

Identifying the function and mechanism of the effect of tourism on supporting destination society with variable of consent mediator

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Abstract

Tourism as a powerful tool in line of profit creating for local societies. The effective factors in promoting the process of tourism are considering host society in tourism environments and their level of satisfaction and consent in these activities. Hence, local society understanding of the tourism effects is essential for reaching ideal support of societies for tourism development. General aim of the research is identifying the function of tourism and its effective mechanism on supporting tourism development by considering the variable of consent mediator of destination society in tourism region of Siasard of Brojen. The research tool is a researcher-made questionnaire that its validity was confirmed by the experts' view and the reliability was verified by Chronbach's alpha and its general amount was 0.946. The statistical population was the inhabitants of Brojen (n=104053) and the sample size was 155 people. SPSS software was used for analyzing the data and AMOS is applied for modeling structural equations. The results show that tourism function in three aspect of economic, social, and skeletal is significant by covariance weights of 0.84, 0.85, 0.78 respectively and the most effect is in social aspect. Also, the results of effectiveness of tourism function on supporting tourism development was confirmed by factor loading of 0.57 and significant level of 0.00. The effect of tourism function on increase of the amount of local society support has been apparent by consent mediator variable of local society of tourism destination of Brojen.

Introduction

Tourism as a main economic and cultural power is known in the world and is considered as a powerful tool in line of profit creating for local societies. The effective factors in promoting the process of tourism are considering host society in tourism environments and their level of satisfaction and consent in these activities. Hence, local society understanding of the tourism effects is

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essential for reaching ideal support of societies for tourism development. In other words, supporting tourism development is related to perceived positive effects of tourism by society. For this reason, in present study, in line with the theoretical bases of the research, the function of tourism in three domains of economic, social, and skeletal is investigated in tourism complex of Siasard of Brojen and the relation between perceived effects and supporting tourism development are identified by local inhabitants. Also, satisfaction variable of local inhabitants as a mediator variable is entered into the analysis for better identification of the function and the tourism effects in line with supporting the tourism development. Now, there is no investigation about the effect of tourism and the local inhabitants' view and their tendency, despite the reputation of the tourism region that attracts many tourists annually. Naturally, inhabitants' satisfaction of tourists and their support from tourism development have a deep effect on the future of tourism in the region. Tourism region of Siasard is located near Brojen (about 5 kilometers). Moderate climate and 600 year-old trees have made a Siasard a very beautiful place for stroll and rest of the inhabitants and other tourists. The research questions are as follows:

- On which aspects (economic, social or skeletal), has the tourism function had the more effect in Siasard of Brojen?
- What effect has the tourism function had on local society support?
- Is the tourism function effective on local inhabitants' tourism support by satisfaction making for local inhabitants?

Materials and Methods

General aim of the research is identifying the function of tourism and its effective mechanism on supporting tourism development by considering the variable of consent mediator of destination society in tourism region of Siasard of Brojen. The research tool is a researcher-made questionnaire that its validity was confirmed by the experts' view and the reliability was verified by Chronbach's alpha and its general amount was 0.946. The statistical population was the inhabitants of Brojen (n=104053) and the sample size was 155 people. SPSS software was used for analyzing the data and AMOS is applied for modeling structural equations.

Results and Discussion

The results of analysis confirm that presence of the tourists in Siasard has made social, economic, and skeletal effects. The social factor has had the most effective role on identifying the tourism function in the region. Change in type of covering, clothing and people's appearance has had the most percentage (factor loading of 0.73) in identification with social hidden variable. Also, the result analysis of poll indicates that tourism development in the studied region increase the social interaction of comparable people. The next one is economic factor which is affected by tourism development. The factor has the most number of the variables and it indicates that the vast part of this factor is

affected by tourism development and tourists' presence in the region. As indicated by Bully et al (2014), the economic profit of the tourism is significant in the study. Another important factor which is affected by tourism development is skeletal factor. The place of the factor is after social and economic factors due to factor loading of 0.57. Variables which have the most influence on skeletal hidden factor are as follows: developing modern building and annihilating traditional architecture, developing second house (tourism villas). Increase in cleaning the city and intercity road networks are also known as result of tourism development.

The presence of tourists and its perceived effects by local society have had a positive and significant effect on their support from tourism development. The results demonstrate that in this factor, supporting the tourism promotion programs has had the most percentage of variance identification with its hidden variable. After that, recommendation for respect to the presence, tendency to investment in line with tourism boom, and tendency to the results of tourism acceptance, agreement with the increase of tourists' number, reinforcement of protecting tourism attraction and protection of governmental investment in development of tourism programs have been the factors which are accepted by the local society. The results of investigating the link between tourism function and its effects on the rate of local society support show a significant relation. The inhabitants of tourism region of Siasard had had a tendency to tourists' presence and supporting tourism development programs due to perception of the effects of tourism. The findings of the study have a close relation to the results of Latkua et al (2012) and Styldiz (2014) in inhabitants' support from tourism development considering its positive and negative effects. Romyani et al (2017) also believe in the link between received benefits and inhabitants' support. This is also confirmed with entering the satisfaction mediator variable of local inhabitants.

Conclusion

The results shows that tourism function in three aspect of economic, social, and skeletal is significant by covariance weights of 0.84, 0.85, 0.78 respectively and the most effect is in social aspect. Also, the results of effectiveness of tourism function on supporting tourism development was confirmed by factor loading of 0.57 and significant level of 0.00. The effect of tourism function on increase of the amount of local society support has been apparent by consent mediator variable of local society of tourism destination of Brojen.

Keywords: Tourism, Local inhabitants, Supporting the tourism, Siasard consent, Brojen

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