

Identification and Analysis of Social Security in The Villages of Tourism Target (Case Study: Isfahan Province)

Masood Safari Ali Akbari

Assistant Professor, Geography & Rural Planning, Payame Noor University, Iran

Karam Ahmadianfard

A.M Student in Criminal Law and Criminology, Dorud Branch Islamic Azad university, Dorud, Iran.

Hojatollah sadeghi*

Ph.D in Geography & rural planning, University of Isfahan, Isfahan, Iran

Somayeh Gholamyan Hossein Abadi

A.M Student in Criminal Law and Criminology, Tiran Branch, Islamic Azad university, Tiran, Iran

Received:20/04/2017

Accepted: 22/07/2017

EXTENDED ABSTRACT

Introduction

Considering the position of the tourism industry in the economies of the countries and the situation not so suitable for Iran in this regard and On the other hand, the necessity to pay attention to the socio-social conditions of villages and planning in rural tourism in order to realize sustainable rural development, the emphasis and research in the field of tourism, and in particular rural tourism, highlights a number of important issues. In this context, first, the basic and necessary framework, including social security, should be identified and analyzed in terms of existing restrictions and opportunities. Therefore, in terms of realization of sustainable tourism, substrates required that is the most important indicator of social security. Indicator of social security in the villages of tourism cause to attract tourist and sustainability this concept will be in the rural community. So this indicator should greatly is established in the rural community and be provide its necessary framework. In this research, the purpose is to identify and analyze of social security in the villages of tourism target in the Isfahan province in order to help to development of tourism by identifying the present status.

Methodology

The research method is descriptive-analytic based on a survey study by questionnaire. The population of this research make tourists entered the village. That due to the lack of accurate statistics in terms of the population under study and due to limitations in terms of questioning, the number of 250 tourists were determined for the questioning.

Results and Discussion

According to an overall view of the status of the distribution of responses in the field of social security indicators, this point is more responsive to the option picked up good, fair and poor. Some indicators including personal safety with a mean of 61.6 and a standard deviation of 1.29, financial security with an average of 3.74 and a standard deviation of 1.25, physical security with a mean of 3.96 and standard deviation of 1.21, moral security with a mean of 3.62 and a standard deviation of 1.23 and security of law with an average of 3.77 and a standard deviation

* Corresponding Author:

Email: h_sgeo@yahoo.com

of 1.241 in moderate to high and fairly good condition. However, communication and transport security indexes with a mean of 2.92, health and safety health with a mean of 03.03, interaction and communication with an average of 2.94, institutional security-security with an average of 2.74 and mental-intellectual security of tourists The average of 2.75 is in the medium and upward (weak) position. Therefore, according to the average obtained, the last five indicators were less than the criterion (3) and their standard deviation is also more than 1 (the standard deviation confirms the large dispersion of observations around the mean), You have to say that they are not in a good position. According to the respondents, tourism development in the target villages is generally in a moderate situation with respect to social security indicators.

Measuring the viewpoints of both domestic and foreign tourists towards social security shows that all tourists assessed the social security indexes in the same way, and did not differ in the views on each of the indicators. The results of a one-sample t-test showed that five human security indexes, financial security, physical security, ethical security, and security, with respect to their average differences (respectively 0.612, 0.748, 964 / 0, 628/0 and 776/0) show good conditions. In other words, these five social security indicators are in good condition for tourists, and there is satisfaction with them.

Modeling results also showed that social security has been effective in tourism development in the villages of tourism destination in Isfahan province. The study of the effect of social security on tourism in the study area shows the total effect of 0.668 and in total, social security has been able to explain about 45% of tourism variance in the villages of tourism destination in Isfahan province. This means that due to the conditions of social security indicators in the villages of the tourism destination in the Isfahan region that are not in good condition, social security has played a role as an influential variable in this regard.

Conclusion

Considering that social security indicators in the target villages did not have favorable conditions and since social security variables were influential in the tourism process, Therefore, this variable plays a major role in the development of tourism. In fact, if the current situation of villages in terms of attracting tourists is not favorable, the security variable has been one of the most important obstacles in this regard. With regard to the impact of social security on the development of tourism, target villages in the region as a deterrent or a driver, as well as some capabilities, and in line with certain limitations in the context of social security, can be suggested. 1.Detailed planning and community appropriate to the arrival of foreign tourists to target villages in the study area.2. Development of communication facilities in line with road-side security in view of the problems encountered in this case. 3.Workshops on interactions with Tourists in target villages due to weaknesses in this field.

Key words: Tourism, Social Security, Tourism Village, Isfahan Province