Advantages and Harms Caused by Development Rural Tourism (case study of rural Semnan Province)

1Sayyed Khalil Sayyed Ali Pour, 2Naser Eegbalii and 3Abbas Bakhshandea Nosrat

1,2Department Of Geography, Science and Research Branch, Islamic Azad University, Tehran, Iran.
3Department Of Geography, Tarbiat Moalem University, Tehran, Iran.

Abstract: The main goals of development of foreign and domestic tourism are economic and social development of the areas visited by tourists. The majority of the countries concern about tourism. Because, the most efficient roles of the tourism in global economic are income production and job creation. Accurately a minor part of the tourism includes rural tourism which plays an outstanding role in rural areas economic. Taking the gross yield and number of the jobs created by tourism into the consideration has been affected the economic, social and environmental advantages resulted from tourism development in rural areas. Semnan Province has a diversity of rural residential areas and tourist attraction sites and the most attractive sites which enjoy a higher potential for tourism enter this study. Here we have conducted field and library research using two types of questionnaires distributed to rural residents and organizations responsible for tourism. The data was analyzed through the statistical software of SPSS. Wilcoxon test has been used in the confirming or rejecting of hypothesis.

Key words: tourism, rural tourism, development, advantages, harms caused, Semnan Province, rural development.

INTRODUCTION

Tourism is considered the largest and the most diversified industry in the world. Many countries take a reasonable advantage of this dynamic industry as a major source for income, employment, private sector growth and infrastructure development. People go on trips for a wide variety of reasons. The increasing growth of tourism has occurred in a rather short period of time; the fact which demands a considerable attention. Many people who previously thought of traveling as an impossible reality now can afford it. Building guest houses, recreation centers in different spots help gather great budgets for large cities which compete to build such centers beside airports and rural areas. Services provided by traveling agencies and those involved in tourism industry and also facilities granted by state tourist offices and finally an advanced technology make healthy, safe peaceful and an enjoyable trips for the potential tourists. (Parsayian and Aarabi, 2004). Today, the importance of tourism and the necessity of conducting research on it because of significant economic, and social, and cultural roles that it can play is known for everyone. It has turned into one of the most important factors to create wealth, job, dynamism, moving people, and national assets. (Moshabaki and malek akhlagh, 2004). In any country, The entrance of tourists correspond with income enhancement and economic opportunities through which economic activities occur in different sectors (maddah, 2008). Since tourism is one of the largest and profit making industries in the world, Iran specially Semnan Province with its ancient civilization, diverse spots, and Outstanding climate, demand economic growth instances such as employment and exchange income and stresses on its High values and cultural identity. Based on WTO's prospect of tourism in 2020, the number of tourists around the world will hit 1,600,000,000 people. It special it predicts that the medalist will have the highest rate of tourist attraction around the world after eastern Asia (WTO, 2007).

Rural development games at improving the living conditions for the people living in these areas. There, tourism has a significant role in rural economy growth and developing rural standards. Because Semnan Province has a wide diversification of villages both enjoy graphical location and tourism attraction, it can act to stimulate economic activities and develop infrastructure services. Therefore, Studies of rural tourism in Semnan Province can be effective.

Theoretical studies:

Rural local residents have an undeniable right and the gains and losses of planning and development in their living places where the people practiced a symbiosis with their environment. As a result, contribution of the society in tourism as a necessary part in the development of sustained tourism specially in rural tourism. The main objective of basic research in this field was to offer guidelines for which the tourism industry and the society can enjoy bilateral benefits in this long-term contribution. The development and growth of rural tourism correspond with social and economic modifications in rural areas. In European rural areas, tourism is an important and new method of enhancing employment and creating capital with the byproduct of breaking rural
social isolation and refilling these areas with the lost population. In other words, it is a solution to the many problems that farmers face around the world. Enhancing rural tourism activities which cover a wide range of activities in such places bears many benefits which can lead to rural development. Damages done to the rural environments upon their arrival of the tourists make the tourism industry officials think of a better supervision and control like those exercised for other tourist service stations. However the idea of the relative control or supervision comes in contrast with the real meaning of rural tourism. The motivation behind most rural is to escape limitations and the urban routine life and the regulations opposite to the free will and voluntary entertainment. Nevertheless, organizing the tourists is a crucial part in the procedures of rural tourism management (taj, 2004).

The economic strategies in the regional development requires a small commerce perspective for the rural tourism. In a Two dimensional model, rural tourism is like a tile within a mosaic pattern. It helps consider a spot as a category to a regional planning, taking the regional system at the head category in order for hierarchical allocations to become equal as far as tourist attraction activities are concerned. (ziari, 2005)

The supply of rural tourism products corresponds with tourism demands in a region and the demand depends on the good value, services, and facilities. The direction of rural tourism demands is a variable which depends on domestic and international tourists visits. (gharah nejad, 2008). Rural tourism development has always been a valuable, growing economic strategy and an advantage of low risks and costs and considering that resources are available, costs are low and plans are smaller compared to other tourism plans (projects). It helps to economic growth, create variety and stability in employment, dynamism in commerce and industries, creating opportunities to larger incomes in multiple activities, creating new markets for agricultural products and enhance a basis for the regional economy. One of the most important features of rural tourism economy is the motivation that the private sector has for investment in tourism because it is small, varied and simple.

It is a rather important fields in rural development which can build up opportunities and facilities specially for employment and regional income and play a crucial role in reviving and rebuilding rural regions. The role and importance of tourism In the process of rural development has been proved in many countries. At the present time tourism is considered an industry with the potential stability.

Attractions, facilities, and capabilities of tourism development in rural regions are diverse and varied, but unfortunately they have not been properly exploited.

In the fourth phase of the national development plan and the 20-year prospect rural tourism has not received due attention. Besides, in “the national development plan and tourism and management” the concept of rural tourism or tourism development in the rural areas have not been properly dealt with. (papli yazdi, 2007). Considering the importance of tourism in the process of rural development planning, it is of paramount importance to take it into account in rural plannings and plans. For the purpose of playing the positive role of tourism in the process of rural development, paying attention to environment management, local contribution, firm laws, marketing and realistic plannings in tourism seems necessary. (rezvani, 2005). Rural tourism is an important means of enhancing employment and income and can help social and economic development of rural societies (sharpley, 2002). It also takes account of the people who must have access to the villages, which makes it possible to get benefits to the local people. Therefore, having access must be in balance with other rural needs and a long-term protection of rural resources. (sharpley, 2002). Due to globalization, the development of tourism in rural areas has been increasingly important, because there really no such concepts as traditional culture, lifestyles, and folklores, and therefore these concepts are going to be colorless and invisible.

The geographical aspect of development takes into account the logical use of environmental resources. In fact people are required to make logical use of environmental resources and air in their free time. Reaching a good development in rural tourism means considering such factors as appropriate organizational structure, planning for and training human force, setting regulations for tourism and raising capital. To gain a stable development in tourism industry there’s a crucial need of a synthesized management and coordination between state and private sector.

Research shows that the motivation behind visiting the rural areas goes more to psychological features such as makeup, peace, freedom, and rural traditions which are in contrast to the urban modern life.

Developing the tourism industry has an inseparable link with a number of organizations and state and non-state organizations. Therefore, any objective sitting, strategies, guidelines, and other plans must be executed with the cooperation of other organizations. Tourism must be managed as a system because without a systematic perspective there is no due account of all the aspects. The inputs and outputs interactive together and finally showed their impact on the whole society.

In Europe as a whole, three critical issues in the development of rural tourism have been recognized. first although visitors are attracted to rural areas by their distinctive regional social and cultural heritage landscape qualities and perceived cleaner environment these very qualities may be threatened by the impacts of tourism and recreational activity. second training for rural tourism provision is often not available or not taken up to assist improvement in the quality and appropriateness of rural tourism products. third rural tourism products can be relatively isolated and in most cases will benefit from collaboration and networking in promotion and
There is an urgent need to create sustainability of the reconstruction and development program. Through tourism, the tourism industry can provide steady and sustainable legs for the RDP to work on. Improving the scale of tourism came about by several different types of change. The simplest was more visitors attracted to an existing attraction that was being marketed better and benefiting from the general increase of tourism in the area. (Clark, G., 2007) Consumption of rural energy in developing countries constitutes the majority of their total energy usage at the national level. Many rural areas in developing countries are also major tourism attractions. Uncontrolled growth of tourism puts additional pressure on precious resources such as fuelwood which is a primary source of fuel energy consumed in the lodging and food businesses located in rural and remote tourism destinations. (Sanjay, N., 2008) The extensive growth of tourism in the late 1960s stressed a need for planning. (Saarinen, 2008) Ecotourism ventures should, in theory, try to empower local communities. This empowerment can occur in a variety of ways, such as actively participating in the ecotourism process, maintaining control over the ecotourism venture and creating an experience where there are culturally appropriate decision-making mechanisms. (Zanotti, 2008). In Spain rural houses were developed as a strategy for the survival of small family farms and today they play an important role in the social and economic development of rural destinations. (Isabel Pilar, 2009). More attention should be given to facilitating coordination and partnership arrangements at the regional subregional and local scales to create new products and infrastructure avoid erosive competition and positive competition. (Cawley, M., 2007). In the increasingly competitive tourism industry destination image is considered to be crucial in the decision making process of tourists. Place promotion is the deliberate use of publicity and specific images of a place to a target audience with the intention of influencing attitudes. (Nelson, V., 2005). Creating the needed data to properly inform the selection of tourism policies and programs to advance a region’s development requires an understanding of (1) the demand for tourism within a region. The most common measure of tourism’s socio cultural impact is the ratio of visitors to the local population (2) more rigorous indicators of stay-over visitors times the average length of stay divided by the population times. (McElroy, J., 2003) Sites of greatest interest to marine tourists include places to fish areas for sightseeing and secluded locations for general relaxation. (Collins, J., 2008).

Rural tourism can play an important role in the developing of rural area that has an attractive natural view, living, mountainous and coastal villages and various point of cultural, regional and racial view. Rural tourism has some benefits such as creating job opportunity, earning more income for government, increasing the income of rural families and providing social amenity and so on, but if it becomes unrestrained, it can damage the cultural and natural figure of villages. For accessing tourism benefit, all obstacles and difficulties on the way of this activity like the lack of management ability, unsuitable marketing, the lack or shortage of services that is needed for tourists, seasonal limitation, the lack of sustainable law must be removed, so some measures such as creating and developing structures, stable advertisement and marketing, performing tourism festivals and preparing for non-government investment for rural tourism, giving priority to the request of local people and satisfying their needs and compiling sustainable law must be taken action. (Karami and Gadiri, 2009)

**Fig. 1:** The component of stable tourism. (Sharpley, 2002)
Economic Advantages:
Rural tourism is an important and new resource of income production for rural societies. Hence:
- It may cause to create new jobs, for those which are related to tourism e.g. preparing rooms for tourists, food preparation, retailing, transportation and entertainments.
- The current service activities such as transportation systems, medicinal cares, rural industries and jobs would be supported.
- Varieties of local economic will be increased and the economic of local societies will be established and developed.
- It may cause to create opportunities for multiple activities and in this way provisional economic records will be prevented and incomes will be supported.
- The current occupations and services will be supported.
- New and various types of jobs would be created and by decreasing agricultural costs, the local economic would be strengthened.

Social Advantages:
Rural tourism development might result in different social advantages in rural societies such as:
- Reinforcing and supporting local services e.g. public transportation and health cares.
- Creating facilities and new attractions e.g. cultural facilities, entertainment or sport centers.
- Developing social relationships in rural societies and creating opportunities for cultural exchange.
- Enhancing knowledge about expressions of local cultures, occupations and cultural identity.
- Repopulating the rural areas. Because it would confront with the population reduction policy and increase the number of aged people of the rural society.
- Increasing women’s functions in societies which are more traditional and faraway.

Environmental Advantages:
The main motivation of the majority of tourists who visit villages is being benefited of the rural environment.
- Success for developing rural tourism depends on attractive environment. Therefore, this tourism:
  - Both produces income and leads to support and flourish natural environment of the village.
  - Supports maintenance and flourishing historic places such as rural houses, gardens and promenades.
  - (furthermore, tourism causes rehabilitating old and deserted buildings in villages. For instance, warehouses or old grain mills can be used as industrial centers or old stables can be used as buildings.)
  - Would results in environment improvement by performing the activities such as waste disposal, drawing up traffic regulations and reforming buildings.

Harms Caused by Rural Development:
- Village is a source which is benefited for different purposes and undoubtedly it might have some negative points along with positive points, as well. Certainly, tourism development would not be met unless being considered some expenses for it and it causes negative effects by risking the rural environment. In addition to these items, all the aspects of tourism, such as rural tourism, causes negative effects on nature and social-cultural environment of tourism areas. Therefore, since 1970s considering desirable development of beneficial type of tourism has been increased. But it should be noticed that although there might be some advantages by developing rural tourism, incompatible developments will bring about losses and negative effects. Nevertheless, the level of these effects would be changed proportionate to different factors such as importance of local tourism industry, potentials of tourists and their activities, consolidation of local environment and authority of local cultures and customs.

Economic Harms:
- Although tourism causes income production and plays an effective role for creating job opportunities, but these yields should balance economic losses. Because rural tourism:
  - Increases the expenses of public services e.g. waste disposal, medicinal services and providing police costs.
  - Interferes developing costs e.g. creating tourism attraction, facilities and generally, basic reformations.
  - Mostly causes to raise the price of land, goods and services, particularly ownership of the country houses in rural areas. It means that local people are too connected to this industry and consequently supervision of local societies on tourism area will be decreased. (For instance, long period of unpleasant climate condition or competition of other areas will decrease the number of visitors, according to the long period of tourism economic-practical policies.)

Social Harms:
- Crowding with a great numbers of tourists might have long-term and short-term influences on social and
cultural stability of rural societies. For a long time it was assumed that the tourism may evolve the process of acquainting with new and local various cultures, and it would be right for traditional rural faraway and small societies which were ready to be affected from outside. But it should be considered that tourism development would affect negative points on local societies and their culture. For instance:

- It causes to increase crimes and other antisocial behaviors.
- Density and increment of population may violate villagers’ boundaries.
- Decrease local services, e.g. replacing restaurants for local small shops.
- Villagers become familiar with new thoughts, cloth fashions and wrong behavior of which confront with the traditional and cultural values.
- It emphasizes on house making and makes villagers hesitate about temporary income or permanent settlement.

**Environmental Harms:**

Village environment is flexible and capable being developed for tourism. Generally, presence of great numbers of visitors and providing entertainment facilities to meet their needs, in case not being controlled and managed appropriately, may decrease environmental features which attract tourists’ attention to the rural areas or even destroy it. Particularly, tourism:

- Causes damages in environment constructed by human being. (Activities such as skiing, going hokey, rock climbing and automobile driving affect environment and rural houses, gardens and parks would be damages because of being overused by tourists).
- Increase pollution in rural areas. (the pollution might be apparent e.g. wastes and residue which are resulted from too much passengers’ traffic, sound or visual pollution which could be caused by jammed traffic in roads of village or inappropriate development or interfering in common appearance of the village).

Prosperity of a stable method depends on different factors such as local society’s participation in programming, tourism development and tourists management.

**Developing a stable rural tourism:**

As a positive methods to decrease stress, a stable tourism is created as the interactions among tourism industry, visitors, environment, and host societies, especially in the rural areas where the interdependence of tourism and environments is so much evident. Thus, In spite of a lack of due attention to stable terrorism and accepting its principles, there are lot of controversy regarding practicality or even the meaning of stable tourism development.

It stems from the suggestions made for other types of tourism development in Europe in the 1980s. These suggestions try to prevent the hardships and negative effects of tourism. In 1987, the world commission of environment and development (WCED) released a report titled our common future where stable development was defined as: a development which satisfy the needs of the present without endangering the needs of the future. In other words, stable development has a long-term attention to the impact of development on the environment and world resources and also to the supervision, management, and justice. To put it more simply, it ensures that the stability of economic activities, such as tourism, can maintain for a period of time.

Stable tourism utilizes the potentials of natural resources to revive them for the future, help get familiar with the traditions and lifestyles of the local people to gain experience in tourism, accept fair shares of the local people of the benefits gained from tourism, and enhance motivation of the local people, which can help a better understanding of the role of tourism in the growth and development of the environment and economy. It also creates the distribution justice and geographical fairness of development, as well as improving the lives quality of host societies.

The basis for stable development of tourism is considering the building blocks of tourist environment of: tourists, destination, and host society.

The interaction can be either dynamic or constructive or destructive. On the one hand, it can help revive the local economy through the contribution in employment and creating income. It can also contributes to strengthening local cultures and conserve the environment or reconstruct the manmade structures. On the other hand, it can make local economies running ahead and lower the life quality and environment status of local societies. Therefore, the ultimate goal of tourism is to set a balance among the three elements as well as long-term conservation of the environment. It seems it can't come true by exercising the following principles such as those offered by tourism and environmental organization.

The real and natural value of the environment is far more than its tourist value. Therefore it must not entail depriving the next generations of the environment through short term misuses.

Tourism must be looked upon as a constructive activity, which has a bilateral benefit to both tourists and local's societies.
There must be a link between tourism and environment so that the environment can maintain for a long period of time. Tourists must not be allowed to destroy the environment and its future employment opportunities.

The activities and development of tourism are required to respect the scale, nature, and features.

There must be a harmony among the tour is needs, tourist spot and host society under any circumstance.

In a dynamic society, some changes are inevitable because changes are usually useful. Of course getting adapted to the changes must not take place at the cost of ignoring any of these principles.

The tourist industry, local officials and environmental organizations are all responsible to respect the above-mentioned principles and cooperate to capture their long-term objectives.

As far as for overall tourist development is concerned, the rules of stable tourism are logical especially that in many countries villages are not only natural heritage but also an attraction to many of the visitors. Nevertheless, many experts are pessimistic about the concept of stable tourism and doubt whether stable tourism can support the tourist industry (i.e. stable development for the sake of economical advantages) or the environment (i.e. lack of development in order to preserve it) since they are all the main objectives of stable development. It must be noted that sustained tourism development is a comprehensive procedure which aims to support the following:

Rural environment, rural economy, structure and culture of local rural societies, and paving the ground for experienced chances for visitors and long-term advantage of tourism industry in rural areas.

However, there are still many controversies of whether the concept of sustained rural tourism can be materialized in practice and if so are the applicable to small rural projects? Success of the method depends on many factors such as the contribution of local society in planning, contribution in developing a rural tourism and tourists management.

Stable tourism development which implies the development and maintenance of tourism in an area (association or environment) does not alter the environment, whether human or physical, in an unlimited period of time.

MATERIALS AND METHODS

The present study makes use of library and field research because tourism is a wide range concept which needs traveling all over the Province in order to better discover instances of culture and tourist spots for the purpose of planning.

In addition, the domestic and foreign books, articles and magazines as well as statistics and Internet sites were used to gather information. For the field research, observation, interview, designing and filling out of questionnaires were used for the targets villages and tourism organizations. The questionnaires were than distributed among the target population and data was gathered. The research method is a goal based procedure to find an answer to a question or a solution to a problem. In this study, we tried to find the answers to our questions using library and field research. Two different questionnaires were used for data collections which were distributed to the tourists and through rural residents. The data gathered in field research were cross checked with the realities of the place. Also effort was made to directly investigates the facilities.

There was always a limitation in distributing questioners within high tourist officials. Many villagers did not ever fill out the questioners because of a fear and many offices did not return the papers.

In this a study we investigated the sources and references on tourism. Also with turned to the relevant organizations to interact with them to get information.

Research population:

The research population falls into two categories. The first group is the villagers of Semnan Province who are the residents of shahrood, damqan, semnan, and garmisr. Some sample villages were chosen out of these towns, which were the most attractive to the visitors, as many as 32. The second group is the tourist organizations all over Semnan Province to which the questionnaires were distributed including:

The organization of cultural heritage, artcraf and tourism of semnan province and cities semnan, management and planning organization rural cooperation organization, rural sewage organization, agricultural organization, the Islamic revolution of housing foundation, administration of culture and Islamic guidance, state government, local government, district office, the natural resources organization, keeping environment life organization, metrology organization, broadcasting organization, the company of traveling and tourism services, tourism guest-house, rural Islamic councils.

Instrumentation:

In designing a questionnaire, important aspects of research objectives as related to the research hypothesis were taken into account. The questionnaire is of two types: one, for the rural residents and the other for the experts and managers of organizations for rural tourist development, which was also used along with the interviews and observations depending on the level of tourism.
Determining The Volume of The Sample And The Sampling Procedure:
As many as 410 questionnaires were distributed among that villages of four different towns of the province and organizations responsible for tourism. From each town four villages were chosen. Also some questioners were designed for the organizations such as the organization of cultural eritage, art craft and tourism of province and cities province semnan administration of culture and Islamic guidance • the Islamic revolution of housing foundational agricultural organization • rural cooperation organization • keeping environment life organization • the natural resources organization • metrology organization • broadcasting organization • the company of traveling and tourism services tourism guest-house state government • local government • district office and rural Islamic councils.
Which followed a random sampling where all the population numbers have an equal chance to enter into the sample group. The SPSS software also analyse the data.

Data analysis:
To analyse the data we used the statistical procedures of descriptive, inferential, and analytical. After the questionnaires were filled out, we began investigating the research hypotheses, and made use of tables and graphs which finally entered the SPSS software for analysis.

Research findings and data analysis:
Semnan Province is located in southern slope of Alborz mountain range and consists of four towns (Shahrood, Semnan, Dameqan, and Garmshar and), 12 Region, 28 District, and 448 living villages. In the, 1997 census, the province consisted of 720 villages but in 2007, the number dropped to 448. In the period of ten years, 272 villages lost their population who immigrated to larger cities.

Map Namber 1:Map Iran-Semnan province

<table>
<thead>
<tr>
<th>Table 1: Status of residents in Semnan Province.</th>
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<tbody>
<tr>
<td><strong>Active Village Year85</strong></td>
</tr>
<tr>
<td>135</td>
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<tr>
<td>84</td>
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<tr>
<td>138</td>
</tr>
<tr>
<td>91</td>
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<tr>
<td>448</td>
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Table 2: Gender distribution of contribution for questionnaire fill-out.

<table>
<thead>
<tr>
<th></th>
<th>Contribution Percentage</th>
<th>Sex</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td>37</td>
<td></td>
<td></td>
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</tbody>
</table>

Table 3: Education description of the respondents to the questionnaires.

<table>
<thead>
<tr>
<th></th>
<th>Contribution Percentage</th>
<th>Studies Level</th>
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<tbody>
<tr>
<td>36</td>
<td></td>
<td>Under diploma</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td>diploma</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>Above diploma</td>
</tr>
<tr>
<td>28</td>
<td></td>
<td>B.S</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>M.S and PH.D</td>
</tr>
</tbody>
</table>

\[ E(T) = \frac{N(N+1)}{4} \]

\[ V(T) = \frac{N(N+1)(Z(N+1))}{24} \]

\[ Z = \frac{T - E(T)}{\sqrt{V(T)}} \]

With due attention to student variations, that are not quantitative and their distribution is not normal, so parametric methods were not used and among non parametric ways, Wilcoxon method can compare gathered data with supposed mean, with due attention to use of five optional spectrum of Likert, supposed mean considered 3.

H0: \( \mu \leq 3 \)
H1: \( \mu > 3 \)

Research hypotheses:

Hypothesis one:

Rural infrastructures is effective in developing rural tourism.

Rural infrastructures include: transportation roads, organizational and institutional plannings, and state attention to investors, easy local access and the development of small rural industry. In this hypothesis, 12.7% chose the very much, 35.8% much, 33.9% average, 17.1% little, and 0.5% very little.

Hypothesis two:

Facilities can enhance the development of rural tourism.

The following factors were effective to attract tourists:

The present rural facilities such as: electricity, water, school, stores, mosque, infirmaries, communication centers, Internet, banks, needed facilities for tourists, accommodations and guest-house, villas, having quite place, vocational and residential places for organization, private and governmental investment, people income and rural nearness to city center is important in tourism development. Based on this hypothesis, 15.7% checked the "very much" box, 30.7% the much, 36.8% average, 16.1% little, and 0.7% very little.
Hypothesis three:

The shortage of amenity and also of suitable plans cause non-tourist development and environmental damages. The shortage of possibilities and also the loss of suitable plans cause that tourists damage natural surrounding and gradually pollute it. If enough controls and managements are considered, these intact surroundings were damaged less. We can prevent environmental damages by of course providing some residential possibilities such as rest rooms, parking lots and clinics and so on. Based on the hypothesis, 26.3% chose very much, 35.1% much, 25.3% average, 12.2% little, and 1.1% very little.

Table 4: Obtained results from wilcoxon test.

<table>
<thead>
<tr>
<th>Test value=3</th>
<th>95% confidence Interval of the difference lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural infrastructures</td>
<td>t: 9.362, df: 499, Sig.(2-tailed): .000, Mean difference: .43171,</td>
<td>.3411, .5224</td>
</tr>
<tr>
<td>Facilities</td>
<td>t: 9.018, df: 499, Sig.(2-tailed): .000, Mean difference: .34591,</td>
<td>.2705, .4213</td>
</tr>
<tr>
<td>Deficit possibility</td>
<td>t: 8.933, df: 499, Sig.(2-tailed): .000, Mean difference: .32872,</td>
<td>.2564, .4011</td>
</tr>
</tbody>
</table>

Conclusion:

Science in a lot of society, cultural development is known as one of the purpose in the development of tourism industry so by increasing cultural motivation in an attractive area we can omit mainly existing obstacles. For these reasons policy-makers must be made aware of the potential negative as well as positive impacts of tourism development in other to find ways of minimizing the former and maximizing the later. Such positive and negative impacts may be as follows:

Potential positive impacts of tourism include:
- Enhanced service and amenities in the area.
- Increased expenditure for the conservation of sites visited.
- New employment opportunities.
- Provision of local training.
- The maintenance of local communities.
- Providing a market for local traditional products and industries.
- Broadened culture experience through intercultural impact.
- Greater awareness (on both sides) of value of cultural diversity.

Possible negative impacts might be:
- Increased pressure on services and the possible reduction of amenity as a result.
- Site-use conflicts over cultural, environmental and economic issues.
- Conflict over preservation and access.
- Raised cost of living and displacement of the traditional local residents.
- Cultural drift and the commodification or distortion of traditional crafts, performances products, and other culture manifestation.
- Undermining local traditions and ways of life.
- Regional disparities between more and less successful regions.

Special geographical conditions and climate as well as status of topography, geography, and geomorphology signifies the unique potentials of Semnan Province in ecotourism. However, tourism and natural tourism specially (ecotourism) have not developed. If the potentials of tourism are rightfully exploited, there would be a possibility to enhance the poor villages which are the traditional protectors of their surroundings, besides having various regional and national advantages. Furthermore, ecotourism can bear positive and negative effects for the nature and the environment, which indicates the necessity for planning and supervising to remove the negative consequences and strengthen the positive effects on the environment.
Village is a source that has many applications and advantages like tourism. Some of these applications like agriculture and forestry are a part and parcel of village, while others needs such as house and road building decreases village reserve or destroy it completely. Because village is a source that has diverse needs and must not prevent others needs and application by elimination only one need. In other words the more influence one section has, the less other sections can exploit village sources.

There is a reciprocal relation between all village needs. Of course the nature of this relation is changing now. Especially, tourism become a useful and practical economical action in rural area. Now tourism as a new phenomena is a remedy for all rural societies that face with economical difficulties. Tourism is progressing by sections and actions like forestry, water reservation and environment protection that is not only show a corresponding relation between different application, but also show a corresponding dependence between them. The success of rural tourism is indebted the safe and interesting environment of village. So it needed that all different needs of village are managed correctly and there is an equivalence between them. At the same time tourism must not decrease the quality and attraction of sources that depend to.

For this reason understanding the characteristic of rural tourism needs and the way that can eliminate this need is important. The rural environments have their own potential natural and human attractions. Organizing such environments not only helps develop tourism in the rural areas but also enhances rural activities of farming, husbandry, and local handicrafts.

Because Semnan Province is located on the road to Imam Reza (a holy shrine), it can attract the religious Pilgrims as well.

Internal ministry state government the organization of cultural heritage, art craft and tourism of Semnan province-administration of culture and Islamic guidance of Semnan province and other relevant organizations can contribute to a better traction of visitors to the Province, which demands principled planning, cooperation, and contribution of local residents and executive institutions in order for the province to play the role of an important tourist spot throughout the country.

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