

Evaluation of Tourism Indicators in Rural Development in Amlash city

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Abstract

Amlash city due to the attraction of beautiful landscapes, with tourism and is rich in ancient monuments, the position is in Gilan geography has. But the deadlock in order to catch the attention of the local authorities and the lack of Amlash in the fields of planning and action in the direction of introducing the gravity lift forklift infrastructure development has caused potential tourists from the city for villages do not have much information and therefore rural tourism Amlash trimmed to effect. The present research aimed to identify the more tourist attractions and Amlash County, a rural and proceeded in the direction of introducing the gravity lift to the rural tourism boom and rural development has been the city editor. The research method of descriptive and analytic studies of the type, for data analysis, descriptive statistics and inferential statistics forklift has been used, the assumptions in the power of attraction of the rural tourism development in the direction of Amlash County is expressed. Review of the research of hypothesis testing, the test for p and using the results of the questionnaire, forklift, and assumptions with the 95 percent confidence level was test. The results of the assessment against the stricter-ability to lift rural natural and cultural attractions, Amlash and forklift capability, ability to attract domestic and foreign tourists have been a positive evaluation of the tourism boom and fitted can afford Amlash County rural development provides them. As well as the position of Amlash County, a mountainous countryside and features picturesque villages. It is through various practices, resulting in attracting tourists and the tourism boom in the growth and expansion of rural development Amlash County us figure.

Keywords: *More tourist attractions, rural development, domestic and foreign tourists, Amlash County.*

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Introduction

The main goals of the rural development are to reduce the unemployment, as well as to create and increase career opportunities. Among the main problems of rural areas, it can be mentioned to unemployment and lack of the job opportunities that results from the lack of imbalance between the supply and demand of the workforce in the villages. On the other hand, reduction of employment opportunities in the agricultural parts proves this fact that, increasing employment in rural areas will depend more on the development of industry and services sectors in the future (Rezvani, 2003). This is why that most scholars of rural development strategies are interested in diversifying the rural economy and making it more efficient through creating a variety of economic activities (Motiee Langroodi, 2003).

Development of tourism in rural areas and use of various natural and cultural attractions of the village are considered as a source of income and livelihood of the village people, as well as it helps to preserve the unique natural and cultural attractions of the village and this approach have been considered in many countries as one the strategies for rural development (Ashely, Roe and Goodwin, 2001, UNWTO, 2004b).

The present research also aims to study the possibilities and bottlenecks of tourism development in the villages around Amlash city and providing suggestions for the development of that area.

Statement of the problem

During the history, moving and traveling to different places have had many achievements and led to the discovery and emergence of many phenomena, that one of them is the emergence of tourism. This activity has been considered seriously since the second half of the 20th century. The existing and required potentials and capacities of tourism in Iran have enough incentive for investing and its diversity of attractions can meet any needs for traveling and tourism. Nowadays, the tourism and the research investigation about it are so important in

terms of its economic, social and cultural roles. This activity becomes as one of the most important factors in the production of wealth, work, and the creation of the dynamics, human displacement and the wealth of nations in the current world. Studies have shown that there is a positive and significant relationship between tourism and economic growth and development. In fact, it can be said that tourism has become one of the foremost economic activities in the modern world. Tourism has a significant impact in increasing the employment and revenues related to residential places as well as government revenues, so that out of every six important occupations in the world, one of them is related to tourism and creates a job for every twenty tourists in the country. So far, Iran has not been successful in the field of tourism, whereas, our country can be acceptor twenty million tourists with incomes of \$ 10 billion a year. Iran is one of the top 10 countries in the world with its tourist attractions field. In this regard, the province of Gilan with having natural, historical, cultural and religious attractions is one of the best geographic regions in terms of tourist attractions in Iran. Accordingly, Amlash city is one of the lesser known tourist destinations of Gilan province. This region has a privileged position in the geographical area of the province, due to its lush green woodsy mountains, lush plains, valleys, rivers, fountains, historical attractions and mountainous areas with beautiful views.

Research hypothesis

The presence of diverse tourist attractions in Amlash city can lead to grow tourism and develop the area.

Research literatures

In the mid-1960s and in the early 1970s, tourism was considered as an independent section due to the huge revenue generated by the sale of oil and the dream of turning Iran into the development industrialized countries of the world in the preparation of the fourth five-year development plan of the country (1967-1971). *The Iran tourism and touring Office* was established in the country in 1978 for the purpose of addressing Iran tourism and touring affairs (Zamani et al., 1995). In Iran, for the first time, Hussein Shokouhi paid attention to this issue, and in 1975 he wrote a book entitled "Introduction to the Tourism Geography", in which the concept of tourism and the governing general geographic principles of it were considered in detail.

- Roshan Babaei Hemmati (2003), Finding The Ability of Tourism Attractions in Rasht City with an Emphasis on Rural Tourism,
- Mohammad Reza Karimzadeh Moghadam (2002-2003), Spatial planning of rural settlements, Case study of central part of city of Rasht, Master's Thesis,
- Reza Masoumi Rad (1999), Tourism in Gilan, Master's thesis, Gilan Literature and Humanities Sciences Faculty,
- Ahmad Sheydayeh (1996) concluded in his Master's thesis that the factors of sea and green nature of the province are effective factors of tourism attraction in Gilan province, and the absence of welfare facilities leads to decrease of tourism in the region. Issues such as the lack of a suitable road to respond to the amount of vehicle traffic, especially in the tourism seasons is an obstacle to more attracting tourism as well as the expensiveness and high cost of travel for tourists (Sheydayeh, 1996).
- Reza Ormazdi studied the rural tourism development with a sustainable tourism approach, and in a descriptive analytic study showed that today, the tourism industry is the largest industry in the world and it is one of the foundations of sustainable development.
- Maryam Atefat Talabi (2007) pointed out that according to the results of the research it can be admitted that natural attractions in the Rasht city are the main factor in attracting tourism to the city and the lack of proper planning and management and the absence of welfare facilities, appropriate roads and expensiveness are obstacles for more attracting tourism in this city.
- Master's thesis of Mohsen Islami (2005) titled "Understanding the Natural Potentials and Dangers of the Amlash City" emphasizes on the climate issue. The master's thesis, titled "The Role and Effects of Geographic Factors in the Spatial Distribution of the Rural Settlements of the Amlash by Rohangiz Bastani," emphasized on rural planning aspects and concluded that tourism abilities are rich are particularly in terms of natural attractions in Amlash city, but it is poor in terms of tourism facilities and equipments.
- Molaee Hashtjin and Ebrahimi (2013) studied about the abilities and attractions of tourism and its impact on tourist attraction in Amlash city. The results of the evaluations have verified the natural-cultural capabilities and attractions of the Amlash for attracting domestic and

foreign tourists that can contribute to the prosperity of tourism and the development of the city.

Rural tourism

Tourism has been discussed from the perspective of various sciences, and according to each perspective, there are several definitions of it, as Autur Borman defines tourism as "Tourism is a collection of travels that are done for relaxation, recreation, business or occupation activity and the absence of the tourist person from his/her permanent place is temporary during the journey (Rezvani, 2003, p. 28). From the sociological point of view, tourism is a collection of relations that a tourist creates in his temporary residence with the people are living there (Shahabian, 2004, p. 13). Among the various definitions of tourism, the International Union of Tourism defines it as follows. "Tourism is the sum of human beings displacement and the activities that result from it. These displacements are arising from human willing that make mankind to travel and it existences in each person potentially with different intensity and weakness (Armaghan, 2007, p. 219). Lin considers the rural tourism as a tourism that occurs on the outskirts of the city (Rahimi, 2002, p. 226).

Research process

The present study is descriptive-analytic and its data have been collected through a questionnaire and with the library method. To determine the size of the sample, first we determined the size of sample villages based on the Cochran formula. In this way, the studied areas were determined the 20 villages in five rural districts in two districts, as well as two towns in the city. However, to determine the actual size of the sample, the designed questionnaire was distributed among 25 members of the population of the study to assess the validity of the questionnaires as well as assessing the sample size through the calculation of variance and then, with the sample variance of 7.319, then the size of the sample population was calculated with the probability of 5% error by the following formula:

$$n = \frac{\left(\frac{Za}{2}\right)^2}{0.05^2} = \frac{(1.96)^2 * 0.101}{0.05^2} = 155$$

As a result, due to the view of the sample population can explain the main population, 155 questionnaires were distributed among the population in two general and specialized types and 134

questionnaires completed and returned back. The alpha Cronbach's coefficient with a coefficient of 0.851% has been used as measuring tool for validity and reliability of the research and in relation the validity, the researchers became familiar with the subject and the appropriate questionnaire was used, however the opinions of the related scholars were also taken into account in the questionnaire and accordingly, the final questionnaire was adjusted and the validity of the questionnaire is measured both in terms of its form and content.

In the present study, the frequency distribution tables are used to describe the results and shown in the diagram as well as the Z-test and P-value are used for inference. Also, tourist attractions, including natural attractions and man-made attractions are considered as an independent variable and tourism and tourists as a dependent variable. Tables and charts have been used to examine and describe the research data.

Rural tourism is a form of tourism that represents a kind of rural life, art, culture and cultural heritage in rural areas, and it can bring benefits to local communities both economically and socially, as well it should create interactions between tourists and local people for more experience and cultural-social exchanges. Rural tourism should be considered as a part of the rural development process, which is one of the concepts and forms of sustainable development. (Mohammadi and Hayati, 2012: 6).

1. Tourism management and its role in rural development

The management of tourism affairs at the national level is one of the duties and responsibilities of the state, and the general policies, regulations, administrative arrangements, financial resources, and the share of each public or private sector are specified by it. In some countries, tourism planning at this level is done in a semi-governmental or even non-governmental and private manner. Thus, planning and managing rural tourism is the task of a large number of public and private sector organizations and Islamic village councils that engage directly or indirectly in tourism affairs (eghbali, 2010).

2. Area under study

Amlash city has three major areas of plains, mountains and mountainside areas. The mountainous area is in the south of the city and it is a large part of the city's area, and the plain area is in the north

of the city and the mountainside area is in the center between the two above-mentioned areas. The Amlash city in terms of administrative-political division has two districts that are called Markazi and Rankoh, and two Amlash and Rankoh cities, as well as five villages called North Amlash, South Amlash, Shabkhosalat, Kojid and Samam, where includes 119 villages with living population and 11 villages without a population that are shown in the below Figure.

Demographic characteristics of respondents

1- Degree of education

Table 1: The results of the statistical sample study based on education

Education	Frequency	Percentage
Under Diploma	45	33.3
Diploma	37	27.6
Associate's degree & Bachelor's degree	41	30.5
Master's Degree & higher	11	8.2
Total	134	100

According to the results obtained from the data analysis, it is observed from 134 people who have participated in this study, 45 people do not have a diploma, 37 of them have a diploma, 41 people have the associate's degree & the bachelor's degree, and 11 of them have the master's degree or higher. In order to view the information in the table above, we visualize the bar chart of the percentages of frequency of subjects in terms of their education.

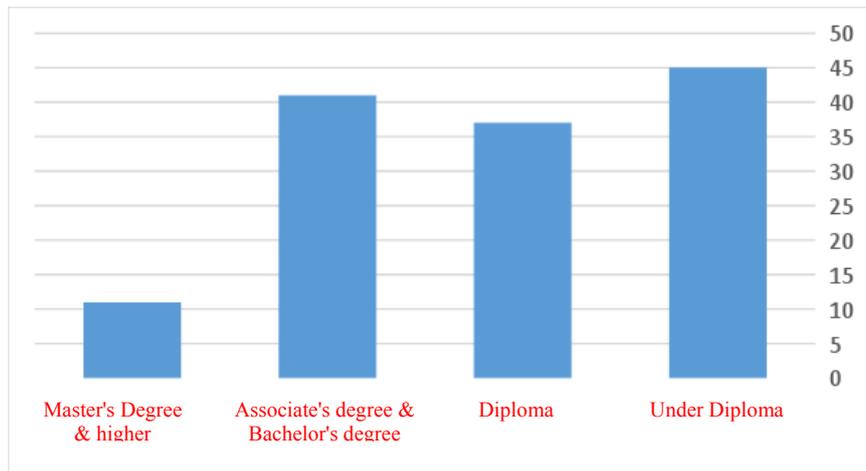


Chart 1: Results from the statistical sample survey in terms of education

2-Age

Table 2: Results from the statistical sample survey based on the age

Age	Frequency	Percentage
Younger than 30	65	48.5
31-40	34	25.4
41-50	27	20.1
51 & older	8	5.9
Total	134	100

According to the results obtained from the data analysis, it is observed that from 134 people who participated in the study, 65 people are younger than 30, 34 of them are 31-40 years old, 27 people are 41-50 years old and 8 of them, are 51 and older that it is 5.9% of the total. In order to view the information in the table above, we visualize the bar chart of the percentages of frequency of subjects in terms of their age.

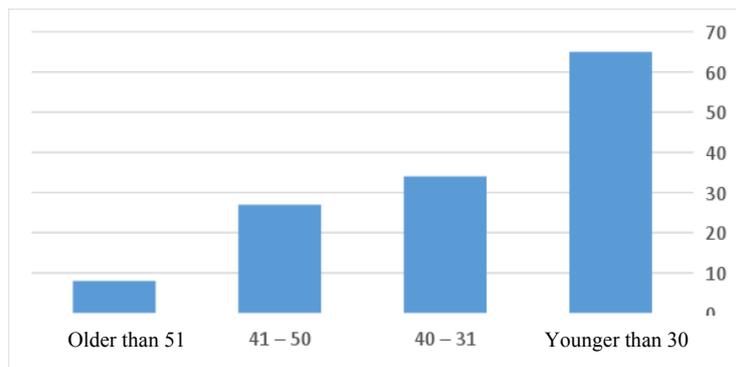


Chart 2: Results from the statistical sample survey based on the age

Research hypothesis

The existing diverse tourist attractions in Amlash city can boost tourism and develop the area.

In order to determine the variety of capabilities and tourist attractions of the Amlash city, along with surveying in the form of a questionnaire with 11 questions about the capabilities and tourism attractions of villages, cities and the Amlash city have been evaluated. Based on the observations and views of most respondents who are managers of city and village, the presence of natural, historic and cultural attractions are accepted by them. These attractions include forest, grassland, mountainous location, waterfall, fountain, river, cave, ancient artifacts, customs and traditions, indigenous and local games, traditional sports, local foods, handicrafts, special souvenirs and etc.

Thus, the presence of natural and cultural attractions is confirmed and the hypothesis is proven.

Table 3: Distribution of Number and Percent of City Capacity in Tourism Abilities and attractions in Amlash City

No	Explanation	Number	Percentage	Cumulative percentage
1	Yes	49	92.4	92.4
2	No	4	7.6	100
Total		53	100	

79.3% of the respondents accepted the explicit tenor of the hypothesis that Amlash city is a summery area and these characteristic impacts on the development and prosperity of tourism.

Table 5: Distribution of number and percentage of summery area capacity in order tourism attractions in Amlash City

No	Explanation	Number	Percentage	Cumulative percentage
1	Yes	42	79.3	79.3
2	No	3	8.6	87.9
3	No comment	8	15.1	100
Total		53		

Amlash has the natural and cultural benefits in an appropriate level that can play an important role in attracting tourists and thus contribute to the development and prosperity of Amlash tourism. However, in order to prove the severity of the effects of the natural and cultural capabilities of Amlash in each of the developmental characteristics of the city, three questions have been asked from the managers of sample cities and villages, and they were examined based on the results of each test:

A: Test of the role and influence of city tourism capabilities and attractions in infrastructure development

H0 =Amlash's attractions and capabilities of tourism do not cause the development of the area.

H1 = Amlash's attractions and capabilities of tourism cause development of the area.

If the H0 is accepted at the desired level and the opposite hypothesis is rejected, we conclude that Amlash's capabilities and attractions cannot contribute to the development of the infrastructure, and if the H0 is rejected, it suggests that Amlash's capabilities and attractions have the impact on the infrastructure development of the city. According to the calculations of the formula, because the calculated z is greater than z in the statistical table at a level of a = 5% and it is $6 > 1/64$, therefore, this part of the H1 is accepted with a confidence of 39 percent.

Table 6: The Role of City Tourism Capabilities and Attractions in Infrastructure Development

Comments and Indicators of Rural Development	Too many		Many		Normal		A Few		Few		test	Test result	
	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage		Rejected	Accepted
District infrastructure development	20	37.7	19	35.8	14	26.4	0	0	0	0	Z=6	-	✓
Attracting the population	9	18.2	36	75	3	5.6	0	0	0	0	Z=5.8	-	✓
Stabilization and population survival	23	48.7	20	42.4	5	9.4			0	0	Z=5.7	-	✓
Elimination of unemployment and job creation	17	32	27	50.9	6	11.3	3	5.6	0	0	Z=5.04	-	✓
Cultural development	9	18.8	35	75	5	9.4	2	4.3	0	0	Z=4.8	-	✓
Social events	16	30.2	29	54.3	5	9.4	3	5.6	0	0	Z=4.44	-	✓
Physical development	10	24.6	30	57.4	5	9.4	3	5.6	0	0	Z=4.2	-	✓
Improving economic relations	9	17	29	54.7	9	17	6	11.3	0	0	Z=5.93	-	✓
Improving cultural relations	8	21.1	37	71.1	8	15.6	0	0	0	0	Z=5.8	-	✓

Since the Amlash city has various natural and cultural benefits and the ability of each of these benefits has been confirmed in terms of tourist attraction and tourism development, and on the other hand, according to the conducted calculations, all Zs are greater than the Z of the table, consequently, the hypothesis is accepted with a 95% confidence.

Conclusion and suggestions:

Amlash city in Gilan province is one of the richest cities in terms of natural-cultural potential and attractions and it can become one of the most prosperous cities in the province to attract tourists. Every year, hundreds of thousands of people visit this area in different seasons, but due to the lack of proper planning to introduce the potentials and absence of proper program to develop its infrastructure, Amlash has only passing tourists, because the city has not residences for tourists staying. Therefore, due to the lack of infrastructures, especially residential facilities and welfare centers, the ability to turn passing tourists into stable and lasting tourists has not been provided (Karimi, 2010). The results of the field studies and the analysis of the answers of the questionnaires indicate that this city has ability in the tourism attraction, which we briefly describe these results:

- Amlash villages have acceptable homogeneity and people participate in different fields.
- Due to the diversity of potential and cultural-natural attractions, the ability to plan for attracting tourists in different seasons is possible.

Ability of Amlash's tourist attractions and its positive impact on all development indicators, including infrastructures, population preservation and survival, elimination of unemployment and creation of job, cultural development, improvement of social relations, physical development and development of economic relations that can be boosted by the tourism industry and as a result the development of the city will be provided (Rajabi, 2011). Consequently, we find that Amlash has a privileged position in the province in terms of having the effective natural and cultural attractions in tourism and has practically the desired characteristics for tourists. Considering the performed survey and deduction from previous results for the development of Amlash tourism, the use of the below suggestions and solutions can be effective for improving the situation of the city:

By providing tourism guide books from the spectacular sceneries of villages, it is possible to introduce the city's potentials and attractions. With a short-term planning, the construction of suitable traditional places within the context of the susceptible villages should be placed on the agenda to supply the handicrafts and agricultural production

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