

# Research Paper: The Analysis of the Factors Affecting the Development of Community-Based Rural Tourism (Case study: Gilan Province)

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## ABSTRACT

**Purpose:** Accordingly, it can be considered an important element with negative and positive effects. One form of tourism currently considered is community-based tourism, which significantly emphasizes the local community for tourism development. This study aims to investigate the factors affecting community-based rural tourism in Gilan province.

**Method:** This is applied research in terms of purpose, it is quantitative in terms of approach, and it has been conducted with a sample including 770 people from rural people in Gilan province. Data collection tools include library studies, and field surveys have been carried out through observation and questionnaires. The statistical population consists of the villagers of Gilan province. Three hundred eighty-four people were selected using the Morgan table to determine the number of samples. Samples were increased in order to improve the level of reliability and reduce errors in the data, and 770 questionnaires were completed. According to the estimation, the reliability of the questionnaire was 0.921.

**Conclusion:** The path analysis model in SPSS software has also been used to analyze the indicators. The results suggest that economic benefits, organizational mechanism, product diversification, increasing investment, business motivation, environmental protection, reducing waste dissemination, innovative planning, evaluation and monitoring, social participation, social cohesion, social skills and knowledge, the sense of belonging to the place, tourist acceptance culture, poverty reduction, safety, government support, announcements, recreational tours, economic benefits, local market, local investment and profitability affect the development of community-based tourism in the case study area.

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## 1. Introduction

**T**ourism is a social product and is associated with tourism's entrepreneurial and business skills. Local and social capabilities, local leadership, and formal and informal networks are also directly related to the development and improvement of tourism. Although a community-based approach is an effective way to develop and improve tourism, establishing cooperation within the local community involves a complex process. Businesses require common resources and competition at the same time. Local governments may consider cooperation in rural tourism development as a threat to their authority which could lead to a situation where they have little control over local decision-making (Jamal & Getz, 1995). Given these problems, research on collaboration and the factors that pave the way for local community development is essential.

Although sustainable tourism promotes the participation of the local community, support, and improvement of the quality of life for all (France, 1998; Lea, 1988; Roseland, 2005), its top-down approach to distributing empowerment among stakeholders is considered a barrier to the collaborative partnership of the community. (Goodwin and Santilli, 2009; Sebele, 2010). Due to the power structure and the distribution of power among community members, people's participation, to a large extent, provides real and comprehensive participation of the local community at all levels of development (Asker et al., 2010).

Gilan province is one of the northern provinces of Iran, with an area of around 14,000 square kilometers. According to statistics, the economic participation rate in 2006 was 43.2%, while the unemployment rate in the same year was 11.4%. After nine years, which is the last available statistics in 2015, it has undergone ups and downs during these eight years. Finally, the economic participation rate decreased by 4% in 2015, and the unemployment rate, which is a negative index, rose by 2%. Also, regarding the employment situation in rural and urban areas in 2006, it can be said that it was 41.5% in urban areas, while it was 44.4% in rural areas, which can be due to several reasons such as the abundance of jobs in rural areas, agriculture and the use of natural resource endowments. Nevertheless, the unemployment rate in rural areas this year is about 8% lower than that in urban areas. One of the issues that should be considered in this province is the issue of tourism development. The description of community-based tourism in detail and the brief description of general characteristics of Gilan

province is a description of an approach that can be used in the development of tourism in Gilan province because it can be considered as the dominant spatial pattern of rural tourism due to a large number of rural areas in this province with capabilities in the field of tourism and ecotourism. Moreover, due to the local functional scale, activity in the form of small businesses, participation of local communities, and also providing the bedrock for local tourism, community-based tourism can be very useful in Gilan province, especially in its rural areas in terms of tourism development and reciprocal profitability of host and tourist. For this purpose, the factors affecting community-based tourism in Gilan province should first be studied to present a model or pattern in the region afterwards. For this purpose, this study aims to investigate the factors affecting community-based tourism in Gilan province. This study attempts to answer the questions "What factors affect the development of community-based rural tourism in the case study area" and "which factors are more effective?" After investigating and studying internal and external studies about the topic of this study, some issues about evaluating villagers' attitudes toward community-based tourism and the study of sustainability components of tourism from the perspective of local people, etc., have been selected. A few examples are mentioned in the table.

Given the studies conducted in this research, an attempt has been made to investigate the factors affecting community-based tourism in Gilan province. Since Gilan province is rich in tourism history, it is possible to develop and improve tourism in rural areas of this province by identifying the factors that influence community-based tourism in the best possible way. Considering all the studies carried out by the respected authors listed in the table above, it can be acknowledged that community-based tourism in

## 2. Literature Review

Numerous factors can influence the success of rural tourism. On the one hand, the relationship and interaction between them contribute to tourism development. On the other hand, a lack of communication or attunement will prevent this development. In their studies on different villages, many researchers have tried to examine the relationship or lack of communication and attunement between the factors affecting the success of rural tourism. Dwivedi (2016) believes that in addition to the existence of facilities and amenities for rural areas, proper planning in tourism is also one of the variables affecting the success of rural tourism. Pearce (2010) believes a direct and significant relationship exists between

agricultural surplus absorption, savings and investment, marketing of rural products, and residential and tourism areas. According to Baloglu and Bringberg (2013), there is a significant relationship between access to social services, the number of decision-making centers, tourism specialists and education of indigenous peoples, and rural tourism success. According to Nielsen and Spenceley (2015), the variables including providing education and health facilities in the village, the level of public awareness of the tourist attractions and access to rural facilities and services affect the success of rural tourism. Bush and Hanley (2012) consider access to groceries, lifestyle and people's consumption patterns, advertisement and announcements, the public sector's motivation for investment and the government's attention to tourism planning as factors affecting the success of rural tourism. According to Goodwin (2012), there is a significant relationship between appropriate access to educational, health and office services, the quality of rural housing and physical infrastructure, and the success of rural tourism. Epler and Jones (2013) consider the existence of nomads, attention to local industries, weekly and daily markets in the village and the introduction of traditional customs of a village as the results of the success of rural tourism development. According to Harrison and Chipani (2011), special tourism infrastructure, the local market for selling local products, attention to sports and mountaineering capacity, and attention to hot springs health are the variables influencing the success of rural tourism development. Wickens (2008) found in a study that there is a direct and significant relationship between the success of rural tourism and offering subsidies to investors, the local market for selling local products and the public sector investment. Chaudhry and Gupta (2015) consider infrastructure facilities, savings and investment, lifestyle and people's consumption patterns and appropriate access to groceries as variables affecting the success of rural tourism. The studies of McGregor and Thompson (2011) indicate that the factors affecting the success of rural tourism depend on the level of public awareness of the tourist attractions, access to services and amenities, and the government's attention to tourism planning and physical infrastructure about rural tourism. Tolon and Becerra (2016) believe that there is a direct and significant relationship between the success of rural tourism and planning to introduce and use medicinal plants in the region, protect flora and fauna of the region, and introduce and use them optimally and sustainably. Garau (2015) believes that the factors affecting the success of tourism in rural areas include savings and investment, education of indigenous peoples, access to social services and the public sector's motiva-

tion for investing. Belij, Veljković and Pavlović (2016) consider infrastructure facilities, offering subsidies to investors, attention to the health of hot springs and sports and mountaineering capacity as variables affecting the success of rural tourism. In general, a review of the literature reveals that the factors that influence the success of rural tourism include providing educational facilities, level of public awareness of tourist attractions, access to facilities and amenities, access to good groceries, lifestyle and people's consumption pattern, training indigenous people, tourism experts, access to social services, government's attention to tourism planning, attention to indigenous handicrafts, weekly and daily market of the village, offering subsidies to investors, infrastructure facilities, savings and investment, protection of flora and fauna of the region and introducing and using them optimally and sustainably and convenient access roads

### 3. Methodology

This is applied research in terms of purpose. It is descriptive-analytical in terms of approach, conducted with a sample including 770 people from rural areas in Gilan province. Data collection tools include library studies to collect data on the study's literature review, and field surveys have been carried out through observation and questionnaires. The study's statistical population includes the villagers living in the villages of Gilan province. Three hundred eighty-four people were selected using Morgan table as a sample size. The number of samples was increased to provide reliability. 770 questionnaires were completed. According to the estimation, the reliability of the questionnaire was 0.921. Based on Cronbach's alpha, the reliability of indicators was also determined separately. The reliability of social indicators is 0.902. Economic indicators' reliability is 0.895, environmental indicators' reliability is 0.908, and management indicators' reliability is 0.896. The validity of the research was also examined qualitatively using the opinions of experts and specialists. In the present study, four aspects, including social, economic, environmental and managerial, have been used to measure the factors affecting community-based tourism in the case study area. The indicators and sources that have been used are listed in Table 1. Also, to analyze the desired indicators, the path analysis model in SPSS software has been used.

Table 1. Literature Review

Conclusion	Research Topic	Authors
In this study, 849 questionnaires were completed in 6 regions of Taiwan by examining the views of the statistical population on the sustainability of tourism. In this study, four aspects of sustainability (economic, social, cultural and natural) were evaluated. The study results suggested that residents' perceptions were different in different stages of completing the questionnaire. Therefore, managers must take development opportunities into consideration and implement appropriate strategies at various stages.	Will community-based tourism lead to sustainable development?	Hung Lee, T & Hauh Jan (2019)
The development of community-based tourism typically involves collaboration between different groups at the local level, therefore, it connects different types of knowledge. However, this does not mean that there is agreement between the stakeholders. In this study, the aim is to present a conceptual model of the commonalities of stakeholders in order to achieve a common goal.	Management by boundaries- Insights into the role of boundary objects in a community-based tourism development project.	Matilainen, Suutari, PasiKoski, & Koski (2018)
This study examines the success criteria of tourism plans in Malaysia and community-based rural tourism initiatives through public sector involvement. This initiative aims to empower local communities through their participation in tourism activities. The findings suggest that successful criteria are divided into two categories, including competitive criteria and sustainability criteria.	Community-based Tourism Initiative in Rural Malaysia: Is it a Success?	Kayat & Ain Zainuddin (2016)
This study analyzes community participation methods in CBT projects at the individual and community levels using field and interview methods. The results demonstrate that in both communities that were studied, CBT has many advantages, especially environmental advantages, while it emphasizes that the results strongly depend on the structures of society.	Community-based tourism: Local participation and perceived impacts: A comparative study between two communities in Thailand	Liedewij van Breugel (2013)
In general, most respondents considered the ethnic and cultural indicators affecting the development of ethnic tourism in Kermanshah as weak and moderate indicators. The results of Chi-square test are significant after examining the quantity of community-based tourism development with an emphasis on local ethnic aspects in Kermanshah. It can be concluded that local ethnic tourism has an effective role in developing community-based tourism.	The development of community-based tourism with an emphasis on aspects of local ethnic; Case Study of Kermanshah	Safarabadi & Tabiei (2017)

Source: Research Findings, 2020

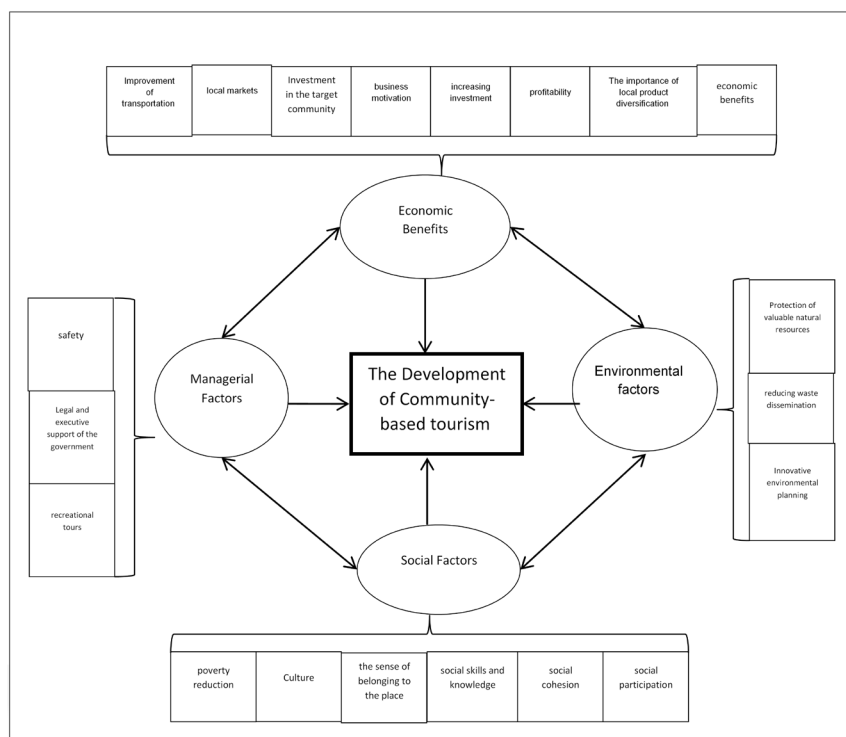


Figure 1. Conceptual model of research. Source: Research Findings, 2020



Table 2. Research Indicators

Aspects	Indicators	Authors
Socio-cultural	Social participation, social cohesion, social skills and knowledge, the sense of belonging to the place, poverty reduction	Farahani et al. (2013), Kromatin (2007), Dehdashti Shahrokh and Fayazi, (2011); Fletcher (2007); Bush et al. (2012), Shojaei and Nouri, (2007), Daniel (2013); Nielsen & Spenceley (2015), Turnock (2011), Kromatin (2007), Karami Dehkordi et al. (2012), Walfred (2001); Brididenhan (2012), Kromatin (2007), Archer (2005), Baloglu & Bringberg (2013); Goodwin (2012); Garau (2015), Gregor & Thompson (2011)
Economic	Economic benefits, profitability, increasing local products diversification, increasing investment, improving business motivation, quality of villagers' jobs (management, supervision, labor), local investment	Taghdisi et al. (2014); Hall (2006); Brididenhan (2012); Goodwin (2012); Harrison & Chipani (2011); Chaudhry & Gupta (2015); Belij et al. (2016), Taghdisi et al. (2014); Daniel (2013); Cropper (2009); Dwivedi (2016); Nielsen & Spenceley (2015); Gregor and Thompson (2011), Karami Dehkordi et al. (2012); Dig (2010); Nielsen & Spenceley (2015); Goodwin (2012); Belij et al. (2016), Taghavi and Poursoleimani, (2009); Heidari Chianeh, 2010; Pierce (2010); Farahani et al. (2013); Epler & Jones (2013), Farahani et al. (2013), Epler and Jones (2013); Harrison & Chipani (2011); Wickens (2008), Walfred (2001); Kazemi (2008), Pierce (2010); Bush et al. (2012); Garau (2015).
Managerial	Safety, government support, government policies, recreational tours, offering subsidies to the investor, infrastructure strengthening	Karami Dehkordi et al. (2012), Brididenhan (2012); Ilbury et al. (2014), Bendick (2014); Dwivedi (2016), Bush et al. (2012), Wickens (2008); Belij et al. (2016)
Environmental	reducing waste dissemination, innovative and constructive environmental planning, evaluation and feedbacks	Farahani et al. (2013), Tolon & Becerra (2016), Dig (2010), Chaudhry & Gupta (2015); Belij et al. (2016),

Source: Research Findings, 2020

### Research Area

Gilan province is one of the northern provinces of Iran, with an area of around 14,000 square kilometers. The province is located between 36 [degrees] and 34 [minutes] and 38 [degrees] and 27 [minutes] north latitude and 48 [degrees] and 53 [minutes] and 50 [degrees] and 34 [minutes] east longitude. Alborz mountain range stretches like a wall in the west and south of Gilan, and this region has no other road leading to the Iranian plateau except through the Manjil Valley. This province is connected to Ardabil and Azerbaijan provinces by mountain road from the west. Due to its suitable geographical location and proximity to the Caspian Sea, this province has a variety of natural and physical attractions that have led to the attraction of tourists at the regional and national levels. Given the prosperity and development of tourism in the villages of this province, especially in recent years

during which there has been a significant increase in the number of incoming tourists, it is necessary to evaluate the effects of tourism on the local community so that we can determine to what extent tourism development plays a role in increasing the participation of the local community in tourism activities at the local and regional levels.

The descriptive findings of the study suggest that 58% of the respondents were male, and 42% were female. Moreover, 30% were in the 20-35 age group, 39% were in the 36-50 age group, and 30% were in the over 46 age group. Also, almost 16% of respondents were single, and 84% were married. The literacy and education status of the respondents indicates that the group of people with middle school education (43% of respondents) has the highest number of respondents, and the group of illiterate people or people with primary education (9% of respondents) has the lowest number of respondents (Table 3).

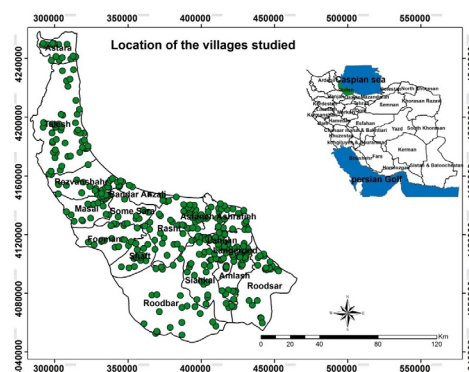


Figure 2. Location of the case study area. Source: Research Findings, 2020



**Table 3.** Descriptive characteristics (gender, age and education) of the respondents

Variables		Frequency	percentage
gender	Male	448	58.2
	Female	322	41.8
	Total	770	100
marital status	Single	126	16.4
	Married	644	83.6
	Total	770	100
Age	years old 20-35	234	30.4
	years old 36-50	300	39
	Over the age of 50	236	6.30
	Total	770	100
Education	Illiterate	66	8.6
	Middle school	333	43.2
	Secondary and upper secondary education	141	18.3
	Bachelor's degree or higher	230	29.9
	Total	770	100

Source: Research Findings, 2020



## 4. Findings

### Main Discussion

First, the one-sample t-test was used to evaluate every single research variable. The primary purpose of this test is to compare the desired variables with the mean. The indicators have been measured with a Likert scale; the number 3.1 is considered the mean after combining the indicators and creating the index. The data in each of the indexes have been measured with these numbers. The one-sample t-test (Table 4) reveals that social, economic, physical and environmental indices are in a trophic state. It can be said, considering the t-index regarding the economic, social, physical and environmental aspects in the region, the state of these variables is above average because the significance levels for these indices are less than 5% error, which rejects the average level of evalua-

tion of this index. Due to the positive nature of the upper and lower bounds and as the value of this index is above the mean, it will lead to a trophic state of these aspects.

### Inferential Findings

In this section, the one-sample t-test or one-group t-test has been first used to assess the status of community-based tourism levels. The study results (Table 5) show that the mean score of the total aspects of community-based tourism is 3.1 with a standard deviation of 0.65, which is significantly different from the standard score equal to 3. Thus, by knowing the level of aspects of the statistical population, we examine the various components and indices (social, cultural, economic, environmental and managerial) affecting it.

**Table 4.** One sample t-test to make a comparison between the community-based tourism aspects of the studied samples and the standard score

Assumed number = 3.1							Variables
95% difference		Mean difference	Mean	Signifi- cance level	degree of freedom	t	
Upper bound	lower bound						
0.0541	0.0284	0.01287	3.11	0.000	770	0.614	Socio-cultural
0.1056	0.0052	0.05017	3.15	0.000	770	1.782	Economic
0.1596	0.2946	-0.22706	2.87	0.000	770	-6.619	Managerial
0.3158	0.2195	0.26766	3.36	0.000	770	10.937	Environmental

Source: Research Findings, 2020



**Table 5.** One sample t-test to make a comparison between the community-based tourism development score of the studied samples with the standard score

Variable	Mean	standard deviation	Standard score	T value	Significance level (Sig.)
Community-based tourism	3.1	0.65	3	8.079	0.000

Source: Research Findings, 2020



In this study, the technique of the multivariate path analysis was used to systematically explain the factors affecting the development of community-based tourism and achieve a comprehensive model. The direct and indirect effects of the discussed variables were examined in a model. For this purpose, different models were designed and implemented based on the studies and theories proposed in this field. Finally, the model shown in Figure 3 was approved. Also, the amount of direct and indirect effects of variables on the dependent variable was calculated. The results are presented in Table 8. According to the results, the variables include economic benefits, organizational mechanism, product diversification, increasing investment, business motivation, environmental protection, reducing waste dissemination, innovative planning, evaluation and monitoring, social participation, social cohesion, social skills and knowledge, the sense of belonging to the place, tourist acceptance culture, poverty reduction, safety, government support, announcements, recreational tours, economic benefits, local market, local investment and profitability affect the development of community-based tourism. Based on the regression analysis results, the correlation coefficient was 0.88, and the adjustment coefficient was 0.87. This number indicates the high validity of independent research variables to predict and explain the research dependent variable.

According to the studies, the economic benefits include increasing the income of local people from tourism activities, increasing the employment of local people in the field of tourism and starting tourism-related businesses in the village by the local community. According to the results, this index with a coefficient of 0.197 has the greatest power to explain the dependent variable of the research. Another index that has a positive and direct effect is reducing waste dissemination in a village due to tourism activities. We can arrive at this conclusion when tourism has developed in a rural community and when all aspects are considered. One significant issue is the environmental issue. Most people in the community believed that to develop tourism in their village, they need several items such as rural wastewater management, solid waste management, control of visual and noise pol-

lution, ecosystem protection and tourists' respect for the village environment.

After these two items, most indicators have a relatively equal impact on the dependent variable, i.e., community-based tourism development. These items indicate that to develop community-based tourism, all social, economic, environmental and managerial aspects should exist together to achieve the development of community-based tourism in the desired community. In addition to the economic benefits for local community, there are also other things in the target community which are significant in this model, such as the issue of local community investment, that is, local people invest in their village in the field of tourism. The issue of local markets and handicrafts is also one of the most common items that can be used in the villages of Gilan province to advance community-based tourism development.

The social field includes some issues such as social participation, that is, rural people should have good participation in rural affairs. It also includes participation in construction projects, financial assistance and advice of the local community to the villagers, women's participation or the existence of social cohesion, which itself includes some issues such as lack of conflicts and disputes, gatherings and meetings in the village in the field of tourism. Further, the existence of good-neighbourly relations or social skills and knowledge includes some issues such as knowledge and awareness of tourism issues in the region. Identifying and introducing tourist attractions and taking tourism-related training courses in the area are also important. Other issues that are of great significance in the village are the sense of belonging to the place, interest in living in the village, living with relatives and unwillingness to migrate from local communities, all of which lead to the development and maintenance of the villagers' investment in their desired village. Another major issue in rural areas that need to be extensively studied is the issue of poverty reduction. Examining these issues should finally lead to the development of community-based tourism in rural areas and the decline of the villagers' poverty.

Moreover, the vital issue that leads to the development of all these aspects is management which should be investigated in the target community in the best possible way. Another issue is safety. The whole rural community should have physical, financial and other types of security. This is not possible except with careful and efficient management. Another issue is cooperation between executive organs and business owners and loan payments to business owners. Another issue related to tourism, the development and identification of the region, is the status of the accurate announcements that should be carried out appropriately. This announcement can include specialized tourism courses for local community taking, virtual networks to receive guests, and local publications and newsletters to introduce the village, tourism situation, and businesses.

By looking closely at the results obtained from the model in Table 8, it can be concluded that all independent variables in the model were directly and significantly confirmed.

However, other factors do not directly affect the index considering these indices. Instead, they indirectly affect another index and ultimately the development of community-based tourism listed in Table 8. For example, in one case, accurate announcement and identification of the village resources motivate local investors to start a rural business in tourism. This attracts many tourists from all over the country and even worldwide. Finally, the arrival of tourists leads to economic benefits for the region and ultimately to the development of community-based tourism.

**Table 6.** The results of model estimation of factors affecting community-based rural tourism development

Variable	B	Std. Error	Beta	t	Sig.
economic benefits	0.128	0.000	0.197	423.179	0.000
product diversification	0.040	0.000	0.067		0.000
increasing investment	0.043	0.000	0.063	172.115	0.000
business motivation	0.027	0.000	0.044	109.706	0.000
environmental protection	0.030	0.000	0.052	84.065	0.000
reducing waste dissemination	0.099	0.000	0.134	86.173	0.000
innovative planning	0.057	0.000	0.089	201.937	0.000
evaluation and monitoring	0.058	0.000	0.084	198.806	0.000
social participation		0.001	0.087	133.623	0.000
social cohesion	0.072	0.001	0.085	139.588	0.000
social skills and knowledge	0.070	0.001	0.058	125.906	0.000
the sense of belonging to the place	0.040	0.001	0.056	81.725	0.000
tourist acceptance culture	0.041	0.001	0.050	72.377	0.000
poverty reduction	0.029	0.001	0.040	46.822	0.000
safety	0.027	0.001	0.047	23.800	0.000
government support	0.033	0.001	0.003	22.532	0.004
announcements	0.002	0.002	0.036	2.927	0.000
recreational tours	0.025	0.001		12.897	0.010
economic benefits	0.003-	0.004	0.004-	2.587-	0.000
local market	0.087	0.002	0.099	20.542	0.000
local investment	0.026-	0.001	0.32-	12.096-	0.000
profitability	0.010-	0.001	0.11-	7.053-	0.000

Source: Research Findings, 2020



Table 7. Regression analysis of factors affecting community-based tourism

The standard error of the estimate	The Adjusted Coefficient	the coefficient of determination	The multiple correlation coefficient
0.004	0.87	0.86	0.88

Source: Research Findings, 2020



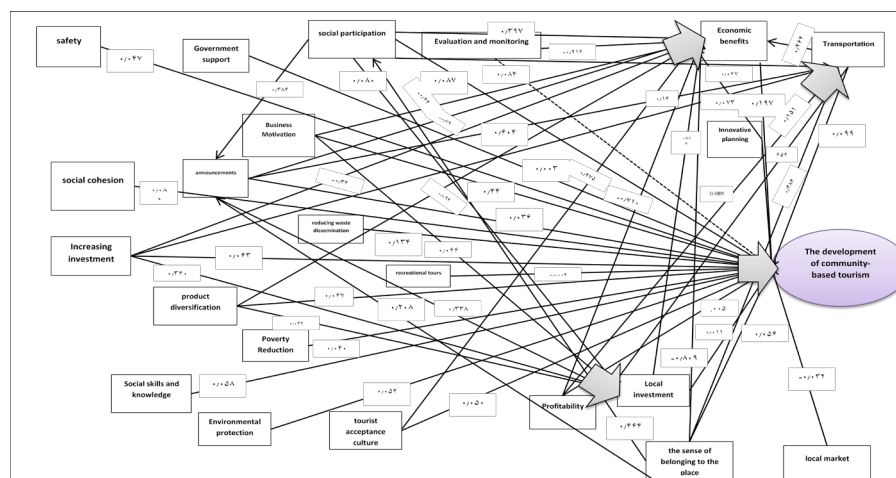
Table 8. Analysis of the effects of variables explaining rural development

Variable	Direct effect	Indirect effect	Total effect
economic benefits	0.197	0	0.197
The importance of local product diversification	0.067	0	0.067
Increasing investment	0.063	0	0.063
Business motivation	0.044	0	0.044
environmental protection	0.052	0	0.052
reducing waste dissemination	0.134	0	0.134
innovative planning	0.089	0	0.089
evaluation and monitoring	0.084	0	0.084
social participation	0.087	0	0.087
social cohesion	0.085	0	0.085
social skills and knowledge	0.058	0	0.058
the sense of belonging to the place	0.056	0	0.056
culture	0.050	0	0.050
poverty reduction	0.040	0	0.040
safety	0.047	0	0.047
government support	0.003	0	0.003
announcements	0.036	0	0.036
recreational tours	0.004-	0	-0.004
economic benefits	0.099	0	0.099
local market	0.32-	0	0.32-
local investment	0.11-	0	0.11-
profitability	0.005	0	0.005
Transportation + economic benefits	0	0.052	0.052
Social participation + economic benefits	0	0.078	0.078
Evaluation and monitoring + economic benefits	0	0.043-	0.043-
Business motivation + economic benefits	0	0.044-	0.044-
Increasing investment + economic benefits	0	0.064	0.064
Product diversification + economic benefits	0	0.018	0.018
Culture + economic benefits	0	0.054	0.054
Profitability + economic benefits	0	0.140-	0.140-
the sense of belonging to the place+ economic benefits	0	0.145-	0.145-
Local investment + economic benefits	0	0.115	0.115
Profitability + local investment	0	0.003-	0.003-
Increasing investment + local investment	0	0.004/0-	0.004-
Product diversification + product diversification	0	0.0004-	0.0004-
announcements+ local investment	0	0.004-	-0.004
Business motivation + local investment	0	0.0007-	0.0007-

**Table 8.** Analysis of the effects of variables explaining rural development

Variable	Direct effect	Indirect effect	Total effect
Increasing investment + economic benefits	0	0.064	0.064
Product diversification + economic benefits	0	0.018	0.018
Culture + economic benefits	0	0.054	0.054
Profitability + economic benefits	0	0.140-	0.140-
the sense of belonging to the place+ economic benefits	0	0.145-	0.145-
Local investment + economic benefits	0	0.115	0.115
Profitability + local investment	0	0.003-	0.003-
Increasing investment + local investment	0	0.004/0-	0.004-
Product diversification + product diversification	0	0.0004-	0.0004-
announcements+ local investment	0	0.004-	-0.004
Business motivation + local investment	0	0.0007-	0.0007-
the sense of belonging to the place + social investment	0	0.002-	-0.002
Social participation + local investment	0	-0.0008	-0.0008
Social participation + local investment	0	0.007-	-0.007
the sense of belonging to the place + transportation	0	0.038	0.038
Profitability + transportation	0	0.015	0.015
Increasing investment + transportation	0	0.007	0.007
announcements + transportation	0	0.060	0.060
Social participation + transportation	0	0.006	0.006
Social participation + announcements	0	0.014	0.014
the sense of belonging to the place + announcements	0	0.008	0.008
the sense of belonging to the place, Social participation +	0	0.070	0.070
Economic profits+ social participation+ the sense of belonging to the place	0	0.036	0.036
Economic profits+ announcement+ the sense of belonging to the place	0	-0.033	-0.033
Business motivation + local investment + economic benefits	0	0.00004-	-0.00004
Transportation status + local investment + economic benefits	0	-0.0014	-0.0014
Social participation + local investment + economic benefits	0	0.00017	0.00017
Announcement + local investment + economic benefits	0	0.0007	0.0007

Source: Research Findings, 2020

**Figure 3.** The final model obtained from calculating the factors affecting the development of community-based tourism

## 5. Discussion

Different international organizations support Community-based tourism. It tends to empower and ownership of the local community, social and economic development, protection of natural and cultural resources and high-quality visitor experience through integrating all stakeholders in the tourism planning and development process to create resources for the local community. In addition to supporting the local community against the pervasive influence of globalization, community-based tourism contributes to the welfare of residents through the development of infrastructure (transport networks, water, electricity, communications and superstructures). Also, it affects the legal and institutional structure of health, safety, security, civil rights, protection of the environment, heritage and culture. Accordingly, community-based tourism fulfils the basic needs not only of tourists but also of local people. The results of this study are compatible with the study by Hung Lee, T & Hauh Jan (2019). In this study, 849 questionnaires were completed in six regions of Taiwan by examining the views of the statistical population on the sustainability of tourism. In this study, four aspects of sustainability (economic, social, cultural and natural) were evaluated. The results suggested that residents' perceptions were different in different stages of completing the questionnaire. Therefore, managers must consider development opportunities and implement appropriate strategies at various locations.

Similarly, in this study, social, economic, environmental and managerial indicators which affected community-based tourism were examined. The findings showed that managerial factors directly and significantly impact the development of community-based tourism in the case study area. Moreover, these results can be compared with the study by Matilainen et al. (2018) Liedewij van Breugel (2013), and Hesam and Baghiani (2017). The research results also indicate that the variables include economic benefits, organizational mechanism, product diversification, increasing investment, business motivation, environmental protection, reducing waste dissemination, innovative planning, evaluation and monitoring, social participation, social cohesion, social skills and knowledge, the sense of belonging to the place, tourist acceptance culture, poverty reduction, safety, government support, announcements, recreational tours, economic benefits, local market, local investment and profitability affect community-based tourism development in the case study area.

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## Conflict of Interest

The authors declared no conflicts of interest.

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