

Economic effects of tourism on sustainable development

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Received: March 26, 2015

Accepted: May 17, 2015

ABSTRACT

From 19th century capital flows, income, employment and welfare are what have changed tourism to an important factor in economic growth and sustainable development by facilitating replacement and entering to rural regions. In many rural regions because agricultural economy is dominant other its potentials should be regarded in order to decrease vulnerability of rural people from economic fluctuations of agricultural products. In this regard tourism part can be used as a complementary of agriculture part in order to increase welfare of rural people and decrease risk of relying on agricultural products. In present world this part of country invisible experts are mentioned in two forms; some call it a part of tourism market and some consider it a policy for rural development. This research tries to answer this question using descriptive-analytical method and library method: what is relationship between slowing down the manner of evacuating rural resident places and tourism growth and relationship of them with rural development?

KEYWORDS: Rural sustainable development, rural tourism, invisible experts, Tourism

1. INTRODUCTION

Today tourism industry is presented as one of the biggest and most varied industry in present world, as in many countries this dynamic industry is used as one of the main resources of income and sustainable substructure development. In our country also regarding several climates, cultures, races, tribes and natural perspectives present in about sixty thousand villages, it should be tries to use this relative advantage in addition to perform ecotourism in villages.

World tourism conferences regard rural tourism including several kinds of tourism by welfare facilities and services in rural regions which provide possibility of profiting natural resources and attracts by presence in rural life.

1-Definitions

1-1- Meaning of rural tourism

Words of rural tourism has been widely practiced through the world for a short time, but regarding that it leads to economic growth and several activities, employment and increasing income for rural residents it is increasingly emphasized by international community in policies of local and regional development. [4]

Tourism potentials in villages depend on geographical capitals, quality of natural visions, historical and cultural works. Rural tourism can be a strategy to develop government in all aspects from economic, social and environmental views. [5]

Certainly rural tourism plays an important role to develop and reserve resources of rural regions. Assuming tourism importance as an expanded and public activity and emphasizing policies of local and regional development in addition to regarding this subject that there is a common and acceptable definition of rural tourism, it seems that developing tourism is so important; especially regarding that properties of this activity in especial places clearly distinguishes rural tourism from other forms of tourism. In general rural tourism can be defined as following: rural tourism includes every kind of entertainment and having fun with receiving some services such as food, residence place and local products from local residents in a place where is regarded as village from current rules and regularities of country or from economic and cultural nature. [1]

1-2-Meaning of sustainable rural tourism

Sustainable tourism studies tourism in many boundaries and makes a triangular relation between host society and its land in one side, guest society that contains tourists in other side with tourism industry. In past tourism industry in this triangular relation was in the first place. Rural tourism has been created in order to balance pressure and crisis between three sides of triangle and keep this balance for a long time. This part of tourism aims to minimize cultural and environmental hurts, to meet visitors' satisfaction and provide conditions of regional economic growth. This method is getting balance between final growth of tourism and needs to preserve natural resources. Rural tourism can share economic diversity and sustainable development considerably and cause to develop undeveloped regions by making employment and income. As jobs related to this industry are low income and less technical, but makes profits for rural people. Tourists pay for residence, buying local products and services. This is current in local activities and causes to motivate rural people to meet visitors' needs. [2]

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1-3-Meaning of rural development

Present texts in the field of rural development in classic or modern time show that in the countries of third world in spite of values, religious systems and several government systems two view are dominant on programs of rural development: improvement and reform view, turning view. While evaluations and studies performed in the world show that agricultural or industrial development forms just a part of complete development that is understood as complete development in national level, regarding other levels of complete development that is religion development is a precondition to success national development. [1]

1-4-Meaning of rural sustainable development

Based on Brant Land reports sustainable development includes development which supplies without endangering abilities of future generations to meet their needs. (Civil plan of United Nations Organization).

World commission of environment and development also defines sustainable development as following: changing use of resources, conducting investments, orientation of technology development and in general changing a system that is agreed to present and future needs. (Nasiri)

Also by interpretation of Asia Efficiency organization sustainable development is a strategy to promote environmental efficiency and function along with all-dimension social and economic development and its goal in addition to promote human life quality continually. [7]

World Organization of Food and Agriculture (FAOW) also defines sustainable development influenced by definition of environment and development world commission as following: managing and preserving natural resources and conducting technology and organizational changes in a way where present and future needs of human are supplied and met. Sustainable development causes to preserve soil, water, plant and to supply genetic resources of animals; that isn't destructive in environmental view and is suitable in technical view and acceptable in economic and social view. [11]

Based on theory presented in environmental plan of United Nations Organization meaning of sustainable development includes following aspects:

- 1-helping poor people because there is no way for them except destroying environment
- 2-paying attention to familiar thoughts in frame of natural resources limits
- 3-paying attention to effectiveness of development by economic and untraditional properties
- 4-regarding important subjects of technology, health and suitable house for everyone
- 5-understanding a fact based on requiring people-centered motivation [9]

General definitions and interpretations of sustainable development show that sustainable development isn't an static and fixed meaning but it is a continuous and changing movement of agreement and match during which resources are used for investments and orientation of technology development in a way where human potential and active needs can be met. In this concept human is considered in the center and includes all dimensions of man life. [6]

Therefore, sustainable development not only means preserving environment but also it is a new concept of economic and social development, such a development which provides justice and life facilities for all people through the world. [8]

1-5- objectives of sustainable development

According to theory of environment and development world commission functional goals of sustainable development include:

- 1-increasing economic growth
- 2-changing quality of economic growth
- 3-meeting necessary needs for employment, food, energy, water and health
- 4-controlling population in sustainable limit
- 5-preserving and keeping resources
- 6-technology change
- 7-paying attention to environment and economy in making decisions
- 8-turning international economic relations
- 9-making cooperative development

2. Rural tourism as a strategy for rural development

Rural tourism isn't total solution for all problems in rural regions, but it is a way which may have important economic effects and can slow down evacuating villages and cause to decrease immigration of rural population to cities. Developing tourism as a strategy for rural development is a relatively new thought that is important for local policy makers in rural regions, but they aren't enough knowledgeable to perform it. Some authors have performed researches to recognize how tourism industry stops or may have harmful effects on cultural and social values. Also there is another mental ground that tourism is a certain economic solution to develop rural regions. In other side there is more careful vision of tourism as a process of general planning which presents some opportunities to minimize harms and maximize development advantages.

In other vision, rural tourism is presented as a motor to for rural development and some reasons are mentioned as following:

- a) Like every organized and developed export activity tourism is also regarded as resource of job and income.

b) In contrast to other products, services and agricultural products such as food, fishing products, cloths, building, general works, transformation, insurance and etc rural tourism is productive for many economic activities. It never should be forgotten that rural tourism produces a range of economic activity and isn't merely a simple stage of economic activities.

c) Rural tourism exploits rural areas or natural events which have no document value and sometimes is equal to exploiting resources or industries such as oil and mine.

d) Rural tourism increases application for artificial industries, traditional arts and some activities which need more work forces. These are the same activities considered in villages. As rural tourism attracts some tourists out of village's economic space, external currents enter expenditures in region and motivate effects of traditional increasing coefficient. In other side, it is regarded that most programs for rural development consider following priorities:

*food security in some rural regions

*decreasing deficient employment in rural regions

*improving income and general work quality in rural regions

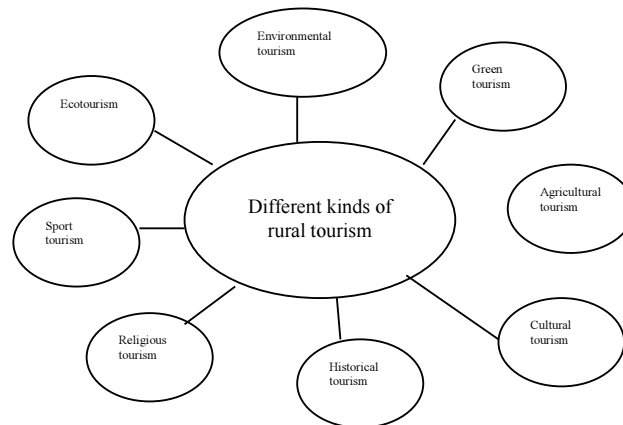
*preventing destruction of natural resources in rural regions

*increasing cooperation of rural people to determine their fate

However developing tourism and its activities are more attended because developing rural tourism covers all above fields and above mentioned cases are considered as the most important goals to develop rural tourism. As rural resources (such as culture and social traditions, historical buildings, caves and climate conditions which aren't exploitable for other economic activities) are used in rural tourism, tourism is even useful for rural development in rural residences where there is no agricultural land and are placed in mountains. In some fields like making part time jobs, building tourism buildings such as communication networks, water, electricity and... which are necessary for tourism activities rural residences are developed and rural people get exploiting these resources.

3. Territory and areas comprising rural tourism

Every village in the field of rural typology as a space dominant sample of tourism in rural regions regarding present talents has several types of tourism. Natural conditions, economic activities and facilities provided for developing tourism are different; so a special sample is drawn to develop rural tourism in countries regarding special conditions and attracts of villages. For example a village of which tourism aspect is religious needs different behavioral samples, conditions and substructures comparing with a village of which tourism aspect is natural. In Sunnite villages comparing with Shiite villages different reactions are observed in front of cultural works; even histories of tourism also can special effects. In this case the best method is using an integration of rural tourism development theory by emphasizing on needs and grounds accepted by rural people. [2]



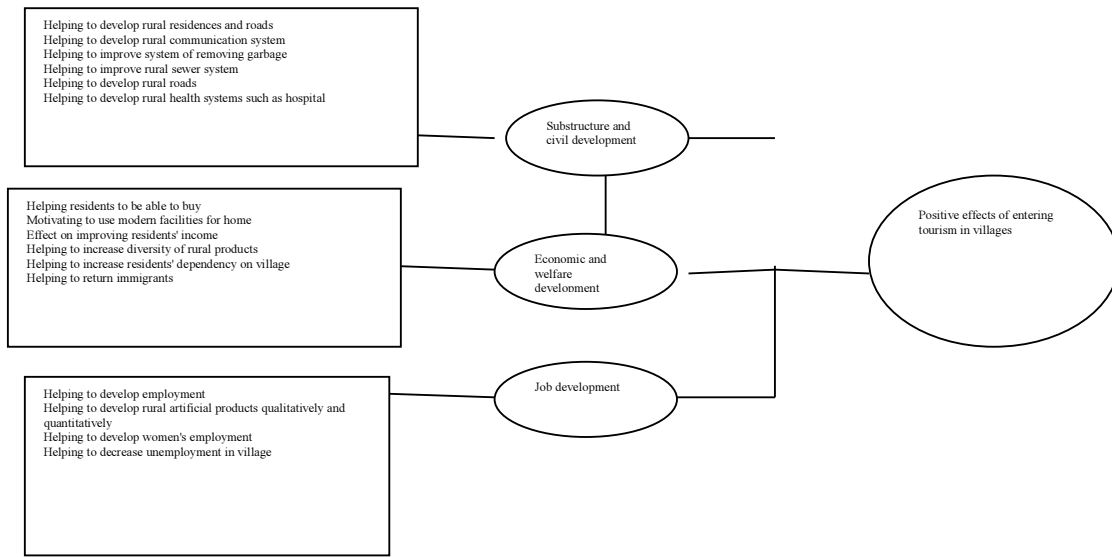
Curve 1: Areas comprising rural tourism

4. Effects of tourism development

a) Positive effects

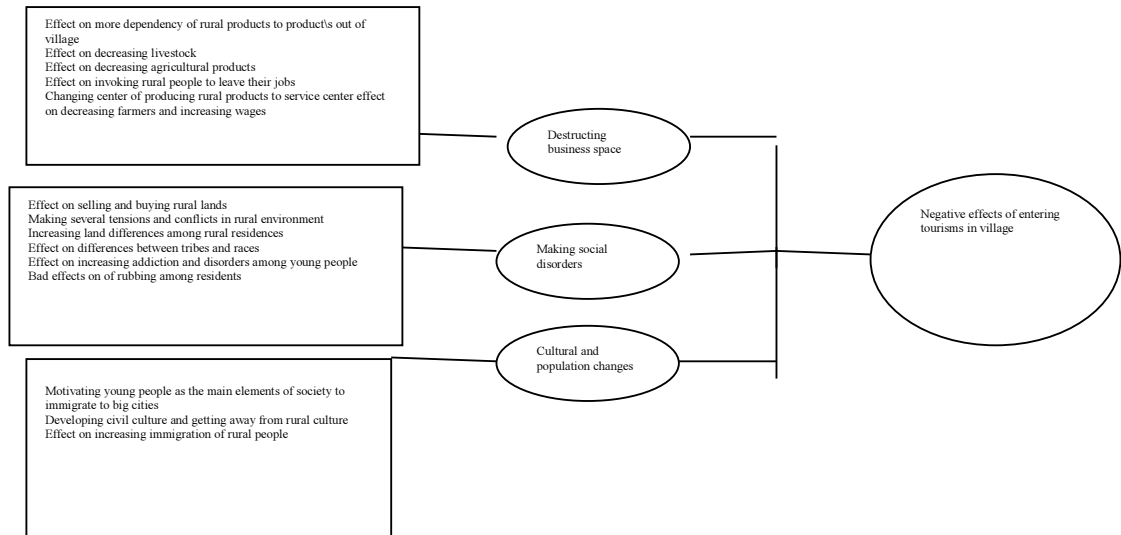
Rural tourism development can make its major positive effects for residents from three aspects. Substructure and civil development, economic and welfare development, employment development and in more detailed form improving rural people conditions, decreasing immigration, increasing dependence, improving individual and public health, increasing security of rural people.

About two first cases preserving traditional texture that is one of tourism attracts should be regarded especially. Curve 2 shows positive effects of tourism development.



Curve 2: negative effects of entering tourism in village

b) Negative effects



Curve 3: negative effects of entering tourism in village

Based on residents views tourism has negative effects such as increasing prices of goods and products, increasing price of house and land, building houses with modern styles, changing style of rural houses and even changing construction materials, destructing plant and animals species in region, changing use of grounds to residential and commercial applications, producing garbage by tourists and developing disorders among young people especially during tourism seasons. (Curve 3)

5. Conclusion

Tourism may not be a solution for all problems in village but is a way which can make positive economic effects for rural people. While it is used as a complementary for agricultural section in villages it can increase welfare of rural people and decrease danger of relying on agricultural products and slow down evacuating rural residences in addition it decrease immigration rate of rural population to big cities. Therefore, rural tourism can be used as a motor power for rural development by recognizing and reinforcing several tourism attracts in villages, developing tourism substructure of villages proportional to dominant attracting aspect of village, using resources which aren't used for other economic activities and omitting negative messages of tourism while introducing this advantage for rural residents as a range of its economic activities.

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