

The Effect of Second Home Tourism on Improving the Economic Situation of the Rural Residents in Central District of Taleqan County

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Abstract--- Today, second home tourism is an important factor for the development of rural areas. Hence, the effects of second home tourism on improving the life quality of rural residents in the central district of Taleqan county have been studied in the present research. The research method of this study is applied in terms of purpose and descriptive-analytical in terms of method. The field and library methods have been used to collect data. The research tools were a questionnaire related to the research hypothesis that was distributed among the families of the sample villages and the results were analyzed. The inclusion criteria for sample villages were those that had the capacity to be called tourism second homes from the perspective of tourism experts and researchers; therefore, seven villages (30% of the population) were selected as the sample of the study. The content validity of the questionnaire was confirmed through Delphi technique and the reliability of different parts was obtained using Cochran's alpha. After data collection and processing, the findings of the research indicated that second home tourism has been able to provide positive effects on the improvement of rural residents' economic status.

Keywords--- second homes' tourism, rural economy, improvement of the economic status, central part of Taleqan County.

I. INTRODUCTION

Today, tourism as a dynamic economic approach with distinctive and unique features has become one of the largest and most profitable resources in the world economy (Mohammadi Yeganeh et al., 2013: 8). In addition, the benefits of the tourism industry are not limited to economic benefits, but can also be assessed as introducing domestic culture to other countries. The characteristics of the tourism structure of each place are influenced by the importance, credibility, nature, diversity of religious, cultural, recreational, commercial roles and functions, and its spatial attractions, and on the other hand, it is derived from the social, cultural, and economic characteristics of local residents and tourists (Ebrahimzadeh, 2011: 116).

Second home tourism is one of the patterns of tourism development, especially in rural and mountainous areas, which is achieved through the expansion of second home ownership (summerhomes or holiday homes) (Williams, Hall, 2000: 23).

Since 1945, second-home tourism has gained a lot of popularity due to its adequate income, free time, improved transportation, willingness to use healthy non-urban recreation, and willingness to invest personal savings (Salehi Nasab, 2005: 52).

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Tourism in the form of second rural homes is one of the phenomena that have affected rural areas in recent decades (Anabestani, 2010: 103).

This type of tourism is the most important form of tourism development in rural areas of the country, which is growing rapidly in many areas, especially in rural areas around metropolitan areas. Leisure time is one of the basic needs of contemporary societies, so tourism has been developed as one of the ways to spend leisure time (Khosravinejad et al., 2010: 20)

Despite the relatively long history of the formation and expansion of second homes in rural areas, tourism often faces new patterns of production and economic consumption in second home tourism. In addition, this trend is expanding as a response to the rural crisis resulting from agricultural reconstruction (Rezvani, 2008: 110). Therefore, in the present study, the impact of second home tourism on the economic improvement of lives of rural residents was investigated, the existing problems in the field of further impact of this phenomenon were identified, and appropriate solutions were presented.

II. THEORETICAL FOUNDATIONS:

The tourism impact on the rural economy

Today, tourism and related activities are considered as one of the main pillars of rural economy and a potential source for its diversification in order to achieve sustainable rural development. Thus, better planning of such activities in the rural areas of the destination and improving the relationship between the residents of the local communities and the tourists can provide the ground for more sustainability in the rural areas. Buying or renting second homes for leisure holidays is the most important impact of rural tourism on the decisive role of urban areas in rural development (Einali et al., 2013: 53).

The idea of diversification in the economy is considered as a tool to accelerate economic development at various levels, which is very important in promoting the welfare and security of the region's economy. One of the most important approaches to creating diversity in economic activities of rural areas can be referred to as: 1- Development of rural industries 2- Development of tourism and related activities.. The impact of rural tourism as an entrepreneurial economic sector can be a stimulus for socio-economic development of rural areas because tourism-related activities compared to other sectors of rural economy have a great ability to diversify the rural economy and increase small capital attraction (Einali, 2014: 98-101).

The small businesses in rural tourism are opportunities that arise due to the increasing development of the tourism industry for small tourism companies and institutions, especially in rural areas. These small business opportunities are as large as the number of people involved in these activities and have increased due to the diversity of tourism activities in rural areas. Since industrial tourism is multifaceted, it can generate significant income and employment opportunities. The small business opportunities in the tourism sector are directly or indirectly created to meet the needs of tourists or the needs of those who are in direct contact with tourists, respectively (Ghaderi, 2004: 87).

The spread of rural tourism can create a variety of economic activities and jobs in rural areas and these job opportunities may arise directly or indirectly, such as transportation, hotel management, consulting and guidance services, organization and marketing, handicrafts and rural products etc. One of the most important functions of rural tourism is to create new job opportunities in rural areas. It can solve the problem of unemployment, reduce the migration rate of rural population to metropolitan areas, and expand suburbanization, smooth transfer of unemployed agricultural sector, which has led to agricultural productivity, to new service sectors and job opportunities (Sharifzadeh et al., 2002: 57-58).

The concept of second home tourism

The second homes are the homes that most citizens in rural areas prepare for leisure and rest. Most of the second homes in rural areas buy land and build villas in the foothills overlooking the beautiful natural landscapes and modern luxury style with high costs (Salehi Nasab, 2005: 43).

The formation of second homes dates back to the classical period, when people in the community took refuge in other settlements for pleasure, relaxation, and to escape the unpleasant summer heat in their place of residence. The growth and expansion of tourism and, consequently, the formation and expansion of second homes is one of the important phenomena of the twentieth century and the present century. The rural areas are among the areas that have been exploited in this field and therefore an important part of the second homes have been created and expanded in rural areas (Rezvani et al., 2012: 110).

With the expansion of urbanization, the migration of villagers to urban areas and the increase of income, the social and economic contexts of domestic tourism were also provided in the country. Thus, tourism in rural areas was formed as a part of tourism along with other types of tourism, and the construction of second homes flourished in rural areas with good climate around large cities, especially in Tehran. This process spread to other parts of the country with the Islamic Revolution (Anabestani et al., 2012: 104).

Since the presence of tourists in the villages has an economic impact, one of the most important consequences of creating second homes in rural areas is the impact on the rural economy. Their more permanent presence with the creation of second homes has significant consequences.

Research Background

-Eftekhari et al. (2011) in a study titled "Assessing the spatial distribution of quality of life in rural areas" concluded that the quality of education, housing, physical environment, health, safety, the quality of income and employment is below average and the quality of interaction and social solidarity is average in the studied villages.

-Einali (2014) evaluated "the role of second home tourism in diversifying the rural economy (case study: Hesar Valiasr village in Avaj city)". The results of the study indicate a significant difference in the two periods before and after the expansion of second homes in the components of rural economic diversification. Thus, the components of creating non-agricultural employment and improving production infrastructure show the highest and the components of creating employment in agriculture show the lowest.

- Eynali et al (2013) performed a study under the title of the evaluation of the role of social capital in the development of the rural tourism with an emphasis on second homes" and figured out that the rural tourism's development based on the construction and ownership of the second homes in the villages having such a phenomenon going on is a function of the internal and external social capitals.

- In a research called "the investigation and analysis of the expansion of the second homes in the rural districts of Khorgam Section in Rudbar County", Amar et al (2006) investigated the touristic and geographical properties of the region and evaluated the reason for the expansion of the second homes as well as their positive and negative outcomes.

- Rezvani et al (2012) showed in a research named "the tourism of the second homes and its effect on the improvement of the quality of the rural residents' life (case study: Rudbad Qasran District of Shemiranat County)" that the tourism of the second homes in the rural Rudbar Qasran District plays an effective role in the improvement of the quality of the residents' life in such a way that, out of the nine studied areas in seven domain of the environmental quality, activities and employment in housing sector, welfare and health, income and wealth, participation and solidarity and security and individual wellbeing were found causing the improvement of the quality of life amidst the locals but no improvement was documented in the two domains of education-culture and recreation and leisure time.

- Mahdavi et al (2008) believe in an article named “the role and effect of the second homes in and on the economic-social structure of Kelardasht” that the second homes have been expanded in this region due to its enjoyment of a prominent tourism and recreational situation as needed by the residents of the cities and that the formation of this phenomenon in the rural regions has had a considerable effect on the economic and social metamorphosis.

- In a research titled “the social-economic and contextual effects of the second homes in the rural regions (case study: Shandiz Village)”, Naghibian (2005) concluded that Shandiz Village is amongst the tourism regions of the metropolitan city of Mashhad and that it has drawn a lot of attentions from various tourists and this has adversely caused the destruction of the natural resources and construction of the second homes is expanding therein.

-Gragi et al. (2010) in a study entitled “Quality of life in rural Croatia: staying or leaving the countryside” found that rural residents live in poor economic conditions, job opportunities, occupations and income, which these factors have caused migration and leaving the village

- Bieger et al (2007) showed in a research on the second homes in Alpnart, Switzerland, that the amounts of these houses rent prices depend on the time of the houses’ purchase by the owners. Thus, solutions should be devised for encouraging the landlords to give their houses on leases.

- In an article named “the effects of tourism on the quality of life in the residents of Virginia Region, Kim (2002) showed that there is a difference amongst the effects of tourism and satisfaction of various life realms obtained through tourism according to the development stage of the region’s tourism in such a way that the highest and the strongest relationship was evidenced between the economic effects of tourism and satisfaction of the material welfare as well as between the social effects of the tourism and the satisfaction of the region’s social welfare amongst the residents of the regions that are in the maturity stage of the tourism’s development.

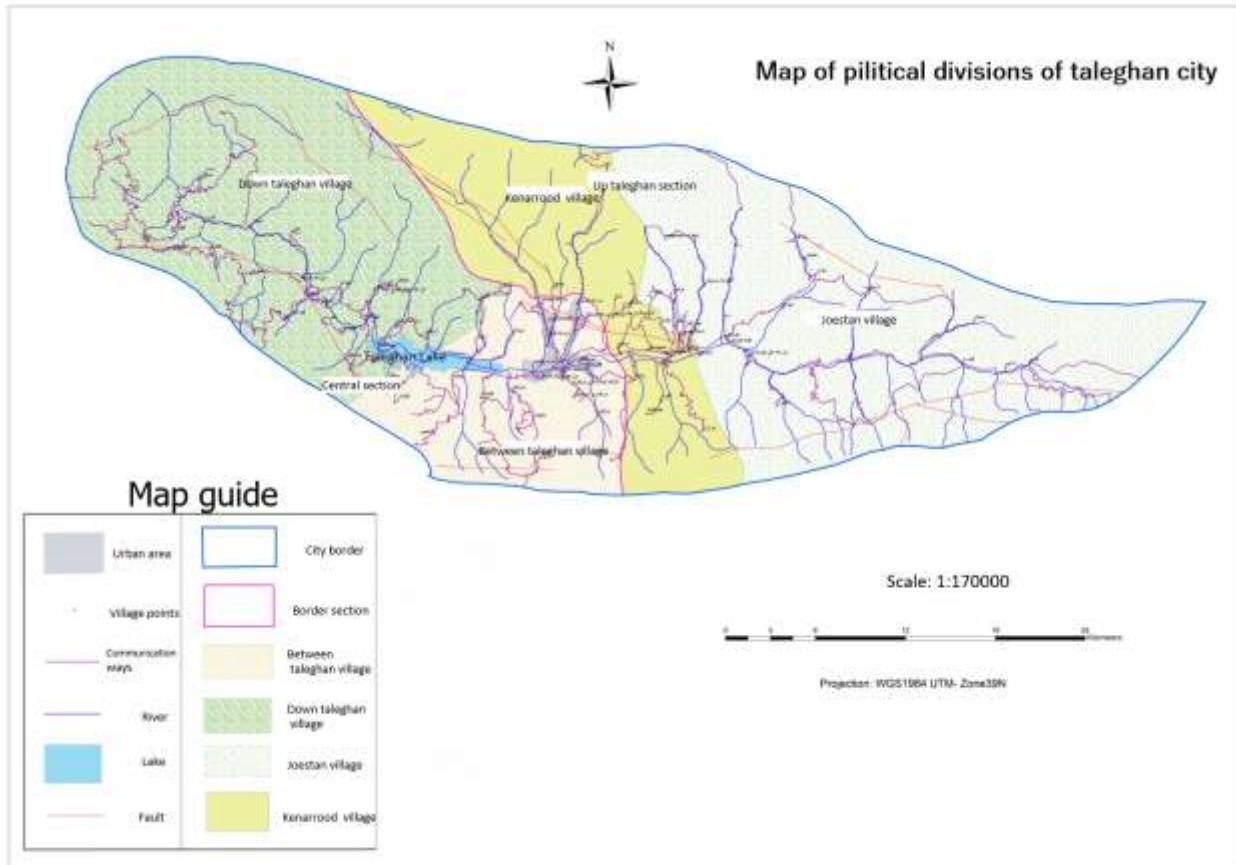
III. Research Method

The present study is practical in terms of purpose and descriptive-analytical in terms of method. The field and library methods have been used to collect data. In the library method, books, articles, dissertations, Internet, information, and statistics of relevant departments and organizations, and prepared maps were used. In the field method, the research tool was the use of a Likert scale questionnaire. The content validity of the questionnaire was obtained using Delphi technique from the opinions of experts and Cronbach's alpha coefficient has been measured to determine the reliability of different parts. Independent and dependent variables of this research are economic effects and improving the quality of life of rural residents, respectively. In the present study, the statistical population includes 23 central villages of Taleqan county, which according to the results of the 2016 census had a population of more than 100 people, these villages had a total of 2037 households and 5242 population of whom 30% were selected as the sample. The sampling method is random. Then, 277 heads of households in the sample villages were selected from 991 households using Cochran's formula to complete the questionnaire. Descriptive and inferential statistics methods have been used to analyze the data. In descriptive statistics, frequency, percentages, and averages and in inferential statistics, Kolmogorov-Smirnov test to determine the normality of variables and one-sample t-test to answer the research hypothesis and **SPSS** software was used to perform calculations.

Introduction of the Study Area

Taleqan city is located in the center of Taleqan county of Alborz province and in terms of geographical location is located between the coordinates of longitude 50°58' to 50°87' N and latitude 36°11'to 36°23' E. Its altitude is 3138 meters above sea level. This city is limited to Mazandaran, Tehran, Eshtehard, and Qazvin province from the north, east, south, and west, respectively (Figure 1). According to the latest census (2016), the city has a population of 16,815 people, of which 21% (3545 people) live in urban areas and 79% (13270 people) live in rural areas. The city has 96 villages, of

which 74 are inhabited and 22 are uninhabited. Taleqan county consists of two parts called Markazi and Bala Taleqan and four villages called Bala Taleqan, Paein Taleqan and Mian Taleqan and Kanarroud. The area of the city is 953 Km². The city of Taleqan is located in a summer region in the middle of the Alborz mountain range and 120 km northwest of Tehran. According to the investigations done regarding the economy of the sample villages, the shares of agriculture, industry, services are 84.80%, 1.67%, and 13.51%, respectively.



Map 4.2. Political Divisions of Taleqan County, 2016

Map 1Source: Alborz Province Organization and Planning Map Management Group

-Descriptive Findings

-Age

Table 1 shows the participants' status in terms of age.

Table 1. Frequency distribution of participants in terms of age

%	Frequency	Age
6.9	19	20_29
16.6	46	30_39
18.1	50	40_49
44.4	123	50_59
14.1	39	60+
100.0	277	Total

-Gender

Table 2 shows the frequency distribution of respondents by gender.

Table 2: Frequency distribution of respondents by gender

%	Frequency	Gender
68.6	190	Men
31.4	87	Woman
100.0	277	Total

-Marital status

Table 3 shows the frequency distribution of respondents by marital status.

Table 3: Frequency distribution of respondents by marital status

%	Frequency	Marital status
17.0	47	Single
83.0	230	Married
100.0	277	Total

-Occupational status

Table 4 shows the frequency distribution of respondents by occupational status.

Table 4: Frequency distribution of respondents by employment status

%	Frequency	Occupational status
94.6	262	Employed
5.4	15	Unemployed
100.0	277	Total

-Literacy status

Table 5 shows the frequency distribution of respondents by level of education.

Table 5: Frequency distribution of respondents by level of education

%	Frequency	Level of education
24.5	68	Primary
25.6	71	Middle and high school
20.6	57	Diploma
14.1	39	Associate Degree
15.2	42	Bachelor's degree and above
100.0	277	Total

-Analytical and inferential findings

-The extent of the benefits of the presence of tourists

Table 6: Status of the benefit of the presence of tourists in the sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
1.8	1.8	5	Low
10.8	9.0	25	Medium
61.0	50.2	139	High
100.0	39.0	108	Very high
0	100.0	277	Total

According to the results of Table (6), 98.20% of the respondents rated the benefit of the presence of tourists as medium to very high.

-Satisfaction with the presence of tourists

Table 7: Status of satisfaction with the presence of tourists

Cumulative percentage	%	Frequency	
0	0	0	Very low
1.8	1.8	5	Low
6.5	4.7	13	Medium
71.5	65.0	180	High
100.0	28.5	79	Very high
0	100.0	277	Total

According to Table (7), the results show that about 98.2% of the respondents rated the benefit of the presence of tourists as medium to very high.

-The impact on increasing the price of rural land

Table 8: Status of the impact of increasing rural land prices in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
1.1	1.1	3	Low
27.8	26.7	74	Medium
43.0	15.2	42	High
100.0	57.0	158	Very high
0	100.0	277	Total

According to Table (8), the results show that about 98.9% of the respondents rated the effect of second home tourism on the increase in the price of rural lands as medium.

-Impact on increasing the income of rural residents

Table 9: Status of the impact of increasing rural residents' income in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
0	0	0	Low
15.5	15.5	43	Medium
56.7	41.2	114	High
100.0	43.3	120	Very high
0	100.0	277	Total

According to Table (9), the results show that 100% of the respondents rated the effect of second home tourism on the income as medium to very high.

-The extent of the impact on job creation

Table 10: Status of rural residents' job creation in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
0	0	0	Low
17.7	17.7	49	Medium
59.2	41.5	115	High
100.0	40.8	113	Very high
0	100.0	277	Total

According to Table (10), the results show that 100% of the respondents rated the effect of second home tourism on the job creation of rural residents as medium to very high.

-Impact on product sales

Table 11: Sales status of rural residents' products in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
1.1	1.1	3	Low
6.1	5.1	14	Medium
65.0	58.8	163	High
100.0	35.0	97	Very high
0	100.0	277	Total

According to Table (11), the results show that about 98.9% of the respondents rated the sales of rural residents' products as medium to very high.

-Impact on poverty reduction

Table 12: Status of the impact on poverty reduction of rural residents in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
0	0	0	Low
0	0	0	Medium
58.5	58.5	162	High
100.0	41.5	115	Very high
0	100.0	277	Total

According to Table (12), the results show that about 100% of respondents rated the effect of second home tourism on poverty reduction as high and very high.

-Impact on reducing unemployment

Table 13: Status of the impact on reducing unemployment of rural residents in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
0	0	0	Low
6.5	6.5	18	Medium
70.8	64.3	178	High
100.0	29.2	81	Very high
0	100.0	277	Total

According to Table (13), the results show that 100% of the respondents rated the effect of second home tourism on reducing unemployment as medium to very high.

-The impact of creating new job opportunities

Table 14: Status of the impact on creating new job opportunities in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
2.2	2.2	6	Low
11.9	9.7	27	Medium
83.0	71.1	197	High
100.0	17.0	47	Very high
0	100.0	277	Total

According to Table (14), the results show that about 97.8% of the respondents rated the effect of second home tourism on job creation as medium to very high.

-Impact on increasing the purchasing power of people in the village

Table 15: Status of the impact on increasing the purchasing power of people in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
0	0	0	Low
4.3	4.3	12	Medium
69.3	65.0	180	High
100.0	30.7	85	Very high
0	100.0	277	Total

According to Table (15), the results show that 100% of the respondents rated the effect of second home tourism on increasing people's purchases as medium to very high.

-Impact on rural development

Table 16: Status of the impact on rural development in sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
1.8	1.8	5	Low
4.0	2.2	6	Medium
76.2	72.2	200	High
100.0	23.8	66	Very high
0	100.0	277	Total

According to Table (16), the results show that about 98.2% of the respondents rated the effect of second home tourism on rural development as medium to very high.

-Impact on increasing the savings of village residents

Table 17: Status of the impact on increasing the savings of the residents of the sample villages

Cumulative percentage	%	Frequency	
0	0	0	Very low
1.4	1.4	4	Low
1.4	0	0	Medium
77.3	75.8	210	High
100.0	22.7	63	Very high
0	100.0	277	Total

According to Table (17), the results show that about 98.6% of the respondents rated the effect of second home tourism on increasing residents' savings as very high.

-Investigation of the normality of research variables

H_0 : The distribution of the studied variables is normal.

H_1 : The distribution of the studied variables is not normal.

Table 18: Results of Kolmogorov-Smirnov test

Economic situation	
4.23	Average
.20	Standard deviation
1.12	Kolmogorov-Smirnov
.16	Significance level

Table 18 presents the results of the Kolmogorov-Smirnov test to examine the normality of the research variables. As it has been shown, the significance level of k-s test in all studied variables is more than 0.05; therefore, the distribution of all components of rural economic conditions is normal. Therefore, the parametric tests are used to test the research hypothesis.

IV. DISCUSSION AND CONCLUSION

In general, the results of the present study show that most of the respondents commented on the impact of second home tourism on improving the economic situation of villages and second home tourism has increased land prices and income of villagers, created jobs, increased sales of agricultural products, reduced poverty, created new job opportunities, and increased the purchasing power of people in rural areas. The average impact of second home tourism has had a significant impact on improving the economic situation, environmental situation, facilities and services of villages.

It seems that the tourism of the second homes has been effective in improving the economic situation (income and employment) of the villagers.

H_0 : Second home tourism has not been effective in improving the economic situation (income and employment) of the villagers ($H_0 : \mu \leq 3$)

H_1 : Second home tourism has been effective in improving the economic situation (income and employment) of the villagers ($H_1 : \mu > 3$).

Table 19: Results of one-sample t-test related to the impact of second home tourism on improving the economic situation of villagers

Significance level	T-Value	Standard deviation	Average
0.00	102.42	.201	4.23

Based on the significance level of the above test is less than 0.05, we conclude that the average equality of the statistical sample of the research with the number 3, i.e. $H_0 : \mu = 3$ is rejected and $H_1 : \mu \neq 3$ is confirmed. On the other hand, according to the average value (4.23) of the rank in Table 19, which is more than the number 3, we conclude that the $H_1 : \mu > 3$ assumption is accepted. In other words, most respondents believe that second home tourism has been effective in improving the economic situation (income and employment) of rural residents, so the research hypothesis is confirmed.

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