

## **Investigation of the Role of Rural Tourism Development in the Promotion of Rural Social Welfare Indexes (Case Study: East Azerbaijan Province)**

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### **Abstract**

**Purpose-** The aim of this study was to investigate the role of tourism development in the promotion of social welfare in rural East Azerbaijan province.

**Design/methodology/approach-** The research paper is based on analytical-explanatory technique; it was carried out through a survey. The research population comprises the residents of the tourist villages. Five hundred (500) participants were selected as the sample size based on Cochran formula. Experts confirmed the face validity of the questionnaire. They performed a pilot study on 60 questionnaires within the same region. The applied questionnaire was 0.885 to 0.894 reliable based on the obtained data using Cronbach alpha.

**Finding-** Spearman's correlation test revealed that all research variables were positively and significantly related to tourism except sense of safety and security as well as improvement of consumption patterns. In addition, results of Mann-Whitney test showed that tourism and social welfare were more associated with tourist villages of East Azerbaijan than that of other non-tourist villages. In addition, the results of regression analysis revealed that 9 variables out of 11 obtained 89% of the variations. Accordingly, the variables of quality of life, occupation, and future expectancy have been more effective.

**Research limitations/implications-** The recommendations in this research paper can be used in different areas of tourism management and development of villages in this region.

**Key words:** Rural tourism, social development, social welfare, East Azerbaijan, Iran.

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## 1. Introduction

In today's world, planning is one of the main requirements in general for national development and in particular for rural development. In this context, with its all aspects of human life, development has had different scales and concepts in human life (Hwang & Lee, 2015). In this regard, the level of culture upgraded the needs of human to develop also becomes higher. Social development has been one of the aspects of human developments from past to present (Iorio & Corsale, 2010). Social development is one of the main aspects of the development process, and expresses the desire of the social system to achieve social welfare with an approach to increase quality of life and enhance the quality of human being (Homayon Poor, 2012). In a book titled "dictionary and terms of labor and social security", social welfare refers to social improvement, improvement of people, families as well as that of the communities concerned. Accordingly, we can say that rural social welfare includes some measures for improvement of social welfare for rural communities in some aspects including income, occupation, training, capability, social participation etc. (Saarinen & Lenao, 2014).

Tourism has many privileges compared with other socioeconomic activities. Hence, it is a panacea for improvement of different socioeconomic, and even environmental aspects of remote areas, regeneration stimulus, and a catalyst for settlements; it improves the conditions of social life of rural communities, social reconstruction, and social welfare of the rural communities (Panyik & Ratz, 2011). Hence, in majority of the European countries, rural tourism development is a potential complement and it has remarkably been developed in the majority of developing states (Wong & Kuan, 2014).

Regarding natural and cultural capacities of the Iranian rural settlements, tourism may play an important role in the revitalization of the rural areas, job and income creation for local people, protection of natural, historical and cultural inheritance as well as integrated sustainable rural development (Mirzaee, 2009). There have been some threats for the rural areas in recent years including lack of sustainable income, high rate of

unemployment, migration of young people from rural areas to cities, job dissatisfaction, no future expectancy, and lack of technical and professional skills, low social capacity, and so on. They have caused low social welfare in rural areas (Ghadami, Gholizadeh, Ramazanzadeh, 2010). Structure analysis of public welfare in rural areas of East Azerbaijan indicates that, although there are multiple natural and social attractions in the villages of this province, the public welfare is unsustainable because of the undeveloped tourism market, and there are many socioeconomic problems. The effects of tourism on rural areas are closely dependent on various extensive socioeconomic and cultural activities. From social aspect, indices of social welfares are improved and rural communities are salvaged from socioeconomic seclusion or even environmental seclusion. So, by considering the necessity and importance of the issue and lack of similar investigations on the role of tourism and improvement of social welfare indices, this paper tends to answer the question: what effect will the promotion of rural tourism have on indices of rural social welfare in East Azerbaijan province?

## 2. Research Theoretical Literature

Social welfare refers to a combination of measures and strategies needed to reduce or eliminate issues and problems concerning economic growth, uncoordinated growth in education, health and therapy, and some socioeconomic phenomena such as lack of balanced socioeconomic development within the community concerned (Nicola, 2010). Normally, the social welfare is a condition when all people of the community satisfy their material and spiritual needs. In other words, social welfare is a system of services delivered by social institutions to serve people for better life, and to develop more suitable relationships for the development of talents, capacities, and capabilities of human being (Miller & Yamamori, 2007). According to Fitzpatrick (1999), social welfare could be analyzed based on perspectives such as happiness, security, preferences, requirements, eligibility, and relative comparison. Julius Gould (1977) wrote that welfare means happiness, it means easement and improvement of people's life,

people earn more than that of the ordinary case, their income is increased, because their living system is improved for the defined policies by the central-government or private institutions (Melle, Friis, Hauff & Vaglum., 2014).

Public social welfare is a necessity, and it is so important that majority of philosophical schools rely on it directly or indirectly. For instance, Liberalism has really understood harsh poverty among different communities, and has developed welfare states in western countries. Moreover, the school believes in the originality and usefulness of social welfare which is coming from human nature he needs to satisfy his needs and expectations effectively and enjoys social welfare (Nair et al., 2015). Followers of capitalism argue that private ownership determines the socioeconomic status of a community and capitalists use modern technology via institutions to improve their social welfare gradually on each successive day. In addition, Anarchism school focuses on "Pareto improvement" accordingly, everyone may enjoy social welfare as much as he or she deserves. In other words, they analyze social welfare based on costs and profits. Accordingly, rural social welfare is a continuous, dynamic, and sustainable process in social welfare to improve capacities and qualitative conditions of rural settlers through government and civil societies as well as responsive organizations for the continuous improvement of quality of life (Shahraki & Hamraz, 2013).

In general, rural social welfare has a specific and common meaning; there are some concepts such as social services for rural settlers and their public rights. In other words, a social structure is more focused rather than socioeconomic and cultural features, including material and spiritual aspects. Basic material needs of the rural settlers are more focused, including food, clothing, job, housing, health, and therapy (Kompula, 2014: 368). Spiritual needs of rural settlers are education, eradication of illiteracy, lawful support of the Iranian nation, including human right, as well as all political, social, and economic rights while the household or family is the most important social institution, holiness and virtue of the family is dependent on the prevention of moral, social, and economic deviations and corruption (Ibid, 365); so, social welfare and rural development refer to disciplinary lawful social service delivery to the

rural settlers based on social policies to increase public consent by providing equal living and socioeconomic opportunities for the community concerned or the next generation of rural settlers (Rosenberg, 2013). In other words, social welfare is a combination of supportive social measures by relying on people's participation and participation of social institutions as well as state institutions to satisfy human needs and to protect noble human dignity in rural areas which conforms to the definition of welfare (Shahraki & Hamraz, 2013). In order to examine the important concepts raised in the study of the welfare philosophy, we must note that the understanding of the welfare philosophy depends on efforts to promote views on limited welfare and beyond the senses that are recognized as welfare services. For this reason, the understanding of the philosophy of social welfare enables us to advance our primary senses in this regard. The second problem is deepening in the this senses; That is, there should be a clear understanding of the causes of welfare policies to understand what welfare is and what it implies. Such an understanding of the philosophy of welfare can show us how our welfare services work and how it affects individuals and society and why we need comprehensive welfare policies (Khandker et al, 2009).

Tourism is rooted in movement and displacement; it is inseparable from human life. Thus, the history of tourism industry may be as long as that of the commencement of human activity with different shapes and objectives (Loureiro, 2014). Tourism is an old phenomenon existing in human communities; gradually, it has evolved based on social, technological, and economic conditions (Randelli, Romei & Tortora, 2014).

Definition of rural tourism is not so easy; there are no generally accepted definitions of tourism. There are some different features including activities, situations, objectives of tourists etc; hence, it is difficult to accurately define tourism (Arrow, Dasgupta, Goulder, Mumford, & Oleson, 2014).

Tourism creates remarkable privileges through substructure and income development for rural areas. Local tourism facilitates growth for traders with little capital. In other words, rural tourism development is a potential solution for many problems in the rural areas including unemployment by identifying rural handicrafts,

and also by upgrading rural social services for tourists, by quality and quantity development of rural substructures, and by encouraging tourists to enter and reside more in rural areas, as well as creating source of income for the villagers (Mirzaee, 2009: 58). Thus, rural tourism theoreticians believe that tourism industry is a capable and effective tool for social growth while agriculture cannot satisfy financial needs of the rural settlers for a long-term. Tourism industry is a key one, and has many profits for the villagers including: socioeconomic growth and development through diversification of income resources and occupation; creating opportunities for realization of social values; increasing social

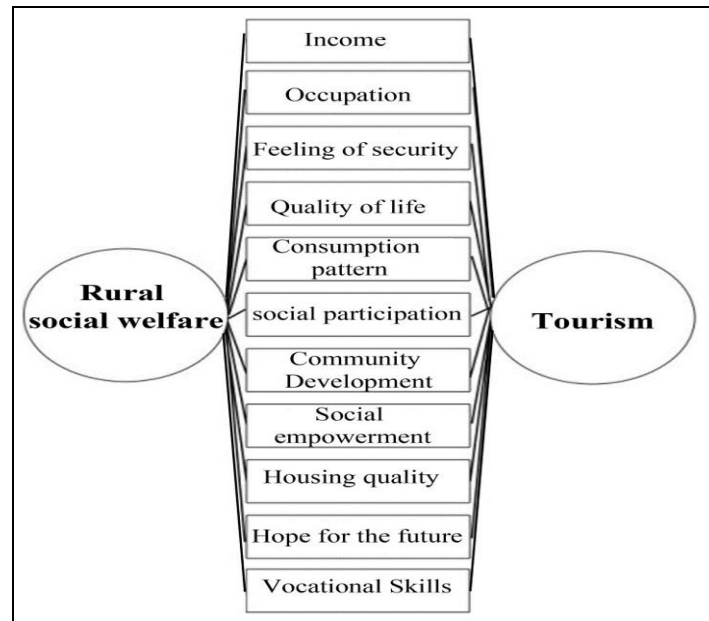
communications and relationships in secluded societies and established ones; creating opportunity for recurrent evaluation of heritage, historical symbols and signs, nature and identity, and facilitating public participation for detecting unknown talents among the villagers (Mohagheghi, Rafiei, Sajadi, Abbasian & Rahgozar, 2013).

Finally, research variables on the role of tourism and augmentation of rural social welfare are presented in Table (1). Finally, according to the extracted indices, the theoretical framework model of this study is drawn up as follows (Fig 1). Finally, a model of theoretical investigation framework can be drawn as illustrated in Fig.1.

**Table1. Introduction to the research variables, role of tourism and augmentation of indices of social welfare**

Source: Research findings, 2017

Variable	Research variables
Income	Enjoyable rural life, satisfactory physical health, satisfactory skill level, satisfying needs without any problem, satisfactory health condition of the village, easily expressing their views concerning management
Occupation	Supplying food requirements, variety of food sources, importance of food quality, improvement in the quality of life, the use of luxury
Sense of security	Believing in rural participation, tendency for natural, rational, and financial participation, taking time for rural development, being positive in rural development, believing in the importance of participation in tourism attraction
Quality of life	Communication with gathering centers in the village, communication with other villagers, communication with city centers, communication with tourists, access to mass media, access to internet and communicating with concerned villagers
Pattern of consumption	Authority and power to act, creativity, risk taking, sense of value in life, positive influence on others
Public participation	Quality of housing, area of housing, sense of relief in housing, housing antiquity, quality of passages
Communication development	Believing in providing appropriate life, believing in improvement of social justice, believing in life security of children, believing in better social status
Social empowerment	Tendency for continuous learning, sensing the need for new training tools, satisfaction with educational places, compliance training with needs
Quality of housing	Enjoyable rural life, satisfactory physical health, satisfactory skill level, satisfying needs without any problem, satisfactory health condition of the village, easily expressing their views concerning management
Expectations for the future	Supplying food requirements, variety of food sources, importance of food quality, improvement in quality of life , the use of luxury
Technical and professional skills	Believing in rural participation, tendency for natural, rational, and financial participation, taking time for rural development, being positive in rural development, believing in the importance of participation in tourism attraction



**Fig1. Theoretical framework of the investigation**

Source: Research findings, 2017

“Tourism and social welfare” was investigated by Copeland in 2012 with an approach to increase export; he concluded that tourism development including rural tourism facilitates the export of produced materials. It will enable the rural settlers to achieve sustainable social and economic development. Also, according to the research findings, he observed that rural tourism is more successful because export materials can be used as promotional tools.

In a study, Gao, Huang, and Huang (2009) concluded that small scale tourism support in rural areas is important for social development and increment of social welfare. The results obtained revealed that analysis of tourism cost and benefit in rural areas is affordable, and tourism is very capable of eradicating poverty and socioeconomic injustice.

In another study, Park, Lee, Choi & Yoon (2012) concluded that these rural settlements are intensively affected by tourism, increased number of tourists entering the village, and the lapse of time in different ways. In some rural areas, the effects of tourism are positive due to the increased rate of literacy and mutual interaction of rural settlers with tourists and the increase of their social capital by development of tourist industry; the second group are villages with high rate of tourism without effective planning and with

negative impact due to lack of appropriate service delivery to the tourists concerned.

Samian and Balali (2013) utilizing the analytic descriptive approach, and the iThink software to review the socioeconomic effects of tourism concluded that self-esteem, social capital, and the increase in communication are the most important effective components of rural tourism with 70% of total variance factor.

Ghaffari and Torki (2009), using questionnaire in the socioeconomic analysis of the mentioned sector, concluded that increased number of tourists, tourism boom, and improvement of socioeconomic indices are significantly related.

### 3. Research Methodology

#### 3.1 Geographical Scope of the Research

East Azerbaijan province with an area of 45637.35 km<sup>2</sup> is located in northwest part of Iran and is considered as the gateway to European Union. Dominant language of this province is Azeri which is similar to Azerbaijani and Turkish. According to 2015 statistic, the province has 20 cities, 60 towns, and 3076 villages, among these, 52 villages are tourist villages. The 52 studied villages in this research have 187 cultural and natural tourist attractions.

**Table 2. Tourist villages of East Azerbaijan Province**

Source: Research findings, 2017

Names Of villages	Name of county	Number of tourist attractions	Names Of villages	Name of county	Number of tourist attractions
Ansroud	Osku	4	Pirsagha	Charoimagh	3
Kandovan	Osku	2	Makidi	Kaleibar	4
Asb Froushan	Sarab	2	Kerdesht	Jolfa	5
Cheraghil	Azarshahr	3	Aeiinelou	Kaleibar	4
Majarshin	Osku	4	Douzal	Jolfa	6
Qermez Gol	Azarshahr	3	Ashtabin	Jolfa	4
Badam Yar	Azarshahr	3	Nojemehr	Jolfa	5
Khoshknab	Bostan Abad	4	Pashtab	Ahar	4
Bloukan	Mianeh	2	Astmal	Varzeghan	6
Yar Shahri	Maragheh	3	Chinab	Ahar	3
Barazlou	Ajabshir	3	Zonouzagh	Marand	5
Rahmail Lou	Ajabshir	4	Joshin	Varzeghan	4
Savar	Bonab	5	Kasin	Ahar	3
Gonbad	Ajabshir	3	Kandlij	Marand	5
Tootkhaneh	Bonab	5	Diujan	Varzeghan	3
Chenar	Mianeh	3	Eshish Abad	Ahar	4
Darband	Hashtroud	3	Sahrjal	Shabestar	3
Alavian	Maragheh	3	Sarkand Dijaj	Shabestar	4
Nova	Maragheh	4	Maghsoudlo	Heris	3
Bozjigh	Hashtroud	3	Esmail Kandi	Heris	2
Chekan	Maragheh	3	Sarcheshmeh	Sarab	5
Varjovie	Maragheh	5	Lighvan	Tabriz	2
Jamal Abad	Mianeh	3	Sefideh Jan	Tabriz	5
Orasin	Kaleibar	4	Agh Menar	Malekan	2
Eskan Lou	Kaleibar	3	Ganbaroff	Osku	4
Ghelle Kandi	Kaleibar	4	Agha Baba	Varzeghan	5

The map and geographical distribution of tourist villages of East Azerbaijan province is shown in Fig.2

### 3.2. Methodology

This research is applied and based on the nature and method, it is a type of descriptive-analytical and inferential research. The data were collected utilizing library, questionnaire, and interview. The instrument used was a questionnaire survey. In addition, the researchers developed a questionnaire based on the research questions. Face validity of the questionnaire was approved by panel of experts and there were 60 questionnaires under pilot study. Using Cronbach's alpha, the reliability of different parts of the research questionnaire was obtained as 0.885- 0.894. Statistical population of the study included all settlers of the tourist villages in East Azerbaijan province in Iran, with a total of 37053. Cochran's formula was used to randomly

select 500 subjects. Also, 500 participants residing in other villages were selected.

The selected samples and questionnaires were distributed in tourist and non-tourist villages based on the population of the village. Also, in selecting non-tourist villages, the proportion of the number of tourist villages was considered. The obtained data were analyzed by Spearman correlation coefficient, Mann –Whitney U test and multivariable regression. All statistical operations were implemented using SPSS software. Finally, the following research questions and hypotheses were tested as well:

#### **Main question**

Is there any relationship between tourism development and the promotion of rural social welfare indexes?

#### **Sub-questions**

Is there any relationship between rural tourism development and the obtained income?

Is there any relationship between rural tourism development and the rate of job satisfaction?  
 Is there any relationship between rural tourism development and the sense of security?  
 Is there any relationship between rural tourism development and the quality of life?  
 Is there any relationship between rural tourism development and the improvement of consumption pattern?  
 Is there any relationship between rural tourism development and the increase of social participation?  
 Is there any relationship between rural tourism development and rural communications development?

Is there any relationship between rural tourism development and the improvement of rural social empowerment?  
 Is there any relationship between rural tourism development and rural housing quality enhancement?  
 Is there any relationship between rural tourism development and the increase of future expectancy?  
 Is there any relation between rural tourism development and the increase of technical and professional skills?



**Fig.2. Geographical distribution of tourist villages of East Azerbaijan province**  
 Source: Research findings, 2017

**4. Research Findings**

According to the results obtained in this study, 60.50% of respondents are men and 39.50% of the respondents are women. 20% of them have no diploma, 35% have diploma, 31% have associate degree or higher. Frequency distribution is

presented in Table 3 based on findings for variables of social welfare.

A percentage of 3.4% of the settlers of the studied villages have had very low income, 9.5% had low income, 3.5% had average income, 39.2% had high income and 12.9% had very high income. In other villages 15.4% have had very low income, 20.5% had low income, 34.1% had average



income, 19.5% had high income and 10.5% had very high income. Also, the results obtained from occupation variable show that in tourist villages, rate of occupation for 5.6% was very low, for 11% it was low, for 30.3% it was average, for 40.5% it was high, and for 12.6% it was very

high. The same variable showed the occupation rate of settlers of other villages as follows: 20.8% very low, 20% low, 25.2% average, 24.7% high, and 9.3% very high. Other variables are presented in details in [Table 3](#).

**Table3. Frequency distribution and standard deviation of social welfare of tourist villages and normal villages**  
Source: Research findings, 2017

Variables	Tourism						Non- Tourism					
	Standard deviation	too Much	Great	Average	low	very Low	Standard deviation	too Much	Great	Average	Low	very Low
		Percentage of respondents						Percentage of respondents				
Income	1.03	12.9	39.2	35	9.5	3.4	0.97	10.5	19.5	34.1	20.5	15.4
Occupation	1.04	12.6	40.5	30.3	11	5.6	0.91	9.3	24.7	25.2	20	20.8
Feeling of security	1.2	19.9	17.3	22.1	21.5	19.2	1.02	19.2	20	21.3	19	20.5
Quality of life	1.01	24.5	19.8	35.5	12	8.2	0.97	10.4	11.1	36.5	20.6	21.4
Consumption pattern	1.4	18.8	20.7	18.8	21.3	20.4	0.88	18	20.2	20.8	22	19
Social participation	1.05	15.7	36.2	33	10.5	4.5	0.97	11.4	20.5	33.2	19.6	16.3
Community Development	0.99	14.6	38.5	28.3	12	6.6	0.91	10.3	23.7	27.2	19	19.8
Social empowerment	1.02	19.6	32.5	32	10.5	5.5	0.97	11.5	17.2	35.2	22.6	13.5
Housing quality	1.01	14.9	38.2	28.1	12	6.7	0.91	12.3	21.7	27.2	19	19.8

**4.1. The Inferential Results**

In this section, the Man-Whitney U test was used to compare the difference between the research averages. To determine the relationship between research variables, Spearman correlation coefficient was used. Multivariate regression (stepwise method) has been used to determine the contribution of one or more independent variables in predicting the dependent variable.

villages with 1% error based on occupation, quality of life, social participation, communication development, social capacity, quality of housing, future expectancy, and technical and professional skills. According to the mean ranking obtained for both groups, it can be expressed that variables of sense of security, and consumption pattern rather than other social welfare indices of tourist villages are higher than non-tourist villages ([Table 4](#)).

**4.2. Results of Man-Whitney U Test**

The results show that tourist villages are significantly different from other non-tourist

**Table4. Results of Man-Whitney Test on mean difference of tourist villages and non-tourist villages**  
Source: Research findings, 2017

Variables	Average of two independent groups		Value (P)	Value (Z)	Value(U)
Income	Tourism	175.22	0.000	-2.36	12985
	Non-tourism	161.35			
Occupation	Tourism	190.55	0.000	-2.65	13877
	Non-tourism	188.98			
Feeling of security	Tourism	121.38	0.254	-2.84	98741
	Non-tourism	111.82			
Quality of Life	Tourism	200.04	0.000	-2.95	14258
	Non-tourism	189.85			
Consumption pattern	Tourism	132.14	0.211	-2.22	10258
	Non-tourism	125.95			



**Table4.**

Variables	Average of two independent groups		Value (P)	Value (Z)	Value(U)
Social participation	Tourism	187.58	0.000	-2.45	13025
	Non-tourism	170.28			
Community Development	Tourism	199.88	0.000	-2.72	14008
	Non-tourism	185.52			
Social empowerment	Tourism	201.74	0.000	-2.54	14885
	Non-tourism	194.77			
Housing quality	Tourism	196.97	0.000	-2.42	13210
	Non-tourism	191.05			

**4.3. Results of Spearman Correlation Coefficient**

According to the information presented in Table 4, results of Spearman correlation coefficient show that variables of income, occupation, quality

of life, social participation, communication development, social capacity, quality of housing, future expectancy, and technical and professional skills contain 1% positive error in the tourism variable (Table 5).

**Table 5. Spearman correlation coefficient for defining the relationship between tourism and strengthening social welfare**

Source: Research findings, 2017

Independent variable	Dependent variable	Value (r)	Value (p)
Tourism	Income	0.541	0.000
	Occupation	0.523	0.000
	Feeling of security	0.021	0.215
	Quality of life	0.635	0.000
	Consumption pattern	0.047	0.198
	Social participation	0.524	0.000
	Social empowerment	0.622	0.000
	Housing quality	0.588	0.000

**4.4. Results of Multivariable Regression**

The results were obtained based on standardized beta coefficients of income, occupation, quality of life, social participation, communication development, social capacity, quality of housing, future expectancy, and technical and professional skills respectively. They had the greatest share in dependent variable variations. Thus, all the above-mentioned variables were significantly related to social welfare, and they remained in the final model.

The anticipation variables, anticipate that the independent variable (augmentation of social

welfare) is  $R^2=0.89$ . The coefficient indicates that there are other effective variables on the augmentation of social welfare but they have not been studied. The results of the analysis of unilateral variance showed that the regression is significant and there is a linear relationship between variables in the final step. Data analyses for multivariable regression are presented in Tables 5 and 6. To estimate the equation based on the obtained information and significant final model of multivariable regression, the table below can reveal the role of tourism in the augmentation of rural welfare indices of the region (Table 6).

**Table 6. Multistage regression coefficients for explaining the relationship between tourism and the augmentation of indices of social welfare**

Source: Research findings, 2017

Step	Name of variable	Regression coefficient	Coefficient of determination $R^2$	Value (p)	Value (F)	Coefficient of determination justified
1	Income	0.554	0.412	0.000	162.21	.421

**Table 6.**

Step	Name of variable	Regression coefficient	Coefficient of determination $R^2$	Value (p)	Value (F)	Coefficient of determination justified
2	Occupation	0.512	0.397	0.000	155.84	.398
3	Feeling of security	0.019	0.011	0.251	98.41	.057
4	Quality of life	0.617	0.584	0.000	169.85	.499
5	Consumption pattern	0.038	0.021	0.242	100.54	0.098
6	Social participation	0.518	0.489	0.000	159.42	0.415
7	Social empowerment	0.599	0.557	0.000	163.04	0.427
8	Housing quality	0.573	0.526	0.000	161.39	0.406

Results of data analysis explaining the power of tourism variables and the upgraded rate of indices

of rural social welfare are calculated as shown in [Table 7](#)

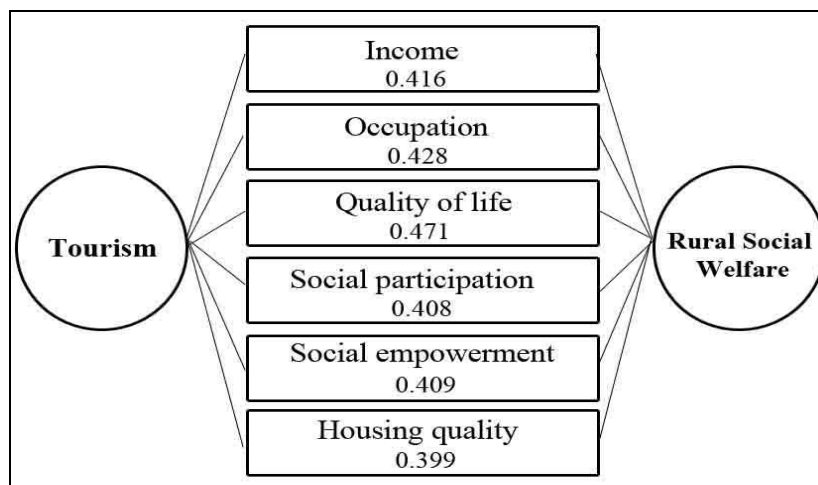
**Table 7. Coefficients of entered variables to the final regression equation for explaining the relationship between tourism and social welfare**

Source: Research findings, 2017

Variables	Predictor variables	Non standardized coefficients		Standardized coefficients	t calculated	Value (P)
		Log in factor	Standard error	Beta ( $\beta$ )		
Constant (intercept)		37.1	3.98	-	9.89	0.000
Income( $x_1$ )	0.000	5.42	0.754	0.416	4.75	0.000
Occupation( $x_2$ )	0.000	5.48	0.769	.428	4.81	0.000
Quality of life( $x_3$ )	0.000	6.13	0.743	0.411	4.52	0.000
Social participation( $x_4$ )	0.000	6.19	0.697	0.408	4.41	0.000
Social empowerment( $x_5$ )	0.000	5.85	0.709	0.409	4.45	0.000
Housing quality( $x_6$ )	0.000	5.68	0.698	0.399	4.31	0.000

Finally, the data in Figure 3 shows the results of beta coefficient, the contribution of the variable "quality of life" in explaining the dependent

variable 'social welfare in villages "are more than the other variables.



**Fig.3. Independent variables in explaining strengthen social welfare measures**

Source: Research findings, 2017

Finally, map the spatial distribution of tourist villages is drawn from the different levels of social welfare .The spatial distribution of tourist

villages of East Azerbaijan province from the viewpoint of five levels of social welfare been drawn. (Fig 4)



**Fig.4. Districts prioritizing rural areas in terms of social welfare**

Source: Research findings, 2017

The map above shows that the villages with higher level of social welfare, are located close to the city of Tabriz as the capital of the province; this might be as a result of the fact that Tabriz is populated which led to the entry of tourists from the city to the surrounding villages and served as source of income to the villages. Overall, 9.46% of villages had very high levels of social welfare, 25.69% with high level, 38.5% with intermediate level, and 26.35% with low level of social welfare.

### 5. Discussion and Conclusion

The current study analyzes the role of tourism in the augmentation of indices of social welfare in

villages. Tourism statistical analysis showed that tourism has had positive effects on the augmentation of indices of social welfare.

The relationship between tourism and the augmentation of indices of social welfare was rejected based on 9 out of the 11 tested hypotheses; accordingly, calculated P of social welfare components and rural tourism was less than 0.01. On the other hand, Man-Whitney test results showed that the relationship between tourism and components of social welfare have been more in tourist villages than that of normal villages. Moreover, the regression results showed that 9 out of the 11 variables explained 89% of the changes. Also, the results showed that tourism development of tourist villages has been the most

important pillar of rural social welfare augmentation while new economic opportunities, increased tendency for advancement, spiritual preparation of the rural community for investment, and gaining more interest due to tourism development were secondary.

Based on the results obtained from rural tourism research, increase in the rate of income, creation of new sources of income, and the increased rate of investment eradicate poverty in tourist villages. Accordingly, [Daugstad \(2011\)](#) studied different aspects of rural tourism observing that tourism industry increases the income of villagers and farmers and is more effective than any other industry. [Skuras et al \(2006\)](#) observed that tourism motivates more of the villagers to increase their income, thus, they can easily obtain income through tourism and they intend to use more for investment. Based on the results obtained from rural tourism, occupation was improved in tourist villages; [Gill and Aref \(2009\)](#) support the obtained conclusion.

They investigated the role of tourism in rural job creation and observed that diversification of rural occupation reduces the stresses of natural disasters and financial crises of the villagers and it results in mental relaxation. Also, on the role of tourism in the improvement of quality of life, the results obtained were supported by [Deller \(2011\)](#) and [Su \(2011\)](#). Generally, rural tourism improves natural, social, and economic environments; it even improves the political status of rural areas by increasing quality of life. The results of the present investigation showed that tourism and social participation of villagers are related; they are compatible with the findings of [Bao and Sun \(2006\)](#). The study of [Zhou et al \(2007\)](#) confirms the relationship between rural tourism development and communication development of villages in this region. Also, the study of [Cawley and Gillmor \(2008\)](#) confirms the relationship between tourism and social capacity. The relationship between tourism and future expectancy are compatible with the findings of [Látková and Vogt \(2012\)](#) while the relationship between tourism and technical and professional skills are compatible with the findings of [Liu and Wall \(2006\)](#).

According to the results obtained in the present study, and for better utilization of rural tourism

industry to increase the social welfare of the villagers concerned, some suggestions are given as follows:

1. There is a need to plan for new service delivery to increase the incomes of the villagers; there is a need for more investment by establishing cooperative companies.
2. There is a need for extensive advertisement for more tourist attraction to create more jobs by delivering new services and products to the tourists which also increases rural occupation.
3. Increasing the quality of life is associated with many social and economic factors. Therefore, improving the quality of life in the event of increased income, increased employment, reduction of social anomalies, changing the negative attitude, increasing the knowledge and skills of villagers will improve. In this regard, it is suggested that refusing to pay attention to the economic factors in the tourist villages and to consider all the factors.
4. In changing the consumption pattern, a practical guideline should be recommended for saving costs and protecting the environment.
5. Planners and managers must focus on rural tourism management and they must involve the villagers in the planning and management process of rural tourism.
6. The tourists intend to have easy access to the tourist attractions and related services, thus, road transportation must be improved and there must be wireless mobile communication.
7. Rural substructures must be developed for rural tourism attraction; knowledge and skills of villagers must be increased together with management skills because of the shortages in the state financial assets and the independency of the villagers.
8. Increased quality of rural housing depends on the income of the villagers, thus, if their income is increased, their housing quality will also be increased. As a result, the managers must protect historical structures, improve and reinforce the rural buildings, and improve rural road transportation.
9. The role of tourism must be focused on all aspects; increased income from tourism, freedom and physical health, and the need for training to increase their future expectancy.

10. Finally, improved knowledge and increased skills result in increased productivity and this can have effective results on rural tourism and they can improve service delivery to the tourists and increase quality of life.

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## بررسی نقش توسعه گردشگری روستایی بر ارتقای شاخص‌های رفاه اجتماعی (مطالعه موردی: روستاهای گردشگری استان آذربایجان شرقی)

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### چکیده مبسوط

#### ۱. مقدمه

در دنیای امروز، برنامه‌ریزی برای توسعه ملی به طور کلی و توسعه روستایی به‌طور اخص، از ضروریات اصلی به شمار می‌رود. در این چارچوب، توسعه با تمامی ابعاد خود از آغاز زندگی بشر پیوسته در مقیاس و مفهومی متفاوت مطرح بوده است. در این ارتباط هر چه سطح فرهنگ بالا تر رفته، سطح نیازهای بشری برای توسعه نیز بالاتر رفته است. که یکی از ابعاد توسعه مد نظر بشر از گذشته تاکنون توسعه اجتماعی است. گردشگری در مقایسه با سایر فعالیت‌های اجتماعی و اقتصادی مزایای بسیاری دارد از آن به عنوان نوش داروی برای بالابرندهی قابلیت مختلف اقتصادی، اجتماعی و حتی زیست محیطی در نواحی دورافتاده، محرک تجدید حیات و کاتالیزوری سکونت‌گاه‌ها، بهبود دهنده شرایط اجتماعی زندگی جوامع روستایی برای بازسازی و توسعهی اجتماعی و بهبود سطح عمومی رفاه اجتماعی در نواحی روستایی یاد می‌شود. ساختارهای رفاه اجتماعی در سطح روستاهای گردشگری استان آذربایجان شرقی نیز گویای این مطلب است که با وجود جاذبه‌های متعدد طبیعی و انسانی در این روستا، به دلیل گسترش نیافتن بازار گردشگری آن هنوز سطح عمومی رفاه در این روستا ناپایدار بود و هنوز هم مشکلات اجتماعی و اقتصادی متعددی گریبان‌گیر روستاهای این استان بوده است. این پژوهش به دنبال پاسخ‌گویی به این سؤال اصلی صورت گرفته است. که توسعه

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#### ۲. روش شناسی

این تحقیق از لحاظ هدف، توسعه‌ای و از لحاظ ماهیت، توصیفی - تحلیلی و نیز از نوع همبستگی است. روش گردآوری داده‌ها برای پاسخگویی به سؤالات تحقیق، به دو صورت کتابخانه‌ای و میدانی بوده است. ابزار مورد استفاده در روش میدانی پرسش‌نامه و مصاحبه عمیق بوده است

جامعه آماری با تعداد ۶۰ پرسش‌نامه صورت گرفت و با استفاده از فرمول ویژه کرونباخ آلفا، پایایی بخش‌های مختلف پرسش‌نامه تحقیق ۰/۸۸۵ الی ۰/۸۹۴ به دست آمد جامعه آماری این پژوهش شامل کلیه افراد ساکن در روستاهای توریستی استان آذربایجان شرقی در ایران است که جمعا ۳۷۰۵۳ نفر بوده است. با استفاده از فرمول کوکران ۵۰۰ نفر به روش تصادفی ساده به عنوان حجم نمونه انتخاب شده است. برای رعایت اصل برابری نیز ۵۰۰ نفر از ساکنین سایر روستاها به عنوان جامعه کنترل انتخاب شده است. در این پژوهش برای تجزیه و تحلیل اطلاعات به‌دست‌آمده از پرسشنامه‌ها از ضرایب همبستگی اسپیرمن، آزمون یومان من ویتنی و رگرسیون چند متغیره و در محیط SPSS استفاده شده است.

#### ۳. یافته‌های تحقیق

نتایج آزمون من ویت نی نشان می‌دهد که بین روستاهای توریستی و روستاهای عادی از نظر درآمد، اشتغال، کیفیت زندگی، مشارکت

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گردشگری و مؤلفه‌های رفاه اجتماعی در روستاهای توریستی بیشتر از روستاهای عادی بوده است.

براساس نتایج تحقیق متغیرهای درآمد، اشتغال، کیفیت زندگی، مشارکت اجتماعی، توسعه ارتباطات، توانمندی اجتماعی، کیفیت مسکن، امید به آینده و مهارت‌های فنی و حرفه‌ای با متغیر گردشگری که با نتایج یافته‌های داگستاد (۲۰۱۱) همخوانی دارد. همچنین براساس نتایج حاصل از پژوهش، گردشگری منجر به بهبود وضع اشتغال در روستاهای هدف گردشگری شده است که با یافته‌های آرف و گیل (۲۰۰۹) همخوانی دارد. در مورد اثرات گردشگری بر بهبود کیفیت زندگی و همچنین در زمینه‌ی نقش گردشگری در ارتقای کیفیت زندگی نیز یافته‌های این پژوهش با یافته‌های فونس و همکاران (۲۰۱۱)، اندرک و ژوروکی (۲۰۱۰) همخوانی دارد. در رابطه نتایج توسعه گردشگری در زمینه مشارکت اجتماعی روستائیان نیز پژوهش حاضر با نتایج یافته‌های باو و سان (۲۰۰۶) همخوانی داشته است. در رابطه همبستگی بین گردشگری روستایی و امید به آینده با یافته‌های ووگت (۲۰۱۲) و در زمینه همبستگی گردشگری با مهارت‌های فنی و حرفه‌ای با یافته‌های لیو و وال (۲۰۰۶) همبستگی دارد.

**کلیدواژه:** گردشگری روستایی، توسعه اجتماعی، رفاه اجتماعی، آذربایجان شرقی، ایران.

#### تشکر و قدرانی

پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.

اجتماعی، توسعه ارتباطات، توانمندی اجتماعی، کیفیت مسکن، امید به آینده و مهارت‌های فنی و حرفه‌ای اختلاف معنی‌داری در سطح ۱ درصد خطا وجود دارد. نتایج ضریب همبستگی اسپیرمن نشان می‌دهد که رابطه بین متغیرهای درآمد، اشتغال، کیفیت زندگی، مشارکت اجتماعی، توسعه ارتباطات، توانمندی اجتماعی، کیفیت مسکن، امید به آینده و مهارت‌های فنی و حرفه‌ای با متغیر گردشگری در سطح ۱ درصد خطا مثبت شده است. لذا با توجه به اینکه تمامی متغیرهای فوق دارای ارتباط معنی‌داری با رفاه اجتماعی هستند بنابراین در مدل نهایی باقی‌مانده‌اند. نتایج نشان می‌دهد این متغیرهای پیش‌بین ۸۹ درصد ( $R^2 = 0.89$ ) از میزان واریانس متغیر وابسته (تقویت رفاه اجتماعی) را پیش‌بینی می‌کنند. ضریب تعیین بیانگر این است که متغیرهای دیگری نیز در میزان تقویت شاخص‌های رفاه اجتماعی روستائیان تأثیرگذار بوده‌اند که در مطالعه حاضر بررسی نشده است. نتایج تحلیل واریانس یک‌طرفه نیز معنی‌دار بودن رگرسیون و رابطه خطی بین متغیرها را در گام نهایی نشان می‌دهد.

#### ۵. نتیجه‌گیری

همانطوریکه در این پژوهش بررسی شد گردشگری روستایی نقش عمده‌ای در بهبود وضعیت شاخص‌های رفاه اجتماعی دارد. در بیان زمینه اقدان به بررسی ۱۱ متغیر مرتبط با رفاه اجتماعی روستایی گردیده. به طوری که همبستگی بین گردشگری و تقویت شاخص‌های رفاه اجتماعی در نه فرضیه از یازده فرضیه مورد آزمون به اثبات رسید و در این ارتباط، میزان  $P$  محاسبه شده بین مؤلفه‌های رفاه اجتماعی و گردشگری روستایی سطح معناداری کمتر از ۰/۰۱ را نشان داد. از طرف دیگر، نتایج آزمون من ویت نی نشان داد که ارتباط بین

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