

Research Paper

Assessing the attitude of villagers towards the implementation of community-based rural tourism (Case Study: Gurab Pas, Fuman county, Guilan province)

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ABSTRACT

the expansion and development of tourism in rural areas is one of the current strategies considered by many countries for the development of rural areas. The community-based tourism was introduced in the 1970s, which guarantees a high level of community participation in development and planning with regard to the sustainability of tourism. Community-based tourism in search of economic benefits for the local community, local protection of natural and cultural resources, improve the quality of life and empowering the local community to meet the needs of present and future generations. In this article Gurab Pas District in the Province of Guilan have been selected, according to the prosperity and development of tourism in this area, the effects of tourism on the local community has been measured and Determine the extent to which tourism development and its effects leads to increased local community involvement in tourism activities. The research method is descriptive - analytical and data collection tool was questionnaire and number of questionnaire was determined through Cochran of 314 people. Analysis of the results using Factor analysis shows that among the factors for community-based rural tourism, Economic factors with 19/137 and 16/283 local community and conserving the best and the worst is operating in partnership with 9/786.

Key words:

Tourism, rural tourism, community-based, community, Gurab Pas villages.

Extended Abstract**1. Introduction**

Tourism is one of the most satisfying economic activities in the world. This led to the emergence of tourism as an alternative approach in community-based tourism (CBT). This approach considers tourism as an activity that local people are involved

in it and could have significant control and participate in activities related to tourism development and monitoring and ultimately target, holding a substantial portion of the benefits of tourism in the local economy.

In this paper, the districts "Gourabpas" were studied. According to suitable geographical position and placement of the villages are near the Caspian Sea In terms of natural and human being has diverse and numerous attractions that is conducive to attracting tourists in the re-

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gional and national levels. It is necessary to assess the impact of tourism on the local community to determine the extent to which the development of tourism and its effects to increase community involvement in tourism activities.

2. Methods

The study of the purpose and the method of data collection is cross-sectional survey based on Democrats. As well as the philosophy of research, the type of study is positivists. Research has shown two documents and quantities. In order to measure people's attitudes to the success of each of the factors associated with the success of CBT, CBT assessment scale is used which contains 10 indicators. Statistical Society is 3015 households in 20 villages and the number of households using judgmental sampling and the survey of 15 teachers in university, the number eight is selected as sample village. The village has 1733 households are the number of samples required to complete a questionnaire using the modified and formula Cochran amendment, 314 households is obtained. The questionnaire distributed at the village level sampling is done randomly. In order to analyze the success of tourism development CBT factor analysis was used for statistical evaluation. The index in the form of 48 questions. In order to measure each of the questionnaire, the whole five points Likert with range 1 (strongly disagree) to 5 (strongly agree) was used.

3. Results

CBT assess the realization of rural tourism from the perspective of the local community. This research used means of statistical evaluation in order to measure the realization of rural tourism CBT factor analysis. For proper diagnosis and analysis of data on complex variables to measure progress toward rural tourism CBT, Bartlett's test and KMO index was used. Significantly, the Bartlett test with 1764.23 at 99% confidence level and the appropriate KMO (0.751) indicates the correlation and suitability of the variables for performing factor analysis. In the study, the variables studied were analyzed by factor analysis. In such a way that the variables loaded in each factor above 0.5 are one factor, and variables that cannot be aggregated with them are another factor. The result of the reduction of 48 variables was 5 (Economic and investment, local community and resource conservation, social and decision-making, government and management, participation) factors.

4. Discussion

Community-based tourism (CBT) seeks the involvement of the local indigenous population and the national economy. The research results indicate that the economic and investment components, the local community and resource conservation, social and decision-making, administration and management and participation are significant. The results of CBT include political, economic, socio-cultural conservation and consistent. From a political point of view, the community must have the power to decide and exercise control over the speed and path of development. Economically, the economic benefits of this type of tourism and job opportunities should be fairly distributed among the community. In the economic debate as the most important factor, variables such as job creation, income growth, local investment, etc. have been the highest priority. This finding shows that participation as the main pillar of community-based tourism has been less considered in the study area. In fact, due to the economic problems in the region, one of the main expectations of the local people is tourism, the improvement of the economic situation, which seems to be the only solution to social tourism. Considering the interest of the local people in the villages of Gurabpas, to increase participation in tourism affairs, the presence of many natural and human attractions, the increasing number of tourists entering the region, high levels of literacy, etc., can be highly effective in the local community to investigate. It should be noted, however, that the strengths mentioned should be considered in addition to capacity building for community participation. In this regard, given the inadequate experience of people in participation, the importance of teaching people's participation and cooperation can be mentioned. It is only with this that tourism management in the region can be gradually transferred to local communities.