

Explanation of the Culture-Oriented Tourism Strategy in Fashaphouieh-Kolain Dehestan

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Extended Abstract

1. INTRODUCTION

This study is going to explore the effects of cultural tourism. It emphasizes on the rich cultural heritage of rural areas, like shaikh Kolaini in Fashafouieh. Also, this research explores the domination of cultural tourism in this area beside other types of tourism and also tourism effects on rural areas is going to be discussed.

2. THEORETICAL FRAMEWORK

Primarily, places have various functions on the base of their different nature, such as economic, social, political and cultural roles. These characteristic can play the role of attraction in tourism industry. It shapes Cultural tourism which is getting more important these days, and represents a significant source of attraction for tourists (both domestic and by its rich historical heritage. At the same time, rural tourism is one of the most common types of tourism, which along with numerous benefits for the rural community; it harms the community's identity at different stages. Also, it has a most resemblance with local culture and it has the ability to become the most popular tourism worldwide (OECD, 2009). One of the consequences of the interaction of tourism in rural areas is changing or distorting international relations). Such aspect seems particularly relevant for a country like Iran, which is internationally renowned for its abundance of historical and cultural resources, as shown of local cultures and traditional subcultures in rural areas, that has led to a lack of interest in the host community towards tourism development in their villages.

In contrast, the cultural tourism which its product is associated with one or more of the specific cultural and religious phenomena, has more attraction for the specific customers (tourists) as compared to other types of tourists (ecotourism,

tourism, agriculture, etc.) that have a greater congruence with the people in their host community. Several studies have investigated whether or not WHS endowment or more generally cultural offer increases tourism demand. However, the empirical evidence is mixed on this issue. A number of studies claim that the cultural heritage and attractions of a country are important determinants of tourism demand.

3. METHODOLOGY

The research method in this study is applied and analytical. The data has been collected through field investigations. The focus groups are women and men who live in 4 villages in this area and the data has been gathered through questionnaire from sample of 170 families of local communities and 70 tourists from Kolain Village. The questionnaire was primarily developed based on 5-point Likert scale, which addressed the quality of tourism development and has been analysed by Ultimate statistical test. The research validity was determined through formal method, so that the questionnaire was approved after several stages of review by experts in tourism. For completing the initial information by advisory method the rural council and mayors have been interviewed. Cronbach's alpha formula was used to determine the reliability coefficient amount of questions which was calculated as 0.801 for a group of local people and was 0.832 for the tourists. The study relies on a variable-based cultural tourism. To explore the impact of cultural tourism, five indicators have been used that appeared as three cultural, economic and social factors which are exploring about the demands and the specific effects of tourism in the region. In the next stage, data were classified and coded by using Spss software. For answering the research questions and assessing the meaningfulness of the impact of

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cultural tourism development on various parameters of development of cultural tourism, Pearson correlation, t-test and Friedman Ranking method were employed. Also, the t-test has been used to measure the level of satisfaction of tourists and multiple regression and path analysis have been conducted to analyze the direct and indirect effects of cultural tourism development.

4. DISCUSSION

The research has been conducted on the base of flowing hypothesis:

1. It seems that the rural residents of Koliien - Fashafoueih district are supporting cultural tourism more than other kinds of tourism in the area.
2. It seems that tourists are satisfied with the facilities available in the village Koliien -Fashafoueih because they receive more welcoming from local communities.
3. The cultural impacts of tourism in the region are the predominant effects in the local level.

Quantitative research has conducted on the base of Social exchange theory. It confirms the relationship between tourism and cultural structures of local community, so it shows that due to the nature of cultural tourism, most the of the local communities are satisfied with pilgrims visiting their villages, it is because that tourists made the greatest impact on determining attitudes and promoting tourism in this area.

Failing to understand the exact nature of this type of tourism will harm the target group from different aspects in the process of tourism development.

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From the researcher aspect, visiting the villages and collecting the data from local people need more patience and it is a time consuming project.

The research indicated that despite of many deficiencies in facilities, this type of tourism has less negative effects on local communities. The research also revealed that 99% of the tourists in the study area are satisfied. It seems that local people are more willing to host the tourists that respect to their culture and consider the values of the community.

The results indicate that there is a satisfaction from tourism too, due to the cultural proximity between local community and tourists which visit shrine, this condition happens despite of many shortages in tourism services and facilities. So, based on the research results, it is recommended that development of Culture-Oriented has more potential for developing of tourism in the rural areas.

5. CONCLUSION

This research shows a new approach to social exchange theory which looks at the exchange profits, not only from economical and financial benefits but with an emphasis on spiritual and religious interests and attitudes on the base of historical and cultural identity of local community.

Key words: Rural tourism, social exchange theory, culture-oriented tourism, tourism impacts, local community, Iran.

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