

The Impact of Tourism on Rural Areas: A Case Study (Moeil Village in Meshginshahr County)

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This research explained how tourism activity influenced the society. The impact that was elaborated in this study was “economic, sociocultural, and environmental” aspects. The research method in this study is descriptive-analytical and correlational. Most of the data are based on field studies and sampling method (Cochran) to evaluate the effects of tourism development on rural settlements; 384 villagers have been interviewed. Findings of the study show that in contrast to the survey of villagers and tourists who evaluated the highest effect in relation to the economic dependent variable with an average rank of 4.1752, in the stepwise regression study the most changes are related to the social and cultural and physical and environmental dimension dependent variable with a coefficient of 0.080. Finally, Pearson correlation test was used to test the hypothesis of this study, according to which it can be stated. Tourism development has provided positive changes in economic, socio-cultural, physical, and environmental dimensions in the village.

Keywords: rural tourism, tourism impact, economic impacts, socio-cultural impacts, environmental impacts

Introduction

The travel and tourism industry today is the world’s largest and most diverse business sector. The importance of this industry directly results from the fact that it serves as a primary source for generating revenues, employment, private sector growth, and infrastructure development for many countries (Gee, 1999). The importance of tourism nowadays is determined by the multiple roles that it plays within any country (economic, social, and cultural) and its ability to create a positive impact (employment, wealth, dynamism, income enhancement, infrastructure, international friendship, and moving people and assets) (Shariff & Abidin, 2013). During the past half century, tourism activities have become widespread, and each year the number of passengers, who travel for a variety of motives, is increasing (Eftekhari, Pourtaheri, & Mahdavian, 2011). Tourism is thus an important part of the economic sector (Lopes, 2011, p. 306), and it is an activity that has many social and cultural influences in addition to its economic and employment benefits (Hazar Jaberi & Najafi, 2012). Tourism has an important role modifying rural communities in their environmental, economic, social, and cultural structures, processes, and dynamics. In this context rural tourism plays a primary role because the tourist has to move towards tourist destination in order to enjoy the product (Sgroi, Di Trapani, Testa, & Tudisca, 2014). Tourism development depends on commercial, economic, and logistical issues, such as the quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of

investors. In most of these aspects, rural areas may well be at a disadvantage compared to urbanised and more developed areas. Thus, tourism can play a significant role in rural economy growth and in developing rural standards (Holland, Burian, & Dixey, 2003). Tourists are attracted to rural areas by their distinctive social and cultural heritage landscape qualities. So, the rural space can be threatened by the tourism impact and the recreational activity developed for tourists (Hall, 2004). Rural tourism is largely a domestic phenomenon with a disparate nature across countries and continents. The rural landscapes have always been influenced by the agricultural activity. The human permanence in rural areas exposed to risk factors (degradation, depopulation, poverty) can contribute to preservation of social values, to valorize the human, economic and environmental resources of the various rural communities, to qualify and to promote the image of these areas, increasing their attractive capacities and contributing to their development (Lanfranchi & Giannetto, 2014). Tourism has been identified as a vital mechanism of sustainable development in rural indigenous areas (Tsaur, Lin, & Lin, 2006). Since indigenous areas have profound ethnic culture and ecological significance and sensitivity, successful tourism development must consider the perceptions of the local community in order to build a mutual relationship grounded on respect, trust, and feasibility to create local acceptance and support (Yu, 2018). Increased attention is being focused on the extension from agricultural to tourism development in rural indigenous areas in order to create impacts such as economic activation, income and employment production, public infrastructure creation, culture preservation, and nature conservation (P. S. Lin & Y. L. Liu, 2015). Although tourism development has desired impacts, it can also produce undesired consequences. Depending on the case, those undesired impacts may include local culture dilution, pollution, conflicts with tourists, and damage to the natural environment (Stoeckl, Greiner, & Mayocchi, 2006). There is found that the impacts of tourism destination can be economic, socio-cultural, and environmental aspects. First of all, the positive impact of economic such as the society around the destination has better income. It's possible because there are job employment opportunities. Moreover, the infrastructure is being good; transportation is available. It also generates new businesses. The negative impact of economic may be created in establishing tourism destination, such as higher cost of goods and services, routine expenses, more expensive of property, the coming of the non-residences who take benefits of the village. But, film tourism does not impact significantly to the economic aspect of the society (Li, Li, Song, Lundberg, & Shen, 2017). Secondly, socio-cultural impacts might arise. This impact is difficult to be measured (Kim, Jun, Walker, & Drane, 2015). Sociocultural effects are sometime related to quality of life, values, norms, society model, and environmental damage (Deery, Jago, & Fredline, 2012). There are the positive and negative impacts of socio-cultural impacts. In the positive sight, the society around tourism destination is healthier; they are using to interact easily to the tourists, having broad minded way of thinking, imitating good habits, understanding other people habits, willing to maintain their own culture (traditional dances, traditional culinary, and heritage), accepting differences, being able to fulfill their basic needs (food, houses, and clothes), encouraging people to contribute in tourists activities. The example of the last statements such as providing tourist activities (create coffee tour in Penting Sari village in Central Java): Women provide traditional snacks by using the raw material resources in the village, and renting homestays for tourists and doing innovation (Zach & Hill, 2017) such as creating Kampung Kambing in Cibuntu village in West Java (Pramanik & Widyastuti, 2017). Negative impacts are caused by adopting bad habit of tourists behavior that is opposed by the customs of the people around the tourists destination (drunk or prostitution), and exploring of underage workers (Tirasattayapitak, Chaiyasain, & Beeton, 2015). It's interesting that the

research in Yasawa Fiji island found that backpacker tourists influence the host society significantly in both economics and socio-culture (Sroyetch, 2016). Thirdly, the impact of tourism on environment could create such as the better views in some areas. But the research found that there are some negative impact to the environment include the damage of environments (vandalism), poorly maintain of hygiene, and sanitation, decrease air freshness, the availability of clean water (Sunlu, 2003), increase noise and air pollution, tress and fields turn into attractions, reduce open spaces, and poorly maintain plants and animals.

Impacts of Tourism Development

In terms of tourism impact, as tourists interact with the local environment, economy, and community, tourism activities generate combined influences on the economic, natural, cultural, and societal status in the destination. A number of books and papers have focused on a wide range of multi-faceted characteristics related to tourism impacts and have stated that the consequences can be positive and beneficial as well as negative and undesired. The following two sections provide literature reviews of tourism development concerning its impacts on the local economy, environment, and society (Peters, Chan, & Legerer, 2018).

Economic and Environmental Impacts of Tourism

There has been a wave of interest in the relationship of economic impacts in hosting communities. Much of the research on economic impacts has centered on the effects of income and employment since the local residents generally anticipate and seek to benefit from economic stimulations through job opportunities in tourism service or sales pertaining to food, accommodation, crafts, and activities (Rolfe & Bennett, 1996). Although tourism can negatively impact the economy through aspects such as inflation, public sectors often consider positive economic impacts as the main tourism impacts and therefore prefer to select tourism as the development approach instead of other industrial options, especially for rural area development. Environmental impacts have been widely investigated to contribute insights into tourism. The literature suggests that the environmental impacts of tourism principally depend on local conditions, such as locality, activity type, form of tourist infrastructure, and can be the result of the planning practices (Hearne & Salinas, 2002). In terms of carrying capacity, some places are more fragile than others, such as rural vs. urban areas; the type of activity influences the impacts on the site (Stoeckl et al., 2006) such as hiking by foot vs. riding all-terrain vehicles. In addition, the preparation of infrastructure and construction for tourism service substantially affects impacts (Chang, Sullivan, Lin, Su, & Chang, 2016). Newly constructed buildings, roads, parking lots, and facilities, if not carefully planned, can impact local ecological habitats, damage original visual resources, and weaken the site's resilience to natural disasters in extreme weather, such as soil erosion, landslides, and use overload. Environmental pollution due to increased tourism, such as traffic congestion, littering, and noise, is an important impact that affects the quality of residents' daily lives (Smyth, Watzin, & Manning, 2009). From the growing body of literature on tourism impacts, although there are positive impacts on the environment, such as environmental protection and conservation, the relationship between tourism and the environment has been unequal. Tourism is conventionally considered a substantial contributor to environmental problems rather than a vehicle for environmental protection.

Social and Cultural Impacts of Tourism

Tourism also significantly impacts societal aspects (Akis, Peristianis, & Warner, 1996). Research has

empirically documented the links between tourism development and the changes in a group of people, their interactions, attitudes, and behavior patterns, as well as impacts on cultural aspects, which involve knowledge, values, and art (Mason, 2008). These aspects and their intricate relationships have been described in the literature by both qualitative and quantitative investigations. The findings of those studies reflect the context-sensitive nature of the socio-cultural impacts of tourism (Boley, McGehee, Perdue, & Long, 2014). Researchers have shown that tourism has both positive and negative socio-culture impacts. The positive impacts include the effects on the renaissance of traditional activities, arts, crafts, the revitalization of cultural social life style, as well as the stimulation of supportive resources, the preservation of traditional architectures and historical remains, and the protection of scenic landscapes (Xue, Kerstetter, & Hunt, 2017). The negative impacts include issues of cultural authentication, local community disturbance, and the development of adversarial relationships between locals and tourists (Tolkach & King, 2015). A number of publications have indicated a renewed interest in the empowerment effects of tourism, identifying the transformation of local residents' self-identity as one important socio-culture impact of tourism. Studies have noted that the process of identity transformation involves the interactions among tourists, local residents, and the external forces that affect the representation and conversion of local identity (Nunkoo & Gursoy, 2012). In indigenous communities, studies have found that members dynamically negotiate their identities with visitors. In these interactions, residents redefine their identity and tend to develop recognition of the uniqueness of their cultural traditions and native identity (Xue et al., 2017). Residents' participation and attitudes are the foundation for whether tourism development can be sustainably supported in the destination. A fairly large body of literature discusses both the positive and negative impacts of tourism. However, few studies have been published on community acceptance of tourism impacts (Bennett, Lemelin, Koster, & Budke, 2012). Although tourism has been noted to influence residents' attitudes and perception, there has been relatively little research on measurements of the perceived tourism impacts on the acceptance of indigenous hosting residents. Several studies have been done in this area, some of which are mentioned.

According to Choudhary, Kulshrestha, and Choudhary (2011), both tourisms have encouraged rural people to become micro-entrepreneurs by promoting their arts and crafts, food types, exhibitions, festivals and green organic farms; they said in their study on rural economic development. Abdollahzadeh and Sharifzadeh (2012) in their research used factor analysis and linear structural equation modelling in order to explain the rural resident's perceptions toward the impacts of tourism development and their grouping according to these attitudes. They notice that education, gender, age, income, employment, and a high degree of community attachment were the major factors affecting the attitudes of residents. Using the survey method, Dezsi et al. (2014) have analyzed the social and spatial relations, but also the rural tourism development in a Romanian territory, the Lapus Land (a partly mining area located in the north of Romania). Their findings emphasized the fact that, in the short term, rural tourism activity cannot generate by itself a spectacular economic revival of Lapus Land, except for a relatively low number of households. Analysing the community support for tourism development, perceived impacts and community satisfaction, Park, Nunkoo, and Yoon (2015) added the effect of social capital. First, they multi-group SEM to analyse the moderating effects of social capital. The study confirmed arguments that social capital is an important factor for better community growth including sustainable tourism development. Ioncica, Ioncica, and Petrescu (2016) have researched the impact of natural resources on Romanian tourism activity and the influences of tourism on the environment. Their findings show that there is a positive evolution of significant environmental indicators with a direct influence on attracting

tourists (foreign tourists, especially); but the intensity of this impact is average. Desai and Ali (2016) have revealed in their study on rural tourism that rural tourism makes rural community to directly engage in tourism by having direct control or serving their culture as an attraction. The tourism pressure in the context of sustainable development has also been the concern of Gogonea, Baltalunga, Nedelcu, and Dumitrescu (2017) as they correlated and interpolated indicators that may outline certain aspects related to the density of tourist fittings, tourist traffic intensity, and capitalization level. The econometric models the authors used highlighted the impact of tourism pressure on the economic and social levels. Based on the background above, identifying the impact of tourism on people in Moeil rural is important. The result of the study is going to contribute the data that can be used for generating actions to improve people well-being in Moeil rural. This study aimed to analyze the impact of tourism on society in Moeil rural. The main aim of this paper was to research the segment of rural residents' attitudes towards tourism development concerning the economic, socio-cultural, and environmental tourism impacts.

Introduction of the Study Area

According to the latest political divisions in Ardabil, the village of Moeil is located in the village of Alani, in the central part of Meshginshahr. This village is located 20 km south of the city center and the road leading to it is asphalt road and mountainous and is blocked upon reaching the village. This village has a mountainous climate and is formed in an uneven space near Sabalan Mountain. Part of the village is spread on the hillside and the other part passes down the village on the way down. Due to the snow and mountainous atmosphere, the agricultural and garden lands of the village are limited. The village has cold climates in winter and cool summers (The Heritage, Handicrafts and Tourism Organization of Ardabil, 2020).

Methods

The research method was quantitative method (Sugiyono, 2014) and descriptive approach (Yusuf, 2014). The time used cross-sectional that was hold in 2020. The data were collected by using questionnaires consisting of two parts. The first part is regarding the profile of the respondents, while the second part was the variables of the economic, socio-cultural, and environmental impacts. It used Likert scale of 1 to 5. Cochran sampling method with 95% confidence level has been used to estimate the sample size. Accordingly, 384 villagers were interviewed to evaluate the effects of tourism development on the village. After collecting information and processing it in SPSS environment, the data were analyzed and the subject was explained. The theoretical review is described in Figure 1.

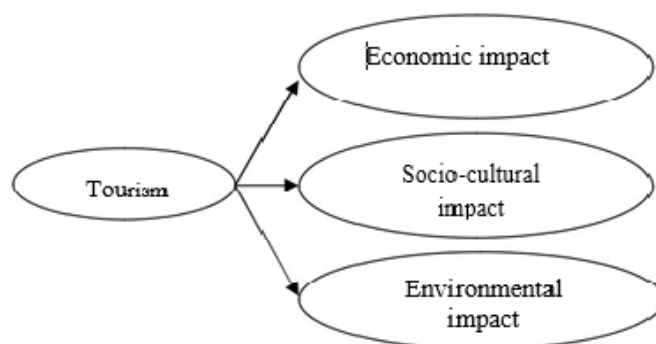


Figure 1. Theoretical review.

Research Findings

In total, 384 questionnaires were distributed among tourists. In terms of gender, 58% of the respondents were men and 42% were women. In terms of age, 16% were under 20 years old; 24.5% between 20 and 29 years; 32.5% between 30 and 39 years; 12% between 40 and 49 years old; 10% between 50 and 59 years, and 5% over 60 years of age. In terms of marital status, 40% were single, while 60% were married. According to the level of education, 18% had attended primary school only; 15.5% had a high school degree; 9% had taken some university courses; 41.5% had a university degree; and finally, 16% had either a master's degree or Ph.D. (Table 1). Regarding employment, we divided the studied population into several subgroups of specialists, employees, self-employed persons, workers, unemployed, collegians and students. The frequency distribution of the statistical sample according to the type of occupation in Table 1 shows that 8% were specialists; 16.5% were employees; 26.5% had free occupation (those who are not government employees); 9% were workers, 14% were unemployed; and 26% were collegians and students.

Table 1

Socio-Demographic Characteristics

Gender		Level of education		Age		Employment	
Men	58%	Primary school only	18%	< 20	16%	Specialists	8%
Women	42%	High school degree	15.5%	20-29	24.5%	Employees	16.5%
Marital status		University courses	9%	30-39	32.5%	Free occupation	26.5%
Single	40%	University degree	41.5%	40-49	12%	Workers	9%
Married	60%	Master's and Ph.D.	16%	50-59	10%	Unemployed	14%
				> 60	5%	Students	26%

Analysis of the Effects of Tourism Development on the Rural Economy

To assess the effects of tourists on the economy of the rural community from the perspective of the host community at the level of the studied villages indicators, rising land prices, diversification of residents' income sources, creating new job opportunities, increasing the income of the villagers, reduction of agricultural production, attract financial resources and budgets, development of local markets, expansion of service jobs, changing people's lifestyles and livelihoods, increase private sector investment used. This table shows the relative distribution of response to items. According to the table below, the economic average is 4.1752. As observed, this mean is defined in the range 1 to 10. According to Table 2, the average economic dimension of the situation is observed medium in terms of rank. As can be seen, the lowest evaluation was in changing people's lifestyles and livelihoods. On the contrary, diversification of residents' income sources, reduction of agricultural production. There have been cases of positive change in the village due to the development of tourism from the perspective of the local community. In tourism literature, such apparent positive changes in the body of tourist areas, especially rural areas, are referred to as in tourism literature, such apparent positive changes in the body of tourist areas, especially rural areas, are referred to as aristocracy (George, Wanda, Heather, & Donald, 2009).

Table 2

Economic Impacts of Tourism Development From the Perspective of the Local Community

Indicator	Percentage of respondents					Mean
	Very little	Little	No comment	Much	Very much	
Rising land prices	3	2.6	3.4	34.8	56.2	4.4401
Diversification of residents' income sources	0	0	6.2	34.4	59.4	4.5313
Creating new job opportunities	4	4.7	5.3	38.5	47.5	4.3385
Increasing the income of the villagers	3	7	9.7	34.0	46.3	4.3828
Reduction of agricultural production	0	1.0	8.4	25.5	65.1	4.5469
Attract financial resources and budgets	5	2.1	10.2	35.5	47.2	4.3385
Development of local markets	1.3	2.1	8.9	33.1	54.6	4.3774
Expansion of service jobs	5	3.6	7.0	31.9	52.5	4.3802
Changing people's lifestyles and livelihoods	25.0	31.0	25.5	13.0	5.5	2.4297
Increase private sector investment	1.3	8.8	14.6	40.4	34.9	3.9870
Total	-	-	-	-	-	4.1752

Analysis of the Effects of Tourism Development on the Society and Culture

To measure the effects of tourists on the culture of the rural community from the perspective of the local community in the study village of the indicators, increase the spirit of participation and cooperation, the fading of local customs and culture, increased crime and delinquency, change the type of clothing and makeup, the village became famous, participation in the implementation of tourism activities, consumerism and modeling of tourists, increasing the level of cultural awareness, participate in guiding and introducing tourist attractions used. The relative distribution of response to items is shown in the table below; it was observed that the average of the whole cultural dimension is 3.8411, which is a moderate situation in terms of rank. As can be seen, the least evaluation in the attitude of the residents was related to the fading of local customs and culture, and on the contrary, for the village became famous, there have been cases of positive change in the village.

Table 3

Society and Culture Impacts of Tourism Development From the Perspective of the Local Community

Indicator	Percentage of respondents					Mean
	Very little	Little	No comment	Much	Very much	
Increase the spirit of participation and cooperation	3.4	4.4	15.9	38.5	37.8	4.0286
The fading of local customs and culture	22.7	33.5	15.6	15.4	12.8	2.6198
Increased crime and delinquency	2.6	4.2	15.1	34.1	44.0	4.1276
Increasing corruption and social deviations	1.6	6.5	20.8	34.6	36.5	3.9792
Change the type of clothing and makeup	8.1	15.9	20.3	34.6	21.1	3.4479
The village became famous	3	2.3	11.3	36.2	47.2	4.3151
Participation in the implementation of tourism activities	4.7	10.9	18.2	38.1	28.1	3.7396
Consumerism and modeling of tourists	7	6.5	17.5	32.6	36.4	4.0573
Increasing the level of cultural awareness	3.6	6.3	18.5	38.3	33.3	3.9141
Participate in guiding and introducing tourist attractions	7	4.9	12.3	35.2	40.6	4.1823
Total	-	-	-	-	-	3.8411

Analysis of the Effects of Tourism Development on the Physical and Environmental

To measure the effects of tourism development on the physical and environment of rural society from the perspective of society local in the study village, indicators of expansion of accommodation facilities, improving

the condition of roads and communication routes, expansion of second home tourism, increase in residential construction, improving the rural environment, water pollution, changing the architectural pattern of rural housing, changing the use of agricultural lands and gardens, damage to the beautiful scenery of the village, extinction of plant and animal species have been used. This table shows the relative distribution of response to items. As it was observed, the average of the total physical and environmental dimension is equal to 3.9481, which has a moderate status. As can be seen, the least evaluation in the attitude of the residents was related to improving the condition of roads and communication routes. In contrast for expansion of second home tourism, changing the architectural pattern of rural housing, there have been examples of positive change in the village from the perspective of the local community.

Table 4

Physical and Environmental Impacts of Tourism Development From the Perspective of the Local Community

Indicator	Percentage of respondents					Mean
	Very little	Little	No comment	Much	Very much	
Expansion of accommodation facilities	13.5	15.9	16.4	23.2	31.0	3.4219
Improving the condition of roads and communication routes	3.9	14.3	28.1	33.6	20.1	3.5156
Expansion of second home tourism	3	4.4	14.3	46.2	32.1	4.0911
Increase in residential construction	1.0	4.9	20.1	42.2	31.8	3.9870
Improving the rural environment	2.3	6.0	15.6	40.9	35.2	4.0052
Water pollution	1.8	5.5	19.5	43.0	30.2	3.9427
Changing the architectural pattern of rural housing	1.6	4.7	15.4	40.1	38.2	4.0885
Changing the use of agricultural lands and gardens	2.7	4.9	14.8	38.3	39.3	4.0677
Damage to the beautiful scenery of the village	1.0	5.2	9.9	39.1	44.8	4.2135
Extinction of plant and animal species	3.1	4.9	11.2	35.4	45.4	4.1484
Total	-	-	-	-	-	3.9481

Investigating the Effect of Tourism Development on Different Aspects of Villagers' Lives

In order to investigate the impact of tourism development on rural settlements, linear regression statistical method has been used. Stepwise regression method was used for fitting. In this method, the variable that has the greatest effect on the dependent variable is first entered into the model. Other variables are re-examined to enter the model.

Table 5

List of Variables Entered in the Model

Method	Imported variables	Model
Enter	Economic dimension, physical and environmental dimension, social and cultural dimension	1

Table 5 lists the names of the independent variables in the regression model and regression method. The correct representation method is that enter is an independent variable label inserted into the regression model.

Table 6

Results of Fitting a Multiple Regression Model

R	R ²	F	P-value	Result
0.672	0.611	227.626	0.000	Meaningful

In Table 6, we obtained the values of multiple correlation coefficient, multiple determination coefficient, adjusted multiple determination coefficient, and standard deviation of multiple determination coefficient. According to the value of the coefficient of determination equal to 0.611, it is found that the linear regression of the independent variables on the dependent variable justifies about 61% of the total changes. In addition, Fisher statistic and significant level of regression have been reported. The significant value in the table is equal to 0.000, which is less than the value of 0.05. Therefore, we reject the null test hypothesis that the regression model is not significant with 99% confidence. So the regression model is statistically significant.

Table 7

Coefficients Obtained From Fitting the Regression Model

Independent variables	Coefficient std.	Beta	T	Sig.	Result
Constant	2.096	-	5.486	0.000	Meaningful
Economic dimension	0.066	-0.004	-0.074	0.941	Meaningless
Physical and environmental dimension	0.080	0.186	3.806	0.000	Meaningful
Social and cultural dimension	0.080	0.555	10.683	0.000	Meaningful

In the Table 7, for each of the parameters of the regression model, the values of estimating the parameters, the standard deviation of estimating the parameters, estimating the parameters of the standardized regression model, test statistics and a significant level of estimating the parameters are reported. According to the obtained result, for a constant variable, in the economic dimension, the significant value is less than 0.05.

Table 8

Pearson Correlation Coefficient Test Between Tourism Development and Dependent Variables

Hypothesis	Result	Sig.	R
Tourism development affects the rural economy.	Reject H_0	0.000	0.553
The development of tourism has an effect on the body and the environment of the village.	Reject H_0	0.000	0.620
Tourism development affects the community and culture of the village.	Reject H_0	0.000	0.591

In order to test the hypothesis of this research, Pearson correlation test was used. Based on that, the correlation coefficient with the probability of an acceptable test is estimated between 0.55 and 0.62. According to the stepwise regression test, Pearson correlation and ensuring the normality of the data, it can be stated that the development of tourism has provided positive changes in economic, social, physical and environmental dimensions in the village (Table 8).

Conclusions

Rural tourism can be defined as the country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. Consequently, rural tourism in its purest form should be: located in rural areas, functionally rural built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices, rural in scale—both in terms of buildings and settlements and, therefore, usually small-scale, traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and

developed for the long term good of the area. Tourism has been recognized for its vast contribution to the economy in many countries in which tourism contributes to economic diversification, profitability, and employment opportunity for a country. Nonetheless, researchers in the past have noted that local communities' attitudes and perceptions toward tourism development and tourist fluctuate between the negative and positive. Besides, the economic impacts are perceived mostly positive while sociocultural, legal, and environmental impacts, are viewed as negative. Thus, it is important to understand local communities' involvement and relationship quality and how it will impact the sustainability of rural tourism. In this study, it can be concluded that tourism in this area has not been able to have significant effects in the economic, social and cultural fields and the environment, and in the future its impact will continue to be accelerated and there is no way back. But in order to achieve the goals of sustainable tourism development in the village of Moeil, as in many cases in most villages and even urban communities of our country, we still have problems and troubles. It seems that until there is no accurate and principled knowledge and their strengths and weaknesses are not addressed and tourism is not organized within the framework of comprehensive and forward-looking comprehensive plans to achieve sustainable tourism development, we still have a long way to go and if such a situation continues. Weaknesses in sensitive, vulnerable and fragile areas such as the village of Moeil may become serious threats and dangers in the not-too-distant future.

According to the research results, strategies for the development of rural tourism in the study area are presented as follows:

- Allocation of government capital to the development of tourism facilities and supervision of land purchase and sale and organization of resource and land ownership;
- Provide the necessary grounds for attracting private investment by giving priority to local residents;
- Prevent environmental degradation, non-encroachment on rivers and pollution of water resources;
- Construction and equipping of places for tourists to stay in order to prevent damage to agricultural gardens and construction of camps and recreational camps around rural areas;
- Establish social security through law enforcement using experienced force and strengthen the structure of human resources and give importance to educational issues in various sectors of tourism and the development of culture tourist.

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