Urban Tourism and its Role in Tourism Development of the Host Community with an Emphasis on Sustainable Development (Case Study: Mahan)

[1]Ali Asghar Abdolahi, [2]Fateme Mahmoudinia and [3]Asma Mahmudinia
[1]Department of Geography, Faculty of Literature, Shahid Bahonar University of Kerman,
[2]Department of Urban Planning,
[3]Islamic Azad University, Kerman Branch, Kerman, Iran

Abstract: Tourism is the engine of economical development and is one of factors that reduce poverty in urban and rural regions and it can affect positively or negatively destinations of tourists. The present research aims to study tourism status in host community of Mahan. Also, the aim is to study tourism status in Mahan and its role on development of tourism in Mahan, Kerman. The research methodology is surveying, descriptive-analytic. The opinions of host community about arrival of tourists to Mahan were studied using sequential simultaneous regression analysis, Baron and Kenny steps and MINITAB Software. Results indicate that in the region under study, mean support of residents from tourism development (M = 4.20) in a 5 degree interval shows that residents evaluated support of tourism development in a high level. Regression coefficient for dimensions of socio-economical, cultural and environmental effects indicate that coefficient of economic effects is higher than that in environmental and socio-cultural effects. Support of residents from tourism development associates mostly with economic effects ($\beta = 0.189$) rather than socio-cultural and environmental effects. On this basis, economic effects with regression coefficient of $\beta = 0.189$ and environmental effects with regression coefficient of $\beta = 0.131$ predict significantly support of residents from tourism development but socio-cultural effects cannot predict support of residents from tourism development.

Key words: Urban tourism, sustainable development, Mahan, Kerma, Iran

INTRODUCTION

Today, tourism industry is considered as the third great industry throughout the world after oil and automobile industries and undoubtedly it will be the most advantageous business in 21st century. Intact, beautiful and undiscovered regions of Iran will all incredible events, unmatched forms, morphology, special dispersal relative to the climate, culture and native constructional materials suggest many secrets. Tourism industry in modern age has changed into one of the main economical-commercial pillars and today it is called as an invisible industry in globalization (Yang et al., 2012). In this direction, experts predict that such industry will be the most advantageous industry throughout the world in 2020 and it will be called as invisible exports and cities are its economical center. Therefore, today tourism is one of the most promising and encouraging activities and it is known as development passage. Therefore, coordination between number of tourists and capacity of touristic spaces, especially infrastructures should be paid attention to. Tourism is like

a civilizable event that has several socio-economical, cultural and environmental effects. Based on statistics of global tourism organization, number of tourists has reached to 982 million people with 4.6% growth in 2011 and the revenue resulted from it has increased beyond 1 trillion dollars with 3.8% growth. Successful and sustainable tourism industry depends on proper infrastructure in direction of socio-economical and infrastructural goals (Azizi et al., 2011; Abedi et al., 2011). Tourism industry is considered as one of important industries in sustainable development in every society and it is very dynamic in socio-economic, political, urban and environmental changes (Ramkissoon and Nunkoo, 2008) and as one of income sources and job creation in national level, it can be an approach for sustainable development in local, national and regional levels. On the other hand, as one of the main elements of sustainable development of this industry, paying attention to participation and support of host community are very important. The fact that this industry has many socio-cultural effects on social structure of the society,

Corresponding Author: Ali Asghar Abdolahi, Department of Geography, Faculty of Literature,
Shahid Bahonar University of Kerman, Kerman, Iran

life style and cost effective economy has been proved by several researches Gursoy and Rutherford (2004), Perez and Gursoy *et al.* (2009). On this basis, tourism as a flow for transferring wealth income source, stock exchange, development of infrastructures (Sharpley, 2014) can be the most appropriate option for development of communities because this industry is able to supply high economic advantages for local residents, development of the host goals (Boo and Busser, 2005) and to present an extensive cognitive and qualitative experience for visitors (Lepp, 2007; Shrestha *et al.*, 2007; Lee, 2009). Many studies have been done in this direction. In current age, the importance and necessity of tourism depends mostly on its economic cycle that has high capability in dynamics of local and international economy. Paying attention to this aspect suggests that this results in socio-economic, cultural and environmental effects and changes in every country. With identification, qualitative and quantitative evaluations, spatial distribution and the power of a place, decision makers can decide well on ability of the environment, consistency of land use and their effects on tourism. Although, tourism industry have many advantages, entrance of tourist to a touristic region without paying attention to current capacities, will bring about problems such as socio-economic disorganization, crowdedness, change of social identity and improper social contacts. In this direction, several studies have been conducted that can be mentioned as follows. The research done by Asadi (2011) on strategies of touristic development in Iran concluded that urban tourism in Iran is one of dominant form of tourism and can be the first option for domestic and foreign tourists. Ghanbari in a paper titled as ranking cities of eastern Azarbayjan province based on urban touristic infrastructures with multi-criteria decision methods concluded that cities of Tabriz, Maragheh and Shabestar are the first three cities and cities of Varzeghan, Charavimagh and Khoda'afarin are the last three cities in ranking of cities of eastern Azarbayjan province based on urban touristic infrastructures. Faraji Sabokbar *et al.* (2014) in a paper on spatial rating of tourism in Fars province based on touristic services and facilities indicated that the north and south of the province with highest number of tourists have low services and their touristic services and infrastructures should be developed. Pitchipo *et al.* (2014) in the paper so called Copperas optimal model of in optimization of heavy navy concluded that multivariate decision systems of Copperas are optimal methods for evaluation of transportation systems. Yousal in a research done on progress of urban tourism compared progress of urban tourism in

Istanbul. Results indicated that both cities attracted tourists from three points:

- Between East and West
- Urban tolerance
- Size of the city

Concerning the subject under consideration, the present research wants to answer this question: does host community of tourists have positive attitude towards entrance of tourist to Mahan city?

MATERIALS AND METHODS

The methodology of the present study is surveying and descriptive-analytic. In order to gather information and complete the questionnaire, researchers visited Mahan in summer and autumn. After completion of the questionnaire and analysis of information, descriptive and inferential statistics and Minitab Software were used. The questionnaire used in this research includes 34 items in different dimensions of sustainable development (environmental, socio-economic effects). Statistical community of the research was 40 people. The 20 persons were chosen by random sampling. In order to study relational structure of variables present in the model and the amount of prediction of exogenous variable (support of host community) and intermediate variables (socio-economic, cultural and environmental) on endogenous variable (support of host community from tourism development), statistical method of path analysis along with sequential simultaneous regression analysis were used based on Baron and Kenny steps. In order to operationalize variables, the reliability and validity of the questionnaire were calculated by Cronbach alpha and internal consistency, respectively. The model was analyzed using sequential simultaneous regression and application of suggested stages. Following stages were implemented for studying available paths: regression of the role of Mahan residents on support of tourism development, regression of Mahan residents on dimensions of socio-economic and environmental effects, simultaneous regression of socio-economic and environmental effects on support of Mahan residents from tourism development.

The region under consideration: Mahan is one of cities of Kerman province. Mahan is the breeziest region near Kerman and has famous touristic attractions including Shahzadeh garden that is one of Iranian well known garden made in Qajar and grave of Shah Nematollah Vali
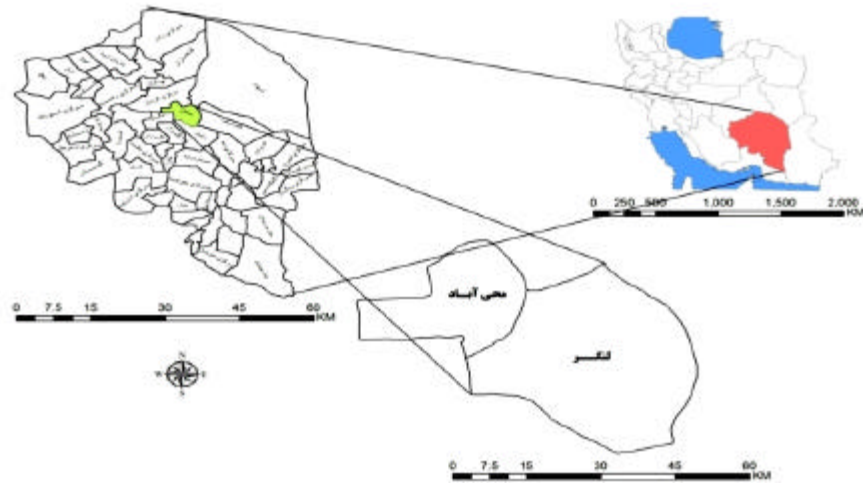
Fig. 1: The shape and geographical location of Mahan in Kerman

(Iranian famous mystic) has placed in this region. There are many beautiful villages in this city and they are one of touristic examples in Kerman city. According to house and public census in 2011, the population of these villages is 5723 persons (Fig. 1).

RESULTS AND DISCUSSION

The term, tourism rooted from the word 'tour' which means travelling and it originated from Latin. From view of Westerns, the first tourists are those who want to travel and conquer. But in fact, tourism industry was born in 19 century. This industry includes events of investment, manufacturing activities, distribution, consumption, attractive processes and satisfaction of customers and it is seen as a social-human activity. Acceptance and emphasis on participation of the society in tourism development suggest this fact that residents are often ignored from processes of planning, decision making and management of tourism projects (Teye *et al.*, 2002). However, studies suggest that attitude of residents and balance of their perceptions from costs and advantages of tourism are main factors in satisfaction of the tourist thus total attraction of the region and success of the industry (Andriotis and Vaughan, 2003; Terzidou *et al.*, 2008, Abedi *et al.*, 2012a). In fact, tourism development is to make profit for residents and it is proper to perceive perspective of residents for facilitating policy making that reduces costs of the industry and increases its advantages resulting in more support of residents from development of this industry (Prayag *et al.*, 2013; Abedi *et al.*, 2012). This study has been designed based on the triple bottom line approach of socio-economic and environmental effects. The second approach helps identifying more accurately opinions of residents about effects of tourism. In order to choose a location and certain time duration for tourism, not only socio-economic conditions are important but also climatological aspects are very significant. Successful development of tourism industry requires hospitality and reception of host community in a way that tourists won't suffer from any mistreatment resulting in lack of tendency for revisiting the place. On the other hand, the fact is that life quality of residents will be influenced by consequences of development of this industry in parallel with changing the society to a tourism destination (Gursoy *et al.*, 2009; Abedi and Rostami, 2012). Therefore, identification and perception of reactions, desires and views of local community and factors affecting such attitudes are very important for planners and policy makers in order to attract support of residents for tourism development (Dyer *et al.*, 2007; Lee, 2012). Therefore, it can be stated that understanding perception of residents from touristic places is very important for attracting their support for tourism development and keeping sustainable the development of such industry (Sheldon and Abenoja, 2001; Gursoy *et al.*, 2009; Andriotis and Vaughan, 2003). Concerning special condition of Mahan and old age of most residents, about 50% of statistical population was questioned and it was tried to consider gender equality and 10 males and 10 females aged between 17 and 170 years old were studied ranging from housewife to employed, literal and illiterate. In order to determine mean variables (socio-economic and environmental effects) and support of residents from tourism development, descriptive statistics of mean, standard deviation and T&P variables have been used (Table 1):

$$H_0: \mu \leq 3, \ H_1: \mu \geq 3$$

Table 1: Mean, standard deviation, correlation and validity coefficient of variables

Variables	Number	Mean	Standard deviation	Mean deviation	t	p
Social effects	20	2.86	0.35	0.078	1.04	0.080
Economic effects	20	3.13	0.568	0.127	1.46	0.844
Environmental effects	20	3.11	0.42	0.95	1.39	0.090

Research results

Table 2: Amount of prediction of support of residents from tourism development in Mahan city

	Final endogenous variable: support of residents from tourism development					
Variable	R	R^2	F	β	t value	Significance level
Exogenous variable	0.412	0.166	45.734	0.412	6.763	0.001

Table 3: Amount of prediction of dimensions of socio-economic and environmental effects

	Intermediate variable: economic effects					Intermediate variable: socio-cultural effects					Intermediate variable: environmental effects				
Variable	R	R^2	β	t value	p	R	R^2	β	t value	p	R	R^2	β	t value	p
Exogenous variable	0.33	0.11	0.34	2.08	0.001	0.48	0.26	0.48	8.16	0.001	0.14	0.02	0.14	5.35	0.032

Table 4: Amount of prediction of support of residents from tourism development based on dimensions of effects

	Final endogenous variable: support of host community from tourism development					
Variable	R	R^2	F	β	t value	Significance level
Exogenous variable						
Economic effects	0.392	0.142	13.438	0.189	2.423	0.087
Socio-cultural effects				0.118	2.528	0.012
Environmental effects				0.186	1.717	0.016

Table 5: Amount of prediction of support of host community from tourism development

	Final endogenous variable: support of residents from tourism development					
Variable	R	R^2	F	β	t value	Significance level
Exogenous variable						
Economic effects	0.481	0.217	16.62	0.148	2.001	0.049
Socio-cultural effects				0.051	0.673	0.502
Environmental effects				0.131	2.02	0.048

Research results

Mean dimensions socio-economic and environmental effects indicate that mean environmental effects are higher than that of socio-economic effects. Intensity of t value with economical effects was higher than other variables (t = 1.46). Support of residents from tourism development associated mostly with economic effects (t = 1.46) rather than socio-environmental effects. Results in Table 2 and 3, suggest that regression coefficient (β = 0.412) is a significant predictor for support of residents from tourism development. As seen by results of Table 4, economic effects with regression coefficient of β = 0.189 and environmental effects with regression coefficient of β = 0.186 are significant predictors of support of residents from tourism development. But, socio-cultural effects with regression coefficient of β = 0.118 do not predict support of residents from tourism development. As a result, based on results of Table 5, economic effects with regression coefficient of β = 0.148 and environmental effects with regression coefficient of β-0.131 predict significantly support of residents from tourism development. But, socio-cultural effects are not able to predict support of residents from tourism development.

Economical effects with total average of 3.13, environmental effects with average of 3.11 and social effects with average of 2.86 are placed from first to third places based on view of residents. It should be noted that abovementioned numbers were obtained from opinions of respondents to all questions for environmental, socio-economic dimensions

In present research, researchers studied tourism in Mahan using field observations in form of questionnaire and MINITAB Software. Then data obtained from the questionnaire was entered the software and each of touristic effects were averaged (environmental, socio-economic). Then by using one sample t test, it has been concluded that obtained means follow normal distribution. Therefore, positive opinions of the residents of Mahan city were accepted and H_0 is rejected for all three effects.

CONCLUSION

Mahan is considered as an ecological and anthropologic region. In addition to its individual

attractions, the fact that tourism in Iran has several socio-cultural and economic aspects and most of tourists who travel to our country are cultural tourists, the superior place of this region in tourism development and enrichment of its cultural dimension for its optimal usage, socio-cultural features of residents during the history and intact race of residents are among eco-touristic attractions. In order to determine economic, socio-cultural and environmental effects and support of residents from tourism development, descriptive statistic, mean, standard deviation and correlation matrix among research variables were used. The results obtained from the relationship between touristic site of Mahan and support of tourism development confirmed results of previous studies. On the other hand, the opinion of residents about their living place has a main effect on tourists by having relationship with them and on support of residents from tourism development. Those residents that have more positive view about their living place are more likely to introduce their living place as a touristic destination and they support financial supply of government and tourism development. Concerning an important role of local communities in sustainable tourism development, it is important to measure their attitudes towards their living place. Economic effects resulted from tourism lead to more support of residents of host community and tourists from tourism development of Mahan city. On the other hand, economic improvement and progress in the region due to tourism results in improvement of idea of residents from their living place thus they will support tourism development. This reality suggests this joint opinion of researchers that tourism is a tool for economic development of local communities because economic advantages of tourism are the most valuable ones for local residents. As a results, results suggest that regression coefficient (β = 0.412) predicts significantly support of residents from tourism development in addition to economical effects with regression coefficient of (β = 0.189) and environmental effects with regression coefficient of β = 0.186. But, social effects with regression coefficient of β = 0.118 does not predict support of residents from tourism development.

REFERENCES

Abebi, G., J. Shojaii and F. Rostami, 2011. Analytical approaches of impellent and preventive power on hospital services. World Applied Sci. J., 12: 2071-2077.

Abedi, G., H. Seiyamiyan and F. Rostami, 2012. The study of waiting line of receiving intensive care unit services in the hospitals. Health MED., 6: 126-130.

Abedi, G.H. and F. Rostami, 2012. Regression model analysis of service desirability in a group of Mazandaran hospital. Health Med., 6: 24-28.

Andriotis, K. and R.D. Vaughan, 2003. Urban residents' attitudes toward tourism development: The case of Crete. J. Travel Res., 42: 172-185.

Asadi, R., 2011. Strategies for development of Iran Urban Tourism. Aust. J. Basic Applied Sci., 5: 1933-1943.

Azizi, H., M. Biglari and P. Joudi, 2011. Assessment the feasibility of sustainable tourism in urban environments employing the cumulative linear model. Procedia Eng., 21: 24-33.

Boo, S. and J.A. Busser, 2005. Impact analysis of a tourism festival on tourists destination images. Event Manage., 9: 223-237.

Dyer, P., D. Gursoy, B. Sharma and J. Carter, 2007. Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia. Tourism Manage., 28: 409-422.

Gursoy, D. and D.G. Rutherford, 2004. Host attitudes toward tourism: An improved structural model. Ann. Tourism Res., 31: 495-516.

Gursoy, D., C.G. Chi and P. Dyer, 2009. Locals' attitudes toward mass and alternative tourism: The case of Sunshine Coast, Australia. J. Travel Res., 49: 381-394.

Lee, T.H., 2009. A structural model to examine how destination image, attitude and motivation affect the future behavior of tourists. Leisure Sci., 31: 215-236.

Lee, T.H., 2012. Influence analysis of community resident support for sustainable tourism development. Tourism Manage., 34: 37-46.

Lepp, A., 2007. Residents' attitudes towards tourism in Bigodi village, Uganda. Tourism Manage., 28: 876-885.

Pitchipoo, P., D.S. Vincent, N. Rajini and S. Rajakarunakaran, 2014. COPRAS decision model to optimize blind spot in heavy vehicles: A comparative perspective. Procedia Eng., 97: 1049-1059.

Prayag, G., S. Hosany, R. Nunkoo and T. Alders, 2013. London residents' support for the 2012 Olympic Games: The mediating effect of overall attitude. Tourism Manage., 36: 629-640.

Ramkissoon, H. and R. Nunkoo, 2008. Information search behavior of European tourists visiting Mauritius. Turizam: Znanstveno-Strucni Casopis, 56: 7-21.

Sharpley, R., 2014. Host perceptions of tourism: A review of the research. Tourism Manage., 42: 37-49.

Sheldon, P.J. and T. Abenoja, 2001. Resident attitudes in a mature destination: The case of Waikiki. Tourism Manage., 22: 435-443.

Shrestha, R.K., T.V. Stein and J. Clark, 2007. Valuing nature-based recreation in public natural areas of the Apalachicola River region, Florida. J. Environ. Manage., 85: 977-985.

Terzidou, M., D. Stylidis and E.M. Szivas, 2008. Residents' perceptions of religious tourism and its socio-economic impacts on the island of Tinos. Tourism Hospitality Plann. Dev., 5: 113-129.

Teye, V., E. Sirakaya and S.F. Sonmez, 2002. Residents' attitudes toward tourism development. Ann. Tourism Res., 29: 668-688.

Yang, Y., K.K. Wong and T. Wang, 2012. How do hotels choose their location? Evidence from hotels in Beijing. Int. J. Hospitality Manage., 31: 675-685.