

Effects of Activity of Rural Tourism in the Job Market and Securing of Employment

(A comparative study of Paveh and Javanrood in the cities of Kermanshah)

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ABSTRACT

The main problem of this research is survey the role of tourism on employment in the two city of Paveh and javanrood (1995 to 2007) To understand the impact of tourism industry on this region the theories of tohn lee, Bool, sharply, land burg, Gee, Cooper, Goldner, Buttler and... have been reviewed. And used to apply theories , the concept of tourism (as the in depended variable) with dimensions of Hotel management, restaurants , transportation , whole selling , retailing , tourism attractions were examined and the concept of employment (as the depended variable) with two dimensions of direct and in direct have been examined as well . In this research hypothesizes were simultaneously tested with two approaches of second data analysis and interview, in conclusion , scrutinizing data stated that there is a significant correlation. the Research findings: There is a significant correlation between development of tourism and occupation; among all sections of tourism .javanrood create more job opportunity than paveh. Studies have shown that among all other sections, transportation have made much more job opportunities than others did.

KEY WORDS: tourism, occupation, Auramanat¹, paveh , javan rood

INTRODUCTION

To believe many experts, tourism In the today's world clean Technology a third dynamic economic phenomena, and there is the development of that after oil and automotive The ball has snatched the lead from other global industries. in many countries this dynamic industry. as the main source of income, employment, private sector growth as infrastructure development. (Parsayyan and the Arabs, 1998: 19) Tourism Today Such an effective role in economic development – social the economists called invisible exports. researchers from different disciplines, Including Social Sciences and Psychology, ... Also other areas of the industry, including social and cultural establishing relations, balance of psychological communities indigenous communities and - the monuments, the brilliant civilization of countries, identification and protection of historic buildings and the like are studied. (Rezvani, 1995 : 22). Richter believes that tourism largest and most thriving industry in the world, It is expected that in the twenty-first century the industry has been a pioneer the upward trend is continuing. Tourism is a powerful economic great social and environmental and political phenomenon. (Magnitude: ⇝: 1989 2) In recent decades the importance of tourism internationally both in terms of number of tourists and in terms of foreign exchange earnings always an unprecedented has been rising and is expected Year 2010 more than one billion annual tourists can travel around the world.(Mousavi and involved Khnmvyy: 2007: 129).

According to the World Bank figures in the year 2000 the number of tourists from around the world Over 701 million people and of course tourism amount to about 475 billion dollars directly into the economic cycle. World. Iran is among the countries organization of Islamic Conference In the years 2001 -2000 terms of the number of incoming tourists ranked thirteenth and the come from tourists the place I have been. due to unemployment problem Iran is in most areas, tourism development in this direction can be be a viable solution therefore, the proposed tourism in the Third Socio - economic development of the country is predicted the tourism sector, at least 800 thousand to create job opportunities in the country.(Organization and Tourism, 1998: 13).

Statement of the problem

Tourism is a phenomenon of the twentieth century. And it cannot be ignored but must as a phenomenon that there (good or bad) to it looked (Khbun, 1978:84). Accelerated increasing growing and tourism has caused many of

1. West mountain regions province of Kermanshah

scholars, twentieth century to call tourism. the custodians of tourism at the end of the twentieth century. and early twenty-first century, Revolutionary tourism occurs the revolutionary wave that around the world will be effective (WTO1996: 9)

Antonio Savyg knock former Secretary General of Tourism also in 1998, said: "tourism at the end of this century will become the world's number one industry. " (Gee.1994: 16). the great importance of the industry in economic development especially in developing countries has (Nassiri M. and others, 2002: 211).tourism is an industrial user people with different skills.

Sets at different ages to work and one of the ways of overcoming unemployment. therefore Tourism Development in different locations areas of permanent employment Semi-time and seasonal for manpower with expertise average education and provides and reduce nemployment. In addition to direct employment in tourism activities others who have been associated with tourism Such as construction works, Repairs, rental cars, Vendors, and others Shall be provided for natives. (Soltani, 1995: 109). of unemployment is also one of the major issues Current economic and social that most countries in the world especially in the third world countries Have encountered. deal with the problem of unemployment and the necessity and the urgency to create new jobs Inevitable.one of the ways to create job opportunities and freedom from unemployment in the last three decades countries are concerned, Phenomenon of tourism.

Research suggests that tourism sector per dollar additional employment income than other sectors to create. For this reason, many policy makers, Optimal policy for tourism development To reduce unemployment in areas where considered In other economic sectors, Job opportunities are limited (Mvsayy, 2007: 36).

According to Iranian rich culture of, monuments and natural attractions if proper planning The development of the tourism industry planning and implementation, Could be a high percentage of the volume of activity achieved. Avramanat Region in Kermanshah Province Both natural and historical attractions Its unique we have received thousands of passengers From around the country and some neighboring countries. for your leisure the spring summer They travel to this region (Valadbeigi, 2:2001). Since the Avramanat area the highest unemployment the province has allocated (Kelleher, 2004). Study on Potential and the potential development area and the status of the resource Indices to improve the social welfare Including employment creation and poverty reduction, is essential. the purpose of this paper is that The role and function of tourism in employment (low unemployment) Avramanat area to determine the Which of the tourism industry Avramanat County area (Paveh and Javanrood) More jobs are created.

The theoretical framework of the research

Tourism and Employment Several experts about the tourist theories have been proposed Here are some of them: by Lee the economic impact of tourism writes that tourism increases in national income and gross national product is he also tourism as a source of income for the government. and believes that Social services leads the industry to improve (Lee, 1998: 55-54).

Boal believes that If domestic tourism Several areas are scattered, redistribution of income And employment will be (Bull, 2000: 204-203). Sharply on the relationship between tourism Employment and believes that Since the major source of tourism and new income for rural communities, therefore, the activities that are related to tourism, Such as preparing rooms for tourists, food preparation, retail, transportation and recreational development, there are new jobs (Sharply, 2001: 41).

Lund berg in the background the role of tourism in employment, writes: "If the study area For tourism development with a high unemployment rate, the tourism benefits will be obvious. Revenue from tourism though the revenue may be obtained is lower than other sources, But the best possible the situation would be because of an increase in tax revenues, Reduce unemployment and will add to the quality of life of citizens. opportunity costs of tourism Under such circumstances it is possible Low or even zero "(Berg, 2004: 3).

Cooper on the relationship between tourism and employment It is believed that, tourism involves a wide variety of industrial sectors; the estimated number of employees for this is part of the problem. Furthermore, the nature of employment in the tourism industry with a wide range of linkage between the tourism sector and other economic sectors of the real problem. the importance of tourism is two-fold; he further pointed out that activities of international tourism

Content-rich than internal tourism activities (Cooper, 2001: 200-199). tourism Industry The largest industry In today's world, Job opportunities are very exciting and competitive offers, as in past decade in the United States, the growth rate of employment in this industry

Compared with other industries, has twice been and expected the trend in the United States And around the world continue (Gouldner, 2003: 86).

Direct and indirect employment in tourism

Lee Of tourism as a source of employment name range and for the industry has identified three types of employment these are:

- 1 - The first direct employment the cost of doing for tourism facilities such as hotels, catering facilities
- 2 - Second, the indirect employment department of Commerce affected tourism as a secondary mode of local transportation, handicrafts and banks and other services.
- 3 - Finally, encouraging employment due to spending money the local residents of its tourist revenue gain (Lee, 1998 :67-64).

Gay believes that; direct employment in the tourism indirect and individuals. Direct employment includes hotels, Food service staff, airline companies, shipping companies, tourism agencies, Staff recreation centers and store that in this work, and indirect employment for includes companies the materials and supplies needed to provide restaurants, Construction companies that

Hotels make and aircraft manufacturers (Gay, 2002: 265). The impact of tourism employment in many small countries in a way that is substantially dependence of these countries the income from this industry and it is growing industry and this industry than any other more of employment in these countries has caused (Vela, 2002: 154).

Seasonality of tourism jobs

Seasonality of tourism this means that many destinations there are at least two labor market One for permanent employees in the industry and other tourism employees the busy season is done. Seasonal employment, such as temporary employment, the marginally employed Absorbs If demand is relatively sufficient pressure wages may raise. The phenomenon of seasonal employment in the tourism industry, in addition to the direct employment impact of tourism, Indirect jobs tourism also affect and the free markets work, this is often temporary migration and extensive labor leads induction of transfer income and expenses the following are among the areas (Bull, 2000 :223-220). Based on studies by the Canadian Tourism Human Resource Association, in 1998, about 23 percent the seasonal tourism employees, and 42 percent were full-time, Therefore tourism due to climate states provide seasonal employment (Joliffe, 2003). Ashworth and colleagues also on seasonality in tourism have emphasized (Ashworth et al., 1999).

METHOD

Comparative method of this study, by using the different methods John Stuart Mill in presence and absence factors and the differences to understand the phenomena predicted (Maki, 1372: 278-261) using secondary data analysis techniques Statistical Information Available Authentic reports have been carried out .the population in this study all people working in the unit and relevant organizations the tourism industry city are two Paveh and Javanrood. Two city-level analysis of the Observed levels, employment has been creation by the tourism industry.

Concepts and indicators

In this study, the concept of "Tourism Industry" the combination of activities, services and industries that travel experience in the transportation sector, residential units, entertainment units, Shops, entertainment, facilities hospitality Services and the for individuals or groups that are traveling away from home, provides (Gouldner, 2003:54)

The five dimensions residential centers, entertainment units, transport, shops and tourist attractions, studied, which are: components dimension residential include a hotel, guest house, inn and the parameters are the number of jobs created in these units. dimension receiving unit components include kabab, barbecue, coffee and sandwiches and the index number of employees in these units components include the following stores: wholesale, retail and peddle the index number of employees in these units transportation includes dimension components shipping is within the urban and suburban the number of employees in these units the dimension components Attractions including climate, monuments, caves and frontier markets ...

The index number of employees in these sectors. the concept of "employment" is in a different dimension however, the opinions the theoretical framework on two straight indirect and is concentrated.

RESEARCH FINDINGS

Population structure Avramanat area

Table (1). the population of cities and regions in 1995 and 2005 Avramanat

2005		1995		city
%	Population	%	Population	
32	62797	64	109518	javanrood
25	52783	36	61918	paveh
23	45428	----	----	ravansar
20	38580	----	----	Salas babajani
100	199574	100	171436	Total area

Source: Statistical Center of Iran, 1995 and 2005

Table Top Population Avramanat in two censuses of 1995 and 2005 shows. according to the general census Population, housing, Avramanat region in 1995 With two paveh city and Javanrood 171,436 people have been Javanrood, with 64 percent of the city most paveh city with 36% less Population have been. but in the years 2002 and 2004 the national distribution two city Ravansar and Salas Babajani the two parts of the city were Javanrood Separated from the city Javanrood and the two became an independent city. based on this according to the Population and Housing Census in 2005 Avramanat area the four-city (Paveh, Javanrood, Ravansar, Salas Babajani) with 199,574 inhabitants, is Javanrood, with 32 percent of the city More .Babajani Salas city and 20% Have the smallest population.

Table (2). Activity and unemployment rates Cities Avramanat area 1995 and 2005

rate Unemployment		Rate activity		city
2005	1995	2005	1995	
32/68	31/60	34/21	30/46	paveh
35/26	42/74	33/53	38/3	javanrood
37/9	39/17	35/57	35/3	Total area

Source: Statistical Center of Iran, 1995 and 2005

According to Table (2) among the cities avramanat in two decades, 75 and 85 Javanrood city's highest paveh city Lowest activity Rates (Ten or more years of active population divided by the population ten years and more multiplied by 100) are. average unemployment rate 75 and 85 in the two decades respectively 17/39 and 9/37 is the city has a paveh the lowest unemployment rate City and most Javanrood Unemployment rates are. but the changes in jobless rate avramanat in shows that unemployment in 2005 Compared to 1995 paveh increases in city Javanrood in city Has decreased.

Tourism in the avramanat region during the past few years. Avramanat border region remember untapped natural resources and frontier markets, interested attention the field trips were tourist trade. for example, the number of tourists teapot Blue Cave Castle (Asia's largest water cave) And frontier market peers to visit each year more than in previous years are. (Valadbeigi, 2001: 5). because tourists to this region. due to a series of features that other parts of the province. Are less the most important of these features include: 1 - Climate Zone 2 -ghori ghaleh Cave 3- Feedback Border Javanrood and other cities 4- Natural resources and ecotourism area.

Avramanat area it is a border region from the West border with Iraqi Kurdistan And the border trade has gained momentum. due to the interaction of Commerce Iraqi Kurdistan especially in recent years, of foreign products the (tea, health facilities, Audio and video equipment, crystallography in Turkish and French, etc.) Enter through the border,. therefore, these boundary Cause of the Year 2001 by council area feedback such as Border Market to Buy This Product javanrood in both city and paveh Create every year people from all over India on the pretext of visiting and shopping the Border Market Avramanat area travel that in itself is amazing. the following table shows the reality.

Table (3). The number of tourists arrived Kermanshah province Regional Avramanat On Nowruz (27 to 15 April) Between 2001 and 2007

Avramanat area		Kermanshah Province	year
Percentage increase	number	number	
---	900000	300000	2001
55	140000	350000	2002
30	180000	600000	2003
40	250000	900000	2004
45	360000	1140000	2005
25	450000	1260000	2006
60	720000	2100000	2007

Source: Statistical Center of Iran, 1995 and 2007

According to Table (3) and report through interviews the local heritage authorities the The majority of tourists in the spring and summer especially in spring Avramanat travel to the region and share in the fall and winter seasons is minimal that the number of passengers Logged in Kermanshah Province Avramanat area in the spring holidays emphasis on the claim. The table above also shows that the number of passengers per year compared to previous year.

There is a growing trend to that total Passengers Year imported to the Avramanat region In 2001, the 140 thousand people in 2006 to 720 thousand people reached.

Table (4). Number of Passengers and visitors ghorighaleh Cave according to different seasons (2001 to 2006)

2006	2005	2004	2003	2002	2001	year Season
250800	167200	120000	91872	76560	69600	Spring
146300	97540	69006	53592	44660	40600	Summer
15400	10300	7600	5100	4000	3800	Fall
5500	3638	2450	2556	2380	2000	Winter
418000	278678	199056	153120	127600	116000	total

Source: Public Relations ghorighaleh Cave, 2007;

Interview with Bahman saadi

Head of Public Relations ghorighaleh Cave (05/01/2007)

Table (4) shows that 60% of visitors the pot cave castle in the spring ,35% in summer only about 5 percent in less than two seasons, fall and winter have visited the cave. the table above also shows that number of Visitors ghorighaleh Cave each year than her previous year has increased.

Cave Castle teapot with beauty and surprisingly low fellow; factor for the development tourism is considered. the water Cave water Cave, the largest in Asia and the longest cave in Iran one of the most interesting to you and most beautiful cave in the world,

Every day hundreds more host tourists from the Kandil of raising on the roof of the cave the wonder is that many of visit. the role of natural phenomena the development of the tourism industry Kermanshah Avramanat area to a point of particular importance is the climbers And of cave climbing and abroad and all visitors and speleology and the world ability of It as the greatest and the strangest and most unique water cave in the world use name (Khaledi Maki, 2005: 57).according to the at all points Avramanat area can power and natural history We have to attract tourists as a result, can be of different powers tourism the provision of infrastructure various services tourism at various points Avramanat area can be used; It would be in order to create jobs at this important point be and decrease unemployment And migration of the active population other parts of the country.

Share of tourism two of the city's employment Paveh and Javanrood

Table (5).workers aged 10 and more based on the major groups of in city and 75 to 85

paveh		javanrood		
2005	1995	2005	1995	
935	568	7093	5402	Agriculture
2651	691	6128	1169	Industry
6662	8182	1982	10158	Services
2797	2554	5578	3303	Tourism
235	---	661	---	Not stated
10483	9441	25864	16729	total%

Source: Statistical Center of Iran, 1995 and 2005

Table (6). Workers aged 10 and more based on different sectors of tourism and the city in the years 1995 to 2005

2005					1995					yaer
total	javanrood		paveh		total	javanrood		paveh		Sections Tourism
	%	Workers	%	Workers		%	Workers	%	Workers	
188	64/37	121	35/63	67	110	36/4	40	63/6	70	Hotels and restaurants
4788	68/4	3274	31/6	1514	4259	56/38	2401	43/62	1858	Wholesale and retail
3399	64/33	2183	35/77	1216	1488	57/94	862	42/06	626	Transportation
8375	66/6	5578	33/4	2797	5857	56/4	3303	43/6	2554	total

Source: Statistical Center of Iran, 1995 and 2005

According to Table (6) Paveh city in 1995, 63/6 percent (70 people from 110 people) The restaurant and hotel workers is dedicated to while the city of Javanrood in this section, 4/36 percent (40 people from 110 people) is .but in 2005 the share of workers in paveh city on The restaurant and hotel sector to 35/63 percent (67 people from 188 people) to reduce City Javanrood to share 63/37 percent (121 people from 188 people) increases. It can be said Share of of workers in restaurants, hotels have the city Javanrood Than paveh city between 1995 to 2007 was higher. Information from other sectors the above table shows

Table (7). Variation in the number Inn and similar units. Avramanat area by city

Number Workers	Avramanat area	javanrood	paveh	city
3	1	---	1	2001
0	0	0	0	2002
3	1	1	0	2003
3	1	1	0	2004
3	1	1	0	2005
0	0	0	0	2006

Source: Cultural Heritage city Javanrood

According to the above table according to an interview the local heritage authorities Was performed one can say that Avramanat area in 2001 and the years before there has been an lodgings the city was the Paveh Later, due to the not standard there is. But in 2004 by entering too many tourists the inn kasra Javanrood in the same city was personal apartments be established In 2005 Be taken by the authorities and now Avramanat area however, many tourists, No hotel is the lodgings.

Table (8). Units of entertainment (the way) Area cities Avramanat In 2001 to 2006

Javanrood				paveh				Avramanat area		year
Catering units				Catering units				Total Units Reception The way		
%	Workers	%	number	%	Workers	%	number	Workers	number	
63/64	14	63/64	7	36/36	8	36/36	4	22	11	2001
65	26	65	13	35	14	35	7	40	20	2002
59/38	38	58/62	17	40/62	26	41/38	12	64	29	2003
62	56	61	25	38	34	39	16	90	41	2004
65	74	63/47	33	35	40	36/53	19	114	52	2005
61	78	59	35	39	50	41	24	128	59	2006

Source: Cultural Heritage city Javanrood

According to Table (8) in 2007 about 59 percent catering units (35 units from 59 units) the city Javanrood and 41% (24 units from 59 units) the paveh city are active. Also in the same year City Javanrood and Paveh 61 and 39%, respectively. workers in of these units into account. This table shows that the number of Reception units Paveh and Javanrood in city there is a growing trend and city Javanrood and Paveh the highest and lowest number of receptions units Number of Workers in to allocated.

Table (9). Units of Hospitality(Inside the city) Cities Avramanat area In the years 2001 to 2006

javanrood				paveh				Avramanat area		year
receptions units				receptions units				receptions units total		
%	Workers	%	number	%	Workers	%	number	Workers	number	
23	26	23	12	39	44	38	20	112	53	2001
35	54	34	25	33	52	32	24	156	74	2002
39	80	38/5	37	29/5	60	28	27	204	96	2003
40	110	39	51	25	70	24	31	276	130	2004
39	126	38/5	59	24	78	23	35	326	154	2005
42/7	152	42/01	71	23/6	84	/5 22	38	356	169	2006

Source: Cultural Heritage and municipalities Avramanat area

According to the above table in 2007 169 catering units inside the city Avramanat area there are about 22/5 percent (38 units from 169 units) the paveh city and 42/01% (71 units from 169 units) Javanrood working in the city and other units other cities Avramanat area are active. The data table shows that city Javanrood Respectively by 42/01% and 42/7 percent more catering unit inside the city and number of employees the paveh city order by 22/01 percent and 6/23 percent the lowest catering unit inside the city number of workers to have been allocated.

Table (10). Variation number of stands and nurses the Attraction and frontier markets Avramanat area according to the city between 2001 and 2006

Javanrood				paveh				Avramanat area		year
Booth commercial				Booth commercial				Booth commercial		
%	Workers	%	number	%	Workers	%	number	Workers	number	
80	180	80	120	20	45	20	30	225	150	2001
84/3	243	84	162	15/7	45	16	30	288	192	2002
91/1	465	91	310	8/9	45	9	30	510	340	2003
83/7	540	83/7	360	16/3	105	16/3	70	645	430	2004
84/4	570	84/4	380	15/6	105	15/6	70	675	450	2005
84/4	570	84/4	380	15/6	105	15/6	70	675	450	2006

Source: Cultural Heritage and municipalities Avramanat area

According to the above table Can be said that in 2007 of approximately 450 commercial booths With 675 people employed Avramanat area there have are about 15/6% of in the Paveh and 86/4 percent their Javanrood in the city are active. this table shows that Paveh city by 15/6 percent Employees (105 out of 675 people), the lowest city and Javanrood with 4/84 percent employees Employees (570 people 675 people) most employment in the business units into have been allocated.

Conclusions

Nowadays tourism one of the most booming economic activities in the world. The industry now In many countries grow faster compared to other economic sectors and create new job Opportunities an industry-leading is considered and that is such an important place economists "Invisible exports" have called. Tourism investment is a worthwhile that can be By spending the usual costs early, productivity a lucrative and permanent than expected. According to experts forecast in the near future. Tourism with the availability of advanced Technology and according to approach states first Place Currency revenue world countries Self will spend. The Documents and studies done tourism in the city Javanrood compared to the paveh city Avramanat area More jobs are created. So that Paveh city in 1995, 63/3 percent the restaurant and hotel workers in the is dedicated to. While the Share Javanrood in this section, 36/4 percent. but in 2005 Share workers in paveh city the restaurant and hotel sector the 35/63 percent and the city Share Javanrood to 63/37 percent increase. Therefore findings suggest that the Share workers the restaurant and hotel the city Javanrood than paveh city between 2001 to 2007 was more Well as Studies show that Share workers department stores (wholesale and retail) and transportation the city Javanrood than paveh city Between 1995 to 2007 was higher.

Overall based on research findings than 8,379 people employment creation the tourism sector In 2007 City Javanrood By 66/6% of the maximum City of paveh with 33/4% percent minimum The employment share into have been allocated. Also based on interviews with officials various departments tourism and Cultural Heritage Organization this suggests that tourism Industry the city Javanrood between 2001 to 2007 the paveh city more jobs are created.

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