

## Analysis and Evaluation of Economic, Social and Environmental Impacts of Tourism in Promotion of Village Areas

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**ABSTRACT:** Village development is a multi-dimensional process, the subject of which is improvement and promotion of the quality of fragile groups of people residing in villages. One of the aspects of village development which can have a comprehensive impact on the life of the villagers is the extension and spread of the concept of village tourism. Village tourism can, by penetration and influencing on all aspects of village life, promote life both in terms of social and cultural aspects. The method of this research is descriptive-analytical, and the collection of data has been done through library and documentation sources. The results found show that regarding the variety of the village surroundings in the country, and despite having problems and issues in common such as unemployment, immigration, low income, low productivity and etc., all villages in the country do not have the capacity of absorbing and bearing tourists who come from an outer societies, and based on the cultural biases, religious beliefs, level of development, rate of education and the urban-village relation, have given different responses to accepting the village tourism. On the other hand, the conditions of the natural environment, economic activities and facilities that they may offer for the development of tourism, might be different and the results show that tourism has had more positive impacts in the economic perspective, but in terms of social and cultural aspects, there have been some changes made along the way.

**Key words:** Social, Economic and Environmental Impacts of Tourism, Development, Countryside Areas

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### INTRODUCTION

With the end of the modern era and by stepping into the post-modern period, the concept of development was evolved also, and the history of this concept made new elements for this wide and accumulated chain. In these concepts, development cannot be regarded as one-facet, but rather requires multiple aspects which are the grounds of the actual development [1]. Today the concept of development has gone beyond mere economic growth, and has tied itself to the concepts of human growth, social justice, improvement of facility distribution and spatial balances. Parallel with this aim, the improvement of the levels of living is the ultimate goal of the policies and economic-social programs. At the moment the social, economic and environmental indices of development have also grown in the world, and are considered as a criterion of evaluating the rate of success and failure in development programs. It is certain that without such a tool, no country will be able to detect its conditions and test the applied methods in the process of reaching to developmental goals [2]. On the other hand, by the statement of the theory of sustained growth at the early 70s so far, the tourism development has also been mentioned as one of the possible and sustained strategies for development in many remote rural areas, and maybe as one of the proper substitutes for implementation of the requirements of sustained growth and environmental maintenance, social and economic conditions of rural areas, establishing of new jobs, state and private investments, improvement of infrastructure and economic benefits in rural areas as well [3].

### MATERIAL AND METHODS

The method of this research is descriptive-analytical, and the collection of data has been done through use of library and documentation sources.

**Theoretical Foundations:** The term tourism appeared for the first time in the Sporting magazine. From the early 70s studies related to the tourism industry by the concept we know today, has established itself a particular standing among other academic fields. Tourism has been one of the most developed industries in the second half of the 20th century, and has often been regarded as the key or code of economic growth, both in the developed and non-developed countries. At the moment many countries obtain their economic and social benefits from tourism and use tourism revenues for developing regional infrastructures [4].

Tourism is a kind of temporary change of place which is done for the purpose of spending free times, entertainment and etc. and means changing one's place to somewhere outside the society for purposes of entertainment or business and not for handling everyday tasks [5].

## **Development**

The concept of the word development means passing through one phase to another or change of the current structure. In this term, 3 concepts are hidden: progress, evolution and change [6]. Lexically it means being out of a veneer or coating. In the format of the renewing theory, veneer is the same as the traditional society and its values, which for modernization societies have to pass it behind [6]. The history of development is so vast and dates back to an era concurrent with the natural and social changes on the globe. From the natural point of view, the history of development is concurrent with the geologic changes, but from the social point of view, it is equivalent to the emergence of the primary human societies, meaning the same changes that have occurred in the form of man's life throughout the history. Since if it was not for the developments, man could have not evolved from living in caves to cities and societies [7].

## **Village**

Village is a word which has been taken from rural regions, and the terms of Islamic geographers it points to a region which has a number of farms and little rural areas inside [8]. In Iran, village or countryside is a unit of service to its agricultural activities, which is a very varied and heterogeneous unit, and considering the size can be as vast as a couple of hectares to hundreds of hectares, and regarding population can be as populated as several families to hundreds of them. In the past history of our country, village as the primary residence of men has always had a title and role or definition which has been interrelated to its existential reasons of being, and that title and definition have stayed through centuries and generations. In other words, it has been a geographic area which the lives of its residents have been provided by exchanges between men and the renewable elements of nature [9].

### **Economic impacts of tourism on the village environment**

#### **a) Positive economic impacts of tourism on village environment**

The development of tourism indirectly causes the promotion of employment in agricultural sectors, since with the elevation of demands caused by the entrance of tourists; the productions and prices for agricultural products under its influence will increase as well [10].

#### **b) Negative economic impacts of tourism on village environment**

tourism usually causes the elevation of economic costs of the host society such as increase of the prices for goods and services, false increase of the price of grounds, increase of living expenses, low revert of capitals, seasonal characteristic of job opportunities, changes in the jobs of the local people and the abolition of some prevailing agricultural activities like farming and fishing in rural areas.

### **Social impacts of tourism on village environment**

#### **a) Positive social impacts of tourism on village environment**

self-sufficiency and promotion of local economy, more respect towards the local society and its culture, reinvestment of the revenues of tourism in cultural sources, persistence and strengthening of the cultural traditions, increase of the extent of understanding between cultures especially by musical performances, offering local arts, and types of local living [11].

#### **b) Negative social impacts of tourism on village environment**

the showy impact of the merchandizing of culture, over-dependence on tourism, crime, murders, prostitution and outbreak of maladies, prevailing of consumption of illegal drugs, changes in the religious values of the host society and in the languages as well [12].

### **Environmental impacts of tourism on village environment**

#### **a) Positive environmental impacts of tourism on village environment**

Some of these positive impacts include factors related to protection of environment, protection of monuments and historical sightseeing's, and also improvement of the view and perspective of a region [13].

#### **b) Negative environmental impacts of tourism on village environment**

Decrease and declining procedure of rare local plant species of the region, contamination and non-usability of water resources, creation of improper surroundings due to extermination of jungles and woods, soil erosion due to soil decadence and plant species, accumulation of trash and wide concentration of tourists are the negative environmental impacts of tourism on village environment (<http://roinnews.roein.ir>).

## **DISCUSSION**

Village tourism in today's world is one of the main economic activities. This important economic activity has been attended from various viewpoints. Some regard it as a part of the tourism market and others regard it as a policy to village promotion. The nature of the tourism industry is making employment and income, variation of economy, social participation and use of local sources. Since the greatest part of the problems related to rural non-development is due to the lack of this industry, village tourism can help village development by solving the mentioned issues and problems. Regarding the variety of the rural environments in the country and despite the common problems and issues such as unemployment, immigration, low income, low productivity, all the villages in the country don't have the required capacity and bearing of the viewers who come there from outside, and based

on cultural biases, religious beliefs, level of development, rate of education and the relation between city and village, villages respond differently to the acceptance of village tourism. On the other hand, the natural conditions, economic activities and the facilities that they may be able to provide for the development of tourism might be different. Results show that the economic, social and environmental aspects of tourism have a low reliability in the development of villages, and these touristic aspects have had more positive impacts than the economic aspect, however they have had some changes and modifications regarding the social and cultural aspects.

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