



## Evaluating the Economic and Social Effects of Tourism on Tourist Attractive Villages of Izeh and Baghmalek Counties

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### Abstract

**Purpose-** The villages of Izeh and baghmalek cities are considered as tourist destinations in Khouzestan province due to their valuable natural, cultural and historical attractions. Therefore, in the present study, the economic and social effects of tourism on the tourist attractive villages of Izeh and Baghmalek were studied.

**Design/methodology/approach-** The present study is conducted with applied purposes using a descriptive-analytical method. The library and field methods were used for data collection. The statistical population of the study included 20 rural experts and managers and 242 rural heads of households who were selected by simple random sampling. Villages that had the potential for tourism were selected. In order to use the indicators, based on the theoretical foundations of previous researches and studies, the indicators were screened and operationalized. Based on the nature of the research, 10 indicators with a higher degree of reproducibility were selected. SPSS tests and Prometheus technique were used to analyze the data.

**Findings-** Assessing the effects of tourism on the studied villages showed that tourism has the most positive effects on indicators of improving facilities and services, booming local products market and household income growth and employment, respectively, and the most negative effects on cultural interactions and population dynamics, land price, and changes in lifestyle and security. Moreover, the results of Prometheus technique showed that the percentage of changes in tourism effects was 80% in Imamzadeh Abdollah, above 69% in Shivand, 59.14 in Mal agha, 27.26% in Robat Hazrat Soleiman, 17.69% in Abolabbas, 16.12% in Susan village, 10.75% in Pian, 10.63% in Sadat Hosseini village and 8.46% in Kamal village.

**Originality/value-** The community living in Izeh and Baghmalek cities have been facing many problems for many years. In such a way that the mentioned cities were deprived of the minimum facilities and welfare services. These problems are more pronounced in rural communities. Therefore, considering that the villages of the two cities, have natural potentials for tourism, handicrafts, local and indigenous products, etc., it is possible to develop tourism and take advantage of these capacities to improve facilities and services, income, quality of life, etc., in these villages.

**Keywords-** Rural Tourism, Economic and Social Effects, Prometheus Technique, Izeh and Baghmalek Counties

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## 1. Introduction

Today, tourism is one of the most promising activities, which is known as the gateway to development. Tourism was one of the most developed industries in the second half of the twentieth century and was often used as a key to economic growth, both in developed and developing countries. Many countries now derive their economic and social benefits from tourism and use tourism revenues to develop regional infrastructure. (Zarabi & Eslami Parikhani, 2011). Hence, in the present era, tourism industry is introduced as one of the pillars of sustainable development and as an invisible export, is one of the most lucrative and valuable industries and has a significant contribution in reducing poverty and improving living standards and positive cultural interactions (Asghari & Jafari, 2018). In other words, the tourism industry is a source of income and job creation at the local level. This industry can be an approach to economic development and especially when the profit of activities of other economic sectors is declining, is an alternative and a strategy for development (Heidari Sarban, 2017). Rural tourism is one of the types of tourism that associate with many other patterns of tourism (Jalali, 2016). Rural tourism and tourist economy are becoming the main pillars of economic development. Many development planners and policy makers also mention tourism industry as the main part of sustainable development, and in this regard, rural tourism with principled planning and identifying the advantages and limitations, can play an effective role in rural development and consequently national development and diversification of the national economy (Asghari & Jafari, 2018). Sustainable rural tourism seeks to meet the development requirements of the local community, improve the supply chain of local products, encourage local industries and professions, develop in accordance with environmental and social capacities, observe intergenerational justice, increase the stability of tourism revenues and the satisfaction of the host community (Bahrami, 2016). So, rural tourism with the aim of sustainable development of local communities in rural areas, as a tool for economic development (poverty reduction, development of small business centers, income distribution, etc.)

and social development (entrepreneurship, migration prevention, communication with various cultures, local identity etc.) is one of the most important modern occupations in rural areas (Asghari & Jafari, 2018). In addition to these positive economic and social effects, tourism has created some negative consequences for these villages. Tourism can have negative social effects such as creating a theatrical effect, commodification of culture, displacement and migration, dependence, crime, addiction, change in the social values of the host community, and change of language (Motiei Langroudi & Nosrati, 2011). The cities of Izeh and Baghmalek, with their numerous villages and tourism capabilities in the water sector (waterfalls, huge dams, rivers), pristine and lush rural nature and cultural attractions, have a high potential for attracting tourists and developing tourism. Due to the existence of tourist attractions and suitable geographical location, these two cities host many tourists from all parts of the country in spring and summer. Therefore, the present study seeks to assess the economic and social effects of tourism in the tourist villages of these cities.

## 2. Research Theoretical Literature

Attention to rural tourism clearly goes back to 1950s and in the 1960s its economic aspect was addressed by local communities. During the following decades, rural tourism was used as a tool for the development of rural communities, and in the meantime, experts have tried to increase the role of tourism in the economic and social revitalization of villages by providing different models and methods (Rezaei et al., 2012). Therefore, new policies were needed to help improve the socio-economic condition of rural communities. Weakening traditional economic activities in rural areas such as agriculture, mining and forestry during the last three decades has made it increasingly necessary to seek and apply new strategies to strengthen the economic base and diversify productive activities in rural areas (Jalalian et al., 2015). In the current situation, it is necessary to pay attention to the development and diversification of economic activities in rural communities such as rural industries, complementary industries and processing agricultural products and rural tourism (Sharifzadeh & Moradnejad, 2002).

### 2.1. The effects of rural tourism

There are various types of the effects of rural tourism which can generally be divided to economic, social, and environmental effects (Byrd, 2009). The achievements of the tourism industry are usually very complex and vary from region to region (Asghari & Jafari, 2018). Therefore, the positive and negative effects and consequences that tourism development has on the economic, social, and cultural dimensions of the visited areas are also different. Despite these conditions, identifying the consequences and effects on tourist areas is very necessary (Ebrahimnia Samakoush, 2013). As mentioned above, in this study, the economic and socio-cultural effects of rural tourism are considered.

**Economic effects-** Many researches have been conducted and emphasized on the contribution of tourism to economic growth. The results of practical and planning recommendations on the use of tourism development have also been presented as a tool for economic stimulation (Park & Stokowski, 2009). Thus, tourism can provide hopes to reduce poverty in rural areas and be a factor to prevent migration from rural to urban areas and increasing the rural population (Faraji Sabokbaret al., 2012) and help reduce the income gap between cities and villages, which is one of the goals of rural tourism (Motiei Langroudi & Kateb Azgami, 2017). In general, the tourism industry is useful for the rural community and provides the basis for diversification in various fields of production including agriculture, and creates many opportunities for work and employment. Other economic effects of tourism include increasing land price, construction of

residential and tourist centers, creating weekly markets for the sale of agricultural products, and increasing income (Ebrahimnia Samakoush, 2013).

**Socio-cultural effects-** Socio-cultural effects of tourism are changes which occur in the lifestyles of people of tourists' community and these changes mostly occur due to direct contact of the residents of that region and the tourists and the cultural effects are the changes that occur in art, customs, housing architecture, and the behavior of people living in the host community (Amini & Zeidi, 2015). These changes are long-term and will occur as a result of the growth and development of tourism. Since the results of tourism activities cause changes in daily life and culture of host community, the term "socio-cultural effects" is used to determine changes in the daily experiences of values, lifestyle, artistic and intellectual products of the host community (Roknadin Eftekhari et al., 2016). Reduction of security, rapture of rural culture, participation, traditions and customs, reduction of migration, etc. are other social effects of rural tourism (Nouri, 2012). Some views on the effects of tourism are listed in Table 4. According to these views, tourism is effective in economic and socio-cultural dimensions. In terms of economic dimension, tourism creates new jobs and provides job opportunities, increases the welfare of residents, reduces economic problems, increase GDP, creates sources of income and so on. In terms of socio-cultural dimensions, tourism has effects such as creating empathy, achieving peace, and developing local communities (see Table 1).

**Table 1. The views of some foreign theorists on the effects of tourism development**

(Source: Asghari & Jafari, 2018, Soltani Moghadas & Taleshi, 2020)

Theorist	Views related to tourism	The desired criterion
Mathison & val (1982)	Tourism has incredible effects on the economy of tourist areas, helping to create new jobs for people living in tourist regions and boosting other businesses in the area.	Economic effects on the region
Brown (2000)	Tourism leads to the creation of international empathy, understanding and recognition and the realization of world peace.	Socio-cultural
Sharpley (2002)	Tourism has been mentioned as an efficient catalyzer for socio-cultural reconstruction and development of the undeveloped areas.	Economic
Robert R. Hirene (2003)	Protecting ecological values and welfare of local communities	Economic, social and environmental
Kim (2005)	With the help of the government, tourism plays a stimulating role in eliminating economic problems in rural society.	Economic and social
Dos (2009)	Tourism has numerous economic effects, including: foreign exchange earnings, increasing GDP, creating an income source for	Economics

Theorist	Views related to tourism	The desired criterion
	government and nation, and an employment source as well as improving social services	
Res Corith (2009)	He emphasizes the importance of rural tourism development for the development of local communities, protection of forests and beaches and other national and cultural resources.	Economic, social and environmental
theorist	Views related with tourism	Desired criterion
Park et al., (2012)	Cultural factors lead to tourism growth in rural areas.	Socio-cultural
Kim & Jamal (2015)	Tourism may lead to create small local businesses and improve rural economic development.	economic
Martinez, Martin & Fernandez	Rural tourism can boost job expansion and it can also provide seasonal job opportunities and absorb labor in rural areas.	Economic

### 2.2. Rural tourism development perspectives

Based on different perspectives, rural tourism has been proposed as a philosophy for rural development, which has three important perspectives. The first approach is as a strategy for rural development that reflects the characteristics of the rural environment. In this view, it is believed that rural tourism may not be the solution to all the problems of rural areas, but it is one of the methods that can have important economic effects and prevent the evacuation of villages. In the second perspective, tourism is known as a tool and policy to reconstruct the rural economy. This means that reconstruction involves various socio-economic processes that can make a

qualitative change in the status quo. In fact, tourism can attract additional labor in various sectors of the economy and attract investment. In the third view, some have considered tourism as a policy and tool for sustainable rural development and protection of national resources. In this view, the balance between the final growth of tourism and the needs of protection and conservation of natural resources is emphasized (Roknadin Eftekhari & Qaderi, 2002).

The conceptual model of the research was drawn based on the economic and socio-cultural effects of rural tourism and factors effecting it (see Figure 1).

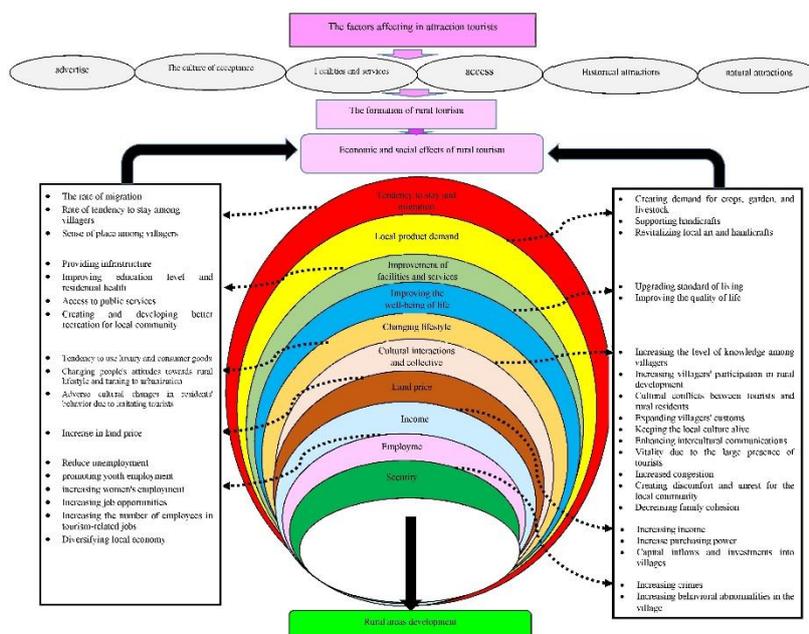


Figure 1. The conceptual model of the research

### 2.3. Theoretical background of the research

The effects of rural tourism have been a fertile ground for research among a range of social

scientists who have often either endorsed or challenged the role of tourism as a medicine to solve all rural economic and social ills (Motiei

Langroudi & Kateb Azgami, 2017). In the field of tourism and rural tourism in recent decades, numerous studies have been conducted in the form of books, articles and research projects in Iran and the world. Due to the increasing

development of rural tourism and its place in the national and global economy, in the 21<sup>st</sup> century, the research process in this field is progressing. The summary of the researches conducted in the field is described in Table 2.

**Table 2. Research Background**

Author	Year	Title	Results
Kim	2005	The role of tourism as a driver to solve the economic problems of rural community of Korea	The results indicated that the government and market play an important role in participation in rural development planning in this country
De La Torre	2012	Rural tourism as a choice to develop rural areas and employment in Spain	This research studies the model for forecasting the demand of rural tourists in the short and medium term and based on that, model of employment of rural tourism is extracted from this research
Gavrilă-Paven	2015	Tourism opportunities in traditional villages of Romania	Stating the potential tourism opportunities of small villages in Alba county in Romania, he considers tourism as a factor for economic development of villages and an alternative for agricultural dependency in rural communities which makes rural environment attractive to young people.
Biddulph	2015	The effects of mass tourism in rural areas of Cambodia	Studying three rural areas of Cambodia, it was found out that, the main reason of poor villagers' migration in the past, was skill acquisition and employment in other places. Currently, these rural families make a living through tourism development in these villages.
Shin et al.	2017	Evaluating the effect of tourism on the economy of the rural local community of Korea	The results of the research showed that, tourism effects the rural households' economic growth and tourism management can boost the local economic improvement.
Ibănescu et al.	2018	The effect of tourism on sustainable development in rural areas of Romania	The social, economic, demographic and infrastructure effects of tourism were examined in this study and the results indicated that, there is difference between rural areas in case of mentioned indicators, the effects of tourism are more observable in villages that are more tourist-friendly.
Lopes et al.	2019	Evaluating the rural awareness about the effects of tourism in northeast of Portugal	In this study, the residents' awareness of economic, socio-cultural, and environmental effects of tourism was examined and the results showed that, the residents are aware of the positive effects of tourism and have less negative perception of it.
Anabestani et al.	2012	The economic, social, physical and environmental effects of tourism development on rural settlements from tourists and villagers' perspectives (case study: Dasht-e-Arjan Fars)	Findings of the study showed that the most changes were in the environmental variable with a coefficient of 0.78. Tourism development has provided positive changes in economic, social, physical, and environmental dimensions in the villages of the region.
Yaqubi	2019	Tourism effects on rural development from the perspectives of Torqabeh rural residents in Binaloud city	The results of the study showed that, average economic effects of tourism were 41% and average social effects of tourism was 30%. The positive economic effects of tourism can be summarized in three factors: job and income development, government support, and rural economic diversification, and the positive social effects of tourism in three factors: development of social infrastructure, development of cooperation, and development of health and education infrastructure. Also in the negative effects, two influential factors were business and brokerage and the development of social anomalies.

Author	Year	Title	Results
Abdul karimi	2020	Qualitative study of the role of tourism on rural development of Davaran in Rafsanjan city	In general, data analysis and coding led to the creation of categories such as: talents, contexts, tourism funds, tourism boom path, local participation, improving quality of life and increasing public welfare, reducing migration or reverse migration, cultural change, creating markets supply of products, complement to the agricultural sector, comprehensive development of the village, increase of investment in the village, increase of the income of the villagers, increase of the price of goods and lands in the village and destruction of the environment.
Soltani Moqadas & Taleshi	2020	The role of tourism in rural stability of Gelan in Amol city	The results of the study showed that, the economic effects of tourism were more prominent than the social and environmental dimensions and was able to transform the rural economy. The sustainability of the rural population is evident, which has a special place in economic sustainability. Unlike other dimensions, the environmental effects of tourism have been contradictory, and in order to institutionalize environmental sustainability, the necessary mechanisms to prevent the destruction of the rural environment and its protection must be operationalized.

Studying background of the research showed that rural tourism has positive and negative effects on the host community in terms of economic, socio-cultural, physical and environmental aspects. But the positive effects of tourism are more significant, and researchers believe that if managers make decisions to take advantage of potential opportunities and provide facilities to attract tourists, rural tourism is a very valuable way to reduce poverty, reduce migration, increase participation, increase services, numerous opportunities for work and employment, selling agricultural products, and so on. The present research has tried to study the tourism target villages of two neighboring cities. Due to the road location of these two cities and being in the transit route from Ahvaz to Isfahan and suitable weather conditions, natural, human and historical attractions, many tourists visit the rural areas of these two cities. Therefore, considering the various perspectives and potentials, the organizations in charge of tourism do not take the necessary advantage of tourism to strengthen rural development and are practically inattentive to the effects of tourism. Hence, the results of the present study can indicate the benefits of tourism in rural areas and be an attempt to attract the attention of the relevant organizations of the two cities and expand tourism in rural areas by making applicable decisions.

Therefore, the present study can be innovative in terms of paying attention to the tourism target

villages of Izeh and Baghmalek cities, which are deprived of the least facilities, determining the factors affecting the development of tourism and providing effective solutions. Moreover, the implementation of indicators (using the indicators that have been most common in the articles) and the use of different techniques such as Prometheus can be a distinguishing feature between the present study and previous studies.

### 3. Research Methodology

#### 3.1 Geographical Scope of the Research

The cities of Izeh and baghmalek are located in an oval plain in northeast of Khuzestan Province. These cities are between Chahar mahal and Bakhtiari, Kohgiluyeh and Boyer Ahmad provinces and the city of Masjed Soleiman. The geographical distance between the two cities is 44 km. Due to their mountainous and semi-mountainous locations and proximity to the Zagros Mountains, these two cities have an independent and cooler climate than other cities in the province. These two cities have a temperate and cold climate in winter and an almost cool and mountainous climate in summer (Ali Bakhshi, 2014). Due to these features and the benefit of natural (dams, waterfalls, and gardens), historical, cultural and other attractions, a large number of people of Khuzestan, Isfahan, Chahar mahal and Bakhteiri and other provinces visit these areas in the spring and summer. Figure 2 shows the geographical location of the villages under study.

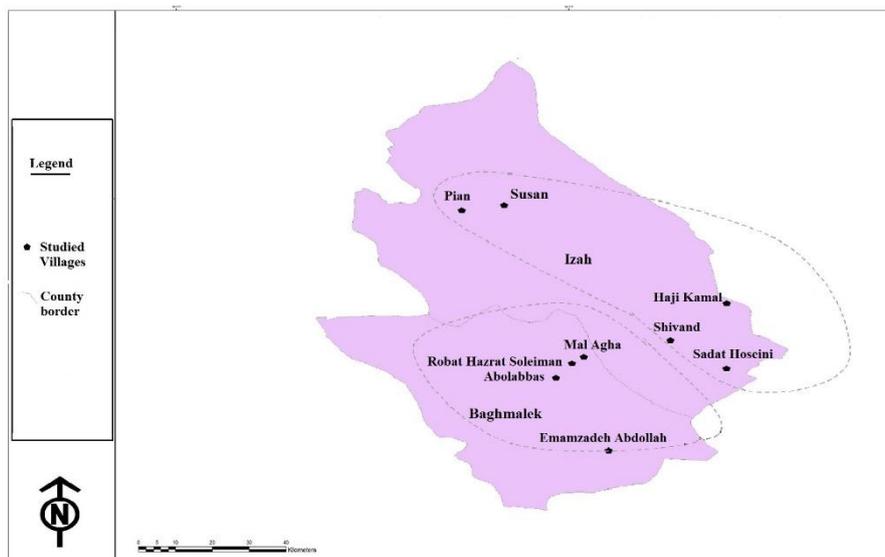


Figure 2. The geographical scope of study

### 3.2 Methodology

The present theoretical study is conducted with applied purposes using the descriptive –analytical method. Data were collected using library and field (questionnaire) methods. The statistical population of this study, which was conducted in spring and summer of 2019 were all heads of rural households, councils and rural municipalities in the rural areas of Izeh and Baghmalek cities. It is worth mentioning that, according to the research

purpose, villages from both cities were selected for study that had tourism potentials. Nine villages were selected from the villages targeted by tourists (see Table 3). Then, based on the number of households, the sample size with an error of 5% was estimated at 242 people. Moreover, twenty people were selected to receive the opinions of experts and rural managers (members of Municipalities and Islamic councils).

Table 3. Population, households, and sample size of villages under study

(Source: National Portal of Statistics, 2016)

City	Village	Population	Households	Sample size	Villages' features
Izeh	Shivand	141	40	18	Waterfall to a height of 90 meters, short distance from Karoun 3 dam, passenger dinghy and boating, pristine nature, pomegranates, peaches, grapes, figs, walnuts orchards, medicinal plants, handicrafts (carpet weaving, felt weaving)
	Sadat Hoseini	413	100	39	Short distance from Karoun 3 dam, pristine nature, snow-capped mountains, springs and waterfalls, orchards (pomegranates, walnuts, grapes, figs, arch bridge, religious facilities and shrines, handicrafts (carpet weaving, felt weaving), medicinal plants
	Susan	539	120	45	Vast plains with attractive nature, water island, large agricultural fields, historical monuments, handicrafts (carpet weaving, felt weaving)
	Pian	178	63	20	Green and vast plains, historical monuments
	Haji Kamal	385	91	32	various gardens, cool climate, snow-capped mountains, springs and waterfalls, abundant forests, handicrafts (carpet weaving, felt weaving)
Baghmalek	Mal Agha	130	40	18	Very cool climate, pristine nature, significantly tall mountains, waterfalls, cold springs, gardens, paddy fields
	Robat	137	42	18	Historical and religious places, cold climate, places

City	Village	Population	Households	Sample size	Villages' features
	Hazrat Soleiman				covered with forests and trees, paddy fields, and fruit trees
	Abolabbas (Balvas)	310	90	32	Seasonal farms, rivers, snow-capped mountains, gardens, pristine and lush nature, historical monuments
	Emamzadeh Abdollah	198	60	20	Shrines, cold climate, huge mountainous area, scenic area with pristine nature, forested places, springs originating from mountains, significantly tall mountains
Total	-	2431	646	242	-

Dimensions, indicators, and indices were operated in accordance with the research approach using initial screening method and the degree of repeatability. Then the validity of the questions (questionnaire) was confirmed by experts. [Table 4](#)

shows the screening and the degree of repeatability of the indicators. Finally, SPSS, FAHP and Prometheus statistical software were used to analyze the data.

**Table 4. Operationalization of research indicators**

Author	Dimension									
	Economic					Social				
	Indicator									
	Land price	Income	Employment	Local products	Changing lifestyle	Improve the well-being of life	Improve facilities and services	Motivation to stay and migrate	Cultural interaction	Security
Anabestani et al. (2012)	*	*	*		*					*
Asghari & Jafari (2018)	*	*	*	*	*	*	*	*	*	*
Ebrahimi Samakoush (2013)	*	*	*	*	*	*	*	*	*	*
Moti'ei Langroudi & Rezaieh Azadi (2013)	*	*	*	*						
Jalali (2016)	*	*	*	*	*	*	*	*	*	*
Nouri (2012)	*	*	*	*	*	*	*	*	*	*
Jalalian et al. (2015)	*	*	*	*	*	*	*	*	*	*
Riahi et al. (2015)		*	*			*	*	*	*	*
Heidari Sarban (2017)					*	*	*	*	*	*
Bahrani (2016)	*	*	*	*	*	*	*	*	*	*
Kim (2005)		*	*	*			*	*		*
shin et al. (2017)		*	*	*	*	*	*	*		
Type of indicator	Negative	Positive	Positive	Positive	Positive/ Negative	Positive	Positive	Positive	Positive/ Negative	Negative

#### 4. Research Findings

The general features of the respondents indicate that, in terms of gender, 91% of heads of the households were male and 9% were female. In terms of age, most of the respondents were between 35 to 45 years old. In terms of education, the highest frequency was related to primary education which includes about 48.2%. Then, six

indicators were used to measure the factors affecting tourism demand in the studied villages. The results of the opinions of rural experts and managers show that the studied villages are in a good position in terms of these indicators. But natural attractions and a culture of acceptance are more favorable than other indicators (see [Table 5](#))

**Table 5. The current status of the studied villages to demand and attract tourists**

Rural development status	Mean	Median
Having natural attractions (pristine nature, favorable weather, springs, etc.)	4.23	A lot
Having historical monuments	3.03	Average
Areas with facilities and services	2.26	Average
Access to transportation	2.93	Average
The culture of acceptance for tourists by rural community	3.60	A lot
Facilities for advertising tourist attractions	2.71	Average

[Table 6](#) lists the average economic and social indicators resulting from the effects of tourism based on the opinions of local residents and rural experts and managers. The results show that, from the perspective of statistical population, tourism has positive effects on the following: the price of rural lands, the provision of infrastructure, improvement of the level of education and health of housing, improving access to public services, creating and developing facilities, better recreation for the rural community, a sense of belonging to the place, increasing the level of public knowledge of the people, increasing the

participation of the villagers in rural affairs, diversifying the local economy, creating demand for crops, garden products and livestock, expanding village customs, keeping alive local culture, strengthening intercultural connections and vitality due to the large presence of tourists. Tourism also has negative effects such as the tendency to use luxury and consumer goods, changes in people's attitudes towards rural life and urbanization, causing discomfort and unrest for the rural community, unfavorable cultural changes in the behavior of residents to simulate tourists and so on

**Table 6. Evaluating the tourism effects on rural areas from the local residents, and rural experts and managers' perspectives**

Dimension	Indicator	Item	Mean	Total
Economic	Land price	Increase in land price	2.98	2.98
		Income	Increasing income	
	Increase purchasing power		3.45	
	Capital inflows and investments into villages		2.19	
	Employment		Reduce unemployment	2.71
		promoting youth employment	2.72	
		increasing women's employment	2.72	
		Increasing job opportunities	3.65	
		Increasing the number of employees in tourism-related jobs	2.63	
		Diversifying local economy	3.78	
Local product demand	Creating demand for crops, garden, and livestock	Supporting handicrafts	4.14	3.29
		Revitalizing local art and handicrafts	2.87	
		2.38		
Social	Changing lifestyle	Tendency to use luxury and consumer goods	2.98	2.87
		Changing people's attitudes towards rural lifestyle and turning to urbanization	3.19	
		Adverse cultural changes in residents' behavior due to imitating tourists	2.45	
	Improving the	Upgrading standard of living	2.85	2.86

Dimension	Indicator	Item	Mean	Total
	well-being of life	Improving the quality of life	2.86	3.55
	Improvement of facilities and services	Providing infrastructure	4.17	
		Improving education level and residential health	3.14	
		Access to public services	3.26	
		Creating and developing better recreation for local community	3.65	
	Tendency to stay and migration	The rate of migration	2.25	3.02
		Rate of tendency to stay among villagers	2.61	
		Sense of place among villagers	4.20	
	Cultural interactions and collective dynamics	Increasing the level of knowledge among villagers	3.54	3.01
		Increasing villagers' participation in rural development	3.34	
		Cultural conflicts between tourists and rural residents	2.17	
		Expanding villagers' customs	3.41	
		Keeping the local culture alive	3.29	
		Enhancing intercultural communications	3.04	
		Vitality due to the large presence of tourists	3.23	
		Increased congestion	2.54	
		Creating discomfort and unrest for the local community	2.95	
		Decreasing family cohesion	2.61	
	Security	Increasing crimes	2.35	2.54
Increasing behavioral abnormalities in the village		2.72		

The results of univariate regression test showed that, tourism has been effective on improving facilities and services with 39%, local product demand with 32%, income with 17%, tendency to stay and migration with 14%, cultural interaction with 11%, land price and employment with 10%, and changing lifestyle and security of residents of studied villages with almost 10% (see Table 7). According to the obtained results it can be

mentioned that, in addition to positive effects, tourism has had negative effects on target villages such as: increase in land price, security reduction, lifestyle changes (tendency to use luxury goods, adverse cultural changes, change in villagers' attitudes towards urbanization and cultural interactions and demographic dynamics (increased congestion, creating discomfort and unrest and reduction of family cohesion).

**Table 7. Analysis of tourism effects on target villages of Izeh and Baghmalek**

Variable	None standard coefficient		Standard coefficient	T
	B	Standard error	BETA	
Width	1.18	0.161	-	7.38
Land price	0.037	0.017	0.100	2.261
Income	0.075	0.022	0.179	3.480
Employment	0.039	0.019	0.100	2.042
Demand for Local product	0.191	0.036	0.320	5.339
Lifestyle changes	0.025	0.025	0.049	1.020
Improving welfare	0.023	0.022	0.034	0.470
Improvement of facility and services	0.128	0.021	0.393	6.211
Tendency to stay and migrate	0.047	0.015	0.146	3.112
Cultural interactions and demographic dynamic	2.243	0.032	0.110	2.243
Security	0.006	0.014	0.020	0.422

In this part, the Prometheus technique was used for ranking tourism effects on rural areas. Prometheus technique is applied to evaluate and prioritize discrete options and choose the best option according to several criteria (measured

with different skills). Prometheus techniques also work well in cases where decision-making criteria are in conflict with each other and decision-makers consider the basic information in the decision-making table to be insufficient

(Karimzadeh et al., 2019). The rainbow shape of the Prometheus technique shows the status of the indicators used in the research by villages. According to Figure 3, the more the indicators are towards +1, the better they are, and the more they are towards -1, the worse they are. For example, in Emamzadeh Abdollah village, tourism has been able to have a significant impact on indicators of income, employment, sales of local products, improvement of facilities and services, migration, lifestyle, security and land prices. But this trend is reversed in negative indicators. The status of indicators of cultural interactions and well-being of life in this village is towards -1, which

indicates that tourism has not been able to improve the well-being of life and positive cultural changes. Shivand village, despite being one of tourist hubs of Khouzestan province, and thanks to tourism has been able to improve the areas of income, employment, security, cultural change, prosperity of livestock and garden products market, facilities and services, etc., has not been able to contribute to the survival and stability of its population. The reasons for this could be the lack of access and communication facilities and the siege of Karoun-3 Dam. The status of the other villages is also evident in the figure 3.

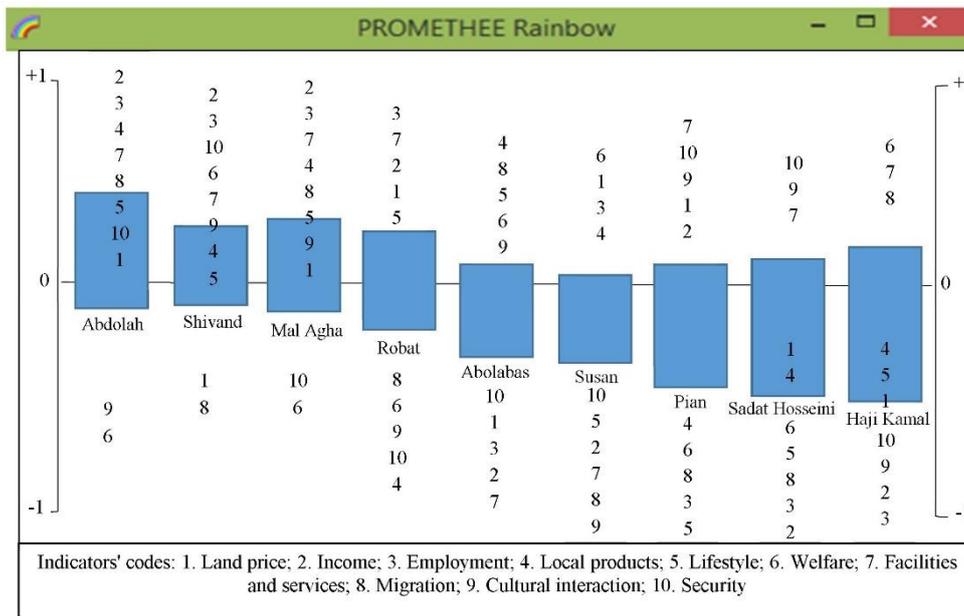


Figure 3. The research indicators status by each village

Three output analysis (positive ranking, negative ranking, and net ranking) were done to rate rural areas based on (economic and social effects of tourism). When a criterion has the most positive values and the lowest negative values, it is placed higher than other options and represents more priority, and vice versa. As can be seen in Table 8, the village of Emamzadeh Abdollah due to its religious role and natural and human attractions was in the first place with a net flow rate of 0.743, a negative flow rate of 0.130 and a net flow rate

of 0.613, the Shivand village was in second place due to the existence of various natural attractions (gardens, waterfalls, rivers, Karoun-3 Dam and temperate climate) and Mal Agha village was in third place due to natural attractions with a net value of 0.065. Despite the favorable natural and human conditions, the villages of Sadat Hosseini and Haji Kamal could not provide grounds for attracting tourists and took the last place compared to other villages.

**Table 8. Ranking tourist villages of Izeh and Baghmalek based on tourism effects**

Village	Phi+	Phi-	Net Phi
Shivand	0.676	0.191	0.485
Sadat Hoseini	0.307	0.692	-0.385
Susan	0.402	0.597	-0.195
Pian	0.310	0.690	-0.380
Haji Kamal	0.261	0.738	-0.477
Mal Agha	0.643	0.220	0.423
Robat Hazrat Soleiman	0.49	0.425	0.065
Abolabbas (Balvas)	0.421	0.571	-0.150
Imamzadeh Abdollah	0.743	0.130	0.613

After determining the ranking status of villages, based on the amount of input and output, the percentage of changes in each village was obtained due to the effects of tourism. According to Table 9, the comparison between villages shows that the percentage of changes due to tourism effects in the studied villages was as

follows: Emamzadeh Abdollah village 80%, Shivand village above 69%, Mal Agha village 59.14%, Robat Hazrat Soleiman 27.26%, Abolabbas village 17.69%, Susan 16.12%, Pian village 10.75%, Sadat Hoseini village 10.63 and Haji Kamal village 8.46%.

**Table 9. Ranking tourist villages of Izeh and Baghmalek based on tourism effects**

Village	Total input and output values	Percentage of effects
Shivand	2.883	69.02
Sadat Hoseini	0.44	10.63
Susan	0.673	16.12
Pian	0.449	10.75
Haji Kamal	0.353	8.46
Mal Agha	2.470	59.14
Robat Hazrat oleiman	1.139	27.26
Abolabbas (Balvas)	0.739	17.69
Imamzadeh Abdollah	4.178	80

### 5. Discussion and conclusion

Basically, the effects of rural tourism have already been used by developed countries from which they have achieved tremendous results. Today, it is obviously clear that tourism is a platform for job creation, poverty reduction and effective promotion of socio-cultural development of communities. Meanwhile, the geographical location of some villages has made it possible to experience other activities in addition to the main functions in order to improve socioeconomic status of the residents of these areas. The studied villages of Izeh and Baghmalek cities, due to favorable weather conditions and natural landscapes such as Karoun-3 Dam for swimming and boating, other landscapes such as oak mountains, springs and long waterfalls, orchards, local and indigenous, cultural works of art, handicrafts, various local souvenirs, as well as historical and archeological monuments, have

provided suitable conditions for development of tourism. The high potentials of these areas have caused it to receive a large number of domestic and non-provincial tourists annually, especially in spring and summer, and have been significantly beneficial to the people of the region. At first, the results of the research showed that natural attractions, the villagers' culture of acceptance, historical monuments and access of the villages are suitable to attract tourists. The views of experts, rural managers, and local residents were used to evaluate the tourism effects on social and economic indicators. The results showed that rural tourism has positive effects such as improving facilities and services, demand for local products, income, incentive to stay and migrate, etc. and negative effects on cultural interactions and demographic dynamics, land prices, security and change of lifestyle.

In another part of the research, the Prometheus technique was used to rank the effects of tourism on rural areas. The technique showed that the status of social and economic indicators are not similar in the villages and in some villages the tourism effects are greater than in other villages. For ranking rural areas based on (economic and social effects of tourism), three output analysis (positive ranking, negative ranking, and net ranking) have been performed, which show that Imamzadeh Abdollah village was in the first place, Shivand was in second place and the third place belonged to Mal Agha. The villages of Sadat Hoseini and Haji Kamal, despite the favorable natural and human conditions, could not provide the grounds for attracting tourists and were in the last places compared to other villages. Therefore, the comparison between villages shows that the percentage of changes due to tourism effects in the studied villages was as follows: Imamzadeh Abdollah village 80%, Shivand village above 69%, Mal Agha village 59.14%, Robat Hazrat Soleiman 27.26%, Abolabbas village 17.69%, Susan 16.12%, Pian village 10.75%, Sadat Hoseini village 10.63 and Haji Kamal village 8.46%.

The results of this study are consistent with previous studies such as Kim (2005), Gavrilă-Paven (2015), Shin et al. (2017), Anabestani, Saeidi and Darvishi (2012), Riahi et al (2016) and Asghari and Jafari (2018).

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According to the results of the study, the following suggestions are provided:

- Providing more facilities and services (Hotels, inns, ecotourism resorts, etc.) in the target villages of tourism due to the fact that Izeh and Baghmalek are located on the way between other cities. This will lead to increased customer retention in tourism industry;
- Enhancing infrastructure (transportation, roads, mobile network and coverage, internet, etc.) in the target villages of tourism especially Mal Agha, Shivand, Susan, and Sadat Hoseini villages that are mostly tourist destinations;
- Using appropriate advertising about the tourist attractions of the mentioned villages such as Shivand waterfall, Mal Agha's forest and so on which can lead to attract more tourists;
- Holding festivals and rituals of harvesting agricultural products, especially pomegranates, walnuts, and grapes in Shivand, Mal Agha, Sadat Hoseini and Hazrat Soleiman;
- Increasing the awareness of rural residents so as not to be influenced by the negative behaviors of tourists.

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## ارزیابی اثرات اقتصادی و اجتماعی گردشگری بر روستاهای گردشگرپذیر شهرستان‌های ایذه و باغملک

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### چکیده مبسوط

#### ۱- مقدمه

مناطق روستایی همچون کشاورزی، معدن و جنگل طی سه دهه اخیر، جستجو و به‌کارگیری راهکارهای تازه برای تقویت پایه‌های اقتصادی و تنوع‌بخشی به فعالیت‌های تولیدی در مناطق روستایی را بیش‌ازپیش ضروری نموده است. در شرایط کنونی توجه به توسعه و تنوع‌بخشی فعالیت‌های اقتصادی در جوامع روستایی نظیر صنایع روستایی، صنایع تکمیلی و فرآوری محصولات کشاورزی و گردشگری روستایی ضروری است. انواع مختلفی از تأثیرات گردشگری روستایی وجود دارد که به‌طور کلی می‌توان آن‌ها را به پیامدها و تأثیرات اقتصادی، اجتماعی و زیست‌محیطی تقسیم کرد. به‌رحال از آنجاکه معمولاً دستاوردهای صنعت گردشگری بسیار پیچیده است. و در مناطق گوناگون متفاوت است، بنابراین اثراتی را که بر جای می‌گذارد، در مناطق و نواحی مورد بازدید متفاوت است. از این‌رو شناسایی پیامدها و تأثیرات بجای مانده در مناطق توریستی بسیار ضروری است.

#### ۳. روش‌شناسی تحقیق

پژوهش حاضر از نظر ماهیت، نظری - کاربردی و از لحاظ روش مطالعه، توصیفی - تحلیلی است. روش گردآوری اطلاعات کتابخانه‌ای و میدانی (پرسشنامه) بوده است. جامعه آماری این پژوهش که در فصل بهار و تابستان، سال ۱۳۹۸ انجام گرفته است، تمامی سرپرستان خانوارهای روستایی و شوراهای دهیاری‌ها در سطح مناطق روستایی شهرستان‌های ایذه و باغملک بودند. سپس بر اساس تعداد خانوار، حجم نمونه با خطای ۵ درصد، ۲۴۲ نفر برآورد شد. همچنین جهت دریافت نظرات متخصصان و مدیران روستایی (دهیاری و شوراهای اسلامی)، تعداد ۲۰ نفر انتخاب شدند. ابعاد، نماگرها و شاخص‌ها، متناسب با رویکرد پژوهش به روش غربالگری اولیه و درجه تکرارپذیری عملیاتی شدند. سپس روایی سؤالات (پرسشنامه) توسط متخصصان و کارشناسان مورد

گردشگری روستایی یکی از انواع گردشگری است که با بسیاری از الگوهای دیگر گردشگری پیوند دارد. گردشگری روستایی و اقتصاد گردشگری در حال تبدیل شدن به یکی از ارکان اصلی توسعه اقتصادی هست. بسیاری از برنامه‌ریزان و سیاست‌گذاران توسعه نیز از صنعت گردشگری به‌عنوان رکن اصلی توسعه پایدار یاد می‌کنند و در همین ارتباط گردشگری روستایی نیز با برنامه‌ریزی اصولی و شناسایی مزیت‌ها و محدودیت‌ها، می‌تواند نقش مؤثری در توسعه روستایی و در نتیجه توسعه ملی و تنوع‌بخشی به اقتصاد ملی داشته باشد. گردشگری پایدار روستایی در پی تأمین نیازهای توسعه اجتماع محلی، بهبود زنجیره عرضه تولیدات محلی، تشویق صنایع و حرفه‌های محلی، توسعه متناسب با ظرفیت‌های محیطی و اجتماعی، رعایت عدالت بین نسلی، افزایش ثبات درآمدهای گردشگری و رضایت جامعه میزبان و میهمان است. در کنار این آثار مثبت اقتصادی و اجتماعی گردشگری، بعضی از پیامدهای منفی را نیز برای این روستاها ایجاد کرده است. گردشگری می‌تواند آثار منفی اجتماعی مانند ایجاد اثر نمایشی، کالایی شدن فرهنگ، جابه‌جایی و مهاجرت، وابستگی، جرم و جنایت، اعتیاد، تغییر در ارزش‌های اجتماعی جامعه میزبان و تغییر زبان را در پی داشته باشد.

#### ۲. مبانی نظری تحقیق

از گردشگری روستایی به‌عنوان ابزاری برای توسعه جوامع روستایی استفاده گردید و در این میان صاحب‌نظران تلاش نموده‌اند تا با ارائه الگوها و روش‌های مختلف، نقش گردشگری را در تجدید حیات اقتصادی و اجتماعی روستاها افزایش دهند. بنابراین اتخاذ سیاست‌های جدید برای کمک به بهبود اقتصادی - اجتماعی جوامع روستایی نیاز بود. تضعیف فعالیت‌های سنتی اقتصادی در

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روستای پیان با ۱۰/۷۵، روستای سادات حسینی با ۱۰/۶۳ و روستای حاجی کمال با ۸/۴۶ درصد تغییرات ناشی از اثرات گردشگری داشته‌اند.

#### ۵. بحث و نتیجه‌گیری

موقعیت جغرافیایی بعضی از روستاهای این امکان را فراهم کرده است تا در کنار کارکردهای اصلی، فعالیت‌های دیگری را هم تجربه نمایند تا از این رهیافت بتوانند موجب بهبود وضعیت اقتصادی و اجتماعی جمعیت این منطقه شوند. روستاهای مورد مطالعه در شهرستان‌های ایذه و باغملک، به دلیل شرایط آب و هوایی مساعد و چشم‌اندازهای طبیعی مانند سد کارون ۳ جهت شنا و قایق‌سواری، چشم‌اندازهای دیگر مانند رشته‌کوه‌های پوشیده از بلوط، چشمه‌ها و آبشارهای طولیل، باغات میوه، آثار هنری و فرهنگی بومی و محلی، صنایع‌دستی، سوغات‌های متنوع محلی، همچنین آثار تاریخی و باستانی، شرایط مناسبی را برای توسعه گردشگری فراهم آورده است. پتانسیل‌های بالای این مناطق موجب شده که سالانه بخصوص در فصول بهار و تابستان، پذیرای تعداد زیادی از گردشگران داخل استانی و غیر استانی باشد و مزایای زیادی را برای مردم منطقه به همراه داشته باشد. براساس آمار و اطلاعات گردآوری شده گردشگری بر توسعه اقتصادی و اجتماعی روستاهای مورد مطالعه اثرات مثبت و منفی به دنبال داشته است. که اثرات مثبت آن به مراتب بیشتر از اثرات منفی آن است.

**کلیدواژه‌ها:** گردشگری روستایی، اثرات اقتصادی و اجتماعی، تکنیک پرومته، شهرستان ایذه و باغملک.

#### تشکر و قدردانی

پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.

تأیید قرار گرفت. در نهایت به‌منظور تجزیه و تحلیل‌ها داده‌ها از نرم‌افزار آماری SPSS، FAHP و تکنیک پرومته بهره برده شد.

#### ۴. یافته‌های تحقیق

میانگین شاخص‌ها و گویه‌های اقتصادی و اجتماعی حاصل از اثرات گردشگری بر اساس نظرات ساکنان محلی و متخصصان و مدیران روستایی گویای آن است که از دیدگاه جامعه آماری، گردشگری بر قیمت زمین‌های روستائیان، فراهم آوردن تأسیسات زیربنایی، بهبود سطح آموزش و بهداشت محل سکونت، بهبود وضعیت دسترسی به خدمات عمومی، ایجاد و توسعه امکانات تفریحی بهتر برای جامعه محلی، حس تعلق خاطر مردم به محل سکونت، افزایش سطح دانش عمومی مردم، افزایش میزان مشارکت مردم روستا در امور روستا، تنوع بخشیدن به اقتصاد محلی، ایجاد تقاضا برای محصولات زراعی، باغی و دامی و غیره تأثیر مثبت و تأثیرات منفی همچون، گرایش به استفاده از کالاها و وسایل مصرفی تجملاتی، تغییر در نگرش مردم نسبت به شیوه زندگی روستایی و روی آوردن به شهرنشینی و غیره را به دنبال داشته است.

در ادامه نتایج آزمون رگرسیون تک متغیره نشان داده که گردشگری به میزان ۳۹ درصد در بهبود امکانات و خدمات، ۳۲ درصد در تقاضا محصولات محلی، ۱۷ درصد بر درآمد، ۱۴ درصد در انگیزه ماندگاری و مهاجرت، ۱۱ درصد در تعاملات فرهنگی، ۱۰ درصد بر قیمت زمین و اشتغال و حدود ۱۰ درصد بر تغییر شیوه زندگی، بهبود رفاه زندگی و امنیت ساکنان روستاهای مورد مطالعه اثرگذار بوده است. مقایسه روستاها نشان می‌دهد که درصد تغییرات اثرات گردشگری در روستای امامزاده عبدالله ۸۰ درصد بوده، در روستای شیوند بالای ۶۹ درصد، روستای مال آقا با ۵۹/۱۴ درصد، روستای رباط حضرت سلیمان با ۲۷/۲۶ درصد، روستای ابوالعباس با ۱۷/۶۹ درصد، سوسن با ۱۶/۱۲ درصد،

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