



## Spatial Analysis of Tourism Impacts on the Economy of Rural Areas (Case Study: Rezvanshahr County, Iran)

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### Abstract

**Purpose-** Tourism, as a booming and dominant activity of this century, has a lot of effects in rural areas, including economic effects, which according to different spatial situations can have different intensity and directions of changes and developments. In this regard, this study was codified with the aim of spatial analysis of tourism impacts on rural areas of Rezvanshahr.

**Design/methodology/approach-** According to the purpose, nature and method, this study is considered as a developmental and descriptive-analytical research, respectively. Documentary and survey methods have been used to obtain the required information and the TOPSIS model has been used to rank the economic and social needs of the villages studied. Using SPSS and GIS software, the collected data was processed and Pearson correlation test was used in inferential analysis of data.

**Findings-** The results showed that the economic level of villages varies based on four indicators (the income level, unemployment rate, level of facilities and misery rate), the lowest and the highest of which are related to Kish-e-Khaleh village with 0.001 and Punnell village with 0.9056, respectively. Furthermore, the results of Pearson correlation coefficient showed that there is a significant relationship between the independent variable of the number of tourists and dependent variable of the local economy level with a correlation coefficient of 0.626 at a confidence level of 0.99.

**Research limitations / implications-** The lack of documented information and the indeterminate number of tourists, especially in rural areas, are the most important challenges and problems of the study.

**Practical implications-** Therefore, according to the findings, It is possible to shape the economic development of villages by developing tourism attractions and actualizing the potential of tourist attraction in settlements.

**Originality/value-** Numerous studies have, so far, been carried out on tourism and rural economics. However, this study is valued based on the spatial analysis of the economy in the rural areas of the three types of coastal, plain and mountainous/ highland in the district of Rezvanshahr and has not been addressed in previous studies.

**Key words-** Economic development, Tourism, Rural economy, Rezvanshahr.

**Paper type-** Scientific & Research.

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## 1. Introduction

In today's world-wide marginal economy, tourism is one of the streams that clearly illustrate the combination of social and cultural affairs with economic activity, and dominates all pre-modern, modern and postmodern spaces using a global approach (Papoli Yazdi & Saghaei, 2014). In other words, tourism tends to use a space in leisure by various motivations and goals, which totally encompasses a flow of capital, human beings, culture, and their interaction having different impacts on the geographic contexts. These include the creation of incomes and employment for local residents in the supply of space for the use of tourists (Briedenhann & Wickens, 2004), which can create the highest added value in local communities. Many development thinkers have, therefore, mentioned Tourism as the world's first industry. The importance of tourism can be doubled by emphasizing the economic affair in the geographical space for the development and prosperity of local residents. It involves world-wide macroeconomic policies on tourism, which makes it a global matter (Sugiyarto, Blake & Sinclair, 2003).

Some countries, such as Spain, France and Italy, earn much of their currency income through tourism. Although tourism, alone, cannot lead to the development of the country, but gradually the need to change and create facilities for accommodation, relocation and other related activities will also result in development through the arrival of tourists. It would, in the long run, lead to an increase in infrastructure facilities and installation (Shokri & Abdiyan, 2018). According to the forecasts of the World Tourism Organization, particularly in 2020, the future of the world economy and international trade will be in the realm of the tourism industry with 1.360 billion incoming tourists and 1.809 billion people in 2030. While 717 million and 1037 trillion tourists will travel to developing countries in 2020 and 2030, respectively. In other words, tourism is an opportunity for countries which are often suffering from the social and economic phenomenon of unemployment and insufficient foreign exchange earnings. Currently, of the 983 million tourists, more than 450 million people are traveling to developing countries. The tourism industry can, thus, be the science of hunting opportunities and creating new ideas which are

created as a result of global changes and transformations based on human beings, income and meeting human needs. It can provide a valuable economic prescription for the development of third world countries. (With a little précis from Rahimpour, 2012: 171)

Postmodern tourism, using the whole of this space, can play an important role in the distribution of income, in geographical spaces, and consequently in social justice (Papoli Yazdi and Saghaei, 2012). One of these spatial patterns includes rural tourism. The geographical scope of the villages in the territory and the possession of a large part of national resources can contribute to the formation of many economic opportunities in rural areas of the country. The ecotourism villages located on the edge of the populated centers are particularly very attractive (Sojasi Qaidari, Roknoddin Eftekhari & Mahdavi, 2015).

As the twentieth century is over, rural development is currently facing many problems and challenges since past rural development strategies have not been successful and have failed to address such issues as poverty, employment, health, food security and environmental sustainability. This has led theorists and planners to seek new strategies and approaches to solve the problem (Hajinejad, Paydar, Bagheri & Abdi, 2012). Rural tourism development is one of the strategies which has been considered in most countries of the world and has brought positive results (Roknoddin Eftekhari & Mahdavi, 2005). Therefore, in order to diversify the sources of economic growth, foreign exchange earnings and create new employment opportunities in the country, the development of the tourism industry is of utmost importance. Furthermore, from the tourism attractions point of view (viewpoint), Iran is among the top ten countries in the world and has many potential for international tourism and travelling. Therefore, the grounds of distribution of tourism interests should be provided as a strategy for economic growth and development (Karimipour, 2012).

Furthermore, rural areas, due to attractive potentials (natural, cultural and environmental), should be able to explain and evaluate the impact and impressions of tourism in rural areas, and in the process of evaluating and reviewing the quality of rural tourism, it may provide the opportunity to benefit rural households from the tourism interests, such as: increasing income and creating employment as well

as preserving the rural environment (Nabizadeh, 2015).

Participating in decision-making for planning among multiple stakeholder groups is essentially a major concept in tourism planning approaches. Moreover, Participation in decision-making in planning is considered as a method for achieving sustainable tourism development and balancing the distribution of tourism-related interests among multiple interest groups (Hadipour, Lasemipour & Esmacili, 1995). Therefore, considering the principles and essentials of sustainable tourism in rural areas, one can balance the host society, the community of tourists, tour holders and the natural environment of the village to stabilize and exploit all equilibrium components (Mehrani, 2016). In this regard, rural tourism is also part of the tourism industry, which can play a major role in empowering local people and diversifying their part in economic growth as well as creating new job opportunities in close contact with other sectors of the economy (Sharifzadeh & Moradinezhad, 2002). In recent decades, many economic activities have sharply fallen in rural areas and the level of income and employment in traditional agricultural activities, in particular per capita income, has fallen below the average per capita income of the country, and on the other hand, an increase of unemployment rate and youth migration has endangered the sustainability and livelihood of villages, so tourism is not only a potential tool for changing this situation but also used as an integral part of rural development and strategy (Sharpley, 2002).

The high volume of tourists in different regions of Gilan (province) has brought many economic impacts to the local and rural communities. Therefore, to provide an appropriate answer to this question: "what is the spatial pattern of the tourism development economics in the most important ecotourism axis of the country (Gilan), and How does it affect the economic stability of local communities (rural areas), the distribution of tourism interests in rural areas of Rezvanshahr and its local development's impacts (job creation, proportional income distribution and balanced regional development), which could play a central role in the development of local and national tourism in Gilan, was investigated in Rezvanshahr. Rezvanshahr, which was known among tourists as the head of Gilan cities, is one of the 16 counties located in Gilan province. It has mountainous/ sub montane climate and four charming seasons, that is

why it was known as one of the most important tourism destinations in Gilan (province) throughout the year, especially during the holidays.

Rezvanshahr is very rich in natural beauty, and many travelers travel to this city in different seasons of the year, especially on Nowruz holidays. The beautiful beaches of the city, coastal strip with a width of 30 km, the vast forest reserves, the proximity of the Caspian coast to the mountainous/ sub montane regions, the pine needle forest between Ardojan to Parehsar, the summer quarters of Ardah, Berezkouh, , Shaleh Rah Roshandeh, the mosque of Espieh Mazget alongside the Dinachal river, brick bridge of Pounel, the tomb of Seyyed Sharf al-Din, the monument of the Bursakouh, the tomb of Agha Seyyed Salih, the tomb of Sheikh Abul'ma'ali Parehsar has totally created a number of attractions for tourism in the city. It has many potential talents due to its significant natural attractions (forests, Mountains, beaches, waterfalls, and rivers), historical and religious memories, local and traditional weekly markets, and people's customs and cultures. It has a privileged quadruple and inter-road location which passes through the passage of passengers and tourists to Astara, Talesh, Ardabil Province and the Caucasian countries and vice versa.

Therefore, reviewing Rezvanshahr as one of the most important tourism destinations in Gilan can provide the best opportunity for planners to develop tourism and its infrastructure. It can provide a good pattern for boosting and improving the economy particularly in local and rural communities. Based on the above principles, the fundamental question of the research is: "What are the impacts of tourism on the local economy of rural settlements in Rezvanshahr?"

## 2. Research Theoretical Literature

Today, in the development literature, it is fully accepted that the region and regional development play a fundamental role in the foundations of economics and social life, because the regional economy with a sustained paradigm in the past few decades has been a great deal of effort to reveal the complexity of space Which has resulted in the integration of scientific perspectives on congestion theory, spatial theory, exchange theory, welfare theory, theory of growth, and entrepreneurship theory. Combining economic analysis with geographic thought has led to the elimination of the traditional gaps in geosciences and economics. As a

result, this synergy led to the formation of a new scientific path in regional development, which included theoretical and experimental nature simultaneously. Such a synergy is the creation of dynamism in the economy of space and the displacement of wealth, labor and services. In other words, in geographic areas, regions face two necessities in relation to economic development (Moradi, 2016).

However, classical regional theories have not been able to create regional equilibrium in spatial courts in terms of economic development, but in today's world, the use of entrepreneurship and tourism activities through new products, improving production processes, and employing new management practices are among the key factors which are the means of achieving equal opportunities in economic development. In fact, tourism enhances innovative activities and puts the region at the forefront of economic development. In the process of globalization of the economy, which is rapidly developing and affecting the economies of all countries in the world, rural tourism is one of the most important areas for economic growth and development of countries in order to get rid of a single-industry economy and to achieve sustainable development. Since, it may produce productive and diverse employment in rural areas besides increasing foreign exchange earnings. It can prevent the rural population from migrating by providing job opportunities; it also preserves the productive capacity of the villages and expands agriculture in all its branches.

It has been proven that rural tourism promotes the culture of societies, thereby preserving and reviving it (Malekli & Pirhadi, 2018). Rural tourism, as one of the rural development strategies (Roger, Pendleton, Goudy & Richards, 2018; Akbarian Ronizi & Badri, 2015), officially entered the rural development literature from the middle of the twentieth century (Khani, Khosravi Mehr & Tourani, 2014).

Entrepreneurship development in small-scale tourism through strengthening local culture and diversity in rural tourism activities, preserving villagers in the region, and adapting the city-rural linkages as well as reducing environmental pressures due to the small size of rural tourism enterprises in sustainable regional development. Rural tourism occurs in rural areas and creates additional income for villagers. Ruralization is a valuable resource for job creation and income

generation and can be an important tool for the social and economic development of rural communities and support for the environment and rural culture (Foucat, 2002).

On a small scale, Entrepreneurship development in tourism has played an important role in creating sustainable regional development by strengthening local culture and diversity in rural tourism activities, preserving regional villagers, and improving the linkages between the city and village as well as reducing environmental pressures due to the small size of rural tourism enterprises in sustainable regional development. Rural tourism occurs in rural areas and creates additional income for villagers. Rural tourism is a valuable resource for job creation and income generation and can be an important tool for the social and economic development of rural communities and a great supporter of the environment for the environment and rural culture (Foucat, 2002).

Moreover, it is important to consider the status of the tourism industry in rural development as it can be utilizing the growth of the economy, developing the agricultural sector and producing local handicrafts using the natural and human resources appropriately and thereby making an effective contribution in improving environmental conditions and preserving indigenous cultural heritage and local customs in the villages (Crouch, 2015). Local tourism development is a prerequisite for sustainability, which helps to avoid conflicting situations that may arise in the absence of a proportion of the development of tourism using the interests of communities (Sojasi Qeidari, et al., 2016). The main themes of economic sustainability in rural tourism are economic interests, the diversification of the local economy, controlled economic growth, the improvement of local and regional relations and the fair distribution of economic interests in the local economy (McIntyre, 2014). The economic dimension of sustainable tourism; furthermore, implies adequate income, the stability of prices for goods and services, and the equalization of job opportunities in the community (McCool, 1995).

Another important point is that the tourism economy is founded as a dynamic and multifaceted activity based on the natural, physical, social and cultural capacities of the land (Azami, Jalilian & Hashemi Amin, 2015). It is clear that rural tourism has increasingly enlarged the potential of economic and bio-potential of rural areas. It also serves as a stimulant to the livelihoods of the settlements as



well as improving the living conditions of rural communities (Briedenhann & Wickens, 2004). Economic dimensions of rural tourism should be such as to provide the welfare and development of villages, while maintaining the effective functioning of the village, is an ideal option for rural development. In fact, tourism, both internationally and at lower levels, provides the possibility of economic development in different regions, and for this reason, most countries in the world have focused on the importance of tourism in the global economy for its role in income and employment (Rezvani, 2008).

Researches and resources, which can be considered as the background of this study as a right implement, are as follows:

In a study titled "An evaluation of rural tourism economy in Iran" in Abyaneh village, Oruji, Alizadeh, Abyaneh & Safavi (2018) stated that tourism has had relative economic impacts on the village. According to the results of Abyaneh village, the economic impacts of tourism have been evaluated in terms of normal and relative desirability. Tourism has played an important role in migrating and reducing this trend from village to city. It has had favorable effects on the field of investment and employment of service sector but it seems that the mental image of the village is not desirable and people do not have much satisfaction with tourism. Thus, it is a very significant negative factor in the relative value of the economic impacts of tourism in the village of Abyaneh. Mousavi, Sadat Asl & Sadat Asl (2018) investigated the distribution of rural tourism income among key sectors of the economy. The findings show that the development of rural tourism sub-sectors has a positive effect on the distribution of rural household income. In a study entitled "Economic Consequences of Tourism Development" in Bandar Anzali in Licharaki Hassan Rood Village, Motiee Langroudi & Kateb Asgomi (2017) stated that Tourism in Licharki Hassan Rood Village has led to economic prosperity, so that tourism development has changed the structure of the agricultural sector (23.5%) to the services and tourism sector (63.4%). Furthermore, an increase of employment in the services sector and incomes of rural residents, and poverty reduction have been other economic consequences of tourism development in the village of Licharaki Hasan Rood. In his study, Mottaghi (2017) studied the economic transformation of the target tourism villages of Chaharmahal and

Bakhtiari province. It was concluded that economic status of the tourist, technical and technological factors, economic factors and cultural factors of the villages are the most important factors affecting rural tourism, respectively. According to experts, these factors were the most appropriate criteria for the rural tourism sector.

Mahmoodzadeh & Arjomandian (2017) conducted a research entitled "Identification and ranking of entrepreneurial opportunities in rural tourism (Case study: Ab Asak village)". The results identified 59 opportunities for entrepreneurship in the tourism industry of the Ab Asak village. These opportunities were organized and ranked in 11 groups so that the highest and the lowest of them were related to the health and sanitary group opportunities and leisure and adventure opportunities, respectively. In the end, various strategies and suggestions have been presented to develop entrepreneurship opportunities in the field of rural tourism. In an article entitled "The Study of the Role of Tourism on Changing the Pattern of Housing in Rural Areas" (Case Study: Rezvanshahr City), Yagoubi, Goreishi Minaabadi & Movlaei Hashjin (2016) concluded that the traditional and native architecture is losing its place and replaced by modern urban architecture. The results show that in the construction of new housing, the fortifications components with a score of 73.5 are positive and satisfactory to the people, but from a functional and economic point of view, it is contrary to rural living conditions with the score of 9.4. In another study titled "Economic Tourism Development Communication", Sokhanvar Gifciglu & Javid (2018) concluded that there is evidence of unilateral causality from tourism to economic growth in Brazil, Mexico, and the Philippines, while such a relationship has been reversed for China, India, Indonesia, Malaysia and Peru. But there is a bilateral causality in Chili. It confirms the results of the causality test by identifying the relationship between economic growth and tourism income. In an article titled "An Tourism Exploration of Cultural Heritage in Rural Newfoundland," Mitchell & Shannon (2018) showed that newcomers and retired immigrants have particularly affected the course of the development using evolutionary economic geographic lens. Their initiatives have restricted full-time job opportunities, but provide enough time to qualify workers to help the government. The findings show that entrepreneurial measures, in spite of supportive organizational policies and

innovative consumers, affect the development of local heritage and livelihood tourism in the transmission of resource-dependent areas. In the study titled "The Impact of Economic Factors on the Development of Rural Tourism"(the case study: Lithuania), [Snieška, Barkauskienė & Barkauskas \(2014\)](#) concluded that the number of tourists (of the studied villages) was strongly influenced by economic factors (gross interior product, average gross monthly income, direct investment and government expenses. The development of the villages is also influenced by such factors as the average monthly gross income, direct foreign investment, and government expenditures. [Iorio & Corsale \(2010\)](#) examined the rural tourism and livelihood solutions. The results showed that rural tourism has increased livelihood levels of rural families, and tourism has adapted to other livelihood methods in the villages of this country. Thus, studying the studies and backgrounds which were in line with this study, have indicated that in past researches (both domestic and foreign), the main effects of tourism as an economic factor in rural settlements are based only on changes In other words, in all studies, the analysis and analysis of the effects of tourism on different dimensions of

sustainability in human settlements has been studied. In this study, we try to analyze the effects of tourism on Local economics as well as the spatial distribution of economical rural tourism in three types of coastal, plain and mountainous/ sub montane areas.

### 3. Research Methodology

#### 3.1 Geographical Scope of the Research

Rezvanshahr, with a total area of 770 square kilometers, is located in the northwest of Gilan province and the southwestern coast of the Caspian Sea. It is limited to the north by the Caspian Sea and Talesh, from the east to the Caspian Sea, Bandar Anzali and Sumeh Sara, and from the south and south-east to the Masal and from the west to the Khalkhal of Ardabil. Hence, it has an outstanding geographic and strategic location. With moderate and humid climates, it consists of three parts: coastal, plain, and mountainous, located between 27 and 2800 meters above sea level. According to the latest census (2016), it has 2 districts (central and Parih Sar), 2 cities (Rezvanshahr and Parih Sar), 4 rural districts (Gil Dulab, Khoshabar, Dinachal and Yaylaqi Ardeh) and 107 inhabited villages and 69865 inhabitants. Of these, 42,330 people are living in rural areas ([Figure 1](#)).

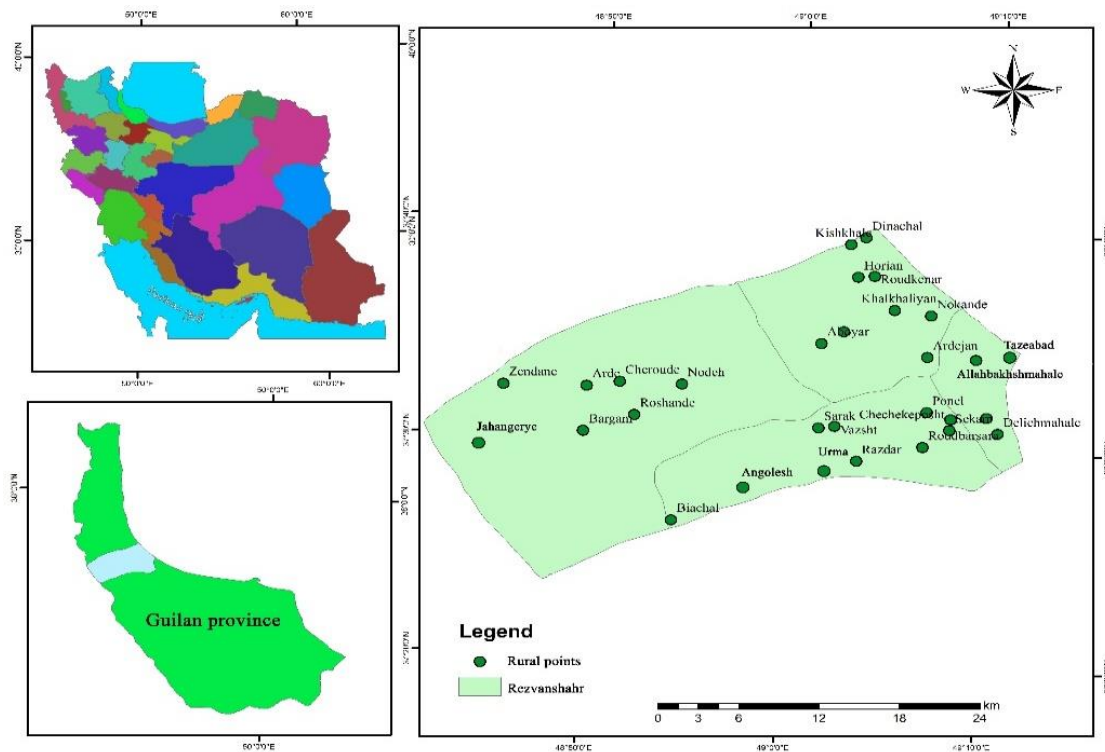


Figure 1- Map of the geographic location of the study area in the country and the province of Gilan (References: Drawing writers, 2018)

### 3.2. Methodology

According to the purpose, nature and method, this study is considered as a developmental and descriptive-analytical research, respectively. Documentary and survey methods have been used to obtain the required information. In field surveys, two sources of Cultural Heritage and Tourism Organization and rural municipality have been used to estimate the number of tourists visiting the villages in three different types of coastal, plain and mountainous/ submontane regions of Rezvanshahr,. In some villages, the tenants were decided to set up the counter of entrance fee for the tourists to arrive in the village; therefore, the tourists' statistics were can be determined. The amount of income, unemployment rate, misery, number of tourists, and the amount of misery have been used to measure the local economy. The local econometrics and family questionnaires were used to measure and determine the income index and the relationship between the tourist habitat and the local economy level, respectively. Furthermore, in 2011, the villages' identity and central bank were used to measure unemployment, misery and official data's attainment. The data was sampled using the multistage cluster

sampling method so that three types of villages (plain, coastal and mountainous) were identified. Then, of the total number of villages, 25% was selected in each type of rural area based on the level of adequacy confirmed by previous studies in the rural. By quota method, the number of sample villages was determined to the district and rural district. In the next step, using the Cochran formula, the total sample size of Rezvanshar households was estimated at 380 with an error of 0.05. The number of sample households was determined at the level of each district, rural district, and villages using a quota method (Table 1). Topsis model has been used for ranking the level of utilization and economic level of the villages since the indices have positive and negative ideals. In a way that 7 indicators (access to educational facilities, access to cultural, sporting and religious facilities, access to political and administrative facilities, access to water, electricity and gas, access to healthcare facilities, access to commercial and services facilities, access to communication and transportation facilities) were used to determine the availability of the Rezvanshar's villages. The SPSS and GIS were used to extract the data from questionnaires. Due to the existence of distance data, the Pearson correlation test was finally used for inferential data analysis.

**Table 1. Number of sample villages in each of the rural brigades of Rezvanshahr**  
(Source: Management and Planning Organization of Guilan Province, 2015)

Typology of villages	district	Rural district	Number of villages	Number of households	Sample villages	Sample households
plain	central	Khoshayer	15	2581	4	67
		Gildoulab	15	2012	4	52
	Parehsar	Dinachal	13	3233	3	84
coastal	central	Gildoulab	4	435	1	11
	Parehsar	Dinachal	2	441	1	11
mountainous	central	Khoshayer	28	3118	7	81
		Gildoulab	1	62	1	2
	Parehsar	Yeylaghizadeh	22	1128	6	29
		Dinachal	6	1643	2	43
<b>total</b>			106	14653	30	380

## 4. Research Findings

### 4.1. Economics of tourist villages

**The rate of tourism-** By examining the number of tourists (annual) in villages of Rezvanshahr according to the average of the last five years, there will be a large number of tourists a year in the mountainous/ submontane type of villages such as Jahan Gheryeh, Zandaneh, Ardeh and ... due to the virginal landscape of the forests and lush meadows,

as well as the presence of tourists in the warm season of the summer and the moderating role of the highlands. After that, coastal villages are in the second place of tourist attraction due to the presence of the sea and its related sports. The plain villages are at the third place of tourism attraction due to the lack of two potentials: the sea and the forest as well as the presence of moisture on the one hand and the lack of communication and alignment between local products and tourism (Table 2).

**Table 2. The annual number of tourists in sample villages of Rezvanshahr**  
(Source: Research findings, 2018)

topology	Name of the village	The mean (n)	topology	Name of the village	The mean(n)
Plain/ pampas	Horiyan	600	mountainous	Sarak	700
	Sekam	350		Ourma	500
	Chakchakeh posht	400		Biachal	400
	Kishkaleh	700		Aboyar	300
	Gilchalan	500		Razdar	400
	Dilaj Mahaleh	400		Vazesht	300
	Roodkenar	500		Roshandeh	900
	Allahbakhsh Mahaleh	600		Ardeh	1200
	Ordojan	600		Zandaneh	1500
	Seyghalsara	700		Chorodeh	1000
	Khalkhalian	600		Noudeh	700
coastal	Tazeh Abad	3000	Pargam	1000	
	Nokatedeh	1500	Jahan Geryeh	1200	
	Punel	900	Dinachal	300	
	Angoolesh	500	Roodbarsara	700	
Total			22250		

**Household income-** With the creation and growth of tourism businesses in any geographic space, operating income or economic activity is the first and foremost subject of change or better to say, the whole efforts has been followed by a positive transformation. It can affect the inhabitants who are not even directly involved in space tourism. Hence, this study examines the income status of households living in tourism villages of RezvanShahr. According to the statistics, the average income of rural households of Roodbarsara village is about 19 million Rials, which has the highest monthly income. In the case of villages like Razdar and Biachal, this figure is reached to 9/9 million Rials. In other words, the relatively significant income gap can be seen at the level of the villages. The proper

use and management of the villages' capacities and the tourists' attendance are the main reasons for this difference in income at the level of villages. Villages including Roodbarsara, Zandaneh, Ardeh and etc., could certainly have a higher average income than the other villages, which have been able to create various fields for profit-making through tourism. By studying the average income of rural households in these three types, it has been determined that rural settlements of the submontaneh / mountainous type are having a higher income than the other two types suggesting that tourism will boost local production in these areas that, in turn, plays an important role in increasing household incomes (Table 3).

**Table 3. Average gross household income of the villages (million Rials)**  
(Source: Research findings, 2018)

Topology	Name of the village	mean	mini mum	maximu m	Topology	Name of the village	mean	minimu m	maximu m
Plain	Horiyan	12	5.5	18	Mountainous	Sarak	16	7.5	20
	Sekam	11	4.9	16		Oruma	14	6.5	17
	Chekchekeh Posht	9.5	4	13		Biachal	9	4	12
	Kishkaleh	10	4.5	15		Aboyar	9.5	4	13
	Gilchalan	12.5	6	19		Razdar	9	4.5	12
	Dilaj Mahaleh	11	4.8	15		Vazasht	8.5	4.8	10
	Roodkenar	13	5.8	17		Roshandeh	13	5.8	17
	Allahbakhsh Mahaleh	9.5	4	12		Ardeh	15	6.5	20
	Ordajan	12.5	6	14		Zandaneh	17	7.5	22
	Seyghal sara	11.5	4.9	13		Cherodeh	16	7	20



Table 3.

topology	Name of the village	mean	minimum	maximum	topology	Name of the village	mean	minimum	maximum
	Khalkhaliyan	11	4.5	12.5	Mountainous	Noudeh	11	5	14
Coastal	Tazeh Abad	13.5	6.5	15		Pargam	14.5	6.8	18
	Noukandeh	12	5.5	14		Jahan Geryeh	9	4.5	12
	Punel	15	7	19		Dinachal	18	9	24
	Angoolesh	13	6	16		Roodbarsara	19	10	26

**Unemployment rate-** By examining the unemployment rate of the tourism villages of the Rezvanshahr, It was found that the total rate of unemployment of the villages was 7.8%, and the highest and the lowest unemployment rate were related to the Sarak and Angoolesh, and Sekam and Zandaneh, respectively. All rural settlements have both intrinsic and acquired attractions. The economies of these areas can be remained more stable and harmless by actualizing the acquired attractions. Considering the lack of attention to the

potential attractions, villages including Sarak and Anghoolesh, which has a high unemployment rate, have created peripheral activities by accomplishing their main activities but in Zandaneh, tourism, as a main stimulant, plays a role to create employment, strengthen the usual activity of the village (livestock). By studying the unemployment rate in three types (plain, coastal and mountainous / mountainous) it was found that the lowest and the highest unemployment rate were related to mountainous and plain villages, respectively (Table 4).

Table 4- Unemployment rate of the villages

(Source: Research calculations, 2018)

Topology	Name of the village	Unemployment rate	topology	Name of the village	Unemployment rate
Plain	Horiyan	10.5	Mountainous	Sarak	15.8
	Sekam	9.7		Oruma	6.6
	Chekchekeh Posht	8.9		Biachal	6.2
	Kishkaleh	11.2		Aboyar	5
	Gilchalan	6.03		Razdar	8.3
	Dilaj Mahaleh	2.5		Vazasht	3.6
	Roodkenar	6.5		Roshandeh	7.3
	Allahbakhsh Mahaleh	10		Ardeh	5.2
	Ordajan	6.5		Zandaneh	0
	Seyghal sara	7.2		Cherodeh	8.6
Coastal	Khalkhaliyan	3.6	Noudeh	2.5	
	Tazeh Abad	7.4	Pargam	7.3	
	Noukandeh	6.8	Jahan Geryeh	2.8	
	Punel	6.5	Dinachal	12	
	Angoolesh	13.8	Roodbarsara	8.03	
The total rate of employment			7.8		

**Level of facilities-** Having numerous natural and human attractions alone cannot contribute to the development of a tourism system, particularly in rural areas. Therefore, the availability of services and facilities is an important prerequisite for tourism planning and development. The weight and

importance of each of the indices were firstly calculated using Shannon entropy method. After determining the weight and importance of each of the selected indices, the Topsis method has been applied to the final ranking of each village (Table 5).

**Table 5. The weight of the indexes used in the TOPSIS model**  
(Source: Research calculations, 2018)

Index	weight
Access to communication and transportation facilities	0.1666
Access to services and commercial services	0.1552
Access to healthcare facilities	0.1608
Access to water, electricity and gas	0.0091
Administrative and political facilities	0.0951
Cultural, sporting and religious facilities	0.112
Educational facilities	0.3013

According to the findings, inequality and heterogeneity are evident in the distribution of indicators. The results showed that the weights of indicators are fluctuating among villages, so that the lowest and the highest weights were related to the Zandaneh and Punel villages with the figures of 0.0952 and 0/8314, respectively (Table 6). From the attainment point of view, Mountainous and far away villages are at the lower ratings trough the distance

from communication routes and the lack of direct access to the paved roads due to the remoteness of the cities. Considering the geographical location, plain villages have better conditions in close proximity to the city, access to paved roads and direct access to other villages, particularly remote mountainous villages. This can be explained more by the theory of the Friedman Center.

**Table 6. the level of attainment of the villages**  
(Source: Research findings, 2018)

topology	Name of the village	Weight	Rating	topology	Name of the village	weight	Rating
Plain	Horiyan	0.2917	18	Mountainous	Sarak	0.3692	12
	Sekam	0.3169	16		Oruma	0.5249	2
	Chekchekeh Posht	0.3486	13		Biachal	0.2485	20
	Kishkaleh	0.0961	29		Aboyar	0.1284	26
	Gilchalan	0.4892	8		Razdar	0.1091	28
	Dilaj Mahaleh	0.3136	17		Vazasht	0.7362	3
	Roodkenar	0.3879	10		Roshandeh	0.1564	24
	Allahbakhsh Mahaleh	0.3271	15		Ardeh	0.2917	19
	Ordajan	0.7143	4		Zandaneh	0.0952	30
	Seyghal sara	0.3395	14		Cherodeh	0.1381	25
	Khalkhaliyan	0.2057	23		Noudeh	0.1191	27
	Coastal	Tazeh Abad	0.3847		11	Pargam	0.2164
Noukandeh		0.5212	6	Jahan Geryeh	0.2182	21	
	Punel	0.8314	1	Dinachal	0.6296	5	
	Angoolesh	0.5002	7	Roodbarsara	0.3890	9	

**Misery Index-** Misery is one of the consequential indicators of the economy of each settlement and geographic unit. It reflects the cumulative unemployment status and inflation rates. They both share the welfare state and purchasing power of the local community. The results showed that the highest level of misery was related to the Sarak and Angoolesh villages due to an increase in the unemployment rate and the overhead rate of the

villages' population. In other words, the highest economic failure can be seen in these villages. Furthermore, the lowest level of misery was related to the two villages of Chrodeh and Nodeh, which represents a low unemployment rate of the two villages. The comparison of the three brigades studied in Rezvanshahr showed that the lowest rate of misery belonged to the mountainous type (Table 7).

**Table 7- the rate of misery of the studied villages**

(Source: Research findings, 2018)

Topology	Name of the village	Unemployment rate	Inflation rate	Index of misery	Topology	Name of the village	Unemployment rate	Inflation rate	Index of misery
Plain	Horiyan	10.5	18.4	28.9	Mountainous	Sarak	15.8	18.4	34.2
	Sekam	9.7	18.4	28.1		Oruma	6.6	18.4	25
	Chekchekeh Posht	8.9	18.4	27.3		Biachal	6.2	18.4	24.6
	Kishkaleh	11.2	18.4	29.6		Aboyar	5	18.4	23.4
	Gilchalan	6.03	18.4	24.4		Razdar	8.3	18.4	26.7
	Dilaj Mahaleh	2.5	18.4	20.9		Vazasht	3.6	18.4	22
	Roodkenar	6.5	18.4	24.9		Roshandeh	7.3	18.4	25.7
	Allahbakhsh Mahaleh	10	18.4	28.4		Ardeh	5.2	18.4	23.6
	Ordajan	6.5	18.4	24.9		Zandaneh	0	18.4	18.4
	Seyghal sara	7.2	18.4	25.6		Cherodeh	8.6	18.4	27
	Khalkhaliyan	3.6	18.4	22		Noudeh	2.5	18.4	20.9
Coastal	Tazeh Abad	7.4	18.4	25.8	Pargam	7.3	18.4	25.7	
	Noukandeh	6.8	18.4	25.2	Jahan Geryeh	2.8	18.4	21.2	
	Punel	6.5	18.4	24.9	Dinachal	12	18.4	30.4	
	Angoolesh	13.8	18.4	32.2	Roodbarsara	8.03	18.4	26.4	
	Total						8.7	18.4	26.4

#### 2.4. Levels of rural settlements in terms of local economy

According to the local economy, four indicators (the income rate, unemployment rate, level of facilities and misery rate) have been used to level the sample

villages. The weight and the importance of each indicator were calculated using the Shannon entropy method. After determining the weight and the importance of each of the selected indicators, the Topsis method has been used to make the final ranking of each village (Table 8).

**Table 8. the weight of the indexes used in the TOPSIS model**

(Source: Research calculations, 2018)

Index	weight
Misery	0.1666
Attainment	0.1552
Unemployment rate	0.1608
Income	0.0091

Given the results, the heterogeneity is evident in the distribution of indicators. The results show that the weights of the studied indices are fluctuating among the villages, so that the lowest and the highest weights are related to the Kish Khaleh and Punel villages by the figures of 0.0017 and 0.9056, respectively (Table 9). By ranking the economic

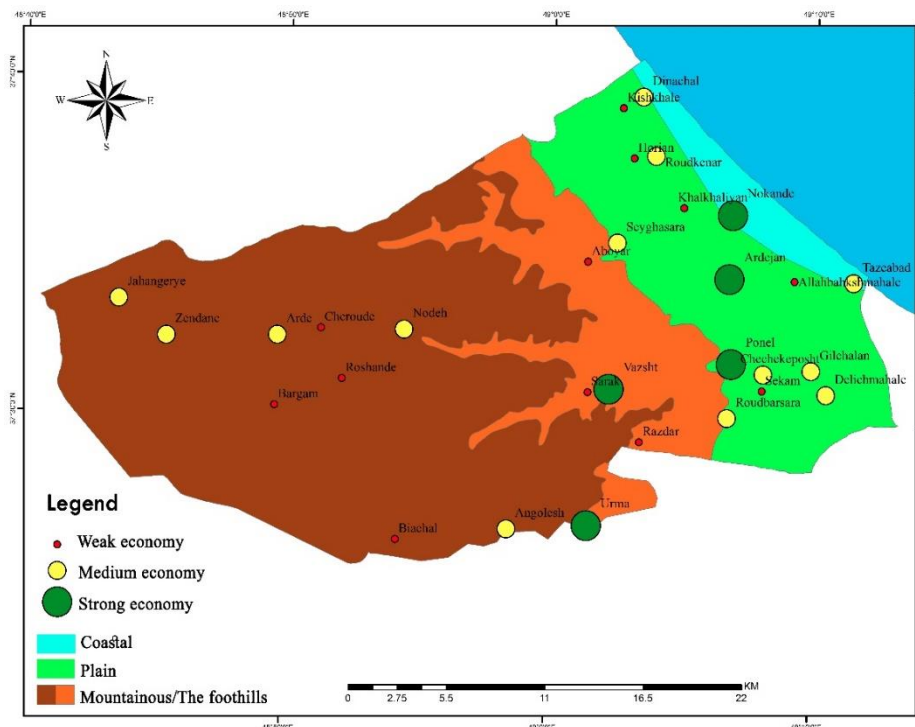
status of the villages, it can be found that villages with a high number of tourists are ranked higher. Considering the leveling of the three types of the villages, the mountainous bridge was at the first rate, and the coastal and plain bridges were at the second and the third rate, respectively.

**Table 9. the leveling of the studied villages based on the local economies**  
(Source: research findings, 2018)

topology	Name of the village	coefficient	Rating	topology	Name of the village	coefficient	Rating
Plain	Horiyan	0.2848	26	mountainous	Sarak	0.315	24
	Sekam	0.3295	23		Oruma	0.9011	2
	Chekchekeh Posht	0.3854	18		Biachal	0.3368	21
	Kishkaleh	0.0017	30		Aboyar	0.2971	25
	Gilchalan	0.6287	6		Razdar	0.2193	29
	Dilaj Mahaleh	0.4720	12		Vazasht	0.8745	4
	Roodkenar	0.4837	10		Roshandeh	0.2598	27
	Allahbakhsh Mahaleh	0.3393	19		Ardeh	0.3896	17
	Ordajan	0.8320	3		Zandaneh	0.5615	7
	Seyghal sara	0.4052	16		Cherodeh	0.2243	28
	Khalkhaliyan	0.3392	20		Noudeh	0.5080	9
coastal	Tazeh Abad	0.4581	13	Pargam	0.3364	22	
	Noukandeh	0.6988	5	Jahan Geryeh	0.5519	1	
	Punel	0.9065	1	Dinachal	0.439	14	
	Angoolesh	0.4766	11	Roodbarsara	0.420	15	

In general, the findings show that, in recent years, tourism has been employed as an appropriate factor for strengthening the economy of rural areas of the Rezvanshahr, particularly the mountainous and

remote rural areas, who have a livestock economics, and tourism, as a complementary chain, has strengthened and improved the economy of the areas.



**Figure 2. Leveling the development of local economy of the Rezvanshahr villages**  
(Source: Drawing writers, 2018)

As the results show, according to the economic level, the rural settlements of Rezvanshahr are

classified in three levels (strong, medium and weak) so that the villages (Noukandeh, Ardajan, Punel,



Vazasht and Oruma) by the weights of 0/6268 to 0/9056 are at a high economic level. Of the five villages locating at a high economic level, three villages (Punel, Vazasht, and Oruma) are related to the mountainous type. Moderate economic level's villages (Ardeh, Zandaneh, Jahan Geryeh, Nodeh, Angolesh, Roodbarsara, Seyghalsara, Dilch Mahaleh, Gil Chalan) are between the weights of 0.3394 to 0.6287, respectively. Low economic level's villages (Khalkhalian, Roshandeh, Aboyar, Pargam, Ghroveh, Biachal, Allah Bakhsh mahaleh) are between the weights of 0/0017 to 0/3393 (Figure 2).

#### 2.4. Tourism relationship with the local economy

According to the results of Pearson correlation coefficient test in Table 10, there is a significant relationship between the independent variable of the number of tourists and the dependent variable of the level of local economy by a correlation coefficient of 0.626 at a confidence level of 0.99, that is, the economics of the settlement will have better economic conditions by increasing the number of tourists. The results showed that villages accommodating more tourists are in a better position than other villages in terms of economic indicators.

**Table 10. Pearson R Test to determine the correlation between the number of tourists and the local economy level**  
(Source: Research findings, 2018)

Variable		Local economy level
Number of tourists	Pearson coefficient	0.626**
	Significant level	0.000
	Statistical society	30

According to the results of the Pearson correlation coefficient test in Table 11, there is a significant relationship between the independent variable of the number of tourists and the dependent variables (unemployment, misery, income, and level of

attainment) at the confidence level of 0.99, that is, the unemployment rate and the amount of misery are decreasing by increasing the number of tourists. Therefore, the income and the settlement levels are also increasing due to an increase in the number of tourists.

**Table 11. Pearson r Test to determine the correlation between the number of tourists and the variables**  
(Source: Research findings, 2018)

variable		unemployment	misery	income	Level of attainment
Number of tourists	Pearson coefficient	-0.656	-0.612	0.766	0.599
	Significant level	0.000	0.000	0.000	0.000
	Statistical society	30	30	30	30

## 5. Discussion and conclusion

This study examined the spatial analysis of the economics of the tourism villages in Rezvanshahr. Tourism, as a booming and dominant activity of this century, has a lot of effects in rural areas, including economic effects, which according to different spatial situations can have different intensity and directions of changes and developments. In this regard, this study was codified with the aim of spatial analysis of tourism impacts on rural areas of Rezvanshahr.

By examining the number of tourists (annual) in villages of Rezvanshahr according to the average of the last five years, there will be a large number of tourists a year in the mountainous/ submontane type of villages such as Jahan Gheryeh, Zandaneh, Ardeh and ... due to the virginal landscape of the forests and lush meadows, as well as the presence of tourists in the warm season of the summer and the moderating role of the highlands. According to the statistics, the average income of rural households of Roodbarsara village is about 19 million Rials, which has the highest monthly income. In the case of

villages like Razdar and Biachal, this figure is reached to 9/9 million Rials. In other words, the relatively significant income gap can be seen at the level of the villages. The proper use and management of the villages' capacities and the tourists' attendance are the main reasons for this difference in income at the level of villages. Villages including Roodbarsara, Zandaneh, Ardeh and etc., could certainly have a higher average income than the other villages, which have been able to create various fields for profit-making through tourism. By studying the average income of rural households in these three types, it has been determined that rural settlements of the submontane mountainous type are having a higher income than the other two types suggesting that tourism will boost local production in these areas that, in turn, plays an important role in increasing household incomes.

By examining the unemployment rate of the tourism villages of the Rezvanshahr, It was found that the total rate of unemployment of the villages was 7.8%, and the highest and the lowest unemployment rate were related to the Sarak and Angooleh, and Sekam and Zandaneh, respectively. By studying the unemployment rate in three types (plain, coastal and mountainous / mountainous) it was found that the lowest and the highest unemployment rate were related to mountainous and plain villages, respectively. The results showed that the highest level of misery was related to the Sarak and Angooleh villages due to an increase in the unemployment rate and the overhead rate of the villages' population.

According to the leveling of local economy of the villages, the weights of the studied indices are fluctuating among the villages, so that the lowest and the highest weights are related to the Kish Khaleh and Punel villages by the figures of 0.0017 and 0.9056, respectively (Table 9). By ranking the economic status of the villages, it can be found that villages with a high number of tourists are ranked higher. Considering the leveling of the three types of the villages, the mountainous bridge was at the

first rate, and the coastal and plain bridges were at the second and the third rate, respectively. According to the economic level, the rural settlements of Rezvanshahr are classified in three levels (strong, medium and weak) so that the villages (Nukandeh, Ardajan, Punel, Vazasht and Oruma) by the weights of 0/6268 to 0/9056 are at a high economic level. Of the five villages locating at a high economic level, three villages (Punel, Vazasht, and Oruma) are related to the mountainous type. there is a significant relationship between the independent variable of the number of tourists and the dependent variable of the level of local economy by a correlation coefficient of 0.626 at a confidence level of 0.99, that is, the economics of the settlement will have better economic conditions by increasing the number of tourists.

The results of the study were compared to Oruoji et al. (2018), Mousavi et al. (2018), Motiee & Kateb Asgomi (2017), Mottaghi (2017), Sokhanvar et al (2018), Mitchell & Shannon (2018) and Iorio & Corsale (2010) studies, which indicated that all previous studies of tourism as a factor in strengthening the economy in settlements, therefore, are consistent with the results of the present study.

Considering the above items, tourism may play a decisive role in the development of the rural areas of Rezvanshahr and the promotion of local residents' economies as a suitable working tool and complementary to other economic sectors by properly distributing the interests so that all rural settlements of different types would enjoy equitable and equal interests from tourism. Therefore, tourism, by influencing on some of the indices, has developed the rural settlements in economic terms, which is different depending on the type of rural settlements.

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## تحلیل فضایی اثرات گردشگری بر اقتصاد نواحی روستایی

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#### چکیده مبسوط

##### ۱. مقدمه

شهرستان رضوانشهر که در بین گردشگران به نگین شهرهای گیلان شهرت یافته، یکی از ۱۶ شهرستان واقع در استان گیلان است که دارای آب و هوای کوهستانی و چهار فصل بسیار جذاب است که این امر باعث شده که در تمام طول سال بویژه در ایام تعطیلات به عنوان یکی از مقصدهای مهم گردشگری در استان گیلان شناخته شود. شهرستان دارای موقعیت چهار راهی و بین راهی ممتازی است که در مسیر عبور مسافران، گردشگران عازم آستارا، تالش، استان اردبیل و کشورهای قفقاز و بالعکس است؛ از این رو، بررسی رضوانشهر به عنوان یکی از مهمترین مکان‌های گردشگری گیلان می‌تواند بهترین فرصت را برای برنامه‌ریزان به منظور توسعه گردشگری و زیرساخت‌های آن ایجاد و الگوی مناسبی برای تقویت و بهبود اقتصاد به خصوص در جوامع محلی و روستایی ارائه کند. بر مبنای مبانی یاد شده، پرسش اساسی تحقیق این است که "گردشگری چه اثراتی بر اقتصاد محلی سکونتگاه‌های روستایی شهرستان رضوانشهر دارد؟"

##### ۲. مبانی نظری تحقیق

برای رهایی از اقتصاد تک محصولی و رسیدن به توسعه پایدار، گردشگری روستایی یکی از مهم ترین محورهای رشد و توسعه اقتصادی کشورها است، زیرا افزون بر افزایش درآمدهای ارزی، اشتغال مولد و متنوع در روستاها ایجاد می‌کند و با فراهم کردن فرصت های شغلی مانع از مهاجرت جمعیت روستایی می‌شود؛ همچنین سبب حفظ توان تولیدی روستا و گسترش کشاورزی در

تمامی شاخه‌های آن می‌شود. گردشگری روستایی، به عنوان یکی از راهبردهای توسعه روستایی، از نیمه دوم قرن بیستم به صورت رسمی در ادبیات توسعه روستایی وارد شد. موضوعات اصلی پایداری اقتصادی در گردشگری روستایی شامل منافع اقتصادی، متنوع سازی اقتصاد محلی، رشد اقتصادی کنترل شده، بهبود روابط محلی، منطقه‌ای و توزیع عادلانه منافع اقتصادی در اقتصاد محلی است. آنچه مسلم است گردشگری روستایی به طور فزاینده‌ای توان اقتصادی و پتانسیل‌های زیستی را در مناطق روستایی بالا برده و محرک حیات سکونتگاه‌ها و نیز بهبود دهنده شرایط زندگی جوامع روستایی به حساب می‌آید.

##### ۳. روش تحقیق

نوع تحقیق به لحاظ هدف توسعه‌ای و از حیث ماهیت توصیفی - تحلیلی است. برای سنجش و تعیین رابطه گردشگری سکونتگاه و سطح اقتصاد محلی از پرسشنامه خانوار و برای اندازه‌گیری شاخص‌های بیکاری، فلاکت و برخورداری، از داده‌های رسمی مرکز آمار و بانک مرکزی استفاده شده است. نمونه‌گیری در ناحیه مورد مطالعه به روش نمونه‌گیری خوشه‌ای چندمرحله‌ای استفاده شده است؛ به منظور تعیین حجم خانوارهای نمونه در روستاهای مورد مطالعه، ابتدا با استفاده از فرمول کوکران حجم کلی خانوارهای نمونه در شهرستان رضوانشهر با خطای ۰.۰۵ به میزان ۳۸۰ خانوار برآورد گردید، پس از آن، با روش سهمیه‌ای در سطح هر بخش، دهستان و روستا تعداد خانوارهای نمونه آن تعیین گردید. برای رتبه‌بندی و سطح‌بندی برخورداری و اقتصادی روستاهای مورد مطالعه از مدل تاپسیس بهره گرفته شده است. برای وزن‌دهی

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#### ۵. بحث و نتیجه‌گیری

گردشگری به عنوان فعالیت پررونق و دامنه‌دار قرن حاضر، در فضاهای روستایی دارای اثرات متنابهی است. بررسی میانگین درآمدی خانوارهای روستایی در سه تیپ مشخص گردید سکونتگاه‌های روستایی که در تیپ کوهپایه‌ای/کوهستانی قرار گرفته‌اند نسبت به دو تیپ دیگر از میزان بالاتری برخوردار است. نتایج حاصل از آزمون ضریب همبستگی پیرسون نشان داد که متغیر مستقل تعداد گردشگر با متغیر وابسته سطح اقتصاد محلی با ضریب همبستگی ۰/۶۲۶ در سطح اطمینان ۰/۹۹ رابطه معنادار دارند. نتایج سطح‌بندی سه تیپ مورد مطالعه نیز نشان داد که تیپ کوهپایه‌ای/کوهستانی در رتبه نخست قرار گرفته است و تیپ‌های ساحلی و جلگه‌ای به ترتیب در رتبه‌های بعدی جای گرفته‌اند. در نتیجه گردشگری در توسعه نواحی روستایی شهرستان رضوانشهر و ارتقای اقتصاد ساکنان محلی به عنوان راه کاری مناسب و مکمل دیگر بخش‌های اقتصادی نقش تعیین کننده‌ای ایفا نماید، باید به توزیع منافع حاصل از آن نیز توجه نمود تا همه سکونتگاه‌های روستایی در تیپ‌های مختلف شهرستان به طور عادلانه و یکسانی از مواهب حاصل از گردشگری بهره‌مند شوند.

**کلمات کلیدی:** توسعه اقتصادی، گردشگری اقتصاد روستایی، رضوانشهر.

#### تشکر و قدردانی:

پژوهش حاضر برگرفته از رساله دکتری نویسنده اول (فرهاد جوان)، گروه جغرافیای و برنامه‌ریزی روستایی، دانشکده علوم جغرافیایی دانشگاه خوارزمی، تهران، ایران است.

شاخص‌ها از روش آنتروپی شانون استفاده گردید. به کمک نرم افزار SPSS و GIS به استخراج داده‌های موجود از پرسشنامه اقدام نموده و در تحلیل استنباطی داده‌ها آزمون همبستگی پیرسون تحلیل شده‌است.

#### ۴. یافته‌های تحقیق

یافته‌های تحقیق نشان داد که روستاهای تیپ کوهستانی/کوهپایه‌ای از جمله جهان‌گیریه، زندانه، ارده و ... به سبب چشم‌انداز بکر جنگل و مراتع سرسبز و همچنین به دلیل آن که حضور گردشگران در این ناحیه همزمان با فصل گرم سال در تابستان است ارتفاعات به دلیل نقش تعدیل کننده می‌توانند داشته باشند، شاهد بیشتر حضور گردشگران در سال است و بررسی وضعیت درآمد خانوارهای ساکن در روستاهای گردشگرپذیر ناحیه رضوانشهر نیز نشان داد که میانگین درآمد خانوارهای روستای رودبار سرا با رقمی نزدیک به ۱۹ میلیون ریال بالاترین میزان درآمد ماهیانه دارند و این میزان به رقم ۹/۵ میلیون ریال نیز در روستاهایی همچون رزدار و بیاجال می‌رسد. بررسی نرخ بیکاری روستاهای گردشگرپذیر که کمترین نرخ بیکاری در روستاهای کوهستانی و بیشترین نرخ بیکاری نیز در نواحی روستایی جلگه‌ای/دشتی قرار دارند. همچنین سطح‌بندی اقتصاد محلی روستاهای مورد مطالعه نشان داد که اوزان شاخص‌های مورد مطالعه در میان روستاها در نوسان است به طوری که پایین‌ترین آن با ۰,۰۰۱۷ مربوط به روستای کیش خاله و بالاترین آن با ۰,۹۰۵۶ مربوط به روستای پونل است. سکونتگاه‌های روستایی مورد مطالعه در شهرستان رضوانشهر از لحاظ سطح‌بندی اقتصادی در سه سطح (اول، دوم و سوم) دسته‌بندی شده‌اند، به طوری که روستاهای (نوکنده، اردجان، پونل، وزشت و اورما) بین اوزان ۰/۶۲۶۸ تا ۰/۹۰۵۶ در سطح اول روستاهای مورد مطالعه قرار گرفته‌اند.

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