

A Survey on Tourism Role in Development of Darab Village Based on Human Geography

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Abstract: In this research besides stating the significance of rural tourism, the economical, social, cultural and environmental effects and consequences have been analyzed in Darab village. In order to reach a better recognition and more precise estimation of the existing capabilities and the influential factors of the studied region, the descriptive-analytical compound methods were applied using three statistical populations relevant to tourism that are local households, authorities, experts and tourists. Rural tourism could have an important role in diversification of rural economy and paving the way for sustainable development of rural districts. Considering the uncontrolled expansion of cities of our country and the increase of problems due to new urbanization and also the case that villages have been being empty of population, we could help the population dynamics and economy of such areas through tourism development in rural areas and decrease the load of problems and issues cities and villages are involved in by creating recreational and resort places. The results obtained from the research have shown that tourism in this region could have remarkable effects in economic, social, cultural and environmental areas and change its overall structure.

Key words: Tourism • Economic • Cultural and Environmental Effects • Sustainable Development • Darab Town Ship

INTRODUCTION

Tourism development in rural areas could have a significant role in diversification of rural economy and paving the way for rural sustainable development and growth of national economy. Now, the tourism industry has a special place in national economy and plays an active and effective role in the promotion of economic, social and cultural structures specially in developing countries, in a way that the mass of the international exchanges proves that more than 20% of these exchanges is initiated through tourism flow and in some countries, the resulted income becomes one of the main sources in strengthening their increasing national economy [1]. In this way, countries have become able to bring important issues to their own people such as foreign exchange earnings, employment prosperity, cultural interactions, creating service and consuming market, filling leisure time and also conscious and active participation in the area of global communication and information for the promotion and development of their country [2].

One of the first researches on rural tourism was related to Richard and Julia Sharply in 2001. Richard *et al.* explained the concept of rural tourism and the range of study of this science in the book titled as “An Introduction to Rural Tourism [3].

Sanaei and *et al.* have presented the article titled as “Planning for Growth, Reflection in the Rural Tourism Opportunities” in year 1994. They have introduced the only way for rural regions to achieve development is to invest in tourism section [4].

In another research, Caroline Ashley, (2000), has studied a wide range of tourism effects on living situation of rural inhabitants in different parts of Namibia [5]. The article titled as “Tourism Development in Estonia, Attractions, Sustainability and Rural Development” written by Time Andin (2000), analyzes the influential factors in tourism development in Estonia country since its dependence and through studying integrated rural development illustrates symbolic form of tourism as well as its social, economic and environmental effects.

Among these works we could mention the research conducted by Sharifzadeh and Moradinejad’s (2002) titled

as “Sustainable Development and Rural Tourism”. In this work, different aspects of rural tourism and its sustainable dimensions have been studied and the role of tourism in social and economic sustainable development in rural regions has been emphasized [1].

In another research as a Ph.D. dissertation, titled as “Tourism and Rural Sustainable Development”, Esmaeil Ghaderi (2007) has identified different effects of tourism on rural settlements in different groups [6].

In another research, Shapourabadi and Taghvaei (2002) attempted to analyze the advantages of tourism and its role in providing employment and development of handicrafts and also the role of cooperation in partnership and development.

Necessarily the Iranian villages should leave traditional life style and come to modern life and indeed passing from tradition to modernity is an inevitable fact. Even at the present time, passing from modernity to post modernity and also post post-modernism are investigating in so many countries [7]. The most well-known theories in this regard are renovation, neoclassic and dependence theories and the recent years, new approaches to development have been brought forth, the most important of which are partnership, down-top development, fundamental needs, poverty reduction, modern and internal growth [8].

The Studied Area: Darab city has been located in south west of Iran in the eastern longitude of 54°, 30' and the northern latitude of 28°, 40' in the farthest end of south east of Zagros and in the southern drainage basin of this chain [9]. The area of this city is 6540sq/km, it has 3 districts, 1 urban point, 12 rural districts and 297 villages [10-11].

The center of this region is Darab city which is 230km away from Shiraz city in the south east side. Based on house and head census of 2007, the population of this city is 210658 people. The dominating climate of the city is warm and arid to semiarid. The temperature during the year varies from 2.6 to 43.3 C° [12].

MATERIALS AND METHODS

The research methodology is a combination of descriptive-analytical methods. It is descriptive because it discusses the past and present situation of the region using the available library and field information. It is analytical in a view that the analysis of the relation between the variables has been considered and it is a case-study in a view that in order to increase the precision of the affairs, the studied villages have been selected as sample, so that questionnaire filling and data gathering

has been done on this sample. Data analysis is a multistep process through which the data have been obtained from the statistical population by applying gathering instruments.

RESULTS AND DISCUSSION

In this research, estimation of the required sample for statistical population has been calculated separately for tourists, local households, authorities and experts by having the total number of each group and the confidence level of 95% based on the following formula:

Relation (1):

$$n_o = \frac{z^2 p(1-p)}{d^2}$$

n_o = The initial sample size

P = Calculating attribute of variance (0-5)

D = Desirable probable precision

Z = The value of the normal variation of an isomorphic unit with confidence level of 1-a.

In this way, the sample size for tourists has been calculated $n_t= 310$, for local households $n_l=318$ and for authorities and expert $n_e=60$.

In this research, valid instruments and the 5-degree Likert scale have been applied. The respondent to the scale has shown his/her agreement to each question in rating scale from 1 to 5.

After preparing the questionnaires, they were put to test separately intended for their validity and reliability. The questionnaires have the validity and reliability of 0.79 based on Cronbach's alpha coefficient. This test has been performed separately for three statistical populations.

Relation (2):

$$ra = \frac{j}{j-1} \left(1 - \frac{\sum sj^2}{s_2} \right)$$

J = Number of subsets of test questionnaires

sj_2 = Variance of Jth test

s_2 = Total variance of test

In this research, the Cronbach's alpha coefficient was calculated at 0.79 for all questionnaires which shows that the questionnaires have a very good validity and coordination.

Procedures: In this part, in order to put the questionnaire into operation, that is distributing it among three statistical population of tourists, local households, authorities and experts, chi-square has been used. This test is an unstable tests and is used for evaluating homogeneity of nominal variables [13].

This test is used to test binominal one in the case of polynomial values.

Relation (3):

$$x^2 = \sum_{i=1}^x \frac{(o_i - E)^2}{E_i}$$

o_i = The observed frequencies

E_i = The expected frequencies

Chi-Square test has no distribution. The expected frequencies should not be zero in any category. The total number of categories, the related observations of which are less than 5 should not be more than 20 percent of total categories.

In this research, it has been found that Darab village is a good choice for achieving rural development as a hub for tourism, due to having an appropriate condition regarding tourists attraction, such as moderate climate, beautiful sceneries and landscapes, access to mountainous areas, beautiful waterfall of Darab, climbing and hunting and also its closeness to cultural capital of Iran, Shiraz city [14].

With regard to social-cultural aspects, the effects and consequences of tourism in Darab village were also studied in this research. The answers to the related questions given by respondents of each three statistical population groups (tourists, local households, authorities and experts) often confirms the fact that tourism in this area causes social-cultural changes, besides social positive and constructive interactions have been already more remarkable among tourists and local households (the host population).

With regard to environmental aspect, as the third effective category of tourism in tourism process, the required study have been done in the research problems and the results obtained from evaluations indicate the fact that tourism has caused environmental changes in Darab village. These changes are positive and promising in some cases. As it was mentioned, the institutionalization of the culture of environmental

protection and formation of people's organization in favor of nature and environment in village, cleaning the tourists' crowded roads in holidays by spontaneous groups in favor of nature and environment are positive consequences of tourism among native and local households. However, the willful violations and manipulation to the environment and damages caused by some violators and those who seek their own benefit among local households or tourists could not be ignored. As it was stated in detail in the research findings, tourism has had negative and harmful consequences in this area, but it seems that by organizing tourism, overcoming some deficiencies, equipping the required infrastructures and performing cultural works, the rate and severity of harmful environmental consequences could be prevented simultaneously.

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