



## Evaluation of the tourism social, cultural and environmental impact by using SWOT model (Case Study: Big Tang Ganjeh recreational camps)

Sadegh Jahanbakhsh Ganje<sup>1</sup>, Nima jafari<sup>2</sup>, Mehdi Jalali<sup>2</sup>, Mohammad Reza Nabizadeh<sup>2</sup> and Soleyman Ramesh<sup>3</sup>

<sup>1</sup>Young Researchers and Elites club, Science and Research Branch, Islamic Azad University, Tehran, Iran.

<sup>2</sup>Department of social sciences, University of Tehran Kharazmi, Iran.

<sup>3</sup>Islamic Azad University, Firuzabad branch, Fars, Iran.

### ARTICLE INFO

#### Article history:

Received: 19 July 2015;

Received in revised form:

15 September 2015;

Accepted: 21 September 2015;

#### Keywords

Tourism,  
Sustainable development,  
Evaluation,  
Village,  
Tang Ganjei,  
SWOT.

### ABSTRACT

The tourism as a Scanner industry and incomet generation has an important role in many economic, social and cultural aspects. Today, many counties are based in economic structures from tourism development supporting, and develop their economies by reliance to it. The aim of this study is to assess tourism Socio-cultural and environmental effects of Tang Ganje recreational camps. Data were collected by interview and questions of the people then were analyzed using SWOT model. So development of tourism can have widespread effects on the indigenous people lives, and through the influence on all aspects of indigenous life, and develop their economic and socio-cultural condition. According to the findings of sample groups showed that tourism in all its dimensions has more positive effects and creating appropriate infrastructure for the organizations can help attract more tourists to the area. It also became clear that the development of this industry in the region could cause economic growth; reduce migration to urban areas and increasing the welfare of the indigenous people.

© 2015 Elixir All rights reserved.

### Introduction

Today, sustainable development is concern of many officials and politicians in developing countries. So that attention to environment in development approach has been entered as an undeniable necessary to development issues. For the sustainable development obtained from tourism, cooperation and participation of all members, particularly local communities is essential and requires effective monitoring and sustainable management (Hamidi and Dell Bahari, 2011). In general, sustainable development is following some goals such as job creation, poverty alleviation, provide food and prevent of destruction of the environment and resources. In fact, humans and the environment are Center of attention in sustainable development. In this way the village is discussed as the natural and human environment. However, a place which has many natural and human resources, but equally poverty, unemployment, deprivation moves parallel to it (Hawassi, 2011). So tourism activity today is one of the most important and dynamic activities in the world. According to the World Tourism Organization, international tourism revenue in 1990 to 2005 became more than double and has increased from 270 billion dollars to 680 billion dollars. So tourism currently, with its specific dynamics could have a major impact on economic, social and environmental developments in various levels of international, national and local (Ranjbar et al., 2011). Tourism and its development is an essential tool for rural development planning. Tourism is help to flourishing of rural economy, creating a way to providing local production and generating added value. In addition, tourism is an important source for employment of unskilled people, especially women and immigrants rural poor. This industry is important not only in the economic aspects but also cause to promotion of mental culture of travelers, learning of history, healthy mind and body, learning knowledge; enhance national and traditions customs, positive

effect on the character and lifestyle of the urban people, preservation of historical monuments and ethnic authenticity. It should be noted that this industry despite its many advantages has some disadvantages, such as the destruction of cultural monuments, cultural assimilation, cultural invasion and cultural anomalies. The one hand, rural tourism can cause variety of activities and reduce agricultural risk and provide opportunities for rural development (papzan et al., 2010). Tourism development, especially for developing countries which are facing such as high unemployment, limited financial resources and economic monoculture problems, is important. The attractiveness of tourism positive effects especially in the economy dimension is such that have attracted many countries, especially developing countries (Yazdani, 2011).so Ganjei Bozorg (Large Ganjei) in Yasouj City ( Kohkiloye and Boyerahmad province) is not excluded of this content. This village has a recreational camp that attracts many tourists each year in the spring and summer in its place. To achieve the goals of sustainable development in the village need to identify and evaluate facilities, local laws and restrictions.

### Statement of problem

Tourism is one of the industries that are properly has been called industry of twenty-first century, one of the most complex activities that humans can do in geographical location and its accelerating speed cause to surprise. In all, developed or developing countries are drowning tourism perspective and each one with idealistic setting goals is trying to optimum use of the industry. In the meantime a lot of attention has been done to the issue of the preservation and conservation of cultural heritage, resources and national wealth. Today development of tourism in all areas, whether national, regional or international level is considered by government planners and private companies. Many countries have recognized this fact that for improved economic situation must take the initiative to meet and seek new

Tele:

E-mail addresses: [sadegh.jahanbakhsh@yahoo.com](mailto:sadegh.jahanbakhsh@yahoo.com)

© 2015 Elixir All rights reserved

ways (Yazdani, 2011). So aim of this study is to answer the following two questions.

- 1) Is the situation of tourism in Ganjei village has lasting effect on the livelihoods of households in the village?
- 2) How is Effects of tourism on social, cultural and environmental different dimensions?

#### **The necessity and importance of research**

Given the high rate of youth unemployment and deprivation Kohgiluyeh in this area is necessary to use all the resources and capabilities to poverty elimination, job creation and income in several ways. The tourism industry development as an industry which is interacting with various industrial fields such as the economy, agriculture, culture, environment and services, is very important and experiences of other countries has shown that its development in each area cause to growth and socio-economic development of that region, Therefore could be considered as one of the main tools of development in Kohgiluyeh, In the following will be referred to economic, social and cultural impacts.

#### **Background of Research**

Extensive studies in the field of rural tourism and tourism planning at the global level indicates that, today different dimensions of economic, social, cultural and environmental of rural tourism is considered. Sharifzadeh and Mradnzhady (2002), in an article titled sustainable development and rural tourism is expressed that, with the development of rural tourism will provide the possibility of economic activities and creating various jobs in rural areas; these job opportunities have service aspect And may be occur, directly or indirectly which is consisting: transport, hospitality, consulting services and guidance, organization and marketing and handicraft and rural production. In addition, the researchers conclude that one of the most important functions of rural tourism is to create new employment opportunities in rural areas, which resulted in the solve the problem of unemployment, the rate of migration of rural population to large cities and expanding suburbanization is reduced ; The smooth transition of work force (hidden or explicit) -that reduce the agricultural productivity in this sector – occur toward the service sectors and lead to the creation of new job opportunities.

Moradnejadi and Nazari (2003), in a study entitled, tourism and rural development in Iran are investigated the effects of tourism development on rural development and have been considered tourism as a major economic factor and very effective in recent years. The results show that tourism can have various effects on development, including: the creation of jobs and the expansion of employment in the tourism, so that all workers without skills, as well as all owners of various skills can be employed in this field.

Taghavi (2005) as well as in a case study was examined the role of the tourism industry in the region Shapur Blad Dehdasht, and in his research is used survey method. Mohaqeq sought to answer this question that, what is development of tourism effect on improvement of infrastructural and welfare services and facilities and totally, in the development of the region? The findings show that despite the great powers of economic, social-cultural and physical - environmental in the study area, the role of tourism in the area were not significant.

Kim 1988 in his essay was trying to evaluate tourism dimension of spatial structure and its effects on the tourist trips model. This thesis using contrast stretching spatial tourist trips model was evaluated and then represented the results.

Lee in his essay approaches of tourist different groups in order to assess economic impact of tourism and leisure time is

studied and analyzed on different tours. This study is formed using various theories of visitors in tourist areas.

#### **Theoretical Foundations**

Rural tourism has grown significantly after 1950s. In the beginning (1960s and 1970s), rural tourism was considered economically for local communities and as a tool for the development of rural communities was raised. Today is considered different dimensions of economic, socio-cultural and ecological of rural tourism (Akbari Samani et al., 2011).

Sustainable development has a wide dimensions and village tourism is one of its dimensions. In order to achieve the rural sustainable development, promote of rural tourism as a factor of development is very important. Because the development of rural tourism is an important factor in the equitable distribution income and provides the context for national and regional development. Another important goal of development of rural tourism is creation and strengthening of participatory development. Regarding rural development, participation is including People interference in the process of decision-making, implementation of plans, sharing in the benefits from development projects and involvement in the project's evaluation. On the other hand participation of local communities (rural) is an active process whereby productive groups or clients in guiding and implementation of a development plan with the aim of increasing their welfare in terms of income, personal growth, self-reliance, or other values that are dear for them. This process is provided appropriate opportunity for the local economy capabilities.

John Avery and McConnell are such a sociologists who have theories about tourism. Jan Avery is asked, why tourists gather photos and capital gathers investment? He emphasizes that the development of photography is associated with the development of tourism it means the hunting moment; he believes that tourists are looking for glamor. Avery said a subject should be existing or should be created, which is unique, spectacular and cultural, like a holy point and unique thing. But McConnell said tourists are as an ascent of time and place or escape to history. The tourists are looking for an old area, and if we want to make tourist place, Should change it to historical sites. Canell emphasize that to creation tourism region should innovate or even imitate tradition, because tourism are following history.

Therefore, promotion of tourism place is necessary in the tourism industry. McConnell (by decomposing Tönnies community and society) says people think that in the modern world, dominated by bureaucracy, complex organizations, their life became shallow and superficial and don't have authenticity, so are looking for facts. Also, according to McConnell and John Avery opinions about tourism, considering this point is necessary that, to convert the tourism regional and its promote, First must identify naturally beautiful landscapes and tourism hub areas and then revive the region's cultural traditions In order to be attractive for tourists. Meanwhile tourism has different verity; Cultural, recreational, medical, sports and so on, and in some regions which exists each type of tourism talent, Should be closer to reality, to attract tourist's satisfaction (Navabakhsh and Raffar, 2010).

Many rural communities are considering tourism to protect natural resources and strategies for economic development and recreation and the protection of social values. Bar believes that the development of tourism should be lead to Economic Development viable strategy and Progress for rural communities. While Borg and Lavrov believed that tourism can be an important tool to show degradation of rural economic.

Thus, investment in tourism is not considered just as a tool for recreation and leisure time tourism in rural areas but also is a way for Rural Development (Taleb and al., 2010).

In general, tourism sustainable development goals are including the following:

1. Modify the quality of life of the host society;
2. Providing quality experiences for tourists;
3. Environmental protection, which are dependent on the host community as well as tourists
4. Respect for equality between two generations and within a generation;
5. Maintain the integrity and unity and cultural cohesion between communities;
6. Making facilities So that visitors can gain valuable experience (Rezavani et al., 2012).

#### Research methodology

In this study, in order to collect data is used library and Archives methods and field methods, including interviews with villagers, tourists and officials and objective observed. For the analysis the effects of tourism in the recreational region of Tang Ganjei was used Analytical model SOWT this means that was identified the strengths, potential and weaknesses and threats of tourism in the area. Then according to it provide a strategy for improvement and development tourism. This means that if weaknesses become strengths and threats into opportunities, tourism will has better function for socio-economic life of that region. Statistical population was consisted of three groups of rural people, officials and tourists. Three of the officials were selected because they were familiar with the area and had traveled to the camp sometimes. However, with 10 tourists and 13 villagers were interviewed. The interviews were analyzed based on data extracted. The scope of time of investigation was started since the beginning of July 2014 to middle of October 2014, and areas of research consist of Tang Ganjei is located in the city of Yasouj in Kohgiluyeh.

#### The introduction of under study Village

Kohgiluyeh and Boyer Ahmad province with an area of 16,264 square kilometers is located in the southwest of Iran and its population is about 650 thousand people. Yasouj is its capital and its major cities are: Boyer Ahmad - Basht - Chram - Dena - Bahmaei - Kohgiluyeh and Gachsaran. The province from north to Isfahan and Chaharmahal-Bakhtiari, from East with Fars and Isfahan and Bushehr and Khuzestan in the south of the West is its neighbor.

This province in terms of population and area is one of the small provinces and has 28th ranking, and has 217 pilgrimage Esplanade and resorts. Area under cultivation of cereals is about 60 thousands hectors, which is 60 thousand hectares of them irrigated and 160 thousand hectares is rain-fed. And have 874,000 hectares of forest, and 724,300 hectares of pastures, and total level of gardens 39700 hectors, and statistics animal population of province is about 2049897 sheep, goats and cattle (Agricultural Jihad city of Yasouj, 2014).

Ganjei Se Riz village is located at the northern Sar Rod in the Yasoj city. This village at a distance of 8 km of Yasouj and 20 km from the Si Sakht city is placed. this village is related to old Ganjei from East and from north to Dena mountain, and from west to Se Riz River and Deh Bar aftab olya village and tange Seriz and from the south is restricted to Mazdak and Goushe village. This village is located at the geographical coordinates 51 degrees 32 minutes of east longitude and 30 degrees 45 minutes of north latitude. In terms of geographical location of Ganjei Bozorg ( Larg) village is established in foothill conditions (Dena plain border) and its localization has

been done in the mountains domain. Due to the rural location of the above conditions is formed natural Features Available at Mountains, deep valleys and agricultural lands. The soil type of this area is sandy and clay and is fertile, agricultural cultivation are also abundant (rice, lentils, wheat, barley and fruit trees such as walnut, apple, peach, plum, grapes, etc.). The distance between these two cities of tang Gnjei Se Riz village is located recreation camp of Tang Ganjei. Tourist area "Tnag Ganjei" is located in the valley with a very tall plane trees and oak of forest cover. cool and Conditioning air, passing river through the valley and amidst soaring sycamore in the area change it to very beautiful tourism place . There are several water springs in the area, all of them come from "Dena" mountains. Nature, vegetation and beautiful landscape along the river of Tang Ganjei village can attract many tourists to Kohkiloye province.

Findings

During the investigation it was found that in recent years with increasing numbers of tourists in the region and their willingness to use plant and animal wildlife, natives try to sell harvesting wild plants and animals that entered a lot of damage to wildlife. Of course sale of wild flora and fauna to tourists somewhat is increased their income and is encouraged them harvesting more wildlife. According to information obtained from interviews with the people and authorities become clear that, there is the confliction between the culture of Natives and tourists, And sometimes leads to conflicts and in some cases was also found tourists culture had influence on Natives. Increased government attention to investment in the tourism sector and the susceptibility of the region to tourism, opportunistic people is lead to speculation land and creation inflation in the region. As well as private sector interest to buy land and residential providing facilities and infrastructure for the development of tourism has declined. In a summary can be drawn the effects of tourism development on socio-economic factors and the environment as follows:

**Table 1. Weaknesses, Strengths, Opportunities and Threats**

Strengths	Opportunities
1. Job creation	1. Take advantage of great vision towards the region
2. Including seasonal flourished in spring and summer for jobs such as sales of agricultural products, retail,	2. Increase motivation to keep forests almost untouched and entirely of oaks and mastics in the access path
3. An increase in household income	3. The possibility of development of infrastructure facilities such as the availability of asphalt
4. Permanent fountain	4. Cold and cool wheather in summer
5. flourished of crafts	5. existing of religious places
6. The attention of the government for investment	6. The possibility of significant investment of returns
7. The relative increase public awareness of the value of natural wealth	7. Tourism (historical-pilgrimage-Touring)
8. Quality improvement of social services	8. The possibility of hiking, climbing, skiing and other sports
9. development of cultural exchange	9. increase the motivation of traveling between the urban and rural people
10. Induced to feel proud of their own culture	10. Increasing government attention to planning and investment in the tourism sector
11. existing customs and local culture and traditional shrine	
12. Reducing negative attitudes	
13. Fountain Seasonal	

Weaknesses	Threats
1. Increasing social deviations (including theft and harassment)	1. Lack of awareness of tourism issues
2. Fading of traditional communication and local trust	2. The lack of drinking water and its distribution problem
3. Mismatch between of health services to area resorts	3. The risk of flooding, especially near rivers
4. Lack of water pipes throughout the resort	4. The possibility of increasing the willingness and eagerness of tourists to travel to other close recreation areas close rivals such as si sakht and Tang Mehrian
5. Lack of proper wiring resort	5. Inadequate understanding of the revolving nature of the area
6. Lack of accommodation in the resort	6. The loss of traditional culture and local (such as language, local customs) with Increasing tourists
7. Lack of good stores in resort	7. Increasing social offenses with the arrival of tourists in the region than before
8. Increasing social tensions	8. The loss of trees and vegetation and the destruction of agricultural lands and farms and destructive of rural
9. Contrast the local culture with the culture of travelers	9. Persistent drought and the possibility of drying out water sources
10. Environmental degradation	
11. Water and air and noise pollution	
12. Local wrong culture	
13. Being inappropriate ways of transportation and communication facilities	
14. Seasonal employment and unemployment	

Results of the survey of the study showed those 14 strengths and 15 weaknesses and the 10 opportunities and 9 threats in relation to the subject of study.

During the investigation it was found that in recent years with increasing numbers of tourists in the region and their willingness to use plant and animal wildlife, natives try to sell harvesting wild plants and animals that entered a lot of damage to wildlife. Of course sale of wild flora and fauna to tourists somewhat is increased their income and is encouraged them harvesting more wildlife. According to information obtained from interviews with the people and authorities become clear that, there is the confliction between the culture of Natives and tourists, And sometimes leads to conflicts and in some cases was also found tourists culture had influence on Natives. Unethical tourism lead to damage to wildlife and their value is being discounted. Increased government attention to investment in the tourism sector and the susceptibility of the region to tourism, opportunistic people is lead to speculation land and creation inflation in the region. As well as private sector interest to buy land and residential providing facilities and infrastructure for the development of tourism has declined.

#### Discussion and Conclusion

Today, when the speak of industry is coming, in Public opinion is embodied in the category of science and technology, or when the discussion is about income it seems most revenue sources related to technology and technology. Alongside these industries, creating a new industry that is no more than a tool in

the technology and IT, in this emerging industry, tourism attractions are the factor of development. The emerging industry that is called tourism between countries, especially developed countries has high value which is remembrance as fact of the twenty-first century (Heyes, 2002). Iran is a vast country with a unique attraction in all seasons and various weather conditions, the ability to attract tourists from all over the world. The recreational area of Tang Ganjei has particular and unique situation. The important point that In spite of the potential and actual in the field of tourism this region is suffering deprivation of facilities for tourists. The lack of organization in charge of organizing tourism leads to flourishing new industry in the province and has studied all the potential of tourism in the region, is excluded from this industry. This factor, together with inadequate knowledge of the natives of the region, has provided field isolation region. While tourism) within the framework of its capacities, economic and social would be big development in the province. The tourism industry in some occupations, such as retail sales has created for agricultural products in rural areas while the changes in the economic and social activities, especially in the agricultural sector and rural income has been sought the development of this industry in terms of economic prosperity and thus provides stability in this sector. Environmental aspects can be mentioned drying and curtailing the river bed, river raping by farmers and converting it into agricultural lands. Creating infrastructure to attract more tourists and groups can be taught in the form of wildlife and environmental values to tourist, in order to every tourist as protect the environment, provide environmental sustainability. Cultural exchanges with Natives to tourists causes loss of false culture and create a desire to keep both noble and graceful culture and cultural sustainability. Participation today as either objective and as a means of development tools is considered. Unfortunately, in our rural community participation in matters that require very low even when is faced with resistance by the villagers. To attract local people as guides, they provide employment opportunities and maximum participation of indigenous people in the economy, tourism, economic and social stability will follow. It is noteworthy that although the social impacts of this project to the extent that the local villagers have no significant effect on social conditions. On the other hand the objective evidence shows that the greatest tourism impact in the social dimension is reducing rural migration to urban of because of jobs and income, especially in spring and summer. In other words, can be away from people, especially the youth of the local culture and traditional villages and their tendency to cultural tourists to be pointed out that in cases such as the type of dress some people to be issued. Also, the incidence of crime and abnormalities and the other effects of the Plan is that causes unsafe for tourists, especially at night.

Also, some of the problems of rural tourism in the village of a closet, lack of infrastructures and facilities, which lack the potential negative impact on the tourist attraction. In general it can be said in response to questions positive effect of recreational camps is more on all aspects and on the livelihood of people in rural areas, especially in spring and summer has increased. Although has the negative aspects, but by expanding cultural exchanges have increased awareness of the village.

However, weak infrastructure, such as the mismatch between the health service area of the promenade, lack of proper wiring promenade, lack of housing, lack of proper markets and the lack of piped water resort area and improve them from relevant agencies can attract more tourists to the region. Result of this research is that the most sustained attention to tourism as

a factor endogenous development in the region is felt. And can be targeted plan for a large group of people, create jobs and economic prosperity in the region.

#### Reference

Agricultural Jihad city of Yasouj, 2014.

-Akbari Samani N, Badri S.-A and Salmani M (2011) tourism strategic planning using the evaluation matrix IFE and EFE (-case study: Saman- of Shahrekord city). Research of rural 4: 53-78.

-Hamidi K and DelBahari V (2011) the role of sustainable development in tourism entrepreneurship. Conference on Tourism and Sustainable Development, Islamic Azad University of Hamedan Iran.

-Hawassi N (2011) evaluation of sustainable rural development, with emphasis on the agricultural sector Zarrin Dasht district. [MSc Thesis School of Literature and Human Sciences , , University of Kharazmi.

-Hayes J (2002) Strategies for Ecotourism Development in the Quibbling, London press 12: 31-43.

-Jangchi Kashani S (2004) the role of rural tourism in rural development Ryjab region of Kermanshah. MSc Thesis, Islamic Azad university Scienceand Research branch, Iran.

Kim YK (1988) Tourism Impact Assessment : A Test of Vested Interests Model. A Ph.D Thesie presented to Texas A & M University, Unpublished.

Moradnejadi H and Nazari SH (2003) in a study entitled, tourism and rural development in Iran. Jihad Magazine 256: 25-39.

-Movahed A, Amanpuor S, and Zarei R (2013), evaluation of tourist resort cities on the integration of SWOT and AHP model case study of tourism resort Mal Aqa. Urban and regional studies, Issue 15: 74-53.

-Navabakhsh M and Rafifar M. (2010) an overview of tourism in socio-economic life of the people Ziarat village. Quarterly geographical Amayesh 9: 88-97.

-papzan AH, Ghobadi P, Zarafshani K and Gravndy, S (2010) problems and constraints of rural tourism with basic theory (Case Harir village, Kermanshah province). Research of rural 3: 25-52.

-Rizvani MR, Akbarian Roniz S R, Rokneddin eftekhari A, and Badri, SA (2012) explaining the sustainability benchmark indices to assess patterns of tourism in rural areas around the cities (Case Study: Tehran metropolis rural areas). Research in human geography 81: 69- 94.

-Sharif-Zadeh A. and Moradnejadi H (2002) sustainable development and rural tourism. Jihad Magazine 250- 251:52-63.

-Taghavi R (2006) Tourism in Kohgiloye and its role in development. MSc Thesis, the field of social sciences. Tehran: School of Social Sciences, Tehran University.

-Talib M, Mirzaee H, and Bakhshizadeh H (2010) rural tourism planning interactive approach Participatory Rural Appraisal (Case study: Vakil Abad village Sardabeh). Research in Human Geography 71: 19-34.

-Yazdani M (2011) the effects of tourism on the economy and prices. Conference on Tourism and Sustainable Development, Islamic Azad University of Hamedan, Iran.