



## Analyzing the Pattern of Creative Rural Tourism in the Target Villages of Kermanshah Province

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### Abstract

**Purpose-** In today's world, where the trend of tourism has changed from mass to individualistic patterns and tourists give more priority to flexibility and meaningful experiences, creative tourism is a new and interesting aspect in the field of tourism, where more attention is paid to tangible heritage to intangible heritage. From the point of view of the villagers, creative tourism means that the residents are passionate and proud of the cultural, natural, and physical environment of the village, evaluate the effects of tourism positively, and accept participation in tourism development programs, to finally be a suitable host in the relationship. To achieve this kind of tourism, various factors are effective in realizing this. The purpose of this study is to investigate the role of behavioral and environmental factors in villagers' hospitality in tourism target villages of Kermanshah province with the structural equation analysis approach.

**Design/methodology/approach-** Questionnaires were randomly distributed among residents. The statistical population of the research is 14 tourism target villages of Kermanshah province, which according to the census of 2016 (According to the latest population and housing census in Iran) has a population equal to 10039 people, and the size of the studied sample was estimated to be 380 people based on the Cochran formula. Also, an average of 10 domestic and foreign tourists from each village filled out questionnaires, resulting in a total of 140 questionnaires.

**Finding-** The results showed that the effect of the behavioral factor on hosting was greater. In the sense that the perception, attitude, and participation of villagers will be good predictors for the realization of creative hosting. Also, the results showed that the highest average acceptance of host was in the villages Considering the geographical and environmental conditions and tourism of Shamshir, Harir and Hajij, which had the best condition.

**Keywords-** Creative tourism, Villagers' hospitality, Target village for tourism, Kermanshah Province.

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## 1. Introduction

The initial definitions related to creative tourism were formed based on learning experiences in areas with cultural backgrounds and traditions and residents' creative attractions. More recent definitions have looked at tourism from a collection perspective in which residents, tourists, policymakers, and scientific communities also play a role (Sangchumnon, 2018). Concerning creative tourism from the point of view of tourists, the common definition is that the visitor, while experiencing pleasant moments in the creative tourism space, concludes that he intends to revisit the destination (Chen and Chou, 2019, Zhang and Xie, 2019, Ali et al., 2016, Hung et al., 2016). Creative tourism was expressed in such a way that if there are creative characteristics such as identity, attraction, and uniqueness in the architecture of the place, it will cause the pleasant perception of the visitors and provide their satisfaction. This issue makes a person feel a sense of belonging and attachment to that space and decide to travel there again (Chen and Chou 2019). In another definition, the creative tourism experience has multiple dimensions such as going through everyday life, unique experiences, interaction with residents, and learning, which leads to recording memories and traveling again (Hung et al., 2016). There is also the definition that in creative tourism, the sense of external desirability leads to the sense of internal desirability, which is achieved by features such as landscape and perspective, the experience of creative participation, local heritage, and service quality. (Zhang and Xie, 2019). In the case of creative tourism from the villagers' point of view, the common definition is achieved in such a way that the residents are fanatical and proud of the creative atmosphere of the village, accept active participation in tourism development programs, and finally host properly about tourism. (Li et al., 2020; Gannon et al., 2020; Erul et al., 2020). The purpose of this point of view is not to look at the residents as the target of tourism and not to assume that only tourists can get a thoughtful evaluation of the local creative space. Rather, the residents should be considered as a group that has their understanding of the originality of the creative space of their residence, and this will explain their attitude toward the environment and ultimately

make them more suitable hosts for tourists. In other words, the tourist destination should not be viewed as a commercial package that is sold to tourists and destroys space in other words, running out of goods (Vazin & Zamani Alavijeh, 2023). Rather, in this package, the cultural and legal discourse should also be considered, and the attitude and perception of the residents should be considered (Zhou et al., 2015). In Iran, one of the concerns of residents in villages targeted for tourism is to preserve the natural environment where they live (Torabi et al., 2025), and tourists tend to pay more attention to creative tourism such as cultural tourism and village tourism at the same time as nature tourism (Aliyari et al. 2020). So that the natural environment is not destroyed, and other aspects of tourism are taken into consideration (Rahimi et al., 2020). In the target villages of Kermanshah province with 14 towns visited by many tourists, issues like what hosting is and which areas have better reception become important. In this regard, the central question of the present research is: What are the factors affecting creative tourism on rural residents and tourists?

## 2. Research Theoretical Literature

Any conceptualization of a place should include the meanings and values that residents attribute to it (Tuan, 1977). The attitude and perception of the tourist place and the image that is drawn in the mind have been the topics of interest in tourism studies (Cherifi et al., 2014, Fu et al., 2016, Sun et al., 2015). which expresses the importance of examining the mental image of residents of their area of residence. The mental image of the residents of the place where they live is valuable for understanding the goals and behavioral attitude, such as supporting the development of tourism in the region. In addition, the perception and evaluation of the residents and the behavioral goals related to them, are significantly effective in the decision-making and behavior of tourists (Stylidis et al., 2016). A group of researchers argue that tourism and improving economic conditions play a role in revitalizing the cultural and physical environment (Grunewald, 2002, Li, 2006) and turning this environment into a tourist product and marketing it is powerful for maintaining and supporting communities and rebuilding identity (Yang & Wall, 2009).

However, Cole, 2007 states that commoditization is a double-edged sword. From another point of

view, the tourism environment that is offered to tourists as a commodity leads to the loss of the authenticity of the environment, and the homogenization and standardization of the village environment according to the urban environment will not leave a suitable space for native individuality and identity, and therefore mass tourism is unlikely to lead to authenticity among hosts (Reisinger and Steiner, 2006). Creative development strategies are related to tourism, because "creative space" makes places attractive not only to the creative class but also to others. This indicates the need for better design of creative places to ensure that they maintain their creativity and distinction (Richards, 2020). Also, modern society is increasingly oriented towards services, and the reason for this is that tourism is a tool for development. On the other hand, the growth of the tourism industry always leads to employment creation in a large amount directly and indirectly, and the current era has also changed of the business model in the tourism industry based on start-ups. This business model has changed various types of tourism services from online travel agencies to cooking.

Therefore, since it is very important to create a competitive advantage for businesses and destinations, especially in the tourism sector, innovative opportunities can create a competitive advantage by developing tourism products and services. In this way, the intense competition between cities and villages as tourist destinations has forced villages and cities to find solutions to differentiate themselves from other villages, cities, and tourist destinations, and one of these solutions is to pay attention to creative tourism. The goal of creative tourism is achieved by acquiring memorable tourism experiences. Creative tourism has a positive effect on the cohesion of the local community, and it is effective in the interaction between the tourist and the host and ultimately leads to the tourist's intention to travel again (Richards et al., 2020: 6). Lopes (2022) In a study titled (Products related to creative tourism in Iberian regions): concluded that local agricultural and food products are one of the most important assets that distinguish rural areas of Portugal and Spain and are a source of tourism that provides visitors and also it provides an opportunity to develop their creative potential through active participation in courses and learning experiences.

Duxbury et al. (2021) In a study titled (Creative Tourism Development Models Towards Sustainable and Regenerative Tourism), they. concluded that creative tourism initiatives can generate new ideas and ways to operate by strengthening distinctive elements of local identity. Stimulate inter-local flows and connections and create platforms for creating cultural vitality, cooperation, exchange, and local development. Huhmarniemi (2021) in the Sustainable future for creative tourism in Lapland. In Creative Tourism has presented practical ideas and potential strategies for the development of the use of art-based methods in creative tourism and states that in the fields of art education and social and cultural arts, the impact of art-based methods on human growth and well-being, sense of belonging, increasing kinship, empowerment and the ability to create meaningful symbols will be effective.

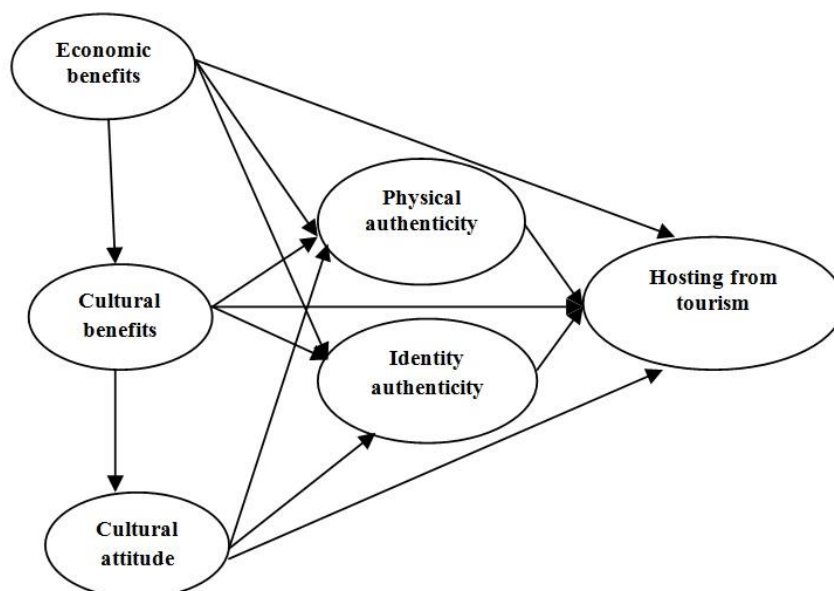
Chen (2021) in the Antecedents and consequences of perceived coolness for Generation Y in the context of creative tourism-A case study of the Pier 2 Art Center in Taiwan, concludes that creative workforce, entrepreneurs, and organizations play a significant role in formulating appropriate management and marketing strategies and creative industries play an important role in the service sector by making it possible to upgrade value-added activities to the activities that are currently being offered sustainably.

Zhou et al. (2015) proposed the model of Figure 1 for hosting Chinese villagers in support of creative tourism. In this model, the variable of economic benefits from tourism was considered as an independent variable, the variables of cultural benefits of tourism, cultural attitude, physical authenticity, and identity authenticity were considered as mediators, and finally, villagers' support for tourism was considered as a dependent variable. The economic benefits of tourism were in the sense of how the income is for the rural person and his family and relatives. Cultural interests were defined as how much a rural person likes the happy atmosphere of tourism and also enjoys communicating with tourists and feels important and proud in this regard. Cultural attitude refers to the village's view and adherence to local culture and civilization. Physical originality mainly deals with the physical space and architecture.

In identity authenticity, a person's spiritual sense of historical and ancient identity and the sense of

pride resulting from it were measured, and finally, in the variable of support for tourism, the level of support of a rural person for tourism and his decision to continue this support in the future were examined. The interesting thing that was obtained

from this model was that villagers focus on physical authenticity more than identity authenticity and [Zhou et al., 2015](#) stated that local ethnic tourism in China has become superficial.

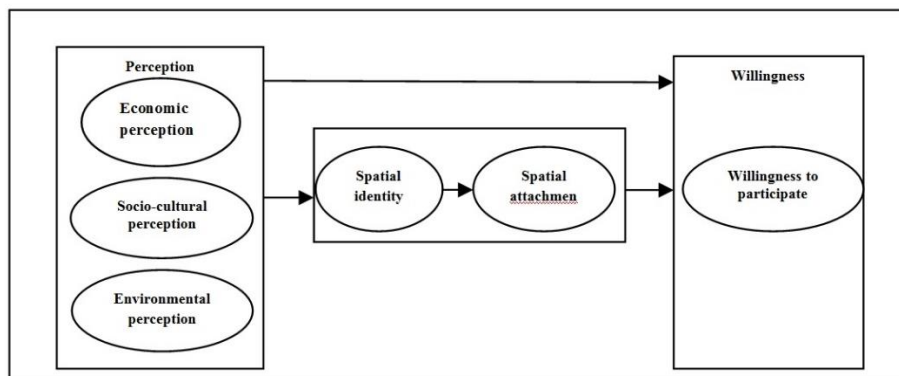


**Figure 1. A model of hosting villagers from creative tourism**

(Source: [Zhou et al, 2015](#))

[Li et al. \(2020\)](#) explained four variables in presenting a model of the willingness of Chinese villagers to participate in creative tourism. The variable of perception was considered as an independent variable, the variables of spatial identity and spatial attachment were considered as mediating variables, and the variable of willingness to participate in tourism was considered as a dependent variable. The perception variable had three components: economic perception, socio-cultural perception, and environmental perception. Economic awareness means that the villagers felt the effect of tourism on employment, income, and development of the village. Socio-cultural perception means the village's perception of the promotion of social culture resulting from interaction with tourists, and environmental perception refers to the positive impact of tourism

on the appearance and entertainment environment of the residents' lives. The variable definition of place identity was such that the residents felt that their hometown was special and had a sense of common bond with it and the rural community. Place dependence was defined in such a way that the villagers preferred their hometown to other areas and had a special respect for their place of residence. Finally, the dependent variable, willingness to participate, was defined as a villager intending to invest in tourism projects and encouraging others to do so ([Li et al., 2020](#)). Overall, the results represented in [Figure 2](#) show that the perceived effects of rural tourism on the new generation of farmers had a significant positive effect on their willingness to participate in the development of rural tourism.

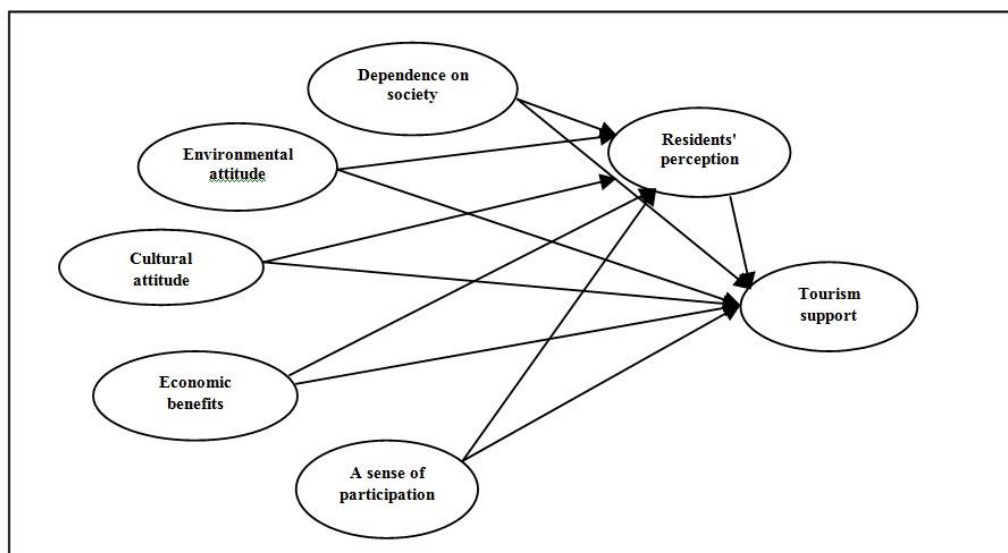


**Figure 2. The model of the willingness of villagers to participate in creative tourism**  
(Source: Li et al, 2020)

Ganon et al. (2020) studied the modeling of tourism support in Iran in two cities Kashan and Tabriz. In this model, five variables: dependence on society, environmental attitude, cultural attitude, economic benefits, and sense of participation are considered independent variables. Residents' perceptions and tourism support are introduced as dependent variables depicted in Figure 3.

Dependence on society is a positive feeling (belonging). The environmental attitude is defined

in such a way that according to the residents, cultural heritage is valuable and should be preserved. Cultural attitude refers to the preservation of local lifestyle and tradition. The economic benefit is the income from tourism, and the feeling of participation refers to the cooperation of residents in tourism development planning. Residents' perception of the effects of tourism on economic, cultural, and environmental perceptions was measured, which ultimately led to support for tourism programs.



**Figure 3. model of villagers' support for tourism**  
(Source: Gannon et al, 2020)

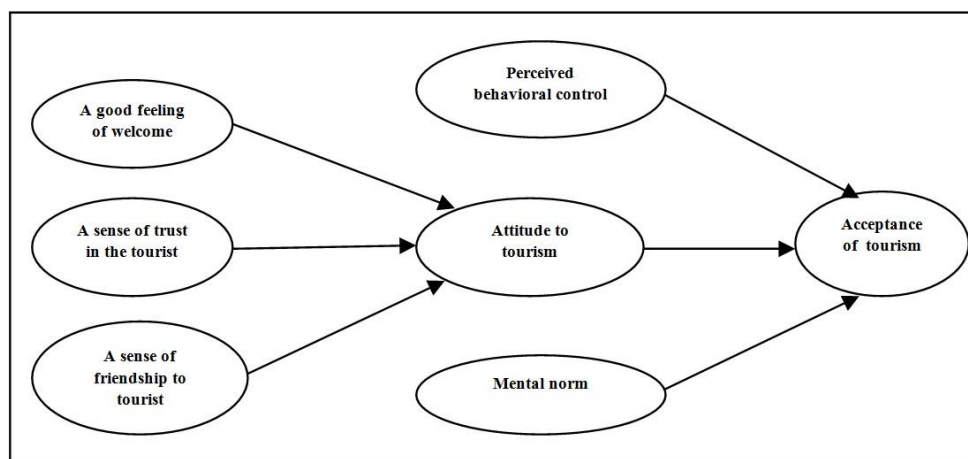
Eral et al. (2020) expanded the theory of planned behavior in the model they presented in connection with the acceptance of tourism in Turkey represented in Figure 4. The model was designed

in such a way that three variables, namely a good feeling of welcome, a feeling of trust, and a feeling of friendship with the tourist, affected the individual's attitude as a background. In the next



step, the attitude towards tourism along with two variables called perceived behavioral control and mental norm were effective in the acceptance of tourism. In this model, perceived behavioral control was the concept of what skills and talents a person has to welcome tourists. The subjective norm variable was also interpreted as the rural person being under the influence of his relatives

and friends about the promotion and support of tourism. Finally, the findings showed that the better a person's attitude towards tourism is, the better the person's ability and talent in hosting, and, the more hospitable the villagers are, it will lead to the behavior of accepting tourists and supporting the development of tourism.



**Figure 4. Tourism Acceptance Model**

(Source: [Erul et al, 2020](#))

In this study, the behavioral factor is measured with the variables "villagers' attitude", "villagers' participation" and "villagers' perception". The attitude of the villagers has been in the concept that the residents, in addition to the sense of belonging to the local culture and identity, have hospitality and warmth towards the tourists and also have a good sense of creative tourism with the approach of preserving the environment. In this sense, they should also have a conscious approach to the rural natural environment in tourism ([Erul et al., 2020](#)). The host's perception of tourism has two dimensions. First, the perception resulting from positive interaction with tourists and second, the negative perception towards the effects of tourism, in which the host considers tourists as a group that restricts and destroys the cultural and natural environment ([Wang, 2007](#), [Chhabra, 2010](#)). Also, the perception of the villagers is the concept of their evaluation of the effects of tourism. For example, in the economic evaluation of the impact of tourism on the employment and development of the village, the concept will be obtained of what the villagers understand about the employment and increase of income of themselves, their families, and relatives. In social evaluation, the impact of

tourism on improving the social relations of villagers is investigated, which is obtained from interaction with tourists, and in environmental evaluation, the impact of tourism on improving the atmosphere and landscape of the village is measured ([Li et al., 2020](#)).

Participation in tourism includes the concepts of how villagers participate in preserving the environment, culture, and native heritage. What role do they play in guiding and interacting with tourists and the level of their participation in planning and promoting tourism projects? **Figure 5**. The conceptual model of the research showed. Based on this, the first question is raised: *Is the behavioral factor of villagers effective in hosting tourism?*

Also, in this research, the environmental factor is measured with the variables "cultural environment", "natural environment" and "infrastructural physical environment". The cultural environment in creative tourism includes several concepts. Tourism space related to food creativity, creative space with handicrafts, local art, and identity authenticity, and attractive ceremonies, traditions, and rituals that make tourists want to visit and stay and renew the trip

(Isa et al., 2020, Zhou et al., 2015). The natural environment in creative tourism is described by features such as beaches, lakes, weather conditions, deserts, and mountains. The importance of the natural environment in tourism has been shown as a factor that determines tourist satisfaction and quality of life. Also, the natural environment is an important factor in the intention of tourists to visit again. For example, ambient weather has a great influence on tourists' intention to visit during the rainy season (Kim et al., 2017). The physical infrastructure environment in creative tourism has concepts such as places of interest, accommodation, shopping, sports, and transportation. About the place of residence, the issue of rural identity is raised. That the place is unique, eye-catching, and not comparable to other places that he has seen, and that the viewer gets an emotional attachment to it and, finally, feels a sense of peace from the beauty of its architecture

(Isa et al., 2020). The sense of apparent desirability of seeing a place and its architecture means that the place has local characteristics and a suitable structure that leads to the tourist's sense of internal desirability and connection with the place and the feeling of pleasure (Zhang and Xie, 2019). Also, from another point of view in creative tourism, the physical environment has three dimensions: uniqueness, identity, and attractiveness.

Therefore, the second question is raised as follows: *Is the environmental factor of the village effective in hosting tourism?* According to the mentioned studies and models, tourism host is successful when the residents are satisfied with the current hosting and also see the intention of hosting tourists again in their plan (Zhou et al., 2015). Based on the mentioned concepts, the conceptual model of the research is drawn as follows (Rahimi et al., 2020).

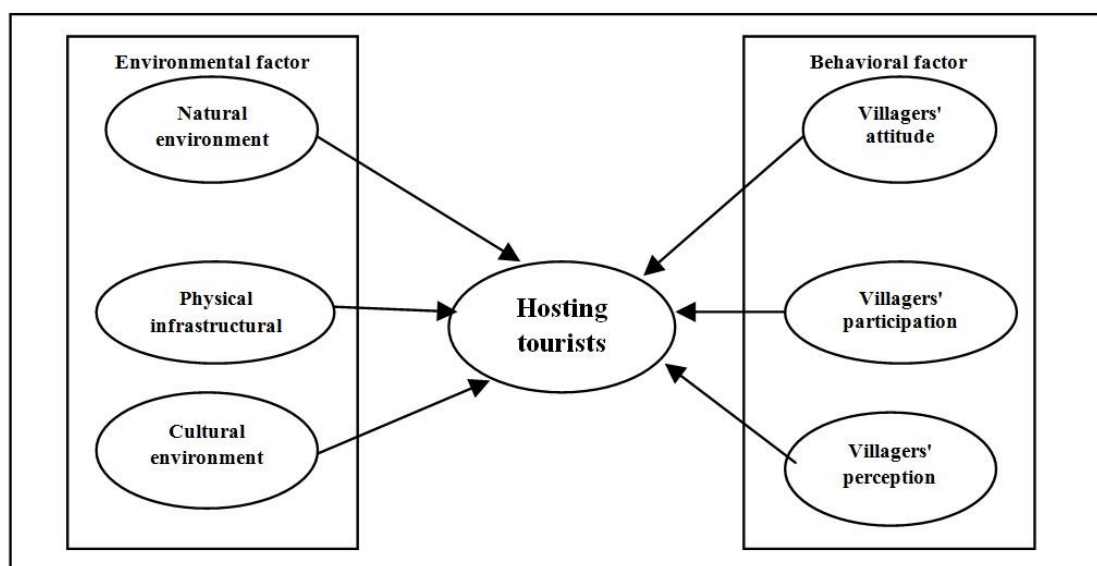


Figure 5 .The conceptual model of the research

### 3. Research Methodology

Kermanshah province is located in the western part of Iran, which has an internal border on three sides and an international border with Iraq on one side. Its geographical coordinates are between 33-36 degrees to 15-35 degrees north and 24-45 degrees to 30-48 degrees east longitude. According to the last census of Iran in 2015, the population of the province was 1,954,227 people, which has 14 cities, 27 districts, 26 cities, 83 villages, and 3,172 villages. And the reason for

selecting 14 tourism target villages is that they are nationally registered tourism target villages in Iran. (These 14 villages are tourism targets based on the approval and registration of the Kermanshah Provincial Heritage and Tourism Organization, which have been selected for the present study) (Figure 6) This research is applied in terms of purpose and based on a descriptive and analytical nature, and the approach that governs it is quantitative, which was done by using library and survey methods using questionnaires. The

statistical population of the research is 14 tourism target villages of Kermanshah province, which according to the census of 2016 has a population equal to 10039 people, and the size of the studied sample was estimated to be 380 people based on the Cochran formula. Also, an average of 10 domestic and foreign tourists from each village filled out questionnaires, resulting in a total of 140

questionnaires. The sample selection in the studied villages was proportional to the population of each village, and the distribution method of the questionnaire (The questionnaires are designed as closed-ended questionnaires with a 5-point Likert scale.) Was stratified randomly are shown in Table 1.

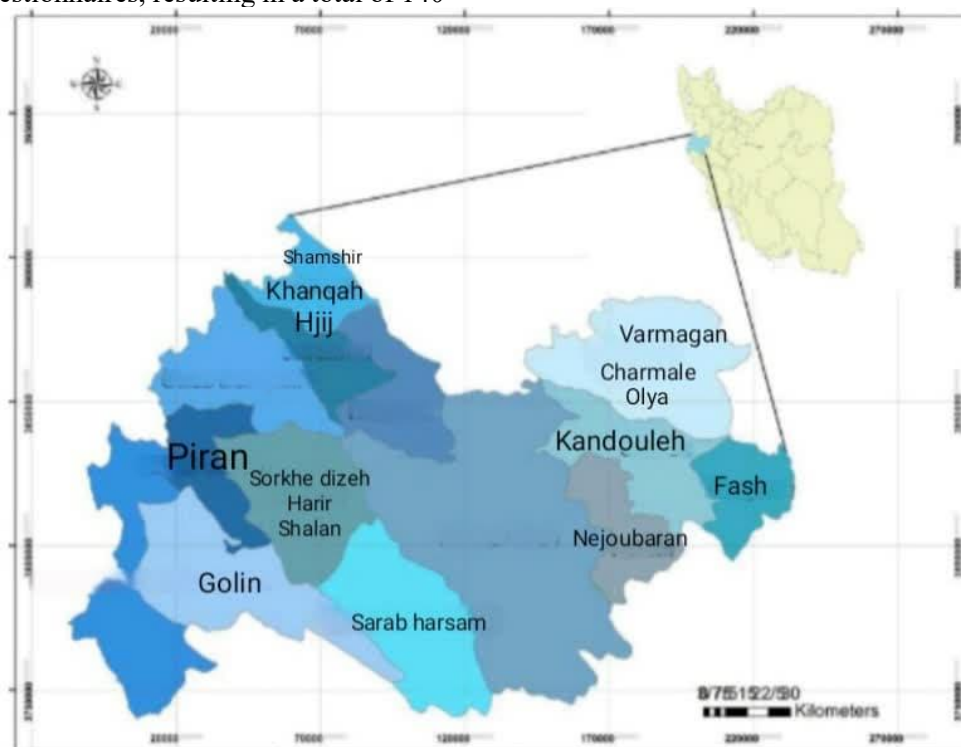


Figure 6 . Location of the studied villages in Kermanshah province

Table 1: Statistical population and sample size  
(Source: Statistical Yearbook 2022)

| Village     | Shalan | Kandouleh | Goleen | Nejobaran | Varmagan | Charmaleolya | Fash | Sarab harsam | Sorkhe dizeh | Harir | Hajji | Shamsheir | Khangah | Piran |
|-------------|--------|-----------|--------|-----------|----------|--------------|------|--------------|--------------|-------|-------|-----------|---------|-------|
| population  | 285    | 815       | 94     | 377       | 200      | 384          | 1700 | 473          | 168          | 847   | 571   | 2189      | 1414    | 522   |
| Sample size | 11     | 30        | 10     | 13        | 8        | 14           | 62   | 21           | 10           | 31    | 21    | 78        | 52      | 19    |
| Tourists    | 10     | 10        | 10     | 10        | 10       | 10           | 10   | 10           | 10           | 10    | 10    | 10        | 10      | 10    |

Amos software was used for modeling and k-means clustering was used to separate the target villages and the data was displayed in a scatter diagram. The results of measuring the validity of the variables in Table 2

show that the Cronbach's alpha (CA) coefficients were higher than 0.7, which showed the reliability of the variables, and the average variance extracted (AVE) and composite reliability (CR) were respectively high. 0.5 and 0.8 were reported, which



makes the convergence validity of the variables acceptable.

**Table 2- the results of measuring the validity of the variables**

| Factor                 | Variables                       | CA   | CR   | AVE  | reference                                         |
|------------------------|---------------------------------|------|------|------|---------------------------------------------------|
| behavioral             | Rural attitude                  | •/۹۴ | •/۹۵ | •/۸۲ | Erul et al., 2020                                 |
|                        | participation                   | •/۹۲ | •/۹۶ | •/۷۸ | Rasoolimanesh et al. 2017;<br>Gannon et al., 2020 |
|                        | perception                      | •/۸۷ | •/۹۵ | •/۷۵ | Li et al., 2020                                   |
| environmental          | <i>Infrastructural-physical</i> | •/۸۷ | •/۹۲ | •/۷۹ | Asmelash and Kumar, 2019                          |
|                        | <i>cultural</i>                 | •/۸۵ | •/۸۶ | •/۸۲ | Zhou et al., 2015;<br>Isa et al., 2020            |
|                        | natural                         | •/۸۶ | •/۸۸ | •/۸۰ | Kim et al., 2017 - Li et al., 2020                |
| The dependent variable | host                            | •/۸۹ | •/۹۶ | •/۸۰ | Zhou et al., 2015                                 |

#### 4. Research Findings

The findings of the research showed that the variables related to two behavioral and environmental factors had a good average and the weight of the items was reported above 0.5 in Table 3. The items related to the variable "villagers'

attitude" had a higher-than-mean average. In the "participation variable", all items got a good average. In the "physical infrastructure" variable, the condition of the target villages was acceptable. Finally, the villagers were satisfied with the hosting.

**Table 3: Descriptive statistics of research variables and weight of items**

| Factor     | Variables      | items                                                                                   | Average | standard deviation | Weight of items |
|------------|----------------|-----------------------------------------------------------------------------------------|---------|--------------------|-----------------|
| behavioral | Rural attitude | AT1: A sense of belonging to the local indigenous culture and identity                  | 4.15    | 0.66               | 0.88            |
|            |                | AT2: A sense of hospitality and rural warmth to tourists                                | 4.07    | 0.82               | 0.85            |
|            |                | AT3: Good sense of creative tourism with an environmental protection approach           | 4.05    | 0.59               | 0.73            |
|            | participation  | PA1: Participation in preserving the environment native culture and heritage            | 3.91    | 0.55               | 0.71            |
|            |                | PA2: Participation in guiding and interacting with tourists                             | 3.76    | 0.43               | 0.7             |
|            |                | PA3: Participation in planning and promotion of tourism projects                        | 3.71    | 0.41               | 0.75            |
|            | perception     | EV1: Economic evaluation of the impact of tourism on employment and village development | 4.35    | 0.15               | 0.82            |

| Factor        | Variables                | items                                                                                            | Average | standard deviation | Weight of items |
|---------------|--------------------------|--------------------------------------------------------------------------------------------------|---------|--------------------|-----------------|
| environmental |                          | EV2: Social evaluation of the impact of tourism on improving social relations                    | 3.93    | 1.11               | 0.87            |
|               |                          | EV3: Environmental assessment of the impact of tourism on the improvement of space and landscape | 3.77    | 1.08               | 0.73            |
|               | Infrastructural-physical | PE1: Proper access of the village to places of interest and rest                                 | 3.9     | 0.49               | 0.78            |
|               |                          | PE2: Proper access of the village to road and transportation                                     | 3.72    | 0.44               | 0.78            |
|               |                          | PE3: Acceptable security for residents and tourists                                              | 4.09    | 0.45               | 0.86            |
|               |                          | PE4: The desirability of leisure and entertainment infrastructures                               | 4.02    | 0.8                | 0.81            |
|               |                          | PE5: Appearance and eye-catching architecture and physical originality                           | 3.95    | 1.16               | 0.89            |
|               |                          | PE6: Communication and sanitary facilities of the village                                        | 3.9     | 1.05               | 0.94            |
|               | cultural                 | CE1: Food creativity-related tourism space                                                       | 3.73    | 1.16               | 0.84            |
|               |                          | CE2: Creative space with crafts, music, and local art                                            | 4.01    | 1.22               | 0.85            |
|               |                          | CE3: identity authenticity and attractive ceremonies, traditions, and rituals                    | 3.96    | 1.23               | 0.87            |
|               | natural                  | NE1: Nature and farm tourism space                                                               | 4.4     | 0.41               | 0.65            |
|               |                          | NE2: green tourism space with unique natural landscape                                           | 4.47    | 0.41               | 0.7             |
|               |                          | NE3: Weather suitable for tourists                                                               | 3.75    | 1.16               | 0.76            |
|               | Hosting tourists         | HO1: Satisfaction with the current hosting of tourists                                           | 4.33    | 0.4                | 0.86            |
|               |                          | HO2: Intention to host tourists again in the future                                              | 4.19    | 0.32               | 0.83            |

#### 4.1. Descriptive Statistics by Gender

The descriptive statistics of the variables based on gender are represented in Table 4 in which the median of the variables for females is compared

with males. Based on the p-values it can be concluded that every 5 variables in this study is significantly higher for the females.

**Table 4: Descriptive statistics of the variables by gender**

| Variable       | gender | Mean | StDev | Median | H-value | P-Value |
|----------------|--------|------|-------|--------|---------|---------|
| Attitude       | Female | 4.40 | 0.58  | 4.4000 | 259.99  | 0.00    |
|                | Male   | 3.63 | 0.52  | 3.4000 |         |         |
| Perception     | Female | 4.75 | 0.30  | 5.0000 | 271.99  | 0.00    |
|                | Male   | 3.57 | 0.77  | 4.0000 |         |         |
| Participation  | Female | 4.89 | 0.22  | 5.0000 | 306.14  | 0.00    |
|                | Male   | 3.79 | 0.57  | 4.0000 |         |         |
| Cultural       | Female | 4.92 | 0.14  | 5.0000 | 301.41  | 0.00    |
|                | Male   | 3.89 | 0.70  | 4.2500 |         |         |
| Natural        | Female | 4.67 | 0.23  | 4.5000 | 259.20  | 0.00    |
|                | Male   | 4.00 | 0.31  | 4.0000 |         |         |
| Infrastructure | Female | 4.46 | 0.16  | 4.5714 | 285.17  | 0.00    |
|                | Male   | 3.39 | 0.48  | 3.5714 |         |         |

#### 4.2. Descriptive Statistics by Age Groups

The plot in Figure 7 shows the age distribution in the sample. It can be seen that around half of the

sample is between 40 and 60. The minority is related to the group of people younger than 20 years old.

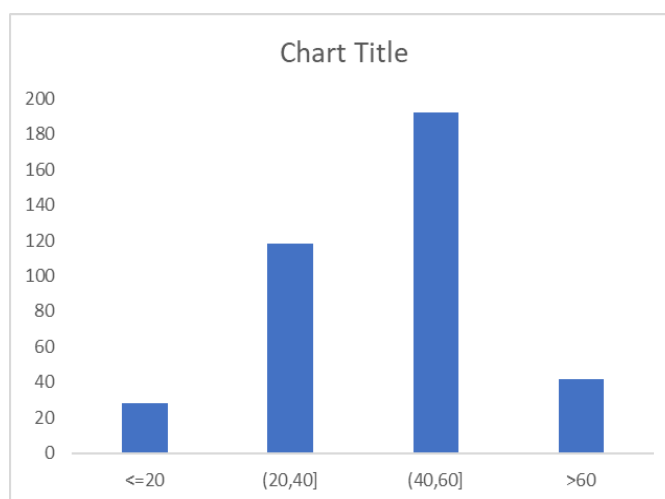


Figure 7: The bar chart of the age groups, Source

The Spearman correlation coefficient indicates the positive and significant correlation between age and five variables. The highest correlation is for environmental factors which is 0.93 followed by the attitude factor which is 0.91. It means the variables increase as the villagers get older. This

indicates that as villagers and tourists age, the level of attention to the factors mentioned above also increases, which should be taken into account more.

Table 5: Descriptive statistics of the variables by age groups

| Variable       | age     | Mean | StDev | Median | Spearman Correlation Coefficient | P-value |
|----------------|---------|------|-------|--------|----------------------------------|---------|
| attitude       | <=20    | 2.92 | 0.38  | 3.00   | 0.91                             | 0.00    |
|                | (20,40] | 3.58 | 0.32  | 3.40   |                                  |         |
|                | (40,60] | 4.39 | 0.037 | 4.40   |                                  |         |
|                | >60     | 4.40 | 0.00  | 4.40   |                                  |         |
| perception     | <=20    | 2.00 | 0.59  | 2.00   | 0.89                             | 0.00    |
|                | (20,40] | 3.75 | 0.32  | 4.00   |                                  |         |
|                | (40,60] | 4.59 | 0.33  | 4.75   |                                  |         |
|                | >60     | 5.00 | 0.00  | 5.00   |                                  |         |
| participation  | <=20    | 2.59 | 0.55  | 2.50   | 0.88                             | 0.00    |
|                | (20,40] | 3.94 | 0.10  | 4.00   |                                  |         |
|                | (40,60] | 4.75 | 0.33  | 5.00   |                                  |         |
|                | >60     | 5.00 | 0.00  | 5.00   |                                  |         |
| cultural       | <=20    | 2.4  | 0.56  | 2.50   | 0.88                             | 0.00    |
|                | (20,40] | 4.06 | 0.30  | 4.25   |                                  |         |
|                | (40,60] | 4.82 | 0.22  | 5.00   |                                  |         |
|                | >60     | 5.00 | 0.00  | 5.00   |                                  |         |
| environmental  | <=20    | 3.50 | 0.38  | 3.50   | 0.93                             | 0.00    |
|                | (20,40] | 4.00 | 0.00  | 4.00   |                                  |         |
|                | (40,60] | 4.55 | 0.20  | 4.50   |                                  |         |
|                | >60     | 5.00 | 0.00  | 5.00   |                                  |         |
| Infrastructure | <=20    | 2.47 | 0.26  | 2.57   | 0.89                             | 0.00    |
|                | (20,40] | 3.46 | 0.24  | 3.57   |                                  |         |
|                | (40,60] | 4.31 | 0.27  | 4.42   |                                  |         |
|                | >60     | 4.64 | 0.07  | 4.71   |                                  |         |

As represented in the bar chart of Figure 8, it can be seen that most of the rural education level is high school followed by undergraduate and graduate, in

order. It verifies the high level of education in the area.

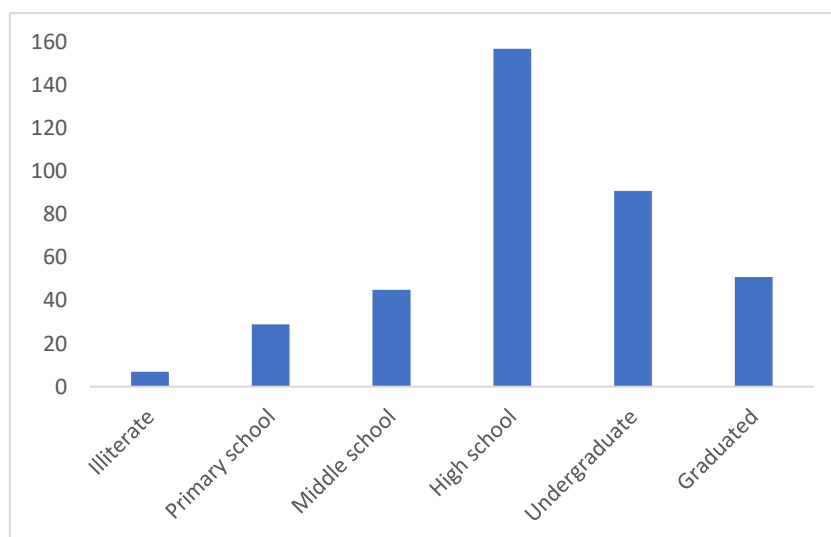


Figure 8: Bar chart of Education Level, Source

In Table 6, it can be seen that there is a positive and significant correlation between the education level and the variables. The highest correlation is related to perception and infrastructure with a coefficient of 0.94 followed by cultural with 0.92. It means that, in general, as people's education levels goes up. External interactions and internal reflections shape the tourist's creative experience design.

External interactions refer to the tourist's interactions with the environment, people, and product or service or experience, while internal interactions refer to awareness, resources, and creativity, and these dimensions mutually influence the tourist's internal experience as a whole.

Table 6. Correlation coefficient between research variables

| Variable      | Education Level | Mean | StDev | Median | Spearman Correlation Coefficient | P-value |
|---------------|-----------------|------|-------|--------|----------------------------------|---------|
| attitude      | Illiterate      | 2.40 | 0.00  | 2.40   | 0.78                             | 0.00    |
|               | Primary school  | 3.18 | 0.25  | 3.40   |                                  |         |
|               | Middle school   | 3.40 | 0.00  | 3.40   |                                  |         |
|               | High school     | 4.12 | 0.39  | 4.40   |                                  |         |
|               | Undergraduate   | 4.40 | 0.00  | 4.40   |                                  |         |
|               | Graduated       | 4.40 | 0.00  | 4.40   |                                  |         |
| perception    | Illiterate      | 1.28 | 0.26  | 1.50   | 0.94                             | 0.00    |
|               | Primary school  | 2.47 | 0.54  | 2.75   |                                  |         |
|               | Middle school   | 3.53 | 0.24  | 3.75   |                                  |         |
|               | High school     | 4.14 | 0.16  | 4.25   |                                  |         |
|               | Undergraduate   | 4.88 | 0.14  | 5.00   |                                  |         |
|               | Graduated       | 5.00 | 0.00  | 5.00   |                                  |         |
| participation | Illiterate      | 2.00 | 0.00  | 2.00   | 0.89                             | 0.00    |
|               | Primary school  | 3.06 | 0.60  | 2.75   |                                  |         |
|               | Middle school   | 3.90 | 0.12  | 4.00   |                                  |         |
|               | High school     | 4.28 | 0.33  | 4.25   |                                  |         |
|               | Undergraduate   | 5.00 | 0.00  | 5.00   |                                  |         |
|               | Graduated       | 5.00 | 0.00  | 5.00   |                                  |         |
| cultural      | Illiterate      | 1.75 | 0.00  | 1.75   | 0.92                             | 0.00    |
|               | Primary school  | 2.89 | 0.44  | 3.25   |                                  |         |
|               | Middle school   | 3.92 | 0.276 | 4.00   |                                  |         |

|                |                |       |       |      |      |      |
|----------------|----------------|-------|-------|------|------|------|
|                | High school    | 4.47  | 0.24  | 4.50 |      |      |
|                | Undergraduate  | 5.00  | 0.00  | 5.00 |      |      |
|                | Graduated      | 5.00  | 0.00  | 5.00 |      |      |
| environmental  | Illiterate     | 3.00  | 0.00  | 3.00 | 0.85 | 0.00 |
|                | Primary school | 3.75  | 0.287 | 4.00 |      |      |
|                | Middle school  | 4.00  | 0.00  | 4.00 |      |      |
|                | High school    | 4.27  | 0.249 | 4.50 |      |      |
|                | Undergraduate  | 4.59  | 0.20  | 4.50 |      |      |
|                | Graduated      | 5.00  | 0.00  | 5.00 |      |      |
| Infrastructure | Illiterate     | 2.14  | 0.00  | 2.14 | 0.94 | 0.00 |
|                | Primary school | 2.67  | 0.22  | 2.71 |      |      |
|                | Middle school  | 3.317 | 0.13  | 3.28 |      |      |
|                | High school    | 3.90  | 0.29  | 3.71 |      |      |
|                | Undergraduate  | 4.50  | 0.07  | 4.57 |      |      |
|                | Graduated      | 4.63  | 0.07  | 4.57 |      |      |

### 4.3. Model results

According to Table 7, the fit of the model was acceptable. Also, the p-value for all paths of the model was less than 0.05 in Table 8. Therefore, all the variables had a positive effect on the dependent

variable i.e., hosting tourism, and two questions were confirmed. According to Figure 9, the variables of the behavioral factor had a greater impact than the variables of the environmental factor on hosting tourism, and in total, two factors could explain 79% of the dependent variable.

**Table 7: Summary of model fit**

| CMIN/DF | GFI   | RMSEA | Baseline Comparisons |       |       |
|---------|-------|-------|----------------------|-------|-------|
|         |       |       | NFI                  | TLI   | CFI   |
| 2.888   | 0.971 | 0.041 | 0.931                | 0.915 | 0.923 |

**Table 8: Model results**

| Factor        | Question | From ... to                                 | p-value | Estimate | Result   |
|---------------|----------|---------------------------------------------|---------|----------|----------|
| Behavioral    | 1        | Rural Attitude ... Hospitality              | 0.01    | 0.86     | Approved |
|               |          | Rural Participation ... Hospitality         | 0.00    | 0.81     | Approved |
|               |          | Rural perception ... Hospitality            | 0.00    | 0.82     | Approved |
| Environmental | 2        | Natural environment ... Hospitality         | 0.02    | 0.73     | Approved |
|               |          | Infrastructural environment ... Hospitality | 0.03    | 0.74     | Approved |
|               |          | Cultural environment ... Hospitality        | 0.01    | 0.77     | Approved |



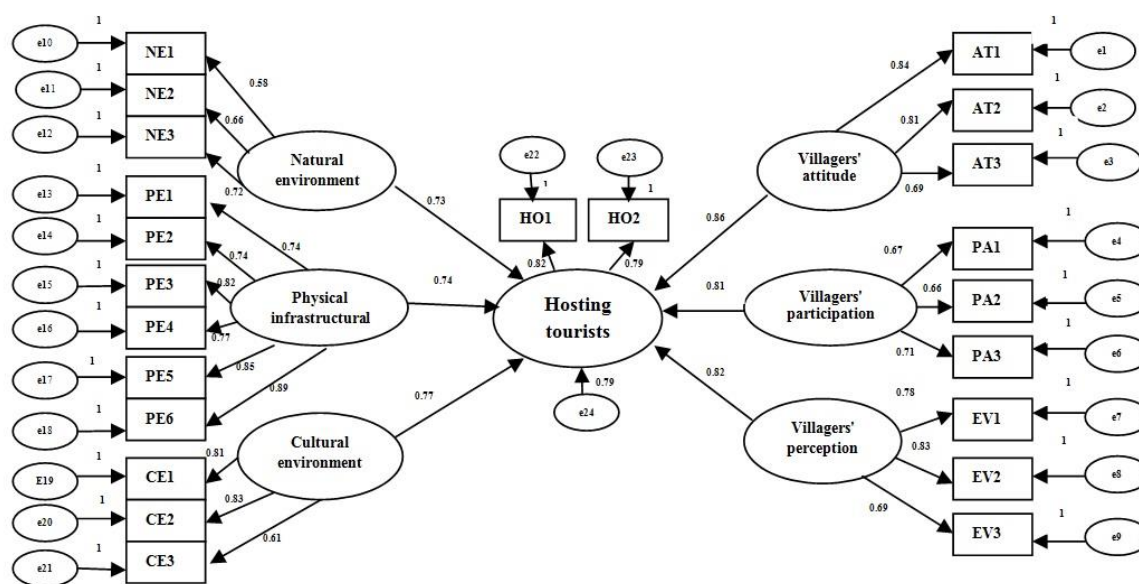


Figure 9- The results of the environmental behavior model in hosting tourists

## 5. Discussion and Conclusion

### *Question 1) has the behavioral factor had a positive effect on hosting creative tourism?*

By confirming the effect of variables of attitude ( $\beta=0.86$ ), participation ( $\beta=0.81$ ), and perception ( $\beta=0.82$ ) on tourism host

, this question about the effect of behavioral factors on hosting is confirmed. In hosting villagers, the effect of the behavioral factor has been greater than the environmental factor. In the sense that the attitude and evaluation of the residents towards the place of residence and the effects of tourism on their hosting were more effective, while the study conducted in the target villages of Kermanshah province from the point of view of tourists, it was concluded that the environmental factor of the village has Tourists have had a greater impact (Rahimi et al., 2020), which shows the difference in the effectiveness of the two groups of hosts and guests.

The impact of participation on tourism in a study conducted by Rasoolimanesh et al., (2017) in rural areas of Malaysia confirmed this finding. The fact that the villagers understand that their participation in tourism will be effective in the development of the region as mentioned in, or in similar research by Asmelash and Kumar (2019), is the level of participation of the residents of Ethiopia in the decision-making process in the field of tourism. The satisfaction of tourists had resulted. Another thing is that the attitude of the villagers has been positive and the residents, along with a sense of

belonging to the local native culture and identity, have hospitality and warmth towards the tourists. Also, a positive feeling of creative tourism with the approach of preserving the environment was observed in them. In other words, they had a conscious approach to the rural natural environment in tourism, which is in line with the results obtained by Erul et al. (2020) in Turkey. Finally, their perception and evaluation of the economic and social effects of tourism were appropriate, which confirms the results obtained by Li et al. (2020) regarding the evaluation of tourism by Chinese villagers.

### *Question 2) has the environmental factor had a positive impact on hosting creative tourism?*

By confirming the effect of variables of natural environment ( $\beta=0.73$ ), physical environment ( $\beta=0.74$ ), and cultural environment ( $\beta=0.77$ ) on hosting, this question about the effect of environmental factors on the hosting of villagers is confirmed. The impact of the physical environment and infrastructure on tourism has been proven in various studies. In Taiwan, Chen and Chou (2019) stated that the physical space is the result of the realization of creative tourism. In other words, a physical space with features such as uniqueness, attractiveness, and identity ends in a pleasant perception and causes place attachment.

Furthermore, in another study conducted in Indonesia by Isa et al. (2020), it was found that the infrastructural environment such as accommodation, and transportation will lead to the

tourist's decision to visit that rural area again. About the impact of the cultural environment on hosting, there are also researches consistent with the results of this research, which point out that the tourist space related to food creativity, creative space with handicrafts, local art, and identity authenticity and ceremony, tradition Attractive rituals and rituals that make tourists want to visit and stay. Research by Deng (2010) in East Asia shows that the residents are the heirs and interpreters of the traditional cultural heritage and play an important role in promoting the cultural environment by hosting, spreading creative tourism, and attracting visitors. Finally, Zhang and Xie, (2019) concluded that it is quite clear that the natural environment pristine space, and beautiful landscape have a tremendous impact on the soul and body of every viewer and affect the viewer's sense of inner desirability.

This is contrary to the study of Zhou et al. (2015) conducted in China, where the authors stated that villagers focus on physical authenticity more than identity authenticity and local ethnic tourism has become superficial in China. Also, the appropriate average of villagers' participation in tourist planning can be a guide so that in decisions related to tourism development, comprehensive planning is more considered and not just top-down.

In today's world, where the tourism trend has changed from the mass form to individualistic patterns and tourists give more priority to flexibility and meaningful experiences, creative tourism is a new and interesting aspect in the field of tourism, where more attention is paid to tangible heritage than to tangible heritage. Intangibles are noticed. In this regard, the present research has analyzed the model of creative rural tourism in the target villages of Kermanshah province, and the research model shows that if in the rural area, two behavioral and environmental factors have creative characteristics, they will be effective in hosting the villagers. Also, the effect of the behavioral factor has been reported more. In this sense, the

perception, attitude, and participation of the villagers will be good predictors for the realization of hosting. Of course, the role of the environmental factor has also been prominent, the environmental characteristics of the village such as the cultural, physical, and environmental environment have had a serious impact on hosting tourists. Another point that should be mentioned is that according to the clustering analysis, the environmental factor had a good effect on the behavior of the villagers (79%) and with the increase and promotion of the environmental factor, the behavior of the villagers about hospitality also improved. The highest average of creative hosting variables was reported in the villages of Shamshir, Harir, and Hajij, and these villages had the best conditions among the 14 villages. These results can be interesting for behavioral geography researchers. Paying attention to the behavioral factor and rural authenticity will greatly improve the hospitality of the villagers and, as a result, the interaction with the tourist community. The importance of the present research was determined by the fact that in the target villages of Kermanshah province, which are popular with tourists, there was no negative impact on the damage to the originality and rural identity. It is suggested that in future studies, researchers who intend to investigate this issue should consider this point and add a new dimension to the behavioral and environmental dimensions. Also, studying and analyzing villages in different climates of the country seems useful for a group of researchers who are concerned with planning and policymaking.

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#### Authors contributions

The authors equally contributed to the preparation of this article.

#### Conflict of interest

The authors declare no conflict of interest.

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## واکاوی الگوی گردشگری خلاق روستایی در روستاهای هدف گردشگری استان کرمانشاه

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### چکیده مبسوط

#### ۱. مقدمه

در ارتباط با گردشگری خلاق از دیدگاه گردشگران، تعریف مشترک به این صورت است که بازدیدکننده در عین حال که لحظات خوشایندی از فضای خلاقانه گردشگری تجربه می‌نماید، به این نتیجه برسد که قصد بازدید مجدد از مقصد را داشته باشد. در گردشگری خلاق، حس مطلوبیت ظاهری منجر به حس مطلوبیت باطنی می‌گردد که در اثر ویژگی‌هایی چون منظر و چشم‌انداز، تجربه مشارکت خلاقانه، میراث بومی و کیفیت خدمات‌دهی حاصل می‌شود. در کشور ایران هم، یکی از دغدغه‌های ساکنین در روستاهای هدف گردشگری، حفظ محیط طبیعی محل زندگی‌شان است و تمایل دارند گردشگران، همزمان با گردشگری طبیعت، توجه بیشتری به گردشگری خلاقانه (گردشگری فرهنگی، گردشگری دهکده و ...) داشته باشند تا هم محیط طبیعی تخریب نشود و هم ابعاد دیگری گردشگری مورد توجه قرار گیرد. در روستاهای هدف گردشگری استان کرمانشاه (۱۴ روستا) نیز که مورد بازدید گردشگران زیادی می‌باشد، این مساله اهمیت می‌یابد. این که میزبانی به چه صورت است و کدام نواحی پذیرش بهتری دارند. در این راستا تحقیق حاضر به واکاوی اثرگذاری عوامل رفتاری و محیطی بر میزبانی ساکنین روستایی که با رویکرد معادلات ساختاری می‌باشد.

#### ۲. مبانی نظری تحقیق

از آنجا که ایجاد مزیت رقابتی برای کسب و کارها و مقاصد به ویژه در بخش گردشگری بسیار مهم است، فرصت‌های نوآورانه می‌تواند با توسعه محصولات و خدمات گردشگری، مزیت رقابتی ایجاد کند. بدین ترتیب، رقابت شدید میان شهرها و روستاها به عنوان مقاصد گردشگری، روستاها و شهرها را ناگزیر به یافتن راهکارهایی برای متمایز شدن از سایر روستا و شهرها و مقاصد گردشگری کرده است که یکی از این راهکارها توجه به گردشگری خلاق است. هدف گردشگری خلاق با کسب تجربیات خاطره انگیز گردشگری محقق

می‌شود. گردشگری خلاق، تاثیر مثبتی بر انسجام جامعه محلی دارد و بر تعامل گردشگر و میزبان موثر است و در نهایت منجر به قصد سفر مجدد گردشگر می‌گردد. در مورد گردشگری خلاق از دیدگاه روستاییان، تعریف مشترک بدین صورت حاصل می‌شود که ساکنین محلی، به فضای خلاقانه روستا متعصب و مفتخر داشته باشد، مشارکت فعالانه در برنامه‌های توسعه گردشگری را بپذیرند و در نهایت میزبانی مناسبی در ارتباط با گردشگری داشته باشد.

#### ۳. روش تحقیق

این پژوهش از لحاظ هدف کاربردی و بر اساس ماهیت توصیفی و تحلیلی است و رویکرد حاکم بر آن نیز کمی است که با بهره‌گیری از روش کتابخانه‌ای و پیمایشی با استفاده از پرسشنامه انجام شده است. جامعه آماری پژوهش ۱۴ روستای هدف گردشگری استان کرمانشاه است که بر اساس سرشماری سال ۱۳۹۵ دارای جمعیتی برابر با ۱۰۰۳۹ نفر است و حجم نمونه مورد مطالعه بر اساس فرمول کوکران ۳۸۰ نفر برآورد شد. انتخاب نمونه در روستاهای مورد مطالعه متناسب با جمعیت هر روستا بوده است و شیوه توزیع پرسشنامه نیز تصادفی طبقه‌ای بوده است. برای مدل‌سازی از نرم افزار Amos استفاده و برای تفکیک روستاهای هدف، خوشه‌بندی k- میانگین بکار گرفته شد و داده‌ها در نمودار اسکاتر نمایش داده شد.

#### ۴. یافته‌های تحقیق

یافته‌های تحقیق نشان داد متغیرهای مربوط به دو عامل رفتاری و محیطی از میانگین خوبی برخوردار بودند و وزن آیت‌ها بالاتر از ۰/۵ گزارش گردید. آیت‌های مرتبط با متغیر "نگرش روستاییان" میانگین بالاتر از متوسط داشتند. در "متغیر مشارکت"، آیت‌های حفظ محیط زیست و تعامل با گردشگران، میانگین خوبی داشتند. در "متغیر ادراک"، تمامی آیت‌ها میانگین مناسبی کسب نمودند. در متغیر "زیرساختی کالبدی"، وضعیت روستاهای هدف قابل قبول بود. و در نهایت روستاییان، رضایت از میزبانی داشتند. طبق یافته‌ها متغیرهای

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محیط کالبدی ( $\beta=0/74$ ) و محیط فرهنگی ( $\beta=0/77$ ) بر میزبانی، این سوال مبنی بر اثرگذاری عامل محیطی بر میزبانی روستاییان تایید می‌گردد. این نتایج می‌تواند برای محققان جغرافیای رفتاری جالب توجه باشد. توجه به عامل رفتاری و اصالت روستایی باعث خواهد شد میزبانی روستاییان و در نتیجه تعامل با جامعه گردشگران بسیار بهبود یابد. اهمیت تحقیق حاضر در این نکته مشخص گردید که در روستاهای هدف گردشگری استان کرمانشاه که مورد استقبال انبوه گردشگران هستند، تاثیر منفی بر خدشه وارد شدن به اصالت و هویت روستایی مشاهده نگردید.

**کلید واژه‌ها:** گردشگری خلاق، میزبانی روستاییان، روستای هدف گردشگری، استان کرمانشاه.

### تشکر و قدرانی:

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

عامل رفتاری، تاثیر بیشتری از متغیرهای عامل محیطی بر میزبانی گردشگری داشتند و در مجموع دو عامل توانستند ۷۹ درصد، متغیر وابسته را تبیین نمایند.

### ۵. بحث و نتیجه گیری

با تایید تاثیر متغیرهای نگرش ( $\beta=0/86$ )، مشارکت ( $\beta=0/81$ ) و ادراک ( $\beta=0/82$ ) بر میزبانی گردشگری، این سوال مبنی بر اثرگذاری عامل رفتاری بر میزبانی تایید می‌گردد. در میزبانی روستاییان، تاثیر عامل رفتاری بیشتر از عامل محیطی بوده است. بدین مفهوم که نگرش و ارزیابی ساکنین نسبت به محل سکونت و اثرات گردشگری بر میزبانی‌شان موثرتر بوده، در حالی که در مطالعه انجام شده در روستاهای هدف گردشگری استان کرمانشاه از منظر گردشگران این نتیجه بدست آمد که عامل محیطی روستا بر افراد گردشگر تاثیر بیشتری داشته که تفاوت تاثیرپذیری دو گروه میزبان و مهمان را نشان می‌دهد. با تایید تاثیر متغیرهای محیط طبیعی ( $\beta=0/73$ ).

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