

## Original Research Article

# The Impacts of the Tourism Event of the Pomegranate Festival on the Development of Villages in the Bayangan District of Paveh County

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**Abstract** | This study evaluates the tourism event of the Pomegranate Festival in Bayangan city to investigate the economic, social, and physical-spatial effects of tourism events. In terms of purpose, the study is applied, and in terms of nature, it is descriptive-analytical, which was carried out using a survey method and questionnaire tool. The collected data were also analyzed using SPSS and ARC GIS software. The statistical population in this research includes the villages of Zardo, Satyari, Tin, and Dodan, from the Bayangan District of Paveh County, including 712 households. The results of this research show that maximizing opportunities to meet new people, developing the skills of the young to hold these ceremonies, and encouraging collective participation are among the other sociocultural effects of tourism events. In terms of the economy, the effects seem to be at a medium to high level. Among these effects, the highest frequency is related to the price rise during the period of holding the ceremony. In terms of environmental impact, the results indicate that air pollution due to the arrival of tourists' cars has the highest frequency. Among the negative effects, noise pollution ranks next with a frequency of 50.<sup>3</sup> percent. Spearman's correlation findings indicate a significant relationship at the 0.<sup>01</sup> level between holding tourism events and social and economic dimensions. The beta value of the regression test indicates the more important economic impact of tourism events than the social impact.

**Keywords** | *Economic effects, Social effects, Tourism development, Paveh County, Kermanshah.*

**Introduction** | For decades, communities ranging from large metropolitan areas to rural areas have sought to attract visitors and define diverse tourism events such as world fairs, the Olympic Games or the soccer World Cup, or even regional music festivals and sports competitions (Wallstam, Ioannides & Pettersson, 2018, 1). Festivals and events can be a powerful tool to attract tourists during low boom seasons and create an image of the region and its awareness in the minds of tourists (Getz & Page, 2016, 12). Today, festivals and special events are one of the fastest growing sectors of tourism. Since the events do not necessarily require infrastructural developments,

they can play a prominent role in promoting cultural and nature tourism programs from the perspective of sustainable development, and thus play a significant role in protecting the cultural and environmental aspects of tourist destinations. The benefits of festivals and tourism events are more important in rural areas and small towns. The role of these events is especially important in terms of improving the quality of life by strengthening the local economy, creating jobs, developing rural destinations, promoting local culture and history and providing recreational, cultural, and educational opportunities for residents, fostering a sense of national pride, helping to protect sensitive natural and social and cultural environments, contributing to the

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sustainable development of the region and playing a role as a destination for visitors. In examining the economic effects of festivals, events help to solve the problem of seasonality and fair distribution of money, increase full-time job opportunities, increase the length of tourists' visits, and increase the payments in the region by creating diversity in tourism products. It also increases awareness about the destination, and national bias, and strengthens solidarity in the local community (Mirzaei, 2016, 43). In the social and cultural field, events and festivals can attract local, national, and international tourists and visitors. Events help attract attention and promote attractions and infrastructure. Tourism events lead to the rational use of local spaces (Siriporn, 2017, 221). The participation of local communities in providing service facilities, such as food preparation, management of restaurants and hotels, etc., causes long-term economic benefits for society. However, events are considered indigenous national capitals that bring significant consequences for local communities. Events have a wide range of consequences and impacts on rural communities in the economic and social dimensions (Bastamrokh, 2016, 18). Therefore, it is necessary to investigate the social and economic effects that occur as a result of tourism events. Even though the events include various and wide topics and are considered unique, they also have many similarities. Basic principles and general characteristics are seen in all events. Favorable executions of events are exciting. On the contrary, their poor holding brings an unpleasant experience for all related people (Higgins-Desbiolles, 2018, 73). As one of the main tourist centers in Iran, Kermanshah province hosts a large number of domestic and foreign tourists every year. This province has attracted many tourists with its rich civilization, outstanding historical and religious monuments and buildings, diverse and extensive handicrafts, and outstanding and unique natural gifts. Also, in the last few years, many programs have been carried out to organize event tourism in rural areas. In these programs, many events have been held in the villages of Kermanshah, and many people have participated in them from different parts of the country and even from neighboring countries. In the meantime, the Bayangan part of Paveh city and its tourist areas, with their cultural, social, and natural characteristics and unique traditional and historical events, are among the tourist areas of Iran that attract many tourists in different seasons. The villages in this sector (Zardui, Satyari, Tin, and Dudan) have hosted numerous tourism events, and the evaluation of these events is very important. One of the traditional festivals held in the mentioned villages is the summer solstice festival in Zardui village, which is the

pretext of the beginning of the temperature drop and the beginning of the harvest of garden crops and includes the performance of scarecrows, playing the Daf, performing local music, performing the Kurdish Halparke show, and the ritual of distributing garden products. The celebration of the Nowruz fire in the village of Tin (Agri no Varuz) is accompanied by the lighting of the fire and passing around the torch by the villagers, as well as symbolic and ritual movements that are rooted in the culture of the local people. Pomegranate festivals in Zardui, Dudan, and Satyari villages are among this ceremony, and it is held every year from the 5th to the 12th of Aban, in which people go to the garden to pick pomegranates, and women come to the garden with pomegranate leaves to seed them, and make pomegranate sour pastes, play music, perform folk dances, and play ritualistic games. Therefore, the main problem of the current study is: what effect does tourism have on the development of the villages in the Bayangan district of Paveh City?

### Research Background

In Loris and Valeria's (2019) study, entitled "Cultural and event tourism: a key interpretation for the evaluation of tourism effects", the impacts of events related to the tourism and cultural sectors have been analyzed focusing on economic dimensions. In their study, entitled "Evaluating the social effects of events: in search of common indicators for effective policy making", Wallstam et al. (Wallstam, Ioannides & Pettersson, 2018) have used the Delphi method and this research believes that the social consequences of event tourism are diverse and different from each region to another, and therefore, it is not possible to present a single prescription for the social consequences of event tourism. Higgins-Desbiolles (2018) presents a study entitled "Event tourism and planning of a tourism event; case study: 2011 tourism and music festival" and explains how holding this event by the tourism authorities in the absence of local people faces opposition from the local community. Connell et al. (Connell, Page & Meyer, 2015) in a study entitled "Tourism events and attractions: a response to the seasonality of tourism" explain how managers can attract tourists in non-tourist seasons and solve the problem of the seasonality of tourism by creating tourist attractions and local events. Getz and Page (2016) have conducted a study entitled "Perspectives of event-based tourism research". In this review, a wide analysis of the evolution and development of this field is presented. This study shows that research on tourism events is growing rapidly and researchers have paid special attention to event tourism. Azmi and Hashemi (2020) in a study entitled "The role of event in the economic-

social development of the neighborhoods of Shiraz, Iran” have come to the conclusion that the occurrence of the tourism event contributes to the economic and social development of the neighborhoods periodically. In addition, it can bring benefits such as job creation, an increase in side income, and local economic interactions. The process of organizing events showed that events have become governmental and religious. However, the results of the study showed that event management has a significant effect on increasing social capital at the neighborhood level, and as a result, public participation and quality of life increase. Jalilian et al. (Jalilian, Karoubi & Ghaderi, 2019) have conducted a study entitled “Feasibility assessment of event tourism development (with an emphasis on cultural events) and its effect on the seasonal adjustment of tourism destinations; a case study: Hamedan city”. The results show that tourism resources, support resources, artifact resources, and situational factors are effective in the development of cultural events in Hamadan City. Saghaei and Khooshebast (2018) have conducted a study entitled “Strategic analysis of event tourism in Iran (case study: Tali Sorkh festival in Qaenat city)”. The result indicates the choice of conservative or defensive strategy (WO); Therefore, it is necessary to use the opportunity created by agricultural tourism, historical-cultural tourism, and nomadic tourism in the region, as well as link with event tourism. One of the most important results of Azmi’s (2018) study, entitled “Introduction and analysis

of the model of event tourism in the villages of Kermanshah province”, is the empowerment of native people and their growing independence of practical and executive support. However, challenges include the differences in religious institutions, the similarities of events to each other and lack of diversity, the denial of support from a group of local people due to their low interest in the events, and the lack of proper infrastructure to attract tourists. Table 1 shows the background of the research. According to the above, the conceptual model of the research is shown in Fig. 1.

**Research Methodology**

According to the nature of the subject, the current study is applied and falls in the scope of a case study, and in terms of method, it is among descriptive-analytical research. The sample in this research includes the villages of Zardui, Satyari, Tin, and Dudan of the Bayangan section of Paveh City with a population of 2440 people and 712 households (Statistical Centre of Iran, 2016). To sample the households of the target villages of event tourism, the villages of Zardui (207 households), Satyari (179 households), Tin (120 households), and Dudan (206 households) of the Bayangan district, with a total of 712 households (ibid., 2016) were selected as the sample community (Table 2).

The sample size was obtained using Cochran’s formula, and the number of 250 was calculated from the 712 rural households, which determines the sample size or, in other

Table 1. Research background. Source: Authors.

No.	Author	Title	Results
1	Loris & Valeria (2019)	Cultural and event tourism: an interpretative key for impact assessment	Although tourism events are formed with economic goals; They have extensive social and cultural effects on the hosting society.
2	Wallstam, Ioannides & Pettersson (2018)	Evaluating the social impacts of events: in search of unified indicators for effective policymaking	Social phenomena are the most important result of tourism events; However, the same result cannot be imagined for all regions.
3	Higgins-Desbiolles (2018)	Event tourism and event imposition: A critical case study from Kangaroo Island, South Australia	Expansion of the field of research is one of the most important results of tourism events.
4	Connell, Page & Meyer (2015)	Visitor attractions and events: Responding to seasonality	The ability of managers to attract tourists during off-season days is the most important result of tourism events.
5	Getz & Page (2016)	Event studies: Theory, research and policy for planned events	Tourism developments in the fields of tourism events clearly indicate the importance of tourism events.
6	Azmi & Hashemi (2020)	Role of eventfulness in socio-economic development of neighborhoods in Shiraz, Iran	Job creation and local development is one of the most important results of tourism events.
7	Jalilian et al. (2019)	Feasibility Study of Cultural Event Tourism Development and Its impact on Seasonal Demand Adjustment of tourist destinations Case study: Hamadan City	There are various resources in the environment that tourism can use to strengthen the local development process.
8	Saghaei & Khooshebast (2018)	Strategic Analysis of Tourism Event in Iran (Case Study: Red Gold Festival of Qaenat City).	There are tourism opportunities in nomadic and agricultural areas, which lead to the development of tourism.

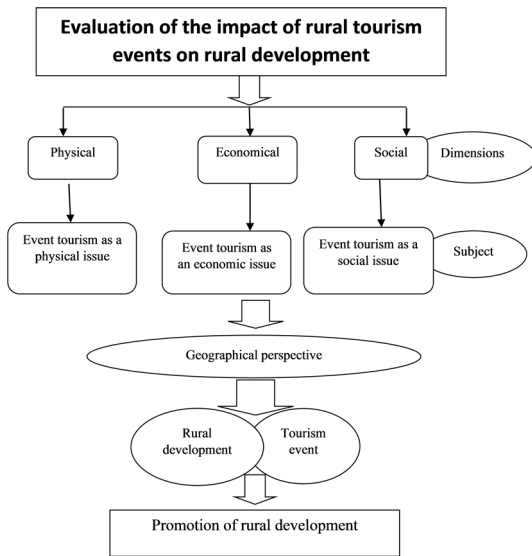


Fig.1 The conceptual model of the research. Source: Authors.

words, the number of required questionnaires. Experts and professors of geography and rural development planning have been the validity of the research tool. Also, K.M.O coefficient (equal to 0.71) and Bartlett coefficient (significant level 0.0) were also used to check and confirm the validity. In addition, Cronbach's Alpha coefficient was used for reliability, which showed good reliability of data with an average of 0.73. The objectives of the study are as follows:

- Investigating the economic effects of event tourism in the villages of the Bayangan district of Kermanshah province;
- Investigating the social and cultural effects of event tourism in the villages of the Bayangan district of Kermanshah province;
- Investigating the physical-spatial effects of event tourism in the villages of the Bayangan district of Kermanshah province;
- Investigating the differences in rural tourism events among the villages of the Bayangan district of Kermanshah province.

The questions formulated for this study are as follows:

- What are the economic effects of event tourism on the Bayangan district of Kermanshah province?
- What are the social and cultural effects of event tourism on the Bayangan district of Kermanshah province?
- What physical-spatial effects has event tourism had on the Bayangan district of Kermanshah province?
- What are the differences between rural tourism events held in the Bayangan district of Kermanshah province?

According to the conceptual model, the research variables are described in Table 3. The variables and dimensions of the study are examined in the four socio-cultural, economic, physical-spatial, and tourism categories of

effects that can take place through rural tourism events and on the economic and social situation of the Bayangan district of Paveh city (Table 3).

### Research Findings

According to the results of Tables 4-5, it seems that significant socio-cultural effects have occurred in the studied villages due to the holding of tourism events. Among the socio-cultural items, the most frequent is related to the increase of entertainment opportunities (74.7%) at a high level, followed by the preservation of local culture and heritage (73%) at the same level. Among the other socio-cultural effects of tourism events are as follows: an increase in the opportunity to meet new people, an increase in the skills of young people to hold these events, promotion of collective participation, etc. But along with the positive socio-cultural effects, the holding of tourism events has left negative effects on the communities. Due to the arrival of new people from different cultures, the level of crime has been the highest with a frequency of 71.2%. Among the other inappropriate effects that somehow cause many disturbances in sustainable social and cultural development are caused by a negative social image and a tendency to have defensive attitudes caused by the concern of the host region (69.8% at a high level), and an increase in the tendency towards consumerism in local communities (58.9% at a high level). Also, disruption of lifestyle during ceremonies is among other negative effects (Table 4).

In the economic sector, it seems that the effects were at a medium to high level. Among these effects with the highest frequency is the increase in prices during the ceremony period (69.8% at a high level). The positive economic effects are a labor supply increase with a frequency of 67%, the sales growth of local products to tourists, and the creation of job opportunities with a frequency of 66% at a high level. But the significant issue in the region is the seasonality of these ceremonies, which is somehow not coordinated with sustainable economic development. Also, the amount of investment of the private sector is lower than the public sector, and one of the reasons for this is the seasonality of the ceremonies (Table 5).

In the physical-spatial effects section, according to Table 6, the results indicate that the creation of air pollution due to the arrival of tourists' cars has the highest frequency (55.4% at a high level). Among the negative effects, creating noise ranks next with a frequency of 50.3. But these events have had significant positive effects on the region, including improving the texture of the village with the highest frequency (52.6% at a high level) and

Table 2. Population of the studied villages. Source: Authors.

No.	Village	Households	Selected sample
1	Zardui	207	73
2	Satyari	179	63
3	Tin	120	42
4	Dudan	206	72
5	Total	712	250

Table 3. Variables of the study. Source: Authors.

Dimensions and components	Variables
Socio-cultural	-Increase in fun opportunities -Increase in the opportunity to meet new people -Preservation of local culture and heritage -Increase in the skills of young people to hold ceremonies -Increase in indecent and delinquent behavior -Increase in the level of crime -Disruption in the normal way of life -Increase in tendency towards consumerism in local communities -Encouraging the participation of local communities -Increase in local pride and social spirit -Disruption in the way of life of the residents and alienating the community -Creation of a negative social image and tending to defensive attitudes due to the concern of the host region -Increase of crowding during the event -The opposition of religious leaders and some local people to tourism events -Increase of the participation of local people -The improvement of cooperation between people and local officials -The familiarity of local people with old village ceremonies -The improvement of trust between villagers -The incompatibility of events with local identity and old village ceremonies -Promoting self-confidence among villagers -Reduction of the desire to migrate to the city -Reduction of security in society.
Economic	- Increase in job opportunities -Increase in living expenses for holding ceremonies - Increase in income - Increase in labor supply - Immigration situation - Increase in prices during the period of holding events - Increase in people's welfare - Increase in private investment in the region - Increase in investments in the government sector -Increase of sales of local products to tourists -Earning income from tourists staying in the village -The growing economic activity of women in local ceremonies -Seasonality of income in event tourism
Physical-spatial	-Improvement of infrastructure such as water and electricity, etc. - Leaving garbage in the place - Creating noise - Pollution related to construction - Ecological destruction of the environment - Air pollution due to the arrival of tourists' cars - Increase of the price of land in the area - Reconstruction of the village in a traditional way - Improvement of the village transportation system - Improvement of rural roads for the passage of tourists - Improvement of the traditional texture of the village

improving infrastructure such as water and electricity, etc. with a frequency of 50.3. Among the other positive and negative effects of event tourism are the increase in land prices in the region, the reconstruction of the texture of the village in a traditional way, the improvement of the village transportation system, the improvement of rural roads for the passage of tourists, etc.

According to Table 7, the results indicate that in the socio-cultural index section, there is a significant relationship between this index and the economic index. Also, there is a significant relationship between economic and physical-spatial indexes. There is a significant relationship between the physical-spatial index and all aspects of event tourism. Therefore, if the dimensions and effects of event tourism are examined with a systemic and integrated view, the results show that they are related to each other and these effects cannot be examined separately.

In this section, all the variables have been entered into the analysis at the same time and the effects of all the variables have been investigated. According to the results

of Table 8, all the variables have had a significant impact on each other.

The Kruskal-Wallis test was used to check the presence or absence of differences among the villages organizing the tourism events in this section. The results of Table 9 indicate that there is no significant difference between these villages in terms of event tourism.

The reason for using this test is to determine whether the lack of difference between the rural tourism events held in the Bayangan district of Kermanshah province is real, or if this lack of difference is merely coincidental and meaningless, which the results indicate that it is 99% likely that there is no significant difference between these villages (Table 10).

### Conclusion

This study attempted to identify the socio-economic effects of these tourism events in Bayangan by examining tourism events in four villages of Zardui, Satyari, Tin, and Dudan, so that the existing challenges and obstacles are identified and by strengthening the existing opportunities

Table 4. Frequency and average and standard deviation of the socio-cultural index. Source: Authors.

Items	Very high	High	Medium	Low	Very low	Average	Standard deviation	Attitude
Increase in fun opportunities	11.6	74.7	12.3	1.4	0.0	3.96	0.542	High
Increase in the opportunity to meet new people	6.3	69.5	20.0	2.8	1.4	3.67	0.67	High
Preservation of local culture and heritage	2.1	73.0	22.1	1.4	1.4	3.72	0.6	High
Increase in the skills of young people to hold ceremonies	0.0	68.4	27.0	1.1	3.5	4.25	0.531	High
Increase in indecent and delinquent behavior	0.0	1.4	28.4	2.8	67.4	1.61	0.61	Low
Increase in the level of crime	1.4	71.2	23.2	1.4	2.8	3.67	0.66	High
Disruption in the normal way of life	19.3	51.2	24.9	4.6	0.0	3.85	0.77	High
Increase in the tendency towards consumerism in local communities	0.7	58.9	36.8	3.5	0.0	3.56	0.57	High
Encouraging the participation of local communities	2.5	44.6	44.6	8.4	0.0	3.41	0.67	Medium
Increase in local pride and social spirit	16.5	55.4	22.1	0.6	0.0	3.82	0.77	High
Disruption in the way of life of the residents and alienation of the community	21.1	58.6	17.9	2.5	0.0	3.98	0.69	High
Creation of a negative social image and tending to defensive attitudes due to the concern of the host region	3.2	69.8	24.2	2.8	0.0	3.73	0.56	High
Increase of crowding during the event	9.5	55.4	35.1	0.0	0.0	3.74	0.61	High
The opposition of religious leaders and some local people to tourism events	0.0	66.3	16.8	5.6	11.2	3.38	1.01	Medium
Increase in the participation of local people	57.2	5.6	11.2	0.0	26.0	3.96	0.77	High
The improvement of cooperation between people and local officials	0.0	42.1	41.1	5.6	11.2	3.14	0.95	Medium
The familiarity of local people with old village ceremonies	0.0	16.8	45.6	37.5	0.0	2.79	0.70	Medium
The improvement of trust between villagers	0.0	13.3	61.8	13.7	11.2	2.77	0.81	Medium
The incompatibility of events with local identity and old village ceremonies	16.8	55.1	11.2	5.6	11.2	3.60	1.16	High
Promoting self-confidence among villagers	0.0	16.8	11.2	51.6	20.4	2.24	0.96	Low
Reduction of the desire to migrate to the city	0.0	64.2	20.0	5.3	10.5	3.37	0.98	Medium

in rural areas, the existing threats and weaknesses can be reduced and a step can be taken towards sustainable rural development. The other sociocultural effects of tourism events include maximizing opportunities to meet new people, developing the skills of the young to hold these

ceremonies, and encouraging collective participation. But along with the positive socio-cultural effects, the holding of tourism events has left negative effects on the communities. Because of the arrival of new people from different cultures, the level of crime has been the highest

Table 5. Frequency and average and standard deviation of economic index. Source: Authors.

Items	Very high	High	Medium	Low	Very low	Average	Standard deviation	Attitude
Increase in job opportunities	0.0	66.0	28.8	5.3	0.0	3.60	0.58	High
Increase in living expenses for holding ceremonies	5.6	20.4	56.8	17.2	0.0	3.14	0.76	Medium
Increase in income	0.0	54	18.9	10.9	16.1	4.24	0.85	High
Increase in labor supply	0.0	67	17.2	5.3	10.5	3.40	0.99	Medium
Immigration situation	0.0	11.2	48.8	24.2	15.8	2.55	0.88	Medium
Increase in prices during the period of holding events	0.0	69.8	14	5.6	10.5	3.43	0.99	Medium
Increase in people's welfare	0.0	35.8	49.1	9.8	5.3	3.15	0.80	Medium
Increase in private investment in the region	0.0	10.9	33.3	45.3	10.5	2.44	0.82	Low
Increase in investments in the government sector	4/14	44.2	25.3	10.9	5.3	3.51	1.03	High
Increase in the sales of local products to tourists	0.0	58.9	25.3	10.5	5.3	3.37	0.87	Medium
Earning income from tourists staying in the village	11.2	21.1	39.6	28.1	0.0	3.15	0.95	Medium
Increase in economic activity of women in local ceremonies	3.09	53.3	5.3	5.3	5.3	3.99	1.02	High
Seasonality of income in event tourism	0.4	67.4	16.1	5.6	10.5	3.41	0.99	Medium

Table 6. Frequency and average and standard deviation of the physical-spatial index. Source: Authors.

Items	Very high	High	Medium	Low	Very low	Average	Standard deviation	Attitude
Improvement of infrastructure such as water and electricity, etc.	50.3	0.0	9	35.6	5.1	4.32	61.2	High
Leaving garbage in the place	0.0	34.6	63.1	1.5	0.8	34.4	59.5	High
Creating noise	5.1	50.6	9	35.6	0.0	4.36	57.8	High
Pollution related to construction	79.4	1.8	10.8	34.4	5.1	16.4	0.7	High
Ecological destruction of the environment	22.8	22.1	52.3	2.3	0.0	1.79	1.21	Low
Air pollution due to the arrival of tourists' cars	0.4	55.4	4.4	0.3	0.0	4.23	63.4	High
Increase of the price of land in the area	0.0	30.8	61.3	3.1	4.9	3.76	96.2	High
Reconstruction of the village in a traditional way	0.0	37.7	64.1	8.2	0.0	2.54	2.38	Medium
Improvement of the village transportation system	32.6	35.6	40	0.0	0.0	4.32	61.2	High
Improvement of rural roads for the passage of tourists	32.3	44.9	22.6	0.3	0.0	4.37	57.6	High
Improvement of the traditional texture of the village	40.3	52.6	6.9	0.3	0.0	4/33	55/6	High

Table 7. Measuring the degree of correlation between the studied indicators. Source: Authors.

Relationship between variables	The correlation coefficient	Significance level
Social index\ Economic index	0.239	0.000
Economic index\ Physical-spatial index	0.306	0.000
Physical-spatial index\	57	0.0123

Table 8. Results of regression analysis. Source: Authors.

Variables	The amount of explained variance (R square)	Beta	B	The significance level of the fitting line
Economic index	-	-0.125	-0.294	-
Social index	0.510	0.002	0.003	0.000

Table 9. The Kruskal-Wallis test. Source: Authors.

Selected villages	Rank average	Amount	Freedom degree	K score	Significance level
Zardui	119.97	73	-	-	-
Satyari	127.43	63	-	0.994	0.815
Tin	123.29	42	3	-	-
Dudan	130.54	72	-	-	-

Table 10. Friedman's test. Source: Authors.

Selected villages	K score	df	Significance level
Zardui	351.487	2	0.000
Satyari	124.326	2	0.000
Tin	140.859	2	0.000
Dudan	132.336	2	0.000

with a frequency of 71.2%. Among the other inappropriate effects that somehow cause many disturbances in sustainable social and cultural development are the creation of a negative social image and a tendency towards defensive attitudes due to the concern of the host region (69.8% at a high level), and an increase in the tendency towards consumerism in local communities (58.9% at a high level). Also, disruption of the way of life during ceremonies is among other negative effects. In the economic sector, it seems that the effects were at a medium to high level. Among these effects with the highest frequency is the increase in prices during the ceremony period (69.8% at a high level). The positive economic effects are the increase in labor supply with a frequency of 67%, the increase in the sale of local products to tourists, and the increasing job opportunities with a frequency of 66% at a high level. But the significant issue in the region is the seasonality of these ceremonies, which is somehow not coordinated with sustainable economic development. Also, the amount of investment of the private sector is lower than the public sector, and

one of the reasons for this is the seasonality of the ceremonies. In the physical-spatial effects section, the results indicate that the creation of air pollution due to the arrival of tourists' cars is the most frequent (55.4% at a high level). Among the negative effects, creating noise ranks next with a frequency of 50.3. But these events have had significant positive effects on the region, including the improvement of the texture of the village with the highest frequency (52.6% at a high level) and the improvement of the infrastructure such as water and electricity, etc. with a frequency of 50.3. Among the other positive and negative effects of event tourism are the increase in land prices in the region, the reconstruction of the village texture in a traditional way, the improvement of the village transportation system, the improvement of rural roads for the passage of tourists, etc. In this study, Spearman's correlation test was used to investigate the significance of the relationship. The results indicate that due to the significance of 0.<sup>0</sup> at the 0.<sup>01</sup> level, there is a significant relationship between holding tourism events and social and economic dimensions.



Regression was used to check the relative importance of the variables, which shows that according to the beta value of the regression test, the economic component of tourism events with -0.125 is more important and effective than the social component of tourism events with 0.002. Also, the results of the Kruskal-Wallis test show that according to the significance level of 0.815, there is no significant difference between the villages in terms of the effects of tourism events on the development of said villages.

Contrary to the research of Loris and Valeria (2019), Wallstam et al. (2018), and Bastamrokh (2016) who only investigated the socio-cultural dimension of event tourism; The effects of event tourism have been measured from all socio-cultural, economic and physical-spatial aspects. Siriporn et al. (2017) have examined event tourism from the point of view of the local people's understanding of it and what effect it has on their lives, while the present research, in addition to these issues, questions about the profitability of holding events and also its reasons. Freya Higgins-Desbiolles (2018) has investigated event tourism as an event imposed on local communities, while in this research, event tourism is an event originating from within the community and

people. But like the research by Saghaei and Khooshebast (2018), all aspects of the effects of event tourism have been examined with a systemic and integrated view. This research in the social and cultural dimension, like Loris and Valeria (2019) and Wallstam et al. (2018), considers creating fun opportunities, preserving local culture and heritage, increasing the opportunity to meet new people, honing the skills of young people to hold such ceremonies, encouraging collective participation are among the benefits of event tourism. Also, Higgins-Desbiolles (2018), like this research, emphasizes the importance of the role of participation in event tourism for its success. In the economic aspect, this research, like Connell et al. (2015), while emphasizing income generation and employment, raises seasonality as an important challenge of event tourism. In the social and cultural dimension, this research, like Azmi (2018), emphasizes the creation of physical changes in rural areas, including the reconstruction of rural homes and investment in infrastructure. The development of event tourism is dependent on the development of rural physical affairs, and like a cycle, this development has had a significant impact on the researched rural physical development process.

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