

THE ROLE OF SOCIAL CAPITAL OF TOURIST HOST COMMUNITIES IN LOCAL DEVELOPMENT

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Abstract: The inefficiency of top-down planning and a purely economic and quantitative view of development lead researchers and institutions to emphasise the role of social dimensions in local development. Especially, social capital plays a central position among the local development dimensions. The present study tackles both social capital dimensions—the characteristics of an individual or an attribute of the society. Given the importance of the neighbourhood as the smallest cell in spatial organisation and urban planning, this research covers a tourist host neighbourhood in the context of a developing country. With the help of 100 random samples from Darakeh, Tehran municipality in Iran, the study investigates how social capital of tourist host communities contributes to local development and in terms of neighbourhood components. The results confirm the importance of links and trust, and the mental and objective dimension of participation. Further, trust in the neighbourhood council and municipality has the greatest role in residents' desire to participate in local decisions, also contributing to the success of municipality in providing tourism and local services.

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Introduction

Today, by increasing the problems and challenges of metropolitan cities, paying attention to the social issues and concepts in planning has been largely emphasised. Social capital is considered one of these concepts including values, norms, beliefs, trust, and formal and informal institutions at the local level, and it provides the necessary tools for community development (Akbari 2006). In recent decades, this concept was allocated a pivotal role in the humanities and social sciences research. For instance, Putnam (1995) revealed that the Americans not only bowl less today than they did fifty years ago but also some bowl more than others. This is one of the major and simple messages of Putnam (1995)'s influential study of social capital in America (Alexander 2007). Azkia and Firoozabadi (2004) indicated a special place of participation and willingness to group work in cooperative operating systems compared to the micro-units.

Moscardo et al. (2017) concluded that tourism is a tool for destination community well-being that occurs across all aspects of tourism including academic research and academic and government guidance for tourism planners and policymakers. Kc and Morais (2014) identified the role of social capital among tourism micro-entrepreneurs in the context of People-First Tourism (P1T) and it resulted that People-First Tourism is a marketplace connecting tourism micro-entrepreneurs with visitors who want to have a real presence in the place, and it has a positive impact on the places they visit.

In another study, Abdollahi (2004) emphasised the role of social cohesion, social trust, and the consolidation of social relationships, and intergroup generalised trust in social development. Alexander (2007) asserted that fundamental distinctions between social and economic issues, including education, membership in a religious institution such as the church, agriculture, and unemployment, determine the level of social capital in a society. Also, there is no evidence for a much-debated link between diversity and social capital.

The empirical findings of Nunkoo (2017) demonstrate that trust is the strongest determinant of residents' attitudes toward an event. De Andrade Bock and Macke (2014) indicated that the relationships based on trust, norms of reciprocity, identification, and the elements related to social capital theory may be decisive for the group strengthening and continuity, as it is facing a period of transformation. Pramanik et al. (2019) examined the impact of trust and collective action on the local tourism of Kampung Tajur. The result showed that trust was a robust predictor of attending a religious meeting, participating in managing a homestay, and joining for community work (Pramanik et al. 2019).

Sakurai (2006) discusses the roles of social capital in economic development, and he concludes that millers in the clusters adopt innovation in the milling technology, and

they establish a quality/price relationship that is critical for market development. Besides, the lower information costs among them as well as bridging social capital enable millers in the clusters to provide farmers with loans. Moscardo et al. (2013), using the social capital approach, discuss the relationship between the characteristics of tourism development and its role in the social capital of the target community.

Rezazadeh et al. (2016) reported a positive relationship between tourism development and sustainable urban development through the mediation of social capital. Generally, social capital research has gradually moved from macro-scale toward micro-scale (neighbourhood), and its role in promoting tourism has attracted the researchers' attention. In the same vein, Khakpor et al. (2009) concluded that local sustainability is achieved by strengthening social capital. Hwang (2012) examined the relationship between social capital and the level of citizens' participation in collective activities related to tourism. Also, Pongponrat and Chantradoan (2012) confirmed the role of social capital as a driving force and as a mechanism in the planning success for local tourism activities. Further, Hwang et al. (2012) evaluated the collective actions in local communities, and they drew a framework for sustainable rural tourism, contributing to understanding the relationship between tourism works and social identity. Furthermore, Zhao et al. (2011) emphasised the influence of social capital on the individuals' decisions to start a tourism business. McGehee et al. (2010) asserted a relationship between the length of residence and tourism-related social capital as well as a relationship between tourism-related social capital and cultural capital, political capital, human capital, privately built capital, and financial capital, but no relationship exists between tourism-related social capital and public built capital or natural capital.

Over the past two to three decades, most development agencies have been formed in Europe, North America, and East Asia, for economic purposes and to increase competitiveness. Also, in the 1990s and the past 5 years, Development Agencies have been established in many developing countries, and their much wider growth is now occurring. Sometimes, Development Agencies are being established as a 'bottom-up' process to encourage local development (Mountford 2009).

One of the main objectives of local development is the improvement of life quality. Rastegar et al. (2017) declared that institutions governing the city, especially municipality and city council, do not care about the opinions and views of people in planning, and thus public participation is very low. Hence, he proves the difference between the views of managers and citizens regarding the impact of social capital on the quality of life.

Local development can make an important contribution to the national economic performance, and it has become more critical with increased global integration and competition, population mobility, technological advances, and consequential spatial differences and imbalances. Effective local development can reduce disparities

between poor and rich places, add to the stock of locally generated jobs and firms, and increase the overall private sector investment (OECD 2013a).

Another topic of interest for local development is tourism. Tourism is an important sector at various territorial levels that can lead to the economic growth of a place. Tourism is also a fundamental part of the OECD member countries, and a key part of the service-based economy (OECD 2020).

Tourism can affect local economic development through the creation and growth of new enterprises (International Trade Centre 2009). Tourism can help reveal local riches, even for local people. History shows that tourists (at least pioneering ones) have often been the first people to understand – and even sometimes simply to “see” – the assets of a region, which were not recognized as such by the local people. That is true for cultural resources; Egypt and Greece are perfect examples, but some parts of France, Spain, or Italy have also been discovered in this way (OECD 2010).

For Storper et al. (1998), the local and regional search for prosperity and well-being is focused upon the sustained increases in employment, income, and productivity that remain at the heart of economic development. Beer et al. (2003) acknowledges that a “rational consensus has been reached on the concept of local and national economic development: it is a set of activities and actions that are taken to promote economic prosperity in an area”. Also, promoting social participation and inclusion through tourism-oriented projects can help integrate communities and interact with socially excluded groups (European Commission 2020).

This often-dominant economic focus in local and regional development has broadened since the mid-1990s in an attempt to address social, ecological, political, and cultural concerns (Geddes and Newman 1999). In general, traditional views of regional development have focused on economic factors and resource exploitation processes. In the same way, regional tourism development is mostly measured in terms of economic components, such as increasing employment and land values (Macbeth et al. 2004). This approach usually ignores the role of the social capital of tourist host communities in local development. Therefore, this issue is one of the highlights of the present study.

Methodology

Darakeh Valley is surrounded by mountains from the east, west, and north, and the Darakeh neighbourhood is located at the foothills of the Alborz mountains. The discovery of old objects in this neighbourhood indicates its historical antiquity. Due to its special geographical location, Darakeh neighbourhood welcomes hundreds of tourists and mountaineers, especially on weekends (Darakeh Neighbourhood Council 2007). The seasonal river of Darakeh, originating from the northern heights, passes through the valley. Darakeh mountainous area is one of the most beautiful recreational

areas of Tehran province due to its natural features and high diversity of plant species (Mehrabian et al. 2005). The houses in this area are located near each other on the slopes of compactly and densely heights and they are connected by narrow and steep alley gardens (Shabani 2000). The neighbourhood of Darakeh is located in District 1 of Tehran Municipality (Figure 1). Darakeh is 800 years old and one of the old neighbourhoods of Tehran (Darakeh Neighbourhood Council 2007).

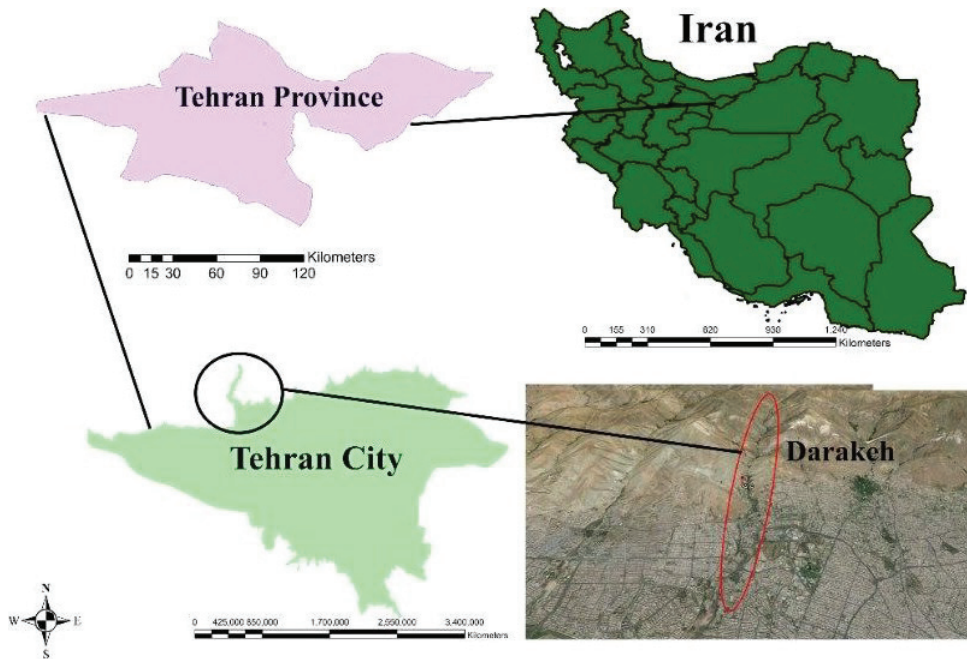


Figure 1. Location of the study area in the city and province of Tehran

The present study was conducted based on a descriptive-analytical method. The population of the Darakeh neighbourhood included 4200 people in the latest census of population and housing (Statistical Center of Iran 2011). The sample size was determined by the sampling method of sample size determination by the statistical ratio method. According to the neighbourhood population, 100 questionnaires were randomly distributed in the neighbourhood to increase the accuracy of the conformity of the sample size with a minimum sample size in the survey research. The present study aimed to analyse the role of the social capital of tourist host communities in the local development of the Darakeh neighbourhood in Tehran.

The components and items related to social capital and local development are:

I. Components and items of social capital

1.1. Neighbourhood links

- Sharing concerns about the neighbourhood problems
- Liking the neighbourhood
- The existence of sincere relationships among the neighbours

1.2. Trust

- Family members
- Neighbours and residents of the neighbourhood
- Neighbourhood Council
- Municipality

II. Components and items of local development

2.1. Partnership (mental dimension)

- The desire to participate in tourism decisions in the neighbourhood
- The attention rate of local authorities and managers to the needs and opinions of the neighbourhood residents
- Believing in the presence of women in neighbourhood decisions

2.2. Participation (practical dimension)

- Following appointments with the local directors to express neighbourhood problems
- Participating in the neighbourhood decisions
- The success rate of the municipality in providing tourism and local services

The research questions were designed in the five-point Likert scale from very low to very much, and the final variables were transformed from a sequential level to a distant level. The linear regression was used to predict and analyse the role of social capital in local development. Additionally, path analysis or the statistical method of applying standard beta coefficients of multivariate regression in structural models were used to obtain quantitative estimates of causal relationships (unilateral interaction or quartile) between a set of variables. The path analysis explains a more important or more meaningful route (Habibpour and Safari 2013). Therefore, the options and variables with an insignificant role in the variance of the dependent variables or with low beta coefficients were excluded from the final model, path analysis model, and analyses. Finally, the variables with the most important role in explaining the dependent variable were determined.

The linear regression method was used to analyse the effect of each independent variable on the dependent variables, and the path analysis method was used to evaluate the model of causal relationships between the variables. Therefore, the sum of the two components of neighbourhood links and trust was entered into the SPSS software to examine the effect of social capital on local development. Based on the results of the linear regression and the standardised regression coefficient (Table 1), the social capital with a beta coefficient of 0.62 plays a great impact on the local development of the study area. Further, given that the F value is significant in the error

level less than 0.01 (Table 2, Table 3), the independent variables have a high explanatory power, and they can explain well the variation rate and the variance of the dependent variable. Thus, the regression model is appropriate.

Table 1. The regression model of the effect of social capital on local development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628 ^a	.394	.388	.50398

Predictors: (constant), ^a social capital

Table 2. Results of ANOVA with dependent variable: local development

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.185	1	16.185	63.723	.000 ^b
	Residual	24.891	98	.254		
	Total	41.077	99			

^b Predictors: (constant), social capital

Table 3. Results of the correlation coefficients with dependent variable local development

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.936	.206		4.543	.000
	Social Capital	.526	.066	.628	7.983	.000

Results

In the present study, the relationship between the components of social capital and local development is examined. Basically, development takes place in the social and human sense, or in the physical sense within space. This space starts with the individual and the family and it continues to the international level.

Years of experience in applying different development approaches show that due to the diversity of human societies, it is not possible to advise a single development prescription. In this regard, with the entry of sociological perspectives into the field of development, especially since the 1990s, new hypotheses to solve local problems such as poverty, unemployment, inequality, etc. were proposed. Under these circumstances, theories of social capital were proposed to strengthen local institutions and to

empower people, while creating a capacity to prosper the economic situation and the local community and to achieve development.

In a new perspective, the issue of local development entered the development debate. Local development was introduced as part of the development space and system that prioritises participatory approaches and the empowerment of local communities in a specific geographical and spatial area. In this regard, participatory approaches became more prominent (Ebrahimpour et al. 2016). As an intermediary between the city and the citizens, the role of urban neighbourhoods has also been considered (Ahad et al. 2014).

Examining the effect of neighbourhood links on local development

The share of the component of neighbourhood links in explaining the local development is 0.53 (Table 4). Considering the significance of the F value at the error level less than 0.01 (Table 5), also following the results of Table 6, it is concluded that the component of neighbourhood links has a significant statistical effect on the explanation of changes in the dependent variable.

Table 4. The regression model of the effect of neighbourhood links on local development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 ^a	.287	.280	.54675

^a Predictors: (constant), neighbourhood link

Table 5. Results of ANOVA with dependent variable: local development

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.781	1	11.781	39.408	.000 ^b
	Residual	29.296	98	.299		
	Total	41.077	99			

^b Predictors: (constant), neighbourhood links

Table 6. Results of the correlation coefficients with dependent variable: local development

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.484	.175		8.465	.000
	Neighbourhood Links	.340	.054	.536	6.278	.000

Among the items related to the component of neighbourhood links, sharing a concern with the beta coefficient of 0.45, liking the neighbourhood with a beta coefficient of 0.44, and the existence of intimate relationships with a beta coefficient of 0.42 indicated that the sharing concern is more involved in explaining the variations of the dependent variable (Figure 2).

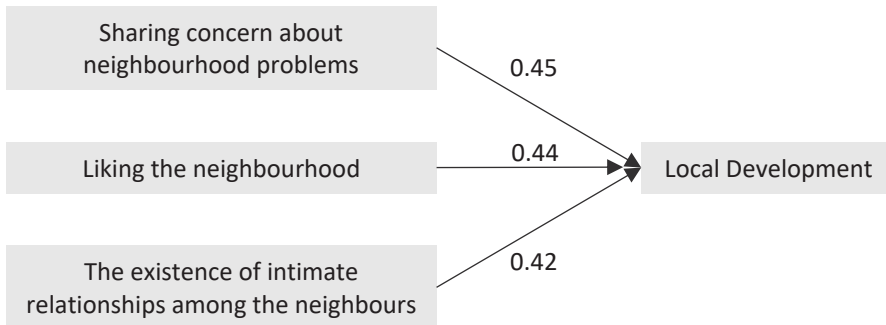


Figure 2. The path analysis model of the effect of neighbourhood links on local development in terms of triple variables

In addition, the share of the neighbourhood links in the explanation of local development in terms of mental participation and practical participation is 0.56 and 0.35, respectively (Figure 3). Therefore, neighbourhood links largely contribute to the explanation of local development in terms of mental participation.

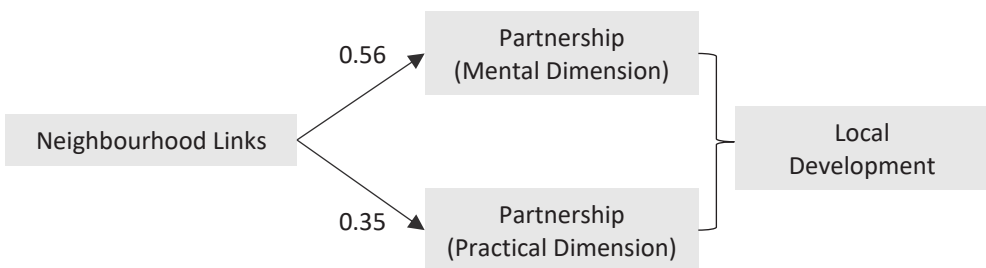


Figure 3. The path analysis model of the effect of neighbourhood links on the components of local development

Among the items related to the component of neighbourhood links, sharing a concern with the beta coefficient of 0.46, liking the neighbourhood with a beta coefficient of 0.50, and the existence of intimate relationships with a beta coefficient of 0.41 demonstrated that liking the neighbourhood share is more in explaining the variations of the dependent variable (local development in terms of mental participation). Furthermore, sharing concerns with a beta coefficient of 0.32, liking the neighbourhood with a beta coefficient of 0.25, and the existence of intimate relationships with a beta

coefficient of 0.32 are involved in explaining local development in terms of practical participation (Figure 4).

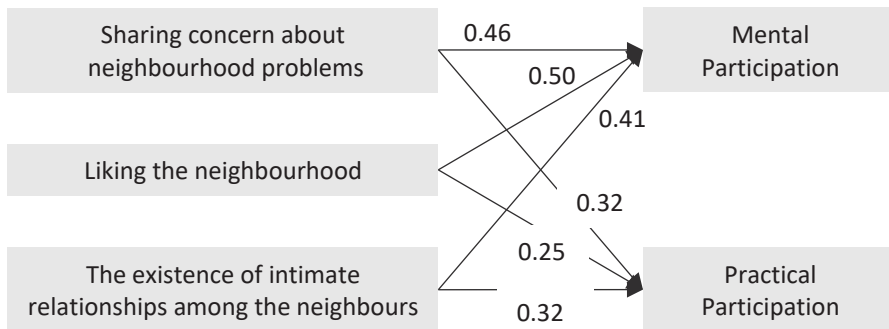


Figure 4. The path analysis model of the effect of neighbourhood links variables on the components of local development (mental participation and practical participation)

Evaluating the effect of trust on local development

Based on the results of the regression model and the standard coefficients (Table 7), the share of the component of trust in explaining the dependent variable of local development is 0.58. Therefore, due to the significance of the F value at the error level less than 0.01 (Table 8), also following the results of the correlation coefficients (Table 9), the component of trust has a significant statistical effect on explaining the variations of the dependent variable.

Table 7. The regression model of the effect of trust on local development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 ^a	.344	.337	.52430

^a Predictors: (constant), trust

Table 8. Results of ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	14.137	1	14.137	51.428	.000 ^b
1 Residual	26.939	98	.275		
Total	41.077	99			

^a Dependent variable: local development; ^b Predictors: (constant), trust

Table 9. Results of the correlation coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.960	.225		4.264	.000
	Trust	.526	.073	.587	7.171	.000

^a Dependent variable: local development

The contribution of trust to the local development in terms of variables indicated that trust with a beta coefficient of 0.63 can influence the mental dimension of participation, and with the beta coefficient of 0.36 it affects the practical dimension of participation (Figure 5).



Figure 5. The path analysis model of the effect of trust on the components of local development

Trust in the neighbourhood council is very important – the share of the component of trust in the neighbourhood council in explaining the dependent variable is 0.52 (Table 10). Considering the significance of the F value at the error level less than 0.01 (Table 11), and the results of Table 12, it can be concluded that trust in the neighbourhood council with the beta coefficient of 0.52 has the largest share according to the residents' opinions and needs by the local authorities and managers. Further, trust in the neighbourhood council and municipality with a beta coefficient of 0.47 and 0.41 (Table 12) had the highest share in the success rate of the municipality, respectively.

Table 10. The regression model of the effect of trust in the neighbourhood council on the attention to the opinions and needs of the residents by the local authorities and managers

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524 ^a	.275	.267	.82401

^a Predictors: (constant), trust in the neighbourhood council

Table 11. Results of ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.219	1	25.219	37.142	.000 ^b
	Residual	66.541	98	.679		
	Total	91.760	99			

^a Dependent variable: residents' opinions and needs; ^b Predictors: (constant), trust in the neighbourhood council

Table 12. Results of Correlation Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.524	.207		7.371	.000
	Trust in the Neighbourhood Council	.420	.069	.524	6.094	.000
2	(Constant)	1.268	.260		4.872	.000
	Trust in the Neighbourhood Council	.455	.087	.478	5.247	.000
3	(Constant)	1.679	.215		7.821	.000
	Trust in the Municipality	.364	.081	.415	4.518	.000

Dependent variable for each model: 1. Residents' opinions and needs; 2-3. The Success Rate of the Municipality

Trust in the neighbourhood council with a beta coefficient of 0.32 played the most role in following appointments on neighbourhood affairs. Then, trust in the neighbours and municipality had a beta coefficient of 0.28 and 0.26, respectively (Table 13). Also, the trust in the neighbourhood council with a beta coefficient of 0.34 had the largest share for the participation in neighbourhood-related decisions (Table 14). Therefore, the results indicate a significant role of trust in the neighbourhood council for the local development.

Table 13. Results of the correlation coefficients
with dependent variable: Following Appointments and Neighbourhood Affairs

	Model	Standardized Coefficients	Sig.
		Beta	
1	(Constant)		.000
	Trust in the Neighbourhood council	.322	.004
	Trust in Neighbours	.280	.036
	Trust in the Municipality	.260	.000

The Role of Social Capital of Tourist Host Communities in Local Development

Table 14. Results of the correlation coefficient with dependent variable: Participation in neighbourhood-related decisions

	Model	Standardized Coefficients	Sig.
		Beta	
	(Constant)		.000
1	Trust in the Neighbourhood Council	.342	.000

Overall, the results of the statistical analysis indicate that the social capital of tourist host communities plays a significant role in local development. The sum of the results and the effect of the variables on each other are summarized in Tables 15 to 18, and graphically displayed in Figure 6.

Table 15. The effect of social capital (neighbourhood links) on local development (mental participation)

Social Capital	Path Coefficient
Neighbourhood Links	0.56
Sharing Concerns about the Neighbourhood Problems	0.46
Liking the Neighbourhood	0.50
The Existence of Sincere Relationships Among the Neighbours	0.41

Table 16. The effect of social capital (neighbourhood links) on local development (practical participation)

Social Capital	Path Coefficient
Neighbourhood Links	0.35
Sharing Concerns about Neighbourhood Problems	0.32
Liking the Neighbourhood	0.25
The Existence of Sincere Relationships among the Neighbours	0.32

Table 17. The effect of social capital (trust) on local development (mental participation)

Social Capital	Path Coefficient
Trust	0.63
Neighbours and Residents of the Neighbourhood	0.26
Neighbourhood Council	0.58
Municipality	0.55

Table 18. The effect of social capital (trust) on local development (practical participation)

Social Capital	Path Coefficient
Trust	0.36
Neighbours and Residents of the Neighbourhood	0.24
Neighbourhood Council	0.38
Municipality	0.28

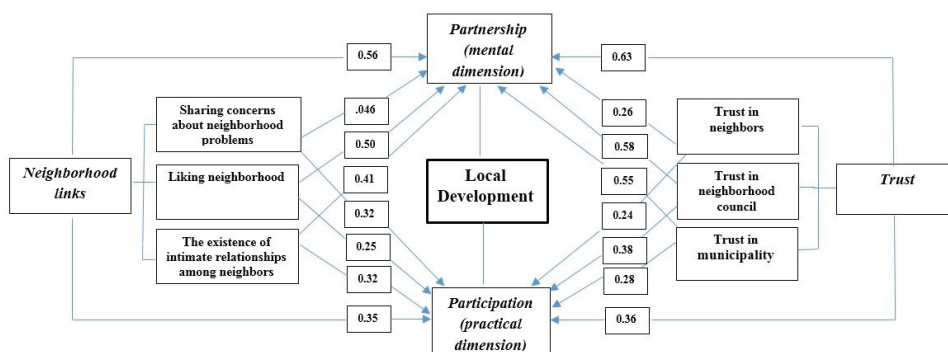


Figure 6. The path analysis model of the impact of social capital of tourist host communities in the local development

Discussion

Before examining the implications of the results, it is necessary to categorise and evaluate the approaches and studies of social capital. Capital means any asset which generates the production capability including material capital, human capital, knowledge capital, and social capital (Qodosi 2005): “social capital refers to the norms and networks contributing people to engage in collective action” (Woolcock and Narayan 2000: 225), and it pertains to the social relations between humans (Behzad 2003, Rutten et al. 2010). This was first considered by Hanifan (1916), who used the term to refer not to the personal property but to “that in life which tends to make these tangible substances count for most in the daily lives of people, namely goodwill, fellowship, mutual sympathy, and social intercourse” (Hanifan 1916). This concept was subsequently applied in the classic works of Jacobs (1961). Jacobs (1961) explained that the compact social networks in the old and mixed suburban districts constitute a form of social capital with more responsibility concerning the maintenance of cleanliness, the absence of street crime, and the decisions on improving life quality, compared to the agents of the formal institutions such as the police and the law enforcement forces (Saadat 2007).

The social capital was rooted in the works of sociologists like De Tocqueville, Durkheim, Weber, Marx, and Simmel (OECD 2001, Majedi and Lahsaeizadeh 2007, Shiani and Mousavi 2011). Over the past decades, Coleman (1988) and Putnam (1993) were given abundant credit to the term “social capital” (Sharifian-Sani 2002, Macbeth et al. 2004). According to Coleman (2000), social capital encompasses a variety of categories with two basic components: they all involve some aspects of social structures, and they facilitate certain actions of the actors – whether individuals or institutional actors – within the structure.

However, the social capital of the actors of the society, whether in the traditional society or in the modern society today, has an individual character and it is at the disposal of the actor (Ejtehadi 2007). But the initial formation of social relations and neighbourhoods takes place face to face in space, the continuation of which eventually leads to the emergence of social capital (Khakpoor and Pyri 2006).

In a sense, the views and studies of social capital can be divided into two categories. First, the studies that examine the totality of small or large human groups, such as school, city, and society, and focus on “social convergence” and “social solidarity” (Hanifan 1916, Putnam 1993, Putnam 1995, Fukuyama 2001).

For Putnam (1995), social capital involves trust, norms, and networks that facilitate co-operation to gain common benefits. Such an approach fails to recognize the role of the state in strengthening social capital by integrating competing factions within a comprehensive dialogue and reducing social inequalities through welfare policies (Macbeth et al. 2004).

Fukuyama (1999a) also sees the root of many social problems in the absence of social capital. The component of trust and its importance in Fukuyama (1995)’s research is also important (Sharifian-Sani 2002). Fukuyama (1995) sees social capital as inconsistent with government involvement: “cultures inclined toward voluntary associations (...) can create large economic organisations spontaneously and do not need the state’s support” (Fukuyama 1995). Fukuyama (1999b) examines the relationship between social capital and civil society. In general, the Putnam (1993) and Fukuyama (1995) approach can be placed at the macro level, and Bourdieu (1986)’s view at the micro level (Ghaneirad and Hosseini 2005).

Trust is one of the elements of civil society and it plays a role in the interaction between the state and the people (Mousavi et al. 2012). Trust is critical to the well-being of citizens. Of course, interpersonal trust is not just a matter of economic issues. People seem to have more satisfying lives when they live in an environment of trust and trustworthiness, and when they are more trusting and trustworthy themselves, even controlling for income (Algan 2018).

Evidence shows that, in an integrated community, transaction costs (costs of information, monitoring contracts, conflicts) are considerably reduced due to the extension of trust networks. Moreover, societies with high levels of trust can overcome agency problems more easily (Gnesi 2010). For example, transaction costs may be lowered as a result of cooperation and trust embodied in inter-firm or intra-firm networks. Trust is likely to reduce the cost of negotiations, incomplete information, and inessential bureaucracy (OECD 2001). Furthermore, social capital at the individual/household level will facilitate access to the market and it will increase income through markets because outside connections and networks are also included in the social capital (Sakurai 2006). In the present study, trust in the neighbourhood council as the elected institution of the people was more than trust in the municipality as a government institution whose members are appointed. Although the residents collaborate with the municipality to advance local projects, if city managers keep their promises and interact more with the local communities, it will also increase social capital and reduce the service costs.

Second, there are the researchers who, by analysing the relationship between the individual and the society, have once again introduced the concept of “social structure” and its impact on the individual and his behaviours (Bourdieu 1986, Coleman 1988, Coleman 2000).

Bourdieu (1986) considers social capital as a relatively durable network of more or less institutionalised relationships with cognition and commitments like mutual trust. He was one of the first theorists to extend the concept of capital beyond the economic sphere with its emphasis on material exchange, including non-economic forms of capital, such as cultural and social capital. According to Bourdieu (1986), capital is represented in four basic forms, each of which can be exchanged or ‘cashed in’ for any other form. These are economic, cultural, social, and symbolic capital.

Bourdieu’s approach emphasises the role of the individual, which implies the need to investigate the networks and investment in social relations (Righi 2013). He postulates that social capital reproduces inequality in a particular way by allowing some people to mobilise capital for their benefit by taking out of the picture the vulnerable populations (Manzano Nunez 2016). In sum, Bourdieu (1986)’s approach is concerned with both content and context, offering wide-ranging theoretical insights into class dynamics (as well as many other issues) and nuanced analyses of how people understand and navigate through cultural distinctions, and it is inconveniently complex for a policy idea intended to be generally applicable (Smart 2008).

Many international organisations consider social capital as an important tool of economic policies, and they invest in its production and measurement. Some institutions also have played a role in the normalisation of social capital. The international financial institutions ground their development strategies in developing

countries on strengthening the civil society and social participation, considering social capital as a tool to alleviate poverty and inequality (Gnesi 2010). The World Bank (1998) explicitly considers social capital as a policy tool. The Social Capital Initiative, launched in 1996, operationalized the concept of social capital, carrying out many research activities on definition and measurement issues. Besides, local development projects funded by the World Bank are largely based on the strengthening of voluntary organisations, as a means to promote the effective management of public services and common-pool resources (World Bank 1998).

The World Bank (1998) has wholeheartedly embraced social capital as it has attempted to move beyond the so-called Washington Consensus of global deregulation and market promotion (Smart 2008). The World Bank (1998) identified the social capital of society as including the institutions, relationships, attitudes, and values that govern the interactions among people and contribute to economic and social development. The study found that social capital is not just the sum of the institutions that make up the foundation of the society, but it also acts as a glue that binds them together. It includes the shared values and rules for social conduct expressed in personal relationships, trust, and a common sense of 'civic' responsibility that creates society as more than just a collection of persons (World Bank 1998).

United Nations (2008) focused on two important areas: 1) the ability of a society to work together, 2) a stable political, legal, and cultural framework. Therefore, the indicators that focus on linking and bridging the networks would seem most relevant to the SC approach (United Nations 2008).

OECD (2001, 2013b) has identified the difference between social capital and other types of capital. Firstly, social capital is relational rather than the property of any one individual, whereas some other forms of capital (human, produced economic and natural) can either belong to or be appropriated by individuals or businesses. Also, important is that social capital is created by societal investments of time and effort, but less directly than it is the human or produced economic capital.

In total, the results showed that institutions, especially local institutions such as councils, have an important role in increasing the people's participation in neighbourhood affairs and thus improving tourism and local development. Thus, as Coleman (1998) points out, the capacity of the social structure and social environment facilitates certain actions of actors. Of course, although Bourdieu (1986) and Coleman (1988) emphasise the intangible nature of social capital compared to other forms of capital, the results of the present study showed that by strengthening social capital, local development can be witnessed, especially in the practical dimension. The present paper confirms Hwang's (2012) research on the role of social capital in local development. At the same time, classifying participation in both mental and objective dimensions is one of the highlights and benefits of our study.

The results of the article also indicate that the amount or size of social capital in the process of a social relationship can increase or decrease; increasing and “accumulating” this capital creates goodwill and mutual trust among the actors. This is in line with the views of Hanifan (1916) and Coleman (1990).

Uphoff (2000) also divides social capital into two categories: (a) structural, and (b) cognitive. These categories are fundamental for understanding social capital. The structural category is related to various forms of social organisation, particularly roles, rules, precedents, and procedures, and also to a wide variety of networks that contribute to cooperation, and specifically to mutually beneficial collective action, which is the stream of benefits that results from social capital. The cognitive category derives from mental processes and resulting ideas, reinforced by culture and ideology, norms, values, attitudes, and beliefs that contribute to cooperative behaviour (Uphoff 2000). In this research, both aspects have been considered and, as Uphoff (2000) points out, the existence and continuity of each of these two types of social capital is problematic without the other, and the two are interrelated. Of course, contrary to Ostrom (2000)’s view that emphasises the role of large-scale institutions in facilitating social capital, micro-scale institutions including the neighbourhood council played an important role in this study.

In a more useful and comprehensive division, Woolcock and Narayan (2000) distinguish between four basic approaches to the social capital theory. The communitarian perspective equates social capital with such local organisations as clubs, associations, and civic groups. The networks’ view, which attempts to account for both its upside and its downside, stresses the importance of vertical as well as horizontal associations between people and of relations within and among such organisational entities as community groups and firms. The institutional view argues that the vitality of community networks and the civil society is largely the product of the political, legal, and institutional environment.

It should be noted that neither the state nor societies are inherently good or bad; governments, corporations, and civic groups are variable in the impact that they can have on the attainment of collective goals. States, firms, and communities alone do not possess the resources needed to promote broad-based, sustainable development; complementarities and partnerships forged both within and across these different sectors are required. So, some scholars have recently proposed what might be called a synergy view, which attempts to integrate the compelling work emerging from the networks and institutional camps.

Therefore, in this research, the municipal institution was considered as a representative of the government at the local level, the neighbourhood council as a symbol of the civil society and elected by the people, and the local community as urban cells and the

smallest scale of urban planning, while the people's connections with each other and their trust were measured at different levels.

However, social capital in different countries has had certain results and consequences. In East Asia, governments have also invested in social capital by creating policies that provide an enabling environment for growth. In a study of Italy, Putnam et al. (1993) argue that a large number of voluntary associations among the people in Northern Italy explains the region's economic success. Switzerland, where the cantons joined in a confederation that supported the common objective of creating a sovereign state, offers an example of successful micro and macro level interaction. Local institutions are not initially required to share norms among themselves, other than the norm that is also common to the macro institution. But cohesion is likely to improve (through bonding and overlapping norms at the local level) as institutions work toward a common objective. This mutually reinforcing interaction between the micro and macro levels increases the stock of social capital. The transition economies of Eastern Europe and the former Soviet Union provide a dramatic instance of the importance of a constructive interaction between macro and micro level social capital and the costs of the absence of such interaction (Serageldin and Grootaert 2000).

It is necessary to mention that the study of the evolution and measurement of social capital, due to the qualitative and abstract nature of the concept of social capital, and finding a definite and acceptable number to express the social capital available in a large and complex society like Iran, it is not impossible, but it is a very difficult task, and especially if the available resources are not to be reliable the problem will be doubled. In many countries of Western Europe and North America, a lot of required information is collected through surveys called "public social surveys", as well as censuses that are conducted regularly and at short intervals. Unfortunately, information is not produced regularly in Iran and there is only one project surveying the values and attitudes of the population, which was carried out in 2000 and 2003, but relying on its data cannot give a complete picture of the long-term changes of the Iranian society.

Therefore, to explain the status of social capital in Iran, one should refer to upstream documents such as the 20-year vision document (Salehi Amiri and Amir 2013). On this horizon, the Iranian society is to be developed in accordance with its cultural, geographical, and historical requirements and based on ethical and Islamic, national, and revolutionary principles and values with an emphasis on religious democracy, social justice, legitimate freedoms, protection of human dignity and rights, and benefiting from social and judicial security. Additionally, it is envisaged for Iran to have advanced knowledge, and the ability to produce science and technology (Islamic Parliament Research Center 2003).

At the micro level, research also indicates a decrease in social capital in Iran (Tajbakhsh et al. 2003, Sourri 2005, Abdolahi and Moosavi 2007, Dini Torkamani 2007). The results of the above research show that old or intra-group social capital (among acquaintances) is more than new, as well as inter-group social capital (among strangers). As we move from the family level to higher levels, i.e. relatives, friends, colleagues, neighbours, fellow citizens and compatriots, the number of social capital decreases, which is consistent with the results of the present study. Accordingly, regarding local development, the trust should be generalised from blood-related and informal relations toward formal and institutional levels. Therefore, the findings of this article confirm the results of the World Bank (1998) and the OECD (2013b). It is worth noting that trust in the neighbourhood council played the greatest role in the success of the municipality in providing local and tourism services, indicating the interaction of the residents with this institution and the important role of this local institution in promoting and realising local development. All these cases indicated that increasing trust also can play a role in reducing costs, which in turn corroborates with the results of the OECD (2001) and Gnesi (2010).

As Putnam (1993) points out, part of this refers to the ability of the individuals to build “bonds” within their group and “bridges” to other groups and it is deeply tied to the belief that the quality and quantity of group activity are key sources of a community’s strength and its ability to work for its betterment. As explained in this article, the component of neighbourhood links has played an important role in social capital, which is related to the cognitive social capital, and it is necessary that the governing institutions also play a more important role as mediators in this field, and they need to have more interaction and synergy with the local community. In total, if the organisational structure is more horizontal, its institutional success rate will increase in social participation.

Conclusions

The present study aimed to evaluate the role of the social capital of tourist host communities in the local development in the Darakeh neighbourhood, which is located in district 1 of Tehran. Based on the extensive research conducted in this article, it can be said that in most studies, social capital is considered either as an individual characteristic, which emphasises relationships and, according to Bourdieu (1986), it is exchangeable, or as an attribute of a society (OECD 2013b), which focuses on the role of networks that facilitate co-operation to gain common benefits (Putnam 1995, OECD 2001) and, to govern the interactions among people and to contribute to economic and social development (World Bank 1998). Within this approach, social capital is based on interpersonal and generalised trust. But the present study focuses on both features of social capital.

Social capital, with the components of trust and neighbourhood links, and local development, with the component of mental and practical participation, were examined by using the regression analysis. Finally, the path analysis model was drawn. The results indicated that the social capital of tourist host communities plays a role in the local development, based on the components of neighbourhood links and trust. Of course, classifying participation in both mental and objective dimensions is one of the highlights and benefits of our study.

In general, the components of neighbourhood links and trust played a greater role in explaining local development, especially in terms of mental participation. By separating the variables of neighbour links, sharing concerns about the problems in the neighbourhood with the residents could play a higher role in the local development. However, among the variables of the component of neighbourhood links, liking the neighbourhood and sharing the concerns played the most important role in the local development in terms of the mental dimension of participation. Therefore, only sharing the concerns about the problems of the neighbourhood is not sufficient for the residents' willingness for participating and paying attention to the problems of the neighbourhood by the local authorities and managers. Thus, liking the neighbourhood by the residents played the main role in local development in terms of mental participation. Among the components of neighbourhood links, sharing concerns, along with the existence of intimate relationships among the residents could significantly influence the local development in terms of a practical dimension. Therefore, the existence of the intimate relationship along with other options including the sharing concerns about neighbourhood issues is very important for following the appointments to address the neighbourhood problems and participating in making decisions and the success of the municipality in providing local services and tourism.

Regarding the component of trust, the results of the linear regression indicated the effect of trust on local development, especially from the perspective of the mental dimension of participation. Among the options of trust, trust in the family and the neighbours could slightly affect the local development in mental and practical dimensions of participation. Accordingly, regarding local development, trust should be generalised from blood-related and informal relations toward formal and institutional levels.

The significant role of the neighbourhood council in the local development could enhance its importance in responding to the citizens and developing neighbourhoods, compared to the other options. The results of the analysis showed that the trust in the neighbourhood council and municipality had the greatest role in the residents' willingness to participate in the neighbourhood decisions regarding mental participation, following appointments with the local managers to express the neighbourhood issues, and participating in the neighbourhood decisions. It is worth

noting that trust in the neighbourhood council played the greatest role in the success of the municipality in providing local and tourism services, indicating the interaction of the residents with this institution and the important role of this local institution in promoting and realising local development.

All these cases indicated that increasing trust can also play a role in reducing costs. Hence, trust is considered as the foundation of sincere relationships, and, together with other options such as sharing the neighbourhood problems and following appointments to express neighbourhood problems, it is leading to the realisation of sustainable local development in conjunction with neighbour links. So, the presence of local managers in the neighbourhood and the creation of public spaces can contribute to the continuation and enhancement of the motivation among the neighbourhood residents to pursue neighbourhood affairs and to participate in its practical dimension. Finally, the municipality and council can benefit from this potential to provide better service to tourists. Overall, this paper demonstrated the role of social capital in local development which was examined and approved in the context of a developing country, and therefore it is necessary to follow this issue by other researchers.

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