

Investigating the Social Consequences of Tourism Development in Second Homes (Case Study: Ziarat)

Zahra Sharifinia *

Assistant Professor, Dep. of Geography and Tourism Planning, sari Branch, Islamic Azad University, Sari, Iran

Ali Reza Stelaji

Professor, Dep. of Geography, Yadegar Emam Branch, Islamic Azad University, Shahreray, Iran

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EXTENDED ABSTRACT

Introduction

Growing and expanding tourism in today's fashion is one of the important phenomena of the late 20th century. Improving public transportation and the ownership of more private vehicles allowed people to buy second homes instead of healthy non-urban recreation and personal investment in property purchases. The growth of second homes is generally the result of the migration of wealthy urban classes to rural areas of good weather. Which because of the preservation of family belongings have improved the ownership of agricultural lands and orchards in their father's homes or used in the same past to spend their leisure time. Tourism of second homes like other tourism patterns in rural areas can have many effects on rural areas. Ziarat Village is considered by the townspeople and tourists of the second homes due to the cool climate, unique landscape, beautiful forests, tourist destinations and low distance to Gorgan since the early 80's. The aim of this paper is to investigate the relationship between tourism of the second homes and its social consequences in the development of the village of Ziarat.

Methodology

The current research is applied in terms of purpose and descriptive survey and correlation method. Library and field run methodology. The Statistic community of the study is residents of the village of Ziarat (According to the census data of 2016), and the sample size is 384 people (Using the Cochran formula). Descriptive and inferential statistics were used to analyze the data (Using Spss)

Results and discussion

Comparison of residents' satisfaction with the social status of the village before and after the formation of tourism in the second homes showed that the average satisfaction rating of the social status of the village at the time after the expansion of the second homes exceeded its rate before it. There is no difference between the views of rural women and men about the satisfaction of the social status of the village after the expansion of the second homes. The hypothesis test showed that there is a relationship between the tourism of the second home and its social consequences. Among the 11 indicators of social outcomes it was found that there is no relationship between increased social interaction and movement the prevention of migrant populations and the restoration of indigenous knowledge of the forgotten village and the

* Corresponding Author:

Email: sharifinia63@yahoo.com

expansion of second homes. And the highest correlation was between increasing local facilities and expanding second homes(0.415).

Conclusion

Expansive expansion of villa houses and the flourishing of the playground of the playground in the village of Ziarat reflect the rising tide of the phenomenon in recent years. More than 50% of the houses in the village studied after the 80's. Although the expansion of second homes causes problems such as land use change, and purchase, investment and residence by non-native individuals and the spread of non-native housing patterns, but there are positive social impacts such as increasing awareness and participation, reducing social inequalities and improving quality of life. The results of this study confirm this content in the village of Ziarat. It should be noted that in the village of Ziarat the social impacts of the expansion of the second homes have not yet been studied in the study area. Therefore considering that the primary and historical core of the village was also influenced by the growth of the second homes maintaining the valuable historical and cultural context of the village of pilgrimage requires comprehensive and accurate planning and management.

Key words: Tourism, Second homes, Social Outcomes, Ziarat

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