



Evaluating Local Community Attitudes towards the Effects of Mass Tourism (Case Study: Boyer-Ahmad County)

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Received: 7 May 2019

Accepted: 28 December 2019

Abstract

Purpose- Over the past few decades, tourism has played an important role in revitalizing the nature, creating employment and income, preserving natural, historical and cultural heritage, and ultimately sustainable development by utilizing the natural and cultural capacities of the region. Since tourism has different economic, social, cultural, and environmental impacts on host communities, awareness of the attitude of the host community as a tourism product provider is of great importance. The main objective of the study is to investigate the local residents' attitude toward mass tourism effects in Boyer-Ahmad County.

Design/methodology/approach- The present study is descriptive-analytical in nature. It takes an empirical approach. The research instrument was a questionnaire with 82 items that gathered the information needed for the research. The sample size was calculated to be 195 individuals using PASS software at 95% of confidence level. One-sample t-test, ANOVA, Friedman, and Scheffe post-hoc tests were used to analyze and respond to research hypotheses in SPSS software.

Finding- The results of t-test considering the significance level of the test and the high and low levels of confidence indicated the impact of tourism in the environmental, economic, social, and fundamental dimensions, while the results of ANOVA test showed that the average of each dimension was different. The results of Friedman test with a significant level of 0.00 have assigned the highest rank to the fundamental dimension.

Key words- Local community's view, Mass tourism, Tourism effects, Boyer-Ahmad County.

Paper type- Scientific & Research.

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How to cite this article:

Kiani Salmi, S. & Afzali, A. (2020). Evaluating local community attitudes towards the effects of mass tourism (Case study: Boyer-Ahmad County). *Journal of Research & Rural Planning*, 9(1), 73-89.

<http://dx.doi.org/10.22067/jrpp.v9i1.80290>

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1. Introduction

Knowledge of tourism is to study the mankind out of his/her usual residence, an industry that replies to the needs and the impacts that both mankind and the industry have on host social-cultural, economic, and environmental settings (Mason, 2015). Many development experts know rural tourism development as an essential element in the reclamation and restoration of rural regions (Daneshmehr, Karimi & Safari, 2012) which can be considered as a major cause at making positive or negative changes in the fundamental, economic, social-cultural, and environmental characteristics at the local, regional, and national level. Tourism activity can also be a propellant factor, resulting in the evolution and the development of destination and can also be as a pressure agent which is a mixture of desirable and undesirable consequences. Tourism is two sides of a coin experiencing both peace, safety, democracy, freedom, social-cultural development, and economic prosperity on the one side, while on the other side there is cultural banality, insecurity, disease spread, depravity, corruption, contraband band, multi-billion dollar revenues flow into several international corporates' accounts and tourists' lack of self-esteem in front of other countries' material progresses (Papoli Yazdi & Saghaiee, 2011). Such conditions can lead to excite host community people despitfulness and opposition against tourists especially if the tourism demands lead to raise prices of commodities and services (Henderson & Gohari, 2013). Hence, in tourism studies, especially in the last two decades, residents have been considered as the main core of many tourism studies (Vosoughi & Khoshkan, 2010). For example, Lind et al, (2011) have developed a model investigating the effects of different factors on the local residents' attitudes. The results indicated that residents have more agreement and tendency to the tourism development as much as possible when they achieve its economic benefits (Ghadami, Aligholozadeh & Ramezanzadeh, 2010). Tourism development must be in a way that beside responding to the recreational needs and promoting the quality of tourists' experience it can assist to improve the host community and its environment (Hejazi, Zareie & Goudarzi, 2011).

For this reason, there are strategies for controlling negative impacts of tourism in managing and planning of tourism destinations (Gee, Parsaeian & Arabi, 2010).

One of the ways of optimizing local communities' positive attitudes toward tourism is to increase their awareness and understanding about function and role of tourism (Delbari & Rajabi, 2011). In general, codifying and combining the dynamic, comprehensive, and effective strategies, and their prioritization will optimize the management of the destinations because there is a limitation of the resources and the necessity of considering different problems in different intervals. This objective occurs according to the characteristics of the region in terms of tourism resources, volume and type of tourists, local communities' attitudes, and the availability of facilities and services as the effective factors in destination development strategies (Ziaei & Hasanpour, 2012). Hence, it is necessary to investigate the attitudes and views of residents in tourism regions as a host community to examine the presence of tourists and their understanding about the impacts of the current industry for promoting tourism development (Soleimani Harouni, Khosravipour, Baradaran & Ghanian, 2009). Major part of tourism studies has been allocated to investigate local people's attitudes and the understanding of the effects and range of their participation and protection in tourism development (Vosoughi & Khoshkan, 2010). Therefore, further research is necessary in this field to argue the community's satisfaction toward the development of tourism industry. Investigation of the tendency and the attitude of residents toward tourism development is essential for two reasons. First, if the tourism development is not compatible with the society's desires and goals, tensions and conflicts will arise which ultimately may lead to the tourism depression. Second, it is inalienable right of local residents to participate in developing activities including the community's benefits and losses. (Rezaei, Sharifzadeh & Paski, 2011).

Since tourism development in rural areas is an essential element for rescuing villages from poverty, migration, and socio-economic problems, many experts have focused on developing rural tourism in the rehabilitation and reconstruction of rural areas (Daneshmehr et al., 2012; Mahdavi, Ghadiri Masooms & Ghahremani, 2008). This

industry is so important in the socio-economic development of countries that economists call it the invisible exports. It can be considered as an important factor in the appearance of positive and negative changes in the economic, social-cultural, and environmental characteristics of the local, regional, and national levels. This activity can either be a leading factor in the evolution and development of the destination or it can also be a factor of pressure with the combination of desirable and undesirable outcomes. Therefore, further research in this field is needed to address the society's satisfaction about the development of tourism industry. Many studies have shown the residents' attitudes toward tourism may be directly related to the degree of development in the host society. Particularly in the ecotourism, the emphasis is placed on the attitudes and beliefs of local residents and their inclusion from the beginning of planning (Liu, Sheldon & Var, 1987).

In this regard, due to the importance of the subject, structural modeling capabilities were used to study the effects of tourism development on the mental image of the local community. Structural equation modeling is a powerful tool that, while enjoying high precision, enables the analysis of complex human sciences phenomena. This method provides the possibility of analyzing information in a multivariate and interrelated manner and is placed at the higher position than regression analysis, path analysis, and factor analysis (Bayern, 2011). Structural equation modeling is a second-generation statistical analysis technique that is used to analyze the interrelationships between multiple variables in a model (Keshavarz, 2014). Analyzing the covariance structures or causal modeling or structural equations modeling is one of the main methods for examining complex and multivariate data structures, whose main feature is the simultaneous analysis of several independent and dependent variables (Kirschkamp, 2007). This method is a set of statistical methods for modeling the relationships between independent and dependent variables (structural model) and hidden and observable variables (measurement model) (Ullman, 2006).

Boyer-Ahmad County with the centrality of Yasouj City, Iran, is the destination for many tourists travelling, because it includes numerous

natural and anthropogenic attractions. By emerging tourism and creating its outcomes in economic, political, environmental, and social-cultural dimensions, many issues such as local residents' view in the area have been affected. In order to achieve sustainable and integrated tourism planning and managing the region, awareness about the impacts of mass tourism development on the local residents' views has become necessary. Presenting the control strategies, decreasing the negative impacts, and increasing the positive effects of tourism process based on studying local community's view as the tools for successful development of tourism are inevitable in order to maximize the native community's participation.

In this study, using a survey method and employing structural equations modeling, a model of the consequences of tourism development was introduced on the viewpoint of native community in Boyer-Ahmad County, Iran, which is a new concept in tourism.

The results of this study will provide a profound understanding of the impact of mass tourism on local communities, which, if properly designed and managed, can create a development process to achieve sustainable development in rural areas as well as the sustainability of local communities in all the economic, social, and cultural branches of the tourism industry. This is the basis of the community's contribution to tourism development.

The support and participation of the local community as a key factor in the development of sustainable tourism for various purposes requires increasing the awareness of the tourist effects as development and change both occur when local communities have active participation in tourism activities. Dynamic, systematic, and extensive studies of the impacts of tourism on host societies are subjects that need to be studied in an accurate and deep scientific way. Therefore, this research aims to examine the local community's view toward the environmental, economic, social, and fundamental effects of mass tourism development on the region to protect and develop this region in the direction of the sustainable tourism to put tourists, residents, and environment in suitable and sustainable interactions. The importance and value of the research focuses on the fact that by identifying, planning, and managing the opportunities available in Boyer-Ahmad County

to cater the tourist's leisure needs, the region's economic and social rehabilitation will be provided. Research hypotheses are as follows:

1. From the perspective of local residents, development of tourism has caused economic impacts.
2. From the perspective of local residents, development of tourism has caused social impacts.
3. From the perspective of local residents, development of tourism has caused environmental impacts.
4. From the perspective of local residents, development of tourism has caused fundamental impacts.
5. The average impact of tourism on different dimensions has been different.

2. Research Theoretical Literature

Various studies have been conducted on the mental image of the local community towards tourism development. Considering the subject area of the research, some external and internal studies are reviewed. In a general, it can be stated that based on the benefits of tourism for the local community, their level of support and satisfaction is also overshadowed. In this regard, Some tourism researchers confirmed that economic development and management of a tourism area will vary depending on the residents' perceptions of the impacts of tourism especially in the early stages of development. [Ling, Shaharudin, Johari, Khin Than & Abdul Rani \(2011\)](#) and [Alipour Eshliki & Kaboudi \(2011\)](#) believe that tourism affects the life quality of the local community members and there is an important relationship between the factors affecting the quality of life of community members and their level of participation in tourism development.

[Hanafiah, Jamaluddin & Zulkifly \(2013\)](#) and [Türker & Öztürk \(2013\)](#) also suggested that if tourism benefits are optimally distributed in the community, residents of tourism areas and destinations will have a positive attitude towards tourism development. According to the results of the study by [Gnanapala & Karunathilaka \(2016\)](#), residents of planned tourism sites in Sri Lanka see tourism development as an increase in job opportunities for young people believing that it improves facilities such as roads, water, and electricity. [Ganizares, Maria & Julia \(2014\)](#) have emphasized that the result of such a process is the

agreement of the majority of the residents to enter the region and ultimately to obtain the positive benefits of tourism development. In fact, according to the results of the research by [Homsud & Sompong \(2015\)](#), residents' perceptions from tourism impacts were received while their satisfaction results in the tourism support. Residents' support is an important factor that guarantees tourism success. In this regard, one of the other factors affecting the synergy between tourists and local residents depends on the degree of contact between them. [Bagheri & Rashid Clivar \(2018\)](#) emphasized that the increase of contact between tourists and local residents would overshadow the support of tourism development.

[Garcia, Angeles, Fernandez, Balbuena & Macias, \(2016\)](#), however, examined the impact of residents' characteristics on their perceptions of the economic, environmental, and socio-cultural impacts stating that as educational attainment increases, attitudes toward tourism tends to be positive. [Sita & Nor Ashikin \(2015\)](#) explored the degree of relationship between local residents and tourists. The results indicated that the development of tourism in some areas also leads to destructive effects, which in turn, causes negative perceptions among local communities.

[Mutanga, Vengesayi, Kwanisai, Mirimi & Chipotoreke \(2013\)](#) indicated that the loss of control over resources causes irreparable damage to local communities, which will lead to negative perceptions about tourism and its development. [Wu & Chen \(2015\)](#) and [Tichaawa & Maloney \(2015\)](#) examining the views of residents of Victoria, Macao, and Singapore cascades on tourism development and its environmental, economic, and social impacts have found that the spread of negative effects causes disturbing feelings in the minds of local residents. Thus, despite the strong economic dependence on tourism, social problems may arise.

Internally, researchers with different perspectives have studied the impact of tourism on local residents' attitudes. In this regard, [Adeli \(2012\)](#) has used social tolerance capacity as an indicator of sustainability in order to study the host society's attitude towards tourism and its consequences. [Kazemi Pour, Saadatyar & Bitaraf \(2011\)](#) have attributed the mental image of tourists to perceived quality. [Mansouri Moayed & Soleimani \(2012\)](#) have considered the internet as

the most important tool in influencing tourists' emotional image. Investigating the results of previous research into the internal dimension has also confirmed the positive and negative effects of tourism and consequently its impact on the attitude of local residents. Babakhanzadeh & Lotfi (2012) and Taghdisi, Taghavi & Piri (2012) believe in the positive and negative effects of tourism from the viewpoint of the inhabitants of tourism areas. Vosoughi & Khoshkan (2015) argued that cultural differences can have both positive effects such as preserving and reinforcing cultural foundations, expanding and improving the status of cultural and artistic centers, more understanding of the local residents from the native culture, and negatives effects such as damaging the authenticity of indigenous cultural patterns, commodifying indigenous cultures, and so on. In another study, Naderi Mehdiei, Azani, Yaghoubi Frani & Rousta (2013) and Amirhajilo, Tavalaei, Zanganeh & Zanganeh (2013) found that tourism had the most positive effects on the economic dimension followed by the social effects and the most negative consequences related to the environmental impacts. Babakhanzadeh (2013) examining the effects of tourism development on the Ormanat region concluded that the negative impacts are the highest in the environmental dimension and the positive impacts are the highest in the economic dimension. Ghorbani, Zadvali & Zadvali Khajeh (2014) introduced the factor of change in traditional village customs as the most negative effects.

According to the results of Ahmadi's study (2018) in rural areas of Zanjan province, the most general effect of tourism on rural economy sustainability was related to the employment index (0.776) and the least overall effect was related to the capital index (0.089). The research results of Aliyari, Sharifzadeh & Ahmadvand. (2019) showed that in the field of economic effects of combining 21 variables, 4 factors of economic opportunities, living costs, employment, and economic gap explained 63.30% of the variance of tourism effects. Anabestani, Saeedi & Darvishi (2012) by studying the economic, social, fundamental, and environmental effects of tourism development in rural settlements from the viewpoint of tourists and villagers of Arjan Fars Plain determined that the most change is related to environmental dependent variable. Jamshidi, Barakpour &

Kalantari, (2012) have also expressed the significant spatial impact of Razavi shrine on spatial distribution of tourism services in analyzing the spatial effects of urban tourism attractions on Mashhad tourism services. However, as Kazemipour Sabat, Rezaei & Ramazanifar (2015) have shown, there is a significant relationship between tourism development and the attitude of the respondents towards increasing social damages. Therefore, it should be noted that according to the results of the assessment of local people's attitude by Amini, Bakhti & Babajamali (2015), the positive assessment of local community towards economic and fundamental impacts may be due to the short-term occurrence and perception of these effects, while the negative effects in the more sensitive fields of environmental and social in the longer-term can also overshadow its positive impact. Bayat, Badri & Razvani (2018), based on social exchange theory, considers perceptions of local residents as a function of their degree of impact along with both positive and negative effects of tourisms. As stated by Motiee Langroudi & Rezaeeye Azadi (2013) and Aligholizadeh Firouzajai, Ramezanzadeh Lasbouei & Esmaeili (2014), these effects will lead to the support of the local community.

Therefore, it should be noted that according to the results of the assessment of local people's attitude by Amini et al. (2015), the positive assessment of local community towards economic and fundamental impacts may be due to the short-term occurrence and perception of these effects, while the negative effects in the more sensitive fields of environmental and social in longer-term can also overshadow its positive impact. In fact, their level of support depends on the level of tourism development, job dependency, income dependency, education level, and so on. Ghanian & Hasheminejad (2016) highlighted the most important incentive for local residents in participating in sustainable tourism development activities related to "allocating government privileges to environmental stakeholders", "enhancing recreational opportunities and rural and regional amenities" ,"more governmental attention to the area ", "a sense of pride and belonging to the region", "an interest in sustainable tourism activities", and "the conservation of natural resources and landscapes". The same positive effects on the attitude of

Ardebil villagers to tourism development were identified according to the results stated by Bagheri & Rashid Clivar (2018). Despite the majority of the villagers' tendency to attract tourists, the rural tourism potential has not been used in most of the villages. The present study seeks to evaluate the impacts of mass tourism on the local community from the perspective of local residents in Boyer Ahmad city using the results of previous studies.

Therefore, a comprehensive research tool was designed and the factors affecting the attitude of the local community towards the effects of mass tourism were identified by gathering the necessary data. Paying attention to these factors and their results can be effective in policy making to mitigate the weaknesses and enhance the positive consequences of tourism in the region and, ultimately, to lead to the satisfaction and support of local residents.

3. Research Methodology

3.1. Geographical Scope of the Research

Boyer-Ahmad County by the centrality of Yasuj city is composed of 4 parts including Margoon, Markazi, Ludab, and Kabkian. This county is located in the latitudes between 30°18'N and 30°39' N and the longitudes between 50°54' E and

51°34'E. Its population is over 252,746. The county with lush rivers such as Bashar, Dashtroom, Qabkiyan, tight sorkh (red), Tang Sorkh, and important springs with refreshing and roaring mineral water and natural Gglaciers is proposed as one of the likely zones for the development of tourism and has a great potential for tourism planning.

3.2. Methodology

The present research is practical in type as it takes a descriptive-analytic approach. Relying on the questionnaires, field- methodology was used to determine the views of local communities toward the development of tourism. The research statistical population is 58047 cases in urban and rural of Boyer-Ahmad County. PASS software was applied to determine the required sample volume. The effective parameters in calculating the sample size in the software are based on the power test and the confidence level. The results of different scenarios with different test abilities and confidence levels show that the highest sample size with the highest test ability and the highest level of confidence was 195 people which give the researcher the best result. The results are presented in Table 1. The sample size with 99% of confidence level of 195 people was used.

Table 1. Effective Parameters in sample volume calculation based on test power and the level of confidence
(Source: Research findings, 2019)

Sample Confidence Level	Distance Size (N)	Distance from P to Upper Limit	from P to Upper Limit	Proportion (P)	Lower Limit	from P to Upper Limit	Limit if P=0.5
0.950	98	0.050	0.050	0.100	0	0.150	0.083
0.960	111	0.050	0.050	0.100	0	0.150	0.083
0.970	128	0.050	0.050	0.100	0	0.150	0.083
0.980	152	0.050	0.050	0.100	0	0.150	0.083
0.990	195	0.050	0.050	0.100	0	0.150	0.083

The sampling method is random. As the study population were citizens living in urban and rural areas of Boyer Ahmad county, questionnaires were distributed equally in urban and rural areas of the study area. In order to be closer to the community estimation, it was attempted to distribute the questionnaire in more villages. Therefore, the distribution of the questionnaires to 195 samples being analyzed by PASS based on the highest test power and 99% of confidence level was performed in 10 villages of Wazg, Qalat, Kakan, Tal-e Khosrow, Mansour Abad

Dasht-e Roum, Deli Uladi Ali Momen, Imamzadeh Mokhtar, Tang Sariz, Dehno, and Tang Tamoradi. Cronbach's alpha method was used to assess the reliability of the research instrument. The value of 0.931 indicates the reliability of the research instrument.

4. Research Findings

Local residents' attitude and tendency is accounted as the major cause of planning in tourism and the inhabitants' participation is considered as a catalyst in the planning of the sustainable development of tourism. In this

research, previous studies and theoretical principles are reviewed to evaluate the attitudes of the local community toward the environmental, economic, social, and fundamental effects of mass tourism on Boyer-Ahmad City. Appropriate statements for the investigation of tourism effects and attitudes of local community were analyzed by using one-sample *t*-test. Kolmogorov-Smirnov test was used to ensure the normality of the research data and to select the appropriate statistical tests. The results of the test with a significance level higher than 0.05 indicated that the data were normal. Parametric statistical tests can be used to answer the hypotheses. Table 2 indicates the results of one sample t-test for assessing the significance of economic impacts of mass tourism based on the local community's view. According to the *t*-test and its significance level, development of tourism has had significant economic impacts from the view point of local community.

Extremely high economic impacts were accepted in indexes such as developing the business, increasing the price of goods and services,

increasing the price of land, creating local markets in the city, growing local economy, decreasing agricultural jobs, creating a small gap between household income, lack of investment in other sectors, increasing income gap between residents and increasing the income of governmental organizations, and raising the costs of public services (for example garbage collection). The impact of tourism development on the indicators such as the creation of high occupations for the community, attracting more investment for society, increasing taxes and assets, expanding service jobs, reducing unemployment, increasing people's income by tourism, increasing purchasing power of residents, creating false occupations, shifting labor force to tourism, increasing the welfare of life, seasoning residents' incomes, reducing poverty and regenerating the region has been moderate, while its impact on raising the transport fares within the city and inter transportation and raising the public service charges has been low.

Table 2. Economic impacts of mass tourism based on local community's view

(Source: Research findings, 2019)

Economic indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval (95%)		
				Lower	Upper	
Creating many jobs for the community	1.60	0.10	0.17	-0.03	0.37	Moderate
Attracting further investment in the community	0.36	0.71	0.04	-0.17	0.25	Moderate
Developing the business	3.02	0.00	0.31	0.10	0.52	High
Increasing the price of goods and services	4.11	0.00	0.37	0.19	0.55	High
Increasing the price of land	2.88	0.00	0.29	0.09	0.50	High
Increasing the taxes and assets	-1.86	0.06	-0.16	-0.34	0.00	Moderate
Creating local markets in the city	2.19	0.02	0.23	0.02	0.43	High
Developing service jobs	0.47	0.63	0.05	-0.15	0.25	Moderate
Raising the transport fares within the city	-2.00	0.04	-0.19	-0.38	-0.00	Low
Growing the local economy	2.65	0.00	0.27	0.07	0.47	High
Reducing unemployment	-1.59	0.11	-0.16	-0.36	0.03	Moderate
Decreasing agricultural jobs	7.82	0.00	0.59	0.44	0.74	High
Increasing people's income through tourism	0.87	0.38	0.08	-0.10	0.27	Moderate
Increasing the purchasing power of residents	-0.10	0.91	-0.01	-0.20	0.18	Moderate
Creating a small gap between household income	7.49	0.00	0.60	0.75	0.44	High
Increasing the income of governmental organizations	3.53	0.00	0.33	0.14	0.52	High
Creating false jobs	1.54	0.12	0.14	-0.03	0.32	Moderate
Raising the costs of public service	-2.9	0.00	-0.28	-0.47	-0.09	Low

Economic indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval (95%)		
				Lower	Upper	
Increasing the income gap between residents	7.26	0.00	0.57	0.41	0.72	High
Labor mobility towards tourism	0-1.35	0.17	-0.12	-0.29	0.05	Moderate
Revitalizing the region	-0.79	0.42	-0.08	-0.28	0.11	Moderate
Seasonal income for residents	-0.91	0.36	-0.08	-0.27	0.10	Moderate
Lack of investment in other sectors	9.95	0.00	0.78	0.62	0.93	High
Reducing the poverty	-1.92	0.05	-0.18	-0.37	0.00	Moderate
Increasing the welfare	-0.77	0.43	-0.07	-0.26	0.11	Moderate

Table 3 presents the findings of one sample *t*-test for investigating the significance of social impacts of tourism development based on local communities' view. According to the obtained results from 28 social indexes, significance of impacts of indexes such as encouraging wide range of cultural activities, more cultural exchanges between tourists and residents, local residents' satisfaction of tourism, keeping alive the culture and ethnic identity of residents, decreasing people's local dialect, fame of the region,

increasing the national and cultural pride of the region, increasing the people's sense of hospitality, increasing the migration of native people, increasing cultural differences, changing architectural style of region houses, spreading diseases, changing the type of ceremony (i.e., weddings & mourning), increasing the local and ethnic conflicts, decreasing patterns of abusive behavior in people and local people's quality of life were confirmed to be extremely high.

Table 3. Social impacts of mass tourism based on local community's view
(Source: Research findings, 2019)

Social indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval 95%		
				Lower	upper	
Encouraging wide range of cultural activities	4.15	0.00	0.47	0.21	0.60	High
More cultural exchanges between tourists and residents	6.08	0.00	0.59	0.40	0.78	High
More leisure opportunity for local people	-0.30	0.76	-0.03	-0.22	0.16	Moderat
Local residents' satisfaction of tourism	11.59	0.00	0.83	0.69	0.97	High
Keeping alive the culture and ethnic identity of residents	5.73	0.00	0.53	0.35	0.72	High
Changing the life style of residents	-0.26	0.79	-0.02	-0.21	0.16	Moderat
Changing the wearing style of residents	-1.30	0.19	-0.12	-0.31	0.06	Moderat
Decreasing people's local dialect	3.38	0.00	0.31	0.13	0.49	High
Improving the security	1.59	0.11	0.14	-0.03	0.32	Moderat
Fame of the region	1.027	0.00	0.92	0.74	1.10	High
Increasing national and cultural pride of the region	19.10	0.00	1-17	1.05	1.298	High
Regeneration of historical buildings and monuments	1.06	0.28	1.11	-0.09	0.31	Moderat
Increasing people's sense of hospitality	9.07	0.00	0.75	0.59	0.92	High
Increasing migration of native people	7.15	0.00	0.59	0.42	0.75	High
Raising young people's motivation for residence and occupation	1.38	0.16	0.26	-0.10	0.63	Moderat
Behavioral abnormalities in young people	-2.84	0.00	-0.27	-0.45	-0.08	Low
Developing cultural differences between	5.59	0.00	0.49	0.32	0.66	High

Social indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval 95%		
				Lower	upper	
tourists and residents						
Damaging the historical attractions and monuments	5.11	0.00	-0.48	0.66	-0.29	Low
Changing the architectural style of region houses	4.28	0.00	0.39	0.21	0.56	High
Spreading disease	7.21	0.00	0.62	0.45	0.79	High
Changing the type of ceremony (i.e weddings, mourning)	13.66	0.00	0.94	0.80	1.08	High
Increasing the local and ethnic conflicts	9.01	0.00	0.75	0.58	0.91	High
Tendency towards prosperous life and luxury goods	-1.33	0.18	-0.30	-0.74	0.14	Moderat
Stimulating a sense of profiteers and self-interest	-0.84	0.40	-0.08	-0.28	0.11	Moderat
Decreasing local people's quality of life	9.25	0.00	0.75	0.59	0.91	High
Creating patterns of abusive behavior in people	3.58	0.00	0.31	0.14	0.48	High
Promoting residents' comfort level	-1.69	0.09	-0.15	-0.33	0.02	Moderat
Increasing quality of food and type of reception in the region	-0.56	0.57	0.05	-0.24	0.13	Moderat

Presented findings in table 4 investigate the significance of environmental impacts of tourism based on the local community's attitudes. According to *t*-test and its significance level, the effectiveness of environmental indexes based on the local community's view was confirmed to be negative in indexes such as increasing different types of sound and visual pollution, increasing garbage in the city, decreasing the quality of environment entertainment, destroying the natural environment of the region for making hotels, and

other tourism facilities, while the high positive impact on protecting the natural environment of the region, providing motivation for repairing historical buildings, protecting the plant species of the region, and spreading green space were well-defined. The effectiveness of improving the appearance of the region (Visual and aesthetic), the creation of attractions and landscapes and the cleanliness of the texture of the area due to the development of tourism has been evaluated to be moderate.

Table 4. Environmental impacts of mass tourism based on local community's view

(Source: Research findings, 2019)

Environmental indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval 95%		
				lower	upper	
Protecting the natural environment of the region	3.68	0.00	0.36	0.16	0.56	High
Improving the natural environment condition	-2.01	0.04	-0.19	-0.38	0.00-	Low
Improving the region's appearance (aesthetic and visual)	-0.63	0.52	-0.06	-0.24	0.12	Moderate
Motivation for restoration of historical buildings	2.71	0.00	0.26	0.07	0.44	High
Destroying the natural environment of the region for making hotels and other tourism facilities	5.77	0.000	0.47	0.30	0.63	High
Increasing garbage in the city surface	6.74	0.000	0.59	0.41	0.76	High

Environmental indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval 95%		
				lower	upper	
Cleaning the region's tecture	-0.61	0.54	-0.05	-0.23	0.12	Moderate
Developing green space	2.77	0.00	0.27	0.07	0.46	High
Increasing different types of sound and visual pollution	5.87	0.000	0.46	0.31	0.62	High
Protecting the plant species of the region	5.68	0.000	0.50	0.32	0.68	High
Creating attractions and landscape	1.76	0.07	0.17	-0.01	0.36	Moderate
Decreasing the quality of environment entertainment	5.69	0.000	0.44	0.29	0.59	High
Decreasing the environmental services	4.37	0.000	0.34	0.18	0.49	High
Protecting wildlife	3.18	0.00	0.27	0.10	0.44	High

The results of investigating the significance of fundamental impacts of tourism based on the local community's view are presented in table 5. According to *t*-test and the significance level of test, the significance of effectiveness of fundamental indexes based on local community's view was confirmed to be highly positive in indexes such as improving the status of roads and communication routes, increasing access to transportation services and accommodation facilities, and receiving catering facilities. The fundamental impact of tourism has been also positive in decreasing demolition of city texture.

The fundamental impacts of tourism in the indexes such as coordinating the development of tourism infrastructure, land use change, improving the construction and pattern of housing architecture, increasing residential construction, expanding health facilities, and expanding the tourism of homes have been confirmed to be positive at the moderate level. The unsuitable land use change of neighborhood spaces to parking for tourists, the unsuitable land use change of commercial spaces to tourists' commercial services, and disruptions in the provision of amenities due to tourism have been among the extreme negative fundamental effects of tourism.

Table 5. Fundamental environmental impacts of mass tourism based on local community's view
(Source: Research findings, 2019)

Fundamental indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval 95%		
				lower	upper	
Changing landuse	1.56	0.11	0.14	-0.03	0.31	Moderate
Developing second homes tourism	1.68	0.09	0.14	-0.02	0.31	Moderate
Changing inappropriate use of neighborhood spaces with tourists' vehicle parking	3.28	0.00	0.30	0.11	0.48	High
Improving pedestrian status and communicational roads	3.01	0.00	0.28	0.09	0.47	High
Increasing the residential construction	-0.52	0.60	-0/05	-0.24	0.13	Moderate
Increasing destroy of texture	-3.55	0.00	-0.31	-0.24	-0.14	Low
Expanding health- treatment facilities	-1.59	0.11	-0.16	-0.36	0.03	Moderate
Increasing access to transportation services and accommodation facilities and residential and catering facilities	9.48	0.00	0.71	0.56	0.86	High
Improving the construction and	-1.21	0.22	-0.11	-0.30	0.07	Moderate

Fundamental indexes	Test value =3					Effect Assessment
	T value	Significance level	Mean difference	Confidence interval 95%		
				lower	upper	
housing architectural pattern						
Fading out the true nature of the neighborhood and turning out to tourism attraction	-2.06	0.04	-0.18	-0.35	-0.00	Low
Increasing and improving the infrastructural facilities and services	-0.81	0.41	-0.08	-0.27	-0.11	Moderate
Developing more and better service facilities for community	-0.90	0.36	-0.09	-0.28	-0.10	Moderate
Developing more and better entertainment facilities for local community	-0.39	0.69	-0.04	-0.24	-0.16	Low
Disruption in providing daily needs because of increasing tourism use	6.13	0.00	0.52	0.35	0.69	High
Changing the inappropriate use of commercial spaces to commercial services	4.90	0.00	0.45	0.26	0.63	High
Matching the tourism infrastructure development	-1.04	0.30	-0.10	-0.28	0.08	Moderate

In [table 6](#), the significance of the difference between the average indices of local residents' assessment among the effects of four economic, environmental, social, and fundamental dimensions was investigated using ANOVA.

According to the findings in [Table 4](#), with the significance level of 0.000, the inequality of the average evaluation of mass tourism is a statistically significant factor from the view point of local residents.

Table 6: A review of the significance of the difference between the observed effects
(Source: Research findings, 2019)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.490	3	3.497	5.013	.002
Within Groups	272.046	390	.698		
Total	282.536	393			

A comparative study of the tourism impact assessment rankings has been done from the viewpoint of local residents using Friedman test. The results presented in [Table \(7\)](#) show that

tourism development in Boyer-Ahmad has its most effects on the fundamental field, while the social, environmental, and economic changes are in the next ranks, respectively.

Table 7. Average rating of observed effects
(Source: Research findings, 2019)

Dimension	Mean Rank
Economic	2.02
Social	2.46
Environmental	2.34
Fundamental	3.18

In order to categorize the effects of tourism development in Boyer-Ahmad city, Scheffe post-test was used. This post-test allows for similar indexes in terms of the effects within one class. In

[table 8](#), four indicators of impacts measurement in terms of similarity or difference in the effectiveness rate of Boyer-Ahmad province have been classified into three categories.

Table 8. Scheffe Post-test classification for effects
(Source: Research findings, 2019)

Dimension	N	Subset for alpha = 0.05	
		1	2
Economic	72	3.0179	
Social	97	3.0563	
Environmental	117	3.0849	
Fundamental	108		3.4206
Sig.		.959	.054

As it is clear from the findings of [Table 8](#), the environmental, social, and economic criteria have the same average effects and fall into one category, but the average effects of fundamental dimension are categorized in a separate class.

5. Discussion and Conclusion

Participation and support of local community are as the key factors that are important and essential in the direction of sustainable development of tourism in different objectives. Development and change occur when local communities have active participation in the tourism activities. Similar studies have shown the role and contribution of local residents in tourism development. [Homsud & Sompong \(2015\)](#), [Babakhanzadeh & Lotfi, \(2012\)](#), and [Motiee Langroudi & Rezaeeye Azadi \(2013\)](#) have studied this issue and have come to the conclusion that tourism in areas that are part of the lives of residents and considered as a factor for economic development are being shared and supported by the local community. The results of the present research revealed that tourism impacts have been meaningful in all dimensions from the view of local community. Overall, there is significant positive attitude toward its development.

In the effects analysis of tourism development, the most effects were related to the fundamental dimension according to the average rate of 3.18 in Friedman test. The social dimension with an average rate of 2.46 was also more effective than the other dimensions in improving the positive attitudes of the residents. Environmental changes with an average rate of 2.34 are the third most influential one. In examining the economic effects of the development, the average rate of 2.02 placed this index in the last rank. So, it can be said that tourism development from the view of local

community of Boyer-Ahmad County leads to a few negative points such as income gap between residents, lack of investment in the other parts of society, and a few positive points such as improving the status of roads and communication routes, increasing access to transportation services and accommodation facilities, and receiving catering facilities. The examination of the social capital impact on community's behaviors encouragement toward ecotourism performed by [Liu et al. \(2014\)](#) presented that residents' pro-environmental behaviors are mainly affected by economic benefits and the cognitive variant. [Heng & Siu Lai \(2012\)](#) by applying structural model to inspect the participation of residents' intention in ecotourism highlighted the role of environmental knowledge, positive ecotourism attitudes, and environmental planning for promoting residents' tendency about local attractions. However, [Mohammadian Mosammam et al. \(2016\)](#) in their study of exploring ecotourism development approach in Mazandaran Province, Iran, presented that only the economic dimension speciously looks favorable which is not inclusive, but equitable and sustainable. The emergence of tourism in the aforementioned area reminds the need for a real-time planning according to the current conditions. The results of this study can provide a basis for development planners. The ultimate result of such a phenomenon, will be the sustainability of tourism development based on the satisfaction and enjoyment of the three sides of the tourism triangle, including host, society, and planners in a systematic approach.

Acknowledgments: This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

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ارزیابی نگرش جامعه محلی نسبت به اثرات گردشگری انبوه

(مطالعه موردی: شهرستان بویراحمد)

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تاریخ پذیرش: ۷ دی ۱۳۹۸

تاریخ دریافت: ۱۸ اردیبهشت ۱۳۹۸

چکیده مبسوط

۱. مقدمه

بسیاری از متخصصان توسعه، راه حل بسیاری از مشکلات مناطق روستایی را توسعه گردشگری روستایی بعنوان عنصری اساسی در احیا و بازسازی مناطق روستایی می‌دانند. که می‌تواند عامل مهمی در بروز تغییرات مثبت و منفی در ویژگی‌های اقتصادی، اجتماعی، فرهنگی و محیطی در سطح محلی، ناحیه‌ای و ملی محسوب شود. این فعالیت هم می‌تواند به عنوان عامل پیشران، باعث تحول و توسعه مقصد شوند و هم می‌تواند به عنوان عامل فشار، آمیزه‌ای از پیامدهای مطلوب و نامطلوب را به همراه داشته باشد. چنین شرایطی می‌تواند منجر به برانگیخته شدن حس دشمنی و ضدیت مردم جامعه میزبان در مقابل گردشگران شود به خصوص اگر تفضاهای توریست منجر به افزایش قیمت کالاها و خدمات شود. از این رو در مطالعات گردشگری، به ویژه در دو دهه اخیر، ساکنان به مثابه هسته اصلی بسیاری از تحقیقات گردشگری در نظر گرفته شده‌اند. تا حدی که بخش عمده‌ای از مطالعات گردشگری به بررسی نگرش و درک تاثیرات و میزان حمایت و مشارکت مردم محلی در توسعه گردشگری معطوف گردیده است. شهرستان بویراحمد با مرکزیت یاسوج با برخورداری از جاذبه‌های متعدد طبیعی و انسانی مقصد سفر گردشگران بسیاری قرار گرفته است. به منظور برنامه‌ریزی و مدیریت پایدار و یکپارچه گردشگری در منطقه آگاهی از اثرات توسعه گردشگری انبوه بر دیدگاه ساکنان محلی ضرورت پیدا کرده و ارائه استراتژی‌های کنترل و کاهش اثرات منفی و افزایش تبعات مثبت روند گردشگری مبتنی بر مطالعات دیدگاه

جامعه محلی به منظور به حداکثر رسانی مشارکت جامعه بومی به عنوان یکی از ابزارهای توسعه موفق گردشگری اجتناب ناپذیر می‌نماید. لذا تحقیق حاضر به دنبال بررسی اثرات توسعه گردشگری انبوه بر دیدگاه جامعه محلی و کاهش اثرات منفی و افزایش پیامدهای مثبت در حفظ و توسعه این منطقه در مسیر پایداری گردشگری است تا بتوان گردشگران، ساکنان و محیط زیست را در تعاملی پایدار و مناسب قرار داد.

۲. مبانی نظری

گردشگری به مثابه مهمان‌نوازی تجاری بر مؤلفه و متغیر بازدیدکنندگی نقش‌های گردشگری توجه دارد. طرفداران این مفهوم معتقدند فرایند گردشگری نوع تجارتي شده مناسبات سنتی میان میزبان و مهمان است که در آن غریبه‌ها و مسافران در جامعه میزبان نقش‌هایی موقتی ایفا می‌کنند؛ بنابراین گردشگری به عنوان مهمان‌نوازی تجاری و صنعتی معرفی می‌شود. فرآیند گردشگری در مقاصد گردشگری دارای اثراتی است که این اثرات سبب ساز واکنش جامعه میزبان می‌گردند. طبق نظر وال (۱۹۹۷) عوامل کلیدی سهیم در ماهیت اثرات عبارتند از: نوع فعالیت‌های گردشگری صورت گرفته، ویژگی‌های جامعه میزبان در منطقه مقصد و ماهیت تعامل بین دیدارکنندگان و ساکنین. دیویسون (۱۹۹۶) طیف مشابهی از اثرات را ارائه داده و همچنین اهمیت زمان و مکان را در اثرات گردشگری لحاظ نموده است. به نظر او به دلیل فصلی بودن فعالیت‌های گردشگری، اثرات گردشگری در زمان‌های خاصی از شدت بیشتری برخوردار هستند.

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نتایج پژوهش حاضر حاکی از آن است که در تمامی ابعاد اثرات گردشگری از دیدگاه جامعه محلی معنادار بوده است و به طور کلی نگرش مثبت معناداری نسبت به توسعه وجود دارد. در تجزیه و تحلیل اثرات توسعه گردشگری، بیشترین اثرات مشاهده شده با نرخ میانگین ۳/۱۸ در آزمون فریدمن برای بعد کالبدی مشاهده شده است. بعد اجتماعی با کسب نرخ میانگین ۲/۴۶ نیز از دیگر ابعاد اثرپذیری بیشتری از گردشگری داشته و تغییرات اجتماعی ناشی از توسعه گردشگری در جایگاه دوم قرار گرفته است. تغییرات محیطی با نرخ میانگین ۲/۳۴ سومین حوزه اثرات گردشگری را در بر گرفته است. در بررسی اثرات اقتصادی توسعه گردشگری، نرخ میانگین ۲/۰۲ این شاخص را در آخرین رتبه قرار داده است. بنابراین می توان گفت که توسعه گردشگری از دیدگاه جامعه محلی شهرستان بویراحمد در ابعاد منفی و مثبت آثاری را ایجاد کرده است. از اثرات منفی می توان به مواردی مانند شکاف درآمد بین ساکنان و عدم سرمایه گذاری در بخش های دیگر اشاره کرد. از نکات مثبت می توان به مواردی از جمله بهبود وضعیت جاده ها و راه های ارتباطی، افزایش دسترسی به خدمات حمل و نقل و امکانات اقامتی و دریافت امکانات پذیرایی اشاره داشت. در مجموع می توان بیان کرد نوپایی گردشگری در منطقه مورد مطالعه لزوم برنامه ریزی مبتنی بر واقعیت و وضعیت کنونی را یادآور می گردد. نتایج تحقیق حاضر می تواند مبنایی کاربردی برای برنامه ریزان توسعه فراهم آورد که نتیجه آن پایداری توسعه گردشگری بر مبنای بهره مندی هر چه بیشتر سه ضلع مثلث گردشگر، جامعه میزبان و برنامه ریزان در یک رویکرد سیستمی خواهد بود.

واژه های کلیدی: دیدگاه جامعه محلی، گردشگری انبوه، آثار گردشگری، شهرستان بویراحمد.

تشکر و قدرانی

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

همانگونه که ویلیامز (۱۹۹۸) اشاره کرده است بدون برنامه ریزی این خطر وجود دارد که یک فعالیت، بی نظم، نامشخص و بدون حساب و کتاب شده و احتمالا منجر به یک سری اثرات منفی اقتصادی، اجتماعی و زیست محیطی شود و این اثرات و ادراک آن در بین ساکنین واکنش های متفاوتی را ایجاد نماید. اندریوتیس و وگان معتقدند که مهمترین ویژگی ساکنین آن است که آنچه توسط آنان ادراک می شود لزوما با واقعیت موجود هماهنگ نیست؛ در واقع ادراک آنان از واقعیت و نه خود واقعیت است که بر روی نگرش و به تبع آن، طرز رفتار ساکنین تاثیر می گذارد. بسیاری از محققین بر این باورند که نگرش ساکنین نسبت به گردشگری، تنها بازتاب ادراک آنان از پیامدهای گردشگری نیست بلکه چنین نگرشی در تعامل میان ادراک ساکنین و مجموعه عوامل تاثیرگذار بر نگرش آنان شکل می گیرد.

۳. روش تحقیق

پژوهش حاضر کاربردی و از نظر ماهیت و روش، توصیفی - تحلیلی از نوع پیمایشی است. به منظور آگاهی از دیدگاه جوامع محلی نسبت به توسعه گردشگری از روش میدانی مبتنی بر پرسشنامه استفاده شده است و نتایج حاصل از فرآیند پرسشگری با استفاده از آزمون های آماری مربوطه در نرم افزار SPSS و AMOS مورد تحلیل قرار گرفته است. جامعه آماری پژوهش ۲۵۲۷۴ نفر جمعیت روستایی و شهری شهرستان بویراحمد می باشد. برای تعیین حجم نمونه مورد نیاز از نرم افزار PASS استفاده شده است. پارامترهای موثر در محاسبه حجم نمونه در این نرم افزار بر اساس توان آزمون و سطح اطمینان است. چنانچه نتایج حاصل از سناریوهای مختلف و با توان های آزمون و سطوح اطمینان متفاوت نشان می دهد بالاترین میزان حجم نمونه با بالاترین توان آزمون و بالاترین سطح اطمینان ۱۹۵ نفر بوده است که بهترین نتیجه را در اختیار محقق قرار می دهد.

۴. یافته و نتیجه گیری



How to cite this article:

Kiani Salmi, S. & Afzali, A. (2020). Evaluating local community attitudes towards the effects of mass tourism (Case study: Boyer-Ahmad County). *Journal of Research & Rural Planning*, 9(1), 73-89.

<http://dx.doi.org/10.22067/jrpp.v9i1.80290>