in many countries is a symbol of cultural, natural, human identity as one of the important economic sectors. Therefore, sustainability in tourism

requires systematic attention to the technical, cultural, political, economic, historical, and environmental dimensions in moving towards the use of tourist attractions by the needs of today and the preservation of these resources for the future. Tourism can revive the economy of local communities by participating in job creation and income generation, and can also contribute to strengthening local culture and changing the preservation of the environment or the reconstruction of the natural and man-made environment (Karimi & Mahboubfar, 2012). In this view, the concept of sustainable livelihood

emerged as an efficient approach derived from the context and broad theory of rural development (Jumapour & Ahmadi, 2011). Therefore, it is necessary to pay attention to the rural development literature to better understand the approach to sustainable living. Since the 1950s, the concept of development has historically grown from four important schools of thought, namely modernization, dependency theory, alternative development, and sustainable development (Welch, 1984, and Clancy, 1999, cited in Baghiani, 2014). The table below shows the developments of the four theoretical schools.

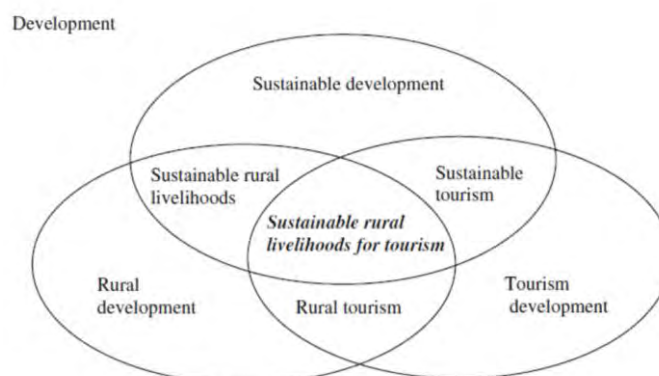
**Table 1. Evolution of theories related to development, rural development, and tourism development**

Period	Development	Rural development	Tourism development
1950-1960	Modernization	Population and technology model	Advocative approach
1960-1970	Intimacy theory	Political economy land changes	Conservative approach
1980	Replacement development	Agriculture development	Consistency approach
After 1990	Sustainable development	Sustainable livelihood	Science oriented approach

In the 1950s and 1960s, development is interpreted as a planned change in construction, production, and employment in the agricultural, industrial, and service sectors (Azkia & Imani, 2008). In the late 1960s, the poor temporarily had access to the benefits of rapid growth, which was the Green Revolution. The Green Revolution was introduced in the 1960s to combat famine, hunger, and poverty in rural areas of developing countries (Kalantari & Qomi, 2008). In the early 1970s, changes in development-related concepts were introduced, and the eradication of poverty and hunger and the satisfaction of basic needs instead of relying solely on economic growth became an important issue. Therefore, different definitions and perceptions of development were presented (Azkia & Imani, 2008). The third stage of rural development was the theory of agricultural development, which prevailed in the 1970s with an emphasis on small-scale agriculture. In a way, this theory has been prevalent for nearly 20 years (Ellis, 2000). This view, along with the basic needs approach, was criticized in the 1980s for failing to reduce rural poverty and increase income inequality, despite a slight improvement in farmers' welfare levels. Therefore, the need for a holistic and integrated view of rural development was necessary. The concept of sustainable livelihood emerged to moderate and ultimately eradicate rural poverty (Abdullahzadeh & Salehi, 2016). In the case of the tourism

program, the four-axis framework clearly describes the evolution of the industry. The first axis (advocacy) considers the industry as flawless so that the economic cooperation of that is widely supported. This trend became known after World War II and became part of the modernization paradigm. At the beginning of the 1960s, this axis was gradually replaced by the second axis "caution". This considers the negative prospects of tourism and criticizes seasonal employment and lack of specialization, destruction of the natural environment, and division in the structure of the host society. The caution axis is directly related to the theory of dependence. Over time, debates between advocacy and caution led to a third axis (adjustment) in the early 1980s. It seeks to develop alternatives to mass tourism in response to growing concerns about the negative effects. Specifically, adjustment follows the pattern of the alternative development paradigm. It is the fourth (knowledge-based) axis that emerged in the early 1990s and can be compared to the sustainable development paradigm. Unlike the advocacy and warning of axes, which focus on the effects of tourism, and the adjustment axis, which focuses on forms of development, the fourth axis emphasizes the holistic thinking of tourism as a system including the structures and functions (Jafari, 1990; Baghiani, 2014). Based on what has been mentioned, the shape of a diagrammatic framework shows the relationship

between sustainable livelihood and tourism development.



**Figure 1. Diagrammatic framework of the relationship between sustainable livelihoods and tourism development**  
(Source: Shen et al., 2008)

One of the main approaches to the improvement of sustainable rural livelihood is to pay attention to tourism development (Bameri et al., 2019). Many researchers have emphasized tourism as a key solution to rural development and poverty reduction in these areas (Gao & Wu, 2017). Tourism-oriented sustainable livelihood framework is one of the new analytical approaches in the field of rural development, which in recent years has attracted much attention in the study of rural development and poverty reduction (Azami & Hashemi Amin, 2017). The industry increases the overall sustainability of livelihoods by creating a variety of livelihoods (Su et al., 2019). The sustainable living approach begins with the idea of how people live in different places. In a simple definition, livelihood refers to the capabilities, resources, and activities needed to make a living (Chambers & Conway, 2010). The most important feature of this definition is the direct attention to the relationship between resources and the choices that individuals can make in practice for alternative income-generating activities. For example, lack of education indicates low levels of human capital. Therefore, people without education or with low levels of education are deprived of the activities that qualify and require a certain level of education. Another important feature of this definition is the degree to which individuals and households have access to various resources, opportunities, and services. Access to resources is determined by social laws and norms. This is also affected by social relationships. Access also refers to the ability to participate and use social and

public services (such as education, health, roads, and drinking water) provided by the government. A livelihood system consists of assets (natural, physical, human, financial, and social), activities, and access to these assets (through institutions and social relationships) that together make up the life of the individual or family (Ellis, 2000). Sustainable livelihood thinking was introduced in the 1980s as a new approach to rural development to reduce and eradicate rural poverty. This approach emphasizes a comprehensive and coherent way of thinking about poverty reduction and rural development and quickly gained great popularity among researchers and developers (Abdollahzadeh & Salehi, 2016). In this regard, Bameri et al., (2019) in the article about sustainable livelihoods of traditional villages through tourism development (Case study: Nahuk village, Saravan city) concluded that there is a linear and significant relationship between tourism development and sustainable livelihoods. The highest impact of tourism in the study area was related to the institutional factor and the lowest impact was related to physical-environmental factors. Findings of Beshkar et al., (2019) in the article entitled Support of local communities for tourism development and its relationship with the sustainable livelihood of border villages of Chabahar city showed that tourism development has a significant relationship with economic sustainability. Mohammadi et al., (2017) in the article about the effects of tourism on the sustainable livelihood of rural households, from the perspective of the host community in Oraman section of Sarvabad city, concluded that

tourism has a positive effect on humans, social, physical, natural and financial dimensions of villagers. The results also showed that all aspects of sustainable livelihood (human, social, natural, physical, financial) have a significant impact on the sustainable livelihoods of villagers. [Abdullahzadeh and Salehi \(2015\)](#) in an article entitled "The effect of tourism on sustainable rural livelihood in Golestan province" concluded that the five livelihoods in the studied villages were below average and in poor condition. The results of [Jumapour and Goodarzi \(2015\)](#) with the title of tourism supporting the poor, a strategy for balanced and sustainable development of rural communities (Case study: Vali-e-Asr village near Persepolis) also showed that although tourism has been able to improve cultural and environmental capabilities. For example, strengthening language skills and raising awareness of villagers has a positive effect, but overall tourism has not been able to reduce the poverty of villagers. [Ghadiri Masoom et al. \(2014\)](#) in an article entitled leveling of subsistence capital in mountain tourism on villages of Taleghan city revealed that the situation of the studied villages in subsistence capital is not suitable. Despite their human and natural attractions, these villages have not been able to find a suitable position in terms of capital. The study of Jomehpour and Kiomars in 2012 entitled "Study of the effects of tourism on assets and livelihood activities of people in the context of sustainable tourism livelihood (Case study: Ziarat village) demonstrated that tourism in Ziarat village has not been able to play an effective role in sustainable livelihood and that the positive effects of tourism have not been effective except in some indicators.

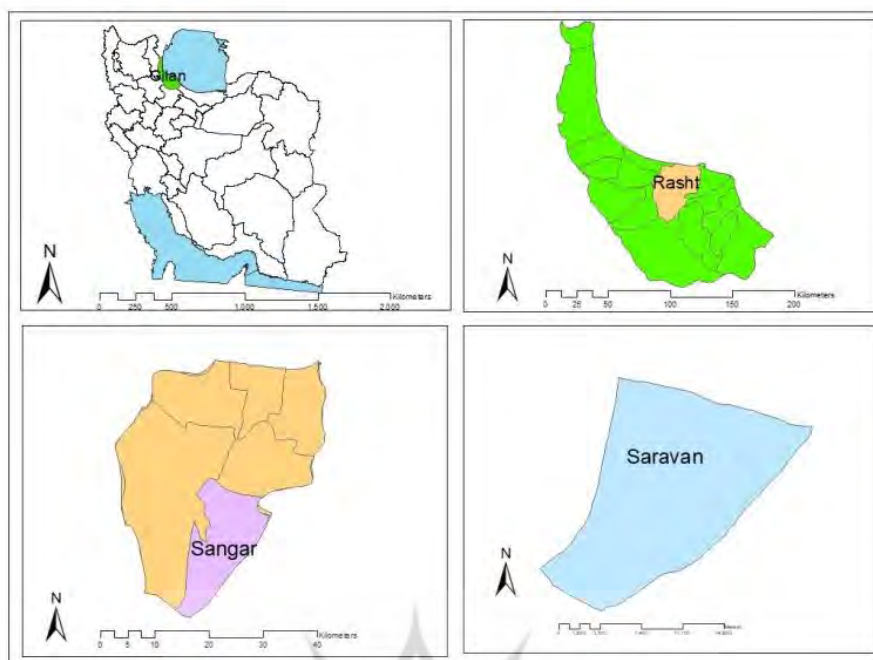
[Pasanchay and Schott \(2021\)](#) in a study examining the capacity of rural tourism resorts to achieve sustainable livelihood stated that rural resorts have a high capacity to achieve sustainable livelihoods, which, of course, require proper planning and management. [Azami and Shanazi \(2020\)](#) in an article examined the livelihood effects of wetlands on sustainable livelihoods in Zarivar wetland in Iran. According to their

conclusions, the wetland has had a great impact on the lives of the people of the region in five dimensions of livelihood capital including financial, natural, human, physical, and social. [Su et al. \(2018\)](#) in a study of livelihood sustainability in China's rural tourism destinations concluded that tourism as a complementary activity has increased income and livelihood sustainability in rural communities in the study area. [Wu & Pierce \(2014\)](#) explored the effects of tourism on sustainable livelihoods in Lhasa and Tibet and indicated that there were different and conflicting views among the host community. From this participation, more local people and more attention to their opinions are necessary to make the most of the positive effects of tourism. [Shen, et al., \(2008\)](#) also investigated the relationship between sustainable livelihoods and tourism. According to the larger and broader approach to sustainable tourism, the use of the sustainable tourism livelihood approach was suggested. According to the issues raised in the research background, the present study has a comprehensive look at the various dimensions of the impact of tourism on sustainable rural livelihood.

### 3. Research Methodology

#### 3.1 Geographical Scope of the Research

The present study was conducted in Saravan village in Rasht city, Iran. Saravan village has 7 villages. The holy shrine of Imamzadeh Hashem, the Saravan Caravanserai known as the Shah Abbasi Caravanserai, five hundred years old, the Saravan Forest Park, the Museum of Cultural Heritage, and Natural Landscapes, welcomes many tourists to this area every day. It seems that due to the unemployment problem (unemployment rate in Saravan rural district is 15.1% compared to Guilan province which is 12.7%), land per capita (land per capita in Saravan rural district is 0.09 compared to Rasht city which is 0.16, and the employment of about 37% of agricultural workers and a large number of job seekers show that the need to create non-agricultural job opportunities is inevitable.



**Figure 2. General location of Saravan village in Guilan province**

### 3.2. Methodology

The present study is applied research in terms of purpose and descriptive-analytical in terms of nature. Data collection tools in this study include two methods of library and field survey. The statistical population in this study is the rural areas of Saravan rural district in Rasht city and the level of household analysis is the statistical

population based on the general population and housing census of 95 in Saravan rural district with 4228 households. The number of research samples was estimated at 360 households using the Cochran sampling method. The validity of the questionnaire was confirmed by 8 professors of the Department of Geography, University of Guilan.

**Table 2. indicators and items of the research**

(Jomepour & Kiyumars, 2012; Abdollahzadeh & Salehi, 2015; Sojasi Gheidari et al., 2015; Jomepour, 2011; Rezvani, 2008; Hiedari Sarban & Maleki, 2015)

Indicator	
Economic capital	Satisfaction with household income, interest in investing in tourism, supply, and sale of handicrafts in the village
Institutional capital	The level of activity in the tourism market, the individual's share in the benefits of tourism development, the level of support of customary laws for tourism activities, the support of individual initiatives in the field of tourism, the level of participation in tourism management, and administration, the level of participation in the tourism decision-making process
Human development	Promotion of personal education, the amount of education for the active workforces in the tourism sector, tourism and promotion of household education and the advances in skills, the prevalence of tourism, and the desire to study about that
Economic development	Tourism and increasing job diversity in the family, increasing the price of local products, improving the situation of ambient lighting, the impact of tourism on job creation, improving the condition of roads, rural tourism and improving the quality of rural housing, improving the situation of rural telecommunications, improving the drinking water situation, improving household income, increasing the price of local products consumed by tourism, increasing the price of services due to tourism development, increasing the price of land due to tourism development, access to health education services, improving educational services
Social development	Access to daily information with the development of tourism, the number of recreational facilities with the arrival of visitors, increasing the value of local traditions and customs with the development of tourism, the negative impact of tourism on people's norms and values, reducing local security, tourism expansion, and

Indicator	
	rural conflict, increasing the status of women in the household, changing attitudes towards women, promoting social relations, social solidarity of local people, strengthening trust in local people, expanding tourism and migration of people to the countryside
Environmental development	Increasing the attractiveness of village landscapes with tourism, tourist visits and damage to the surrounding environment, damage to agricultural lands, damage to surrounding gardens, increasing the volume of garbage in the village, the impact of visitors on environmental protection, introduction of village attractions, tourism activities and declining quality of water resources
Institutional development	Participation in decision-making and development of tourism, the level of cooperation with tourism-related groups, the need to develop tourism activities in the village, the need to form a cooperative or non-governmental organization for tourism, change in social status with the development of tourism

This study was conducted in a similar area of the statistical population of the case study. In the survey, 40 questionnaires were filled and the reliability of the research questionnaire was 0.93 according to Cronbach's alpha in SPSS software. The questionnaire was designed based on the Likert scale (very low, low, medium, high, and

very high). After collecting data (360 questionnaires were collected, the share of each village is based on Table 3). Rural descriptive household information and their classification have been analyzed using inferential statistical methods in SPSS software.

**Table 3. Sample villages and the number of selected questionnaires**

Village name	number of Households	number of questionnaires
Emamzade hasehm	740	60
Jokoolbandan	26	7
Saravan	1837	154
Ghazian	993	83
Kacha	104	10
Golsark	437	36
Mooshanka	96	10
District	4233	360

#### 4. Research Findings

According to the results, 260 respondents, or 72.2% of them are men and 100 individuals or 27.8% of them are women. Also, the average age of the respondents is 37.84 years old; the minimum and maximum age of the respondents is 16 and 67 years old, respectively.

Also, the highest percentage of respondents is in the age group of 26 to 35 years, which is equal to 41.1% of the total sample size. Among the sample, 130 people, or in other words, 36.1% have a diploma with the highest frequency, 7 people or 1.9% have a master's degree or higher, with the lowest frequency in the study sample. Regarding jobs of the respondents, 98 people have freelance jobs (occupations such as road transport, day laborer, salesman, tailor, etc.), which includes 27.2% of them, as well as 236 people, or in other words, 65% of the sample did not have a secondary job. Regarding tourism-related jobs, 39

people (10.8%) had tourism-related jobs as their main occupations such as selling souvenirs and local products, dining and restaurants, renting houses to tourists, etc. Regarding the secondary jobs of people, 40 people (11.1%) have side activities in the tourism sector. In this study, the main dimensions and elements of the research are including economic capital, institutional capital, human development, economic development, social development, environmental development, and institutional development based on the items of these elements. In economic capital, based on the obtained results, the highest average is obtained in the item of the interest in investing in the tourism sector with a rate of 3.17 and the lowest average is for the item of satisfaction with household living income (1.92). The average of the variable or dimension of economic capital was 2.38 with a standard deviation of 0.81 and a coefficient of variation of 34%. The lowest



coefficient of change in the items belongs to the supply and sale of handicrafts in the village,

which indicates greater homogeneity in responding to the item.

**Table 4. items of economic capital**

No	Items	Descriptive		
		Mean	SD	Change (%)
1	Satisfaction of family livelihood	1.92	0.86	45
2	Interest in investment in tourism	3.17	1.4	44
3	Sales of handicrafts in the village	2.04	0.85	42
	Economic capital	2.38	0.81	34

In institutional capital, the highest average was obtained in terms of activity in the tourism market and the level of support of customary laws for tourism activity with a rate of 2.04, and the lowest average was obtained in terms of participation in tourism management and administration with a rate of 1.15. The mean of the variable institutional capital dimension was 1.69 with a standard deviation of 0.63 and a coefficient of variation of 37%. The lowest coefficient of change in the items belongs to the level of participation in the management and administration of tourism with a rate of 34%, which indicates greater homogeneity in responding to the item. Institutional tourism in terms of interviews with local people and field results is less than normal and somehow lacking in usefulness is necessary by looking at the items of institutional capital. This shows that the role and activity of respondents in the tourism market

such as selling local products, renting houses can play a significant role in the sustainability of rural livelihoods. According to researchers in the region, people do not have a significant share in the benefits of tourism and have little participation and management in the decision-making process of tourism. The item of tourism management and administration and also individual initiatives in the field of tourism are not sufficiently supported. In fact, given that the actors in the tourism market, including renting houses and selling local products, are working and to some extent, customary laws support tourism activities, but it has a small share of tourism development benefits, and their initiatives are not supported. The decision-making in the management of tourism affairs is derived from top to bottom, and local activists working in the field of tourism are not involved.

**Table 5. institutional capital items**

No	Items	Descriptive		
		Mean	SD	Change (%)
1	Activity in tourism market	2.04	1.25	61
2	Share of people in tourism income	1.95	0.83	42
3	Legal support of tourism activity	2.04	0.91	45
4	Support of personal innovation	1.53	0.65	42
5	Participation in tourism management	1.15	0.39	34
6	Participation in tourism decision making	1.43	0.88	62
	Institutional capital	1.69	0.63	37

In human development, based on the obtained results, the highest average is the prevalence of tourism in the villages of the region and the desire to study in this field with a rate of 2.34 and the lowest average is the level of education for the active workforces in the tourism sector with 1.24. The mean of the human development variable or dimension was 1.82 with a standard deviation of 0.68 with a coefficient of variation of 37%. Also,

in this regard, the lowest coefficient of change in the stated items belongs to the amount of training for the active force in the tourism sector with a rate of 41%, which indicates greater homogeneity and homogeneity in responding to the item.

**Table 6. human development items**

No	Items	Descriptive		
		Mean	SD	Change (%)
1	Advance in personal education	1.83	0.88	48
2	Education for active work forces	1.24	0.51	41
3	Family education advance	1.54	0.83	54
4	Skill development	2.19	1.2	55
5	Interest in education in tourism	2.34	1.27	54
	Human development	1.82	0.68	37

The highest average obtained in economic development was obtained by the increase in the price of land due to tourism development by 3.85 and the lowest average was obtained by tourism and improving household income by 1.74. The average of the variable or dimension of economic

development was 2.35 with a standard deviation of 0.52 and a coefficient of variation of 23%. Also, the lowest coefficient of change in the items belongs to the land price increase due to tourism development with a rate of 24%, which indicates greater homogeneity in responding to the item.

**Table 7. economic development items**

No	Items	Descriptive		
		Mean	SD	Change (%)
1	Increase in diversity of jobs	2.1	1.09	52
2	Increase in price of local products	2.69	1.08	40
3	Improvement in lightening	2.39	1.03	45
4	Tourism effects in job creation	1.89	1.17	62
5	Improvement of local roads	2.27	1.03	45
6	Improvement of rural houses	2.6	1.01	39
7	Improvement in rural tele-communication	2.33	1.05	45
8	Improvement in rural drinking water	2.36	1.17	50
9	Improvement in family income	1.74	1.2	69
10	Increase in price of local products	2.16	0.7	32
11	Increase in price of services	2.27	0.71	31
12	Increase in land price	3.85	0.91	24
13	Access to health education	2.39	0.73	31
14	Mm in education services	1.83	0.71	39
	Economic development	2.35	0.54	23

The highest average obtained in social development is the item of tourism and reduction of security in the villages of the region due to the inverse of this item (tourism and local security) with a rate of 4.31 and the lowest average is for the item of recreational facilities with tourist arrival with a rate of 1.78. The mean of the social

development variable or dimension was 3.32 with a standard deviation of 0.44 and a coefficient of variation of 13%. The lowest coefficient of change in the stated items belongs to tourism and local security (20%). This indicates greater homogeneity in responding to this item.

**Table 8. social development items**

No	Items	Descriptive		
		Mean	SD	Change (%)
1	Access to daily information	3.25	0.85	26
2	Increase in recreation facilities	1.78	0.62	35
3	Increase in values of local customs	3.32	0.77	23
4	Effects on rural norms and traditions	3.99	1.02	25
5	Effects on local security	4.31	0.85	20
6	Increase in conflicts in village	3.98	1.08	27

No	Items	Descriptive		
		Mean	SD	Change (%)
7	Increase in women place in village	3.08	1.04	34
8	Effects on views against women	3.13	1.06	34
9	Effects on promotion of social relations	3.46	0.87	25
10	Unity among rural people	3.33	0.83	24
11	Promotion of trust among local people	3.14	0.92	29
12	Immigration towards the villages	3.04	0.92	30
	Social development	3.32	0.44	13

In the development of the environment, based on the obtained results, the highest average was obtained as the effect of tourists on environmental protection by the respondents with a rate of 3.94, and the lowest average was obtained for tourism activities and the decline in quality of water resources with 2.85. The mean of the variable or dimension of environmental development was

3.35 with a standard deviation of 0.66 and a coefficient of variation of 19%. The lowest coefficient of change in the items also belongs to the effect of tourists on the preservation of the rural environment with a rate of 20%, which indicates greater homogeneity and homogeneity in responding to the item.

**Table 9. environmental development items**

No	Items	Descriptive		
		Mean	SD	Change (%)
1	Increase in aesthetic views of rural landscape	2.91	1.03	35
2	Damage to environment	3.2	1.24	39
3	Damage to farms	3.73	1.22	33
4	Damage to orchards	3.7	1.2	33
5	Increase in garbage in environment	3.12	1.28	41
6	Environmental conservation by local people	3.94	0.79	20
7	Introducing attractions to visitors	3.69	0.83	22
8	Decline in quality of natural resources	2.85	0.94	33
	Environmental development	3.39	0.66	19

Based on the results obtained in institutional development, the highest average was obtained for the need to form a cooperative or non-governmental organization for tourism development with a rate of 4.58 and the lowest average was obtained for participation in decision-making and tourism development with a rate of 1.86. The mean of the variable or

dimension of institutional development was 3.09 with a standard deviation of 0.62 and a coefficient of variation of 20%. The lowest coefficient of change in the items belongs to the need to form a cooperative or non-governmental organization for tourism development (12 %). This indicates greater homogeneity in responding to this item.

**Table 10. institutional development items**

No	Items	Descriptive		
		Mean	SD	Change (%)
1	Participation in tourism decision making	1.86	1.01	54
2	Cooperation with tourism related groups	1.84	1.11	60
3	Need for development of tourism activities	4.19	0.82	20
4	Necessity for establishing NGOs	4.58	0.57	12
5	Changes in social position	2.96	0.78	26
	Institutional development	3.09	0.62	20

The results of measuring the livelihood development of villagers and its dimensions in the

study sample using a single-sample t-test are presented in Table 11. The results of the test at the

intermediate level indicate that the situation of livelihood development based on the development of tourism in social, environmental and institutional dimensions is in a favorable situation and for human, economic and livelihood development dimensions it is in an unfavorable situation. The highest average is related to livelihood sustainability after environmental development with 3.39 and the lowest average is related to human development dimension at 1.83. Given the average dimensions and spectral nature of the data, it can be inferred that each of the means is higher than the average or normal (3+), so tourism has a positive role and effect on that dimension. With these interpretations, tourism has the greatest impact on the dimensions of social development, environmental development, and institutional development in the Saravan district.

Hence, the t-statistic for livelihood development was -8.82 at a significance level of  $p \geq 0.01$ , so it can be inferred that livelihood development based on tourism development in Saravan rural district is at an undesirable level and lower than normal condition. The rate of t-statistic for the dimensions of human development (t-statistic: -32.7), economic development (t-statistic: -22.27) is lower than normal and for the dimensions of social development (t-statistic: 13.44), environmental development (statistics t: 11.2) and institutional development (t: 2.63) were higher than normal at a significance level of  $p \geq 0.01$ . According to the results, the situation of livelihood development based on tourism development in Saravan rural district is at an unfavorable level and is lower than the average normal level.

**Table 11. Assessing the status of livelihood development and its dimensions based on t-test**

No	Dimension	Mean	SD	SD error	Test level = 3					Status
					Mean difference	T-statistic	p- Sig level	Confidence level 95%		
								Lower	Higher	
1	Human development	1.83	0.67	0.03	-1.17	-32.7	0.000	-1.24	-1.1	Unsuitable
2	Economic development	2.35	0.54	0.02	-0.65	-22.57	0.000	-0.71	-0.59	Unsuitable
3	Social development	3.32	0.44	0.02	0.32	13.44	0.000	0.27	0.36	Suitable
4	Environmental development	3.39	0.66	0.03	0.39	11.2	0.000	0.32	0.46	Suitable
5	Institutional development	3.09	0.62	0.03	0.09	2.63	0.009	0.02	0.15	Suitable
	Livelihood development	2.79	0.44	0.02	-0.21	-8.82	0.000	-0.25	-0.16	Unsuitable

State 12 shows the average rankings of each dimension of livelihood sustainability. According to the results obtained from the table, the social development variable with an average of 4.14 has

the highest average and the best rank in terms of the role of tourism in livelihood sustainability and human development with an average of 1.25 has the lowest average and rank.

**Table 12. Mean livelihood sustainability ratings in the study sample**

No	Stability	Mean rank	Rank
1	Human	1.25	5
2	Economic	2	4
3	Social	4.14	1
4	Environment	4.12	2
5	Institutional	3.49	3

Table 13 shows the results of the Friedman test on the role of tourism on livelihood sustainability in the Saravan district. Based on the obtained results, the rate of chi-square is twice equal to 989.75 and the degree of freedom is 4, with the significance level of the test at  $P < 0.01$ . This can be said with a 99% confidence level that the situation and

position of sustainable livelihood development in Saravan rural district are different. Accordingly, the highest impact in this regard belongs to the social development index and the lowest impact is related to the human development index.

**Table 13. Results of Friedman test on livelihood sustainability in Saravan District**

Quantity	Chi-Square	Degree of freedom	p- sig level
360	989.754	4	0.000

The most effective role tourism can play in the sustainability of livelihood development is occurred in a social and environmental dimension, in which the impact of tourism is considered in promoting social relations, strengthening unity, solidarity, trust, promoting the status of women, and access to everyday information. Most people pay attention to preserving the environment and introducing the attractions of the village to tourists. In the institutional context, the impact of the sale of local products, rent, as well as optimal and efficient management, and the participation of local people can play a significant role in sustaining the livelihood of villagers. Economically, it has had an impact on rising land prices, local products, the quality of rural housing, and so on. Tourism has not had much effect on increasing the level of education of villagers, improving the skills related to tourism and the level of education about tourism. Most of the effects of tourism and activities in this field are more influenced by environmental conditions. Accordingly, the highest impact belongs to the social development index and the lowest impact is related to the human development index. Multivariate stepwise regression was used to identify the relationship between sociological characteristics of the study sample such as their education and age and the impact of tourism on the livelihood of rural households in Saravan rural

district in general. The assumptions of performing regression tests are initially conducted to evaluate the validity of the results. Since there is no autocorrelation among the errors, so, Durbin-Watson index can be used. According to the obtained result, there is no correlation between the errors and the above test. Based on the obtained assumptions, the variables have been used to investigate the relationship between demographic characteristics (education, age) and the impact of tourism on the livelihood of local people in general. Table 14 summarizes the stepwise regression model regarding the relationship between demographic characteristics (education, age) and the impact of tourism on the livelihood of villagers in general in the study area. Therefore, based on the findings of the above test, R or the correlation coefficient of research variables is equal to 0.110. The above number indicates the existence of a weak correlation between the research variables and indicates that the independent variables have a relationship or effect on the dependent variable (rural livelihood). The coefficient of determination (R Square) obtained in the model is equal to 0.012, the above number also indicates that the independent variable has predictive power and can determine and predict the relationship between education and age and the impact of tourism on rural livelihood.

**Table 14. Summary of the linear regression model regarding the level of education and age and the effect of tourism on the livelihood of villagers**

Model	Correlation coefficient (R)	R Square	Modified Correlation coefficient	SD
1	0.11	0.012	0.009	0.44

According to Table 15, the analysis of variance of the regression model can be seen. Statistical F is equal to 4.321 and this means that the independent variables of the research are correlated with the dependent variable. The findings show that there is a significant relationship between demographic characteristics (education, age) and the impact of tourism on the livelihood of the local community

in the Saravan rural district. It should also be noted that the higher the sum of the regression squares compared with the sum of the error squares, the better fitted is the model.

**Table 15. Analysis of variance of the regression model in research variables**

Model	Sum of square errors	Degree of freedom	Mean of square errors	F statistic	p- sig level	
1	Regression	0.834	1	0.834	4.321	0.038
	Residuals	68.535	355			
	Sum	69.369	356			

Based on the results presented in Table 16, it was found that there is a significant relationship between the level of education from the set of demographic characteristics (independent variables) in the study sample and the impact of tourism on the livelihood of villagers in Saravan rural district. Hence, the beta coefficient of 0.110 was obtained at a significance level of  $p \geq 0.05$ . Therefore, it can be said with 95% confidence that

there is a significant relationship between the level of education of the studied sample and the impact of tourism on the livelihood of villagers in general. Given the positive beta coefficient, it can also be inferred that the higher the level of education in the sample, the more the impact of tourism on the livelihood of villagers in their view.

**Table 16. Standard coefficients of independent variables on rural livelihood in the regression model**

Model	Non-standard coefficient		Beta standardized coefficients	T statistic	Sig level
	b	SD error			
Constant value	2.667	0.064		41.54	0.000
Education	0.033	0.016	0.11	2.08	0.038

Table 17 also indicates the age variable in the regression coefficient test that has no significance. According to the obtained results, the age variable

has a 50% certainty in the effect of tourism on the livelihood of the villagers, which is not significant at the 95% test level.

**Table 17. Remote variables in the regression model**

Variable	beta	T statistic	Partial correlation	Stability	Sig level
Age	0.042	0.678	0.036	0.718	0.498

### 5. Discussion and Conclusion

Rural tourism can contribute to economic diversification and sustainable development, and by creating employment and income, it can develop underdeveloped areas and bring many benefits to the local people. This study with the approach of sustainable livelihood has studied tourism in the villages of Saravan rural district and specifically seeks to answer the question of how much tourism in these villages has been able to create a sustainable rural livelihood. The relevant literature emphasizes the direct and positive relationship between tourism and poverty reduction and income increase. This means that the stronger the rural tourism, the more income is generated among the villagers. This leads to improved livelihoods and reduced poverty in the village. This in turn makes the villagers' perception of rural tourism more positive. Due to the importance of this issue in the present study, the effects of rural tourism on sustainable

livelihood in Saravan village of Rasht city have been investigated. According to the findings of the present study, in terms of desirability, social and natural dimensions are in a favorable situation, the economic dimension is somewhat desirable, and human and institutional dimensions are in an unfavorable situation. Social dimensions (including promoting social relations, unity, and solidarity, trust between people, developing customs, promoting the status of women, and increasing local security) and natural dimensions (including environmental protection, recognition of attractions, and attractive attractions) are more desirable in the district. From an economic point of view (interest in investing in tourism and improving housing) there is to some extent a desirable condition. From a human (education, skills and education) and institutional point of view (lack of participation, support for individual initiatives and sharing in the benefits of tourism, etc.) there is an unfavorable situation.

Accordingly, the highest impact of tourism in this regard belongs to the social development index and the lowest impact is related to the human development index. There is no significant relationship between age from the set of demographic characteristics (independent variable) in the study sample and the impact of tourism on the livelihood of villagers in Saravan rural district; while there is a significant relationship in the case study between the level of education from the set of demographic characteristics (independent variable) and the impact of tourism on the livelihood of villagers in Saravan district. One of the findings of the present study is that tourism has not been able to play an effective role in the sustainable livelihood of villagers and the positive effects of tourism have not been effective except in some indicators, which is consistent with the research of [Jumapour and Kiomars \(2012\)](#). Another finding is that tourism has played a small role in contributing to sustainable livelihoods and is consistent with the research of [Jomehpour and Ahmadi \(2011\)](#). Also, one of the other findings of this study is the positive effect of tourism on the environmental situation, which does not confirm the findings of [Abdullah Zadeh et al. \(2015\)](#) that suggested tourism has a negative consequence on environmental conditions and the outcome of tourism is appropriate in other situations. Given the current situation in the village, there is practically no better option than village tourism to improve the living conditions of the local community. Although the current situation in the village requires serious measures to make tourism a viable option for rural development, this requires reforms in the public sector and more support for tourism planning. According to the local community livelihood assets, by planning and implementing appropriate policies following the human, social, economic, natural, and institutional structures of the village and by making proper use of the existing tourism capacities, especially the capital of attractions, tourism development can be considered as a complementary activity in diversifying livelihood activities to achieve sustainable rural livelihoods in the frameworks of sustainable development.

Given the issues mentioned and according to the sublime aspect of tourism, namely eco-tourism, it can achieve a sustainable livelihood of the village by developing the local economy and environmental protection and improving social conditions. Thus, the following topics are suggested for future research: Participation of local communities and its impact on sustainable livelihood, the impact of multi-purpose tourism cooperatives on sustainable rural livelihoods.

The following strategies are presented to maximize the effects of tourism on rural sustainable livelihood in the study area.

- Since the landfill and waste treatment in Saravan is one of the serious problems in the region and causes serious damage to the health of the people and the environment, it is incumbent upon the policymakers to take action for the issue.
- Diversification and improvement of the experience of visitors of the heritage, lively local culture including local plays (bride, Nowruz reading, deer, etc.), local poetry, food (kebab, sour, sour, pomegranate, sirgoliyeh), and various festivals (Jokol Festival) can encourage visitors to stay longer and better understand the local culture.
- Providing local people with facilities for converting rural houses into eco-lodges.
- Establishment of daily and weekly markets for rural handicrafts and other rural products, agriculture, as well as stalls for cultural goods on the days and seasons of tourist arrival.
- Due to the low institutional capital and lack of participation of people in tourism decisions, it is suggested to establish a non-governmental or cooperative center with the participation of Cultural Heritage and Tourism Organization to identify qualified people active in tourism activities and issue business cards to rent the houses. If people are interested in working in the tourism sector and rent a house or part of their house, they must be able to receive an activity card in this field.

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## بررسی تأثیر گردشگری بر معیشت پایدار روستایی (مطالعه موردی: دهستان سراوان شهرستان رشت)

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### چکیده مبسوط

#### ۱. مقدمه

یکی از راهبردهایی که در دهه‌های اخیر، در اغلب کشورهای جهان مورد توجه بوده و نتایج مثبتی داشته است، توسعه و گسترش گردشگری در نواحی روستایی است. گردشگری در روستاها حوزه وسیع و گسترده‌ای دارد و نقشی اساسی در تنوع‌بخشی و رشد اقتصادی و همچنین آفرینش فرصت‌های شغلی در ارتباط تنگاتنگ با سایر بخش‌های اقتصادی ایفا می‌کند. بنابراین توسعه بخش‌های غیرکشاورزی و تنوع‌بخشی به فعالیت‌ها در روستاها راه‌حل اساسی توسعه روستایی در بسیاری از جوامع است و باعث بهبود وضعیت معیشت روستایی می‌شود که این تحقیق با رویکرد معیشت پایدار انجام می‌گیرد. شناخت مسائل و مشکلات روستا و ارائه راهکارهای منطقی برای آن‌ها از اقدامات اساسی در راستای نیل به اهداف توسعه پایدار روستایی است. یکی از استان‌هایی که در سال‌های اخیر مقصد بسیاری از گردشگران بوده استان گیلان می‌باشد که در این میان مناطق روستایی آن مورد توجه بسیاری از گردشگران بوده یکی از این مناطق روستایی دهستان سراوان است که فعالیت غالب بسیاری از روستاییان کشاورزی سنتی است که به‌تنهایی قادر به تأمین اشتغال و درآمد کافی برای جامعه روستایی نیست و در نتیجه جستجوی راه‌های جدید و متنوع‌سازی فعالیت‌ها برای تقویت معیشت یکی از ضرورت‌هاست که گردشگری به‌عنوان یکی از راه‌حل‌های مناسب برای ایجاد اشتغال و افزایش درآمد روستاییان مطرح می‌گردد.

### ۲. مبانی نظری تحقیق

اجتماعات روستایی به‌ندرت می‌توانند بدون ساختار اقتصادی متنوع به لحاظ اقتصادی، پایدار باشند. گردشگری و تفریحات بیش‌ازپیش در حال تبدیل شدن به بخش مهمی از این ساختار است. این امر به‌طور غیرمستقیم توجه به پایداری از نظر فرصت‌های گردشگری، هماهنگ‌سازی این فرصت‌ها و قابلیت آن‌ها در جذب و تداوم گردشگران را مدنظر قرار می‌دهد. توسعه گردشگری روستایی به‌عنوان یک فرصت، تحریک اقتصادی و کاهش وابستگی جامعه روستایی به کشاورزی را فراهم می‌نماید. یکی از رهیافت‌های اصلی برای بهبود معیشت پایدار روستایی توجه به توسعه گردشگری است. به‌طوری‌که بسیاری از محققان از گردشگری به‌عنوان رویکرد کلیدی برای توسعه روستایی و کاهش فقر در این نواحی تأکید نموده‌اند. چارچوب معیشت پایدار گردشگری محور یکی از رویکردهای تحلیلی جدید در زمینه توسعه روستایی است که در سال‌های اخیر برای بررسی توسعه روستایی و کاهش فقر، مورد توجه بسیار قرار گرفته است. گردشگری با ایجاد تنوع معیشتی سبب افزایش پایداری کلی معیشت می‌گردد. رویکرد معیشت پایدار با این ایده آغاز می‌شود که مردم در مکان‌های مختلف چگونه زندگی می‌کنند. یک نظام معیشت، از دارایی‌ها (طبیعی، فیزیکی، انسانی، مالی و اجتماعی)، فعالیت‌ها و دسترسی به این دارایی‌ها (از طریق نهادها و روابط اجتماعی) تشکیل می‌شود که مجموعه آن‌ها زندگی فرد یا خانوار را می‌سازد.

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### ۳. روش تحقیق

تحقیق حاضر از لحاظ هدف جز تحقیقات کاربردی و از لحاظ ماهیت توصیفی تحلیلی می‌باشد. روش‌ها ابزار گردآوری اطلاعات در این تحقیق مشتمل بر دو شیوه کتابخانه‌ای و میدانی می‌باشد. جامعه آماری در این پژوهش مناطق روستایی دهستان سراوان در شهرستان رشت می‌باشد و سطح تحلیل خانوار است که حجم جامعه آماری بر اساس سرشماری عمومی نفوس و مسکن ۹۵ در دهستان سراوان جمعاً ۴۲۲۸ خانوار می‌باشد تعداد نمونه‌های پژوهش با استفاده از روش نمونه‌گیری کوکران ۳۶۰ خانوار برآورد گردید.

### ۴. یافته‌های تحقیق

نتایج آزمون T تک نمونه‌ای در سطح متوسط بیانگر این است که وضعیت توسعه معیشتی بر اساس توسعه گردشگری در ابعاد اجتماعی، محیط‌زیستی و نهادی در وضعیت مطلوب و برای ابعاد انسانی، اقتصادی و توسعه معیشتی در وضعیت نامطلوب قرار دارد. بیشترین میانگین مربوط به پایداری معیشتی را بعد توسعه محیط‌زیستی با ۲/۳۹ و کمترین میانگین مربوط به بعد توسعه انسانی به مقدار ۱/۸۳ می‌باشد. با این تفاسیر گردشگری بر ابعاد توسعه اجتماعی، توسعه محیط‌زیستی و توسعه نهادی در دهستان سراوان دارای بیشترین اثرگذاری می‌باشد. با توجه به نتایج به‌دست‌آمده متغیر توسعه اجتماعی با دارا بودن میانگین ۴/۱۴ بیشترین میانگین و بهترین رتبه را از لحاظ نقش گردشگری در پایداری معیشتی به دست آورده و توسعه انسانی با دارا بودن میانگین ۱/۲۵ کمترین میانگین و رتبه را به خود اختصاص داده است. بیشترین تأثیر و نقش گردشگری بر پایداری توسعه معیشتی را بعد اجتماعی و زیست‌محیطی ایفا می‌کند که در این زمینه تأثیر گردشگری در ارتقاء روابط اجتماعی، تحکیم اتحاد، همبستگی، اعتماد، ارتقاء جایگاه زنان و دسترسی به اطلاعات روزمره و از نظر زیست‌محیطی؛ توجه بیشتر مردم به حفظ محیط‌زیست و شناساندن جاذبه‌های روستا به گردشگران می‌باشد. در زمینه نهادی میزان تأثیر فروش محصولات محلی، اجاره خانه و این قبیل موارد و همچنین مدیریت بهینه و کارآمد و مشارکت مردم محلی می‌تواند نقش شگرفی در پایداری معیشت روستاییان داشته باشد. از نظر اقتصادی در افزایش قیمت زمین، محصولات محلی، کیفیت مسکن روستایی و از این قبیل تأثیر داشته است

### ۵. بحث و نتیجه‌گیری

بر اساس یافته‌های پژوهش حاضر، از نظر مطلوبیت ابعاد اجتماعی و طبیعی در وضعیت مطلوب قرار دارند، بعد اقتصادی تا حدودی مطلوب است و ابعاد انسانی و نهادی در وضعیت نامطلوب قرار دارند. در واقع از نظر اجتماعی (ارتقای روابط اجتماعی، اتحاد و همبستگی، اعتماد بین مردم، توسعه آداب و سنن، ارتقاء جایگاه زنان و افزایش امنیت محلی) و از نظر طبیعی (حفاظت محیط‌زیست، شناساندن جاذبه‌ها و جذابیت چشم‌اندازها) در منطقه مطلوبیت بیشتری وجود داشته، از نظر اقتصادی (علاقه برای سرمایه‌گذاری در حیطه گردشگری و بهبود وضعیت مسکن) تا حدودی مطلوب و از نظر انسانی (تحصیلات، مهارت و آموزش) و نهادی (کمبود مشارکت، حمایت از ابتکارات فردی و سهیم شدن در منافع گردشگری و...) وضعیت نامطلوب است. بر این اساس بیشترین میزان اثرگذاری گردشگری در این خصوص به شاخص توسعه اجتماعی تعلق دارد و کمترین میزان اثرگذاری مربوط به شاخص توسعه انسانی است. بین سن از مجموعه ویژگی‌های جمعیت شناختی (متغیر مستقل) در نمونه مورد مطالعه و میزان اثرگذاری گردشگری بر معیشت روستاییان در دهستان سراوان هیچ‌گونه رابطه و ارتباط معناداری وجود ندارد در حالی که بین میزان تحصیلات از مجموعه ویژگی‌های جمعیت شناختی (متغیر مستقل) در نمونه مورد مطالعه و میزان اثرگذاری گردشگری بر معیشت روستاییان در دهستان سراوان رابطه و ارتباط معناداری وجود دارد. از یافته‌های تحقیق حاضر به این صورت بوده که گردشگری در حال حاضر نتوانسته نقش مؤثری در معیشت پایدار روستاییان ایجاد کند و آثار مثبت گردشگری جز در بعضی از شاخص‌ها مؤثر نبوده است

کلیدواژه‌ها: گردشگری پایدار، معیشت پایدار، گردشگری روستایی، دهستان سراوان.

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