



Exposition of the Socio-Economic Impacts of Tourism Development on Local Communities in Rural Areas (Case Study: Baft County)

Neda Dehghani¹, Manijeh Ahmadi^{*2}, Hossein Farahani³

1. Ph.D. Candidate in Geography & Rural Planning, University of Zanjan, Zanjan, Iran.

2. Assistant Professor in Geography & Rural Planning, University of Zanjan, Zanjan, Iran

3. Associate Professor in Geography & Rural Planning, University of Zanjan, Zanjan, Iran.

Abstract

Purpose- Rural tourism has various effects on the economic and social aspects of rural households. Considering the significant impact of tourism on the economic and social development of local communities, this research aims to investigate the economic and social effects of rural tourism in Baft County.

Design/methodology/approach- The statistical population consists of 2512 households in the rural of Baft Township, out of which 333 households were selected through simple random sampling based on Cochran's; formula. The primary tool for data collection was a questionnaire, the validity of which was examined through content and structural validity, and its reliability was assessed using composite reliability and Cronbach's; alpha ($\alpha = 0.90$). Data analysis was performed using SPSS and LISREL software. To examine the fit of the measurement model of economic and social effects on rural tourism; the collected data were analyzed using LISREL software and second-order confirmatory factor analysis.

Findings- The research findings indicate that the most significant impact is on the economic dimension, including employment and income, investment, and satisfaction. Moreover, the most prominent effects in the social dimension include social participation, protection of intangible heritage, sense of place, heritage and tradition preservation, tourist satisfaction, education and awareness, and ultimately, cultural elevation. The research findings also revealed that the absolute fit indices (AGFI = 0.91, GFI = 0.94), comparative fit indices (NNFI = 0.92, CFI = 0.95), and parsimonious fit indices (RMSEA = 0.054, $X^2/df = 2.63$) confirm the excellent fit of the measurement model of economic and social effects on rural tourism with the observed data. Furthermore, the structural equation modelling results indicate that the most significant impacts are in the economic dimension of employment and income and the social dimension of social participation.

Keywords: Local communities, Tourism development, Economic and social effects, Structural equation modeling, Baft County.

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*Corresponding Author:

Ahmadi, Manijeh, Ph.D.

Address: Department of Geography & Rural Planning, Faculty of Humanities Sciences, University of Zanjan, Zanjan, Iran.

Tel: +989127413417

E-mail: ahmadi.manijeh@znu.ac.ir

1. Introduction

Tourism is a rapidly growing and expanding activity with various impacts on different industries, serving as a significant factor in the economic and socio-cultural development of various regions (Stepanova et al., 2023). Globally, tourism is considered one of the primary sources of economic growth and a crucial and prioritized sector in national economies (Ashrafi & Hadi, 2019: 73). Rural tourism, one of the main branches of tourism, offers advantages such as increased income, job creation, and improved satisfaction levels among local populations. Unlike other forms of economic development, enhancing living standards can be achieved through the influx of tourists and the rapid expansion of demand. Rural tourism development does not require complex technologies to provide basic facilities. Currently, rural tourism development plays a role in balancing the unique traditions of local communities with the tourism industry, attracting an unemployed workforce (POPŞA, 2020). Rural tourism, defined as a form of local innovative tourism, actively engages the local community, playing a significant role in endorsing and promoting this type of tourism (Andreea, 2022). Tourism activity, relying on its characteristics and effects, can effectively play a significant role in the dynamism and vitality of various economic sectors in local communities, ultimately contributing to the growth and development of rural areas. Rural tourism development is a concept that utilizes the environmental and historical resources available in rural areas. This development strategy has the most negligible detrimental impact and, through upgrading, improves productivity in rural areas, creates employment, improves income distribution, preserves the rural environment and culture, attracts local participation, and provides suitable ways to align traditional beliefs and values with contemporary conditions, resulting in increasing benefits for rural areas (Habibi Kashkoei, 2020). Tourism can have different effects on societies, especially in developing countries (Bajrami et al., 2020). Today, the tourism industry is recognized as a novel approach for the coexistence and development of human and society, aiming at economic efficiency in the

development of specific and suitable regions. Therefore, regions endowed with natural landscapes create unique attractions due to their geographical and environmental conditions regarding climate, topography, and hydrology. Recently, strategies focusing on the development and expansion of tourism in rural areas, which have the necessary potential for tourism growth, have gained attention worldwide and have even been implemented in some countries with positive outcomes (Moradi et al., 2014). The development of tourism in rural areas aims to address specific issues such as the return of migrants from urban to rural areas, increased population stability through improved living conditions (Grgić, 2017), facilitating conditions for new economic and commercial activities, and preserving the natural environment and local culture as tourist attractions. The balanced growth of rural areas through tourism can only be achieved when improving the living conditions of the local community is a long-term goal and is expressed through economic, social, and cultural interests. In recent years, for various economic, social, and ecological reasons, tourism has garnered attention as a tool for enhancing the development of rural areas that face economic and social challenges (Eftekhari & Pourtaheri, 2011). The expansion of tourism as a new strategy in rural development can play a crucial role in diversifying the economy of rural communities and creating new opportunities, such as generating profitable employment in non-agricultural sectors, increasing income, reducing income disparities between rural and urban residents, reducing rural migration to cities, and addressing the problems and issues of large cities.

Considering that Iran is among the top 10 countries globally in terms of tourist attractions, with diverse rural centers boasting numerous attractions and capabilities (Rezvani et al., 2012), identifying and introducing them for more significant income and tourism development can be a valuable and practical step (Barzegar et al., 2016). The richness of Iran's rural in natural attractions, social resources, cultural potential, and environmental factors significantly influences the effectiveness of rural tourism development (Mohammad Sharifi et al., 2009).

Given that over 30% of the population in our country resides in rural areas, agriculture and livestock farming alone cannot provide sufficient employment and income for the rural population. Therefore, the expansion of tourism as a new strategy in rural development can play a crucial role in diversifying the economy of rural communities and catalyze creating new opportunities, such as generating profitable employment in non-agricultural sectors, increasing income, reducing income disparities between rural and urban residents, decreasing rural-to-urban migration, and alleviating the problems and challenges of large cities. Baft Township's rural settlements are among the tourist destinations in Kerman Province, benefiting from a river, a healthy climate, and beautiful natural and mountainous attractions. Due to its mountainous nature, this Township attracts a considerable population, as it regulates the climate. Despite having the potential in terms of natural and human resources to attract tourists, the development of this Township has not been proportional to its capabilities and capacities, considering its historical background and potential. The untapped potential and numerous tourist attractions in this Township could be a significant and influential factor in the growth and development of the targeted rural tourism, acting as a positive stimulus for economic development. The presence of the UNESCO-registered Khabr National Park and other abundant natural attractions has created the potential for this Township to become a destination for both domestic and international tourists. However, realizing these advantages and desirabilities will only be possible with proper and focused planning to create the necessary infrastructure. Understanding the current state of tourism in the Township, identifying constraints and deficiencies, and appropriate planning can pave the way for better access to opportunities and development facilities for tourism in Baft Township. The primary research question arising from this is: What impact has the development of rural tourism had on the socio-economic development of local rural communities in Baft Township?

2. Research Theoretical Literature

Rural tourism in today's world is considered one of the significant sectors of economic activities. This pivotal economic activity has garnered attention from various perspectives. Some recognize it as a

segment of the tourism market, while others designate it as a strategy for rural development. The nature of the tourism industry includes job creation, income generation, economic diversification, social participation, and the utilization of local resources. Given that a substantial portion of the challenges of rural underdevelopment is attributed to the lack of this industry, rural tourism can contribute to rural development by addressing these issues (Namati et al., 2020). Rural tourism is the most people-centric form of tourism and is a crucial source of economic and social growth, along with sustainable environmental development in rural areas (Lotfi et al., 2016). This tourism branch serves as part of the tourism market and a source of employment and income, making it a significant tool for economic, social, and ecological development in rural communities. In many countries, this is closely tied to agricultural policies and is often promoted as a strategic approach to preserving the environment and traditional rural culture. Tourism plays a fundamental role in the development and preservation of resources in rural areas due to its broad and public nature. With the increasing emphasis on local and regional development policies, rural tourism has received special attention (Hasan Nouran, 2020). The goal of tourism development, both at the international and national levels, is to facilitate the economic and social development of destination areas. For this reason, most countries worldwide recognize the significance of tourism in the global economy, considering its role in income generation and employment. Rural tourism, although constituting a relatively small portion of this market, plays a crucial role in the economies of rural areas (Bajrami et al., 2020). Tourism in rural areas and communities is gaining attention as an alternative option for two main reasons: A) the ability of tourism to contribute to solving problems and challenges faced by these areas, and B) the potential for economic development, improved infrastructure, and better access to employment and income opportunities (Figueiredo, 2015). Tourism is a lifeline for rural areas, helping combat poverty, migration, and socio-economic issues. In addition, tourism serves as a significant factor in enhancing infrastructure, promoting social and cultural exchanges, attracting mobile capital, and injecting it into the rural environment. According to researchers, tourism flourishing is seen as a strategy for achieving economic development by injecting

foreign currency, creating employment, and supporting comprehensive growth in rural areas (Corsale and Iorio, 2010). The blossoming of tourism as a strategy for injecting foreign currency, creating employment, and supporting comprehensive growth in rural areas is significant. This geographic expanse, with access to a substantial portion of national resources, allows the rural community to shape numerous opportunities in the country's rural areas effectively. One of these opportunities lies in rural tourism. Rural tourism contributes to the creation of employment, the development of small businesses, increased government and private investments in rural areas, infrastructure enhancement, optimal utilization of limited financial resources, and generating income for low-income households. Ecotourism entrepreneurship is one of the most crucial economic aspects (Sojasi Ghidari & Dalir Teizabi, 2017). Tourism has always had dual effects on the local communities of tourist destination rural. Rural tourism is considered a solution that has significant economic impacts and can, to some extent, contribute to slowing down the process of rural settlement evacuation and reducing migration. The development of tourism as a strategy for rural development is a relatively new concept that local policymakers in rural communities have recognized. One of the most significant benefits of the tourism industry in rural areas is the creation of income and wages for those employed in this sector, often consisting of residents. Furthermore, rural tourism development can play a crucial role in diversifying the economy of rural communities, serving as a foundation for sustainable rural development. On the other hand, it can serve as a means to stimulate national economic growth by overcoming underdevelopment perceptions and improving local living standards (Rayegani et al., 2010). The social and cultural effects of tourism are ways in which tourism brings about changes in value systems, behaviour patterns, family relationships, lifestyle, traditional ceremonies, and social organizations. Tourists establish connections and interactions with residents during their stays in tourist destinations, and the outcomes of these mutual relationships bring about changes in the quality of life, value systems, division of labor, family relationships, tendencies, behavioral patterns, customs, and traditions of the host

society. Nevertheless, rural tourism development can encompass a range of social benefits for rural communities (Habibi Kooshkooi, 2020). Some of the negative socio-economic effects include the promotion of consumerism in the local community, an increase in crime rates, a decline in local community participation, an escalation in the destruction of cultural heritage, a widening gap between social classes, consumerism, moral laxity, land use conflicts, displacement of residents, and economic repercussions such as increased prices of local goods and lands, unequal income distribution, labour exploitation, and damage to agricultural products (Tran and Walter, 2014).

2.1 Review of Literature

Research Background Numerous studies have been conducted on rural tourism and its potential impacts on local communities. Stepanova (2023) conducted research in Russia and found that Russian tourism needs to align with global modern trends to enhance competitiveness in tourist service markets. The Russian Federation has ample opportunities for large-scale tourism development. Therefore, engaging in activities in this domain is not only aimed at creating an accessible and comfortable tourism environment but is also essential for the priority development of tourism activities in rural areas (Lestter Pelegrín Naranjo et al., 2022). A study aimed at determining the potential for rural tourism and agritourism development was carried out in the municipality of Camajuaní in Villa Clara province, Cuba. The research results indicate that this region has untapped natural attractions and a high potential for rural tourism and agritourism. Rural tourism and agritourism serve as innovative alternatives to revive the economy of rural areas and add value to agricultural activities. Research conducted by Kofi Poku Quan-Baffour (2020) in Ghana, concerning tourism and the social-economic revitalization of rural, concludes that tourism is a source of income and employment in many countries. In many former European colonies, specific places and historical events still attract thousands of visitors who seek firsthand information. Based on the study, the Apo Festival has had a positive impact on the social and economic development of the country. The article suggests that local authorities enhance tourist attractions to attract visitors, contributing to the socio-economic revitalization of the village. These studies collectively highlight the importance of aligning tourism activities with global trends, exploring untapped natural attractions, and leveraging tourism as

a means of socio-economic development, income generation, and employment creation in rural areas. The purposes of rural tourism in China suggest that improvement in the livelihood diversity of most residents has been achieved through the adoption of a multi-activity strategy and the utilization of synergies between tourism and other income sources. Consequently, overall livelihood sustainability has increased. However, this has led to an income gap that has not received adequate attention from local authorities (Dodds, 2018). Dodds, in his study, concluded that the influx of tourists into rural areas has elevated the knowledge and awareness of rural residents. As a result, rural residents' inclination towards each other has increased, leading to higher levels of social interaction in sustainable village management (Habibi Kushkouyi, 2020). In an examination of the role of tourism in the development of rural areas in East Gilan, it was found that there exists a direct relationship between tourism and rural development at the village level in East Gilan. The research revealed correlations between increased income, job creation, cultural transformations, enhanced social interactions, increased environmental pollution, and spatial changes within the study area (Hassan Nooran, 2020). In examining the role of rural tourism in social, economic, and environmental developments, it has been concluded that these areas have consistently been influenced by various social, economic, and environmental dimensions of tourism. Tourism is one of the most significant factors in the social, economic, and environmental transformations of rural areas in this region. Any form of development, including tourism development, leaves diverse impacts on the local communities of the region. Various perspectives on the impact of tourism on the development of local communities have been expressed. Studies conducted on tourism in the study area have mainly discussed and investigated general tourism-related topics. So far, there has been no specific study focusing on the economic and social effects of tourism in this region. Therefore, the present research aims to explore and address this knowledge gap

3. Research Methodology

3.1. Geographical Scope of the Research

The research is conducted in the Township of Baft, covering an area of approximately 6,494 square kilometers in the southwest of Kerman Province. Geographically, it is situated between 28 degrees 6

minutes to 29 degrees 36 minutes north latitude and 55 degrees 56 minutes to 57 degrees 15 minutes east longitude, using the Greenwich Mean Time (GMT) reference. The Township, with an elevation of 2,250 meters, is the third-highest in Iran. The highest point is estimated at 4,349 meters, and the lowest is 1,100 meters above sea level. The Township comprises two urban areas, including the city of Baft and Bezjan, along with six rural districts and 1,210 settlements. According to the statistics of the year 2016, the population of Baft Township is estimated at 75,940, with 38,798 residing in rural areas and 37,142 in urban areas. The rural settlements of this Township are among the tourist attractions of Kerman Province. Endowed with a river, a healthy climate, and beautiful natural and mountainous landscapes, it attracts tourists throughout the year. Due to its mountainous terrain, which leads to climate moderation, the Township has a considerable population. This Township possesses significant potential, both in terms of natural and human factors, for tourism attraction. However, the economic success of tourism in the rural areas of Baft Township has not been substantial in terms of employment generation. Tourism has led to the creation of a limited number of service-related jobs, contributing to a reduction in unemployment rates and generating employment opportunities. Socially, tourism significantly influences rural participation, social justice, education, promotional activities, and the improvement of the educational and health status of rural areas. It enhances people's awareness, promotes external relations with other rural and neighbouring regions, reduces rural migration due to better and more extensive services, and increases the attachment of rural residents to their own rural. Despite its historical background and potential capabilities, the development of this region has not been proportionate to its capacities. One of the impactful challenges on the tourism of Baft Township is the lack of optimal planning for tourism development. Despite the natural, social, historical, and cultural assets of the Township for tourism development, the industry still suffers from a lack of practical, purposeful, and effective planning. Unfortunately, it has not received the special attention it deserves. The unsuccessful tourism planning in Baft Township stems from various reasons, including differences in values, perspectives on planning, the position and importance of planning, planning systems and policies, decision-making structures and processes, evaluation systems, lack of transparent, up-to-date, and accurate databases and information, and

challenges in different economic, social, and cultural sectors, presenting obstacles to this sector.

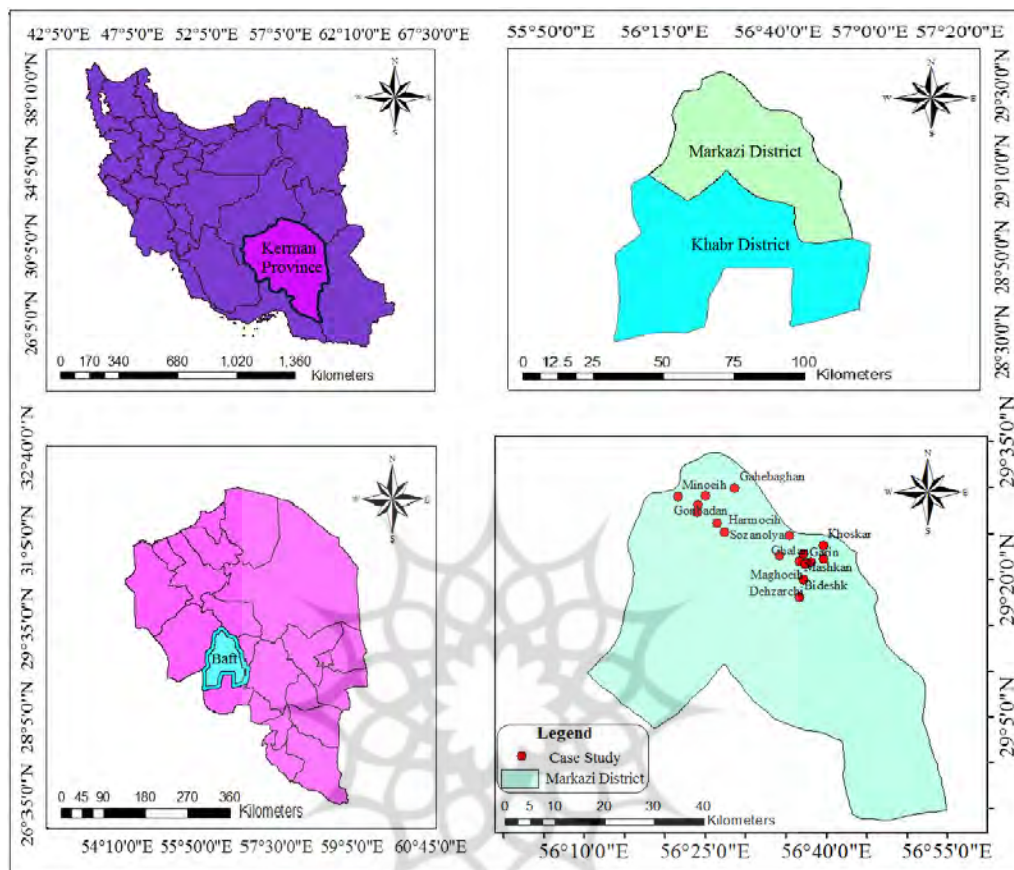


Figure 1. The geographical location of the study area

3.2 Research Method

The research is of an applied nature, utilizing a descriptive-analytical methodology. Data and information were gathered through document analysis (books, articles, and reports) and field surveys (questionnaires and observations). The library method was employed to expand and explain the theoretical aspect of the problem using available documents. After extracting a list of research indices and variables (Table 1), a household-level questionnaire was administered in the studied rural during the field study, utilizing Likert's five-point scale [Very Low (1), Low (2), Moderate (3), High (4), Very High (5)]. The statistical population of this research includes 18 tourism-friendly rural with tourism potential in the central part of Baft Township. All 18 rural were selected for distributing and completing the questionnaires, and the number of households is 2512. Finally, using

Cochran's formula, a sample size of 333 individuals was selected.

The sampling from the target population was conducted through a multi-stage method. The validity of the questionnaire was confirmed by a group of experts, and then, using Cronbach's alpha, the reliability of the questionnaire was examined, resulting in a high-reliability coefficient (Cronbach's alpha 0.964). Simple random sampling was employed to select rural households for the research. In such a way that each of the rural is categorized based on the population density and distribution, and accordingly, using this method, the sample size is selected within each of these categories (rural). The validity (face and content) of the questionnaire has been confirmed by a group of specialists with a background in similar studies. A pilot study was conducted in the statistical community area with 30 questionnaires, and using Cronbach's alpha formula, the reliability of the

entire questionnaire was calculated as 0.975. For data analysis, SPSS and LISREL (Structural Equation Modeling) software have been utilized.

Table 1. The indicators of measuring Socio-Economic dimension of tourism.

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Dimension	Component	Index	Reference
Social dimension	social participation	establishing social justice, women's participation rate, participation in decision-making and planning, people's participation in the implementation of tourism development plans and programs, and people's participation in introducing tourist attractions to tourists.	Karroubi & Bazarafshan, 2016; Ruknuddin Ifikhari et al., 2006; Sebele, 2010; Mansuri & Rao, 2004; Vila et al., 2016
	Locality	The inverse ratio of the migration rate from the village, the tendency to stay in the region.	
	Education and Awareness	Education and increasing people's awareness of their environment, increasing advertising activities to attract tourists, participating in training courses to serve tourists, designing training courses related to tourism in the region, and training to start and manage businesses. it is related to tourism.	
	Protection of tangible heritage	protection of historical buildings, preservation of the originality of native architecture, preservation of natural heritage, and protection of native arts.	Ertuna & Kirbas, 2012; Cawley & Gillmor, 2008; Bornemeier, Victor, & Durst, 1997; CeballosLascrain, 1996; Smith, 2012; Jackson & Ingles, 1998
	Protection of intangible heritage	Preservation of local language and dialect, adherence to social norms, and preservation preservation of historical and cultural identity.	
	Preservation of heritage and traditions	Support of handicrafts, preservation of customs and revival of unique traditional village ceremonies, the extent of change in the values and culture of local people due to the arrival of tourists.	
	Investment Cultural promotion	†The possibility of transferring positive cultural values to other societies, mutual respect between people with different cultures, building local restaurants, and promoting the sale of handicrafts.	
Economic dimension	Employment and income	Increasing the employment rate, attracting skilled workers in tourism, increasing the income of workers in the tourism sector, increasing employment opportunities for young people, attracting surplus labor from the agricultural sector in tourism-related activities, creating local economic units, increasing the value of land in the village. And around it, increasing purchasing power and supporting the local community	Pourahmad et al., 2015. Bhuiyan Siwar et al., 2011; Hussin & Kunjuraman, 2014; Ibrahim & Razzaq, 2010; Perez et al. 2013
	Investment	Increasing support for small local investors, government investment in the tourism sector, and private sector investment in the field of tourism.	
	Satisfaction with income and job opportunities	Satisfaction of the local community with the income obtained from tourism, and satisfaction with job opportunities related to tourism.	

4. Research Findings

The descriptive characteristics of the study sample indicate that out of 333 respondents, 293 individuals (88%) are male, and 40 individuals (12%) are female. The highest frequency, with 153 individuals (45.9%), falls within the age range of 40 to 64 years. In terms of education level, 66 individuals (19.8%) are illiterate or have elementary education, 15 individuals (4.5%) have guidance school education, 88 individuals (26.4%) have a high school diploma, 42 individuals (12.6%) have post-diploma education, and 122 individuals (36.6%) have a

bachelor's degree or higher. To prioritize the economic and social impacts on rural tourism, the coefficient of variations statistic has been employed. The results of this section are presented in Table 2. As evident from the table results, in the economic dimension, the most significant impacts are on employment, income, and investment, ultimately leading to satisfaction. In the social dimension, the highest impacts are on social participation, followed by the preservation of intangible heritage, sense of belonging, conservation of heritage and traditions, tourist

satisfaction, education, and awareness. The cultural upliftment, however, has the most negligible impact.

Table 2. Social, economic effects on rural tourism indicators

Dimension	Component	Mean	Standard deviation	Coefficient of Variation
social	social participation	3/75	0/97	0/258
	Locality	3/54	0/89	0/251
	Education and Awareness	3/12	0/95	0/304
	Protection of intangible heritage	3/67	0/96	0/261
	Protection of tangible heritage	3/50	1/08	0/308
	Preserving heritage and traditions	3/49	0/89	0/255
	Cultural promotion	2/84	0/88	0/309
Economic	Employment and income	4/09	0/74	0/180
	Investment	3/85	0/75	0/194
	Satisfaction with income and job opportunities	3/81	0/73	0/191

In order to examine the validity of the structural questionnaire and the fit of the measurement model related to the "Economic and Social Effects on the Development of Tourism in the Rural Areas of the Central District of Baft Township," the collected data were analyzed using the LaserL software and subjected to confirmatory factor analysis. The purpose of this method is to determine whether the number of measured factors aligns with what was expected based on theory and theoretical models. In other words, it tests the level of conformity and harmony between the constituent variables and the experimental research structure. In this stage, for evaluating the economic and social effects on rural tourism development, a second-order factor analysis method was employed. Based on the results obtained in Table 3, the t-values for all study variables were more significant than 1.96, indicating

the significance of the relationships between these variables and their respective factors. In other words, the findings of this section indicate that all selected indicators for measuring the economic and social effects on the tourism of rural communities in the Baft Township have sufficient and necessary accuracy; therefore, it can be stated that the utilized indices demonstrate an acceptable alignment with the theoretical foundation of the research. Additionally, as evident from the table results, in the social dimension, the highest impact on participation is related to cultural promotion with a factor loading of 0.98%, while the lowest impact pertains to cultural elevation with a factor loading of 0.23%. In the economic dimension, the highest impact on employment and income is associated with a factor loading of 0.88%.

Table 3. Factor Loadings of indicators and structural effects of Social, and economic on the development of tourism in the form of a measurement model

Dimension	Component	Mean	Factor Loadings	t-value	R ²
social	social participation	MO1	0/98	-	0/95
	Locality	TA1	0/76	15/84	0/65
	Education and Awareness	ED1	0/34	18/22	0/76
	Protection of intangible heritage	HM1	0/60	15/73	0/59
	Protection of tangible heritage	HMN1	0/79	15/46	0/58
	Preserving heritage and traditions	HMI1	0/65	14/63	0/54
	Cultural promotion	EF1	0/23	4/18	0/38
Economic	Employment and income	EC1	0/88	-	0/77
	Investment	SR1	0/86	17/79	0/73
	Satisfaction with income and job opportunities	RZ1	0/80	16/53	0/32

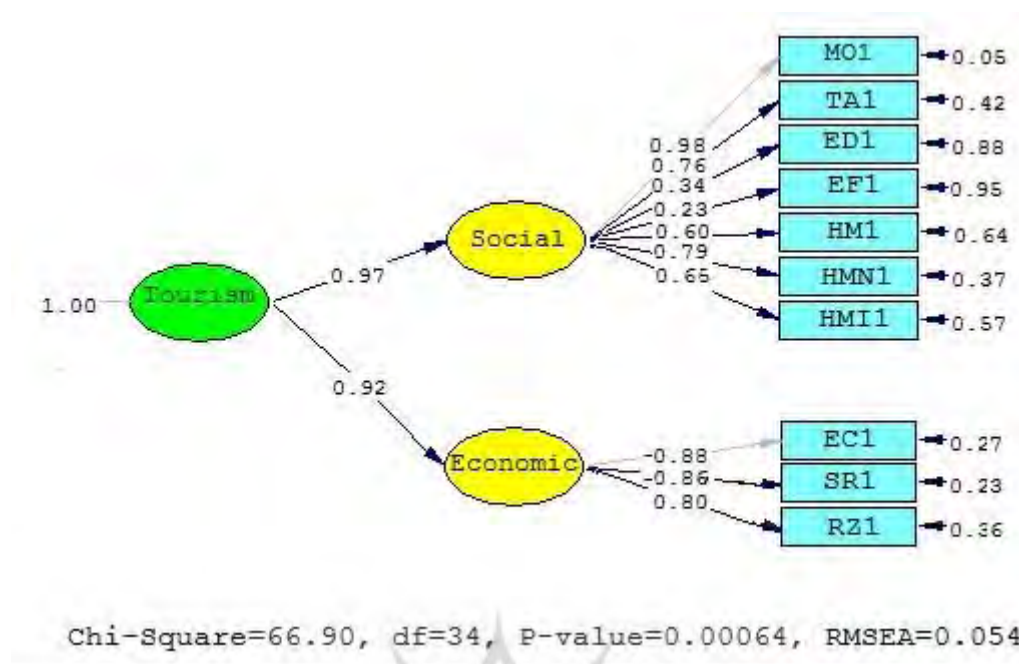


Figure 2. Standardized coefficients of the measurement model components of the effects of Social, and economic on the development of tourism in the standard state

Moreover, considering the representativeness indices presented in the [table](#), it can be asserted that the measurement model of the economic and social effects on rural tourism development in the Baft

Township ([Figure 2](#)) is valid and acceptable for fitting the relationships between the indices and their corresponding indicators.

Table 4. Fitness indices of the measurement model of the effects of Social, and economic on the development of tourism

Index	X ² /df	RMR	NFI	NNFI	CFI	IFI	GFI	AGFI	RMSEA
Proposed criterion	3 ≤	5 ≤	0.90 ≤	0.90 ≤	0.90 ≤	0.90 ≤	0.90 ≤	0.90 ≤	≤ 0.08
Reported criterion	2.63	0.049	0.94	0.92	0.95	0.95	0.94	0.91	0.054

Based on the results obtained from [Table 4](#), one of the fit indices of the model is the Root Mean Square Error of Approximation (RMSEA). The recommended criterion for this index is less than or equal to 0.08. In the current model, this index equals 0.054, indicating a satisfactory fit of the model under study with the observed data. Another index is the Goodness of Fit Index (GFI) and the Adjusted Goodness of Fit Index (AGFI). The closer these indices are to 1, the better the model fits, and here, their values are 0.91. Also, the ratio of Chi-square to degrees of freedom (χ^2/df) is less than 3, indicating an excellent fit of the measurement model of the research with the observed data. Other fit indices also indicate a suitable and excellent fit of the model. Therefore, considering the results obtained, it can be stated that the overall fit of the

measurement model is in a desirable condition and is compatible with the data used. In other words, the overall quality of the fit of the measurement model is considered satisfactory. As demonstrated in [Figure 3](#) and [Table 4](#), the significant part of the coefficients and parameters obtained illustrates the measurement model of the economic and social effects on Baft in the central district of Baft Township. If the significance value is more significant than 1.96 or less than -1.96, the relationship in the research model will be significant. [Figure 3](#) indicates that all relationships are significant, confirming all hypotheses. Based on this, it can be said that the economic and social components significantly represent a considerable portion of the structure of rural tourism development in the studied area. Therefore, it can be

concluded that the economic aspect has had a more significant impact on tourism development in the rural areas of Baft Township.

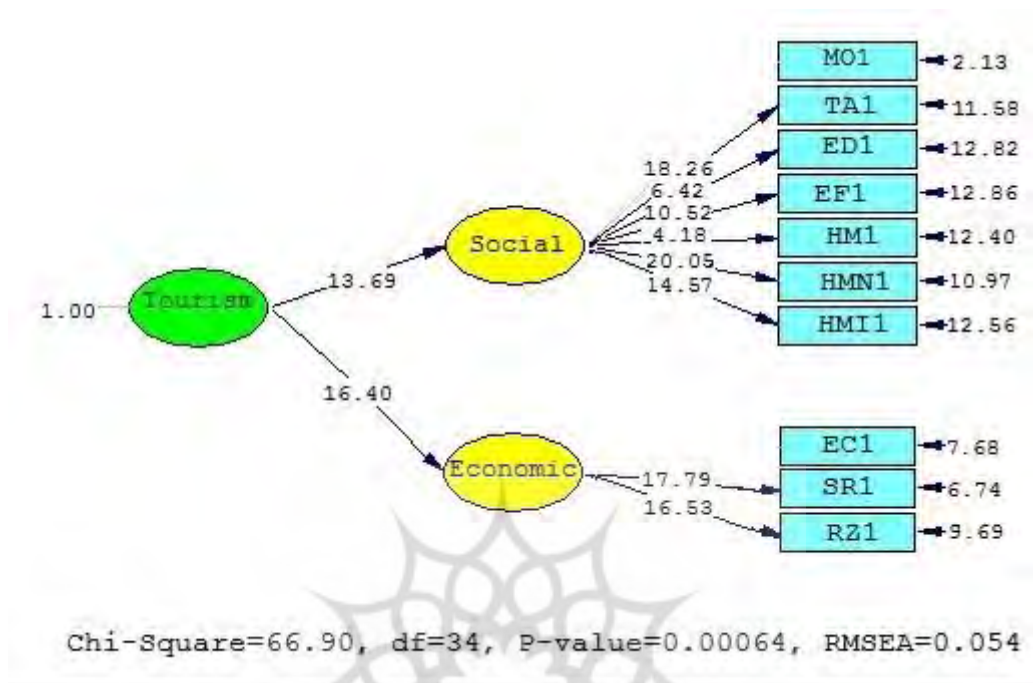


Figure 3. Measurement model of the components of the effects of Social, and economic on the development of tourism in a significant state

5. Discussion and Conclusion

The tourism industry is considered one of the most significant economic activities at the national level. Rural tourism, as a complementary market to rural areas and a crucial source of employment for less dynamic communities like rural societies, holds considerable importance. Employment in this industry does not require high skills and expertise, allowing residents with minimal skills to engage in service-related occupations. This not only leads to increased economic opportunities but also enhances the desirability of the local community's perspective. On the other hand, rural tourism catalyzes cultural, socio-economic, and other forms of development, preventing the transformation of rural areas into impoverished and deteriorating regions. Rural tourism, given its complex nature, has led to fundamental developments in the economic, socio-cultural dimensions of the target rural in recent years. All these changes have impacted the structure and lifestyle of rural residents. Baft Township is one of the promising

areas for tourism. It attracts a significant number of tourists annually, not only due to its beautiful natural attractions, favourable climate, and the presence of the international Khabar Park but also being situated along the route to Bandar Abbas Township. This research aims to elucidate the economic and social effects of tourism on the rural communities of Baft Township. In addition to achieving this primary goal, the study seeks to expand theoretical frameworks and apply them to analyze the economic and social impacts of tourism on the rural communities of Baft Township. The findings are presented as follows. Given the obtained results, it can be stated that the overall fit of the measurement model for assessing the effects of tourism on local communities is satisfactory and compatible with the utilized data. In other words, the overall fit of the measurement model is deemed desirable and well-evaluated in this research. As observed, the research findings indicate that, based on the confirmed factor analysis values derived from field data among the examined indices, rural

tourism has a significant impact on the economic and social dimensions of rural areas. However, among these dimensions, employment, income, and social participation showed the highest levels of susceptibility. Tourism flows in the region, endowed with high natural beauty, have led to considerable social and economic consequences. Economically, tourism has contributed to increased income, job creation, investment, and ultimately economic satisfaction. Countries investing in various sectors of this industry, especially rural tourism, and developing its various infrastructures, aim to generate income and foster their development for maximum benefit. Therefore, considering the employment and income generated for rural investing in this sector, tourism is considered one of the critical factors in the growth and development of rural areas. Furthermore, tourism in the rural areas of the Township accelerates economic development in various sectors, including housing and hotel construction, manufacturing and service industries, handicrafts, and more. Regarding the social impacts of tourism, aspects such as social participation, preservation of intangible heritage, and a sense of place attachment can be highlighted. The findings of this research align with the studies conducted by Rastayi et al. (2021), Hasan Nouran (2020), Jalalabadi (2019), Shafiei et al. (2018), and Saghaei et al. (2017). The most important recommendations that can improve the tourism situation in the rural areas of the Township include the following: Improved and expanded government services in infrastructure, such as transportation, water, electricity, sports and health Facilitation. Facilitation of access to the region's rural, enhancement of rural road quality,

widening and securing asphalt roads between rural and urban areas. Development and construction of roadside services, such as fuel stations, upgrading the quality of physical and service facilities, restaurants, and other accommodation centers in the area. Enhancement of hygiene standards in accommodation and hospitality centers. Price control and prevention of price gouging in the region. Establishment of order and public discipline in recreational and tourist centers, especially during peak tourist seasons. Promoting tourism culture in the region and introducing tourism as an industry, highlighting its effects on the local community. Educating tourists about rural tourism. Conservation of natural and human tourism resources against any destructive and irresponsible interference. Improvement of existing tourist resources, both natural and historical. Increased attention from local authorities and tourism officials to environmental hygiene. Implementation of policies and measures to prevent land use changes in the region.

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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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تبیین اثرات اقتصادی-اجتماعی توسعه گردشگری بر جوامع محلی در نواحی روستایی (مطالعه موردی: شهرستان بافت)

ندا دهقانی^۱ - منیژه احمدی^{۲*}، حسین فراهانی^۳

^۱ - دانشجوی دکترای جغرافیا و برنامه‌ریزی روستایی، دانشگاه زنجان، زنجان، ایران

^۲ - استادیار جغرافیا و برنامه‌ریزی روستایی، دانشگاه زنجان، زنجان، ایران

^۳ - دانشیار جغرافیا و برنامه‌ریزی روستایی، دانشگاه زنجان، زنجان، ایران

چکیده مبسوط

۱. مقدمه

از مزایای اصلی گردشگری روستایی؛ افزایش درآمد، ایجاد شغل، و بهبود سطح رضایت جمعیت ساکن در جوامع محلی است. اما در مقایسه با سایر اشکال توسعه اقتصادی، بهبود استانداردهای زندگی را می‌توان از جریان گردشگران و گسترش سریع تقاضا به دست آورد. در گردشگری هیچ فناوری پیچیده‌ای برای ایجاد امکانات اولیه مورد نیاز نیست. در حال حاضر توسعه گردشگری روستایی نقش ایجاد توازن بین سنت‌های خاص جامعه محلی و صنعت گردشگری را ایفا می‌کند و می‌تواند نیروی کار بیکار را جذب کند. سکونتگاه‌های روستایی شهرستان بافت، یکی از تفرجگاه‌های استان کرمان است که با وجود رودخانه، هوای سالم و جاذبه‌های طبیعی و کوهستانی زیبا، از قدرت جذب گردشگر در فصول مختلف سال برخوردار است و به دلیل کوهستانی بودن این شهرستان که تعدیل هوا را به دنبال دارد، میزان جمعیت قابل ملاحظه‌ای را به این شهرستان می‌کشاند. این شهرستان دارای پتانسیل‌های بالقوه‌ای از نظر طبیعی و انسانی برای جذب گردشگر است، اما به رغم سابقه تاریخی و توانهای بالقوه، توسعه این شهر متناسب با توانمندیها و ظرفیتهای آن صورت نگرفته است. توانهای بالقوه و جاذبه‌های متعدد گردشگری و توسعه این صنعت میتواند عامل مهم و تأثیرگذاری در رشد و توسعه و محرک خوبی در توسعه اقتصادی روستاهای هدف گردشگری شهرستان باشد. سؤال اصلی تحقیق در ذهن به وجود می‌آورد که: توسعه گردشگری روستایی چه تأثیری بر توسعه اقتصادی-اجتماعی جوامع محلی شهرستان بافت داشته است؟

۲. مبانی نظری تحقیق

گردشگری در مناطق و جوامع روستایی به عنوان یک گزینه‌ی جایگزین به دو دلیل مورد توجه است: الف) توانایی تورسم در کمک به حل مسائل و چالش‌های پیش روی آنها ب) توسعه‌ی اقتصادی، زیرساختی و دسترسی بهتر به فرصت‌های اشتغال و درآمد راه‌های نجات روستا از فقر، مهاجرت و مشکلات اقتصادی و اجتماعی به شمار می‌رود و علاوه بر این، گردشگری به مثابه یک متغیر تأثیرگذار در افزایش زیرساخت‌ها، ارتقاء تبادلات اجتماعی و فرهنگی، جلب سرمایه‌های سرگردان و به جریان انداختن آن در محیط روستا، در راستای نیل به سطحی از توسعه اقتصادی تلقی می‌شود و به زعم محققین، شکوفایی گردشگری به عنوان یک راهبرد در راستای تزریق ارز، ایجاد اشتغال و حمایت و پشتیبانی از رشد همه جانبه در نواحی روستایی می‌باشد شکوفایی گردشگری به عنوان یک راهبرد در راستای تزریق ارز، ایجاد اشتغال و حمایت و پشتیبانی از رشد همه جانبه در نواحی روستایی می‌باشد این گستره جغرافیایی در قلمرو سرزمینی با در اختیار داشتن بخش وسیعی از منابع ملی، جامعه روستایی می‌تواند در شکل‌گیری فرصت‌های بسیار زیاد در مناطق روستایی کشور موثر واقع شود. از جمله این فرصت‌ها در بخش گردشگری روستایی است. کمک به ایجاد اشتغال، توسعه کسب و کارهای کوچک، افزایش سرمایه‌گذاری‌های دولتی و خصوصی در روستا، تقویت زیرساخت‌ها، بهره‌گیری از منابع مالی محدود، کسب درآمد برای خانوارهای فاقد درآمد یا کم درآمد، از مهمترین جنبه‌های اقتصادی کارآفرینی اکوتوریستی است.

۱. نویسنده مسئول:

منیژه احمدی

آدرس: گروه جغرافیا و برنامه‌ریزی روستایی، دانشکده علوم انسانی، دانشگاه زنجان، ایران

پست الکترونیک: ahmadi.manijeh@znu.ac.ir

۳. روش تحقیق

نوع پژوهش کاربردی و روش‌شناسی مورد استفاده توصیفی-تحلیلی می‌باشد. در پژوهش حاضر جهت گردآوری اطلاعات و داده‌ها از روش اسنادی (کتاب‌ها، مقالات و گزارش‌ها) و پیمایش میدانی (پرسشنامه و مشاهده) استفاده شده است. در شیوه کتابخانه‌ای به کمک اسناد موجود به بسط و تبیین نظری مسئله پرداخته شد. در نهایت پس از استخراج فهرستی از شاخص‌ها و متغیرهای پژوهش، در مرحله‌ی مطالعه‌ی میدانی به کمک پرسشنامه در سطح خانوار روستاهای مورد مطالعه در چارچوب لیکرت و به صورت پنج طیفی عملیاتی شد. بررسی روایی پرسشنامه توسط گروهی از متخصصین که سابقه مطالعات مشابه داشتند مورد تأیید قرار گرفته است. مطالعه آزمایشی در منطقه جامعه آماری با تعداد ۳۰ پرسشنامه صورت گرفت و با استفاده از فرمول آلفای کرونباخ، پایایی کل پرسشنامه ۰/۹۶ به دست آمد. همچنین از پایایی ترکیبی نیز استفاده گردیده است که بر اساس هر دو آماره پایایی متغیرها از مقدار قابل قبولی برخوردار بود. جهت تجزیه و تحلیل داده‌ها از نرم افزار *Spss* و *Lisrel* (مدل‌سازی معادلات ساختاری) استفاده شده است.

۴. یافته‌های تحقیق

نتایج پژوهش نشان داد که براساس مقادیر شاخص‌های تحلیل عاملی تاییدی به دست آمده از داده‌های میدانی در میان شاخص‌های بررسی شده، بیانگر آن است که گردشگری روستایی تأثیرات اقتصادی و اجتماعی بر جوامع محلی داشته‌اند. براساس آماره ضریب تغییرات مربوط به گردشگری روستایی در بعد اقتصادی بیشترین تأثیر بر اشتغال و درآمد، سرمایه‌گذاری و رضایت مندی، داشته است. به علاوه

بیشترین اثرات در بعد اجتماعی مشارکت اجتماعی، حفاظت از میراث ناملموس، تعلق مکانی و حفظ میراث‌ها و سنت‌ها، رضایت مندی گردشگران، آموزش و آگاهی و در نهایت اعتلای فرهنگی بوده است.

۵. بحث و نتیجه‌گیری

نتایج پژوهش نشان می‌دهد گردشگری بیشترین تأثیر را بر بعد اقتصادی داشته است بنابراین پیشنهاد می‌شود شرایطی فراهم شود تا از حداکثر پتانسیل‌های گردشگری روستایی استفاده شود. و هم تعداد گردشگران به روستا افزایش یابد تا شرایط اقتصادی ساکنین روستا نیز با افزایش تعداد گردشگران بهبود یابد همانطور که در همانطور که در پژوهش مشخص گردید گردشگری باعث افزایش اشتغال شده است. بنابراین پیشنهاد می‌شود برنامه‌های آموزشی توسعه مهارت‌های کارآفرینی و خدمات رسانی برای مردم محلی افزایش یابد تا ساکنین بتوانند با افزایش آگاهی خود و و بهبود مهارت‌ها به نقش آفرینی موثر در این صنعت بپردازم فقدان مهارت‌های کارآفرینی در روستاهای شهرستان بافت عمده‌ترین محرومیت آنها از کسب و کار گردشگری و منافع حاصل از آن است، استفاده هوشمندانه از تغییرات حاصل از ورود گردشگران به نحوی که بتوان رفتارهای اجتماعی افراد را به سمت و سوی تغییرات مثبت سوق داده و از تغییرات مثبت حاصل از ورود گردشگران حمایت و با تغییرات منفی و مخرب مقابله کرد.

کلیدواژه‌ها: جوامع محلی، توسعه گردشگری، اثرات اقتصادی اجتماعی مدل‌سازی معادلات ساختاری، شهرستان بافت.

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