

The effect of tourism industrial on dynamic economy of villages (Based on Heyran Village)

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ABSTRACT: Tourism industry has improved prominently in recent years especially after the Second World War and the name of tourism industry had been chose for it. Tourism has been turned to one of the most important economic motives at international level and economic experts regard it as a dynamic industry besides insurance and banking. Rustic tourism is considered as an important part of tourism and is the power of economical growth in villages and also has caused variety in local economy by creating guideline situation. Constant rustic tourism causes national and traditional culture revival in villages, courage the population in villages, raise villagers income and hinders villages from getting empty of population, so the best way for villages is the development of rustic tourism. The intention of this study is to survey the role of rustic tourism in village development (economical, social, fundamentally). By surveying the effects of tourism especially studying tourist effects on rustic tourism not only economical, social and ecological consequences are conveyed but also it shows how tourism can improve villages in many ways. The method of this study is descriptive analysis and it has been used from SPSS software for analyzing. The results of this study shows that there is a meaningful and positive relation between the criteria of rustic tourism, criterion of income, job opportunities, fundamental facilities and the grade of tourism and shows that with correct management and programming it can be so helpful in village development.

Keywords: Tourism, Constant rustic development, Rustic development.

INTRODUCTION

Rustic tourism is a kind of tourism that happens and shapes in village areas. Rustic tourism is a resource that tourists are attracted to and tourism industrial earns money from it. So it is a resource that both tourists and tourism industry are dependent to it. In many areas of developed or developing countries tourism is a valuable and important way for supporting and varying the economy of villages societies and because of the fading of the agriculture role and growth in the number of sterile grounds, tourism has turned to be a cash product in village societies. So there is a mutual relation between rustic tourism and its resources (Sharply, 2001).

But this relation is not as simple as it seems because tourism and agriculture are not the unique needs of villages and other various agents also compete to take part in villages' affairs. The sources in villages are not limitless and develop of house buildings with reduction of these sources would finish them step by step. Moreover if the village areas are used so much, these areas will be destroyed. Iran villages can be considered as unique attractions because of their good weather condition, human and nature potentials. Having good geographical condition, culture and tradition are among worthful features that can help a good deal to the development of tourism industry in Iran.

DISCUSSION AND ANALYSIS

The prominent growth of tourism has convinced the experts to title the twenty century as tourism century. Antonio Savanic, the former head actuary of the tourism organization in 1998 declared "Tourism will turn to the first industry of the world by the end of twenty one century" (Gee, 1994).

Many countries consider this dynamic industry as the source of income, job opportunity and growth in private part and improvement of fundamental structure (Lee, 1999). So the growth of tourism has got a prominent

importance in village areas and local societies because of its movement toward becoming international and a member of world village Ghaderi, 2008).

The rustic tourism is a source for job opportunities and income and is an important mean for the development of society and economy in rustic societies (Sharply, 2001).

Take a look upon the history of tourism shows that all along the second half of the eighteen century there were rather slight people who trended to take tours. Traveling was often hard and painful. Anyhow up to the 1840 decade that the railway was constructed among Europe and North America, the path of beautiful rustic areas have been opened for people. Higher income and more free time had enabled the increasing population of new industrial cities to take a visit to other places. By the beginning of the twentieth century many rustic areas had benefited from the developed tourism industrial. By the increasing extension of rustic migrations, reduction of the villagers' income and reduction in rustic agriculture productions the increasing need toward substitute activity and also complementary to agriculture are being felt in rustic areas to make the villagers benefit from a constant income and this matter will result in good life quality in companion with satisfaction for villagers. Caring to the exploitation from the tourism industry situation in rustic development is worthwhile because by suitable exploitation from natural and human resources more ever to the economical growth, it leads to promotion in agricultural part and production of handicrafts and it can be a good movement toward exploitation from ecological situation and preservation of traditional and cultural customs in rustic areas. Today most of western people take part in rustic tourism. Rustic tourism is an important and increasing part of inner and international tourism marketing. This kind of tourism is an important source of job opportunity and income and is an important mean for the development of social-economical parts in rustic areas. Rustic tourism in most of the worlds' countries is dependent to agricultural politics and is a mean for the contacts of locals and rustic cultures.

The definition of village

It can be said that village is a social, economical and geographical unit and is a center of people who live constantly in one place which the large portion of their income are provided from agriculture and has the potential to be independent. Right now this potential does not come to actual because of the change in urban economy and the dissolution of the past system in farming have caused improvement in the connection of cities and villages in many places of the world. For this reason today the rustic economy has a close contact with the urban economy (Rezvani, 2001).

Rustic tourism

Regarding that the rustic tourism can include many different kinds of tourism, different definitions could be offered for the rustic tourism. The rustic tourism consists of activities and different kinds of tourism in different places of village and has negative and positive effects for the ecology (human-nature). It is obvious that this meaning of rustic tourism consists of different backgrounds in tourism like: havens, happenings, festivals, sports and different diversions that shape in villages. Here natural, morphological, and continental conditions in comparison with social, economical and cultural structures of the village create various kinds of villages that each of them differs from one another in architecture, settlements, patterns of inhabit, livelihood, custom and tradition. This departure point and differences in villages are attractive enough that make tourist take a visit of them sometimes. Rustic tourism is a kind of tourism which is based on principle and science and has a concept more than imagination and declaration and includes large portion of diversions and activities that some of them may be more traditional in comparison to another and being done in various places. So the most simple definition of tourism is said that, it is a kind of tourism which happens in village areas. Villages are one of the resources that have attracted the programmers in tourism industry more than before. Villages with having attraction in social, cultural, and natural parts have suitable potentials for attracting tourists from far and close places and this matter can have an important effect on the development of villages. The development of rustic tourism is a good guideline for the growth in the income and living of the villagers and causes production and exploitation in village areas (Rezvan, 2003).

Different kinds of rustic tourism

Village by having various tourism attractions is important as a tourism destination for many tourists. The rustic tourism or village visiting generally concludes:

Tourism in natural places like desert, forest, water sources, cave and other natural attractions.

Tourism in cultural and social places like indigenous traditions and customs, ancient and cultural monumental.

Tourism in economical places like handicrafts, animal husbandry and agriculture (Mahmoodi, 1979).

Generally various kinds of tourism are referred here:

Agri/Agr tourism
Green tourism
Gastronomic tourism
Eco tourism
Adventure tourism
Special tourism
Other activities and traditional culture of village (Ghaderi, 2009)

The historical development of rustic tourism

Economical-social and Cultural Revolution of the world through the recent centuries especially in the contexts of population growth, urban development in path connections, transportation means, and extra time for leisure and improvement in social welfare has caused to more improvement in tourism in rustic areas. Although rustic tourism has emerged as a social activity in the second half of the eighteenth century in England and Europe, rustic visiting was a sport activity before that but was limited to bourgeois and some especial people from higher classes. Recently some of the established tourism destinations have changed their names to rustic tourism and this is because of various products and tourists' marketing which exists in rustic tourism depart from coastal areas (Sharply, 2002). So, rustic tourism obviously has developed after the 1950 decade. At the beginning of the 1960 and 1970 decades rustic tourism has been considered by the local societies as an economy activity and after that the rustic tourism was proposed as a mean for developing rustic societies. In this period experts tried to enhance the role of tourism by proposing various patterns and approaches for social and economical revival. Today different aspects of rustic tourism in economical, social, cultural and ecological backgrounds are considered too (Rezvani, 2003).

Guideline tourism for comprehensive rustic development

Misra believes that the development of village will comprehend many activities of human that make people stand on their own feet and break the existing disabilities. These inabilities would cause people to live insufficiently (Bahrami, 2003).

In the context of rustic development, different approaches and guidelines like social and economical, skeletal and comprehensive approaches are proposed. Guideline and all parts or monolithic development of village areas are among constant ways that has comprehensive look upon the programming toward rustic development (Rezvani, 2004).

Scant villages have succeeded to skip from the problems of population, job, general service and income reduction besides losing their cultural characteristics. This point has been accepted comprehensively that new guidelines for helping the social and economical revival of rustic societies are needed (Holland, 2003, 23).

Rustic tourism like other activities creates job opportunities and has income and creates a chain of social and economical activities. Base on Ganon view in 1994 develop of tourism in village areas help the economic growth, gives variety to economy, reduce the immigrations and improve the foundations in rustic areas. Also it can be a comprehensive guideline in social, economical, and ecological aspects of the villages. From the economical point of view, rustic tourism can have important effects on rustic areas. Tourists will pay money for inhabiting and buying local goods. This money would flow in local activities and cause motivation in villages to fulfill the needs of tourists better and also its economical effects would reduce the process of migration from villages to cities (Javan, Saghae, 2004).

Also from social dimension it is believed that the entry of tourists to rustic areas cause connection between tourists and local people and it would lead to higher level of education and communication between villagers. Rustic tourism also can be helpful for villagers because it reduces the level of puberty by producing job opportunities and income (Slee 1997).

With regard to this discussion, tourism can be considered as a guideline for rustic areas development. With this view, tourism with its extending limit can lead to constant tourism which concludes all aspects of economical, social, skeletal, ecological and directorial backgrounds in villages and tries to make the villages grow in all levels and aspects.

METHODOLOGY

In this study two methods of theoretical and practical has been used. In theoretical method with reference to library sources and information banks and taking notes the needed information has been gathered and in practical method it is used from observing and questionnaire and for sampling Kokaran formula has been used. The

statistic society of the study is the static population of Heiran village from the Astaras' environs. The population for study in Heirans' village is about 1398 men and 290 families that 71 people equal to . /5 from the total statistic population as a sample have been chosen for questioning. The process of data was bases on descriptive and inducing statistic of Khey 2:

$$n = \frac{Nt^2pq}{(N-1)d^2 + t^2pq}$$

kokaran formula :

P= the probability of existing of adjective

N= the number of population

q= the lack of probability of adjective

n= Sample of population

Heiran village, the criterion of the research

Heiran, is the name of a beautiful up country village at the west of Astara city in Gilan province. This village is located at the distance of 30 kilometers from Astara. Heiran is consisted of three villages named up Heiran, middle Heiran, and down Heiran. Because this village is an up country one many houses has been built there in recent years, as in summer time the population of this village grows up to 5000 people while its constant population is about 2000 people. Their jobs are agriculture, animal husbandry and bee keeping that naturally produces honey. Through the year especially in spring and summer season restaurants and shops are established beside the main road for business. Heiran's local people are called Azari and speak Turkish. Because of the natural beauty of this village it is considered as one of the best areas for tourism in Iran and concerning its suitable weather it is admired by tourists in recent years and tourism building constructions has been growing up rapidly. One of the beautiful heavenly attractions in Heiran's village is its nature. If you take a trip to this area you will see that why this name has been chosen for it. Its limitless beauty would amaze every visitor. There is path which is twisted around a mountain like a big snake and is raised up to a high altitude and you see cars moving on this big snake.

When this beautiful path is crossed we confront with bitter twists every few minutes that must be compassed. When you go higher lots of restaurants and shops are seen along the path and small havens are beside the path for visitors close to the headland to enjoy from the beautiful nature. You can also enjoy more by eating some fresh corn and some fresh honey. From the Heiran's attractions it can be pointed to its telecabin that is located at the west of Astara's Venebin and Haji amir village. It connects the last point of Heiran's neck to the last point in the east of the Fandoghloo's jungle park in Namin by crossing a pathway about 1500 meters. This telecabin is constructed by the private part with a budget about 12 milliard Tomans in six mounts. It can move a thousand tourists with its thirty cabins that have the capacity of six people with the pace of six meters in a second. The height of the upper station of this telecabin in Fandoghloo's area is about 1730 meters up from the sea land and the length of the path in first phase is 3 kilometers sweeping. This telecabin has the capacity to produce job opportunity for 50 people. Its geographical position has view to Shindan ancient summit and Azerbaijan republic from north, to Fandoghloo Jungle Park from west, to Venebin village and main road of Astara from east and to Heiran village and its beautiful neck from south. Heiran area by having suitable geography, good weather and beautiful nature is so attractive and is one of the four best tourism places in Astrara that has been approved to the former government companion.

After Lahijan and Kia Kola's telecabines, Heiran's telecabin is the third telecabine in Gilan's province. It is also used in common with Ardebil's province. The forth telecabine in Gilan is being constructed in Rudbar's Darfak with the length of eleven kilometers which is the biggest telecabine in the world right now. The existing of beaches, springs, waterfalls, natural warm waters and coastal markets are among the tourism attractions in Astara. To mention the role of this city in tourist attraction it is enough to say that just from the beginning of the hot season up to now more than six million and one hundred people have entered to Gilan's province.

THE RESULTS OF DESCRIPTIVE FINDINGS

Studies show that in this research most replies are due to the age group 26-35 with 41.2 percent and the least replies are due to the age group 46 years old and higher with 7.8 percent. About 7.71 percent of the repliers were men and 93.3 percent of them were women. The education status of the repliers shows that most of them who answered were people with high school education about 40.3 percent and the least who answered were people

with lower education about 5.3 percent. Studying the job condition of the repliers shows that most of replies in number were given by people whose job were agriculture with 39.9 percent and the least replies in number were given by people with job due to rustic industry with 7.6 percent.

First assumption test

It has been from Khidoo test to study the first assumption about the existing of meaningful relation between tourism industrial and the growth of income.

As the counted meaningful level (Sig= 0.003) is lower than the specified counted level (a= 0.005), this assumption is approved. It means that there exists a meaningful relation between the tourism development and growth in income.

Table1. (Studying the relation between the level of income and tourism development)

sig	df	X ²
0.003	4	28.4

(Results deduced from analytic and inferred findings)

Second assumption test

For studying the relation of the second assumption about existing a meaningful relation between the rustic tourism industrial and job opportunities it had been used from Khidoo test.

As the counted meaningful level is lower than the specified meaningful level (a= 0.05), this assumption is approved. So there is a meaningful relation between the creation of job opportunities and rustic tourism development.

Table 2. (Studying the relation between rustic tourism and job opportunities)

sig	df	X ²
0.003	5	21.6

Third assumption test

Like past two tests it has been used from Khidoo test to study the relation between the rustic tourism industrial and fundamental facilities. As the specified meaningful level is lower, so this assumption is also approved. It means that rustic tourism development has a meaningful relation with fundamental facilities for attracting tourists.

Table3. (Studying the relation between rustic tourism development and fundamental facilities).

sig	df	X ²
0.003	5	21.6

CONCLUSION

As supporting the villages with complementary agriculture activities can help the families to have more income, job opportunity and handicrafts and also raises the social and economical activities it must be considered in rustic programming. Here on the probable positive and negative effects of rustic tourism development should be considered in choosing which approach would be effectual in rustic development.

To benefit from village’s potentials and resources, and inflection in agricultural part of rustic economy that would lead to more migrations from villages and lower quality of life, there must be a comprehensive overlook and strategic approach toward the process of development in rustic tourism programming. More ever in the process of rustic tourism development, preservation from ecology, suitable use from natural resources and village’s property must come into the account. This not only causes constant development in villages but also the right of future generations would be preserved to enjoy from a good life quality.

As studies and results show in Heiran’s village there is a meaningful and positive relation between the level of tourism development and the growth in income, job opportunities, fundamental facilities and tourism criteria.

As most of the problems in villages are sourced from the lack of job opportunities, low incomes, and lack of fundamental facilities, so with an exact management and programming, awareness with current situation, regarding the defeats and benefiting from historical and natural abilities, and the revenue of tourists the development in villages can be fulfilled.

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