

## **Host Attitude toward Second Home Tourism Impacts on Rural Development (The case of: Rural collection of Javaherdeh in Ramsar)**

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### **Abstract**

This paper aims to study host attitude to economic, social-cultural and environmental-physical impacts of second homes tourism in Javaherdeh mountain village in the city of Ramsar. Method of this study was Descriptive-survey. Population of the study was host attitude in Javaherdeh mountain village in the city of Ramsar on the number of 2987 households. Sample size through Morgan sampling table was calculated 340 households that head of households were randomly studied. Data investigated by exploratory factor analysis and Hypotheses were tested through T-test, ANOVA and Pearson correlation analysis by using of SPSS 22. Findings indicate that the villagers have positive attitude towards economic and social-cultural consequences of the construction of second home and have negative attitude towards its cultural and environmental impacts. Also between women and men, there are significant differences in terms of assessing the social and economic consequences. The main limitation of this study is the lack of access to some households in during distribution of the questionnaires, which led to an increase in return to the villages, spending a long time and increase the cost of research for the researchers. Host attitude is positive to economic and social- cultural impacts of second home tourism on rural development, thus for developmental planning must be considered to the above factors. Several studies have been done on this issue in Iran. In this study, we tried all the effects investigate with comprehensive and systematic approach that is the same geographically attitude.

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***Keywords: Host Attitude, Tourism Impacts, Second Home Tourism, Rural Development.***

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*Received Date: 29 November 2017 Accepted Date: 14 February 2018*

***Date of Print: Summer 2018***

## **1. Introduction**

During the last six decades with the change and expansion of tourism, this industry has become one of the biggest and most advantageous part of world economy; the following statistics indicate this issue: 9% of internal gross production (due to positive, indirect and inductive impact), creating one occupation among 11 new occupations, exports as 1.3 trillion dollars, 6% of world exports, increase of international tourism from 25 million tourists in 1950 to 1035 million ones in 2012 and 5 to 6 million internal tourists (UNWTO, 2013). According to long term foresight of WTO, the growth of tourism in 2030 will be 1.8 billion. Tourism acts in a specific spatial pattern frameworks; one of these patterns is rural tourism which nowadays would be considered as one of the most popular types of tourism (Papeli Yazdi & Saqaei, 2011). Furthermore, rural tourism appeared as a social activity in the second half of the 18th century in England and Europe. Of course, prior to that time rural areas were used as recreation activities but it was limited to nobles, royal households and special social classes (Sharpley, 1977). Hall and Roberts through studies in rural tourism indicate that tourism in rural areas include 10 to 20 percent of the total tourism activities (Roberts, 2001). Now there are various tourism patterns considering the tourism attractions in rural areas, available facilities and services in these districts and the position of tourism as well as leisure activities in people's lives in different rural areas of the country; one of the most major ones is Second Homes Tourism. Second Homes Tourism may be one of the most significant types of tourism development in Iran's rural areas which is quickly growing in many areas specifically in rural areas around developing metropolises. During the recent decades second homes tourism are developing in many countries of the world but it has generalized in European and North and South American countries which are recognized as the main center of building and expanding such homes (Williams, 2010). Despite no accurate statistics exists on the number of Second Homes

worldwide, but their numbers in various countries have been evaluated; as an example, Wang has been evaluated that the number of second homes in the world would be 10 million (Wang, 2006). Also with the popularity of city dwelling in Iran, city dwellers have started to build villas (Second Homes) in rural areas for their leisure time and having peace. Of course in Iran it certainly dates back to Qajar dynasty as even some North rural areas are familiar with this phenomena from long times ago. Based on present documents it can be assumed that the spreading of second homes in the North of Iran is more than other areas and the North West and West areas are at the second level.

Second Homes issue has been viewed from different aspects which relates to the scientific major of the researcher. In this area, geographical perspective includes the geographical distribution of future second homes, studying of specific types of growth and presenting development patterns for second homes; tourism perspective consists of studying the stimulations of second homes, various activities of rural people and required services by villa owners during their staying; ecological perspective focuses on studying the second homes impacts on natural environment; the psycho- social perspective includes the studying of second homes impacts on host society, local people behaviors and studying the properties of second homes and their owners; and developing perspective includes investigating the owners' using these second homes, studying effective issues on owners' decisions to buy or rent second homes, studying developing events and so on (Wang, 2006). In present study researchers attempted to study Second Homes issue using development perspective. Considering this approach the main research question is:

-What is the view of villagers living in Javaherdeh towards the consequences of building Second Homes in their village?

In order to investigate the abovementioned research question, the following research hypotheses were formulated:

-The villagers' perspectives on the consequences of building second homes are different according to the gender.

-The villagers' perspectives on the consequences of building second homes are different based on the satisfaction of building such homes.

- There is a significant relationship between the villagers' perspectives on building second homes and their ages.
- There is a significant relationship between villagers' perspectives on building second homes and their satisfaction of the owners.

## 2. Theoretical Framework

One of the main areas of interest for geographers and other tourism researchers is tourism impacts on host communities. Tourism success significantly depends on the goodwill of the host society (Jurowski et al, 1997, 5), and many recent studies have shown that there is a connection between tourism development and economic, social and environmental impacts understanding by the host community (Frauman & Banks, 2010, 3).

According to a study by researchers in the 1960s, residents' attitude to tourism has been based on the positive aspects and benefits. Then in the 1970s, the emphasis was generally on the negative aspects of tourism and this made tourism industry less support. Now, both positive and negative outcomes of tourism are emphasized (Neidig, 2006, 27). Thus, the success of any tourism model, without the knowledge and support of the host society is threatened and there is no exception for Second home tourism. Investigating the conducted empirical studies on second homes tourism issue in rural areas indicates that considering ruralizing after World War II, further research have been conducted about second homes tourism; we will refer to some of them in this section. Overall, many studies on investigating host community attitudes towards tourism have been carried out by researchers that are presented in table (1).

**Table (1) the results of studies on investigating host community attitudes towards tourism**

No	researcher	Subjects	The results of the key points of the research
1	Tosun (2002)	A comparative study about residents' attitudes toward tourism impacts	Turkish residents, compared to the other two communities were less supportive of tourism development and they had negative attitude toward impacts of tourism. Adaptive comparing Porgab from Turkey, Nadi of Fathi and Central Florida.
2	Gursoy et al (2002)	Residents trends with structural modeling approach	The survey findings in Southwestern Virginia of America shows that host community supporting is effected by their concerns, ecological values, the use of the basic resources and perceived costs and benefits of tourism development.
3	Jurowski & Gursoy (2004)	The effect of distance on population trends of tourism	Findings suggest that users of recreational resources in Virginia that live near the tourist attraction have more negative attitudes towards tourism development compared to users who live farther away from attractions.
4	Megehee &Andereck (2004)	Predictors of residents' support of tourism	Rural areas of Arizona in the United States, there is a connection between rural communities dependent on tourism and the negative attitude of the host society.
5	Lepp (2007)	Residents attitudes to tourism development	This research is done in a village in Uganda by qualitative models and the results showed that local people are optimistic about the positive impact of tourism on agricultural income.
6	Fredrik Rye (2011)	Second homes improvement and its consequences in Norway	Shows that the difference in both local and rural elite is positive and toward more development. However, due to the high investment, high growth rates in increasing number of second homes, it seems that is done by local support.

### **2.1. Second Homes Tourism**

There is no single definition for second homes; each study presents its own definition which is difficult to determine methodologically. Table (2) presents some definitions of second homes. Second homes formation dates back to the Classic era in which people of the society were escaping to other residences from undesirable summer warm weather and also for recreation (Jafari, 2000). Second homes, in spite of the relative long background of being built and developed in rural areas, second homes tourism is experiencing revival recently which can be described through considering new production and consumption economical patterns (Williams & Hall, 2000). This procedure is also developing in response to rural crisis resulted from agricultural structure renewal (Muller, 2002). In some countries the ownership of second homes has been considered as inevitable part of new life so internal tourism constitutes most of the rural places. Actually Second Homes issue is not a new phenomenon, what is new about it is the increase of these homes during the last decades. In industrial countries second homes are considered as spending leisure time, relaxing and temporary residence (Hall & Muller, 2004). On the contrary, second homes in Iran are considered as a kind of social distinction or investment in critical conditions and of course enjoying beautiful rural views. Second homes are inseparable and dynamic parts of tourism which are sometimes for spending leisure time, sometimes bought for investment and increasing wealth and leisure time (Hoogendooren et al., 2005). World Scientific Research Association proved that second homes are a part of city dwellers' tourism in rural areas for spending their leisure time. Furthermore, this results from industrial world and rising in life level and leisure time (Sharpley & Telfer, 2002). Some experts relate second homes to "Seasonal Suburbanization" and describe it under this concept.

**Table (2) Second Homes Definition**

No	Author	Definitions
1	Johnston (1988)	Homes that are purchased by households living elsewhere or is rent for a long time. Such homes are usually located in rural areas and are used for entertainment purposes and are named as weekend houses or holiday homes.
2	Crawley (2000)	Second Home is composed of two words: Home and Second. Home literally is the place where we live. Second means a short period of time and combination of the two words means home second.
3	Ziaie and Torab Ahmadi (2013)	Second homes are noncommercial temporary private resorts that are commonly used by the owners (tourists) who live and on the other days of the year no one stays in it. Second homes are seen as a villa in north Iran.

Source: Research findings

## 2.2. Motivating Factors of Travelling to Villages and Preparing Second Homes

Second homes tourists are mainly to prepare some requirements simultaneously which do not arise from a single motivation while usually some or all of these motivations would be effective in a correlated group. One way to determine the tourism motivations is to deal with socio-psychological motivations of tourists and categorize them in two groups of attraction and repulsion factors (Beeton, 2006). Impulsion factors refer to internal factors which make tourists look for staying and do some activities in order to meet their needs while attraction factors are created in the place to attract tourists to the desired area (Ziaei & Torab Ahmadi, 2013). Table (3) presents the main motivations of providing second homes in rural areas.

**Table (3) Tend to Second Home Tourism (Motivational and Stretching Factors)**

Earning mentally and physically preparation; Get away from routine of life; Oriented environment attitude; The desire to acquire knowledge, understanding and experience of traditional life seeking; Attachment to the birthplace; Adherence to the behavioral mode (To conduct a weekend break); Satisfy the requirements and earning reputation and social prestige.	Personality characteristics	Motivational factors (repulsion) (Local Community)
Rising income and affordability; Increasing leisure time; Retirement days' provision; Willingness to invest and savings economically in unstable conditions; Tend to use non-urban recreation; Population growth; Reverse Migration; Escape from urban pollution.	Living Conditions	
Ownership Housing convenience; Low cost of rent or buy; Development of infrastructure and superstructure; Facilities existence; Ease of access and proximity to urban centers; residents' Cultural openness; Suitable climate; Natural, historical - cultural, and economic attractions.	Features of the region	Stretching factors (attraction) (destination)
Introduction attractions and facilities; Target Marketing; Festivals and various events; Create a proper conceptual image; Media and advertising; Experience Quality assurance of visitors; Destination Product Development.	Destination Management	

Source: Research findings

## 2.3. Second Homes Tourism Impacts

Considering the nature of second homes tourism and its relationship with various activities, the appearance of changes and structural transitions as well as economic, social and cultural impact on rural societies are inevitable. It is necessary to investigating these issues and consequences in order to provide an opportunity for organizing that. One of the most significant consequences of building second homes in rural areas will be its effect on rural economy. Second homes are considered as principle capitals worldwide and also are a part of expandable capital market (Magalhaes, 2001). These homes are not only a place for recreation, but also a place which provides specific economic conditions for host community such as Employment and job opportunities (hotel, restaurant, transportation, construction and retail); Increase in trade and diversification of the

rural economy; Income and capital gain (customs duties and taxes, renting a house or garden to tourists); Increases in the price of land (agricultural and residential) and Increase in house prices; Increase in prices of goods and services; Reduced production of agricultural activities and the destruction of villages (Bhatia, 2010).

Socio- cultural consequences generally occur by the existence of an economical circumstance that determining their quality is difficult which are different from a region to another; as Gallant says second homes in every area do not have constant measurable socio- cultural consequences. socio- cultural consequences for host community such as Increasing Recognition of the countryside (culture, food, clothing, crafts, attractions and ...); development of regulations and rules in the countryside (rules of environmental, construction; Increasing Recognition of the countryside (culture, food, clothing, crafts, attractions and ...); development of regulations and rules in the countryside (rules of environmental, construction and protection); Promoting the use of amenities in the countryside (cars, home appliances, etc.); Improvement of health and education (creation of educational facilities, health care and ease of access to them); Draw attention to the government (tourism projects, development, security, facilities and services in the countryside); Youth Immigrant; Disruption of rural culture and increasing social crimes; Increasing the suffering of villagers and negative behavioral response (due to changes in security and tranquility); Increasing the luxury-oriented spirit of the villagers (clothing, toiletries, household items and general change in customs); Loss of community cohesion in the countryside and competition between The villagers; Polarization of lifestyle in the village (native and non-native); The seasonal residence and Changes in the culture and nature of work in the countryside (Wang, 2006).

Undoubtedly it can be stated that ecological structural consequences are among the first consequences due to second home spread in rural areas; since building such homes are structural and impact on villages physically which their existence in rural districts actually attracts one's attention at first glance. It even draws one's attention that is not going to plan. Therefore, it is necessary to concentrate on that. Environmental - Physical consequences for host community such as Reduction of derelict land; Improve facilities and equipment (water,

electricity, home phone, mobile, Internet, etc.); Change the type of construction and use of new materials and durable; Increase the number of buildings with engineering plans and permits; Flatten the mountain slopes and soil erosion; Changes in the composition of the flora and fauna; Horizontal expansion, and use change and fragmentation of rural land; Vertical expansion and spread of tall building (apartment building), change, decline and destruction of rural landscapes; Increase in contamination of ground and surface water and damage to agricultural land and environment; Non-systematic disposal of sewage and waste incineration and increasing environmental problems; The use of non-traditional architectural style and Increase in traffic on rural roads.

### **3. Methodology**

Present study has been conducted with the aim of explaining and analyzing the rural perspective on second homes consequences. This study has been conducted in the mountainous Javaherdeh village in Ramsar in spring, summer and autumn in 2015. This study, based on the result or findings, is an applied research and its nature is a descriptive- case study, and its purpose is descriptive- analytical.

Whereas acquiring multiple resources and tools make studies specifically case studies powerful (Yin, 2002) this study has used a documentary research method to gather introductory and theoretical section as well as completing research background and a survey research method to complement empirical section. Data are collected through the tools as 1) Observation 2) Questionnaire. According to the last statistics of population and housing census, the population of Javaherdeh village is 8297 (2964 households) in 2015. At the time of studying the population of this village has been estimated as 8368 persons (2987 households). The statistical population of the present study includes rural people of Javaherdeh in Ramsar. Using Morgan sampling table and Cochran and considering the population of the society as 2987 households, in both methods, the number of required family samples (sample size) with the reliability of 95 percent was 340; and while Javaherdeh is divided to ten sectors and the number of households and population of each sector is clear, the number 340 is divided proportionally to the number of households in each sector, selected and studied based on relative random sampling method. The

mountainous village of Javaherdeh is the last section of Sakht-Sar rural district which is one of the suburbs of Ramsar province located in Mazandaran. This village includes 10 sectors. Table (4) presents significant information about Javaherdeh village.

**Table (4) geographical and climatic Features of Javaherdeh**

Establishment location	Altitude	Distance from the Ramsar	Geographical location	Latitude	Longitude
Hillside - valley	2000Meter	25 Km	Southwest of Ramsar	52 ° 36 North latitude	25 ° 50 Eastern longitude
Natural hazards	General slope	Prevailing wind direction		Climate	Establishment Form
Floods and landslides	North South	North to south		Cold and mountainous	Dense

Source: Research findings

To determine the validity has been used in studying the validity of the present study and factor analysis for its construct validity. According to the findings of factor analysis test KMO= 0.698, since this value is greater than 0.5 it can be concluded that the number of samples suffices factor analysis. Also based on the results, Bartlett Test value is 271.701 and significance level equals 0.000; since this value is significant so it can be concluded that factor separation has been conducted correctly and the questions included in each factor are highly correlated. The results also indicate that ecological- structural perspective with 4.383 value, economical perspective as 3.711 and social perspective as 2.376 have the most values, respectively. Furthermore, Cronbach's alpha coefficient has been used to ensure the validity of the questionnaire which is one of the most suitable methods of measuring reliability. Table (5) presents the results of the test.

**Table (5) Result of Factor analysis and reliability analysis of items of Attitudes of second homes**

TVC	PE	VC	EV	Eed-V	LF	Dimension - Items	
					0.919	Employment and job opportunities	Economic Impacts
					0.898	diversification of economy	
					0.881	Income and capital gain	
		0.81	3.711	22.416	0.873	Increases in the price of land	
					0.831	Increase in house prices	
					0.809	Increase in prices of services	
					0.795	Reduced production of village	
					0.895	Increasing Recognition	Socio - cultural Impacts
					0.890	development of regulations	
					0.889	Promoting the use of amenities	
		0.87	2.376	17.075	0.881	Improvement of health education	
0.86	71.688				0.864	Draw attention to the government	
					0.849	Youth Immigrant	
					0.840	Disruption of rural culture	
					0.836	Increasing the suffering of villagers	
					0.827	Increasing the luxury-oriented spirit	
					0.788	Loss of community cohesion	
					0.772	Polarization of lifestyle	
					0.754	The seasonal residence	Environ- mental -
					0.689	Changes in nature of work	
					0.921	Reduction of derelict land	
					0.875	Improve facilities and equipment	
					0.869	Change the type of construction	

0.89	4.383	41.468	0.854	Increase in role of construction
			0.802	soil erosion
			0.798	Changes in the flora and fauna
			0.786	Horizontal expansion
			0.751	Vertical expansion
			0.722	Increase in contamination
			0.701	Non-systematic disposal of sewage
			0.694	non-traditional architectural style
			0.683	Increase in traffic on rural roads

Source: Research findings

#### 4. Finding

##### 4.1. The Gender of Rural People and Attitudes toward Second Homes

A T-test has been used for variance test among rural attitudes to second homes according to their gender. Descriptive statistics of the test show that the mean attitude for males is (36.43) and for females is (35.16). The findings of inferential test indicate that with the value of ( $t= 0.424$ ) the significance level is (0.602) which is greater than sig. (0.05), It means that there was no significant different among the mean of rural attitudes according to their gender. In other words, there is no difference among the general attitudes of rural to second homes based on being male or female; while from attitude aspects, males' attitudes from the economic and social point of view are different from each other. As females' mean from economical viewpoint is greater than males and from social viewpoint males' positive attitude is greater than females'. In other words, females have more negative attitude to social consequences of second homes comparing to males. Also from the viewpoint of ecological and structural consequences males' and females' attitudes are relatively equal. Test results are presented in table (6).

**Table (6) T-test results of attitude mean differences According to gender**

Variable	Sex	N	Min	Df	T	Sig
Attitudes of second homes	Male	230	36.43	43.251	0.424	0.602
	Female	110	35.16			
Economic dimension	Male	230	15.36	33.507	-2.996	0.006
	Female	110	18.02			
Socio - cultural dimension	Male	230	11.43	74.089	3.561	0.020
	Female	110	8.54			
Environmental - Physical dimension	Male	230	11.39	26.228	0.867	0.679
	Female	110	10.88			

Source: Research findings

##### 4.2. Attitude and Satisfaction of Second Homes

For examining the mean difference of rural attitudes based on their satisfaction of second homes a one way variance analysis has been used; since measuring dependent variable in interval level and measuring independent variable means that satisfaction level place in multi-mode ordinal scale. The results of variance analysis test with

calculated significance (Sig. = 0.096) is greater than alpha (0.05). Therefore, it can be stated that there is no significant difference among the mean of rural attitudes to second homes according to their satisfaction level. The findings of the present study show that there is only a significant difference between the economical means and satisfaction level. In other words it can be said that rural people emphasize more on economical aspect and their satisfaction level will be impacted more by economic consequences of second homes. The results of attitude mean are indicated in table (7) and attitude variance analysis in table (8).

**Table (7) Result of Mean of Attitudes of second homes according to Level of Satisfaction**

Level of Satisfaction	Low	Medium	High	Total
Mean of attitude	32.07	35.67	36.22	35.75
Mean of Economic	10.19	12.45	17.42	14.66
Mean of Socio – cultural	11.5	10.83	9.41	9.95
Mean of Environmental – Physical	11.17	11.92	10.52	10.83

Source: Research findings

**Table (8) Variance of Attitudes of second homes according to Level of Satisfaction**

Variable	Case of change	Total of Squares	Df	Squares mean	F	Sig
Attitudes of second homes	Intergroup variance	216.179	2			
	Within-group variance	3357	337	108.090	2.415	0.096
	Total variance	3573.179	339	44.760		
Economic dimension	Intergroup variance	546.423	2			
	Within-group variance	914.464	337	273.212	23.005	0.000
	Total variance	1460.888	339	11.876		
Socio - cultural dimension	Intergroup variance	54.091	2			
	Within-group variance	1077.704	337	27.046	1.882	0.159
	Total variance	1131.795	339	14.369		
Environmental - Physical dimension	Intergroup variance	20.769	2			
	Within-group variance	990.065	337	10.384	0.787	0.459
	Total variance	1010.833	339	13.201		

Source: Research findings

### 4.3. Rural People's Age and Their Attitude to Second Homes

While age, attitude and its aspects are in interval scale, (r) Pearson has been used to measure their relationship. Results of examining two variables of age and attitude show that since significance level (Sig. = 0.118) is greater than desired significance, it can be said that there is no significant relationship between age and attitude. Also, there is no significant relationship among age and two aspects of socio-cultural and ecological- structural consequences while there is a significant relationship between age and economical attitude aspect of rural people (Sig. = 0.029). The correlation coefficient resulted from (r) Pearson between two variables (0.254) indicate that there is a positive and weak correlation between the above mentioned variables. Table (9) indicates the results of correlation analysis between age and attitude to second homes.

**Table (9) Correlation Analysis between villager Attitudes of second homes and their age**

villager Attitudes of second homes and Their age	The correlation coefficient	0.178
	Significance level	0.118
	Number of observations	340
Economic dimension	The correlation coefficient	0.043
	Significance level	0.707
	Number of observations	340
Socio - cultural dimension	The correlation coefficient	- 0.007
	Significance level	0.954
	Number of observations	340
Environmental - Physical dimension	The correlation coefficient	0.245
	Significance level	0.029
	Number of observations	340

Source: Research findings

#### 4.4. Rural Attitudes to Second Homes and Satisfaction of Second Homes Owners

While rural attitudes to second homes and their satisfaction of second homes owners are both in interval scale, (r) Pearson has been used for measuring them. The results of two variables of rural attitude to second homes and their satisfaction of homes owners indicate that since the resulted significance level (Sig. = 0.000) is smaller than considered significance which is 0.05, it can be stated that there is a significant relationship between rural attitudes to second homes and their satisfaction of homes owners. So, the main hypothesis will be accepted. Also, the correlation coefficient resulted from (r) Pearson between the two above variables (0.541) shows that there is a positive moderate correlation between the two above variables. So, with the increase of satisfaction of owners' behaviors, rural positive attitude will increase, too. Table (10) presents the test results.

**Table (10) Correlation Analysis of villager Attitudes to second homes and Satisfaction**

villager Attitudes to second homes and Satisfaction of the their owners	The correlation coefficient	0.541
	Significance level	0.000
	Number of observations	340

Source: Research findings

#### 5. Discussion and Conclusion

In related to Javaherdeh villagers' attitudes regarding the consequences of the construction and expansion of second homes, the results show that most of the villagers have a relatively positive attitude to the economic dimension of this phenomenon that results corresponded to researchers (Tosun, 2002, 233; Turker and Ozturk, 2013, 54). But there is a sense of uncertainty in their view to environmental and particularly social dimensions of second homes' construction and in fact, they have negative attitude toward it and these results are same to the results of authors (Tosun, 2002, 233; Hiltunen, 2007; Roca *et al*, 2011; Eshliki & Kaboudi, 2012). In addition to the above results, other findings of the research indicate

that females comparing to males have more positive view on economic consequences, that this result is also the same to the results (Turker, 2013, 134).

Whereas they have more worrying social viewpoints and reveal more behaviors contradictory to their own cultural positions. It may arise from the entrance of not local city females to this region which makes rural males to compare rural females with guest women; this makes rural women dissatisfied. The rural attitude mean to second homes consequences indicates that the mean of economical aspect is greater than other ones. The results also suggest that there is a significant relationship between rural satisfaction and rural attitudes to second homes from the economical viewpoint. In other words, the major factor of rural satisfaction of second homes is economic and financial factors. Consequently, the findings of the present study indicate that with the increase of satisfaction level of second homes owners the rural attitudes to second homes will become more positive.

Decision making on developing second homes tourism would be too difficult, since it includes negative and positive economical, socio cultural and environmental impacts. For this reason and in order to regulate the contradictory effects the significance of residents and local society's attitudes and preferences should be considered by planners and decision makers. Experiments show that new problems have been appeared in case of developing second home tourism without planning which will lead to more problems in rural areas in long term periods; this causes serious economic, social, cultural, environmental and structural problems for rural societies. In order to manage and organize such areas suitably attending second homes and controlling them logically would be necessary considering the procedure of their appearance and people's tendencies to establish second homes and the economic, social, cultural and structural impact of the phenomenon on different areas specifically rural areas. Discovering complexities and the rules of tourists and residents' behavioral patterns we can recognize different impacts caused by second home tourisms appropriately; thus, they can be managed scientifically which promote the quality of host rural society environment and life style while minimizing undesirable consequences resulted from its negative impacts.

However, in case of proper management and planning on rural tourism and second home possession a developed process would be created to stabilize development through rural areas as well as stabilizing local societies in all economic, social, cultural sub branches and tourism industry itself. Expanding and developing such phenomenon is required to be conducted according to approved strategic design framework considering the nature, aspects and deep economic, social, cultural and environmental impacts of second homes on rural areas and the vulnerability of the areas as well; this provides leisure areas for city dwellers as well as economic, and social profits for native people while minimizing undesirable impacts.

In this framework following suggestions are proposed to reinforce the role of second homes in tourism:

- Having an integrated management system as well as providing second home information banks within rural areas;
- Providing division planning of second homes in rural regions;
- Observing purchase and sale of rural lands to prevent land use change with rural value;
- Examining land use based on ecological ability to determine and control future development of second homes;
- Arranging regulations for urban owners to follow building pattern of rural areas;
- Determining special boundaries for second homes to protect valuable structure of the village;
- Supervising the plan and building procedure of second home by local agents;
- Encouraging individuals who use traditional structures for second homes;
- Increasing the participation of the local people in building second homes to develop job opportunities in villages;
- Necessitating second home tourists to observe socio cultural and environmental values existing in the villages;
- Encouraging and training villagers to keep their native culture against cultural changes due to second home development;
- Paying dwelling tax and charge to second home owners for earning income in villages and

- Encouraging villagers to keep agricultural land use.

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