Assessment of Economic and Social Effects of Second Home Tourism of Rural Areas in Babol Township

Fazile Dadvarkhani*
Associate Prof., Dep. of Geography & Rural Planning, University of Tehran

Fatemeh Mohammadzade Larijani
Ph.D. Candidate in Geography & Rural Planning, University of Tehran

Received: 05/02/2011          Accepted: 13/02/2013

Extended Abstract

Introduction
Among various types of rural tourism, one of the most important types is second home tourism. This article is going to analyse the effects of development of second homes as a consequence of tourism development in rural areas of Eastern Bandpay villages, one of the township of Babol countryside. Despite the growth of Second Home Tourism (SHT) in North of Iran, particularly over the past 2 decades, there are a few researchs about the nature of such effects. The main approach of the article is sustainable development of tourism. It focuses on assessment of economic and social effects of tourism on the area. These include both negative and positive effects.

Methodology
The research has carried out on the basis of descriptive and exploratory method. The statistic population of the research are local people in rural areas, second home owners and rural managers and decision makers. According to Cochrane Method a Sample Size of 60 participants has been chosen. The data have gathered by a questionnaire that had been made by authors. The validity of the questionnaire has been estimated by Chronbach method and was about 0.8 which is reliable. For analysing the data we have used Spearman Correlation test and other descriptive methods by SPSS software.
Results and Discussion
This research has been conducted in Babol district in North of Iran. So, in this article the negative and positive effects of second homes from view point of local communities and tourists and rural managers have been argued. The results show that tourism has had different positive effects on the economic and social aspects. It also shows that there are different ideas about tourism economic effects, between three groups of the research participants. Meanwhile there are the highest disagreement in the case of social effects.

Conclusion
The research findings indicate that rural managers had the most agreement about tourism extension in the villages. In second level there is second home owners who admired tourism as a means for rural development. However, despite their knowledge about positive effects of tourism, local people disagreed about tourism development in the current shape. They believe that this process of tourism development will demolish social structure of their village. Therefore, they emphasize on changing process of rural tourism development.

Keywords: Consequences of Tourism, Rural Tourism, Rural Villa City of Babol, Second Homes, Sustainable Tourism.