



Research Article

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A VIEWPOINT TOWARD SECOND HOUSES IN RURAL REGIONS OF IRAN: SITUATIONS AND PROBLEMS

Farhood GOLMOHAMMADI^{1*}

¹Department of Agricultural Extension and Education, Islamic Azad University, Birjand, Iran

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Abstract

Some consider second home development as a result of fundamental changes in industrial societies that led to higher incomes, fewer working hours and longer leisure times. It is recognized that the growth of the tourism industry is critical for the sustainable development of the Iranian economy. This is particularly true in the rural areas where employment opportunities are reducing and traditional employment levels in agriculture are in decline. While seeking to ensure that most tourism developments with associated accommodation facilities are located in or close to towns or villages or on tourism zoned lands. Rural areas have long been seen and used as appropriate locations for recreation and tourism activities. However, the restructuring of rural areas and population loss from many areas has meant that tourism as also assumed greater economic and employment importance in many rural and peripheral regions. Second homes are an integral though often neglected component of domestic and international tourism mobility. In many areas of the world second homes, also referred to as vacation homes, cottages, summer houses, recreation homes, cribs and weekend homes, are the destination of a substantial proportion of domestic and international travelers while the number of available bed nights in a second homes often rivals or even exceeds that available in the formal accommodation sector. This article is going to know the influential factor and its effects on development of rural housing and tourism in a selected area which has been used as case study bed on main locations of doing this research namely South Khorasan province in east of Iran and beside borders of Afghanistan, and Chaharmahal and Bakhtiari province in south west of Iran. For this purpose, the factors effective on development process of rural housing have been identified by using the existing resources such as theories, internal experiences and experiences of other countries. Choosing the samples of villages has been followed purposive (non-probabilistic) method. Final factors analyzed in the study areas and measuring components of each factor have been introduced. Author in this research found that there is a huge amount of potential for extending rural tourism and second houses in order to accessing sustainable development, increasing well-being and creating job opportunities in these touristy rural regions of Iran.

Keywords: Second houses, Tourism, Rural, Effects, Development, Sustainable, Iran

*Corresponding author: Department of Agricultural Extension and Education, Islamic Azad University, Birjand, Iran

Email: farhood.gol@gmail.com (F. GOLMOHAMMADI)

Farhood GOLMOHAMMADI  <https://orcid.org/0000-0003-0939-4678>

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1. Introduction

Originating from Europe in the mid-19th century, rural tourism is a new form of tourism, which takes the nature and humanities objects with the rurality as tourist attractions, depends on the beautiful landscape, the natural environment, architectures, culture and other resources in rural areas, and expands and develops projects such as meeting affairs, holiday-makings and leisure activities based on traditional rural leisure travels and experience tours (Zhang, 2012).

Rural tourism can make full use of tourism resources in rural areas to adjust and optimize rural industrial structures, extend the agricultural industrial chain, develop rural tourism services, promote nonagricultural employment, increase the incomes of farmers, and create a better economic base for the new rural construction (Zhang, 2012).

Agrotourism is an alternative activity in the rural development process, which combines agriculture and tourism, improves natural resources, contributes the rural area socially and economically (Akpınar et al., 2004).

Some consider second home development as a result of fundamental changes in industrial societies that led to higher incomes, fewer working hours and longer leisure times (Golmohammadi, 2013).

Rural tourism in general and second home tourism in particular is rapidly growing forms of tourism around the world: "Being an integral part of rural areas and their history, second homes are an established example of the post-productive consumption of countryside".

It is asserted that "whereas the countryside traditionally relied on exports of commodities by the primary industries (agriculture, fisheries, and extractive industries) to urban markets, it has become increasingly characterized by its role as producers of rural services, experiences and quality of life". Meanwhile, the expansion of urbanism and stresses of urban life, not to mention the search for a pleasant climate and clean air, have contributed to the expansion of the second-home phenomenon around the world. At the same time, the second-home phenomenon has perceived as a positive socioeconomic project in rural areas.

The concept of a "second home" exposes a plethora of notions that makes it difficult to tie down the concept. Nevertheless, numerous connotations are associated with the phenomenon of second home tourism, including "rest and peace," "slow down and relax," "getting away from the grind," "spiritual home," "cottage garden," "romantic," and "simple life close to nature." Second homes also have spatial connotations, as they are labeled 'seasonal suburbanization' and 'complementary spaces' where urbanites are occupying spaces that otherwise would remain undeveloped and natural. Figure 1 showed

the Modern and expensive second houses that have been built over and beside of a natural hill in lands that belonged to natural resources and watershed organization in Alghour village - 45 Kms. distance to Birjand city, center of South Khorasan province, east of Iran. In addition, didn't destroying and sealing these illegal second houses by related local legislation organizations and police power, because of paying their monetary penalties and other works by rich & powerful urban people (Alipour et al., 2017; Baboli et al., 2015).



Figure 1. Modern and expensive second houses.

Sustainable development that conceptually can be divided into the following parts: environmental, social and economic, is a pattern of resource use, which aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come in future.

Nowadays, the concept of sustainable development is defined as development that satisfies the needs of the present without compromising the ability of future generations to satisfy theirs. It has been discussed in terms of three issues as economic, environmental and social, and has been developed by some scholars to include a fourth dimension of culture.

However, the concept of sustainability is not only limited to the environment, and sustainable designers should also attention to various social factors like historical backgrounds, culture, religious beliefs, and people custom and habit in a place they want to live. Thus, social

sustainability as another aspect of sustainability which is the idea that future generations should have the same or greater access to social resources as the current generation (Soflaei et al., 2017).

The formation and development of second homes caused from the development of tourism, is one of the important phenomena of the twentieth century and current century. A large part of second homes are built in rural areas. Second home tourism is emerged as an activity of the complex relationships between stakeholders in different locations due to various other activities. Therefore, its activities create the desired, undesired or complex effects on environmental, economic and social - cultural aspects of the host communities (Golmohammadi, 2013; Alitajer and Nojoumi, 2016).

When an area becomes a tourist destination second home, it affects lives of local residents. Local residents' quality of life is improved by the development of second homes; hence, they are more likely to develop the activity. Thus, second homes tourism creates the change of economic, social, and environmental characteristics that can lead to an improvement in the quality of life. Quality of life is a concept that defines human life. This is a reflection of several factors and features that is usually synonymous with prosperity, opportunity, life satisfaction and prosperity, meeting demands, life power, capacity building, poverty, human poverty, living standards and development. When quality of life was introduced, its measurement was considered and a number of research and studies were performed in this field. Measuring indicators of quality of life (at any level) can be mainly classified in two categories: objective indicators and subjective indicators (Golmohammadi, 2013; Khajehzadeh et al., 2016).

Second home tourism has historically been promoted in the area since 2004 when South Khorasan Province established by government of Iran and therefore a huge of budgets considered for this new and disadvantaged region of Iran. It is suffused with life and consequently has had a profound impact on the lives of local residents.

Therefore, recognizing the effects of this model of tourism on the rural residents. Quality of life can provide the appropriate tourism development and promotion of quality of life for residents of the area (Golmohammadi, 2013).

Also Chaharmahal and Bakhtiari province in south west of Iran, is one of the touristy regions of Iran that two main rivers of Iran namely Karoon and Zayandehrood origin from its mountain and Shahrekord, center of this province with an elevation from sea surface (near 3900 m) recognized as the roof among cities of Iran. Figure 2 showed the integrated Rural Tourism and Recreational Complex (IRTRC) near Lake of Choghakhor and 100 kms distance to Shahrekord, center of Chaharmahal and Bakhtiari province in south west of Iran. That

established during last decade.



Figure 2. IRTRC near Lake of Choghakhor.

Sustainable development is a process having economic, social, cultural and environmental-ecological dimensions. This process is perceived as a development in all respects for both urban and rural societies. Yet, in most of the developing countries rural population is gradually diminishing, notwithstanding the agricultural lands that are losing productivity are increasing. While this situation primarily results in increasing impoverishment of rural society, it also causes problems such as deforestation, erosion and productivity loss with the misuse of resources. On the other hand, damaging the natural resources emerge problems such as migration, poverty and hunger. These problems primarily affect rural people. Most affected ones by these problems are women and children. Overcoming these problems would be possible by sustainable planning and management of rural areas in accordance with their resource potential. (Akpinar et al., 2004).

Rural areas and agricultural fields are two concepts that are usually used in lieu of each other. However, rural areas are multifunctional dynamic systems. They include different land use and activities such as settlement, transportation, industry, forestry, tourism and recreation. With the post-industrial revolution, urbanization and increased leisure time, tourism and

recreation activities in rural areas are also increased (Akpinar et al., 2004).

On the other hand, in the restructuring process of economy in rural areas, one of the most obvious effects is the necessity to create job opportunities alternative to agricultural sector. In this respect agro-tourism is a valued option protecting the rural environment, sustaining small-sized enterprises and providing income and job opportunities. This also combines tourism and domestic task for women.

Agro-tourism, which is defined as 'any tourism or recreation enterprise on a working farm or form of rural tourism whereby paying guests can share in farming life either as staying guests or day visitors on working farms' can be seen as a new income source for agricultural societies. Agro-tourism concept, the popularity of which increases steadily is actually not new and it is known that 25% of farms accept tourists in Austria for about 100 years.(Akpinar et al., 2004).

In this context, advantages of agricultural tourism can be summarized as follows:

- Helps to protect the agricultural areas, cultivation lands and rural landscape.
- Creates diversity in agricultural pattern and job opportunities in rural areas.
- Provides opportunities for marketing the agricultural products.
- Increases welfare level of local people.
- Establishes social and economic relations between urban and rural dwellers.
- Provides a bridge between rural and urban areas.
- Meets the tourism and recreation needs of urban people.
- Rises the respectability of agricultural activity from the urban peoples' point of views.

Introducing agricultural activities to urban people is a way to educate urban people in the sense of contribution of agriculture to quality of life and economy. Figure 3 showed a national conference on the subject of Barberry and Jujube plants (two main products and pillars of economics of South Khorasan province) that held in 2014. With visiting of participants from Barberry gardens as the main attractions of agricultural tourism in this region with ceremony of dancing men and children with their traditional dresses of local and rural people (Akpinar et al., 2004).



Figure 3. A national conference on the subject of Barberry and Jujube plants.

2. Material and Method

Main locations of doing this research were South Khorasan province in east of Iran, and beside borders of Afghanistan (Left map below), and Chaharmahal and Bakhtiari province in south west of Iran (right map below). Type of the research is mainly qualitative and less is quantitative. Statistical society of the research include rural people in some selected and typical villages especially Khorashad, Rech, Tanak, Chehar deh and Behdan villages in South-Khorasan province-east of Iran and some touristy villages in Chaharmahal and Bakhtiari province in south west of Iran. Also author utilized from his experiences, pictures etc. in other touristy regions in north, center and west of Iran.

Interview, observation, pictures & documents were the major methods for gathering information from rural people in these villages. All of the pictures of this article have been gathered by author among 2010 - 2017 years with personal attendance of him in these rural regions. Also observation and participation of author were two important another important tools for gathering information (Figure 4).

The unique spatial characteristics of these touristy regions have made them a magnet for domestic and international tourists. These regions have been experiencing high growth of second home tourism development and exacerbated population growth, especially in the last decade. However, absence of a proactive strategic planning and clear development

policy in the context of a deliberate governance has resulted in numerous environmental problems in this unique and pristine region. These sites are popular destinations for second home tourism due to their pristine environment and accessibility. They encompass urban entities, forest and mountain zones, and rural settings. This form of tourism experienced rapid growth during the post- Islamic revolution in Iran in 1979. It has become a trend, especially, among the newly developed middle class who desire to retreat to the tranquility of these regions and away from the unplanned urbanization explosion. With a rapidly growing urban population, the terrain has become conducive for the invigoration of real estate firms to take advantage of such unregulated markets.



Figure 4. Maps of the main locations of doing this research, (left map-location of South Khorasan province in east of Iran, and beside borders of Afghanistan (Upper map), Coordinates: 32.8653°N 59.2164°E), and Map of the Chaharmahal and Bakhtiari province and its situation in south west of Iran (Bottom map) (Both maps scale of 1:1000000).

Therefore, numerous accommodation complexes (multi-

apartment recreational buildings) and individual second homes have mushroomed along these touristy areas (hot spots), as well as in various scattered villages. The assumption is that the absence of a governance mechanism based on collective actions to guide and control second home development processes is threatening the sustainability of these touristy areas and regions with respect to their unique ecosystems. Furthermore, it is plausible to argue that the phenomenon of the second home is also a catalyst for the transformation of a production area into a consumption area. However, conflict abounds in places where the economic dimension is the only concern. 'Thus, the growth of the second home sector gives rise to a number of new challenges, conflicts and contestations in rural communities'.

The study has attempted to identify the consequential environmental impact and possible threat to ecological uniqueness of these touristy areas and regions of Iran. A face-to-face in-depth interview conducted with selected respondents in the region during 2016 & 2017. Each interview session lasted for one to one-and-half hours. The depths of the examined issues further improved and validated by triangulating the data through conventional content analysis. We assured participants that the audio-taped conversations will remain confidential and are used only for research purposes.

After making an appointment with the respondent, permission to digitally record and transcribe the interviews was solicited. Interviews were conducted in Persian and translated to English later, and both Persian and English texts were compared for clarification of possible misinterpretations. The process of recording and transcribing has many advantages, including 'countering accusations that an analysis might have been influenced by researcher's values and biases.

For the purpose of data analysis, the recorded materials were listened to more than once, and transcribed materials were read more than once. This provided an analysis of the contents and exploration of the patterns in the answers. Then the coding process within each theme was conducted. This was followed by the identification of a theme (summing up a piece of text). Finally, each theme was supported by "quotes" or "extracts" that became the foundation for supporting interpretation. Additionally, qualitative content analysis in the form of 'discourse analysis'/'thematic analysis' of documents (i.e., newspapers and web pages) was employed.

2.1. Aim, Direction, Questions and Limitation of This Study

The first aim is to fill the deficit of attention paid to the second home phenomenon in terms of information, understanding, and strategic planning to monitor the processes of this type of tourism and its impact.

The second aim of study aims to explore the possible conflict between the processes of second home development and governance on the one hand and the region that is subjected to this form of tourism on the other. These touristy regions are considered in their totality through a holistic view of people and the environment, taking into account the fact that a holistic view is essential to understand and promote conservation of coastal regions.

The third aim of the study is to go beyond the traditional income-based approach to second home tourism and focus on social, environmental, and other ramifications of this activity.

The fourth aim of the study is to establish a discourse on second home tourism for the purpose of taking it out of isolation and placing it in the mainstream tourism epistemology (i.e., within the non-business related tourism field, and towards a sustainable agenda. This is justified, as the impact can also be contextualized as counter-urbanization, where urbanites find refuge in amenity-rich areas.

This study focused on "second home tourism" with particular spatial ramifications on these touristy areas and regions and fragile environments. They are also characterized by the involvement of real estate firms from outside these touristy areas and regions dominated by pro-business and market-oriented approaches to development without any clear and shared policy and planning process. While there are no opportunities for communities in these regions to ponder upon how to utilize their natural resources in a sustainable way.

The underpinning theoretical framework for this study is based on phenomenology, and realistic research. The two aforementioned frameworks are also called "case methodologies," where context dependent knowledge and experience are at the heart of the research. This method of study allows researchers to achieve a concrete experience '... via continued proximity to the studied reality and via feedback from those under study'.

By applying planned research and phenomenology to the current practices of second home development case study, author have made calculations of probability based on insider's knowledge and by extending practical research through employment of a set of heuristic questions that are tethered to the contextual setting. Bearing in mind that this has been "the study of the particularity and complexity of a single case, coming to understand its activity within important circumstances". One more fundamental element of phronesis research is the issue of power that is highly visible in this case where real estate firms and their partners (i.e., local government officials) have dominated this form of "hyper-regionalism" tourism. The element of power is also visible beyond the regional landscape, as "tourism capital is situated at the nexus of diverse and

overlapping industries (construction, finance, property, transport, hospitality, media and communications) which manifests some of the fastest growing areas of investment and growth throughout the world".

In this study, author focused on values, placed power at the core of analysis, got close to reality, emphasized the "little things," looked at practice before discourse, studied the case and context, moved beyond agency and structure, and did dialog with a polyphony of voices. Furthermore, phronesis and phenomenology contributed to the analysis by allowing author to ask the following value-rational questions that also demonstrate the implications of power for this type of research (i.e. phronesis):

- A. Where are we going with second home tourism development in these touristy regions of Iran?
- B. Who gains and who loses, and by which mechanisms of power?
- C. Is this type of development desirable in these touristy regions of Iran?
- D. What, if anything should we do about it?

It is by answering the above questions in the context of phronesis (idea context) that the validity of knowing the reality of this case study was established based on "... practical reasoning, craft knowledge, or tacit knowing: the ability to see the right thing to do in the circumstances".

Limitation of the study is in the nature of phenomenological and phronetic approach as the sample size is small, thus, the results can be enriched and much more holistic if wider population (e.g., residents) are incorporated in the process of sampling and analysis.

3. The Diffusion of Second Home Phenomenon in Iran

The diffusion of more affluent "urban refugees" to remote high-quality environments catering to the development of recreational housing as second, third, or fourth homes. Indeed, counter-urbanization represents the driving factor behind enclaves of the rural rich with their spatial presence, leisure activities, and resulting community impacts.

In the meantime, presented model, is an illustration of second home phenomenon in the context of current stage of tourism development. Therefore, second home tourism is considered a formidable economic activity based on interaction between land use and environmental impact where a unique environment of these touristy regions, is at stake. The model is an epitome of 'the complexity and intensity of the interactions, both natural and man-made lead to a degradation of the land quality, biodiversity reduction,

food security concerns and lack of environmental sustainability at different scales'. The assumption is that the present pattern of second home development in these touristy regions of Iran contradicts the principles of bio-capacity of the region and the ability of nature to regenerate the resources to fulfill the needs of the growing population with respect to the social, economic and environmental dimensions (Alipour et al., 2017).

4. Theoretical Framework and Positive and Negative Impacts of Second Home

There is ample research regarding socioeconomic as well as environmental impacts of tourism in general, which mainly address this issue from residents' point of view. However, research on second home tourism is rather scant and mainly focused on European cases. Studies on second home tourism in developing countries are rare and, in the case of Iran, almost nonexistent, notwithstanding its emerging second home phenomena.

However, the negative impacts of second home tourism cannot be overlooked, as it generates immense socio-cultural and environmental costs. While second home tourism is 'inherently dependent upon the sustainability of the natural environments in which they occur'; most of the studies on second home tourism have not addressed the negative environmental impacts in a regional context (Alipour et al., 2017).

Second homes flourished in the English language literature of the 1970s and 1980s, when academicians turned their attention toward the second home phenomenon, but the main resurgence of interest and enthusiasm started in the 1990s. By its nature, second homes have leisure functions. Such an association reveals the nature and impact of second home tourism in the communities where they are planted. The issue of socio-cultural conflicts is crystallized in the characteristics of residential tourists (second homeowners), whom Rodriguez identified as follows:

A concrete human group (retirees, the elderly); they exhibit different patterns of mobile behavior (permanent migration, temporary migration or simply mobility); they demonstrate a tourist motivation with an individual basis (satisfaction in enjoying free time) and economic dimensions (in terms of consumption, real estate markets and services); and they create territorial effects. Therefore, ecological and socio-cultural conflicts can result in disappointments between the rural residents and visitors as second homeowners (Alipour et al., 2017).

Another threat to second home development is as follows:

Conversion of agricultural lands to second home villas and complexes is threatening a unique local plants

genomes. This not only will result in demise of valuable local plants genomes; it also intensifies the regions dependency on import.

Meanwhile, discussions among different opposing views regarding second home development have been heating up in the media. Some argue that second home developers facilitate the flow of capital to these regions that contribute to economic growth. However, no one is taking any notice of externalities and environmental cost. Furthermore, 'this growth has often come at the price of economic dependency, heightened class and regional inequalities, environmental degradation, particularly in these touristy areas and regions, and radical changes to regional cultural practices and social relations.

Unsurprisingly, the opposing view argues that the large portion of the gain remains in second home developers' coffers and eventually siphoned out of these regions. Additionally, the gain by the locals is minimal in comparison to the long-term cost of environmental destruction and reduction of the economic base (Alipour et al., 2017).

4.1. Content Analysis from Documents, Media etc. about Second Homes Effects

The thematic analysis of media reports on second home tourism complexes in these touristy areas and regions that are published in officially approved and recognized URL web pages and national newspapers are summarized hereafter:

Every year over 100,000.00 forest trees are decimated for the purpose of second home construction. Numerous mountain slopes are cleared of vegetation for this purpose (Figure 5 and 6).



Figure 5. Three modern and expensive second houses that has been built over a natural hill in a land that belonged to natural resources and watershed organization in rural regions of South Khorasan province- Bijar village, 30 KMs distance to Birjand, and didn't destroying and sealing these illegal second houses by related local legislation organizations and police power.

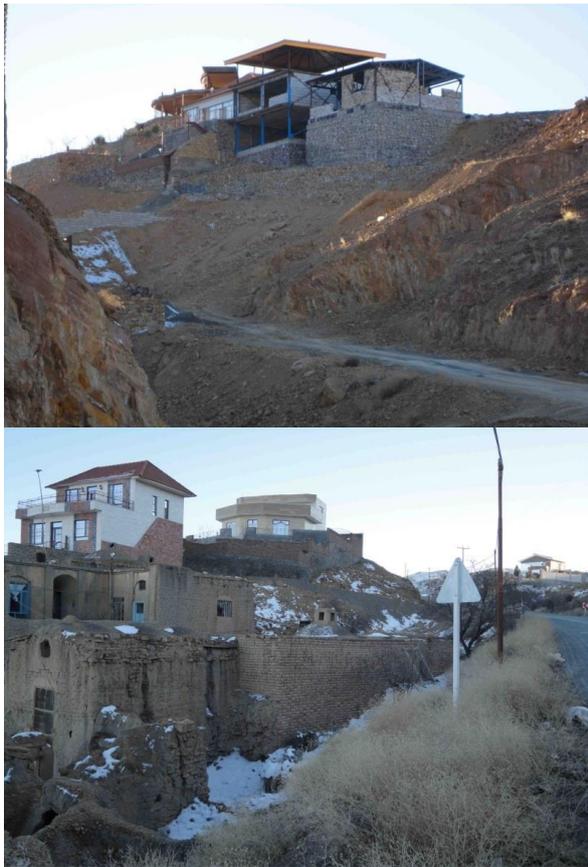


Figure 6. Establishing modern and expensive second houses by rich, wealthy and powerful urban people in hills and domains of mountain in recent years in Khorashad village -35 kms. distance to Birjand city, center of South Khorasan province, east of Iran. And didn't destroying and sealing these illegal second houses by related local legislation organizations and police power (Because of paying their monetary penalties and other works by rich & powerful urban people).

In an interview with the director (his name was filed but not revealed) of the environmental office of the province, the director stated, Encroachment upon landscape and vegetation is one of the challenges we are facing. The forest ecosystem and agricultural land has been transformed into second holiday home is considered one of the major threat to the environment. The environmental impact is exacerbated by lack of knowledge about the use of fertilizers by the farmers, reduction of biodiversity, and lack of adequate infrastructure including absence of sewerage. The director added that, Environmental, social and cultural impact of second home development in these touristy areas and regions has been exacerbated by in migration from the south and central part of Iran.

Dr. Rohani, the President of Iran, in response to outcry regarding the destruction of vegetation in the Caspian Sea region, recently declared that we are planning to apply a moratorium on timber production in order to

allow the forest habitat to recover. In the meantime, the producers of paper should switch to import rather than depend on domestic source.

The lack of a formidable strategy on second home development has resulted in land use chaos, which has affected various upland ecosystems. One factor behind such haphazard second home development is the lack of institutional capacity and intergovernmental efficiency. For instance, the Organization of Forestry and Estuaries is in charge of monitoring the land use but is unable to prevent the unplanned expansion of second home development.

The environmental agency involved in monitoring is unable to intervene, as the agency is not authorized to perform this task.

Lack of land use planning and institutional incapacity, resulted in intensive second home development, which has brought commercialization and consumerism to rural areas. In terms of cultural invasiveness of second home development, some of the authentic values in the villages have been affected and declined (Alipour et al., 2017).

Eghtesadonline magazine (in Persian), in a column entitled "Chaos of second home development in these touristy areas and regions of Iran" stated, The tsunamis of second home development in touristy areas and regions of Iran have targeted these provinces of the region. This has resulted in change of social, cultural and economic authenticity of these regions with consequences for vernacular uniqueness of these areas. Conversion of agricultural land to second home development is highly attractive as farmers have become euphoric by having access to cash through selling the farmlands to real estate firms for the purpose of second home development. The short termism behavior of farmers will have consequences for the future sustainability of the region due to diminishing the main economic base, which are rice patties.

Declaration by the supreme leader of Islamic Republic of Iran: "Whoever is accused of land grab must be prosecuted by the legal authorities. The solution to air pollution requires a serious consideration" (URL1).

Minister of agricultural crusade warned that an upward/ascending occupation of land and illegal construction of second home, especially in these touristy areas and regions is a challenge for the authorities. He reiterated that farmers are selling their lands for a quick and cash for a short term gain, where middle men / trades people are reaping the main profit. He also stated that we do not offer the farmers an alternative to prevent them from selling their farmlands (URL2).

5. Constructing the Tourism in Rural Areas of Developed Countries

The notion of rural is difficult to define. In international terms there are no universally accepted technical terms for what constitutes rural and urban. Different countries use different size or distance parameters. In the developed world many people's notion of rural tourism actually occurs within the day-trip zone of the urban recreational hinterland. This zone is the border area between the rural and the urban with the market being driven by urban recreationists. Moreover, this area is also substantially utilized by other settlers who live in this peri-urban area (peripheral urban) but who commute into the urban area for their employment as well as by those who seek an easily accessible second home for weekend or overnight stay. The peri-urban area which is immediate to urban centers is primarily a daytrip zone and is determined by the distance that can be comfortably travelled as a car-based trip from an urban center to an activity location and then return to the tourist's home environment. This area is also the same location for second homes that serve a 'weekender' or 'weekend' cottage function. As a result of the intensity of use of the urban fringe it is often regarded as a location for considerable conflict between lifestyle migrants, tourists (including day-trippers), second homes and more permanent residents. Arguably in tourism terms the 'true' rural area is that beyond the day-trip zone as it is here that overnight stays become essential for travelers and there are therefore qualitative and quantitative differences to the nature of tourism, including the sheer numbers of people traveling to such areas (Mahdavi et al., 2008a; Mahdavi et al., 2008b).

Constructions of rurality therefore play a vital role not only in determining the rate of change in the countryside but also how tourists see the country and how the rural community see themselves (Golmohammadi, 2013).

Although it is perhaps ironic that rural tourism appears based on images of an unchanging, simpler and problem-free countryside when the reality has been one of change although, admittedly, change has been uneven and has taken different forms and has proceeded at different scales at different times in different rural areas. In addition, given its importance in determining tourism flows and the patterns of tourism development, it is also perhaps ironic that the vast majority of research on rural tourism has missed understanding the means by which the rural is created and sold to the visitor and local alike.

Countryside change and the promotion of place image therefore reflects the same national and International shifts in economic, political and social structures as do urban areas.

Rural imaging processes are characterized by some or all of the following:

- The development of a critical mass of visitor attractions and facilities (e.g., the development of heritage sites);
- The hosting of events and festivals (e.g., Highland Games or produce based events, such as wine and food festivals);
- The development of rural tourism strategies and policies often associated with new or renewed regional tourism organizations and the related development of regional marketing and promotional campaigns (e.g., 'Hardy Country' or 'Herriot Country' in England);
- The development of leisure and cultural services and projects to support the regional marketing and tourism effort (e.g., the creation and renewal of regional museums, heritage listed buildings, and support for local arts and crafts);
- The maintenance of the rurality of the landscape, often through the support for systems of economic production that are otherwise no longer economically viable; and
- Encouragement of second home development in areas with an excess of housing stock (Fans et al., 2011; Golmohammadi, 2013) (Figure 7).



Figure 7. Establishing modern second houses in rural regions and beside an old Kanat of this habitat in Rech village, 25 kms distance to Birjand, center of South Khorasan province.

6. Tourist Accommodation and Facilities

The development of tourism accommodation is crucial to the effective development of the tourism industry in the County. In some parts of Iran especially in north of Iran namely in coastal region of Caspian see in recent years, apartment type developments are best located within the existing established tourism centers. Clustered holiday home developments will also be most appropriate in these centers, or in other settlements throughout the county where facilities and services are available or on tourism zoned lands or as part of Integrated Rural Tourism and Recreational Complexes (IRTRC) or medium sized tourism developments. In settlement areas outside of established tourism centers, it is important to ensure that holiday home developments will not impact negatively on the existing residential community (e.g. seasonal fluctuations in population levels and the closure of services during winter months). Figure 8 showed a tourism accommodation and holiday home complex besides famous Zayandehrood river and historical bridge of Polezamankhan, and 60 Kms distance to Shahrekord, center of Chaharmahal and Bakhtiari province in south west of Iran, That established during last decade.

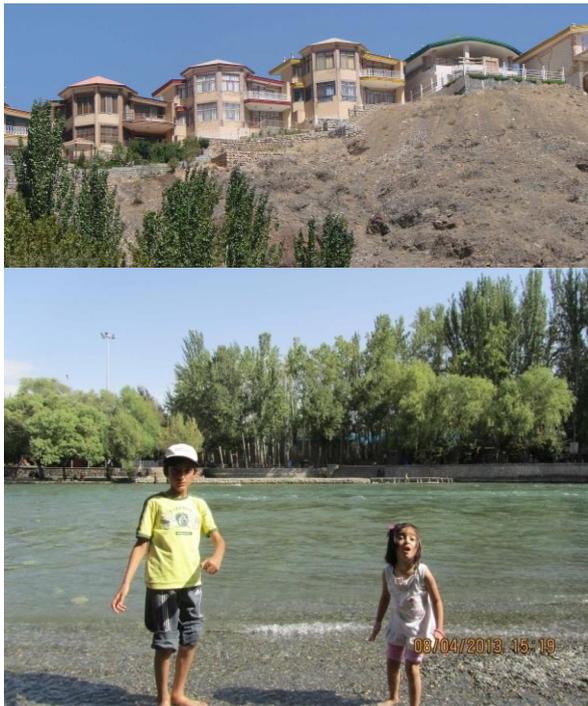


Figure 8. Zayandehrood river and historical bridge of Polezamankhan, and 60 Kms distance to Shahrekord, center of Chaharmahal and Bakhtiari province in south west of Iran.

On a green field site, consideration shall only be given to the provision of dwellings/tourist accommodation units, where it is demonstrated that they are in accordance with the relevant criteria set out hereunder. The following standards shall be applied to holiday home development on green field sites:

- The provision of holiday homes will only be considered where the total landholding is not less than 100 acres (40ha);
- The Planning Authority shall require, in line with a detailed phasing plan, that the tourism element of the IRTRC be substantial constructed prior to the development of any of the permanent residences or under exceptional circumstances that the permanent houses be built in tandem with the tourism element;
- The number of holiday homes permitted will be dependence on site specifics – area of site, location, degree of visibility, natural screening, and scale of tourist facilities available /to be provided. Each case will be assessed on its merits; However in no case shall the number of dwellings provided exceed 1unit per 10 acres;
- The building height/scale of the units shall be relative to the complex, the topography and screening of the site, etc;
- The holiday homes/units shall be clustered in an open plan layout with shared amenity space;
- Detached dwellings only will be considered (to avoid urban/suburban patterns of development which would be unsuitable in a rural setting);
- Minimum site size of 0.5 acres (0.2ha);
- All development shall be required to comply with the minimum development standards as set out in the County Development Plan, except where in conflict with the above specified standards;
- The IRTRC and associated holiday homes/accommodation, excluding any related limited provision of permanent housing, should be developed and managed as a single unit;
- The holiday homes shall be used for short term occupation only and not used for permanent residential use. Where holiday homes are sold or transferred in ownership, the new owner shall be required to enter into a legal agreement with the Planning Authority that the unit shall not be used as a permanent home;
- The developer will be required to pay a special financial contribution towards the provision of social and affordability housing which will be calculated using a similar methodology to that applicable under Planning.
- All development shall have regard to the Scenic Landscape Evaluation and specific site suitability for development – drainage, access, etc;
- Provision of adequate water supply to serve the development and safe treatment and disposal of sewage, which would not prejudice the ground

- water quality in the area;
- All applications for an IRTRC development must be accompanied by a detailed business proposal outlining the financial viability of the proposal. A detailed phasing plan must also be submitted as part of any prospective application; and
 - There shall be a general presumption against development on the seaward side of the nearest road to the coastline except in designated settlement as set out in the Plan or in exceptional circumstances where the Planning Authority is satisfied that the proposed development shall not have a significant adverse effect on the surrounding landscape and amenity of the area. There shall also be a presumption against development on/or adjacent to areas protected under the Habitats Directive and Natural Heritage Areas. Screening for Appropriate Assessment will be carried out where required to ensure that there is no negative impact on the integrity (defined by the structure and function and conservation objectives).
 - Consideration shall only be given to the provision of holiday homes and permanent dwellings where the Protected Structure or group of structures within the cartilage and/or attendant grounds are being refurbished and adapted for sustainable use. Such a decision shall be based on a full appraisal of the structure and setting. Appropriate subdivision of a structure may also be an option (Prevalent in UK and Northern Ireland especially near cities and major towns).
 - For both permanent and holiday home development of the Protected Structure or structures within the cartilage and /or attendant grounds of a Protected Structure, the standards set out above for green field sites will applied, in addition to the standards set out below:
 - The immediate grounds of the main structure/complex and the avenue/driveway/entrances of the main structure/complexes shall be maintained free from housing development and associated works.
 - New housing shall be screened from the Main Structure/complex by either the topography of the site or existing mature landscaping. Where there is no existing screening arising from either topography or planting, a minimum separation distance of 500m will be required to be maintained (this is a minimum guideline only and a greater separation distance may be required in certain circumstances).
 - The building height of the dwellings shall be relative to the complex, the topography and screening of the site, etc, but in no case will the

building height of exceed that of the protected structure.

- Consideration could be given to the conversion of existing stone stable buildings/courtyard building to high quality tourist accommodation.
- All applications for an IRTRC development must be accompanied by a detailed business proposal outlining the financial viability of the proposal. A detailed phasing plan must also be submitted as part of any prospective application.
- However, it should be borne in mind that these are indicative maximum thresholds and not the minimum expectation of the developer. Regardless of the above criteria, some sites may not be suitable for such development. The suitability of the site will be determined by the Planning Authority and will be based on reports, and the potential impact of the proposed developments on the character of the Protected Structure and its setting (if applicable).

7. Discussion, Conclusion and Recommendations

With respect to the concept of sustainable development towards combining action and knowledge for the welfare of people in these touristy areas and regions and their unique environment which is threatened by absence of 'practical wisdom'. However, with the present second home development framework, there is no engagement in sustainable development (Alipour, et al., 2017).

Second home tourism development in these touristy areas and regions of Iran has experienced a trajectory of destruction and consumption.

This form of tourism has become the main means of accumulation of profit by real estate firms at the expense of loss of viability of natural resources in the long term.

Second home tourism has been a subject of study by researchers from different fields such as geography, tourism, planning, economics, and sociology over the past three decades (Asgary et al., 2011; Golmohammadi, 2013).

Increasing accessibility and mobility and elevated levels of leisure associated with second homes have significantly contributed to the growing interests and importance of this type of tourism and line of research.

In developing countries where big cities are facing major socio-economic and environmental problems, second homes play a key role in more affluent residents' decision to build or purchase second homes in rural areas for weekends, holidays, and summer vacations. While this seems a rational and reasonable choice for the second home owners and users, second home

development and associated uses have various impacts on local and rural communities that Tourism Development requires that planning applications for developments of this nature to demonstrate that the development provides for all year round usage.

Any residential tourism development must demonstrate that it:

- Does not conflict with the maintenance of the natural and cultural heritage of the area;
- Is located within or adjacent to an established settlement node, on tourism zoned lands or in association with an IRTRC or a viable tourism facility; or medium sized tourism development.
- Reinforces the provision of non-residential tourism facilities in the county either through integration with established facilities or by the provision of new facilities; and
- Minimizes the need for additional vehicular journeys to / from visitor facilities in the immediate environs.

Some tourism developments may require other locations. In this regard consideration will be given to the provision of Integrated Rural Tourism and Recreational Complexes and Medium sized developments at appropriate locations throughout the County.

It is recognized that the growth of the tourism industry is critical to the economy of the County. This is particularly true in the rural areas where employment opportunities are reducing and traditional employment levels in agriculture are in decline. While seeking to ensure that most tourism developments with associated accommodation facilities are located in or close to towns or villages or on tourism zoned lands (Golmohammadi, 2013).

Second home tourism is often a visible and convenient scapegoat for less tangible causes of rural change or decline including housing policy. In the public debate with respect to housing in peri-urban and coastal and mountain amenity areas, second home owners are often targeted as holders of alien values not suited to the local rural community. The paradox being evident in that some local communities struggle to survive, but see outsiders as a threat to the preservation of the 'traditional' community. The negative development for some, of increased house prices is therefore blamed on second home owners rather than a broader assessment of housing and land use policies.

Nevertheless, land availability remains a significant factor in the selection of second home sites as it is with any form of housing or tourism accommodation development as land use planning regulations may limit the minimum size of land sections that can be sold

thereby contributing to the scarcity value of desired second home locations. Land use controls therefore play a significant role in influencing land and housing stock values and, depending on the local rating or tax system, may even be manipulated so as to maximize rates returns from housing and/or commercial accommodation developments. Regulatory measures will often be justified by local government on the basis of landscape or environmental protection or, in the case of accommodation regulation, health and safety. However, one of the significant unintended effects of development regulation in peri-urban areas, and to a limited extent in peripheral regions, is the development of a substantial 'grey' accommodation economy that exists outside of many formal tourism industry structures and networks in which second homes may be available for rent or private homes operate as bed and breakfast or home stay accommodation on a relatively informal basis, i.e. whether they are open or not depends on whether they put the sign out or put a notice up at the local tourist information center or grocery store (Fans et al., 2011; Golmohammadi, 2013).

Although a large number of towns and villages along in these touristy areas and regions and their unique environment and increasingly in its interiors of Iran, have grown significantly as a result of second home development, very little research have been done concerning this phenomenon in Iran. Recognition of the impact that second homes create for host communities has recently started to draw attention at the highest levels in planning and policy making in Iran. There is a growing interest from planners and policy makers to control and manage this growth by imposing various development controls (Golmohammadi, 2013).

As it has been mentioned, efforts taken in the development of rural housing, did not consider all aspects related to housing development in rural areas of Iran. The result of this extent was verifying factors effective on development procedure and to evaluate this trend. It would become possible in the future following two steps:

- Presentation a method for selection appropriate alternative of rural housing in Iran.
- Assessment the proposed alternative offered to define the proper selection methodology for rural housing development (Raheb and Alalhesabi, 2008; Golmohammadi, 2013).

The following suggestions are offered as the effective role of second homes tourism in quality of life of local residents in these rural touristy regions and areas of Iran:

- Managing growth and expansion of second home tourism and preventing its unplanned promotion;
- Coordinating local agencies and executive agencies

in the development of second homes tourism;

- Preparing educational courses (especially via mass media) for strengthening culture of people and encouraging them in domain of rural tourist;
- Participation of people and local communities in the development of second homes tourism;
- Management of the tourism impacts;
- Monitoring the tourism impacts; and
- Development Integrated Rural Tourism and Recreational Complex (IRTRC) near appropriate touristy regions until majority of people can access and utilizing from them.

Appendixes

A. Destroying illegal second houses in South Khorasan province

Destroying and sealing some illegal second houses that has been built in rural regions of South Khorasan province in agricultural and natural resources lands (mountains, hills, etc.) without getting legal permission from local governor and organizations, by related local legislation and governmental organizations and police power (Bureau of Farming lands Affairs . Jihad-Agriculture organization of South Khorasan province, Iran. 2017) (Figure 9).



Figure 9. Destroying and sealing some illegal second houses.

B. Establishing religious places (Mosques) in rural areas beside touristy attractions

Establishing religious places (Mosques) in rural areas beside touristy attractions besides famous Zayandehrood river and historical bridge of Polezamankhan, and 60 Kms distance to Shahrekord, center of Chaharmahal and Bakhtiari province in south west of Iran. That established during last decade (Figure 10).



Figure 10. Establishing religious places.

C. Second houses and rural, agro and eco – tourism, in villages and natural attractions such as rivers, mountains, gardens and farms, Isfahan province, center of Iran (2016)

Establishing second houses on the hills and besides paddy farms and beside of Zayandehrood river, center of Iran. Plus increasing whole number of tourists number especially girls, women and their families as rural, agro and eco – tourists – because of increasing social security and providing infrastructures such as rural roads, electricity, etc. - in villages and natural attractions such as rivers, mountains, gardens and farms, with 10-80 Km distance to Isfahan city and beside of this river, and historical and famous mountain of ' Sofeh' plus crowd of tourists' cars besides of it, center of Iran (Figure 11).



Figure 11. Establishing second houses on the hills and besides paddy farms and beside of Zayandehrood river.

D. Second houses and rural, agro and eco – tourism, in villages and natural attractions such as caves, mountains, gardens etc. Kermanshah province, west of Iran (2017)

Establishing second houses on the hills and besides of the Qoori Qaleh cave in Kermanshah province, west of Iran. Plus nomadic people, local and traditional markets and natural attractions such as mountains, gardens etc., besides of it (Figure 12).



Figure 12. Establishing second houses on the hills and besides of the Qoori Qaleh cave in Kermanshah province.

E. Rural, agro and eco – tourism, in Asalem village, North of Iran (Summer 2017)

Rural, agro and eco – tourism, in Asalem village – 480 Kms distance to Tehran - Guilan province, North of Iran (Figure 13 and Figure 14).



Figure 13. Asalem village.



Figure 14. Rural, agro and eco – tourism

Conflict of interest

The author declare that there is no conflict of interest.

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