

Tourism and Its Role in Development

Sofya Malek Nhamah⁽¹⁾ Ibraheem Hmdan saqr⁽²⁾ Mohammad Al-Abdullah⁽³⁾

(1). PhD Student, Department of Agricultural Economics, Faculty of Agriculture, Tishreen University, Latakia, Syria.

(2). Professor, Department of Agricultural Economics, Faculty of Agriculture, Tishreen University, Latakia, Syria.

(2). Professor, Department of Agricultural Economics, Faculty of Agriculture, Damascus University, Damascus, Syria.

Abstract

This study aims at trying to answer a set of questions, such as: What is the concept of tourism, rural tourism and its ingredients? What is the role of the rural development? In addition to the effect of tourism on some families who are in the business of tourism comparing with the other families that are not and that by analyzing the economic and social reality of these families within the area under study.

The entire research depends on the analytical descriptive method, which was adopted to analyze many points and aspects. The study community consists of 56 families in Alqurdaha. Families were chosen using the method of intentional sample which is not a random sample where includes the families that work in tourism, agriculture and manual professions whether they work individually or collectively.

Key words: Rural Development, Rural Tourism, Agricultural Tourism.

Introduction:

The rural development process faces a range of difficulties involving many countries of the world, although they are more obvious in the developing countries than in the developed ones. One of the most prominent of these difficulties is the low income level, infrastructure and the basic services as well as the low educational level of women, the increased rates of the population growth, the low level of the agricultural productivity in addition to the immigration from the countryside to the city and the transformation of many rural features to the urban features especially the social ones ...among others. That forced the countries around the world to seek a solution for the problems of the development in the rural areas and an activity that would solve or reduce these difficulties and in

the same time preserve the features and sustainability of the rural area, thus, tourism emerged as a strong candidate for this role.

Various definitions of tourism were developed. Some defined it as "includes the individuals' activities that travel and stay out of their usual residence, where their stay doesn't exceed a continuing year be it for reasons such as recreation, business or other purposes" (UN & WTO, 1994).

As well as the World Tourism Organization (UNWTO), a set of definitions of tourism such as "tourism is a human activity that includes a human behavior of using resources and interaction with different people, economics and environments in addition to that it includes the financial movement of the tourists to other places that are not their usual residence." (BULL, A. 1997)

The importance of the tourism industry comes from the benefits and the profits that grants to the individuals as well as to the economic as a whole, where The United Nations was interested in this sector early since 1948, where it mentioned that "Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay." (BONIFACE, G, B, COOPER, C. 2009).

The World Travel and Tourism Council defined tourism as "an industry consists of a set of activities that produces items and services and introduces them directly to the tourist" (WTTC, 2002).

At the rural level, rural tourism arose due to the economic and environmental features owned by the countryside that attract people, in addition to the way agriculture is employed in the service of the rural tourism and the reflection of its impact on the local community.

(Tourism strategies and rural development organization for economic cooperation and development Paris 1994).

In spite of that, the rural tourism expression could look somewhat new, only that using the rural areas in purpose of tourism is not new at all. Many studies presented the significant popularity of this type of tourism in Europe In 1540 AD. , and how the countryside of some European countries was prepared to receive tourists. However, it was the preserve of the social elites, the rich classes and the distinguished families only. (HALL, M, C, PAGE, S, 1999).

The rural tourism became a major interest of the states' governments, where studies presents that the rural tourism contributes by an average of (10-25)% of the tourism activities although the difficult correct restriction for the absence of correct statistics in this field. (MICHELL, L, ROBERTS, D, R, HALL 2003, M).

Agro -tourism constitutes an important part of the rural tourism where the date of emergence of this tourism is back to the last two decades (AUBREY, S, B, 2012). The agricultural works represented "by the works that done by the owners of both the farms and the lands and they usually connect to their traditional agricultural works, thus for granting the visitors fun, recreation and education at the same time. " (GEORGE, H, RILLA, E) or they are a set of activities and services that have agricultural feature which introduced by the farm owners to attract tourists to their region so gaining an extra income for their projects (GOPAL, R, VARMA 2008). It may offer what is called the Agri- entertainment, where many of the farms offer specific additions by allowing the visitors doing the gardening and harvesting some plants and squeeze fruits and so on. It must be mentioned that entering farms and enjoying the activities is usually for a certain fees paid for the farmer (AUBREY, S, B, 2012).

Furthermore, the importance of the environmental tourism emerged as a part of the rural tourism, which is responsible for preserving the environment and the individuals of the local community. (SAURABH, D, 2006).

Research Obstacles

The problem of the research lies in the current circumstances that the Syrian society suffers of in general and the Syrian countryside in particular which caused unemployment rate to increase, decreased income levels especially the agricultural , and also caused the increase of the emigration rate as well as the weak empowerment of women, thus the research problem could be summarized in answering two questions:

- -What is the role of tourism in improving the rural communities' reality and solving their problems?
- -What are the requirements of activating the role of the rural tourism, and what are the main

institutions that have a role in activating the role of tourism?

The research importance comes from the Syrian reality especially the countryside and the amount of difficulties that face it. Studying the rural tourism and its effect and role in improving this reality is considered an urgent demand in the current time. It represents a response to the challenges that faces the Syrian countryside as well as a step toward a better understanding for these challenges and suggesting practical solutions taken from the reality, its needs and economic projects that suits it.

Research objects:

-Studying the reality of the Syrian countryside.

-Tourism effect on some families that works in The Syrian countryside comparing with other families that do not work in tourism.

Materials and Methods

Study region:

The Research was conducted in the Alqurdaha area of Latakia as it is a diversified area in terms of its various tourist ingredients.

Research Methodology:

The entire research depends on the descriptive analytical method to describe and evaluate the reality of the tourism in the countryside .The potential effect of the tourism in the rural area was studied as well as the variance between the living levels of the families that work in tourism, agriculture and manual professions using a field study and a questionnaire where three basic resources of information were depended on:

- ❖ Secondary data : Data that was obtained from The Ministry of Agriculture and Agrarian Reform , agriculture annual statistical abstract , Latakia Agriculture Directorate , Food And Agriculture Organization (FAO) .
- ❖ Primary Data: by designing a questionnaire to solve the analytical aspects of the research's object. It was distributed on the families that works in the agro- tourism and the manual professions whether they worked individually or together.
- ❖ Personal Interviews: and that by doing interviews with women who do manual works that have tourism demand, and obtaining information from them that reflects the reality of rural women in the studied area.

The community and Study Samples:

The community study consists of 56 families, where the intentional sample was adopted in choosing the sample (not random) where the sample includes the families that work in the tourism, agriculture and manual professions whether they were individuals or together. The intentional sample was chosen as the study object is reaching families who actually work in the field of tourism, agriculture and annual profession and the random choice wouldn't offer us that. 60 forms were distributed, 4 of them were eliminated for not meeting the conditions of choosing the sample which are the families working in the previously mentioned fields, where two families were found that their heads were working in the agriculture and the public sector, as well as there were two families that their answers were different about the income of the different activities which clearly varied between two questions about the same purpose.

Results and Discussion:

Characteristics of the Sample Families:

The average number of the family members of the sample (5.25) where the number of the family members varied between 8 maximum and two minimum and the males average number (2.77) and the female average number (2.48) as it is presented in the table (1).

Table (1). Number and average family members

Statement	Total number of sample	Min	Max	Average
number of family members	56	2.00	8.00	5.25
Number of males	56	1.00	6.00	2.27
Number of females	56	1.00	5.00	2.48

Source: The table was prepared based on an analysis of the results of field survey 2016-2017

Distributing families according to the educational qualification of the family head:

Results of analyzing the questionnaires showed that 44.6% of the family heads of the sample are of the primary certificate holder, 32 % are of the preparatory certificate holders and 12.5 % of the secondary certificate

holders, while the percentage of the family heads of the bachelor degree holders was only 10.7 % of the total sample and that it presented in the table (2).

Table (2). Distribution of families according to the scientific qualification of the head of the family

Statement	frequency	%	Valid percent	Percent cumulative
Primary	25	44.6	44.6	44.6
Secondary	7	12.5	12.5	57.1
Academy/ universal	6	10.7	10.7	67.9
Preparatory	18	32.1	32.1	1
total	56	100.0	100	

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing families according to the activity type:

Families work in three main professions and some have more than one profession where 39.3 % of the families work only in agriculture, 14.3 work in tourism alone, 28.6 % work in tourism and agriculture together, 8.9% work in the manual professions and agriculture and 1.8 % work in the three professions together and that is presented in the table (3).

Table (3). Distribution of sample members by type of activity

Statement	frequency	%	Valid percent	Cumulative percent
tourism	8	14.3	14.3	14.3
Agriculture	22	39.3	39.3	53.6
Professions and handicrafts	2	3.6	3.6	57.1
Agriculture + Tourism + Careers	1	1.8	1.8	58.9

Agriculture +handicraft	5	8.9	8.9	67.9
Tourism + Agriculture	16	28.6	28.6	96.4
Tourism + Careers	2	3.6	3.6	100
total	56	100	100	

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing families according to the years of work in the activity that is adopted by the family:

We notice in the table (4) that the families of the sample according to the adopted activity have spent averagely 26 years on agriculture, 13 years on tourism and 21 years in the professions and the manual crafts. The number of years of work in the agricultural activity of the family varied between (2-50 years). The years number of the tourism activity of the families varied between (5-25) years and the years number of the professional activity of the families varied between (7- 30) years. Obviously, the agricultural work followed by the professional are the oldest in the life of the families, while the tourist activities are obviously delayed.

Table (4) Average and number of years of work for families is shown by activity

Statement	N	Min	Max	Mean
Years - Agriculture	42	2	50	25.928
Years - Tourism	28	5	25	12.929
Years - Careers	9	7	30	21.222

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing the families according to the number of months that are spent on the project adopted by the family:

The research results showed that the families that work in agriculture work averagely for 3.56 months in the year , for the families that work in tourism , they work averagely for 8.78 months in the year and for the families that work in

the manual professions ,they work averagely for 10.18 months in the year .The number of the work months according to the family activity varied between (1-6) months for the agricultural activity , (3-12) months for the tourism activity and between (4 – 12) months for the families that work in the manual professions and that would prove that the agricultural activity is the least continuity within the year .

Table (5) Average and number of years of work for families by activity

Statement	N	MIN	MAX	MEAN
Agricultural Project	43	1	6	3.65
Tourist project	27	3	12	8.78
Handcrafts Project	11	4	12	10.18

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing the families according to the number of workers from the family in the adopted activity:

The number of workers in agriculture recorded averagely 2.54, the number of workers in tourism was averagely 2.53 and in the manual professions recorded 1.22 individual and that it showed in the table (6).

Table (6). Average and number of employees in families by activity

Statement	N	MIN	MAX	MEAN
Number of people working in agriculture	42	1.00	7.00	2.5476
Number of employed in tourism	28	1.00	5.00	2.5357
Number of workers in manual occupations	9	1.00	2.00	1.222

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing families according to the educational qualification and the activity type:

The study showed that the majority of the family heads are from the primary certificate holders 44.6 % and those mostly work in agriculture (25 %) of them then agriculture and tourism together (14.3 %) of them and a low percentage of them (1.8 %) work in the fields of both tourism and manual professions . While the distribution of the family heads that have preparatory certificate (32.5 of the studied family heads) were the most common in the different types of activities although they were more common in agriculture (10.7) % of them and in tourism and agriculture together (7.1 %) of them .The percentage of the bachelor degree holders of the family heads were the least at a rate of (10.7 %) and those work in tourism and agriculture together then agriculture (3.6 %) of them . The same percentage works in tourism, as it is presented in the table (7).

Table (7) Distribution of families by type of activity and educational level of head of family

		tourism	Agriculture	Handy crafts and crafts	Agriculture + Tourism + Careers	Agriculture + Careers	Tourism + Agriculture	Tourism + Handy crafts	The total
	Count	0	14	0	0	2	8	1	25
primary	% Of total	0.0 %	25.0%	0.0%	0.0%	3.6%	14.3%	1.8%	44.6%
	Count	3	2	0	0	0	2	0	7
secondary	% Of total	5.4%	3.6%	0.0	0.0	0.0	3.6%	0.0	12.5%
	Count	2	2	0	0	1	0	1	6
Academic universal/	% Of total	3.6%	3.6%	0.0	0.0	1.8%	0.0	1.8 %	10.7%
	Count	3	4	2	1	2	6	0	18
preparatory	%Of total	5.4%	7.1%	3.6%	1.8%	3.6%	10.7%	0.0	32.1%
	Count	8	22	2	1	5	16	2	56
total		14.3%	39.3%	3.6%	1.8%	8.9%	28.6%	3.6%	100.0%

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing Families according to degree of their dependence on the agrarian income:

The tables (8) and (9) show a variance in the level of the family dependency on agriculture as a main source of income where 34.9 %of the families depend on agriculture at a rate from 75% to 100% where they are the families that completely work in agriculture, also 29.5 % of the families depend on agriculture at a rate from 25 % to 50% which mostly are the families that work in agriculture and tourism together.

Table (8). Distribution of agricultural income by percentage of total family income

Statement	frequency	%	Valid percent	Cumulative percent
Less than 25%	10	17.9	22.7	22.7
25-50%	13	23.2	29.5	52.3
50-75%	6	10.7	13.6	65.9
75-100%	15	26.8	34.1	100
total	44	78.6	100	
Missing system	12	21.4		
total	56	100		

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Table (9) Distribution of agricultural income by percentage of total family income and quality of activity

	Agriculture	Agriculture+ Tourism+ Handicrafts	Agriculture+ Handicrafts	Tourism + Agriculture	Total
Less than 25%	2	0	3	5	10
20-50%	1	1	2	9	13
50-75% Farm income	4	0	0	2	6
75-100%	15	0	0	0	15
Total	22	1	5	16	44

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing Families according to their dependency on the tourism income:

The tables (10 and 11) show a variant in the level of the families dependency on tourism where (40.7 %) of the families depend on tourism at a rate from 75 % to 100 % which are the families that work in tourism and agriculture together, as well as (37 %) of the families depend on tourism at a rate of (25 -50 %) which are the families that work in agriculture and agriculture together.

Table (10) Distribution of tourism income by percentage of total family income:

	frequency	percent	Valid percent	Cumulative percent
Less than 25%	2	3.6	7.4	7.4
25-50%	10	17.9	37	44.4
50-75% valid	4	7.1	14.8	59.3
75-100%	11	19.6	40.7	100
total	27	48.2	100	
Missing system	29	51.8		
total	56	100		

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Table (11) Distribution of tourism income by percentage of total family income and quality of activity:

	Tourism	Agriculture + Tourism + Careers	Agriculture + Tourism	Tourism + Careers	total
Less than 25	0	1	1	0	2
25-50%	0	0	8	2	10
50-75% Income-tourism	0	0	4	0	4
75-100%	8	0	3	0	11
total	8	1	16	2	27

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Distributing families according to their dependency on the income of crafts:

We notice from the two tables (12-013) that 40 % of families depend on the crafts and the manual professions at a rate of 75-100 % which are the families that work in crafts and professions alone and crafts ,manual professions and agriculture together in addition the same percentage of families depends on the crafts and the manual professions at a rate of 50 -70 % which are the families that work in professions , agriculture , professions and tourism as well as the families that work in the al mentioned domains together .

Table (12). Its share of total family income divides income from handicrafts

	frequency	percent	Valid percent	Cumulative percent
20-50%	2	3.6	20	20
50-75 % valid	4	7.1	40	60
75-100%	4	7.1	40	100
total	10	17.9	100	
Missing system	46	82.1		

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Table (13) Distribution of tourism income by percentage of total income of families and quality of activity:

	Professions and handicrafts	Agriculture - Careers – Tourism	Agriculture - Careers	Tourism - Careers	total
25-50%	0	0	2	0	2
50-75% income -	0	1	1	2	4
75-100%	2	0	2	0	4
total	2	1	5	2	10

Source: The table was prepared based on an analysis of the results of the field survey 2016-2017

Conclusions:

1-53 % of the families indicated that tourism has a negative effect on the social and cultural environment.

2-There are many opponents of the idea of introducing tourism to the rural communities, as it would lead to the families giving up working in agriculture, which is very much related to the countryside.

3- Tourism has a role in activating manual professions.

4- Activating the role of rural tourism needs to an efficient contribution from the public Bodies that responsible for tourism. As a result, we can recommend that to ensure that the contributors to the rural tourism are from the same region primarily to provide them; opportunities as well as the facilities of the rural tourism should be harmonious with the reality and characteristics of the Syrian countryside and derived from it.

In addition, the products of the tourism rural should be diversified as much as possible to ensure the long staying of the tourist, thus increase the rate of his spending which means enhancing the income of the local community.

It could benefit from the other countries experiences in tourism , such as writing special motivating phrases for the tourists in every area that are suitable for the characteristics of each region as in the experience of Nicaragua When used the phrase Faces Behind The Coffee cup which is the phrase that greatly contributed to enhancing tourism and creating the factor of excitement in the tourist and motivating him to visit farms as well as recognizing coffee production and participating to harvesting it .

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