

Investigating the effects of intercultural interactions between residents and tourists: A Case study of Chenesht village in South Khorasan

Mohammad Ali Talebi¹, Javad Yoosefi², Mohammad Barati³

Abstract

Rural tourism has significance cultural impacts in all circumstances in both host and guest communities, which accepted or rejected according to social conditions. Cultural and social effects of tourism are among the most important considerations of tourism development in any region, especially in rural areas. Therefore, in this study, the amount of cultural change affected by the presence of tourists and immigration of host community from village to town or visiting of town, has been investigated in the village of Chenesht which is located in the city of Mood, South Khorasan Province. The statistical sample of this study was selected from 170 households and the data were analyzed using path analysis method. According to the statistical analysis, it became clear that the influential components in the interactions between the host society and the tourists in priority order are: changing consumption pattern, renovation and building, customs, rules and regulations, coverage or costume, language and accent Rules, jobs, and nutrition. Four factors of customs, rules and regulations, language, accent, and occupation have the most impact on visiting the cities for the residents of the village of Chenesht. On the other hand, factors such as the pattern of consumption, costume, nutrition and renovation and building have a deterrent effect. In other words, in the interaction between tourists and residents of the village, the recent factors not only did not affect the rural population, but also it strengthens the community culture, thus, the effectiveness of other factors minimized.

Keywords: Rural Tourism, Intercultural Interactions, Chenesht, South Khorasan.

1. Assistant Prof, Sociology, Payam Noor University; Email: alebi856@yahoo.com

2. Tourism Management, Payam Noor University; Email: Javad.yousefi@pnu.ac.ir

3. Manager of International Relations, Birjand; Email: m.barati@yahoo.com