

## SECOND HOME TOURISM AND SUSTAINABLE RURAL DEVELOPMENT

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*Second home tourism is one of the patterns of tourism development especially in rural and mountainous areas that is obtained through ownership of second homes (bungalows or holiday homes). World's economic, social and cultural developments after the Second World War, with improving communication and transportation, increased leisure time. The possibility of allocating some part of revenue for unnecessary affairs caused the spread of rural tourism and consequently the popularity of second homes in the western world and many other countries. This paper introduced the second homes, their emergence and spread in all around the world, their geographical and spatial analysis and the importance of rural development, and then it investigated the role of second home tourism in rural development and their tourism development implications in all the environmental, economic, and social aspects. At last Sustainable development of rural tourism strategies was examined.*

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### INTRODUCTION

Economical, social and culture changes over the past century, especially in the context of increasing population, urbanization, development of communication and transportation, increased leisure time and social welfare which led to the development of tourism in rural areas



or rural tourism. However, rural tourism as a social activity emerged in the mid-18th century in England and Europe. Moreover, prior to that, the rural areas were used for leisure activities, but was limited to nobles, courtiers and special classes (Sharpley, 1997: 47), some rural tourism activities are along with accommodation and lodge in rural areas, mostly these presence in the rural areas are in the shape of camping, caravanning, second homes, rental private homes, guest house and hotels. Staying at the second homes is the most common form of rural tourism activities and therefore today the formation and expansion of second homes is the most important outcome of tourism development in rural areas (Rezvani, 2006). Rural tourism development in an organized manner began from Europe in the late nineteenth century. It seems that rural tourism has originated from mountainous areas of Germany or the coastal areas of France (Yutaka, 1998: 42).

Second home tourism is one of the patterns of tourism development, particularly in rural and mountainous areas that through the development of second home ownership (country houses or holiday homes) will be achieved. Despite the relatively high background of the formation of second homes in rural areas, recently second home tourism is experiencing a resurgence, which is mostly due to the new patterns of economic production and consumption (Williams and Hall, 2000: 23). In addition, this process is a reaction against the rural crisis, which is the result of expanding agricultural, restructuring (Dieter, 2002: 243). In some countries the ownership of second homes is considered as inevitable part of a new life and that's why the majority of rural tourism destinations are comprised by internal tourism (Aleskogius, 1993).

Since tourism has an interaction with natural environment and socio-economic activities, it can have positive or negative effects and consequences in these areas. Therefore, understanding the effects and consequences of tourism in the first stage and management of these effects in the second stage can enhance the positive consequences of tourism on rural areas to the possible maximum extent and to minimize its negative consequences. In this paper, it has tried to investigate the role of second homes and the effects and consequences of expanding their tourism in the ecological, economical and social dimensions and examine the sustainable development strategies for rural tourism.

## **THEORETICAL FOUNDATIONS**

### **Second home**

There is no single definition of second home; in the dictionary of human geography in this case second homes are the houses that are purchased by households living elsewhere or are rented for a long time. Such homes are usually located in rural areas and are used for entertainment purposes and have names such as weekend homes or holiday homes (Johnston, 1988: 423). Institute for Social Innovation in America is defined second homes as homes that will be occupied less than 91 days in any calendar year. However, second homes or holiday, are houses that are built or purchased by urban dwellers in different areas, including rural areas and on certain days, such as holidays and summer are used mainly with the aim of leisure and entertainment (Rezvani, 2002).

### **Rural development**

Common understanding about the concept of development suggests that the basic purpose of development is growth and excellence in all aspects of human societies and hence understanding the circumstances of human societies and knowing their needs and requirements in the physical and spiritual dimensions is considered as one of the key steps in the path of progress and development. Since villages and people, living there has their own conditions, facilities and problems, thus, necessity and justification of rural development will become revealed. In the definition of rural development, it has come that; it is a comprehensive and sustainable process that in its framework ability of rural communities in the material and spiritual needs, and effective control over the forces shaping the local settlement system (ecological, social, economic and institutional) will grow (Shahbazi, 1997: 11).

### **Sustainable development**

An endogenous, systematic and balanced development will propound a systematic insight in all fields. On the other side, sustainable development is an evolutionary state of developmental programs that with a holistic view and emphasizes to a systematic insight tries to follow a balancing approach (Latifi, 2001: 139).

## **Rural tourism**

Rural tourism has many forms, so it is difficult to provide an accurate and comprehensive definition for it. In fact, rural tourism is one of the concepts and forms of sustainable development in which existing resources of rural areas are used. This kind of development has the least damaging effect or even lack of such effects. It makes growing interests in rural areas through enhancing productivity in rural areas, creating jobs, reforming the income distribution, rural-only environment and indigenous culture, attracting the participation of local people and providing convenient ways of reconciling traditional values and beliefs with modern day (Khayati, 2003: 28).

## **THE EMERGENCE AND SPREAD OF SECOND HOMES IN THE WORLD**

Second home tourism is one of the patterns of tourism development especially in rural and mountainous areas that is obtained through ownership of second homes (Williams & Hall, 2000: 23). In addition, this process is expanding as a reaction against the rural crisis which is the result of agricultural restructuring (Dieter, 2002: 243). In some countries, the ownership of second homes is considered as inevitable part of life and therefore, the majority of rural tourism destinations are domestic tourism (Aleskogius, 1993). The history of second homes is dated back to the ancient Egypt and the Roman Empire (Rezvani, 2003). The occupation of these houses was limited to small and prosperous part of society. Aristocracy and bourgeoisie in England, France, Sweden and other European countries from the seventeenth century onwards led to a retreat from the city to the countryside on weekends. After World War II, the nature of limited life of second homes has dramatically changed because these houses have been purchased by a growing number of middle-income households and they have a growing community of more affluent groups (Fesharaki, 1996: 161). Various factors influence on the development of second homes but the possibility to allocate a portion of peoples' income to the not necessary works, adequate time and ease of mobility due to improved public and private transport, have played a decisive role. In general, the same factors that have contributed to the development of rural tourism have also contributed to the development of second homes (Pacion, 1985: 184). In this regard, the migration of rural people to the cities and their temporary return to their villages to meet relatives and friends for leisure or vacation at homes that were given to

them by inheritance or they have attempted to build, have played an important role in the development of second homes.

**Table 1.** Urban Repulsive and Attractive Factors of Second Homes

<b>Urban Repulsive Factors</b>	<b>Rural Attractive Factors</b>	<b>Incentives of Providing Second Homes in Village</b>
Physical and mental fatigue	Healthy environment	Physical and mental rest and refresh
Urban cold and built environment	Pristine and natural space and architectural harmony with the environment	Refuge to the lap of nature
Types of pollution (air, noise, heat, etc.)	Clean Air	Achieving health and wellness
Superficial and formal social relationships	intimate and profound connections and face to face encounters	Experience the rustic sincerity
Crowding and congestion	Solitude and Silence	Relaxation
Life with pressure and stress	Lack of Stress	Enjoying scenic landscape
Monotony and boredom	Diversity	Escape from the monotony
Luxurious life	Simple and insignificant life	Search for simplicity
search for seeking diversity and different experiences	Environment and different patterns of life	Opportunity to identify, Achieving new knowledge and experiences
Superficial, materialistic and secular values	Supply of land and second homes	Response to the need of boast and follow the behavioral mode of the rich

*Source: Sharpley and Gee, 1996*

In addition, the phenomenon of reverse migration to rural areas that was started in the world from early 1800s has been an underlying factor to increase these homes in rural areas (Rezvani, 2003). The main

motivations for urban residents to own second homes is mainly for recreation in rural areas, tend to invest personal savings for housing, provide a place to relax and recreation, and finally ease of housing ownership in rural areas.

Second home tourists mostly want to satisfy several requirements simultaneously and this action usually has not just one incentive. Due to that, individuals and communities can change over time; this fact should also be noted that their motives can change over time (Gee, 1996: 220). One of the ways to detect the tourism incentives is paying attention to the hierarchical model of motivation. Pierce describes this model in this way that the behavior of tourists in trip follows a motivational hierarchy. Hierarchy of travel motivations such as Maslow's needs hierarchy resembles a ladder with steps or several levels. If the specific needs of each step or level were removed, a broad category of psychological needs and motivations will be achieved. When the time passes and every step of needs is achieved, peoples' motivation for tourism can change (Ibid: 223). In general, the major purposes of the provision of second homes in rural areas can be seen in Table1.

## **RURAL TOURISM AND SECOND HOMES**

In general, phenomenon of second homes can be affected by factors that promote rural tourism development. The growth of this phenomenon in rural areas started mainly after World War II and was affected by the rise of income and financial ability, necessity to enjoy leisure time and facilitate in relocation due to the improvement of the transport network. The formation of this phenomenon in Iran has older history and more specifically dating back to the Qajar period (1785 to 1925). Even some villages in the north of the country are familiar with this phenomenon from long time ago (Amar, 2006. On the other hand, "the technology to establish and build a second residence in rural areas can be used as incentives for investment, an agent to satisfy the needs, gaining social dignity and prestige and a location for the provision of retirement days" (Sharieh, 1993: 235). In this regard, the temporary migration of rural people to the cities and their return to the villages for leisure and visiting relatives and friends or spending holidays in homes that belongs to them through inheritance, have had an effective role in the spread of second homes. Moreover, the phenomenon of counter-urbanization and reverse migration to rural areas which in the world started in the early 1800s is the underlying cause of increasing these homes in the villages (Rezvani,

2002). In this regard the convenience of home ownership in rural areas is effective.

**Table2.** Potential impacts of second homes expansion in rural areas

Description	Positive Consequences	Negative Consequences
Economical Impacts	<ul style="list-style-type: none"> <li>- Increase investment</li> <li>- Create Jobs associated with the construction and legal professions</li> </ul>	<ul style="list-style-type: none"> <li>- Reduction of the productive capacity, particularly in the agricultural sector</li> <li>- Real estate speculation and undesirable effects on housing and land prices (Increasing of false price)</li> <li>- Failure to invest because of the imbalance between supply and demand</li> </ul>
Social Impacts	<ul style="list-style-type: none"> <li>- Social revitalization and recovery of rural life</li> <li>- Entrance of social positive flows from cities</li> </ul>	<ul style="list-style-type: none"> <li>- Promoting foreign norms and behaviors to the rural community</li> <li>- Polarization of biological pattern (native or Non-native)</li> </ul>
Physical impacts	<ul style="list-style-type: none"> <li>- Renovation of construction and improvement of the body of village</li> <li>- Improvement of communication networks and increase the spatial communications</li> <li>- Institutionalization of suitable biological pattern especially in the field of hygienic disposal of Garbage</li> </ul>	<ul style="list-style-type: none"> <li>- Changes in the rural landscape and urbanization of residence</li> <li>- Disruption of traditional structure and homogenization of the construction</li> </ul>

*Source: (Amar, 2006)*

Formation and development of second homes in rural areas is done in different ways including the conversion of rural houses to second homes, construction of second homes on private land acquisition, and development of this phenomenon by construction companies (Rezvani, 2003: 183). In addition to the above methods, participatory manner

(buying a house jointly and rotating use of it during the year), which is common in North America, is one of the new methods of second homes development. In Iran, the use of rustic houses as second homes and the provision of land for houses construction are more seasonal. Nevertheless, almost all touristic areas of the country are witnessing the formation and development of this phenomenon in rural lands (Amar, 2006). The growing demand of second home tourists and boom in land villas speculation activities besides the weakness of the agricultural sector in the process of production, income and employment is caused the rapid and extensive supply of agricultural lands and orchards from the local community to the seductive million demands of second home tourists (Ghadami et al, 2010).

On the other hand, the geographical diversity has caused that studying effects of this phenomenon in terms of a common model become difficult. Changing in form, role and function of villages is the most obvious effect of this phenomenon; besides, it should be said that the environmental impacts caused by loading out of the capacity of the atmosphere as a result of this phenomenon is significant. From the other aspect the problem of land ownership, formal rules and governing customary structures on land use change, the reduced production capacity particularly in the agricultural sector, disruption of traditional structure and heterogeneity of construction in rural areas are among the most important concerns and challenges of this phenomenon in rural areas. The potential impacts of second homes expansion in rural areas are shown in Table 2.

## **GEOGRAPHICAL DISTRIBUTION AND SPATIAL ANALYSIS OF SECOND HOMES**

Expansion of secondary residences continuously and in all countries is ongoing. The world's countries with various degrees of development and having a good touristic condition have experienced an increase in this observable fact. The luxurious residences in Florida and California in North America, and residential space called the '*Dacha*' around the periphery of Moscow and the Black Sea, the rustic cottage in sub-Saharan Africa are all clear evidence of the generality of this phenomenon (Sharich, 1994: 235). In 1970, there were about 1.32 million second homes in France that in 1982, this amount reached 2.3 million units. From the current amount, about 1,300,000 of second homes are in rural areas. Kapok (1977) had estimated the number of second homes in Western Europe about 3 million units. Regatz estimated the same amount for

America and Baker (1973) estimated 500 thousand units for Canada (Pacion, 1985: 184).

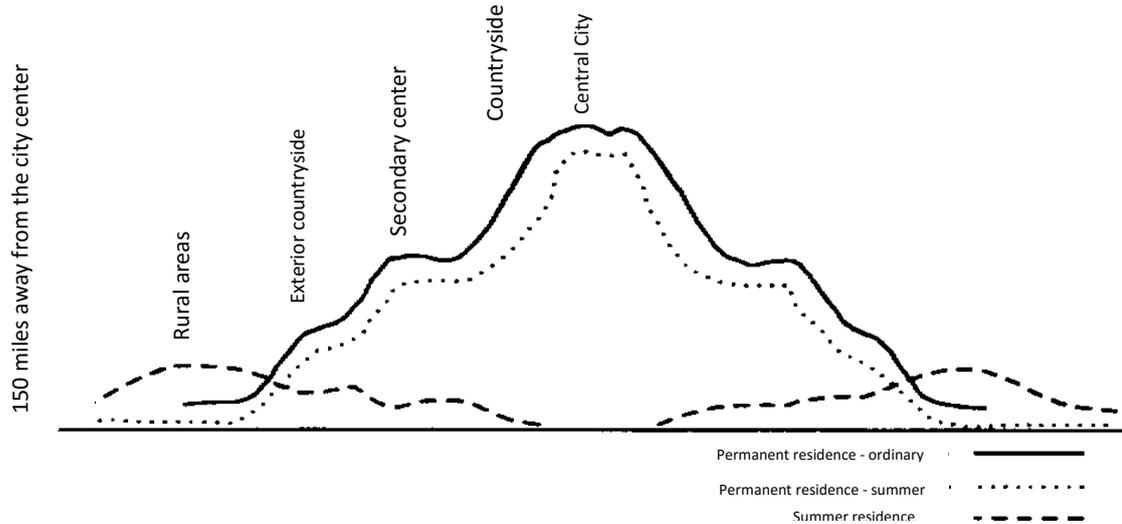
Initial attempts to spatial analysis and explain of the second homes is performed with more emphasis on natural factors. Jacobs (1972) in his studies concluded that the distribution of second homes in North Wales is affect by property prices, the degree of urbanization, attracting migrates, quality of agricultural land and easy access to urban centers. Quality of the environment, local climate, and scenic landscape from second homes and access to water sights (lake, ocean, and river) is also important. In addition, the existing settlement pattern, access to land and planning policies play a decisive role in the development of effective distribution of second homes.

Another determining factor in the location of second homes is the distance between the main residence and second homes. The descriptive model of second homes developmental pattern in the city of Lyon in France shows that the ultimate limit of second homes development around the city is in a radius of up to one hour. In this regard, in the period of horse and carriage this radius was of 15km that in the 1950s, it became 65 km and in the current situation with regard to the development of transportation facilities, this radius has reached to more than 90 kilometers. The frictional effect of distance is the basis of the model proposed by Regatz (1977: 181) about the distribution of second homes (Figure 1); Thus with strengthening suburban living in summer, the population density in the central city will be decreased and second homes will be added. The situation gets reversed in the winter.

Besides these factors, suitable geographical conditions for optimal site selection and establishment of second homes are very effective; because tourists pay attention to special geographical conditions for the establishment of their second homes (Fesharaki, 1996: 167). In this regard Sharieh believes that the location of secondary residences have special and distinctive geographic conditions. The three special scopes of secondary residences are sunny villages, coastal villages and mountainous villages (Sharieh, 1994: 237). In this regard, balsent believes that there is a close relationship between climate and site selection of touristic homes. Accordingly, the areas can be separated based on the "Bioclimatic" conditions such as amplifier, retractor, sunny days, the amount and distribution of rainfall etc. (Deru, 1995: 409). Thus, the pattern of second homes distribution is in a close relationship with access networks, special geographical conditions, and population displacement system between urban and rural areas and even the differences in the planning policies,

particularly in relation to land use, land ownership and rural development strategies (Fesharaki, 1996).

Figure 1. Hypothetical model for the distribution of population by the seasons of the year



Source: Regatz (1977, 182)

## **TOURISM IMPACTS ON RURAL AREAS**

Due to the nature of tourism activities and its close relationship and interaction with the various economic, social and cultural activities, its effects can be very broad, especially on the local environment and the host communities will have profound effects.

As mentioned before, socio-cultural impacts of tourism can be positive or negative. Once tourism is growing, the positive and important socio-cultural impacts of tourism in local communities are consists of self-sufficiency and strengthening local economy, greater respect for the local community and their culture, reinvestment of tourism revenue in cultural resources, strengthening and continuation of cultural traditions, increasing levels of understanding and tolerance between cultures, especially through music, art and craft supplies, domestic life, housing and other experiences of rural life (Rezvani & Safaii, 2005).

Negative impacts of tourism on local communities could include the deprivation of welfare benefits for host community, demand for scarce resources such as water, and too much dependence of host community to tourism, tourist inappropriate behavior and lack of cultural sensitivity (WTO, 2002: 126).

Planning for sustainable tourism is one of the topics discussed among researchers and tourism operators. In general, the goal of planning and management of rural tourism is making balance between demand and its functionality in order to reduce tension and without the reduction of the resources of the village, be used in the best way (Pigram, 1993: 171). Now this question arises that how this balance will be achieved. Fagnes (1991) stated that the development of rural tourism has some common roles and features that can be used for planning and management, thus it can be stated that:

- All local jobs which are related to tourism are not directly useful for local communities, especially when some people outside of the village are interested in developing tourism and do some activities and compete with each other;
- Visitors expectations in rural areas is not lower than tourists of urban or coastal areas, and therefore they demand different kinds of attractions and facilities of good quality;
- Tourism can be an effective way to reform and revitalize the rural areas;

- Each of tourism policies in this area should be coordinated with broader policies;
- Tourism can be used as an instrument or a justification for the improvement of public, infrastructural, and transportation services in rural areas; and from the regional aspect the most important form of tourism development, is the model which is based on the regional and inter-regional cooperation.

Second homes tourism as well as other rural tourism patterns can have numerous effects on rural areas. In some cases, these effects are beneficial. For example, the old houses in rural areas may be restored or converted into new housing that in addition to beautify of the countryside, it will provide temporary or permanent employment for rural people, raise revenue for local stores and provide other facilities. However, the development of second homes can have a negative impact on rural areas. In this respect, Wall and Smith (1982: 136) argue that the spread of second homes can damage the rural environment by disrupting the visual beauty of the countryside and the destruction of vegetation. In their opinion, in the way of development of second homes in rural areas, there has been little attention to the beauty and balance of them (Mathieson & Wall, 1982: 29). In addition, the social impacts of second home ownership should also be noted; in particular they are:

- Spread of second homes will reduce the possibility of building accommodation for local people. This matter is more common in places where planning policies will limit the construction of new housing;
- Increasing demand to buy second homes in rural areas will highly increase the price of these homes that local people can not afford to buy;
- Youth due to settlement problems in local communities will migrate to cities and thus the social structure of rural communities will be disrupted and the influx of non-rural rich people to the rural areas can lead to anger local people and fade their culture; although many studies have shown that second home owners are trying to adapt themselves with the local communities.

Thus, one of the problems that rural tourism planners are faced is making balance between the demands of wealthy urban residents to buy or build second homes in rural areas and the needs of local communities in the field of house providing (Rezvani & Safaii, 2005).

## **TOURISM AND RURAL SUSTAINABLE DEVELOPMENT**

Rural tourism significantly expanded since 1950s. Initially, in the 1960s and 1970s, the economic aspects of rural tourism for local communities were considered. After that, the development of rural tourism was raised as a tool for the development of rural communities. Nowadays various economical, socio-cultural and environmental aspects of rural tourism are considered. Three perspectives in the field of the relationship between tourism and rural development are discussed. In table 3, these three perspectives and goals, as well as the effects and consequences associated with them are discussed.

Since the rural areas are vulnerable and susceptible sources to environmental, social and economic changes, in particular, experience has shown that wherever tourism extended spontaneously, accidentally and without planning and effective management, caused adverse consequences and in long-term its problems is more than benefits (Sharpley, 1997: 73). Some consequences like environmental pollution, degradation of water resources, flooding, soil erosion and degradation of forests and pastures are the effects, which were seen during the past two decades. That is why over the past few years the concept of sustainable tourism has progressed to the extent to be able to respond to threats of the fragile tourism.

Sustainable tourism development is a development in which balance and equilibrium, maintaining values quality of morals and economic principles and economic benefits have been seen all together and a supreme effort will done that a balanced and comprehensive development be replaced to purely economic development. In this view, the development of tourism, using available resources in a way that while respond to the economic, social, cultural needs and legal norms and expectations of tourists, can provide unity, cultural identity, environmental health, economical balance and well-being of local people (Alvani, 1993: 10).

Therefore, the development of tourism in rural areas on one hand can play an important role in the diversification of the rural economy and provide the underlying context for rural sustainable development. On the other hand, it can be considered as a means to stimulate national economic growth (through the idea of overcoming under development and improve the living standards of the local population) (Sharifzadeh & Moradnezhad, 2002: 53). However, if rural tourism and second home ownership be planned and managed in an appropriate way, it can be a stimuli or creator of a developed process for achieving sustainable

development in rural areas and sustainability of local communities in all subdirectories of economic, social, cultural and tourism industry (Rezvani & Safaai, 2005).

Due to the different perspectives and ideas in the field of rural tourism, it can be stated that rural tourism by providing new opportunities for many rural areas as a means will revitalize rural communities and lead to the development of these areas and can keep these settlements stable. Nevertheless, from the other hand its unplanned development can cause social and environmental damages in rural settlements. Of course, this matter that which patterns of rural tourism such as second home ownership, renting second homes, staying in residential centers etc. has greater role in the sustainable development of rural areas, depends on local conditions and facilities, as well as how to plan and manage tourism in each area (ibid).

**Table 3.** Three perspectives in the field of the relationship between tourism and rural development

<b>Approach to the development of rural tourism</b>	<b>Goals</b>	<b>Effects and Consequences</b>
Rural tourism as a strategy for rural development	<ul style="list-style-type: none"> <li>- Solving rural underdevelopment</li> <li>- Reducing migration</li> <li>- Final Solution to Rural Development</li> <li>- Reduce the negative effects and exploit the positive effects</li> <li>- Contribute to the development of other sectors of the rural economy</li> </ul>	<ul style="list-style-type: none"> <li>- Stable population</li> <li>- Solve the unemployment problem</li> <li>- Increasing the proliferation coefficient of revenue</li> <li>- Utilization of worthless documentary resources</li> </ul>

Rural tourism as a policy to reform rural habitations	<ul style="list-style-type: none"> <li>- Creating alternative economy for farming in villages which have no agricultural land</li> <li>- Diversification of rural economical activities</li> <li>- To encourage investment in the non-agricultural sector</li> <li>- Increasing demand for local products</li> <li>- The demand for improving quality of life</li> <li>- Equitable distribution of incomes</li> <li>- Creating alternative employment for settlements whose activity has been closed</li> </ul>	<ul style="list-style-type: none"> <li>- Creating non-agricultural employment</li> <li>- Reducing migration</li> <li>- Diversification of the rural economy</li> <li>- Importance to indigenous production</li> <li>- Increasing quality of life</li> <li>- Changing social attitudes of rural community</li> <li>- Creating alternative employment</li> </ul>
Rural tourism as a tool for sustainable development	<ul style="list-style-type: none"> <li>- Minimizing cultural and environmental damage</li> <li>- Preparation of rural economic development in the long term</li> <li>- Satisfying visitors</li> <li>- Creating moneymaking opportunities for local residents</li> <li>- Increasing the Increase quality of life</li> <li>- Increasing the level of people's participation</li> </ul>	<ul style="list-style-type: none"> <li>- Increasing the community participation in tourism and rural development</li> <li>- Protecting of natural and cultural resources</li> <li>- Converting the development cycle from local to international</li> </ul>

*Source: Roknoddin Eftekhari and Ghaderi, 2002*

## CONCLUSIONS AND RECOMMENDATIONS

Second home tourism is one of the patterns of tourism development especially in rural and mountainous areas that is obtained through ownership of second homes (bungalows or holiday homes). In this paper, after introducing second homes and their emergence and spread in the world, as well as their geographical and spatial analysis and the

importance of rural development, it investigated the role of second home tourism in rural development. It also explores the effects and consequences of their tourism expansion in all economical, socio-cultural and environmental aspects and strategies for the sustainable development of rural tourism. Rural tourism as an economic activity, while has a favorable impact on income and employment in a region, has other implications and consequences. Second homes are one of the effects and consequences of tourism in the context of the physical system and the structure of those residences that receive tourists and their temporary stay for enjoyment of the rural landscapes and favorable conditions of villages. However, in Iran and in its mountainous areas in the north, the effect and influence of second homes expansion is very old, but in recent decades under the influence of communication networks improvement and obtaining general recognition about capabilities of these areas beside the saturation of plains and coastal zones, its growth rate is more. As mentioned, if rural tourism and second home ownership be plan and manage in an appropriate way, it can be considered as a stimuli or creator of a developed process for achieving sustainable development in rural areas and sustainability of local communities in all subdirectories of economic, social, cultural and tourism industry. Rural tourism is as a part of the tourism market and a source of employment and income, and it can be considered as an important tool for socio-economic and ecological development for the local communities. In order to eliminate the negative effects of second homes tourism in rural areas, it is also needed that, rural tourism planners try to make balance between the demands of wealthy urban residents to buy or build second homes in rural areas and needs of local communities in the provision of housing. They also need to try to avoid the destruction of old structure and body of villages and their beautiful and pristine environment and provide fields of employment in rural areas through entrepreneurship for local residents to contribute to the economy of the local people.

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