

**Second-Home Tourism and Its Role in Rural
Development-Views of the Host Communities: the
Case of Noshahr, Nur, Mohamoudabad Villages in
Iran**

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ABSTRACT

This study tried to evaluate the effects of second home phenomena in North of Iran. The northern part of Iran has been an attractive location for the tourists from the rest of the country due to its unique spatial characteristics environmentally, socio-culturally, and accessibility. The area is endowed with natural comparative advantages for its lush and green landscape, as well as, sun, sea and sand tourism along the Caspian Sea coastal zones. Rural areas in North of Iran, namely Mazandaran Province, serve as the study setting considering the high growth of second home phenomena and village tourism in these areas. Due to population growth and proximity of capital city, North of Iran is under pressure from the daily visitors, weekend travelers and the influx of second home owners. The rapid growth of second home owners in this region has been intensified in the past decade as developers and Real Estate companies have infiltrated the region for quick profit from construction boom. The study has applied a quantitative research through a survey questionnaire to assess the environmental, social, cultural and economic impact of second home phenomena in Noshahr villages of this region as a case study. The respondents are the local people who have the local knowledge and can provide useful insight into this particular tourism. The study assumes that an uncontrolled and unplanned second home development in this region can be potentially detrimental to the ecological and cultural uniqueness of these areas.

Keywords: Second home; Rural development; Second-holiday home impact; Caspian Sea region; Village tourism; Iran.

ÖZ

Bu çalışma, Kuzey İran'daki yazlık ev turizmi kavramının etkilerini değerlendirmektedir. İran'ın kuzey kısmı eşsiz çevre, sosyo - kültürel ve erişilebilirlik özellikleri ile diğer bölgelerden daha çok ilgi çekmektedir. Bu bölgeye bahşedilmiş berekli doğa güzellikleri ile yeşil alanlar, kum sahilleri ile Hazar denizi'nin kıyısında bulunmaktadır. Kuzey İran'ın kırsal bölgesinde yer alan Mazandaran Eyaleti, yazlık ev turizmi ve köy turizmi bakımından gelişme kaydetmiştir. Günden güne artış gösteren nüfus ve başkente yakınlığı sebebi ile İran'ın kuzeyine, günlük ziyaretçi, haftasonu ziyaretçileri ve villa sahiplerini gözlenmektedir. Son yıllardaki günlük ve haftalık ziyaretçilerin yoğun bir şekilde Mazandaran'a akın etmesi ile birlikte, pazarlama ve emlak şirketleri ve özellikle büyük inşaat firmaları bu bölgeden kar etmek için, bu bölge üzerinde çalışmaktadır. Bu çalışmanın içinde, Noshahr bölgesinin köylerindeki yazlık ev turizmi ile ilgili ekonomik, sosyal, kültürel ve çevresel etkileri araştırmak amacı ile bilimsel anketler yapılmıştır. Bu ankete katılanlar, yerel halk olup bu bölge turizmi hakkında faydalı bilgilere sahip kişilerdir. Çalışmalar plansız ve kontrolsüz bir şekilde gelişen yazlık ev turizmi tatil evi, bu bölge için ekolojik ve kültürel zararlar. Bunun verilebileceğini göstermektedir sonucunda da bölgedeki plansız ve kontrolsüz gelişen pazarlama ve emlak şirketlerinin, inşaat firmalarının bölge üzerinde yaratacağı tahribat kaçınılmaz olacak ve yerel halkın kültürel yaşantılarında değişikliğe ve çevresel zararlara yol açacaktır.

Anahtar Kelimeler: yazlık ev turizmi, Kırsal kalkınma, yazlık tatil evi etkisi, Hazar Denizi bölgesi, Köy turizmi, İran.

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DEDICATION

This dissertation dedicated to persons whom always been there during difficult and trying moments.

To my father, who always encourage and inspire me in throughout my life.

To my mother, who I would like dedicate everything I do.

To my sister Faranak, who support me and show me the ways.

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Chapter 1

INTRODUCTION

1.1 Philosophy of Study

Tourism activities often take place without high associated costs, less problems and pollution in compare to other industry forms (Eadington & Redman, 2001). Tourism is one of the most successful substitutes for other polluting industry forms which increase cultural, social and geographical knowledge of touristic destinations (Dieke, 2003). Concurrent with the development of tourism in the world, rural tourism has become a formidable form of tourism practice in various destinations to overcome some of the social, economic, and environmental challenges associated with declining rural economies. Rural tourism has been increasingly determined as the most powerful engine for economic growth via transferring capital and incomes from developed urban areas to rural sides (Mustanoja & Mustanoja, 1993). Not to mention the rural depopulation and declining primary resource extraction (sharpley & sharpley, 1997).

In many parts of the world, second homes defined as the destination of a substantial proportion of domestic and international travelers; moreover, the number of available bed nights in a second home often does not exceed than that of the formal accommodation sector (Hall & Muller, 2004). ‘Being an integral part of rural areas and their history, second homes are an established example of the post-productive consumption of countryside’ (Vepsalainen & Pitkänen, 2010). In the context of

broader rural tourism system, a sub-activity of tourism has become popularly known as *second-home tourism* which is also called residential tourism. 'Second-home tourism defined as the recreational use of second homes by their owners, relatives or friends of the owners, or vacationers who rent them.

A second homes phenomenon is new attributes to rural tourism in most of the countries. It covers all relationships, behaviors, and actions that result from travelling to, and staying at, the second home. Permanent residence in second homes is not considered to be tourist activity. But all groups of second-home users travelling from their main residences to second homes are tourists, whether owners, friends or relatives of the owner, or vacationers who rent them' (Tress, 2002 Pg. 110). Notwithstanding its economic benefits and its role in economic diversification, second-home phenomenon has generated a debate about its impact on the ecological, social, and restructuring of rural areas (Tress, 2010). 'Integral to these developments are processes of commodification, privatization and individualization of rural landscapes as well as a growing presence of extra-local actors with interests in and powers to affect the futures of the rural communities. The 'new' second home phenomenon in many rural communities represents a paradigm example of these developments. Stronger in numbers and more visible in the rural landscapes, both physically (second home buildings) and socially (second home users), the phenomenon demonstrates how the rural socio-cultural spaces have been reconfigured in the wake of these economic transformations in rural areas' (Rye, 2011 Pg. 263).

Literature also suggested second-home tourism has become a fertile ground for numerous social, economy, ecological conflict and contestation in various destinations where second-home tourism is growing. Second home tourism is not

welcome universally by local due to assumption of vital resources which can be used for developing countryside in a more profitable and healthier way (Gallent et al., 2005; MLGRD, 2009).The phenomenon of second-home tourism has also experienced upward growth in Iran in Mazandaran state especially in Noshahr, Mahmudabad and Nur municipalities' villages (i.e, second-home tourism destination in rural areas). Assumption is that most of the second-home projects are growing spontaneously and without any clear policy and adequate planning mechanisms. In this case, ecological, social and cultural conflicts can result in disappointments and conflicts between rural people and visitors (Dadvar-khani, 2012). This study tried to evaluate and demonstrate these ecological, social and cultural conflicts between visitors and locals.

1.2 Problem Statement

Due to population growth and uncontrolled expansion of Tehran-the capital city of Iran, there has been an upsurge in second-home development in northern Iran (i.e., Noshahr, Mahmudabad and Nur), which is climatically attractive and spatially accessible. Despite of positive effects of this expansion but its negative consequences harm more dimension than positive ones. This Expansion has created a demand for second-home development in pristine villages of Noshahr, Mahmudabad, and Nur which enticed Real Estate firms and construction companies to rush to second-home development extravaganza. Due to expansion of second homes phenomena cultural, social and economic gaps among local and visitors increase. Gap expansion would brought conflict and problems in behavioral and cultural intersection for both of the communities (i.e. locals, and visitors).

1.3 Significance of the Study

Rural tourism in general and second-home tourism in particular are rapidly growing forms of tourism around the world. The main factor behind such growth is rapid urbanization and population growth which demands travel to countryside and environmental venues that are missing in the stressful megalopolises. Escaping from the stresses of urban life, not to mention the search for pleasant climate, have resulted in tremendous expansion of second-home development around the world. In the meantime the second-home phenomenon has perceived as a positive project in rural areas. However, there is some evidence (Rye, 2011) that second-home development has often contribute to the depletion of the very qualities of the local communities that attract the visitors in the first place.

Moreover, second home development often conflicts with environmental concerns and challenges the notion of countryside as symbols of ‘clean’ and ‘natural’. The construction of second homes literally transforms ‘nature’ into ‘culture’, replacing uninhabited land with buildings and human activities. The use of second homes demands infrastructure for sanitation and waste management, which has often not been properly in place (Rye, 2011).

This study will be one of kind to explore the phenomenon of second-home tourism based on environmental, social, cultural and economic dimensions by delving into the perceptions of the host communities against such development.

1.4 Aim and Objectives

The aim of this study was to analyze and explore the views of the local rural populations on the second home phenomenon in the villages of Noshahr,

Mahmudabad and Nur municipalities, with particular attention to variation in these views, both within and between the rural communities. Furthermore, the study addressed the rural populations' stance towards the second home development and problems, both in general and as it unfolds in their own environment. This research scrutinized the gaps and problems between two cultural, social communities (i.e. locals and visitors). The social, cultural, environmental and economic impact of second-home tourism investigated from host communities perception and the changes that this type of development might bring to their communities (i.e. life style).

1.5 Methodology

Research process focused on three dimensions such as a- the economic impact of second-home tourism in rural areas of Noshahr, Mahmudabad and Nur, b- the social and cultural impact of second-home tourism in rural areas of Noshahr, Mahmudabad and Nur, and c- the environmental impact of second-home tourism in rural areas of Noshahr, Mahmudabad and Nur. The impacts of second-home tourism explored based on villagers' perception as they are directly in contact with such development in their environment/habitat.

Descriptive Statistics are going to be used to present quantitative descriptions in a manageable form by administration of Likert-scale rating from 1-5 scaling (strongly agree-strongly disagree) (Trochim, 2006). A new version of SPSS will be applied towards data analysis. The findings provided sample evidence about community's perception regarding the nature of impact as well as the rational for such perceptions. As a result, this study provided a policy guideline to redirect/reorient second-home development ventures in a way that can minimize the negative impacts and contribute to the welfare of the rural areas.

1.6 Organization of the Study

This thesis contains six chapters. The first chapter named Introduction. Following chapters include significant information about history of Iran, second home tourism and its consequences and problems. Third chapter demonstrated theories, concepts and models of the study. Second home tourism and rural development is explained in detailed in fourth chapter. Then, methodology of thesis is expanded in chapter five with significant information about sample of the study, data collection, approach, questionnaire structure, measures, and data analysis and findings. The sixth chapter represents conclusion, limitation of the study with related managerial implication for tourism planners and investors. The final chapter of our study called conclusion.

Chapter 2

LITERATURE REVIEW

Overview

In this chapter, detail information about tourism with its history and its different types, and impacts explained. Different problems, models, evolutions and changes in tourism presented as well.

2.1 Tourism Development: an Overview

The term tourism is defined by the United Nations World Tourism Organization (UNWTO) to that leisure of traveling activities of people to different places and staying outside of their usual destinations for not more than a year for business, vacation and leisure or other purposes. This kind of activity humans have undertaken for a long time is recognized as very important phenomenon, both social and economic (UNWTO, 1995).

The necessity of understanding the definition of tourism is because of its increasing impacts and effects on human societies and economics. In our explanations, tourism is consisting of a broad range of activities that move its meaning above and beyond the common understanding of it being only a limited activity such as a holiday vacation.

After its recognition as an essential part of a nations' life in the Manila Declaration on World Tourism of 1980 because of its wide range of effects on social, cultural, educational and economic sectors of a country, many researches directed to tourism

and discovered that it brings a large amount of revenue for several goods and services available, around 30% of world's exports of service, and 6% of overall exports of goods and services.

A tourist is someone who undertakes a journey to a destination in a short-term movement that is outside the places which they usually and normally live or work, act of leaving and returning to original point like a circle round trip (Theobald, 1998).

Tourism development is a collection of several methods and processes of change and sustainability (Harrison, 1992). Traditional approaches could be a useful framework for the much needed strategy in tourism development patterns and processes (Woodcock, 1994). Although no single plan and approach is dominance in development processes, there are alternatives for planning and sustainability that can help to implement them such as exogenous versus endogenous and capital versus labor-intensive, large versus small and mass versus alternative.

Explanatory and descriptive are two type of models help in development clarification (Klein, 2008). Explanatory models or diffusions refer to preconditions that result in growth and development. Tourism development considered two factors as: 'necessary' and the 'sufficient'. 'Necessary' introduces factors which people decide to move or travel to different locations and destinations such as landscapes and ancient archaeological sites. But some of these destinations and locations never really develop because of insufficient preconditions even they have the potential development which in return would be resulted in investing on infrastructure and accommodation (Rostow, 1990; Auty, 1995).

Descriptive models defined tourism from aspects of life cycle explanations, physical models like large hotels and facilities and majority of researches are dedicated on this model. Development in tourism considered by many like Ingham (1993) and Friedman (1980) to have a dual nature, include a process and an aim. The goals of development are an evolutionary process focused on human needs, standard of living and human rights (Todaro, 1993).

2.2 Evolution

Over the past few years, there was a fast up-trend in tourism especially international short stay tourism in Europe. Availability of tourists with wide range of interest and budget with varied hotels and resorts for catering them improved development of tourism. Evolutionary model developed in 70s and 80s by Butler (1980) as TALC (The Tourist Area Life Cycle). Based on TALC, there are six stages for evolution in touristic destinations named as “Exploration, involvement, development, consolidation, stagnation, and post-stagnation” (Papatheodorou, 2004, Pg. 220).

Various changes happened over the period of time in tourism regarding tourism demands, geographical changes, infrastructure availability, built and natural environment, local communities’ policies and interest, economic and social changes. The holistic effects of these changes led to post-stagnation. Therefore, unplanned destinations would be decayed due to their rapid tourism growth with unpredictable goals and way. Conversely, measurable and planned policies would be the great destination’s tool for being sustainable and profitable in their tourism activities without unpredictable damages. So, planning the evolution of destinations rejuvenates them into new sustainable life cycle.

Thanks to technology and transportation development, numerous types of tourism due to the tourists' preference have been developed.

2.2.1 Mass Tourism

Mass tourism defined as involving great number of tourists in tourism activities of destination. Mass tourism has both positive and negative impacts. Positive impacts can be shown in development in social environment of locals through entering new life styles, and providing more modern services which can ease people' life alongside of global standards. The unfortunate point is that the positive points of mass tourism are limited and cannot last forever. Negative points are great in numbers.

The first one is environmentally, mass tourism provides great number of tourists for destination for mainly environmental attractiveness and natural beauty but mass tourism destructs the natural beauty of destination during short number of years so, those economic and social benefits cannot be lasted forever. Then, Great demands of hotels and restaurant for water and electricity can cause inflation in resources for local as well. Seasonality of jobs made imbalanced economic problems. Next, pollution and great number of population exceeding the destination affordable demands is caused degrading the environmental and social resources and infrastructure.

There is still thousands of negative impacts which cannot be named in just small part and need more detailed research. There would be the answer to solve the mass tourism problems which is eco-tourism which would be discussed later in more detail. Eco-tourism is the recent type of tourism tries to protect the natural environment and help the local people to grow and protect their social and cultural atmosphere for sustainability in destination development.

2.2.2 Sustainable Development

The sustainable Development approach created to consider the requirement of local communities and included the environmental and cultural conservation which is mainly the aim of this study along with awareness of inhabitants. According to Woodcock (1956), the main goal is to suit the changes for a more “idealized and green future for mankind in tourism”.

This approach is much like other methods is a process of change, but with the definition of preservation of natural resources and considered the needs of future generations along with development in order to reach a higher level of living quality (Aronsson, 1993). Both the sustainable tourism along with sustainable development helps and contributes to long-term credibility of development. The link between these two is dynamic which can consider cons and pros for destination community, but the main goal remains the same, hold a balance between the relationship of components and protecting the resource base and environmental concern at the same time (Hunter, 1997).

2.2.3 Sustainable Tourism

Sustainable tourism is the recent form of tourism respects to locals and visitors, environment and cultural heritage of destination for being sustainable for long run. Sustainable tourism comes to life from early debates on forming sustainable types for tourism. Sustainable tourism possesses certain forms of tourism not mass oriented types which sustainable tourism aims to achieve a long run survival for destinations (Murphy, 1994).

Empirical studies called mass tourism as hard and destructive tourism which disorder the chronicle of resource usage and local’s well-being. Sustainable tourism proposed

to be a substitute for mass tourism and concentrated on small scale tourism characteristics which researchers conclude that small is the exact synonym for sustainability (Pearce, 1992). But having small scale tourism is not supportive and most of the destinations prefer continuum approach between sustainable and mass tourism but in preserving system but this approach should be carefully managed otherwise it would be transformed to mass tourism and failure (De Kadt, 1990, 1992).

According to Cooper et al. (1993), having simple and continuum approach to tourism as the dynamic and complex phenomenon provided conflicts with the real world. So, sustainable tourism combined complexity of tourism with simple, continued and protective answers to dynamic destination tourism. Sustainable tourism embraced different types of tourism in order to protect the destination against mass tourism, but before talking about different forms of tourism it's better to talk about the tourism history and impacts first then go to different types and forms of sustainable tourism.

2.3 History of Tourism

Based on tourism literature, history of tourism mentioned repeatedly so, this study summarized it and just concentrated on main points. Tourism mostly occurred in particular touristic settings such as resorts and beaches through lengthy tours. These forms of tourism were mostly for rich and prosperous people had happened in least frequent times determined as economic stay and visit. This all started with elite Greece and Rome people's life, then by emergence of Renaissance and breadth of Grand tours and spas during 17th and 18th century. This way expanded in 19th century with the efforts of Thomas Cook and his followers' agency.

From the mid-20th century travelers have been dispersing over geographical destinations far from the home town began with jet airplane in Britain and Western Europe. Therefore, traveling and tourism activities expanded to Middle class and last to working class as a pleasurable peripheral. In this way, the role of innovators and entrepreneurs and agencies was significant in expanding tourism. Tourism emphasized on the most luxurious and prestigious families and gradually transformed to other classes in European societies. Tourism basically built upon time and money. Those practices and experiences provided less efforts, time and expenditure became over attentive and overlooked during the time. These forms of tourism as routine and ordinary can be existed in China, Japan, and other Asian and Middle East Countries such as Iran but little information are available (Borsay, 2005).

In Iran Tourism were mostly involved royal families and elite people for having spares times in country sides. Tourism little by little practiced by more and more people due to the boom in their economic position and modernization; thanks to technology and innovations. So, tourism varied based on different culture and societies over the time. All of these information assimilated based on the diaries, letter and journals with the hands of ancestors and royals.

In the past, the most popular types of tourism based on the scares information were Grand Tours. Grand Tours as traditional trips was originated by British whom traveled to Europe as leisure and recreational activities allocated for upper class and royal people.

2.4 Impacts of Tourism

The tourism industry has major critical impacts in all aspects of worlds' structure. Actually it is one of the most tremendous positive economic benefits for worlds' economy as the powerful source of incomes. Tourism industry always requires heavy amount of resource materials and with a good management program and system. Tourism managers and tourists positively return to the society, culture, environment, economic establishment and development of communities in our respected destination areas (Hillman, 1996). There are mainly three impact derives from Tourism (Figure 1):

- Environmental Impacts
- Economic Impacts
- Social and cultural Impacts (Mathieson & G Wall, 1982).

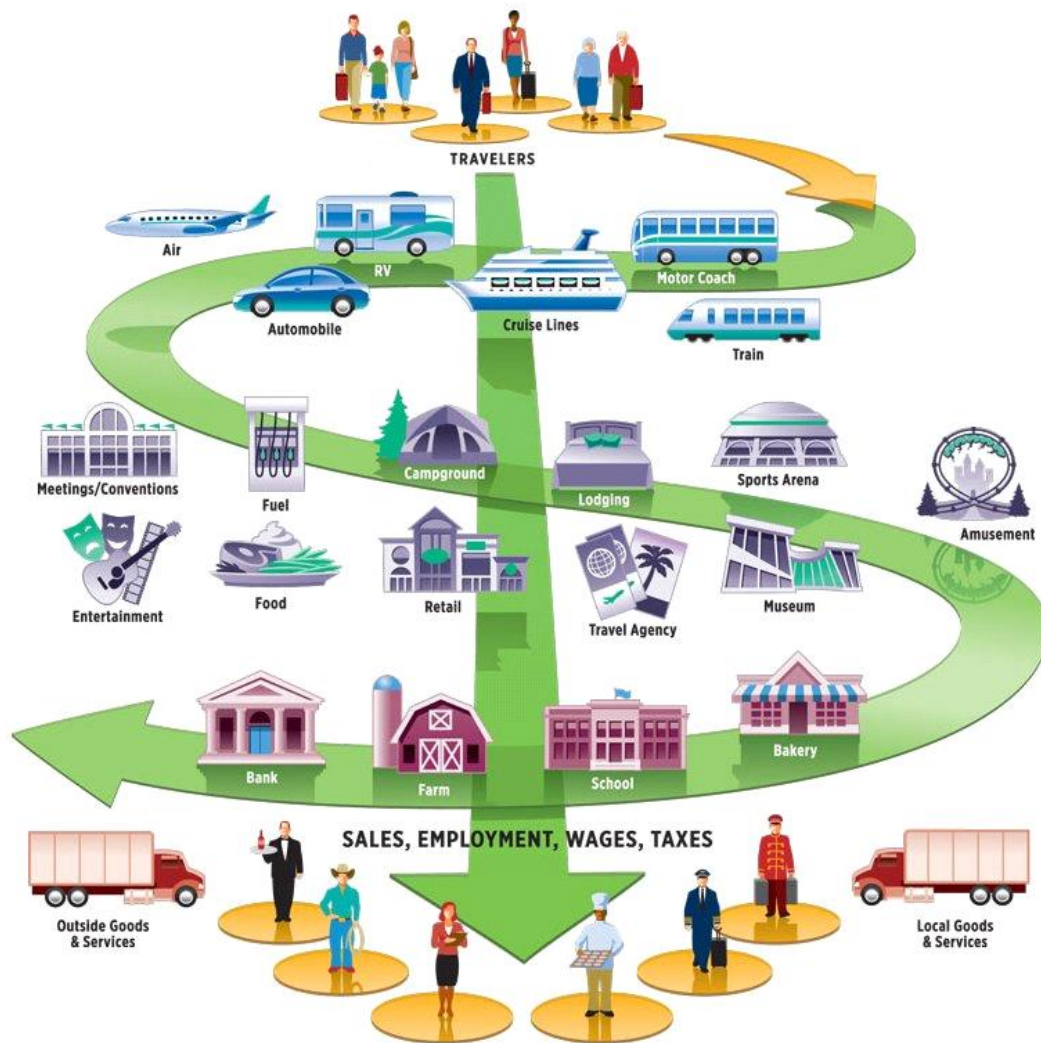


Figure 1. Impacts of tourism
Source: Song, 2000

2.4.1 Environmental Impacts

Environment has always been one of the important and essential factors in tourism. However with the development of tourism plans and infrastructure such as building roads and tourism facilities, hotels, restaurants, shops and beach resorts its negative impact can eliminate environmental resources that essential in developing tourism planning. Tourism on the other hand can increase the awareness of people and tourists about environmental value and protect the regions and contribute to their economic place in tourism industry.

The physical impacts are caused by tourism development activities and tourist activities plus changes in economy of that area:

- **Natural Resources:** most important natural resources like water are critical in several regions and tourism always extensively use this resource in their planning and developing for hotels, swimming pools and drinking waters. The amount of consumption is varied but overusing it by tourists or industry itself can lead to shortages and creating a great amount of wastes adding to water pollution (Figure 1). The local resources like electricity or fuels can meet high demands in high season for nearly doubling the population of that area and high demand for local energy. Increasing the construction activities and using jungle as a source for wood and fuel will result in land degeneration and destruction of natural environment and soil for developing needs (Hueting, 1980).
- **Pollution** – with increased use of transports and rising number of tourists in international scales, tourism now use up to 60% of total land and air transport and a lot of CO₂ emissions for flights and transports (Hillman, 1996). Wastes and littering is another physical impact of ongoing tourism leisure which directly degrades the appearance of natural landscapes such as rivers, shorelines, water and marine species.

2.4.2 Social and Cultural Impact

The effects of traveling tourists on domestic and host communities of destination can be described as socio-cultural impacts of tourism industry. In these situations, tourist's party has direct and indirect influence on cultural and lifestyle of that region which sometime unpredictable due to different behaviors and judgments existed in that society (Figure 2). These impacts can bring change to traditional lifestyles,

families and relationships and sometimes ends in relocating some of the community's families (Carley & Christie, 1992).

	Social	Economic	Environmental	Who benefits?
Mass tourism	Seasonal employment Low paid Unskilled Servants in own country Farmers leave land Crime, violence, Alcoholism e.g. resource 5	Seasonal employment Low paid Foreign currency Leakage e.g. resource 2	No building control Area spoilt e.g. resource 6 Visitors eventually move on e.g. impacts on Benidorm / Antarctica	Government e.g. Infrastructure benefits to country Pay debts But – hidden costs e.g. resource 2
Community Tourism	Cultures meet and respect each other Locals manage tourism Involves communities not individuals Local cultures respected No peepshows! Can say 'no'	Locals get fair deal Community works together e.g. with tour operator Local infrastructure benefits	Locals sustain the environment as mutual benefit because tourists want to come	Locals. 'Bottom up' sustainable tourism. But not as financially beneficial as mass tourism – growth too slow? Tourists – feel good factor
Eco-Tourism	Cultural respect e.g. Alta Floresta Positive experience for locals and visitor Locals empowered Raise sensitivity to issues e.g. deforestation, human rights e.g. South Africa	Direct financial benefit Work for fair deal Income generated to preserve environment e.g. Antarctic cruises contribute to WWF	Main beneficiary as tourists want to see exquisite scenery. Builds environmental respect Money raised for conservation Locals look after environment	Anyone who cares about the environment e.g. Greenpeace / WWF Locals, but more care for environment than them? Tour operators...
No Tourism!				

Figure 2. Recap of social, economic and environmental impacts of tourism, Source: 2010, UNWTO

2.4.3 Economic Impacts

One of main economic impacts of tourism is foreign exchange and currency earnings and thus contributes to government earnings and revenues, thus in return paving way for many job and employment opportunities. Totally we can imply that these positive impacts are main source of increasing revenue and economies:

- Foreign exchange – earning of foreign currency by selling goods or services to foreign visitors.
- Government earnings and local revenues – Tourism can contribute by bringing foreign tourists and generate income by either tax from businesses and tourism

employments directly or indirectly by acquiring revenues on goods and services presented to visitors and tourists.

- Employment – Mainly in hotel sector can present jobs and employment and by expanding on restaurants, nightclubs, hotels and even taxis supply amount of new workers.

Other than these, there are several negative impacts and influence on economy like leaks of income for maintaining standards on resorts like hotels for supplying special drinks or food and when the foreign investors decide that they have to withdraw their capital and profit and take it back to their financial accounts in their own countries (Tress, 2010). Other negative influences will be the cost of improving and maintaining the tourism assets by government that it might lead to increase taxes on infrastructure or increases in prices in basic services and dependency of domestic and local communities to solely on tourism can leads to negative impacts.

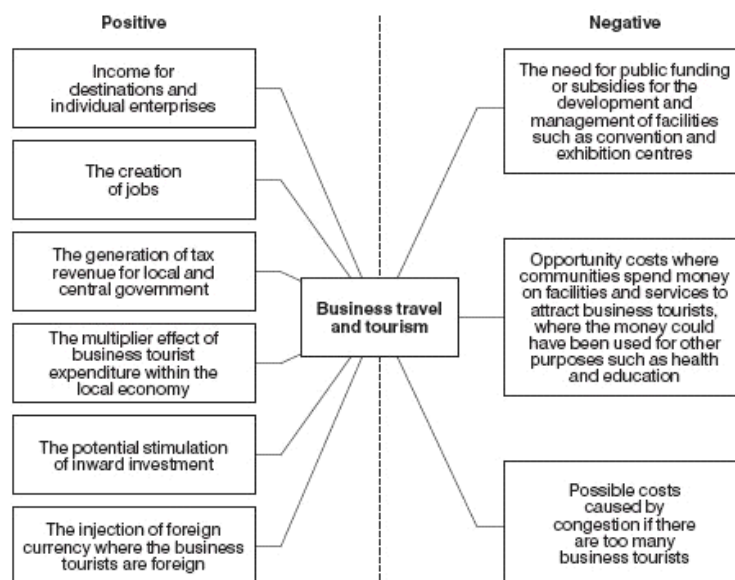


Figure 3. Economic Impacts of Business travel and tourism, Source: Font, 2000

2.5 Problems

Tourism like other industries has some inevitable problems for destinations. Having various types of tourism without intellectually control the demands and potentials of the market can caused unforgiveable and irreversible problems (Santana, 2004). Pollution is one of the exact consequences of mass tourism caused health problems for local and international population (Figure 3).

Environmental damages due to excessive touristic activities are other inevitable problems such limited resources in destination leads to conflicts between locals and tourists, changes in natural beauty of the environment and socially like cultural conflicts between local and tourists' cultural and social values and priorities (Beirman, 2003). Regarding economic view which is mostly profitable for destinations in booming period but after destroying natural beauty of the destination, fewer tourists would be interested to repeat their visiting behavior so monetary expenditure would be decreased as well (Anderson, 2006).

2.6 Changes

Two types of changes happened in tourism industry over the years named exogenous and endogenous. Exogenous are those macro changes beyond the destination's control and ability such as change in customers' interest, taste and needs for example for spa and mountain areas in Europe. Also technological developmental is one of exogenous changes. In Britain resorts can be due to technological advantages which imposed decline in number of tourists and interest in sun lusting England destinations and provide for people to enjoy from warm Mediterranean beaches and resorts instead. Regarding smooth changes in destinations, exogenous variables provided rapid

disruption in case of natural disaster for policymakers especially when limited availability existed to make proactive solutions for those destinations (Cooper, 2006).

Although diversification can lead to destination's rejuvenation, but policy-makers have to always determine uncontrollable exogenous changes as one of the destination threat. Similarity of touristic concepts was one another exogenous changes negatively affected profitability and tourism markets' of destinations such as having summer beaches in most of the countries make it possible for tourists to travel over the countries to experience all of their facilities and new tastes in a same concept (Derrien & Kecskés, 2013). For example, people come to Britain resorts for enjoying summer but now travel to France, Italy and other Mediterranean resorts for having new experiences of different climates and atmospheres. Policymakers can focus on causal development mechanism to predict the turning point over different stages. Therefore they have to focus on endogenous changes. Endogenous changes are those changes in control of the destination. Casual mechanism such as words of mouth, demand oriented and destination reputation can positively effect on endogenous changes for more sustainable growth in organizations (Yaari, 1978).

Different changes - exogenous and endogenous- happened over recent decades in destinations and tourism demands. As mentioned above, different types of tourism expanded over the time with efforts of destinations to play a powerful role in tourism industry. In past, just short traveling in summer for visiting their relatives was existed but now numerous types of tourism in various forms are available based on tourists' needs and wants. Demographical, environmental, social, political and economic changes can directly or indirectly effect on tourism demands and substantially on tourism growth. Every company, organizations and planners try to make changes in

order to attract new potential customers. Expanding tourism market resulted in increase of customers' needs and demands. Those destinations provide intellectual changes in their tourism offering can survived in competitive tourism market in the world. Policymakers and managers should also be careful about consequences of tourism types due to their economic, environmental and cultural and social impact in order to make a destination more sustainable.

2.7 Models

Various tourism-related studies developed and used many useful and academic models. Over the last three decades, numerous studies examined various models. Most of them analyzed their models through single equation modeling for evaluating tourism demands. Few studies examined complete demands among numerous categories of products and services in destinations. Two other models which are called economic models used for estimation and evaluating the financial and economic perspective of touristic destinations are linear and log-linear regression models (McAleer, 1994).

Log-linear model consist of two types of variables named depended and explanatory variables used in algorithms. Linear variables have two types of variables same as log-linear called depended- and explanatory variables in different levels. This form of variables compute data straightforward besides temporal aggression of linear-depend variables. Difference between these two types of variables is that linear variables do not let the random errors distributed in the equation. Depended variables which are existed in both types of models broadly classified into tourist expenditures/ receipts, length of stay, tourist export/import, and tourist departures and arrivals. Among these dependent variables, tourist departure/ arrivals used most frequent than others. These

variables consists of tourists' number per capita, flows of tourists in different types of flights and tours, leisure and business tourists' proportion out of total tourists' numbers (Omg, 1995).

Other models which recently used in tourism research are time-series models, statistical and non-statistical methods, and econometric approach to forecast, evaluate, and undermined the trends on tourism and effects of specified variables on destinations on tourism-related issues and theories (Witt & Song, 2000). Time-series model focus on historic trends of variables due to its disturbance and past term randomly. This model broadly used for tourism forecasting the upcoming demands of destinations (Box & Jenkins, 1970). Econometric models evaluate the link between tourism demands as dependent variables, elements and factors on those demands (Clements & Henry, 1998). Other quantitative models emerged recently in tourism analyzed data through focusing on less precise heuristic techniques such as fuzzy logistic, algorithms, "artificial neural networks" and finally support machines (Toshinori, 1998).

2.8 Tourism Industry in Developing Countries

According to The World tourism Organization (WTO) average growth rate of incoming international tourists in developing countries from 90's to 2005 was 6.5% comparing to developed countries at 4.1% worldwide (WTO, 2005) Also WTO predicted that in 2020 the international tourism arrivals will reach 1.6 Billion due to their overgrowing performance in their tourism industry. In developing countries, when their economy is just stationed on small sectors, tourism has a great potential in economic diversification earnings. Governments understand and seek to attract the

valuable foreign currency and revenue plus increasing wide range of employment and social advancements (Rigouzzo, 2010).

Sometimes states pay a little attention to tourism potential and ignore the contribution that it can add to one's economy. Some debates that tourism has negative impacts on economy and natural environment but they mostly fail to see the positive outcomes. Although they are no guarantee of positive effects most of tourism projects like hotels can have diversified indirect influences. These resorts, when established they can boost the economy and presenting more employment and business opportunities for locals of that remote area. Moreover, tourism development can give the country a place in international community and help improving their image and finding a solution for their many domestic problems like poverty and civil conflicts (IMF, 2009).

2.9 Tourism Industry in Developed Countries

In already developed countries like Europe, tourism has grown much that there are a wide variety of hotels, resorts and specialized sections, family oriented are available to tourists with different budget and tastes (Figure 4). The developments in their technology and transport sections are high that many more airports and airlines are accessible for tourists. Their advancement in transport infrastructure and improved technology and resources made those countries available to host a mass tourism, transporting a large group of tourists and visitor in a small amount of time to enjoy their time at seaside resorts or touring (Ashley, 2010).

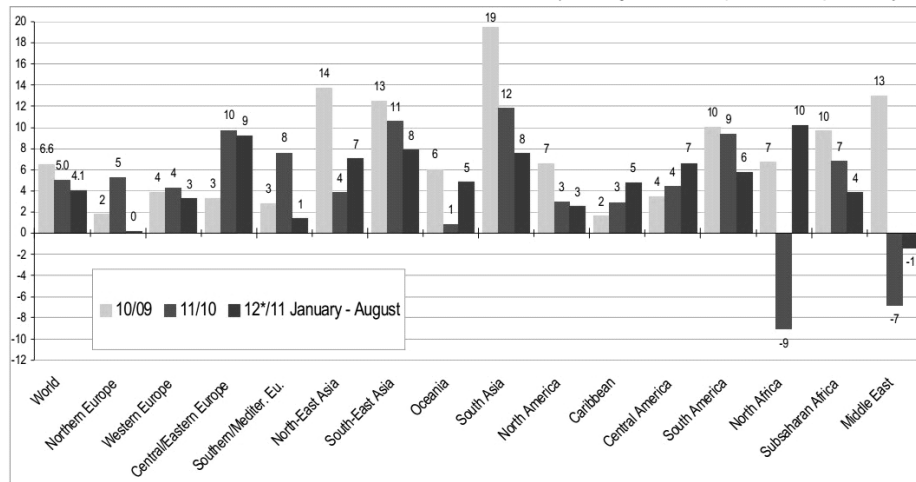


Figure 4. International Tourist Arrivals.
Source: WTO from 2010 to 2012

2.10 Types of Tourism

Tourism like other industries has different sub-titles based on the area of their concentration and effects. Tourism is mainly classified into these types:

- Inbound International tourism – Which is foreigners travel to the destination country.
- Outbound International tourism – domestic residents traveling abroad to foreign destinations.
- Domestic tourism – domestic residents traveling within their own and familiar region and country.

While there are a lots of tourism categories in several customized levels, these are most popular tourism categories:

2.10.1 Leisure Tourism

It refers to time that people spent away from work and all manners of business and as relaxation time (Crouch, 2000). Much like going for a holiday vacation for reasons such as:

- Relaxation activities, sleep or walk on the beach
- Sport activities, Swimming, running or surfing
- Visiting the local tourist attractions or friends
- Shopping for items in malls or bazaars or local and domestic related items for tourists.

2.10.2 Business Tourism

This category defines travel and trips for the soul purpose of business and activities related to business:

- Trading goods, selling and buying on wholesales scales
- Performing business transitions, signing contracts with customers and clients
- Business meeting and conferences related to their specific job (Hankinson, 2005).

2.10.3 Medical Tourism

This classification defines when people travel to destinations to receive treatment or conduct an operation for their disease or health conditions. These procedures in medical tourism can be including the Weight loss, orthopedic surgery or organ transplants. In this category people are mostly looking for a high quality of care and accommodations and better packages than their own domestic regions (Connell, 2006).

2.10.4 Cultural Tourism

Also called heritage tourism is the category which is related to the destinations' cultural lifestyle and historical sites, arts, architecture and religion. Facilities included in Cultural Tourism are museums, theaters and festivals. Also this is the most popular types of tourism attract people from all over the world to destination region; this form of tourism widely attract great numbers of tourists to most traditional and cultural

destinations which this form in return brought great amount of profitability (McDonald & Jolliffe, 2003).

2.10.5 Adventure Tourism

This Tourism category involves the outdoor activities and hobbies which mostly take place in unusual dangerous and remote areas like sea, rivers, hills and mountains. Adventurers seeks to get services from activates like bungee jumping, rock climbing, river rafting, surfing, paragliding and expeditions to mountain ranges (Weber, 2001).

2.10.6 Wellness Tourism

This classification is also the fast growing type of tourism in both national and international tourism. People travel to destination to perform activities related to increase their personal health and wellness in some unique locations offering these services. This form of tourism includes the massages, facial and body treatments and special exercises in special and unique facilities and programs related to that domestic destination (Smith & Pucsko, 2008).

2.10.7 Sports Tourism

Sports tourism involves trips and travels for the purpose of a sporting events such as Olympics, World Cup, tennis and Formula 1. This type of tourism also attracts lots of tourists to destinations with high amount of profit in turn (Gibson, 1998).

2.10.8 Religious Tourism

This form of tourism involves traveling people of faith to holy sites and cities for pilgrimages, conventions or missionary trips. Religious people absorb to this religious places in order to enjoy and use the religious environments of destination (Rinschede, 1992).

2.10.9 Wildlife Tourism

Wildlife tourism is the expedition and researching non-domestic wildlife of the certain natural environment in tourism destination which involves in observation and photography of animals. Although it has its own risks but attract particular tourist to destinations with high potentials of unknown elements for experiencing (Reynolds & Braithwaite, 2001).

2.10.10 Ecotourism

Ecotourism mainly focuses on conserving environments and natural resources in untouched and undisturbed areas and informs and educates the tourists and travelers about the destination and local natural environment and how to conserve the ecological life of that region and awareness or benefit the local community to help those destinations remained undisturbed by human intervention. There are several characteristics defined for ecotourism (Hynonen, 2001), upon visiting the natural areas:

- Limit the disturbance of human interactions and impacts, helping the still unspoiled environment
- Help increasing awareness
- Provide financial and benefits for conservation of local wildlife and people
- Support and respect domestic and local culture along with human rights (Ceballos-Lascurain, 1996).

Various types of tourism created basis on the various demands of people and change in locals and tourists lifestyles.

Chapter 3

RURAL TOURISM

This chapter provides detail information about different types of planning, theories, concepts and their effects on social, cultural and economic of people around the world with presenting similar cases around the world. In addition information around the importance of rural tourism in economic aspects of rural areas mention as well. In this chapter the focus of is on rural tourism and its useful sustainable forms which remained behind in terms of development.

3.1 What is Rural?

Rural area defined as those geographically areas outside cities and urban areas. So every place which cannot be considered as urban is rural. In Canada every geographical places reside nearly 150 people is called rural otherwise it would be named urban. More than 50 % of Canadian people live in rural areas and this percentage are 16% for United States with having more than 90 % of geographical environment (Hope, 2011).

Rural areas considered any geographical places which is not urban with natural beauty. Tourism researchers develop rural tourism as one of the tourism types for many reasons. Rural areas are combined with numerous small and family based businesses next to natural and unique environment in friendly manners which it is one of the main focuses of tourism as well. Rural tourism can be good response to seasonality of local jobs and low wages. Rural areas are in fierce need of economic

growth which providing useful types of tourism which would be with direct involvement of locals in tourism activities help their economy to boom (Fleischer & Felsenstein, 2000). But little attention addressed this forms of tourism and its economic effectiveness.

Rural areas include many useful tourism forms which are neglected as sustainable development tools of rural areas. These types would be named and expanded later in more detail.

Second home visitors have quite great impacts on rural communities and their residence in terms of socio-cultural, environmental and economic perspectives (Brian & Krannich, 2013). Second home visitors expand job opportunities, increase immigration, develop quality of environment and encourage central communications. Based on these positive points' rural residence welcome visitors with open arms but they forgot the negative aspects. Second home users promote urban culture and lifestyle which is mostly consumption oriented and different (Farstad & Rye, 2013). According to Farstad and Rye (2013), second home visitors feel less if no responsibilities to protect the rural landscape with concern of its well-being because of their less relation with rural areas. Different studies analyzed the effects of second home visitors on rural development such as Overay and Berg (2011) evaluated the similarities and differences of visitors and local perspectives based on required spaces.

Another studies assessed local residence perspective on second home impacts on rural development which most of them agreed that second home development improve well-being of their rural areas in terms of economic and environmental aspects (Fountain & Hall, 2002). In contrast to this study, another research found that second

home owners are more land use supportive and protective than local residence with having great concern about rural development with sustainability (McIntyre & Pavlovich, 2006). Contradictory finding of theoretical studies pursued us to fill this gap of planning literature.

3.1.1 Theories of Rural Tourism

Two ways exist to analyze theories in rural areas which are deductive and inductive reasoning; we used deductive reasoning to develop our theories. One of the rural theories is Ecological Theories which contain Human ecology and family ecology theory. Human ecology theory creates uses and manages the available resources to adopt, develop human being and sustain environment; this theory focuses on interlinked relationship between human and environment (Bubolz & Sontag, 1993).

Family ecology theory investigated synthesis to combine human development and family relationship within family resource and management framework which is a value centered activity under critical based science (Bubolz & Sontag, 1993). Focus of this theory is on family members individually and family as a unique concept. This theory helped the Scientifics to understand differences between cultures, ethnics, nationalities and racial background of individuals in detail. Family ecological theory provided great understanding to have exact critical attention on rural low-income families and rural communities completely. According to ecological theories, different changes over the time would be undermined through researchers' annalistic and critical evaluation (Katrass et al. 2004; Son & Bauer, 2010).

Another theory named Family System Theory defined as analyzing interdependence part of a general system rather than whole which these parts have greater impacts on society (Chibucos et al. 2005). Family consist of individuals interacting and

exchanges behaviors so they make influence on each other to some extent. Researchers used this theory to find out individual complex behavior based on their family structure for social and marital interactions (White & Klein, 2008).

Human capital theories focused on time allocation, production functions and choice selection individual made during their daily life. Human capital undermined the effects of monetary values based on time, choices and productivity of humans in market and non-market areas which can be seen as asset which can be improved positively by providing information to them (Becker, 1975).

One of the important theories under this discussion is health and personal and capital theories defines good health demands and amount of time spend to earn income and increase productivity to finally acquire health facilities and commodities (Tomer, 2003). Personal capital theory is physical health, psychological and spiritual condition of individuals (Tomer, 2003). Different factors can play affecting role on degree of individual physical and psychological conditions such as economic, family situation, and social issues as well as environmental (Tomer, 2003). One of economic theory which is also called socio-economic theory relates to economic/income and occupational condition and status of individual in society (Mammen et al. 2009). Mammen et al. (2009) also used this theory to evaluate degree of life satisfaction from their social condition of rural mother based on their economic/income condition.

Last theory is social capital theory which is all about social interactions with other individuals in social context (Coleman, 1988). Social structure and functions formed social interaction among individuals (Coleman, 1988).

3.1.2 Models

Different studies developed various models and graphs for their studies. Below some of these models are presented which will give further insights to researchers and readers deeply. The first model shows different types of problems and innovative solutions with delivering value for rural communities (Figure 5).

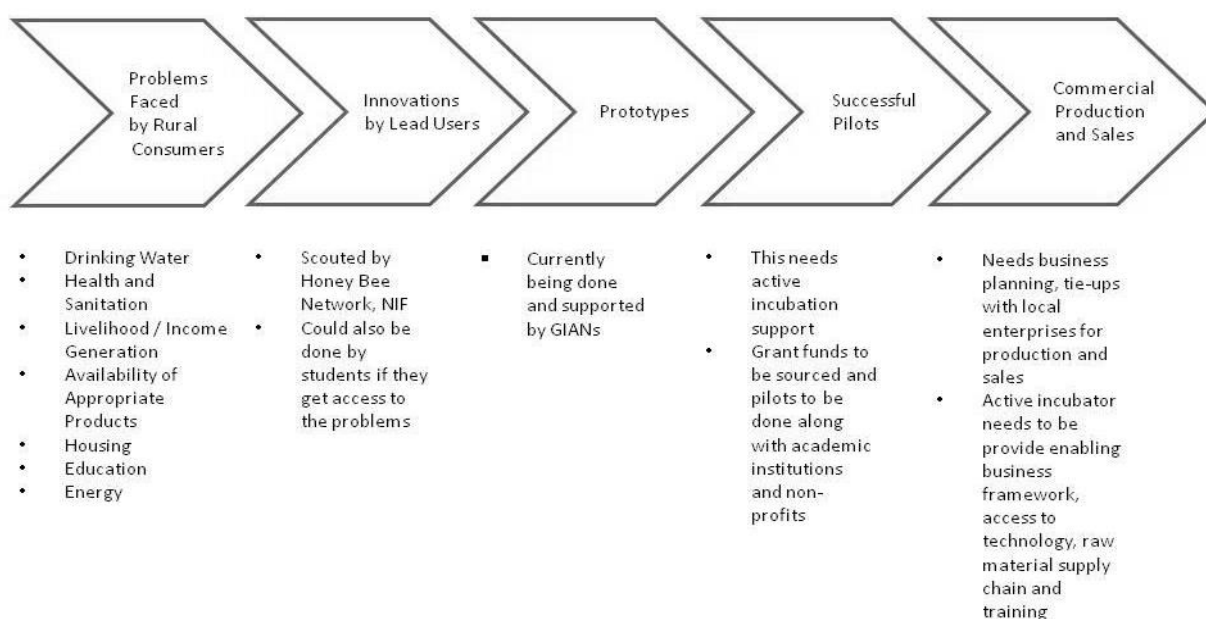


Figure 5. Value Chain for Rural Innovations
Source: Goodman, 2004

Another model represents information about different element employ to develop rural project (Figure 6).

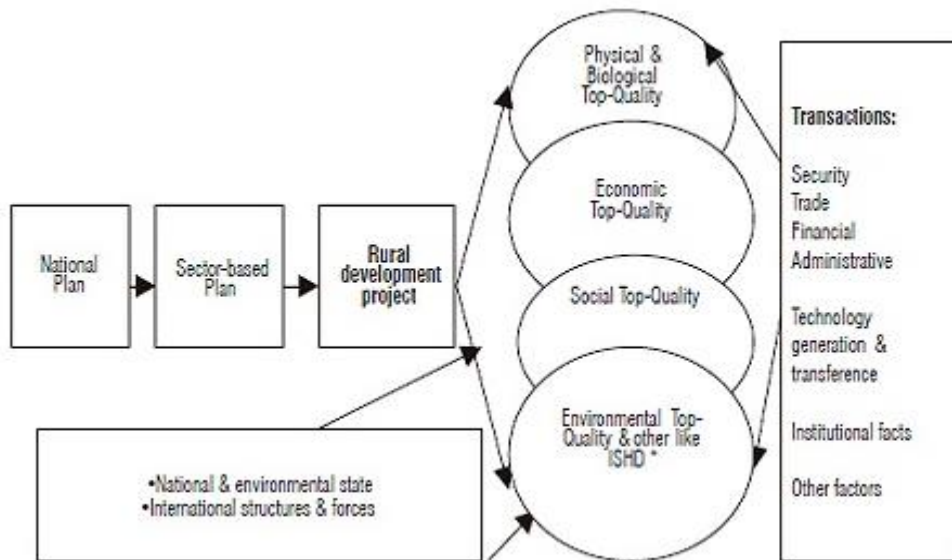


Figure 6. Elements of Rural Development Projects.
Source: Chambers, 1985

And finally one of the critical figures which are demonstrated different impacts on rural areas is figure 7. This figure clearly showed the effects of socio-cultural, economic, and environmental issues of rural communities and structure (Figure 7).

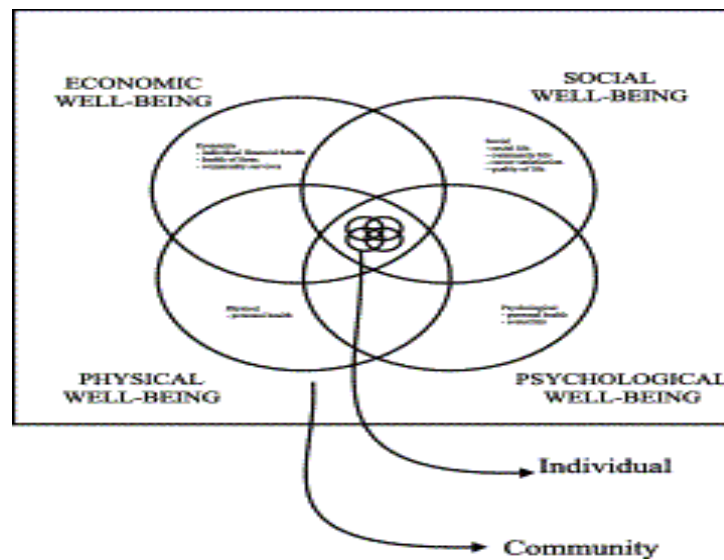


Figure 7. Elements of Rural Community Well-Being, Ramsey
Source: Smit - Geoforum, 2002.

3.2 Rural versus Urban

Rural and urban communities differ from each other in variety of ways such as:

- Lower population of rural,
- Less existing market for household and institutional markets,
- Less existing cash flows,
- Less job opportunity,
- Low educational facilities and opportunities,
- Lower available infrastructure with high quality and quantity,
- Lower diversity of income levels among locals, with
- High dependency on environment characteristics especially for farming and agricultural purposes.

3.2.1 Rural Economy

Rural economy is the study of rural economic issues such as agricultural, growth and non-farm. Most of the rural people's life excluding those traveling to cities for daily or monthly works, depend on farm and agricultural contexts with growth in both farm and non-farm issues relevantly. Most of the rural lives bind with agriculture and farming so any destruction and loosing agricultural lands would be resulted in loss of their income source definitely (UNWTO, 2012).

3.2.2 Socio-Cultural

Social issues are one of the most interesting issues under rural studies and researches which attract attention of great numbers of scientists. Social characteristics of rural people defined as the way individual interact with each other within society context. Small society is one of the main characteristics of rural area with highest interaction and traditional cultural framework among rural people which mostly are relative and family or close friends. Although social development brought number of profitability

aspects for rural areas but unfortunately impact on their social and cultural interactions and behaviors (UNWTO, 2012).

3.2.3 Rural People

Rural peoples are mostly characterized with less educational level, crowded household with traditional beliefs and ceremonies live in countryside fewer than 400. Rural people work all day long but earn less income in compare to that of urban (UNWTO, 2012).

3.2.4 Rural Community

Rural community is a type of municipality in rural areas consists of higher educational people from local residence (www.merriam-webster.com). Rural communities include educational people, places and structures for developing and managing rural areas sustainability.

3.3 Rural Tourism

The main theme of this study is focusing on a special rural system and lifestyle which can be considered as the sub-category of sustainable tourism. Even so the many villages population are hospitable hosts and suitable for rural tourism, sometimes cause young villagers to turn their back on their traditional ways and decide to move on to cities and pursue an urban lifestyle.

3.3.1 Village Tourism

However people are showing interest in past decades to discover and understand rural villagers lifestyle and countryside tradition and can be a successful tourism project and very beneficial for act like an income producer for other poor people living in rural sides of cities and help restore some old traditions that in a danger of being lost that can be named as village tourism (Figure 8).

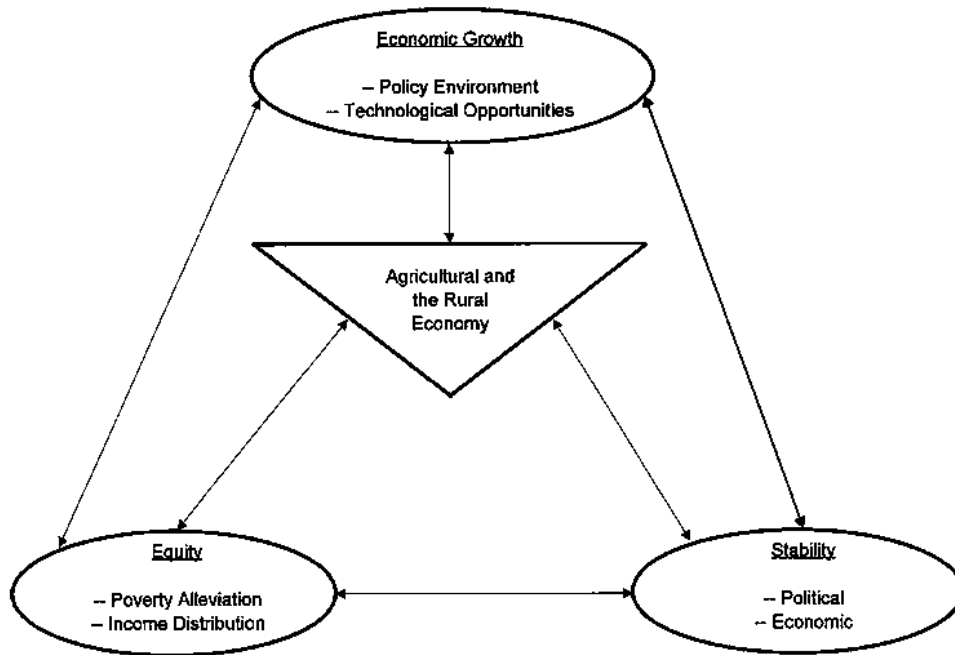


Figure 8. Economic Growth,
Source: Kuznets and Murphy, 1966.

3.3.2 Second-Home Tourism

Second-home defined as “a property which is the occasional residence of a household that usually lives elsewhere and which is primarily used for recreational purpose” (Bielckus et al, 1972 Pg. 9).

3.4 Urban Tourism

Urban planning and tourism planning have differences in the values, perspectives and approaches, but tourism planning considered as a subset of urban planning because of the frequent use of tourism planners from the same skills, tools, politics, and community values. Urban planning should have much to inform the tourism planning process. These planning processes mostly tried to be rational and objective in analysis that will inherently benefit some subsets of community over others (Paraskevas, 2012).

If these two types of planning coordinated with each other, we can expect the increasing problems which would be solved step by step, but if tourism planning not considered in the context of regional and urban planning principles, can you imagine what will happen to the tourism industry, economic, cultural and environmental development? For most of the countries this situation is unacceptable because of their economical dependency on tourism industry. Planning and developing tourism in an under developed country will be good for the overall economy and can help develop a country that would otherwise be left under developed and its citizens would be left without jobs and the ability to improve their lives.

Planning and developing tourism can also help develop infrastructure and help with education and technology in the host country as well. According to the concept of sustainable tourism which applies the sustainable development in environment, community and economic values offers the greatest necessity in planning and governance. Tourism A) provides entrepreneurship opportunities for small operators. B) Can foster balanced development and empower rural communities, youth and woman. C) Can change after sectors of the economy, especially the agricultural sector. Lack of tourism planning make a big and seeable gap in community based on every dimension. So, we see growing emphasis on sustainable tourism that support the environmental, the local community and business interests as well.

All and all, urban planning is a basic need to prevent chaos development. Urban planning contains various approaches of planning such as rational planning; other forms for this approach are synoptic planning and comprehensive planning. Rational planning has some considerable criticism assumptions such as: a) predictable rational behavior; b) unlimited knowledge and problem solving capabilities; c) the ability to

identify all alternative scenarios and d) objective variables and facts in a closed system. Rational planning's other approaches are functional- and Trans active planning. The last important form of planning is tourism planning which applies different types of approaches such as balancing environment, community and economic values. It is important to recognize the travel and tourism industry is global, highly competitive and unstable. Tourism is the fastest growing industry which makes the countries becomes popular.

After it, the main issues the author wanted to speak about is that in all types of planning, planners offers the greatest potential in the role of agents of social change. Planners have certain techniques; they can pursue the consequences by programing the procedures by supporting and encouraging strategic thinking and strategic acting. Planners have three basic roles: finders of strategy, analysts and catalysts. In tourism industry, planners should attempt to plan and control land use, assist local business to expand, attract investment, stimulate local entrepreneurship and attract tourism and conventions by removing negative impact.

3.5 Rural Tourism as an Economic Sector

Rural areas characterized with its unique environmental scenes adding with natural and untouched beauties covered by clear and refreshing atmosphere with no sound pollution and crowdedness mixed with traditional and profound richness in their culture but with weak economic and educational conditions. Based on these prerequisites, tourism would be one of the surviving tools for rural areas to sustain for long period of time with increase in economic perspectives and widening cultural perspective (Fleischer et al. 1993). Most of the urban residences need quiet and clean

air places for escaping from the crowd and pollution of big cities and urban areas for relaxation and physical, psychological refresh as well (Fleischer & Pizam, 1997).

One of the sub-sections of rural tourism is village tourism which is visiting the rural and villagers life style for natural lovers. Regarding mechanization of agriculture, most of the young villagers exodus to urban areas consequently. Next to this reason, villagers are so kind and have warm hospitality to visitors. Expanding village tourism under rural tourism for natural beauty and village simplicity lovers can improve the economy of the local residence as well as the rural areas as well if it managed efficiently and properly.

3.6 Cases around the World: Policies and Profile

Different countries around the world put forth in rural tourism and second home tourism as one of its sub-sectors in rural area economy which has significant effects on every aspects of rural people lifestyle.

3.6.1 China

Rural tourism in China mainly had been affected by western culture, and days back to their early ancestor. Chinese early ancestor uses natural beauty of the rural environment but far from rural people for having spares time and enjoyment in summer and spring times without any intervention.

Royal and feudal families in china owned whole of the country and then they were the biggest second home owners in China. Royal family used them for their recreational purposes and leisure activities. Rich and high profile people who play the major role in governmental activities also owned more than one home which the second one was

in rural areas, but now most of the people from middle class families owned second home and enjoy village tourism in rural area (Yang, 2001).

In 1949, China transformed to socialized society every people lived in welfare houses and pay rent to society for their living and every family can have only one home for living as the small shelter in that times. After 1979 reformation began to open policy. Then privatization of urban housing started to develop the urban market.

In 1990s welfare housing sold out to their tenants and privatization bloom. Building commercial housing come into being and second home has been reactivated but in new ways which helped other social levels to own the second home in rural areas. Development expanded to rural areas and more urban people became interested in visiting rural areas and spares from urban population and pollution to have had comfort and relaxation in rural areas so village tourism and second home phenomena expanded rapidly. Chinese people worked in urban areas and spent their weekend in rural areas which they called it '5+2 life mode' and lifestyle which was due to improvement in people life levels.

Second home phenomena and village tourism increased economic and life style of Chinese residence but have some non-compensational damages to environment. Also, second home tourism made some economic inflation such as housing price, tax generation, restructuring of local economic framework in their market and waste land which caused major environmental and economic problems for society as well.

3.6.2 India

In India rural tourism is the recent and new phenomena which attracted lots of tourists to rural destination. Rural tourism is the effective tools for active and constant

interaction between rural and tourists can be lead to cultural, social improvement in both parties. In India, there are many villages which are listed as the rural attraction due to their unique natural, cultural and historical background provided great opportunity for local to enhance their economy with spreading their rich tradition, cultural and artificial wealth to visitors. Some of these villages are Mandawa Village, Sangla Valley, villages of Zainabad, Amraee resort Pranpur, DongiraKondhs (one of the most famous and attractive villages in India), and Orissa – JeyporeBonda Women which is the famous as the seven girls state with colorful tribes.

Improving rural tourism in India were greatly thanks to physical and social infrastructure and governmental support for developing rural areas helped the economy to bust.

3.6.3 Europe

Rapid change in rural environment is mainly due to development of rural tourism – village and second home tourism, attracted lots of attention of urban people of calmness of rural environment and unique beauty. Rural tourism brought to centuries ago in European countries mainly in Scandinavian countries. Second home number is rapidly increased in European countries by their own owners due to recreational purposes in all around the Europe (Farstad et al. 2009). The economic base for rural areas has been changed from productivity to more diversified forms of public and private use of lands as consumption. Based on empirical studies in second home and rural tourism in Europe they found that urban people see rural areas as consumption part and provide the post productivity for rural areas (Crouch, 2006). Rural faced changes from productivity to consumption purposes.

Social and traditional conflicts was one of the outstanding problems occurred among local and visitors or second home owners (Perkins, 2006). Transformation caused problems as well for locals who lost their local market and house and forced them to displace in their own community, and on the other sides it was profitable for entrepreneur and real state private companies. Restructuring and transformation of rural face is one of the inevitable problems and conflict basis caused by expansion and development of rural tourism and second home phenomenon especially. One of the significant impacts of second home in Sweden was shortage of land and dwelling in rural areas due to rapid expansion of purpose-build second homes (Muller et al, 2004). Restructuring of rural economy paved the way for second home developers, but environmental degradation was the expected result of this phenomenon caused, alike other European countries, for lack of accurate and efficient management.

3.6.4 America

Rural tourism is one of the vital source of recreational and leisure source for tourism activities in America. Rural areas include beaches, rivers, mountains, forests and large lakes and etc. countries like America depend heavily on resource based rural tourism activities. Rural tourism increased construction and transformation to rural areas through easing the tourist access to different sites. In contrast to rest of the world American people migrate to rural areas due to rich natural resources, high infrastructure quality and consequently higher quality of life.

All of these issues were indebted to rural tourism empowered rural areas against urban areas for attracting American residence to rural areas, but the problem was that these new residence considering their income, education level and age demand alternative needs for services so this restructured the rural communities (Howe et al.,

1997). Although these new communities can also increase the productivity of rural areas and bring great economic benefits to rural region, but meeting their demands required new quality of infrastructure can affect the rural costs and increase the economic pressure on the other hand.

3.6.5 Second Home Benefits around the World

Developing second home phenomena in villages beside village tourism need strong managerial plans and high availability of infrastructure to decrease the negative impacts on environment and society and improve its positive influences on every aspect in society, economy and environment while comprehend quality of local residence and visitors life as well.

Chapter 4

SECOND HOME TOURISM AND RURAL DEVELOPMENT

Overview

Before starting detailed information about the theory and research base, let's talk about the origin of the second-home word. Second-home flourished in English-Language Literature around 1970s; in 1980s academicians turn attentions toward second home phenomenon but main resurgence of interest and enthusiasm started in 1990s (Gallant & Tewdwr-Jones, 2000).

Although empirical studies undermined second home under different aspects such as sustainable tourism aspects, geographic aspects and planning aspects but more evaluation in this area still worth to work. Study by Crouchley (1976), identified various factors including agricultural intensity, recreational facilities, second-home seekers motivations and patterns in ownership of second-home. Second home ownership mostly existed with leisure activity purpose which represent in domestic tourism, so this phenomenon categorized in leisure industry (RICS, 2005). Second homes are nowadays an integral part of contemporary leisure activities (Hall & Muller, 2004; McIntyre et al, 2006).

Researches in tourism literature mostly concentrated in relationship between second-home and tourism activities, tourists' accommodation in second homes and roles

second home plays in tourism industry. Second home tourism is one of the dominant forms of tourism activities in most of European countries like Denmark, Germany, and Netherland (Tress, 2002).

Tourism and planning literature in second-home phenomenon mostly concentrated on planning control, housing strategies, and regional development. According to Hettinger (2003), second home influenced on local markets especially in construction industry. Hettinger (2003) called second home as externalities imbalanced in supply and demand in housing and construction market of tourism activities and communities.

4.1 Issues of Second-Home Phenomenon

Due to second home complexity, different definitions and problems linked to this phenomenon as “second-home” based on planning purpose or assessment of exact total number (Gallant et al, 2005). So, researchers always faced problems in collecting information accurately including source of data to use based on local planning studies, National Population Consensus, and etc. (Gallant et al, 2005).

Definitions and data collection are important and vital prerequisites for all researchers. Second-home phenomenon as one of the most attracting subjects in tourism and planning literature faced these two issues as well.

Another two issues of second home are impacts of second home on local communities particularly and characteristics of second home ownership. In order to accurately understand second home phenomenon researchers have to undermine these two issues in order to get better information.

Characteristics of second homes help the researchers to find out how owners and users of second homes use it which help them to clarify the expansion of second homes regarding users and owners' characteristics (Gallant et al, 2005; Tress, 2002).

Most of the second home studies end with need of policy response locally and nationally toward second home ownership expansion. Usually these responses include growth encouragement to maximize and increase the profitability with decreasing associated costs (curbing of growth) or finally via presenting compromising solutions to balance between supply and demand (Gallant et al, 2005).

4.2 Second Home Understanding

Observing all of previous research, all of them provided concept and definition of second home based on personal and empirical studies close to their interest, but this study collects most of them regardless to the personal interest and will present most of outstanding definitions up to now.

Based on Coppock (1997), defined second home is difficult because of the fact that second home doesn't have discrete form which can be distinguish from first-homes. This difficulty would be increased when relationship between first and second home changed.

Dawning and Dower (1973) explained second home as owned and rented property as an occasional residency purpose for its household on a long term. Most of the definitions use "occasional residence" (Dawning & Dower, 1973). Some definitions use "tourism and recreational purpose" (Dawning & Dower, 1973) as an outstanding criteria. Bielckus et al, (1972) defined second home as "a property which is the occasional residence of a household that usually lives elsewhere and was primarily

used for recreational purpose” (Bielckus et al, 1972 Pg. 9). As a result of increasing of increasing second-home in number, the definition for this phenomenon became more complicated. Mobile accommodation is debatable category of second home phenomenon. Mobile accommodation is consisting of boats, tents and caravans. But lots of theoretical conflicts existed under mobile accommodation issues. Coppock (1977) stated that tent and caravans cannot be included as second homes, although they covered most of the same functions. Supporting Coppock (1977), De Vans (1975) explained that static accommodations such as flats, private houses, villas, chalets and houseboats could call as second-homes. Whereas Bielckus and his co-workers (1972) argued that caravans (neither static nor mobile) could be categorized as second home concept.

Wilson (1959) agreed with Bielckus and his co-workers statements about excluding caravans (both types) from second home concepts and category. He said caravan worth to study as separated phenomenon (Wilson, 1959). However same in North America and China, caravans are uncommon concept in Iran so, we excluded them from our work.

Another concept that this study would undermined is investment property which is broadly used in Iran via investment companies for leisure and tour companies. Although some of them cannot be included as second homes because the local people will buy them for first home use but this study focus on those for second home purposes only.

The amount and frequency of times spend in second home is important in order to get the complete insight of number of second home owners; on average, second home

owners in United states spend 53 days at their second homes (Brian & Krannich, 2013). Based on Stedman (2006), second home owners are those infrequently visit and stay in their seasonal home or those stay in their second home for entire summer or those visit their property frequently, but stay in another home permanently. A growing number of second home owners demonstrate the importance of interested people in developed and developing countries (Brian & Krannich, 2013).

Second home regardless of its definition effects on local people living conditions in many aspects. Rice and Clay (1980) and Jones (1988) named life ways impacts of new temporary residence on primary-residence as the “Culture Clash”. Those clashes related to land use and environmental issues called “Environmental Clashes”; and finally, those clashes refer to the economic issues of the areas named “Economic Clashes” (Brian & Krannich, 2013).

4.3 Second-Home Owners and Users

Reviewing above definitions none of them differentiated and defined second home users and owners. Second home owners are not necessarily the users and users are not mostly the owners of second homes because most of the second home owners prefer to rent their homes to their friends, relatives and visitors for financial profitability and most of the second home users prefer to rent the second homes instead of spending great amount of money in second home (Bielckus et al, 1972).

4.4 Relationship and Differences Between First- and Second- Homes

Differentiating between first- and second- homes is too difficult due to their close characteristic. Time can be one of the factors to distinguish between these two concepts. Sometimes second homes used for a long time so deciding whether it is second or first home is complicated.

A case in this situation is weekend houses which the owner has to work in town and city in working days but in the weekend stay in the house in countryside (Bielckus et al, 1972). Sometimes t each businessman works in two cities and stay in each home on an equal basis.

After some period of time, second homes turn to be first home as a result of the owners switching old age then will move to second home which mostly are in country side and green spaces to use the fresh air and untouched scenes so the second home turn to be first home in retirement cases (Bielckus et al, 1972).

Retirement play an impetus role in changing the second homes to first home in developed and developing countries (Rosenber & Halseth, 1993). In some exceptional cases such as the one in France after World War II most of the people from Brittany and Normandy moved to second homes due to limited number of house in cities (Gallant & Tewdwr-Jones, 2000).

4.4.1 Second-Home Origin

History of second homes came back to the ancient Persian, Ancient Egypt, and classical Rome. Ancient wealthy Persian and Romans kings had thousands of second homes and villas in country side for seasonal use or for private ceremonies (Coppock, 1977; Dadvar-khani, 2012). Even nowadays in most of the countries such as Iran, most of the wealthy and rich peoples have more than one second home in more than two cities and countries for leisure purposes in seasonal and personal purposes (Dadvar-khani, 2012). For instance, Niavaran Palace in Tehran, Iran is one the seasonal second homes built and used by Pahlavi dynasty for summer time.

“Modern” second home is the twentieth century word refers to new types of second homes by ordinary peoples (Gallant et al, 2005). Second home major areas are nowadays in Europe and North America where majority of second homes located but with remarkable differences in compare to those in ancient or eastern culture and history.

4.4.2 Second-Home Spread

After World War II, second home started to rise in number based on various reasons such less home in main cities, pollution in big cities and mostly destructions in cities lead to increase in number of second homes in countryside; In 1970s number of second homes in North America estimated 3.5 million, in Western Europe 3 million, and one million in Eastern Europe. There were second homes in other parts of the world such as Latin America, New Zealand, Asia, and South Africa but less in number in compare to those in aforementioned countries and nowadays (Gallant et al, 2005).

Geographically second homes located in recreational touristic places, scenic areas, cities’ fringe. These recreational parts mostly situated 100 up to 150 miles away from city areas with green spaces (Ragatz, 1974; Greer & Wall, 1979).

4.4.3 Second-Home Status

Although the status of second home varies in different areas but empirical studies focus on second home agreed on growth in ownership of second home after World War II. Based on NAR report in 2005, second home number in investment and recreational status increased. There were 43.5 million second homes in United State based on NAR (2005). Primary reasons for building and purchasing second homes in United States are for investment, retirement and leisure purposes which about one

fifth used for retirement time (NAR, 2005). This information is also adaptable for England as they primarily used second homes for retirement more than recreational usage (Gallant et al, 2005).

4.5 Impacts of Second-Homes

Every phenomenon has its own specific impacts on social- cultural, economic, and environmental consequences. Undoubtedly, second-home tourism is not exceptional in this case.

According to Muller et al (2004), local impacts of tourism vary from one destination to another destination. He mentioned that some forms of second homes built based on the local interest and setting (Muller et al, 2004). In some destinations particular location allocated for second homes would be turned into first-home in long run. But particularly some of second homes built in attractive landscapes for recreational and touristic intentions (Muller et al, 2004). Regarding Figure 9, horizontal axis showed frequency of visits and ranging from frequent (weekend homes) to infrequent (vacation homes). Vertical axis indicated variety of second homes due to dwelling purpose. Each axis demonstrated the extreme of second homes landscapes based on urban settlement and local features. Local parts have the highest potential for second home expansion in vocational and recreational landscapes. In locations with limited dwellings and lands, most recreational and touristic second homes built.

	Weekend homes	Vacation homes
Converted homes	Ordinary rural landscape in urban hinterland	Extensively-used peripheral landscapes
Purpose-built homes	Amenity-rich hinterlands, coast and mountain landscapes	Major vacation areas, coast and mountain landscapes

Figure 9. Second Home Types and Their Areas of Occurance.
Source: Redrawn from Muller et al. (2004)

Second home tourism has various combinations of positive and negative impacts on social-cultural, economic and environment of the destinations (Bohlin, 1982). In this section in-details information about second home tourism impact would be presented.

4.5.1 Economic Impacts of Second Home Tourism

Economic impacts second home tourism discussed from the time this phenomenon discovered by scientific researchers and researchers in tourism and geographical studies. In early 1930s, ljungdahl (1938) argued that first sign of second homes in Europe found in rural areas of Stockholm, Sweden. From the time of discovery of this phenomenon the economic situation of rural communities started to change and restructure. Local population at rural areas heavily depended on income from renting and selling materials to second home users and visitors.

According to Nordin (1994) incomes earned by renting and selling materials to city dwellers and visitors were much higher than their traditional incomes through agricultural and fishing activities. So, second home tourism as one of the most profitable sources of income generation for locals increasing was attractive and

outspread all around the world (Green et al, 1996). Regarding to this development in rural economy, Newby named this form of tourism as “alternative crop” in Western world (Newby, 1988).

In some studies, they named second home tourism as the surviving form of tourism in rural economy which was close to complete failure in that time (Newby, 1988). In some of the European countries such as Sweden, Norway and Finland second home tourism is one the most vital form of tourism in development and modernizing rural areas (Leppanen, 2003). Second home tourism brings lots of investors to the rural areas which brought easy access to some goods without high needs of mobility. For example one investor would open the grocery shop in rural areas and then bring lots of suitable and nutritious foods with high standards and healthiness for residence and tourists. Therefore, residence can gain access to these goods without high mobility and expenses. As Bohlin (1982) mentioned when distance between second home and first home increased, local spending by owners of the second homes declined. This mean when distance between first and second home increased, this limit the accessibility of the city dwellers to transfer goods from city to rural areas due to the limit spaces in cars and transportation facilities so rural local residence can earn more through high spending of second home visitors and owners (Bohlin, 1982). So, second home destinations with longer distance and visitation period would be more economically profitable for locals (Alalammi, 1994).

Second home tourism expanded the interest in products produce by locals; therefore leads to economic growth and profitability rural communities (Sannebro, 2001). According to Sannebro (2001), tourist showed great attentions to products of local communities even though they would be charged in high price; locals gained high

profit through selling these handmade and local product in compare to what they would be earned if sell them to retailers. This high price of local products would also generate inflation on products (Wall & Matheison, 2006). So second home also lead to price inflation for primary users in local areas (Casado- Diaz, 1999; Hoogendoorn & Visse, 2004; Wall & Matheison, 2006).

One of other economic impacts of second home tourism is real state and investors and finance sectors in terms of rates of cash flow. Second home owners made the most of these economic demands. Marcouiller et al (1988) evaluated spending's on construction of second home much more than those traditional form of tourism activities annually. High degree of spending demands in construction, plumping and other related parts was significantly high which lead to recognizing second home as an important tourism forms in rural industry (Muller, 2003; Nordin, 1994).

Second home tourism also affects increasingly economic of particular municipality in various other ways such as in service security, in enhancement of services which lead to increase in migrant labor, affect quality of services, road, and traffic, and improve medical services in rural parts. Second home tourism directly and/ indirectly affects increase of construction materials and household goods (Robertson, 1977; Marshall & Foster, 2002). In some of the rural municipalities, mostly in Europe and south Africa locals announced that second home tourism increase the demand for historical tours which provide cultural opportunities for both youth and old of locals to come into the scenes and present their rich cultures and traditional heritage to visitors; so, all of these made lots of money for restoring historical places, providing diversity of entertainment and social interactions between rural and urban people (Muller, 2002; Urry, 2000)

4.5.2 Environmental Impacts

Undoubtedly second home tourism has some sorts of impacts on environment – positive and/or negative. Environmental impacts of second home tourism attracted much more attention of scholars to itself. Second home tourism would be highly expanded in highly attractive areas with unique landscapes and sightseeing included by fresh air and blue sky. Second home owners and visitors try to build and move to houses with unique, untouched and clean environment (Lesli, 2007).

In some of the areas environmental impacts of second homes is significantly observable and at the same time questionable (Halseth, 2004). High density of second homes in untouched landscapes would be lead to environmental degradation and polluting those concepts which tourists and visitors moved there to use and enjoy. Increasing number of second home visitors and owners caused various problems and challenges which mostly is for resources such as water, electricity, fishing, and landing (Butler & Hall, 1998). Like any other form of tourism, second home tourism has uneven environmental impacts but the important point is that these environmental impacts of second home tourism are more significant than other form of tourism. Building new houses and reforming roads and landscapes is some of these rapid environmental impacts (Coopock, 1977).

These changes cannot be improved or resolved rapidly after their usable time come, some of these second homes would be used for almost 25 years, but after these years renovating and reforming the shape next to the negative impacts for environment would be so costly. Even though, some of these houses wouldn't ever been used by their owners which maybe as a result of purchasing them for show off or business purposes, but the only important things have be thought about is ruining environment

considering impossibility of reforming or turning back to its origin in the time of need or urgency (Ashworth, 2003).

Deteriorating of water quality, utilization of shorelines, reforming lake, river and mountains and etc. would be some small examples of the environmental impacts of second home tourism.

Changes in environment would be increased sound pollution, crowdedness, climate change and especially would be exacerbated the global warming (Gossling & Hall, 2006; Leppanen, 2003). According to Hiltunen (2007) and Leppanen (2003), this form of tourism has negative impacts more than some other forms and less than most interested forms of tourism such as long-Haul sun, sand and sea tourism. So planners and environmentalist have to be careful in order to manage where/ how accept building second home concepts for recreational and touristic purpose in unique environmental landscapes. Based on some empirical studies on second home impacts on environment, interested finding found namely were the increase in local awareness about environment and environmental pollution. Some of the locals which were depended to second home tourism said that building and increasing second homes don't corrupt their natural environmental appearance (Suiter, 1999).

4.5.3 Socio-Cultural Impacts of Second-Home Tourism

One of the most researched areas of second home is socio-cultural impacts which mostly draw attention of scholars and academicians toward detailed analysis (Ahlberg, 1942). Based on Ahlberg (1942), 1940s was the starting points for moving second home demands which most of urban citizens intended to have second homes in rural areas for recreational purposes and leisure. One of the most outstanding problems in that time was socio-cultural phenomenon of second home tourism

(Coppock, 1977). Coppock (1977) questioned the social and cultural benefits of second home tourism for both rural and urban residence.

Mainly due to empirical studies in second home sector, socio-cultural conflicts are one of the most unavoidable conflicts in second home destinations. Second home owners and visitors mostly bring their urban lifestyle to the rural areas and intended to live in the same concepts as in cities. This would bring ambiguity and personality conflicts for rural residences which were mostly away from these types of lifestyle and culture (Skargardarnas & Riksforbund, 2002). Second home visitors mostly criticized as presenting unnatural culture or namely “fake culture” which is not adoptable in rural areas. Visitors don’t intended to present the same culture as the locals, they mostly presented even stranger culture than those in cities when they visiting rural areas (Jaakson, 1986). In early time of second home movement, the gap between rural and urban residence was too wide considering the second home owners in that time were the rich first class of urban society faced with severe poverty of rural residence from lowest level of society (Senssan, 1954). Although this gap nowadays became less but it’s still existed.

Nowadays, middle class visitors who worked in private or own companies with high educational background and culture moved to rural areas with people who worked in public companies with low levels of education and culture in compare to the urban residences (Aronsson, 1977).

Socio-economic differences showed itself when second home owners have the powers in decisions for rural destinations (Green et al, 1996). Second home owners’ recently demonstrated significant status and present in touristic destinations (Mottiar & Quinn,

2003). Also, second home owners shaped the most important factors as creating touristic places and attraction in rural areas (Mottiar & Quinn, 2003).

Another socio-cultural issue of second home tourism is lack of personal and social interaction between second home owners and permanent visitors of rural area. Although this interaction wasn't existed in the past but it change little bit nowadays as a result of resource sharing and geographical demands of second home owners and permanents residence. Second home owners negatively effect on rural communities lifestyle and most of the time enforced the indirectly to migrate to big cities in order to improve their life but based on the history of rural to urban sites migration, most of rural people in big cities had to involve in low income or low level jobs such as proletarian and portorage (Visser, 2004).

Socio-cultural impacts of second homes are wider than simple explanations and it worth to study separately but we mentioned them here not in detail because most of them are clear and knowledgeable readers will find out the reasons behind. Second home tourism negatively effect of mother tongue of the youth who try to look alike urbanized persons after some social interactions to avoid being ridiculous in the eyes of visitors so they put efforts to assimilate tourists behaviors (Gallent et al, 2005).

Some of the locals looked at them as their enemies because of the inter- family conflicts as a results of visitors behavior and culture; So, this leads to socio-cultural conflicts between locals (between youth and old population) and visitors, decrease social cooperation, make imbalanced society; Second home tourism brought flow of money to rural areas and this can effect on consuming behavior of rural people. Second home tourism also provides variety of jobs opportunities for youth and

women so these make them independent and decreased the men authority in male dominancy (Gallent et al, 2005).

We have to look at both sides of second home glass negative and positive. Although second home has lots of negative consequences but it also can have some positive outstanding results for locals such as strengthening locals' social status, increased in felt proud of locals when saw visitors interest in their heritage, culture and traditions which leads to increase in cultural identity (Green et al, 1996).

4.6 Information about the Cases

This study tried to evaluate the socio-cultural, environmental and economic impacts of second home tourism in North of Iran as a study setting. Ten villages located in Mazandaran province, Iran with 40,578 populations in 2006 were determined as the setting for research.

Mazandaran Province is famous for its humid climate and immense natural beauty which is unique in all over of Iran, and is therefore an attractive outstanding destination for domestic and international tourism. This city accommodates thousands of domestic and international tourists every year. Natural parks, green mountains with Caspian Sea's great water for swimming all and all located around Mazandaran and Noshahr and most of the other cities in northern Iran in few distances. During the reign of Mohammad Reza Shah Pahlavi Noshahr was unofficially known as the second capital or the summer capital of Iran because it was where Shah and most high-level government officials lived and worked during summers. So Mazandaran Province and its surrounding villages and sub-cities especially Noshahr, Nur and Mahmoudabad can be called as Iran's second home

touristic capitals from past up to now. So many universities and high level institutions located in Noshahr, Mahmudabad, and Nur.

Noshahr own one of the civilian airports in northern part of Iran. Noshahr has dual-use port was built by Dutch in late 1920s and now own of the most important port in Caspian Sea in Iran. Noshahr consist of Chaloos and some few villages but after decision by National Parliament after 1996. Noshahr due to environmental consideration have slow vibrant economy regarding tourism, agriculture, Timber Treatment, ship transport, steel industry and food processing. Noshahr owned Shamoshak Noshahr F. C. which plays in Azadegan League now.

Mahmudabad another wonderful and great city next to Nur and Noshahr located in south east of Caspian Sea with population more than 27,561, in nearly 7,513 families (Census, 2006). Another city which this study brought into consideration is Nur.

Nur is the capital City of Nur County with population near to 21,806, in approximately 6,164 families. Nur is the oldest city in Mazandaran Province with great cultural and environmental potentials attracted great amount of tourists and visitors yearly.

Below there are some interesting photos of these unique touristic destination in North of Iran.

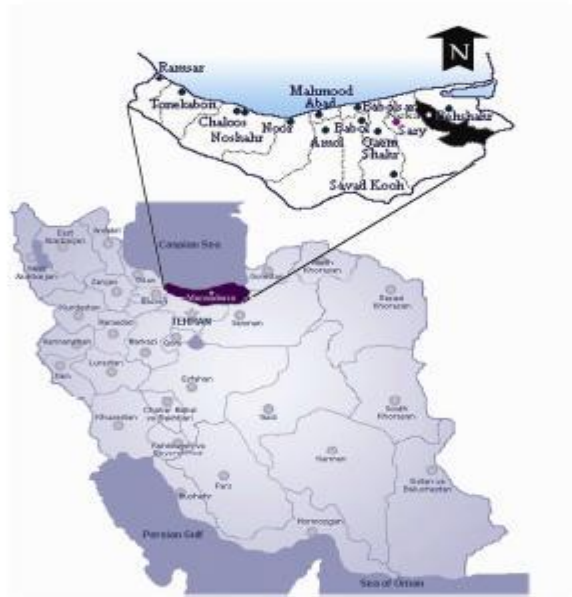


Figure 10. Iran Map-North of Iran



Figure 11. Mazandaran Province, Iran



Figure 12. Noshahr City, Iran



Figure 13. Mahmudabad City, Iran



Figure 14. Nur City, Iran

4.7 Rural Development in Iran

Iran same as other countries in modern world, faced rural migration to urban areas for gaining newer and more comfortable life in compare to those in rural. Government in 1960s played major role in improving rural areas and developing living facilities in order to stop migration by proving knowledge and literacy, justice centers, hospitals and entertaining facilities in rural municipalities. Although their efforts were admirable, but still rural to urban migration continue.

Major efforts happened in 1979, Islamic revolution in Iran which they provide grassroots organizations later named as “Jahad Sazandegi” which established and brought big changes through many outstanding projects in rural areas. Near to 90% infrastructural changes happened in villages such as electricity, clean water, health centers, schools, roads and so on. But as a result of low attention to economic sector

of villages, migrations to urban areas were still continued. Rural population were interested to use those new facilities so further economic needs and income was felt. But as a result of limited arable lands, agricultural facilities, absence of modern jobs with increased demands in higher education rural economy was impotent of making new income opportunities.

Consequently rural urban migration increased and environmental problems rose in cities such as air pollutions, shortage of water and fresh air. So, urban peoples traveled to rural areas for spending their weekend in clean and untouched environment. Due to no availability of hotels and touristic accommodation, visitors and tourists spend their weekends in their relatives or rural people homes.

From governmental view, Tourism was one of the most powerful ways for booming economic growth in villages. After Post War prosperity, more middle class people were able to have car for travelling at the weekends to rural areas. Same as most of developing countries, Iran have the large proportion of its population is villages (31.5% in 2006). These populations put great pressure in natural resources and facilities. Iranian government started debated about tourism as one of the surviving tools for reviving some of the villages. Therefore Iranian government target 473 villages for developing domestic tourism based on touristic attractions, demographic and infrastructure facilities like road as well (Kaka Zadeh, 2008). In addition to this decision, rural communities formed in organizing and improving rural tourism industry.

4.8 Second-Home in Iran

As time passed more middle class people was able to build small houses in rural areas for their leisure purposes called as second homes. Second home tourism improves

rapidly in Iran due to various reasons such as cheap rural lands, less traffic, less financial inflation and more availability of fresh air and clean untouched environments in those times. So flows of more tourists in that time increase; although second homes in that time weren't as much modern and decorated as now and not a lot in number (Dadvar-khani, 2012).

Second home in Iran improved the economic and lifestyle of various villagers and local peoples and forced them to develop their lifestyle and living conditions. While second home did great jobs for surviving local lifestyle but nowadays second-homes impose lots of socio-cultural and environmental problems for domestic people. Environmentally, most of the villages such as Noshahr which were significant for the environmental attraction now faced overpopulation and changing its structure and pollution. In addition, local peoples faced with limited resources in water, electricity and land which have to share them with tourists and second home owners. Next, deforestation means destroying jungles and green environment for personal use and recreational purposes. Last is polluting jungles and forest with irresolvable materials which last million years in order to hydrolyze in environments.

Besides to environmental problems, second home creates lots of socio-cultural conflicts and problems such as negative effects on mother tongue of the youth who try to imitate urban people to avoid being retarded in the eyes of visitors so they put efforts to assimilate tourists' behaviors (Gallent et al, 2005). Some of the locals looked at them as their enemies due to various reasons such as the inter- family conflicts as a results of visitors behavior and culture, imbalanced in their social levels which all of these lead to socio-cultural conflicts between locals (between youth and old population) and visitors, decrease social cooperation, make imbalanced society;

Second home tourism brought flow of money to rural areas and this can effect on consuming behavior of rural people. Second home tourism also provides variety of jobs opportunities for youth and women so these make them independent and decreased the men authority in male dominancy (Gallent et al, 2005).

4.9 Comparing Rural and Urban in Iran

According to World Bank report published in 2012, population of rural in Iran was 22,561,957 in 2010. National statistical offices defined rural population as those people live in rural areas. Rural population calculated as difference between total and urban population. This chart includes a historical data for rural population in Iran. The Rural population (% of total population) in Iran was last reported at 30.50 in 2010, according to a World Bank report published in 2012.

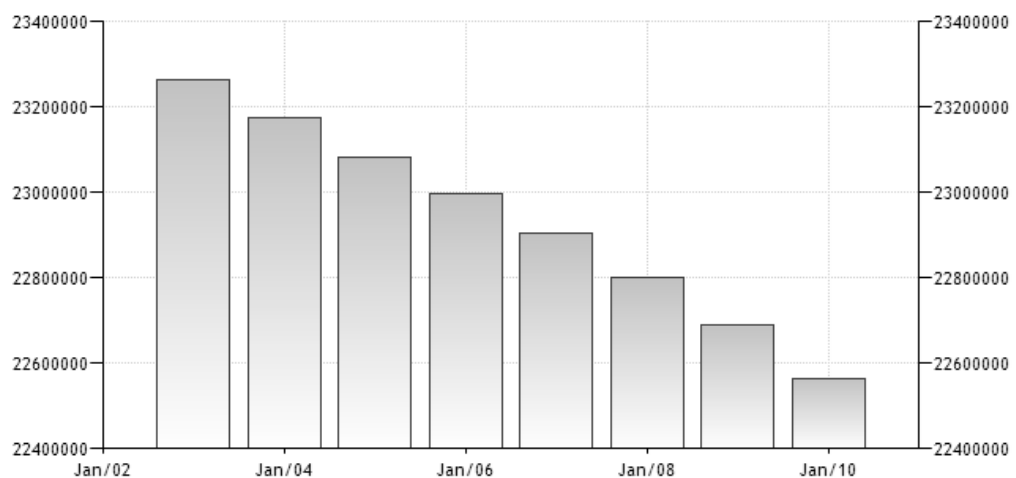


Figure 15. Urban Population in Iran,
Source: World Bank Report (2010)

Same as rural, urban population in Iran was last reported through World Bank report published in 2012 was at 51,411,672.85 in 2010. Urban population refers to people live in urban areas such as big and small cities. This chart includes a historical data for urban population in Iran up to 2010 (Figure 15).



Figure 16. Urban Population in Iran,
Source: World Bank Report (2010)

The government’s Statistics Center of Iran (SCI) released its annual report on family life and income in the country (Mehr News Agency, 1 January). The average annual income for a family living in urban areas is 106 million rials, equivalent to \$6,666 in today’s market currency rate. The average annual income for a family living in rural areas is 59 million Rials, or \$3,711. The average annual expense for urban households is 113.8 million Rials, or \$7,168.

Meaning the families in the cities spend 8% more than their income. 23% of urban household expenses are for food, and 33% for housing. 24% of urban households rent or lease their houses and apartments. 33% of urban households earn their income through wages and salaries, 18% through their small businesses, and an unexplained 49% of urban households list their income source as “other.” 91% of urban households use natural gas for heating and cooking, 88% have mobile phones, and 37% have automobile.

In rural areas, the average annual household expenses are 68.5 million Rials, or \$4,300. Meaning an average rural household's expenditure some 16% more than its income. 34% of rural households are engaged in farming, 33% earn their income through wages and salaries, and 32% from other sources (Figure, 16).

According to reported data, in 2010 Iranian have more disposable income while enjoying modern way of life such as automobile and mobile phone. They are mostly spending more than their earning, probably as a result of rising inflation without anticipation for future spending. 49% of the household income in urban areas, and 32% in rural areas, are not from wages or salaries or small businesses or farming, unusually high numbers earned money via renting and hiring their fixed assets such as offices, homes, shops and recreational facilities (Figure 16).

4.10 Focus on Cases Details

Nowadays Mazandaran province divided to ten sun cities named from west to east: Tonekabon, Noshahr, Nour, Amol, Babol, Gahemshahr, Sari, Behshahr, Gorgan, and Gonbad-Kavous. Noshahr located in the western part of Mazandaran and bordered by Caspian Sea and in the west to tonkabon sub city. Noshahr divided to three units as follow central, Chaloos and Kelardasht. Each unites consist of "Dehestan" which includes villages.

Chaloos unit has two part called Yelaghs for summers covered by mountains and next on is Gheshlagh for winter Quarters which this part extended from long cost in Namakabrood River up to Chaloos River in the east which distinct it from Central part. In the south it extended through Alborz Mountains. These areas consist of Chaloos city and Kelardasht villages. Nowadays villages around the city became part of the city due to expansion of the cities. Central part started from Chaloos River

with valley of ancient Kojour at the center. This part contain twelve Dagestan's (Each Dehestan contain villages) named Humeh, Kheyroud-Kenar, Ghalandar, Alavikolah, Kalrudpey, Kachrestagh, Baladeh-Kojour, Tavabe-Kojour, Kouhparat, Kachrestagh, Baladeh-kojour, Tavabe-kojour, Kouhparat, Kalej, Zanooss-Rostagh and Panjak-Rostagh. The first six dehestans are coastal and the rest are located in the foothills and the valleys of the mountains.

Noshahr which is located in Humeh Dehestan was a small village before in 1930s but now it is one the most attractive and vital port. The last part is Kelardasht located in Kelarestagh bordered by the foothills of the mountains. This part contain four Dehestan: Kolardashtp, Biroun-Bashmp, Kouhestnn-Shargh, and Kouhestan-Gharb. Most of these regions are situated in the western side of the Chaloos River. Inhabitants of these parts are mostly Kurd and Lake migrates to these parts in the winters.



Figure 17. Noshahr City, Iran

One of the main reasons for such a division must have been the existence of the Chalous River separating these two divisions. Rivers large and small have had an important influence upon the type of settlements within the Shahrestan in addition to their effects on the lifestyles of people in terms of movement and their subsistence pattern. The Chalous River which has its source in the heights of Dalir and Kandevar in the south passes through the city of Chalous and flows into the Caspian. It is an important source of irrigation for the low-lying plains. The next important river is the Sardabroud River originating from the mountains of Takhte-Soleiman in Bakhsh Kelardasht and runs through the plains of Kelardasht. Final river the Zanouss River in the Dehestan of Zanouss-Rostagh, originating from the mountains of Nur in Kojour waters the plains of Kojour. Numerous rivers and streams run through the sub-cities further impeding movement and communication.



Figure 18. Noshahr City, Iran

Noshahr as one of the most attractive touristic destination in North of Iran accommodates 11,550 families in 2006. This city became mostly populated from 1930 by building textiles. From that time city became one of the most attractive touristic destinations in north of Iran due to social and vacational facilities next to its unique environmental concepts.

Chapter 5

METHODOLOGY

This chapter present information about methodology, data collection and data analysis tools used to analyze data assimilated in Noshahr sub-city, Mazandaran, North of Iran, Iran. This chapter provides information of sample, measures and questionnaire content used to figure out the relationship between Economic, socio-cultural and environmental of second home phenomena in Noshahr, Iran. The impacts of second-home tourism explored based on villagers' perception as they were directly in contact with such development in their environment/habitat. Descriptive Statistics used to present quantitative descriptions in a manageable form by administration of Likert-scale rating from 1-5 scaling (strongly agree-strongly disagree) (Trochim, 2006).

The findings provided sample evidence about community's perception regarding the nature of impact as well as the rational for such perceptions. As a result, this study provided a policy guideline to redirect/reorient second-home development ventures in a way that can minimize the negative impacts and contribute to the welfare of the rural areas.

5.1 Deductive Approach

This research used deductive approach defined as examining particular theory and its acceptance to the sample to reach specific understanding. (Hyde, 2000). Deductive approach analyzed academic theory of the study to achieve specific outcome. This

study tested the impacts of second home phenomenon on rural economic, environment and socio-cultural aspects of Noshahr, Iran.

5.2 Cross-Sectional Studies

Cross sectional studies are those studies consider all or representative of population over the specific point of time. Cross-sectional studies are descriptive studies evaluate the multi-dimension of study variables at the same time to assess the simultaneous effects of each variables on others deeply (Keller, 2001).

5.3 Sample

This study used randomized sampling method which is selecting representative of considered rural families in a decussate manner to distribute questionnaire avoiding bias in study outcomes. So, this study collected data randomly from local residence of rural area in Noshahr, Nur, and Mahmoudabad sub-cities in North of Iran. Local residence are those who primarily live and work in that area from its childhood and those who gave birth in that area whom live there but work in other part to earn their living expenses.

5.4 Data Collection

The research team distributed 300 questionnaires among local residence of Noshahr, Mazandaran, Iran and 250 questionnaire collected but just 230 questionnaire were useable and reliable for analyzing which is 76% of all questionnaire and showed high accessibility of data through cross-sectional study. Villages selected randomly and questionnaires distributed randomly as well to decrease data bias in study. Due to their working days, research team chooses weekend and holidays to distribute questionnaires for have the full access to all of the family members. Due to their low educational level some of them have difficulties in filling the questionnaire so research team provide 2 hours for each of them to clarify the meaning of the questions

to them. Interesting point was co-operation of youth in data collection process and less enthusiasm of old due to their age. Data collection procedure last for one month approximately.

5.5 Questionnaire Structure

This study provides in-detailed and multi-dimensional questions to evaluate the effects of second home tourism on economic, environment and socio-cultural dimension in rural areas. Questionnaire considers the demographic variables of rural respondents with providing approximately 20 questions for each of the variables. Questionnaire made originally in English and then translated to Persian via back translation method.

5.6 Data Analysis and Result

5.6.1 Description of the data

The data gathered through the questionnaire will be assessed using descriptive statistics and inferential statistics. This section has two parts. Descriptive statistics for demographic characteristics of the respondents in the first part of the research will be evaluated. The goal of data analysis is to understand the socio-cultural, economic and environmental impacts of second home tourism for the tourism industry, policy makers and the host communities. The single-sample t-test to test the relationships is used.

5.6.2 Demographic Description

5.6.2.1 Respondents' Gender

Table 5.1. Respondents According to Gender Distribution

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Male	115	50.0	50.0	50.0
Female	115	50.0	50.0	100.0
Total	230	100.0	100.0	

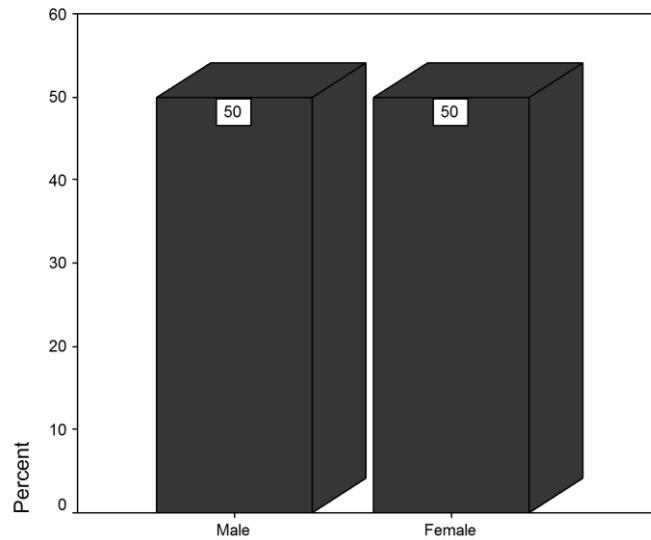


Figure 5.1. Respondents According to Gender Distribution

According to the above table and graph of the total number of 230 respondents, 50% of respondents were male and 50% percent were Female.

5.6.2.2 Age of Respondents

Table 5.2. Respondents According to Age Distribution

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
18-27	36	15.7	15.7	15.7
28-37	41	21.3	21.3	37.0
38-47	91	39.6	39.6	76.5
48-57	42	18.3	18.3	94.8
58-67	12	5.2	5.2	100.0
Total	230	100.0	100.0	

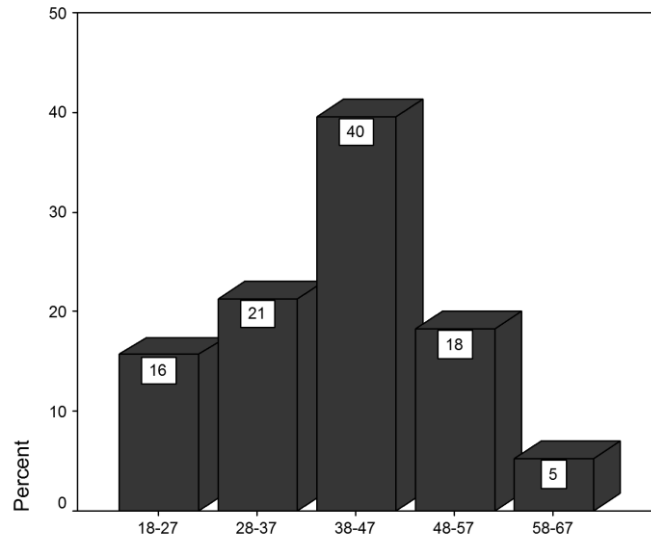


Figure 5.2. Respondents According to Age Distribution

According to the above table and graph, of the total number of 230 respondents, 40% of respondents' age was between '38–47' and had the highest frequency. The lowest rate was approximately 5% of the respondents' age was between "58–67".

5.6.2.3 Education of Respondents

Table 5.3. Respondents According to Education Distribution

valid	Frequency	Percent	Valid Percent	Cumulative Percent
Primary school	29	12.6	12.6	12.6
Middle school	75	32.6	32.6	45.2
High school	79	34.3	34.3	79.6
Junior technical college/University	6	2.6	2.6	82.2
Total	230	100.0	100.0	100.0

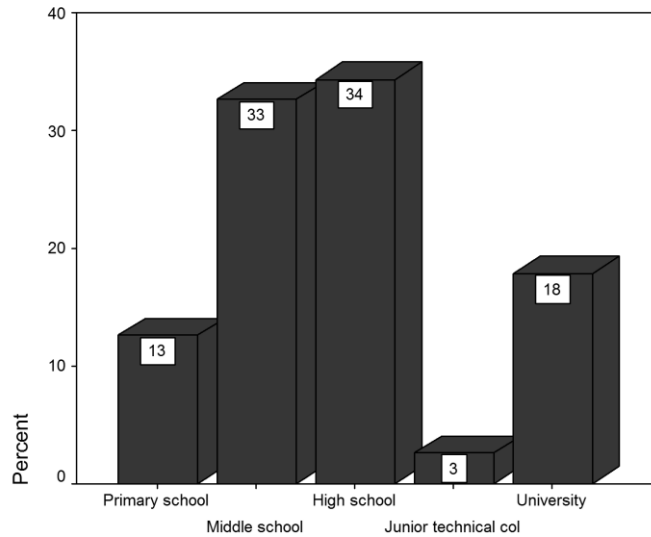


Figure 5.3. Respondents According to Education Distribution

According to the above table and graph of the total number of 230 respondents 34% of respondents had a high school degree and they had most frequency, while roughly 3 percent have a junior technical college degree, and have the lowest frequency.

5.6.2.4 Marital Status of Respondents

Table 5.4. Respondents According to Marital Status Distribution

valid	Frequency	Percent	Valid Percent	Cumulative Percent
Single or widowed	22	9.6	9.6	9.6
Married	208	90.4	90.4	100.0
Total	230	100.0	100.0	

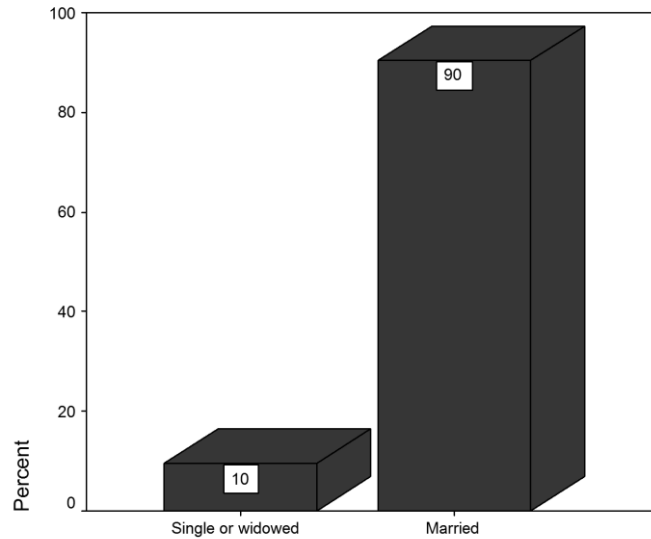


Figure 5.4. Respondents According to Marital Status Distribution

According to the above table and graph, of the total number of 230 respondents, 90% of respondents were married and 10 percent were single or widowed.

5.6.2.5 Length of Stay

Table 5.5. Length of Stay

valid	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 year	12	5.2	5.2	5.2
1 – 5	12	5.2	5.2	10.4
6 – 10	30	13.0	13.0	22.5
11 – 15	48	20.9	20.9	44.3
16 – 20	128	57.7	57.7	100.0
Total	230	100.0	100.0	

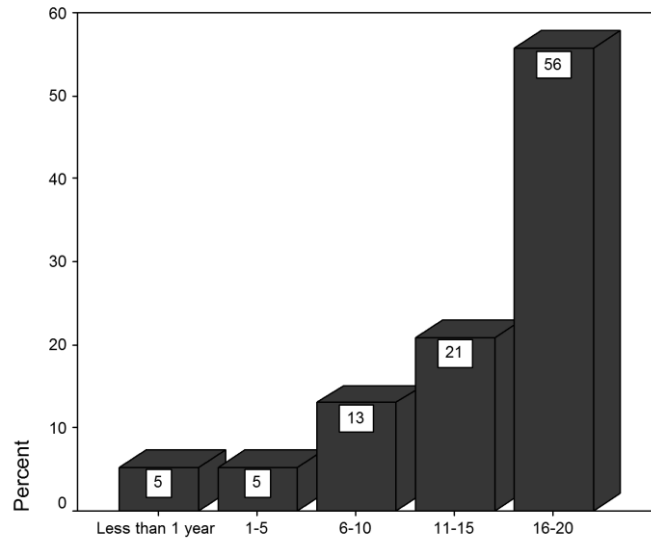


Figure 5.5. How Long Have You Been Living Here?

According to the above table and graph, of the total number of 230 respondents, 56 % of respondents to answer this question which "How long have you been living here?" between 16-20 years announced, and had the highest abundance. Well as the percentage of equity, approximately 5% of the respondents were between 1-5 and Less than 1 year of age were reported which had the lowest abundance.

5.6.2.6 Profession of Respondents

Table 5.6. Respondents According to Profession Distribution

valid	Frequency	Percent	Valid Percent	Cumulative Percent
Public	63	27.4	27.4	27.4
Private	111	48.3	48.3	57.7
Housekeeping	56	24.3	24.3	100.0
Total	230	100.0	100.0	

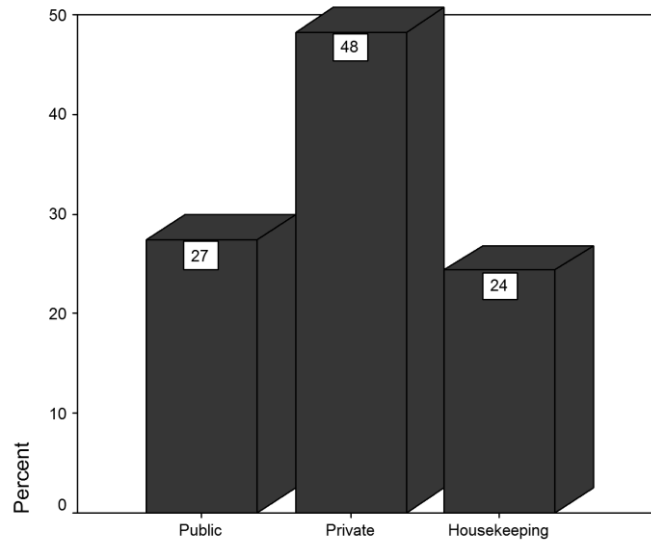


Figure 5.6. Distribution of Respondents According to Profession

According to the above table and graph of the total number of 230 respondents 48 % of respondents announced their profession was private which have the highest abundance. Well as 24%, announced their profession was housekeeping, which has the lowest abundance.

5.7 Relationship Analysis

5.7.1 the first question: “*Second home tourism on the economic situation in rural areas of Noshahr is an effective?*”. To investigate this relationship, a one-sample t-test is used. According to the results of this test are shown in Table 5.7.

Table 5.1 (Appendix B) shows the desired items in the first relationship of the study, the highest mean, is twentieth item as There has been an increase in the price of goods due to second-home tourism activities; and the lowest is the eleventh item as Demand for local product has increased due to the second-home tourists. Also this table shows that over 82% of respondents about the economic impact of second home tourism on rural areas of Noshahr have to agree and strongly agree. 8.73% of the respondents had no comment. And over 8% were opposed and quite the opposite.

Table 5.7. The Test Table of First Question Using One – Sample T Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Economic	160.952	229	.000	4.0502	4.0006	4.0998

According to table 5.7, the average rating given by the sample in response to the impact of second homes and tourists on the economic situation in rural areas of Noshahr based on Likert spectrum is 4.05, which is approximately 5 and significant.

If it is extended out to the community, the average response amplitude (4, 4.09) is placed. Since the lower limit of this range is 4 more than the average limit (3), can be argued that second home tourism on the economic situation in rural areas of Noshahr has an effective impacts.

According to the test significance level which is less than 0.05, (0.000), the results obtained, by the statistical is quite significant. As a result, relationship between economic and second home phenomenon confirmed.

5.7.2 The second question : "*Second home tourism on the social and cultural situation in rural areas of Noshahr is an effective?*"

To investigate this relationship, a one-sample t-test is used. According to the results of this test are shown in Table (5.8).

Table 5.2 (Appendix B) shows the desired items in the first relationship of the study, the highest mean, is thirty-one items as *Our traditional way of life is changing because of second home tourism activities*; and the lowest is the twenty-five items as *The tourism officials are paying more attention to the restoration and maintenance of historical attraction due to second-home tourism activities*. Also this table shows that over 59% of respondents about the social and cultural impact of second home tourism on rural areas of Noshahr have to agree and strongly agree. 15.1% of the respondents had no comment. And over 25% were opposed and quite the opposite.

Table 5.8. The Test Table of Second Question Using One – Sample T Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Socio-Cultural	127.677	229	.000	3.3930	3.3406	3.4454

According to table 5.8, the average rating given by the sample in response to the impact of second homes tourists on the social and cultural situation in rural areas of Noshahr based on Likert spectrum is 3.39, which was approximately 5. If it is extended out to the community, the average response amplitude (3.34, 3.44) is placed. Since the lower limit of this range is 3.34 more than the average limit (3), can be argued that second home tourism on the social and cultural situation in rural areas of Noshahr is an effective. According to the test significance level which is less than 0.05, (0.000), the results obtained, by the statistical is quite significant. As a result, the relationship between socio-cultural variable and second home tourism impacts on rural areas will be confirmed.

5.7.3 The third question : "*Second home tourism on the environmental situation in rural areas of Noushahr is an effective?*"

To investigate this relationship, a one-sample t-test is used. The results of this t-test are shown in Table (5.9).

Table 5.3 (Appendix B) shows the desired items in the first relationship of the study, the highest mean, is forty-three items as *Crowdedness and congestion are the result of second-home tourism development*; and the lowest is the thirty-nine item as *The second home tourism activity has resulted in increasing pollution*. Also this table shows that 79% of respondents about the environmental impact of second home tourism on rural areas of Noshahr have to agree and strongly agree. Over 8% of the respondents had no comment. And over 12% were opposed and quite the opposite.

Table 5.9. The Test Table of Third Question Using One – Sample T Test

	Test Value = 0					
	T	DF	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Environment	116.433	229	.000	4.0000	3.9323	4.0677

According to table 5.9, the average rating given by the sample in response to the impact of second homes tourists on the environmental situation in rural areas of Noshahr based on Likert spectrum is 4, which is less than 5. If it is extended out to the community, the average response amplitude (3.93, 4.06) is placed. Since the lower limit of this range is 3.93 more than the average limit (3), can be argued that second home tourism on the environmental situation in rural areas of Noshahr is an effective.

According to the test significance level which is less than 0.05, (0.000), the results obtained, by the statistical is quite significant. As a result, the relationship between second home tourism and environmental impacts is confirmed.

Table 5.10. Distribution and Percentage of Items Related to the Questions

Items	Strongly Disagree		Disagree		Undecided or Neutral		Agree		Strongly agree		Means
	F	P	F	P	F	P	F	P	F	P	
Total of Economic Impacts	39	0.84	371	8.06	402	8.73	2296	40.91	1492	32.43	4.04
Total of Social-Cultural Impacts	267	6.45	790	19.1	625	15.1	1956	47.28	499	12.06	2.96
Total of Environmental Impacts	44	2.7	161	10	131	8.2	669	41.94	590	37	3.99

According to Table 5.10 which the summary of grand means of all impacts such as socio-cultural, economic and environmental impacts shows that the positive impacts of economic factors is higher than other variable. Environmental is relevantly positive in compare to socio-cultural impacts demonstrated the positive perception of rural residence to second home based on environmental issues. The least significant factor is socio-cultural factors assigned as having the negative effects on their cultural and social topics.

5.8 Findings

To a large extent the findings of this study is consistent with the previous studies and theories. This case study demonstrated that, in line with previous studies, second home tourism is a catalyst to rural development, especially economic improvements

of the rural areas also created investment opportunities in rural areas (Brian & Krannich, 2013). In terms of environmental and cultural impacts of second home tourism, the study revealed that second home tourism benefited the rural areas environmentally (Fountain & Hall, 2002). Overall, the environmental impacts of second home tourism are positive notwithstanding some complaints regarding the noise pollution. It is worth to mention that development of second home tourism will result in higher prices of certain goods and services; nevertheless, rural communities will benefit from selling local products and handicraft which will compensate the rising prices of some of the commodities. Local people were mostly happy with the development of second home in their communities and welcomed the new comer's modern way of life; however, they have some reservation regarding the cultural aspects. This notion is also verified in the study where the cultural dimension of the results is consistent with this aspect (Muller et al, 2004). They all thanked modernization and development of their village atmosphere owe to second home phenomenon and village tourism.

Second home phenomenon has great influence on local people's behavior, lifestyle, marriage, and even their life goals. Second home change their expectation against the traditional issues and lead to apply for more demands and services so its increase their consumption and reduced their productivity (Urry, 2000). Second home tourism increase the demand for historical tours which provide cultural opportunities for both youth and old of locals to come into the scenes and present their rich cultures and traditional heritage to visitors; so, all of these made lots of money for restoring historical places, providing diversity of entertainment and social interactions between rural and urban people (Muller, 2002).

Second home empowered women role in society against the traditional subject and weaken men play role in communities. Children demands more facilities same as urban people which all of these need strong infrastructure. Although second home booster economic situation and provide new opportunity for local and investors but providing strong infrastructure cost a lot on society and community. Lack of required infrastructure increased conflict between local and visitors and expand the generation gap between local people as well. Economic boosting forced some of the local to come back to their villages while socio-cultural issues make this action ambiguous (Muller et al, 2004).

Expansion of second home without accurate management and concrete attention of rural communities would be lead to non-compensation damages to the natural and unique environment.

Destructing natural beauty to build the second home would be given the rise to the question that if they are destroying natural beauty for their home so why they come to rural areas! This is one of the most surprising in the minds of planners and researchers that why destroying rural beauty and natural scene for temporary usage (Muller et al, 2004). There should be some other alternative and strict rule to restrict and limit second home expansion in vital and unique places.

So, second home have numerous impacts—negative and positive on rural areas and people based on theoretical and statistical evaluation of data has been obtained up to now (Bohlin, 1982). Negative effects of second home were confirmed by locals under economic area was such as increase in the real state price due to the second-home tourism activities, increase in the price of construction materials due to the

second-home tourism activities, Migrant labors entered the region due to the second-home tourism activities, and increase in the price of goods due to second-home tourism activities (Bohlin, 1982); whereas the positive points identified as removing traditional biases structures, quality enhancement in road and traffic services, quality enhancement in municipality services, public services have been provided and improved, new job opportunities have been developed, the amounts of salaries have been increased, increased in investment, increase in the rate of cash flow, availability of new job vacancies have appeared for women and youth, and increased in the number of restaurants, coffee shops, etc. has been increased due to the second-home tourism (Leppanen, 2003; Nordin, 1994).

This study also admitted the positive and negative effects of second home tourism in socio-cultural areas such as increase in the demand for historical tour programs from the tourists, increase in the demand for cultural tour programs, Cultural opportunities and activities have been increased, opportunity to get familiar with different cultures and new people has been increased, historical places to get restored have been increased, Awareness about the region's heritage and culture is being raised, increased in diversity of entertainments and the local youth try to assimilate the tourist's behaviors, mother tongue has been negatively affected, a huge cultural and behavioral gap between the ethnics, raised conflicts between locals and visitors behavior and performance, change in cultural and behavioral theme, lowered cooperation, inequality of social levels, women and youth's financial independency decelerated men role in society, and etc. as negative points (Leppanen, 2003).

Finally affected in environmental areas such as increase in environmental pollution, corrupted the serenity and natural beauty of the environment, increased in road traffic,

excessive usage of limited resources, and crowdedness in public places and sound pollution negatively and on improvement of region appearance, and strengthen local awareness as positively (Sannebro, 2001). Need for exact and hard hand management is vital to avoid any negative effects and improve the positive performance and influences.

Chapter 6

CONCLUSION

6.1 Conclusion and Discussion

This study conclude that although positive effects of second home has been praised based on investors and real state agencies but rural and local communities have to be careful for expansion of this phenomenon in their areas.

Second home expand economic development of rural areas and improve the life style and well-being of locals through more easy ways in compare to past (Auty, 1995). Economic developments empowered most of the local properties and enhance their social role in wider community. Economic developments improve well-being of the local with providing more infrastructure and better services for them. Although second home has some negative consequences as well but rural communities should highlight their role to control the negative economic outcome (Klein, 2008).

Second home has also negative and positive impacts on socio-cultural and environmental issues as well (Aronsson, 1993). Some of the positive consequences are increasing the education level of local, improving their understanding from their traditional wealth which also helps visitors to value them as well. Expansion of rural traditional culture and tradition gave them the sense of accomplishment in the eyes of visitors and urban society.

Negative impacts of second home as they mentioned and observable in all of the other countries in all over the world can be named as generation gap among families' member, conflict between tourist and local residence, change in tradition costume, and etc. (Sannebro, 2001). Although in some of the countries such as America with development in rural areas urban residence move to rural areas to enjoy better quality of life in terms of quietness, fresh air, easy access to daily needs and rest, but this cannot be the same for other countries due to required strong infrastructure and facilities (McIntyre et al, 2006). Second home tourism expanded the interest in products produce by locals; therefore leads to economic growth and profitability rural communities (Sannebro, 2001). According to Sannebro (2001), tourist showed great attentions to products of local communities even though they would be charged in high price; locals gained high profit through selling these handmade and local product in compare to what they would be earned if sell them to retailers. This high price of local products would also generate inflation on products (Wall & Matheison, 2006).

High degree of spending demands in construction, plumping and other related parts was significantly high which lead to recognize second home as an important tourism forms in rural industry (Muller, 2003; Nordin, 1994). In countries like Iran, due to slow development rate, this migration is not the case for Iran and negative socio-cultural impacts of second home phenomenon lead the local to move to urban areas and come to rural areas for weekends just like tourist or as it is in china "5+2 life mode". In some of the rural municipalities, mostly in Europe and south Africa locals announced that second home tourism increase the demand for historical tours which provide cultural opportunities for both youth and old of locals to come into the scenes and present their rich cultures and traditional heritage to visitors; so, all of these made

lots of money for restoring historical places, providing diversity of entertainment and social interactions between rural and urban people (Muller, 2002).

Environmental impacts of second home tourism attracted much more attention of scholars to itself. Second home tourism would be highly expanded in highly attractive areas with unique landscapes and sightseeing included by fresh air and blue sky. Second home owners and visitors try to build and move to houses with unique, untouched and clean environment (Lesli, 2007).

Like any other form of tourism, second home tourism has uneven environmental impacts -exogenously and endogenously, but the important point is that these environmental impacts of second home tourism are more significant than other form of tourism. Building new houses and reforming roads and landscapes is some of these rapid environmental impacts (Coopock, 1977).

Second home owners and visitors mostly bring their urban lifestyle to the rural areas and intended to live in the same concepts as in cities. This would bring ambiguity and personality conflicts for rural residences which were mostly away from these types of lifestyle and culture (Skargardarnas & Riksforbund, 2002). Consistent with study of Mottiar and Quinn (2003) and Green et al (1996), Socio-economic differences showed itself when second home owners have the powers in decisions for rural destinations and moreover, second home owners' recently demonstrated significant status and present in touristic destinations.

Countries have to consider and evaluate the effects of every new strategy and phenomenon before applying it to whole communities because some time

compensation is impossible or let's say expensive and costly for communities and society to do recovering (Tress, 2002).

6.2 Implications of Study

This study provides useful implications for tourism and rural planners as well as real state agencies. First, expanding second home tourism in rural areas should be controllable and avoid unpredictable destructions to natural beauty of rural environment which is costly and sometime impossible to compensate the errors. Then, Expanding second home tourism without managing the demands and needs of the market would be brought unforgivable problems regarding socio-cultural, economic and environmental aspects of the communities (Gallant et al, 2005). Next, Although second home have great amount of economic profitability for local residents to some extent but planners have to be careful about the destructive aspects of second home tourism on environment and socio-cultural issues as well. Second home tourism increases generation gap and brings numerous problems in rural-family relationship and interactions so social interaction between locals and tourists should be controllable.

6.3 Limitations of Study

Current study had some limitations in tourism planning literature which is worth to taken into account for future studies. One, this study just focused on second home tourism in one rural area in Iran as a big country so future studies replicate current study with comparing the same theory in more than two rural areas would open more insights and help generalization of the study. Another limitation was in the study method which current study use Likert scale for analyzing data with 230 questionnaires; so, future studies can choose other analytical tools and increase questionnaire number for more clear understanding and insights. Current study

focused on Iran as the case, but future studies can compare second home tourism between two countries to evaluate the cultural, social, and economic variable on both of the countries as well.

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APPENDICES

Appendix A: Questionnaires

Dear Respondent

As part of my M.S. research/thesis at the Eastern Mediterranean University, faculty of tourism in North Cyprus, I am conducting a quantitative survey research to explore the residents' perception regarding second-home tourism. Second-home tourism is a growing tourism activity around the world and in Iran as well. Understanding the social, cultural, economic and environmental impacts of this form of tourism is essential for the tourism industry, policy makers and the host communities. The host community has the first-hand knowledge about these impacts as they are an active dimension of this activity. The findings of this research will be highly beneficial to the public policy makers and tourism industry in terms of planning, management and productivity. I will appreciate if you could complete this following questionnaire. Any information obtained in connection with this study will remain confidential. In any written reports or publications, no one will be identified. This is solely for a research purpose and you do not need to reveal your name. If you have any question about this research, please contact Bahare Hasanzadeh.

Phone

Thank you very much for your cooperation.

PART A

Your age:

- 18-27 ()
- 28-37 ()
- 38-47 ()
- 48-57 ()
- 58-67 ()

Your sex:

- Male ()
- Female ()

Your education/ last degree:

- Primary school ()
- Middle school ()
- High school ()
- Junior technical college ()
- University ()

Your marital status:

- Single or widowed ()
- Married ()

How long have you been living here?

- Less than 1 year ()
- 1-5 ()
- 6-10 ()
- 11-15 ()
- 16-20 ()
- 21 and above ()

Your place of birth?

Your average salary (Per month/in Iranian Rial):

- ()
- ()
- ()
- ()
- ()

Your profession:

Where do you work?

Public

Private

PART B

For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box.

The response scale is as follows:

1. Strongly agree
2. agree
3. Undecided or Neutral
4. disagree
5. Strongly disagree

Economic ¹					
1) I am happy with my current life conditions.	1	2	3	4	5
2) The public services have been improved due to the second-home tourism.	1	2	3	4	5
3) The level of income has been increased due to second-home tourism.	1	2	3	4	5
4) New job opportunities have been created due to the second-home tourism.	1	2	3	4	5
5) The level of investment has increased in this area due to the second-home tourism.	1	2	3	4	5
6) Living costs in the region have been increased due to the second-homes tourism activities.	1	2	3	4	5
7) There has been an increase in the rate of cash flow due to the second-home tourism activities.	1	2	3	4	5
8) New job opportunities have created for women and youth due to the second-home tourism activities.	1	2	3	4	5
9) A raise in sales can be observed due to the second-home tourism.	1	2	3	4	5
10) The number of businesses such as restaurants, coffee shops and retail store has increased due to the second-home tourism.	1	2	3	4	5
11) Demand for local product has increased due to the second-home tourists.	1	2	3	4	5
12) Due to the second-home tourism activities, we feel more secure now-a-days.	1	2	3	4	5
13) The quality of medical services has been enhanced due to the second-home tourism activities.	1	2	3	4	5
14) Overall public services improved due to the second-home tourism activities.	1	2	3	4	5
15) The infrastructure has been improved due to the second-home tourism activities.	1	2	3	4	5
16) Overall the traditional habits are affected by second-home tourism development.	1	2	3	4	5
17) Migrant labors entered the region due to the second-home					

tourism activities.	1	2	3	4	5
18) The cost of property has increased due to second home tourism activities.	1	2	3	4	5
19) There has been an increase in the price of construction materials due to the second-home tourism activities.	1	2	3	4	5
20) There has been an increase in the price of goods due to second-home tourism activities.	1	2	3	4	5
Scio-Cultural ²					
21) There was a communication and understanding between villages and developers of second home tourism.	1	2	3	4	5
22) Cultural activities/entertainment has increased due to second-home tourism.	1	2	3	4	5
23) The opportunity to meet new people has been created due to the second-home's tourists.	1	2	3	4	5
24) Second-home tourism contributes to the cross-culture understanding.	1	2	3	4	5
25) The tourism officials are paying more attention to the restoration and maintenance of historical attraction due to second-home tourism activities.	1	2	3	4	5
26) Rural communication are becoming more aware of the value of region's heritage and culture due to the second-home tourism.	1	2	3	4	5
27) The local residents adopting the styles and manners of the tourist (demonstration effect phenomenon).	1	2	3	4	5 5
28) The second-home tourism phenomenon has negatively affected the behavior of the youth.	1	2	3	4	5
29) The second home phenomenon has negatively affected the family structure.	1	2	3	4	5
30) Overall tranquility and serenity of the village have been affected negatively.	1	2	3	4	5
31) Our traditional way of life is changing because of second home tourism activities.	1	2	3	4	5
32) We are not happy with the social and cultural changes due to second-home tourism.	1	2	3	4	5
33) People are not as cooperative as they used to be.	1	2	3	4	5

34) Social bonds have been affected negatively.	1	2	3	4	5
35) Second-home tourism has contributed to the women liberation as they become independent economically.	1	2	3	4	5
36) Because of second-home tourism activities, men's authority has diminished as the head of the household.	1	2	3	4	5
37) The cultural conflicts between local people and second-home owners are inevitable.	1	2	3	4	5
38) Because of second-home tourism in the region, local people are gaining a new perspective of life.	1	2	3	4	5
Environment ³					
39) The second home tourism activity has resulted in increasing pollution.	1	2	3	4	5
40) The second-home tourism is destructive to the environment.	1	2	3	4	5
41) The second-home tourism is applying pressure on limited and scarce sources.	1	2	3	4	5
42) Traffic and noise have become a problem due to second-home tourism development.	1	2	3	4	5
43) Crowdedness and congestion are the result of second-home tourism development.	1	2	3	4	5
44) second-home tourism development has opened our eyes to realize what the environmental pollution is.	1	2	3	4	5
45) Second-home tourism development is resulting in urbanization.	1	2	3	4	5

Adopted from: 1. Dunlap, R. E., & Van Liere, K. D. (2008); 2. Bateman, I. J., Carson, R. T., Day, B., Hanemann, M., Hanley, N., Hett, T., & Swanson, J. (2002). 3. Inglehart, R. (1997).

Appendix B.

Table 5.1. Distribution and Percentage of Items Related to the first question

Items	Strongly disagree		Disagree		Undecided or Neutral		Agree		Strongly agree		Mean
	F	P	F	P	F	P	F	P	F	P	
Question 1	2	0.9	10	4.3	7	3	150	65.2	61	26.5	4.12
Question 2	4	1.7	34	14.8	15	6.5	130	56.5	47	20.4	3.79
Question 3	0	0	13	5.7	9	3.9	129	56.1	79	34.3	4.19
Question 4	0	0	15	6.5	7	3	113	49.1	95	41.3	4.25
Question 5	2	0.9	10	4.3	17	7.4	141	61.2	60	26.1	4.07
Question 6	1	0.4	7	3	6	2.6	68	29.6	148	64.3	4.54
Question 7	0	0	8	3.5	30	13	153	66.5	39	17	3.96
Question 8	5	2.2	43	18.7	50	21.7	116	50.4	16	7	3.41
Question 9	1	0.4	7	3	56	24.3	143	62.2	23	10	3.78
Question 10	2	0.9	8	3.5	12	5.2	85	37	123	53.5	4.38
Question 11	5	2.2	72	31.3	59	25.7	66	28.7	28	12.2	3.17
Question 12	6	2.6	33	14.3	40	17.4	125	54.3	26	11.3	3.57
Question 13	1	0.4	34	14.8	18	7.8	157	68.3	20	8.7	3.70
Question 14	4	1.7	30	13	22	9.6	150	65.2	24	10.4	3.69
Question 15	1	0.4	8	3.5	18	7.8	119	51.7	84	36.5	4.20
Question 16	2	0.9	18	7.8	9	3.9	113	49.1	88	38.3	4.16
Question 17	1	0.4	9	3.9	15	6.5	115	50	90	39.1	4.23
Question 18	0	0	4	1.7	6	2.6	77	33.5	143	62.2	4.56
Question 19	2	0.9	4	1.7	5	2.2	69	30	150	65.2	4.56

Question 20	0	0	4	1.7	1	0.4	77	33.5	148	64.3	4.60
Total	39	0.84	371	8.06	402	8.73	2296	49.91	1492	32.43	4.04

Table 5.2. Distribution and Percentage of Items Related to the Second Question

Items	Strongly disagree		Disagree		Undecided or Neutral		Agree		Strongly agree		Mean
	F	P	F	P	F	P	F	P	F	P	
Question 21	5	2.2	14	6.1	21	9.1	155	67.4	35	15.2	3.87
Question 22	52	22.6	37	16.1	62	27	70	30.4	9	3.9	2.76
Question 23	2	0.9	14	6.1	17	7.4	167	72.6	30	13	3.90
Question 24	2	0.9	14	6.1	28	12.2	156	67.8	30	13	3.86
Question 25	92	40	74	32.2	45	19.6	14	6.1	5	2.2	1.98
Question 26	28	12.2	62	27	85	37	51	22.2	4	1.7	2.74
Question 27	5	2.2	22	9.6	15	6.5	161	70	27	11.7	3.79
Question 28	2	0.9	63	27.4	27	11.7	97	42.2	41	17.8	3.48
Question 29	4	1.7	64	27.8	37	16.1	90	39.1	35	15.2	3.38
Question 30	2	0.9	33	14.3	11	4.8	120	52.2	64	27.8	3.91
Question 31	3	1.3	14	7.4	14	6.1	140	60.9	56	24.3	3.99
Question 32	7	3	69	30	26	11.3	80	34.8	48	20.9	3.40

Question 33	5	2.2	64	27.8	33	14.3	106	46.4	22	9.6	3.33
Question 34	5	2.2	58	25.2	54	23.5	94	40.9	19	8.3	3.27
Question 35	10	4.3	48	20.9	54	23.5	103	44.8	15	6.5	3.28
Question 36	41	17.8	114	49.6	33	14.3	28	12.2	14	6.1	2.39
Question 37	1	0.4	10	4.3	11	4.8	180	78.3	28	12.2	3.97
Question 38	1	0.4	16	7	52	22.6	144	62.6	17	7.4	3.69
Total	267	6.45	790	19.1	625	15.1	1956	47.28	499	12.06	2.96

Table 5.3. Distribution and Percentage of Items Related to the Third Question

Items	Strongly disagree		Disagree		Undecided or Neutral		Agree		Strongly agree		Mean
	F	P	F	P	F	P	F	P	F	P	
Question 39	26	11.3	89	38.7	9	3.9	71	30.9	35	15.2	3
Question 40	6	2.6	24	10.4	3	1.3	107	46.5	90	39.1	4.09
Question 41	10	4.3	6	2.6	11	4.8	114	49.6	89	38.7	4.15
Question 42	1	0.4	6	2.6	4	1.7	85	37	134	58.3	4.5
Question 43	1	0.4	13	5.7	7	3	97	42.2	112	48.7	4.33
Question 44	0	0	13	5.7	93	40.4	88	38.3	26	15.7	3.63
Question 45	0	0	10	4.3	4	1.7	107	46.5	104	45.2	4.28
Total	44	2.7	161	10	131	8.2	669	41.94	590	37	3.99

Appendix C.

Table 5.1. Demographic Description.

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	115	50.0	50.0	50.0
	Female	115	50.0	50.0	100.0
	Total	230	100.0	100.0	
Age		Frequency	Percent	Valid Percent	Cumulative Percent
valid	18-27	36	15.7	15.7	15.7
	28-37	41	21.3	21.3	37.0
	38-47	91	39.6	39.6	76.5
	48-57	42	18.3	18.3	94.8
	58-67	12	5.2	5.2	100.0
	Total	230	100.0	100.0	
Education		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Primary	29	12.6	12.6	12.6
school		75	32.6	32.6	45.2
	Middle school	79	34.3	34.3	79.6
	High school	6	2.6	2.6	82.2
	Junior technical	41	17.8	17.8	100.0
college		230	100.0	100.0	
	University				
	Total				
Marital statue		Frequency	Percent	Valid Percent	Cumulative Percent

valid	Single or	22	9.6	9.6	9.6
	widowed	208	90.4	90.4	100.0
	Married	230	100.0	100.0	
	Total				
Length of Stay		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Less than 1	12	5.2	5.2	5.2
	year	12	5.2	5.2	10.4
	1 – 5	30	13.0	13.0	22.5
	6 – 10	48	20.9	20.9	44.3
	11 – 15	128	57.7	57.7	100.0
	16 – 20	230	100.0	100.0	
	Total				
Profession		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Public	63	27.4	27.4	27.4
	Private	111	48.3	48.3	57.7
		56	24.3	24.3	100.0
	Housekeeping	230	100.0	100.0	
	Total				