



Tourism and Economic Development of the Village (Farsian Qanchi and Tilabad villages, Azadshahr, Iran)

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ARTICLE INFO	ABSTRACT
<p>Received: 09 December 2022 Reviewed: 12 December 2022 Revised: 13 January 2023 Accept: 22 January 2023</p>	<p>Purpose: Tourism as a process in rural development can provide the basis for diversification of financial resources, increase of income and job creation in the village. The situation of the rural society of Iran shows that the villages, like the cities, are full of opportunities and natural and human resources, that the correct and optimal use of these opportunities and the creation of new businesses can bring significant economic benefits. The rural tourism industry is one of the activities and fields that have a great capacity for the economic development of the country's villages. Therefore, this article seeks to investigate and analyze the effects and consequences of tourism in the economic development process of Farsian Qanchi and Tilabad villages of Azadshahr county in Iran.</p> <p>Methodology: This research is applied studies in terms of its purpose and descriptive and analytical research in terms of methodology. The validity of the research tool (questionnaire) was confirmed by Delphi method and its reliability was proved using Cronbach's alpha coefficient ($\alpha = 0.853$). The statistical population includes all heads of households in the villages of Farsian Qanchi and Tilabad, among which 140 people were selected as the sample size by simple random sampling.</p> <p>Findings: The general results of the research show that Farsian Qanchi village has a much better and higher capacity than Til Abad village for the development of tourism and economic growth of the village. So that the native residents of Farsian Qanchi village have a higher level of entrepreneurship, more diverse financial resources and more income compared to the native residents of Tilabad village.</p> <p>Originality/Value: In this paper, we will examine Tourism and Economic Development of the Village (Farsian Qanchi and Tilabad villages, Azadshahr, Iran).</p>
<p>Keywords: <i>Tourism, Rural Tourism, Rural Development, Farsian Qanchi village, Tilabad village.</i></p>	

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1. Introduction

Today, tourism has found a special place in the economy of different countries of the world and plays an active and effective role in improving the economic, social and cultural structure, especially in developing countries [1]. The tourism industry contains many different types of tourism, each of which has its own unique characteristics. Rural tourism is one of these species that has been proposed as a suitable option in the discussions of sustainable rural development in recent years [2]. In the country of Iran, there are also a significant number of villages in terms of location and having important and valuable elements such as ancient monuments, climatic diversity, natural landscapes and landscapes, social customs and traditions, handicrafts and native products, architecture and special rural texture that Attracting tourism is necessary, it is possible to use this arm to empower local people in particular and develop the country in general [3]. In fact, tourism as a process in rural development can cause the growth and development of the village, especially its economic dimensions in the field of diversification of financial resources, increase in income, job creation and finally, sustainable rural livelihood. Meanwhile, the capacities and natural and human attractions of Iran's villages can be considered resources and opportunities in rural empowerment. The communities' awareness that tourism provides a very suitable source of income for the economy of a village, region and country has caused tourism to find a very broad concept, especially in economic dimensions, and today it is considered as an industry.

Therefore, in order to diversify the sources of economic growth and its income, as well as to create new job opportunities in the country, the development of the tourism industry is of great importance. The current situation of Iran's rural society shows that Iran's villages, like cities, are full of opportunities and natural and human resources, and the correct and optimal use of these opportunities and the creation of new businesses can bring significant economic benefits. So, one of the practical strategies to solve the problems and lack of development of the village is to diversify the economic dimensions of the village in the form of tourism development. Fortunately, the advantages of villages in the country have attracted more attention in recent years in national development policy-making, and these villages, with their strengths and various opportunities ahead, are facing a lot of infrastructural problems in terms of management [4]. Agricultural development alone cannot guarantee economic growth in the country's villages and eradicate poverty, and it seems necessary to pay attention to other sectors besides the agricultural sector [5]. In this way, the population of rural residents decreases day by day, and with the decrease in population, the amount of demand for goods and services also decreases. This causes economic stagnation in the villages. Since the last few centuries and with the rapid growth of industry and technology in the world, the backwardness of rural areas has become more evident. Since villagers generally have less income than urban dwellers and enjoy little social services, the rural classes are considered poorer and more vulnerable, which sometimes leads to their migration to the cities. The reason for this is the geographical dispersion of villages, the lack of economic efficiency to provide social services, the lack of professional and specialized agricultural work (low productivity), the limitation of land resources and the lack of proper management of natural and human resources.

Fortunately, the advantages of villages in the country have attracted more attention in recent years in national development policy-making, and these villages, with their strengths and various opportunities ahead, are facing a lot of infrastructural problems in terms of management [4]. Agricultural development alone cannot guarantee economic growth in the country's villages and eradicate poverty, and it seems necessary to pay attention to other sectors besides the agricultural sector [5]. In this way, the population of rural residents decreases day by day, and with the decrease in population, the amount

of demand for goods and services also decreases. This causes economic stagnation in the villages. Since the last few centuries and with the rapid growth of industry and technology in the world, the backwardness of rural areas has become more evident. Since villagers generally have less income than urban dwellers and enjoy little social services, the rural classes are considered poorer and more vulnerable, which sometimes leads to their migration to the cities. The reason for this is the geographical dispersion of villages, the lack of economic efficiency to provide social services, the lack of professional and specialized agricultural work (low productivity), the limitation of land resources and the lack of proper management of natural and human resources. For this reason, to eliminate extreme poverty in rural areas, improve the level and quality of life of villagers, create employment and increase their productivity, the strategy of rural development and rural tourism was invented. The development of rural tourism is able to meet the needs of tourists, provide opportunities to increase economic growth, protect the physical places of the village and improve the quality of life. At the same time, this industry is able to increase opportunities by creating the coexistence of sustainable development and environmental quality [6]. Rural development experts, taking into account the advantages and positive effects of tourism activities in generating income and job opportunities, use it as a new option in creating commercial added value, a factor for creating a connection between the economic sectors of these regions, and finally a tool for economic diversification and development. Local communities learn [7]. Unemployment and lack of job opportunities are one of the main problems of villages, especially among rural youth. The decrease of agricultural sector employees shows the fact that in the future, the increase of employment in rural areas depends on the development of industry and service sectors. Entrepreneurship as an engine of economic development can be one of the main strategies for solving rural problems, diversifying the economy and optimally using the resources of the country's villages [8].

According to the current conditions of the country's villages, especially the villages of Golestan province, it is necessary to adopt new strategies for rural development, such as tourism development strategy in the form of economic development and village entrepreneurship. The villages of Golestan province and especially the rural areas of Azadshahr county are facing a lot of shortages and weak economic and construction facilities and infrastructure, and the economic development of these villages requires that the limited resources should be used to create new sources of income and production. In Azadshahr county, due to the fact that the economic structure of most of its villages is based on agriculture and animal husbandry, the industrial development of these villages without strengthening the income of the agricultural sector may harm these sectors. Therefore, the economic position of these villages is diverse, which is useful by solving local needs and creating employment, and also the modern sector can play an active role in these villages with its economic mobility. Therefore, in this article, the strategy of rural economic development and entrepreneurship is proposed in the form of rural tourism industry. The development of rural tourism can help in the formation of a supportive environment as well as the creation of basic and basic infrastructure, and this can ultimately lead to economic development and sometimes sustainable rural development. In the meantime, Farsian Qanchi village compared to Tilabad village of Azadshahr county of Golestan province of Iran, due to its distinct and unique natural, climatic and human characteristics, has very good potentials for the development of tourism at the local, regional and even national level. Therefore, with the development of rural tourism, it is possible to provide a basis for the economic development and entrepreneurship of these villages. Therefore, considering the importance of tourism in the economic development of the village, this research was conducted with the aim of investigating and analyzing the effects and consequences of tourism on the improvement of the economic development of the village, in the form of a comparative

study on the villages of Persian Qanchi (Tourism target village) and the village of Tilabad (Ordinary village).

2. Literature Review

It can be said that serious research in the field of tourism economy has started since the mid-1960s. Among the first tourism studies from an economic point of view, the book "Knetsch and Clawson, 1966" entitled "Outdoor Recreation of Economics" which discusses more about environmental and environmental issues, as well as the works done by Guthrie, Gerakis and Gray [9, 10]. In the following years, Gary (1970) published a book and explained the connection between international travel and international trade [11]. In the meantime, rural tourism is one of the activities that have received attention in the last few decades in developed countries and in the past years in developing countries including Iran. Although the term rural tourism has not been common in the world for a long time, but due to the fact that it has caused economic growth and diversity of activities, job creation and increased income for rural residents; This matter has been emphasized a lot by the international community in local and regional development policy [12]. A look at the situation of the rural communities of Iran shows that with the increase in the level of literacy, knowledge and skills of the villagers, their tendency to work in the traditional sectors of the economy has decreased and the desire to work in the modern and service sectors is more. While the country's villages, like cities, are full of new and undiscovered opportunities, the timely discovery and exploitation of these opportunities and the creation of new and competitive businesses can bring significant economic benefits.

The results of the studies in this section show that the development of employment opportunities in the agriculture and animal husbandry sector with a change in nature from traditional to modern, as well as new job fields in the industrial and service sectors at the village level, which requires organization, facilitation and strengthening of existing structures. On the other hand, today the economic stagnation of villages, the low per capita income of rural areas compared to the national income, the high level of unemployment in rural areas and the migration of young people from rural areas to cities have increased the need to pay attention to rural tourism. Based on this, it is very important to pay attention to rural tourism as one of the axes of the economic development of the country's villages along with sustainable rural development. Considering that one of the aspects of rural economic development is the development of the rural tourism sector, therefore, by relying on innovation and applying changes at various economic, social and cultural levels and investing in the villages, it is possible to discover new markets and provide products and services. Paid differently and took a step towards entrepreneurship in rural areas. The rural areas of Iran have very rich cultural and natural features and also have the necessary potential for the formation and economic development in the tourism sector. Therefore, rural tourism can empower the local people and develop human resources, diversify the economy and its growth, create job opportunities, solve the unemployment problem, improve living standards through the provision of social services and fill the gap between urban and rural areas in various fields and reduce rural migration. to big cities and as a result, by solving the above issues and problems, play a major role in rural development [13]. Rural tourism is the concept of tourist activities that take place in the village and includes a range of activities related to the entertainment and relaxation of tourists, which are done by farmers and rural people to attract tourists to their areas in order to earn money [14].

Today, experts have found factors such as the development of areas created for rural tourism, increasing environmental awareness, expanding transportation and communication, increasing the number of

domestic and foreign tourists, increasing the demand created by the media, and the diversity of cultural activities, etc., effective in the development of rural tourism, and to understand the necessity of tourism. In rural areas, on the one hand, it is important to pay attention to the dimensions of sustainable rural development and on the other hand, deficiencies such as weak social facilities and income, which are the main reasons for rural migration to cities [15]. Paying attention to rural tourism as a factor of sustainable rural development has prevented the transformation of rural areas into poor and eroding areas, and the country's villages have been developed in terms of climatic conditions and having special human and natural potentials, having physical spaces and special and traditional architectures, culture And customs and traditions, life-living activities, handicrafts, silence and peace of pristine and diverse landscapes, to be unique attractions [16]. Tourism and rural tourism is one of the economic sectors that requires a high degree of participation of the employment and entrepreneurship sector. because the development of the tourism industry will lead to the emergence of new forms of life experiences, which will require a new classification of tourist attractions and services. Therefore, the tourism and rural tourism industry in the coming years needs more flexibility to change and attract new demand markets, the competition among tourists to find new tourism products will increase and the quality of social, economic and environmental life will change [17]. Therefore, it can be said that the development and prosperity of rural tourism provides a variety of income for rural households to deal with financial pressures. Also, since many lands cannot be suitable for agricultural production for a long time, rural tourism as a major and very effective economic factor has received attention in recent years, and its expansion has been able to support various economic activities and jobs in rural areas. It turned out that most of these job opportunities are services. The increase in handicraft products and their sales, the expansion of hotel and transportation services, the increase in tourists' demand for goods and services, the creation of stores for the supply of general necessities, will lead to the formation of new jobs, and as a result, unemployment and the rate of migration from villages to cities have decreased, and the labor force The surplus of the agriculture and livestock sector is transferred to the service sector. Also, in the subject background section of the research, you can review some valuable studies of others;

Badri et al., seeking to know and analyze the effects of tourism in the rural areas of the central part of Nowshahr, it is based on the principles of sustainable tourism. The results of their research show that although tourism has led to positive economic effects and consequences, such as job creation, especially creating jobs for young people and increasing the income of residents in the rural areas of the mentioned area, but negative economic effects and consequences such as increasing the price of goods and services in the season Tourism has also led to the rise in land prices and the overall increase in the cost of living for the residents and the excessive dependence of the village economy on tourism [18]. Jomehpour & Ahmadi with the help of the analytical framework of tourism sustainable livelihood and a combination of quantitative and qualitative analysis methods, they investigated the role and effects of tourism as a sustainable livelihood strategy in the development of Berghan village of Saujblag city. The results of this research show that rural tourism, although it has created employment and as a result income related to tourism and also helped the growth of some rural activities such as gardening and services, but this effect is very limited and only affects some households. includes Also, due to the lack of a local institution and guardian for tourism, the general benefits of tourism have not been realized for the entire local community [19]. Salehi & Nadi point out that today, tourism as an integral part of the economy, along with the growing trend of rural tourism development, has had various effects and consequences by affecting the rural economic foundations. This study seeks to know and investigate the economic consequences of tourism on rural areas. The general results of the research indicate that the one-dimensionalization of the rural economy due to dominance, despite its limited economic effects and

also its weakness in establishing an effective connection with other economic activities of the village, is in conflict with the principles of sustainable rural tourism; In such a way that with the continuation of this trend, the foundations of economic development of rural areas will face challenges [20]. Amirkhanlou et al., investigated the economic, social and cultural effects of tourism development in the rural areas of the central part of Golugah city. They emphasize that rural tourism is considered as a tool for the economic and social development of rural areas, but its effects in different dimensions cannot be easily predicted and managed. Also, the results of this research show that the development of tourism has had a positive and significant impact on the economic, social and cultural development of this city [21]. Ebrahimi & Yaqobi investigated the socio-economic effects of tourism on the development of rural areas targeted for tourism in Targaba village, Binaloud city, Razavi Khorasan province. The findings of the research show that from the villagers' point of view, the average economic effects are 41%, the average social effects are 30%, and the potentials and capacities of rural tourism in the region are 61%. Also, the findings of correlation analysis showed that younger people with better education level and higher financial status have a more positive view about the economic and social effects of rural tourism [22]. Petelca & Garbuz investigated the social and economic effects of rural tourism on the development of rural areas of the Republic of Moldova between 2015 and 2020. The results indicated a relatively small positive trend of indicators reflecting the development of tourism in the rural areas of the Republic of Moldova and a weak but growing impact on household equipment through residential facilities and disposable incomes of the population. Also, the social and economic effects of tourism activities in the rural areas of this country mainly emphasize income generation and the introduction of elements of innovation in rural life [23]. Hassan et al., believe that tourism has played a significant role in the development of rural areas and due to the very sensitive nature of these areas to the environment, economy and socio-cultural effects of tourism development, it is important to evaluate the level of satisfaction of the residents of rural destinations. This research seeks to investigate the impact of rural tourism development on residents' satisfaction with the local environment, social economy and quality of life in Al-Ahsa region, Saudi Arabia. The findings showed that the three effects of tourism development, including social, economic and environmental effects, are positively related to the overall satisfaction of residents. Therefore, national policy makers are required to implement sufficient measures and regulations for the development of rural tourism to improve tourism services and activities, which will ultimately be reflected in the quality of life of local residents [24].

Today, all countries are in a wide competition in the field of tourism industry, and among different types of tourism, rural tourism is one of the important components of this industry [25]. The increasing trend of tourism development in a mass and spontaneous form by affecting the rural economic foundations, has followed various economic effects and consequences. Tourism is considered a factor of economic improvement and production boom for villages and encourages them to supply their products more and better. The variety of tourism services, along with meeting the needs of tourists, taking into account the conditions of local people and environmental conditions, has become the basis for creating new approaches in tourism under the name of sustainable tourism development, which is based on the simultaneous attention to the economic, social and environmental aspects of tourism development and sustainable development. Therefore, it can be stated that tourism and rural tourism are suitable areas for economic growth and income, creating employment and forming different business opportunities in villages for the development of rural entrepreneurship.

3. Methodology

The current research is applied studies in terms of its purpose and descriptive and analytical research in terms of methodology. The research data was obtained from two methods of library studies and survey studies, and the data collection tools include researcher-made questionnaires, interviews, and questionnaires. The validity of the main research tool, that is, the questionnaire, was confirmed with the help of a group of experts in the field of geography and rural planning and experts in the field of tourism, and its reliability was confirmed using Cronbach's alpha coefficient ($\alpha = 0.853$). Also, this research has been conducted as a comparative study, and for this purpose, the characteristics of rural tourism and the economic dimensions of the village have been considered among the residents of two villages, Farsian Qanchi and Tilabad, Azadshahr county. The main difference between these two villages is in the fact that Farsian Qanchi is a tourist destination village compared to Til Abad village as a normal village. The statistical population of the research includes all heads of households in the villages of Farsian Qanchi (population 2109 people, 612 rural households) and Tilabad (population 1068 people, 336 rural households), among which 140 people were selected as the sample size by simple random sampling.

3.1. Research location

Farsian Qanchi village: This village is one of the functions of Cheshmesaran district of Azadshahr county of Golestan province in Iran, which is located 35 kilometers southeast of Azadshahr and 90 kilometers from the center of the province with the geographical coordinates of 55 degrees and 26 minutes of east longitude and 36 degrees and 57 minutes of north latitude. has been The mountain village of Farsian Qanchi is about a thousand meters above sea level and is bounded by "Inche Su" mountain from the northeast, "Ali Kamari" mountain from the northwest, and "Khoje Lar" valley from the southeast. One of the rare sights of this region is the presence of the Tilabad River, which is full of water, which passes through the south of this village and has caused the region to be green and prosperous in animal husbandry and agricultural production. This village has many natural attractions such as the forest and very beautiful heights and unique architectural style. The historical texture of this village has been recognized as a valuable texture in the fourth development plan of the country, and the rural housing modeling plan has been implemented in parts of it. What has distinguished Farsian Qanchi from other villages in the region is the architectural features and valuable and historical texture of this village; In such a way that the physical texture of the village is based on the shape of the land, its slope and topography, and it has narrow and narrow alleys and some of them are covered. Today, the alleys are paved one by one; The houses are mainly in the form of two floors, the upper floor is the residence of the family and the lower floor is for keeping livestock, fodder and provisions. The facade of houses and public places, such as the main square of the village and the place where people gather on various occasions, has a completely historical appearance with local thatch and sometimes cement, and it can be one of the most attractive ecotourism destinations.

Tilabad village: This village is part of Cheshmesaran village, one of the functions of Cheshmesaran district of Azadshahr county, Golestan province in Iran, which is located at the geographical coordinates of 55 degrees and 28 minutes east longitude and 37 degrees and 28 minutes north latitude and is located 35 kilometers from the southeast side of Azadshahr county. This village is limited to agricultural lands and mountains from the north side, Azadshahr-Shahroud axis from the south side, river and agricultural lands from the west side, and agricultural lands from the east side. In the village of Tilabad, due to the availability of many springs, as well as fertile soil and a suitable summer climate, agriculture has flourished, as well as animal husbandry and horticulture. In terms of topography, the mentioned village

is located in a mountainous region with a general slope from north to south and a moderate and humid climate. A major part of the village's surface is occupied by residential buildings, which, due to the shape of the land, topography and slope, are often two-story houses. It should be noted that the materials used in the rural houses of Tilabad were mostly iron, Iranite, cement, and plaster, but in the old units, materials such as clay, straw, and pottery were also used.

4. Finding

Nowadays, many planners have introduced rural tourism as a very important activity for the development of villages; So that economists have called the tourism industry an invisible export. This industry is a broad activity that brings with it important economic, social, cultural and environmental impacts. Therefore, planning for the development of rural tourism requires knowing its effects and consequences, which ultimately leads to the sustainable development of the region. Therefore, according to the topic of the present research, in this section, the research hypotheses are examined and analyzed in the form of the economic effects and consequences of tourism development in the two research villages. Tourism creates new job opportunities and identification of rural economic capacities: rural areas that have a lot of potential to create jobs, business and income, are more effective on the identification of opportunities for villagers. Therefore, it is essential to know these opportunities and potential and actual capacities of the village and the extent of their understanding and comprehension by the heads of rural households.

Table 1. Investigating the status of the villagers' understanding of the potential and actual economic opportunities of the village

Components	Average value among villagers	
	Farsian Qanchi	Tilabad
Tourism is a factor for creating different jobs in the village	87.14	38.57
Tourism is a factor for creating more opportunities in rural businesses	81.42	45.71
Tourism is a factor for building capacity and creating a basis for individual, government and non-governmental organizations investment	91.42	47.14
Tourism is a factor for diversifying income sources and saving more for rural households	85.71	57.14
Tourism is a factor to encourage rural women and youth to create new businesses	78.57	48.57

According to the data in the table above, it seems that in the target village of Farsian Qanchi tourism, the possibility of creating new job opportunities, diversifying income sources and improving the savings of rural households has been greater due to the attention paid to the development of rural tourism. Also, the villagers' understanding of the possibility of creating and expanding emerging opportunities in Farsian Qanchi village, which has tourism potential, is much higher than that of Tilabad village.

Table 2. Examining the results of the statistical test of creating new job, income and entrepreneurship capacities

Component	Mann–Whitney U test	Z	Sig.
Tourism is a capacity-building factor, creating emerging opportunities and potentials in the village	345.000	-8.561	0.000**

****:** significance at the 0.01 level

The results of the statistical analysis show that there is a significant difference in terms of creating new job opportunities and the level of understanding of their importance among the households of the two studied villages. Therefore, the new job-income opportunities and recognition of opportunities among the villagers who have tourism potential are much more than other villages. In other words, tourism is the factor of capacity building, creating new opportunities and potentials in the target village of tourism.

Tourism is a factor in the mood of variability and increasing the risk-taking of rural households: In order to investigate this issue, the level of variability and level of risk-taking among the households of Farsian Qanchi village as a tourist-friendly village and Tilabad village was studied and analyzed.

Table 3. Investigating the degree of variability and the level of risk-taking among the studied villagers

Components	Average value among villagers	
	Farsian Qanchi	Tilabad
Having a changeable spirit and doing new jobs and jobs in the village	78.57	45.71
Accepting emerging issues and being a pioneer in innovations and their expansion	80.00	42.85
More attention to new methods and technologies compared to traditional methods	68.57	51.42
The level of risk tolerance in financial affairs and efforts for entrepreneurship in the village	75.71	41.42
Acceptance of receiving bank facilities to carry out tourism activities	88.57	47.14

In the above table, we can see the degree of variability and the level of risk-taking of the villagers of two rural communities in the form of different components, whose average values are higher in Farsian Qanchi village (tourist-friendly village) than in other villages.

Table 4. Examining the results of the statistical test to measure the variability and riskiness of the components

Component	Mann–Whitney U test	Z	Sig.
The degree of variability and risk taking	882.500	-3.424	0.003**

****:** significance at the 0.01 level

The output of the statistical analysis indicates that there is a significant difference in terms of having a changeable spirit and risk-taking among the villagers of the study samples; Thus, tourism has gradually led to strengthening the spirit of changeability, improving the threshold of tolerance and increasing risk taking in the target villages of tourism, such as the households of Farsian Qanchi village.

Tourism changes ideas, increases skills and job innovation of villagers: the results of the research show that all the components related to the change of ideas, innovation and job creativity of villagers among the rural households in the study area clearly have a significant difference; So that the people of the target village of tourism have more creativity and variety of new ideas in economic matters.

Table 5. Investigating the level of innovation and creativity among the studied villagers

Components	Average value among villagers	
	Farsian Qanchi	Tilabad
Villagers' sense of curiosity and discovery of new things	87.14	44.28
Focus on starting new and profitable jobs	88.57	40.00
Ability to discover new ways to solve problems and increase income	84.28	47.14
Having new and diverse career ideas	77.14	37.14
Trying to start new projects and businesses	78.57	38.57

To investigate the level of innovativeness and creativity among rural households in the two studied villages, the following components were used and the results were determined.

Table 6. Analysis of Mann-Whitney's test about the spirit of innovation and creativity of villagers

Component	Mann-Whitney U test	Z	Sig.
Having creativity and innovation in economic matters	912.310	-6.125	0.000**

****:** significance at the 0.01 level

The findings of the research show that among the rural households of the two studied communities, there is a significant difference between the heads of the households of the two villages in terms of accepting the change of ideas, having a spirit of innovation and creativity in financial affairs and economic challenges; So that tourism has caused positive changes in people's thinking and economic ideas, promoting the spirit of innovation and creativity among rural households, including Farsian Qanchi village.

Tourism is an emerging factor in economic prosperity and rural household business development: In order to investigate the dimensions and effects of tourism in creating economic prosperity and expanding rural business, the entrepreneurial characteristics of villagers among the households of Farsian Qanchi villages (tourism villages) and Tilabad villages (ordinary villages) were studied. took

Table 7. Correlation analysis between tourism development and village economic development

Variables	Number	Correlation value	Sig.
Creation and development of rural tourism	70	0.329	0.000**
Economic prosperity and business development of villagers	70		

****:** significance at the 0.01 level

The results of the research findings indicate the confirmation of the main hypothesis of the current research; So that from the point of view of the villagers of both studied communities, the development of tourism can cause the economic prosperity of the village, job and income diversity, as well as the development of business and rural entrepreneurship.

Table 8. Statistical analysis of the effects of tourism in the development of rural business among two communities

Component / test	Mann-Whitney U test	Z	Sig.
Creating business and booming rural economy	422.100	-8.100	0.000**

****:** significance at the 0.01 level

The results of the comparative analysis test show that there is a significant difference between the economic motivations and entrepreneurial characteristics among the rural households of the Farsian Qanchi as a tourist target village in Azadshahr county and Golestan province with Tilabad village. So that tourism and its increasing development in the village of Farsian Qanchi has led to the creation of diverse businesses, the development of entrepreneurship and the economic improvement of the people of this village.

5. Conclusion

Today, the tourism industry has become one of the biggest businesses in the world and is growing and expanding at a great speed. Therefore, as one of the main pillars of the economy, tourism has played a significant role in global transactions. Tourism is a relatively complex activity that includes several sectors of society and economy. At a time when economic issues are important for most countries, tourism as an approach has been able to cover many of their problems such as unemployment, low per capita income and lack of foreign exchange income. Today, considering the many economic issues and problems faced by rural communities, it seems necessary to pay attention to new economic activities in these areas. Therefore, rural tourism can play an important role in revitalizing villages, creating employment and income for villagers, protecting natural, historical and cultural heritage, and ultimately sustainable rural development. Therefore, on the one hand, rural tourism can play a major role in empowering villagers and creating new job opportunities in connection with other economic sectors, and it can be a platform for sustainable rural development, and on the other hand, it can be a factor in improving living conditions and making rural areas livable, as well as a stimulus for renewal. The life of rural settlements is considered especially in remote areas. Therefore, the development of rural tourism can be a stimulus for potential and actual entrepreneurs from several aspects. Therefore, this will increase the spirit of entrepreneurship among the villagers, and this will also lead to an increase in individual, organizational and government investment in rural areas. Therefore, the boom of tourism turns the village into a dynamic environment from the economic point of view, and in fact, the village environment becomes a motivational environment for the development and expansion of business.

According to what came, the results of the research show that rural tourism can lead to the creation of new job opportunities, the identification of the economic capacities of the village and the development of the rural household business. In a final summary, the development of tourism can cause the economic prosperity of the village, diversity of jobs and income, and the development of rural entrepreneurship, in this regard, tourism is an effective factor in improving the level of risk-taking, changing ideas, increasing skills and job innovation of the rural household.

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