

## **INVESTIGATING THE FACTORS AFFECTING THE ROLE AND PROSPERITY OF URBAN AND RURAL TOURISM IN ARDABIL PROVINCE (Case Study Of Khalkhal Region)**

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### **Abstract**

The purpose of this article is to pay attention and plan to the fields of tourism in rural and urban areas. Major issues such as the role of tourism in employment and the challenges of unemployment and its consequences, urban and rural development, agricultural development and investment, etc. have been explored. Therefore, paying attention to these cases is one of the strategies for prosperity and socio-economic development of the province. Another issue is immigration, which is very effective in meeting the challenge of unemployment in this province. In this regard, the present article has been prepared and adjusted with the aim of investigating the factors affecting the role and prosperity of tourism in various fields. The research method is descriptive and analytical with emphasis on field survey and preparation and preparation of a questionnaire. The collected information has been accepted and analyzed using various software such as SPSS.

**Keywords;** The role of tourism, tourism boom, Ardabil, Khalkhal, investment, urban and rural tourism, agricultural development.

### **Introduction**

Tourism and agriculture have great potential for urban and rural development. The cooperation of the two is in the form of a close relationship. This has been an important role and nature for life and production for many centuries. But currently Khalkhal's rural and urban areas face numerous issues such as poverty, unemployment, health problems, poor food security and environmental issues. Weakening of traditional tourism activities and traditional economic issues in rural and urban areas of Khalkhal necessitates research and application of new solutions.

With the increase of rural migration, decrease of incomes of urban and rural households and destruction of agriculture, there is an increasing need for alternative and at the same time complementary activities for agriculture in rural areas of Khalkhal. One of the strategies that has been considered in most developing countries and has been used positively is the growth and development of urban and rural tourism in different regions.

Khalkhal city is in the last ranks with negative points in the net streams of tourist attraction and is considered as one of the most deprived cities in terms of space, Ardabil province. Khalkhal region, despite having very rich natural potentials and very mild and summery weather in spring and summer, which is also in excellent conditions in terms of tourism comfort climate, is in the worst situation. Deprivation and lack of proper access, at the same time Having dense forests and beautiful summers in Khalkhal, as well as warm climate, with proper investment, is equal to Sarein, which has left the city and its pristine spaces deserted.

In general, despite being fully aware of the importance of developing the tourism industry and considering the many talents and potentials, this industry has not achieved significant growth in the region. In the current situation that threatens the unemployment crisis in Ardabil province, the development of the tourism industry with low investment will lead to the highest job creation; For example, Khalkhal city alone covers 85% of the forests of Ardabil province, which has many capabilities in the development of green tourism, hydrotherapy and other types.

The main point is that there is a close relationship between tourism and agriculture that can work closely together. Tourism can help by stimulating and increasing the demand for your production in Khalkhal region. Therefore, agricultural tourism such as services and welfare facilities and accommodation for tourists are sometimes provided by farmers. The development of rural and urban tourism must be such as to meet the economic, social, cultural needs, environmental protection, economic balance and welfare of the people. (Firoozabadi and Ghasemi 1389).

In recent years, rural tourism is one of the most important industries that has the potential to help local communities to develop economic activities. (magiehee and Andereck 2014)

Policymakers see urban and rural tourism as an essential factor in moving towards regional development, and strategic tourism is an impact that revitalizes regions. Another factor is paying attention to the participation and support of Khalkhal regions, which is the main element of sustainable tourism development. Numerous studies have shown that the importance of the widespread social, cultural and tourism impact on the social structure of society, lifestyle and economy is very high.

Due to the position of tourism industry in rural development and agriculture, In addition to economic growth and development, and sometimes in order to improve environmental conditions and maintain indigenous culture and local customs in the villages (Goodarzi Mehdi 1390).

Tourism encourages local farmers to increase and diversify their agricultural production for greater variety and higher food quality. The main feature of tourism is all the visitors with the physical environment of the village and this causes them to participate in the activities according to the traditions and lifestyle of the local people.

( Harison and maharag 2013 )

It should be noted that urban and rural tourism can create a variety of economic activities in rural areas, which can include some of the region's issues such as unemployment, reducing migration rates and controlling marginalization.

It should also be noted that the thoughts of rural and urban planners have different conceptions of the village and rural life, and their thoughts may differ from those of the villagers. Lack of attention to the thoughts of the local community reduces the effective factors in tourism, and planners have reduced the tourism in this region by ignoring the potential and special features of Khalkhal region.

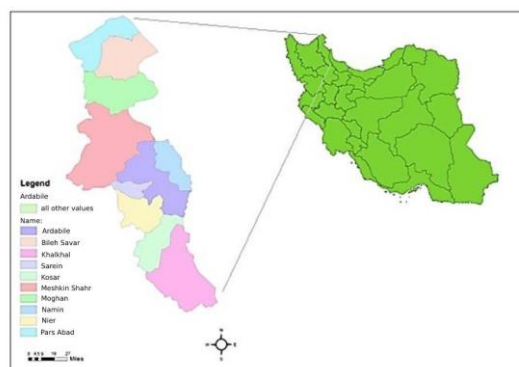
In this regard, this study aims to explore the different views of local people about the prosperity of tourists in the cities and villages of Ardabil province. Khalkhal is one of the touristic areas in Ardabil province.

Considering the effective importance of Khalkhal residents in supporting tourism development, it is especially necessary to know the mental layers of the community and the opinions of local people regarding the strategies for tourism prosperity.

The questions that are raised are mostly effective factors in the prosperity of the tourist presence from the perspective of the people of Khalkhal region.

In fact, what is the attitude of the people of the region about the tourism boom in Khalkhal?

#### **Ardabile province(I.R. Iran)**



#### **Browse topic literature**

In the literature, the subject and studies show that this issue, i.e. the factors affecting the role and prosperity of tourism in Ardabil province is very important. Because this phenomenon can have many effects such as increasing local income, reducing migration, increasing employment, developing urban and rural infrastructure, encouraging investment, increasing the market for local goods, improving the quality of life of the people of Khalkhal region, developing education and strengthening the environment Khalkhal and improving Khalkhal economy.

In a study (kunasekaran 2014) conducted on the perception of farmers and people in the region in Malaysia, it was concluded that environmental conditions, accessibility, economic benefits are very effective.

Another study in this field conducted by (Esmailzad 2013) in the villages of Chaharmahal Bakhtiari has concluded that the factors affecting tourism development from the perspective of villagers, education, research and planning management are very effective in tourism development.

Rural tourism is part of a large tourism industry that has a great effect on empowering the people of Khalkhal and creating diversity in economic development as well as creating new job opportunities.

At the beginning and start of the tourism development, we can mention more about its economic benefits. But in the later stages, it also includes other social, cultural and environmental issues.

Another study conducted by Hamghani Nasab and Amiri (2012) shows that the policies of organizations such as the municipality, cultural heritage, information about tourist attractions, transportation, green space and security are effective factors in attracting tourism.

Karami and Dehkordi (2012) in their research concluded that government planning, participation, cultural, social, health and environmental factors and tranquility and advertising are important factors in tourism development.

Another study conducted by Masoud Safari Ali Akbari (2011) and Parviz Kordavani shows that the tendency of the private sector to develop and invest in rural areas is one of the key points that should always be considered by planners.

In reviewing the research literature, it is necessary to mention the model and method of research in this article. The methods we have used in this research are: a- library, b- historical and interpretive, c- descriptive and analytical. Due to these limitations, facilities, wants and needs to assess the mentality of the people of the region about the factors affecting the role and prosperity of urban and rural tourism has been deeply identified.

The questions related to various issues were as follows:

Constraints, facilities, wants and needs in the local community of officials include design, planning and executive actions. The nature of this has been associated with physical, cultural, social, economic and environmental issues.

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#### Development and prosperity of tourism in urban and rural development areas of Ardabil

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Institutional and organizational factors

Social factors

Economic factors

Environmental factors

Recognizing the priorities of the factors affecting the tourism boom

By referring to the questionnaire, the components and items of the research are given in the following table:

1. Economic factors

Investment and the role of banks

Familiarity with the financial market

Rural poverty

Urban poverty

Private sector investment

2. Social factors

Static thinking in the rural sector

Tourist educational centers in the village

Applying the recommendations of tourism experts

Appropriate manpower

3. Institutional factors

City and village council support for tourism in Ardabil province

Agricultural institutions support in Ardabil province

Existence of non-governmental organizations on tourism boom in Ardabil province

Existence of inappropriate agricultural policies for tourism

Quiet and safe environment and atmosphere

4. Environmental factors

Improper exploitation and destruction of rural landscapes

Existence of some diseases in agriculture

Existence of natural disasters and geographical isolation

Lack of importance of old industries and indigenous knowledge

#### Research results and topics

To achieve the results of the questionnaire, I will briefly collect and present the following:

Demographic characteristics of the subjects in terms of age, about 44% of the respondents were in the age group of 40 to 50, and in terms of education, 64% of them had a diploma.

According to the tables below, the average of tourism index is equal to 4.14 and for the rest of its components, the highest and lowest average is related to social factors 4.24 and environmental factors of tourism 3.84, respectively. According to the numerical data related to each of the continuous quantitative variables, the main

Tourism and its components	Average	Standard deviation	Middle	Mod
Economic factors	4.08	0.34	4	4
Institutional factors	4.23	0.28	4.26	4.26
social factors	4.16	0.37	4.14	4
Environmental factors	3.86	0.54	4.93	2.99
			4.16	4.4

variables of this study did not have a normal distribution and in all variables the calculated significance level was less than 5%. Therefore, the hypothesis of data normality is not confirmed. And the data follow an abnormal distribution. Tables 1 and 2 show these issues.

**Table 1** **population characteristics and socio-economics variable**

The main variables	Test statistics	Number	The significance level
Economic factors	0.1123	160	0.000
Institutional factors	0.105	160	0.000
social factors	0.94	160	0.004
Environmental factors	0.142	160	0.000

**Table 22** **socio. Economics variables**

In terms of tourism and creative and innovative ways to earn money in urban and rural areas, activists in this field around the world have always sought its prosperity. In rural areas all over the world, farmers are looking to earn money through tourism. In recent years, we have witnessed an increase in interest in agricultural tourism activities in different countries, based on the results of this study, which was conducted to investigate the factors affecting the role and prosperity of urban and rural tourism in Ardabil province. There is a significant relationship between economic factors and the role of tourism and job creation. Thus, with the improvement of economic factors, sustainable development is expected to be formed in this region. The results of this study showed that the tourism boom in Ardabil province can be the driving force of socio-economic development that also leads to the development of progress in rural areas. So one of the most important strategies in recent decades has been for many countries to develop and prosper tourism.

This study expresses the existing issues and problems, needs and benefits of paying attention to the tourism industry in Ardabil province and the disadvantages of neglecting it by carefully examining the views of experts and specialists and interviewing local residents. And prioritization with statistical methods is the result of ideas in the field of strategies to boost the presence of tourism and tourists. As mentioned, the relationship between income and number of tourists was one of the main questions that the respondents were interested in answering and the result showed that there is a significant relationship between income and number of tourists in the region. Attention and planning for the background of Rural – urban Tourism is the main goal of this paper. The purpose is also to examine Factors affecting an role of Rural – urban tourism challenges for employment and unemployment outcome, urban – Rural development, agricultural development and investment in this area. So attention for these subjects are the solution for socio – economies development in Ardabil region of Iran. There are problems hike Ural – urban migration and its role in tourism development, which is very important in this region. in this direction present articles aim is to evaluate role of tourism in Ardabil region. Methodology of this study is a descriptive- correlation type and statistical population is all people involved in agricultural sector. (N=420).

According to Cochran formula 245 case were selected and reliability was also confirmed through a pilot test with 220 questionnaires so that Cronbach's Alpen coefficients were calculated for different parts between 80% to 94%.

Data analysis was performed using SPSS/18. The result of the person correlation analysis showed that, there is a positive and significant relationship in 94% between tourism development and employment. The believes of

peoples for tourism development is very positive.

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