

## **Investigating the capabilities of desert areas in Iran in order to attract foreign tourists (Case Study: Mesr Desert and Maranjab Desert)**

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### **Abstract**

Majority of Iran (about 90%) is situated in semi-arid, desert and semi-desert regions. The vast extent of dry areas in Iran necessitates a thorough consideration of the potentials of these areas in the field of ecotourism industry. Desert areas in Iran are full of tourist attractions, so that in addition to the natural attractions of deserts and salt deserts, it is possible to say that most cities or even some rural areas located in these regions have unique cultural monuments and historical and natural attractions. Dasht-e Kavir (Great Salt Desert) and Dasht-e Lut (Lut Desert), the two largest salt deserts in central Iran, are considered as one of the richest ecotourism potentials in the Middle East. The spatial scope of this research includes sandy and salt desert tourism destinations such as Maranjab Desert located in northern Aran va Bidgol, city and Mesr village in the central district of Khur and Biabanak County, Isfahan Province. In this research, we tried to examine the hypotheses of this study by identifying the specific and unique potentials of these areas, based on the field study and collecting library documents and information, using observations, interviews with authorities and professionals in the field of tourism and referring to the relevant web sites. The analysis of data of this research indicates that the unique conditions of the studied areas in terms of natural, historical and sport attractions and so on are among the most important potentials for attracting domestic and foreign tourists. According to the findings of this study, the difference between the culture of tourists and local subcultures and also the lack of necessary facilities and infrastructure are among the problems facing the officials and tourists in these areas. Based on the interviews conducted with tourism officials and local trustees, the development of any tourism activity requires the existence of infrastructures such as roads, transportation, residential centers, health centers, security centers as well as religious and cultural infrastructures, so that the tourism activity in these areas can become as dynamic as possible.

**Keyword:** tourism, foreign tourists, ecotourism, desert tourism, salt desert (salt pan, Kavir), desert

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## **Introduction**

Nowadays, due to the high income of tourism and ecotourism, these phenomena have led many countries in the world to invest a lot of money in this sector. In addition to the rich cultural heritage of Iran, the land of ancient civilizations, it is also has significant natural attractions for tourism. One of the most important potential capacities of tourism industry is nature tourism, or ecotourism. Our country, due to its many natural attractions, is considered to be among the top five countries in the world in terms of nature tourism. Thus, we can find our true place in the world by planning in this field and using the opinions of experts and scholars as well as conducting applied researches (Jahanian, 2009, p. 3).

Arid and desert zones cover a vast surface area of the land in the world and most of Iran is located in the territory of arid regions, including salt deserts and sandy deserts. The vast extent of dry areas in the world and also in Iran necessitates a thorough consideration of the potentials of these areas in the field of ecotourism industry. Desert areas in Iran are full of tourist attractions. Scientific tourism requires a basic understanding and familiarity with the various components of this industry. Since “attraction” in all its forms, whether natural, historical or cultural and so on is the main pillar of this industry and is in fact the main purpose of travel, its recognition is of great importance.

## **Problem statement**

Salt desert is one of the most important economic resources of the country. In the past, salt desert was considered as an unutilized land and an economic deterrent, but today it is seen as one of the most important economic resources in the country. Today, deserts are among the most important renewable and sustainable economic sources in various fields, especially for attracting tourists in the world. Desert tourism is currently one of the main manifestations of tourism

in the world; many Asian countries, such as United Arab Emirates, China, etc. are using these areas as tourist attractions and even the tourism hub in their country. By investing on the equipment needed by tourists, these countries have been able to attract many tourists and earn huge revenues from their sandy and burning lands each year to the extent that a significant portion of their national income comes from desert tourism. Development of tourism and ecotourism can reduce our country's dependency on oil and create a huge number of jobs. Therefore, it seems necessary to pay attention to the tourism industry in general and desert tourism in particular, as well as the development of infrastructures required by tourism industry in these areas, taking into account the environmental conditions and considerations for sustainable development of this industry and also preventing its negative consequences.

**Main research question:**

What are the most important special capacities of desert areas in Iran (Mesr and Maranjab), which can be effective in attracting 'foreign tourists?' What are the problems facing domestic and foreign tourists, as well as tourism officials in these areas (Mesr and Maranjab)?

**Importance and need of research:**

The increasing share of tourism activity in the economics of countries and also the detrimental effects of developing this activity in the human environment led the researchers to do some studies and researches in this field. Natural and tectonic resources are considered in different types of tourism. In Iran, these resources can be the focal points for developing nature tourism, especially in desert and mountainous areas. Thus, in order to take advantage of the environmental and management potentials and features of tourism development in these areas with different approaches, carrying out researches for identifying these potentials and features seems necessary. In order to achieve the goal which is the proper utilization of various valuable resources of deserts and other adjacent resources, we need to completely understand them. According to global statistics, by the year of 2020, a population of over 1.6 billion tourists is expected to travel and bring over two trillion dollars in cash flow (Heydarian, 2002). Perhaps it will not take too much time for the tourism industry to easily replace the declining energy industry and

becomes the world's premier industry. However, based on predictions, the countries in Africa, Middle East and South Asia, which are mostly Muslim countries, will still receive a small share of the revenues of the industry. Countries like Egypt, Turkey, Iran, Lebanon, Malaysia, Indonesia and Morocco are among the most attractive countries. In this regard, the rate of utilization and taking advantage of the capabilities of the Islamic world in the field of tourism is very important and requires setting goals and systematic planning.

**Hypotheses:**

- 1) It seems that the unique conditions of the studied areas (Mesr and Maranjab deserts) in terms of natural attractions, such as dunes, wildlife species, and historical and sports attractions of these areas are the most important capacities of the desert areas in Iran which can attract foreign tourists.
- 2) It seems that the difference between the culture of tourists and local subcultures and also the lack of necessary facilities and infrastructure are among the problems facing the officials and tourists in these areas.

**Research objectives:**

1. Identifying the potentials of desert areas in the field of ecotourism and geotourism
2. Identifying the desert tourism destinations in Iran
3. Identifying the weaknesses and strengths of these areas
4. Identifying the existing threats and opportunities and providing solutions
5. Identifying the best time for foreign tourists to visit desert areas
6. Providing suggestions and solutions to increase the attraction of foreign tourists

**Research methodology:**

The present research is descriptive-analytic and library and field research methods have been used as well. Data collection methods are library, documentary and field methods. Data collection tools include interviews, observations, tests, tables, data banks and computer and satellite networks. The analysis method is content analysis that has been extracted from the context of multiple interviews with related audiences. This research was conducted in the period from Dey 2011 (December 2011) to Shahrivar 2012 (August 2012).

**Study area and study time (Spatial and temporal scope):**

Maranjab region is located between latitudes 34°- 34°15 and longitudes 51°05-51°35. According to the administrative divisions of Iran, it is located in the desert section of Aran va Bidgol, Isfahan province, near to Kashan. The altitude of the area from the south to the north is 910 to 823. The mountainous part of this area includes Siah-Kuh, Davazdah Imam Heights, Kuh-e Latif, Sefidab and Talbur. The southwest area is Aran va Bidgol. The region leads to the salt lake from the north, to the dunes (sandy hills) along the northern south from the east, to Desert National Park (Sefidab Inn and the Palace of Bahram) from the south and finally to Masileh Desert and Hoz Soltan and Hoz Morreh salt kales from the west. Mesr region is located in the central desert of Iran, (known as Dashte-Kavir in Persian), in the [central district of Khur and Biabanak county](#), Naein city, 45 km North of Jandaq city and 65 km north of Khur city which are located in [Isfahan Province](#). The geographical coordinates of the village is 34° 04' N and 54° 47' E.



Map 1: Cities of Isfahan Province

**Research findings:**

**Tourist attractions of Aran vs Bidgol and Maranjab region**

Maranjab Desert is one of the most beautiful salt deserts in Iran. Aran va Bidgol salt lake and Sargardan island are among the other landmarks in the region. Dastkan historical fresh water well in the

eastern part was a watering place for caravans of camels. Maranjab Caravanserai, which was built on the order of Shah Abbas Safavi near to the Maranjab Qanat, is among the historical monuments in the region. Around 12 km from the east of Maranjab Caravanserai, there are dunes which are among the most beautiful attractions in Maranjab desert (Fig. 1). Maranjab castle or caravanserai which was built more than 350 years age, is located 200 km southwest of Tehran and 70 km northeast of Kashan. Maranjab is located in Kavirat Rural District, Aran va Bidgol County which is 50 km northeast of this city. The caravanserai is located in the geographical coordinates of 34° 17' latitude and 51° 48' longitude with an altitude of 810m above sea level in the southern margin of the Namak Lake (Map 1).



**Map 1: Detailed location of the caravanserai on GPS:**

This brick building is located on the path of one of the famous branches of the Silk Road and has been a way of communication between Khorasan and Isfahan in the past. This caravanserai was built by Shah Abbas in the Lunar year 1012. In Iran, the distance between the two caravanserais was about 6 miles (36 kilometers) so that after one day of travel, passengers could spend the night in the next caravanserai. The map of Maranjab Caravanserai is square shaped (Fig. 1). There is a pool measuring approx. 4 x 10 meters on the south side of the caravanserai (Fig. 2). This caravanserai is located in the south of the salt lake and in the west of Band E Rig Desert which is a very good place for camping. The climate of Maranjab desert is warm in summer and the temperature is very high, especially during the day.



Figure 1: Maranjab Caravanserai



Figure 2: The pool on the south side

Maranjab Caravanserai is one of the most important astronomical observatories in Iran and the lovers of night sky travel there from neighboring provinces. From the top of the caravanserai's roof (which is also known as the castle of Maranjab), Namak lake and Sargardan island inside it as well as the continuous dunes located on the east of the caravanserai (the beginning of the Aran va Bidgol Rig) can be seen.



Map 2: Maranjab Tourist Guide

Aran va Bidgol salt lake: Aran Salt Lake is located 35 km northeast of Aran va Bidgol city. This lake leads to Sefidab and Siah Kuh mountains from the west, Desert National Park from the north, Masileh Desert from the northwest and Maranjab Desert and Band E Rig Desert from the south.



**Map 3: Aerial view of Aran va Bidgol salt lake**



**Figure 4: Beautiful crystals of this salt lake**

The lake is shaped like a triangle with its base facing the north. The length of the base of this triangle is 35 km and its height is 38 km and the surface area of the lake is about 647 km<sup>2</sup>. The land of this lake is covered with salt deposits. The salt depth of this lake is between 5 and 54 meters which is separated by clay layers. With each rainfall and evaporation of water in this lake, existing salts form beautiful polygonal crack patterns. Another spectacular scenery of this lake is Sargardan Island located on the south side of the island.

**Sargardan Island:** This island is a hill located in Aran va Bidgol salt lake. The island, the highest point of which is about 808 m above sea level, is composed of volcanic porous rocks and is devoid of any



vegetation. The island is called Sargardan (bewildering in English) because when you look at the island from a far distance, the two ends of the island disappear on the horizon and create a scenery like a wandering ship in the vast desert.



**Map 4: Aerial view of Sargardan Island**

Dunes (hills of loose sand): Among the other attractions is the presence of dunes (sandy hills) which start from Maranjab and continue. There are many minerals among these dunes.

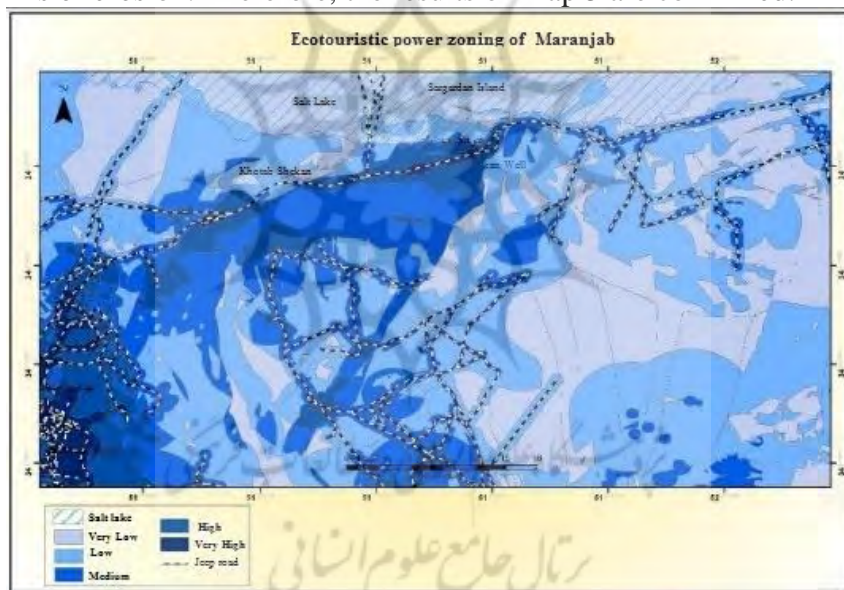
Dastkan (hand-made) fresh water wells: Another important attraction is Dastkan water wells with one meter depth and fresh and drinkable water next to the salt lake, dating back to thousand years ago which have spiritual and cultural values.

*Chah Konjeh Desert: This desert is located in 25 km northeast of Aran va Bidgol city in Isfahan Province with the geographical coordinates of 34° 12' N and 51° 18' E. The length of the desert is about 4 km and its width is about 2 km. On the edge of the desert, there are bloated clay grounds. After these bloated soils, a narrow strip (about 500 meters) has surrounded the desert from the wet area, followed by an irregular salt layer. There are no salt platforms in this desert. The spring in the southeastern part of the lake called Chah Konjeh is the water supply for this desert.*

#### **Ecotourism zoning of the Maranjab region**

In this map, the boldest spots show these areas are power, which means that they have the highest potential for tourism attraction. The jeep road that runs through the boldest areas, is the most appropriate

way for visiting the region. Of the 32,000 hectares of the region, about 113,532 hectares have high potential, 2778.8 hectares have a relatively high potential, 5235.8 hectares have medium potential, 2062.46 hectares have relatively low potential and 10703 hectares have low potential. High potential areas are located in these ranges: within 500 m of roads, within 1000 m of villages, within 10,000 of cities, within 5,000 m of springs and wells and other groundwater resources, within 2500 m of watersheds and other surface water resources. These areas precisely comply with sandy and clay zones in terms of geology; with the range of winds and dunes in terms of geomorphology; with agricultural and uncultivated lands in terms of land use; and finally with medium-potential areas with the highest score in the study in terms of erosion. Therefore, the results of Map 5 are confirmed.

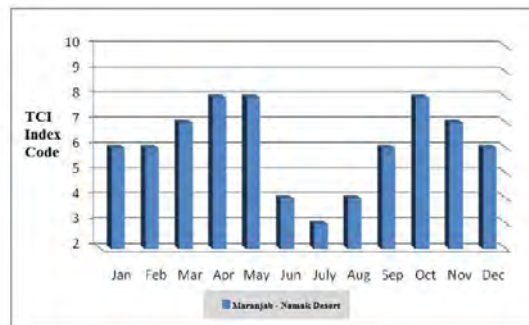


Map 5: Potentiometric map of Maranjab

### **Investigating the appropriate timeframes and comfort for tourism in Maranjab region**

Based on the results of data processing using the Tourism Comfort Index (TCI) in Maranjab region, it can be concluded the months of Farvardin and Ordibehesht (April and May) in spring and Mehr (October) in autumn are the best timeframes for passengers to visit

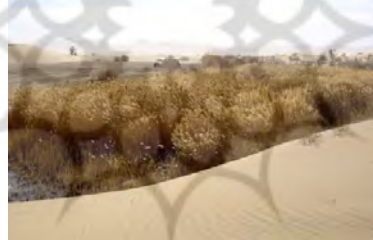
this area. But the month of Tir (July) is the worst time due to extreme heat.



**Diagram 1: Tourism Climate Index of Maranjab-Namak Desert**

**Tourist Attractions around Mesr village:**

Mesr village reed bed: Mesr reed bed is located at 6 km from Mesr village in the northeast of Isfahan province at 54° 48' E and 34° 05' N. Due to the presence of water resources, the vegetation of the region is very rich compared to that of other surrounding areas (Figure 5).



**Figure 5: the vegetation of the region in Mesr village**

Gardens and palm trees of Amirabad and Farahzad villages: Amirabad area, 2 km away from Mesr village, has sand dunes and vegetation rich in shrubs of tamarisk, saxaul and palm, creating beautiful landscapes. In this area, the farms of residents of Mesr village are located (figure 6). In addition to Amirabad village, which is only a place for Mesr villagers' agriculture, Farahzad village, 3 km north of Mesr, is one of the other villages around Mesr that is surrounded by dunes and has beautiful palm trees (Figure 7).



**Figure 6: Palm trees of Amirabad village**      **Figure 7: Beautiful sand dunes of Farahzad village**

Tal-e Khakestari hill: The highest flat in the area which is located 24 km northwest of the villages of Mesr and Farahzad. The difference between Tal-e Khakestari with flats in the southern region of Dasht-e Kavir is its high elevation and having the ecosystem of both salt desert and desert. This has made the flat and smooth grounds of Dasht-e Kavir observable from the northern landscape. Also, longitudinal strips of dunes can be seen in the northern landscape which end at the border of the desert.

Selkenoon hole: this hole is located at the geographical coordinates of  $34^{\circ} 07' N$  and  $54^{\circ} 46' E$ , in the north of Mesr village of Isfahan province and in the south of Dasht-e Kavir. Selkenoon means “current flood” in Persian (Fig. 8).



**Figure 8: Selkenoon hole**      **Figure 9: Selkenoon salt lake**

Selkenoon salt lake: this lake is located at the position of  $34^{\circ} 07' N$  and  $54^{\circ} 47' E$  in Isfahan province, in the south of Dasht-e Kavir and northeast of Mesr village (Fig. 9). The type of this lake's soil is alkaline clay covered with salt.

Takht-e Aroos (Bride Throne) and Takht-e Abbasi (Abbasi Throne) landmarks: Takht-e Aroos is located at  $34^{\circ} 09' N$  and  $54^{\circ} 45' E$  in Isfahan province, in the south of Dasht-e Kavir and north of Mesr village (Fig. 10). This place is one of the most beautiful regions of Iran. At the top of the Takht-e Aroos and in the southern landscape, sand dunes, Selkenoon hill and Mesr village are visible. In the north, large dunes, Takht-e Shoor and in the northwest, Damghan

Mountains, Damavand peaks (when the air is clear) and Dasht-e Kavir marches also can be seen. In the western part of Takht-e Arros, there is a very tall dune. Takht-e Abbasi is located at  $34^{\circ} 07' N$  and  $54^{\circ} 47' E$  in Isfahan province, in the south of Dasht-e Kavir and north of Mesr village (Fig. 11). At the top of the Takht-e Abbasi and in the west and south, Selkenoon hole and Mesr and Farahzad villages can be seen. In the north, Takht-e Aroos and in the east, Selkenoon salt lake are visible (Zendeh Del, Comprehensive guidebook of Isfahan province, p. 164, 2005).



**Figure 10: Takht-e Aroos    Figure 11: Takht-e Abbasi**

Wetlands and palm trees in Garmeh village: Garmeh village is located in the geographical coordinates of  $33^{\circ} 31' N$  and  $55^{\circ} 02' E$ . this village is located 30 km south of Khur city in Isfahan province and south of Dasht-e Kavir, and its climate is hot and dry due to proximity to the desert (Fig. 12). The ancient and historical monuments of the village include *Bayazeh Castle* (Narenj castle), which dates back to the Sassanid era and is located in the center of the village. Beside the walls of the castles is a mosque which was restored in the eighth century by Master Dehnavi. This very old castle is a favorite of most archaeologists.



**Figure 12. Wetland of Garmeh village    Figure 13. Bayazeh Castle**

Khur salt lake (*Tabagheh Desert*): *Khur salt lake is located in the geographical coordinates of  $55^{\circ} 15'$  to  $56^{\circ} 15' E$  and  $33^{\circ} 30'$  to  $34^{\circ} 30' N$  which is the largest season salt lake (Playa) in the world. The lake extends from the center to the south of Dasht-e Kavir. The height of*

*this lake is 707 m from sea level and is considered as one of the lowest points in the Iranian plateau. The high temperature difference in day and night causes the surface salt layer to crack and the underlying wet layers lose their moisture due to these cracks, which results in the formation of salt polygons (salt platforms). Also, the movement of black mud in the lower layers is also effective in these formation.*



**Figure 14. Sunshine landscape in Khur Lake**

The desert consists of two northern and southern holes. The southern hole is 3 times larger than the northern hole. The height of northern hole from the sea level is 15 meters more than the southern hole. 20% of the surface of the northern hole is made up of black salt (Tabagheh Desert) while the amount of black salt in the southern hole is only 5%. The reason for the formation of sharp and explosive black salts in this area is as follows. The white salt passes through the sun's infrared rays. The best surface for absorbing these rays is the black mud in underlying layers. These muds are heated and expanded by the absorption of this radiation and their pressure on the surface layers results in breaking of these layers and getting out of the land to the surface of desert. After drying due to the erosion of wind and rain, these black muds form very sharp shapes that make the movement of cars and animals practically impossible. During wet seasons, this lake turns into a mixture of clay and salt; while in dry seasons, it turns into a white sea of salt. The compression of salt in the underlying layers makes driving easy on some parts of the lake. In recent years and with the advancement of the ecotourism industry in Iran, travelers are visiting the southern parts of the lake (Fig. 14).

*Bagher Dozdoo* playa: this playa is located 8 km east of Mesr village, Isfahan province. The desert with 10 km width and 30 km length is surrounded by dunes on the west side and flats on the east side. There are limestone grounds in the south, followed by sand dunes.

Therefore, this area looks like a small dry lake surrounded by these hills.



**Figure 15. Southern parts of *Bagher Dozdoo* desert**

Aroosan Village: this village is a part of Khur and Biabanak County, Naein city, which has geographical coordinates of 55 degrees and 1 minute east longitude and 33 degrees and 28 minutes northern latitude, located 234 km northeast of Naein city. The village is 920 meters above sea level and its climate is warm and dry. Farakh seasonal river crosses 2 km south of the village and Davanbaroo Mountain and the Garmeh village are located in the north of this village. The economy of Aroosan village is based on farming activities, gardening, camel breeding and the production of handicrafts. Cheese, local butter, pomegranate sauce, dates, varieties of vegetables and summer crops, cotton, wheat, barley and millet are the diverse animal, agricultural and horticultural products of this village. Lush palm trees especially during harvesting are another attraction of this village. In these palm trees, more than 60 types of dates are grown (Fig. 16). A mineral spa, located 18 km from the village, attracts many tourists during different times of year.



**Figure 16. Aroosan village**



**Figure 17. Camels feeding in Aroosan region**

*Mohammad Abad Koore Gaz* village: this village with the geographical coordinates of 55° 10' and 34° 11' is located in the middle of the south of Dasht-e Kavir which leads to slopes of the Rig Kaleh, Qom Kushk and Jen hillsides from the south and to the sandy

deserts of Dasht-e Kavir. This beautiful village has only one inhabitant. Abdul Hussein, 80, who lives alone in the middle of this desert.

**Investigating the appropriate timeframes and comfort for tourism in Mesr region**

Investigating the comfort condition of the studied station in the study area was carried out using the Olgi method. The aim of these methods is to study the climate comfort during days and nights. Olgi method was use for Khur and Biabanak station. So that using four-element climatic elements including maximum temperature, minimum temperature, maximum relative humidity and minimum relative humidity, human comfort range were determined based on these four specified elements. According to estimates conducted by Olgi method at Khur and Biabanak station, Mehr and Farvardin months with maximum temperature and minimum relative humidity during days are within the climate of comfort; also 4 months are in the cold zone and during nights, five months are in the freezing zone (Fig. 4-2).

**Table 1. Investigating the comfort condition at the Khur and Biabanak station in the day by Olgi method**

Months	Azar	Aban	Mehr	Shahrivar	Mordad	Tir	Khordad	Ordibehesht	Farvardin	Esfand	Bahman	Dey
maximum temperature	11.9	17	24.8	31.5	35.4	36.2	33.9	28.2	23.4	16.5	12.8	9.7
minimum temperature	34	26	18	14	13	15	15	13	19	24	28	39
Climatic conditions	Cold	Cold	Comfortable	Semi-arid	Arid	Semi-arid	Arid	Semi-arid	Comfortable	Cold	Cold	Freezing

**Table 2. Investigating the comfort condition at the Khur and Biabanak station in the night by Olgi method**

Months	Azar	Aban	Mehr	Shahrivar	Mordad	Tir	Khordad	Ordibehesht	Farvardin	Esfand	Bahman	Dey
maximum temperature	0.1	4.3	10.4	16	19.9	21.7	18.9	14.2	10	4	0.3	-1.7
minimum temperature	62	53	39	29	27	29	29	40	47	54	60	69
Climatic conditions	Freezing	Freezing	Cold	Cold	Cold	Comfortable	Cold	Cold	Cold	Freezing	Freezing	Freezing



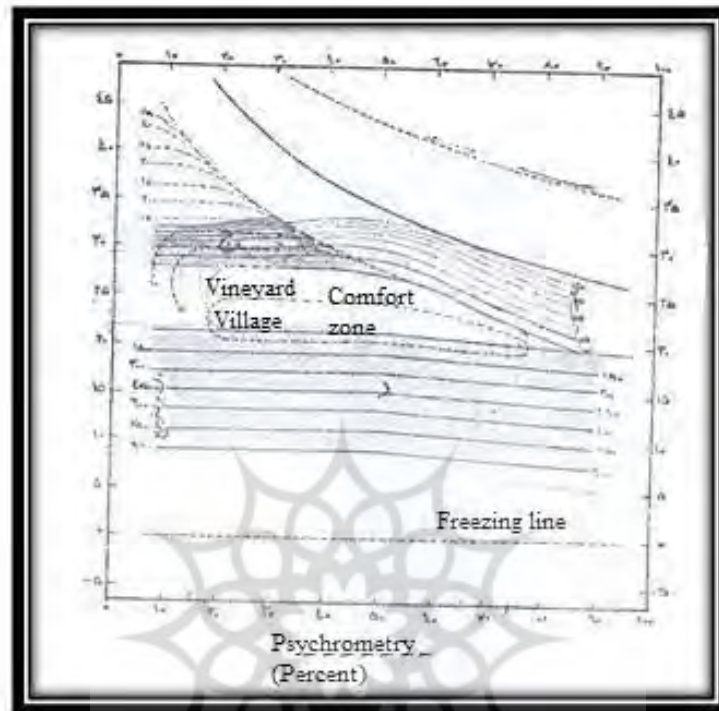


Chart (2) Climatic Comfort Study in Olgi Method

### **Research findings**

Following the conduction of studies and researches on the studied areas as well as field studies and interviews with the tourism authorities of Mesr and Maranjab regions, the following results are obtained:

- A) Introducing the special and unique attractions of these areas
- (B) Investigating tourism population and the main problems facing officials and domestic and foreign tourists in these areas
- (C) Ongoing projects in these areas

### **\* Introducing the special and unique attractions of these areas**

After examining the potentials of the studied areas, 11 potentials are listed as a proposed plan in Table 3-4 based on the capability and current status of these attractions in these areas and whether they are utilized or not.

**Table 3. Investigating the potentials of the studied areas**

Tourism potentials of the studied area	Zone type	Maranjab			Mesr		
		Capability	Current status	Proposed plan	Capability	Current status	Proposed plan
Sand skiing	Ecotourism-Sports	✓		✓	✓	✓	
Car Racing	Ecotourism-Sports	✓	✓		✓	✓	
Motorcycling	Ecotourism-Sports	✓		✓	✓	✓	
Sand therapy	Ecotourism-Health	✓		✓	✓		✓
Sun tourism	Ecotourism-Health	✓		✓	✓		✓
Walking on sand dunes and endurance tournaments	Ecotourism-Desert Tourism-Health	✓	✓		✓	✓	
Cooking on hot sand	Ecotourism-Desert Tourism-Scientific Research	✓	✓		✓	✓	
Riding a camel and seeing camels	Ecotourism-Sports	✓	✓		✓	✓	
Holding national celebrations and rituals	Historical-Desert Tourism	✓	✓		✓	✓	
Observing the stars	Ecotourism-Desert Tourism-Scientific Research	✓	✓		✓		✓
Wildlife and medicinal Plants	Ecotourism-Desert Tourism-Scientific Research	✓	✓		✓		✓

**\* Investigating tourism population and the main problems facing officials and domestic and foreign tourists in these areas**

**Table 4. Number of tourists during the period of tourism boom (from Mehr to late Ordibehesht) in year 2015**

Location	Tourism boom (from Mehr to late Ordibehesht)	Location	Tourism boom (Mehr until the late Ordibehesht)
Maranjab desert	18000	Mesr village	6000
Dasht-e Kavir	8000	Farahzad village	5000
Aran va Bidgol city	30000	Khur city	6000
Total of Maranjab region	56000	Total of Mesr region	17000

**Table 5. Number of tourists during the period of tourism boom (from Mehr to late Ordibehesht) in year 2015**

Location	Tourism boom (from Mehr to late Ordibehesht)	Location	Tourism boom (Mehr until the late Ordibehesht)
Maranjab desert	19000	Mesr village	7500
Dasht-e Kavir	9000	Farahzad village	6000
Aran va Bidgol city	35000	Khur city	6000
Total of Maranjab region	63000	Total of Mesr region	19500

Source: Tourism Dept. Organization

**\* Investigating the main problems facing officials and domestic and foreign tourists in these areas**

1. The status of informing tourists to reach Mesr village is very poor. When tourists enter the main road form a subway road that is about 40 km, they encounter an empty and narrow road without any signs in which there are camels sometimes. There is no sign in this path, and

the only existing sign is likely to be a picture of a camel or a writing saying that there can be camels on the road.

2. In the path to Maranjab desert, there is a road that passes through the forestry facilities and due to its splits, it is possible to losing the way and face security problems, and there is a need for a guide to pass this road.

3. The existence of swamps on the edge of Sargardan Island, while attracting tourists, can create many problems for these tourists if they enter the area without a knowledgeable guide.

4. The lack of basic facilities such as safe water, first aids and telecommunications has created numerous problems for tourists. For this reason, people use mineral bottled water and then throw the empty bottles away and local people have to pick them up behind the tourists.

5. The lack of parking lots and proper restaurants are among the shortages and weaknesses of these areas.

6. One of the problems in Mesr region is that the resorts turn into a pile of trash. Also, Saxaule shrubs planted by the Natural Resources Department to prevent the movement of dunes are getting destroyed.

7. Another problem in this area is that a number of people in the region provide accommodation for tourists without permission.

8. The presence of different insects, reptiles, scorpions and snakes in these two regions is very problematic and will be difficult due to the lack of medical facilities and first aids.

9. There are no passenger terminals in the studied areas and there are mini-buses and taxis for transferring tourists in the old and new roads. Most tourists arrived in this area are travelling through touring agencies.

**\* Ongoing projects in these areas**

1. Construction of a tourism camp in Maranjab region: The construction of a tourism camp located 10 kilometers from Aran va Bidgol with an area of 5 hectares and a capacity of 40 camps is ongoing.

2. A program for constructing two tourism camps in Aran va Bidgol region: A program for constructing two tourism camps in Aran va Bidgol region has been prepared and preliminary plans have been presented by two reliable investors from Kashan and Aran va Bidgol.

3. A plan for creating a desert village in Sargardan Island: By creating a tourist village in this island, a set of facilities for will be provided for domestic and foreign tourists visiting Kashan and its adjacent desert areas.

4. A plan for equipping Maranjab caravanserai: The equipment plan includes the construction of tent platforms (70 platforms), gazebos (30 units), star observation platforms, restaurants, traditional cafes, eco-museum, rest rooms with septic system and baths (20 springs), guard and management, prayer room , health center, a place for holding camel riding equipment, rally, ski on the sand, motorcycling and creating a set for polo sport, a parking lot with a capacity of 150 cars and an area of about 8950 square meters. The project is the first tourism-related project in the region, including the national tourism project of the country.

#### **Analysis of hypotheses**

##### **The first hypothesis**

**It seems that the unique conditions of the studied areas (Mesr and Maranjab deserts) in terms of natural attractions, such as dunes, wildlife species, and historical and sports attractions of these areas are the most important capacities of the desert areas in Iran which can attract foreign tourists.**

According to field studies and library studies conducted in this research, the presence of attractions and tourism potentials is one of the most important reasons for traveling to a specific destination. If these tourist attractions become more diverse, more unique, more refined and more attractive, they will have greater attraction strength, and therefore more permeability. The importance of attractions is such that at least the availability of accommodation and catering facilities, souvenir shops, handicrafts shops, etc., depends on the existence of several basic attractions. The importance of attraction as an intrinsic factor in tourism has been proved. Both regions (Mesr and Maranjab) have special and unique natural attractions and plenty of special amusements, including skiing and sailing on sand, car racing and motorcycling on relevant sites, sand therapy and sun tourism (especially tourists from European countries with less sunshine), walking on sand dunes, cooking on hot sands, as well as fun activities like camel riding and seeing camels at their drinking place, holding

national and ancient celebrations and rituals, unique wildlife, and discovering rare medicinal herbs and the possibility of scientific researches such as star observation (especially in Maranjab region) are important features of these areas. Ain-Rashid Caravanserai and Ghasre Bahram Caravanserai in the Maranjab region dating back to Qajar era as well as the historic Bayazeh *Castle* near Mesr village of Sassanid era are the historical attractions of these areas. According to the field studies, these two areas can be classified in different zones in terms of different aspects of tourism, including: ecotourism-sports zone, ecotourism-desert climbing and research zone, historical- ecotourism zone and ecotourism-desert climbing and health zone. Each of these zones is capable of attracting foreign and domestic tourists and every year welcomes tourists from different parts of the world, including France, Germany, Netherlands, Italy, China and so on.

### **Second hypothesis**

It seems that the difference between the culture of tourists and local subcultures and also the lack of necessary facilities and infrastructure are among the problems facing the officials and tourists in these areas. In the studied areas, we find that the development of any tourism activity requires the infrastructures necessary for the dynamics of tourism activity in the region. Tourism facilities, services and infrastructures, including cultural, security and transportation infrastructures are among the most important issues in this regard. In order to maintain security in the desert areas, it is imperative that tourists visit these areas along with local guides who have full knowledge of these regions. One of the problems of the region is the status of informing tourists to reach the desired areas. In these paths, there are no boards and signs of guidance to inform tourists, and the only sign on the route is the danger of a camel passing the road, which is one of the significant problems in these areas. Another issue related to Maranjab region is that due to the non-observance of ethical principles and values by some tourists and the lack of interaction with the natives of the region, as well as due to the presence of a part of the area within the protected area of the Revolutionary Guard for a limited time (Eid 2011), the police prevented the presence of tourists in the region, which caused a recession of tourism in the region for a short time. Of course, the lack of passenger terminals in the study areas, the

presence of insects, reptiles, scorpions and snakes in these two regions, lack of medical facilities and first aids, providing accommodation for tourists by a number of natives of the region without permission, the lack of parking lots and proper restaurants and scarce drinking water are among the major problems in these areas. Therefore, the most influential factors in attracting foreign tourists are:

- 1) Cultural, social and religious factors of the region
- 2) Tourism facilities, services and infrastructures
- 3) Security and health infrastructures
- 4) Information and advertising infrastructures
- 5) Sport infrastructures
- 6) Educational infrastructures
- 7) Environmental and ecological infrastructures

### **Conclusion**

Based on predictions, the general growth of the tourism industry for the first decade will be between 4.3 and 7.6 percent, and its largest share belongs to ecotourism which is between 10% and 30%. Considering that by the next decade, the number of Eco tourists, which now accounts for 7% of the world's passengers, reaches more than 20%; statesmen and investors are considering the necessity of this industry.

Today, the existence of historical and natural potentials in Iran has made this country one of the most attractive tourist destinations in the world. The development of this industry in every region initially involves the expansion of domestic tourism and the design and implementation of appropriate advertisings with the aim of motivating travelers to travel to areas with appropriate facilities and infrastructures. Realizing this fact, in addition to raising the level of infrastructures and services for the development of tourism, is the basis for increasing the acceptance of international and regional tourists. The development of ecotourism in the region contributes to the employment of different age groups; therefore, it not only changes the economic conditions of the region, but also changes the social conditions of the region through the traveler tourists on one hand, and the development of the rural social infrastructure on the other hand.

Based on field studies and data of this study, the presence of attractions and tourism potentials has been one of the most important

reasons for traveling to salt deserts and desert areas. Special and unique natural attractions, as well as historical attractions are among the most important tourist attractions in the studied regions, which prove the first hypothesis of this research.

Another key element in tourism is the Tourism Comfort Index (TCI). According to the estimates made by Olgi method at Khur and Biabanak station, the most ideal climatic conditions for tourists in this area (Mesr Desert) is the month of Aban and the most unfavorable conditions in attracting tourists is in Tir.

Based on the results of data processing using the Tourism Comfort Index (TCI) in Maranjab region, it can be concluded the months of Farvardin and Ordibehesht (April and May) in spring and Mehr (October) in autumn are the best timeframes for passengers to visit this area. But the month of Tir (July) is the worst time due to extreme heat. During winter season, seasonal rainfalls and the formation of marshy and muddy surfaces in the area and extreme temperature drop are the most important limiting factors in accepting tourists.

The second hypothesis says that the difference between the culture of tourists and local subcultures and also the lack of necessary facilities and infrastructure are among the problems facing the officials and tourists in these areas. Based on the interviews conducted with tourism officials and local trustees, the development of any tourism activity requires the existence of infrastructures such as roads, transportation, residential centers, health centers, security centers as well as religious and cultural infrastructures, so that the tourism activity in these areas can become as dynamic as possible. The swamps around Sargardan Island can create many problems for these tourists. Therefore, it is imperative that tourists visit these areas along with local guides who have full knowledge of these regions. . Poor status of informing tourists on the routes and roads and the lack of signs and information boards have influenced the attraction of tourists.

#### **Suggestions and solutions**

1. Increasing and adding facilities and infrastructure through:

Socio-cultural factors

- Informing the people of the region about their ethnic cultural origins, in order to communicate with tourists.

- Time planning for tourists, as well as performing traditional music due to its strong effect in these environments.
- Building trust among tourists based on social capital.
- Identifying the values of region at national and global levels.
- Establishing infrastructures in the region for tourism prosperity and facilities.
- Establishing a residence for tourists in the region.
- Creating tourist villages with all the necessary spaces and residential, catering, recreational and welfare equipment

Economic factors

- Restoration and growth of handicrafts that have been forgotten.
- Providing the necessary conditions to encourage investors and also providing banking facilities.
- Planning and improving facilities for serving tourists nationally and internationally
- Strong advertising for introducing these species.
- Creating an anthropology museum and with interior architecture of residential spaces.
- Creating local self-employment marketplaces for the sale of local products and handicrafts to tourists.
- Constructing camps with different degrees depending on the degree of internationalization of these areas.
- Building hotels with traditional architecture for desert areas.
- Increasing guidance boards and introducing the natural environment.
- Solving the problems related to water, electricity, gas and telecommunications network in the region.
- Organizing special educational tours for students with the aim of desirable economic mobility in the livelihood of people who live in the marginal areas of deserts by providing services to these groups.

Ecological factors

- Holding educational tours and gathering students of geology, geography, etc. in these areas.
- Creating places to take advantage of the therapeutic properties of sand.
- Holding annual sand writing conferences and preparing sand sculptures and photography competitions.
- Controlling the movement of dunes through planting vegetation.



- Creating specialized astronomy sites in these areas.
  - Creating the facilities for observing stars and celestial bodies.
  - Creating sports sites such as rallying, cycling, motorcycling and flying with gliders, paragliders, kites and balloons, polo, etc. and promoting desert sports such as desert hiking and so on.
  - Holding sports and championship competitions in rally, car racing, motorcycling, skiing on sand, camping and hiking marathon in desert and the efforts of members Auto Racing Federation to hold racing championships in the country, Middle East and the world
  - Providing a program for waste disposal.
  - Controlling the places visited by tourists in order to preserve species of endangered plants or animals.
  - Creating a camel riding base.
2. Sandy dunes have the greatest potential for attracting tourists and thus, they have priority in planning.
  3. Observing the ecotourism of the region, considering the capacity of the environment to accept and provide suitable services to tourists.
  4. Holding international conferences in these areas, both for diversification and attracting tourists (especially foreign tourists entering the country).
  5. Holding religious and ancient celebrations (such as Chaharshanbe Suri and the Celebration of Sadah) to introduce our ancient culture and civilization to domestic and foreign tourists.
  6. Having a regional look to these areas with natural value and rich Iranian cultures for praising and carefully planning and using their potentials and special conditions.
  7. Identifying, introducing, rebuilding and equipping the paths visited by internationally renowned tourists and deserters, such as Marco Polo, Naser Khosrow, Alfons Gabriel and Sven Hedin, which can attract more international deserters and bring regional economic growth and foreign currency into the country.

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## **Tourism is a platform for development, security and resilient economy**

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### **Abstract**

*Tourism industry is a suitable substitute for oil trade and is a proper ground for “resistant economy”. Tourism industry as one of the main economic activities has relationship with most of economic parts. Expansion of the domain and level of security in the society in all tourism fields and levels, has caused a safe and proper situation for developing tourism industry. Since, the tourism industry is very sensitive to the security of region while the domain and amount of their reaction according to security providing and security threatening components is more than other industries and individuals in the area. By contrast, the tourism industry contributes to the improvement of the community's security through the promotion of various economic, cultural, social and ... indicators, each of which affects the security of the community. The present paper seeks to focus on the relationship between two domains of tourism industry and security by conducting the necessary surveys to find out the relations between tourism industry and security which states hypothesis “Strengthening the security components of the organization and the development of tourism industry have a direct relationship with each other.” writer used analytical methods and proposes his own suggestions for improving the relationship between these two components.*

**Keywords:** *Tourism, security, resilient economy*

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### **Introduction**

Tourism is one of the bases of the economy of lots of countries especially in the last two decades. Tourism industry is a suitable substitute for oil sale and proper grounds for entering the arrangements on resistant economy. Not only tourism provides proper condition for economy of I.R.Iran, but also it helps transfer the rich culture of Iran to the world.

Our world has quickly approached integration and with the advent of various ways of connection and lots of different communities, has changed in nature. In this vast world, tourism is one of the fields which has developed itself. Regardless of the types of tourists, the number of the tourists present at a certain place, type of relations and the interaction between the hosts and guests, is complicated in nature, such that both connects the components of a phenomenon and relates it to other relevant systems.

Although tourism has a long history and tourists such as Venezuela's Marco Polo, Sa'di Shirazi, Ibn-e Takoneh (Morocco), and even the Phillip Fagh of London (the hero of the world around 80 days) can account as persons who prefer to travel the world instead of their own country. Without doubt, 20 century can be regarded as the advent of tourist industry expansion from whose growing trend, its pioneer in economic can be realized.

What attracted a tourist and how they are satisfied, are totally two different subjects. Pilgrimage, seeing a monument, enjoying a night in a forest hut, spending hours near the sea, taking minutes to hear birds, and ... at the expenses of time and money. The tourist will lose his/her motivation if his/her properties such as economic security and safety threatens.

In fact, a tourist has identified the cost that it can afford to satisfy its fascination, and if this cost exceeds its estimates, it will rest on its own interests and change its priorities. In other words, the tourism industry and its expansion require a stable platform which the most important

one can be called security. Because a complex phenomenon, such as security, is very difficult to achieve and the smallest negligence or mistake would damage it.

### **Significance of study**

The tourism industry can be considered as a field that employs many economic, social and even cultural spheres due to its extensive interactions and links. The extent of the field of activity, the impact and effectiveness of the tourism industry on one hand, and sensitivity and vulnerability of people who benefit from the services of this industry on the other hand, make security a delicate and intricate issue in this industry. The lack of recognition of the extent, intensity and impact of the two domains of tourism and security on one another leads to a lack of recognition of the phenomenon of tourism and a failure to achieve the objectives of definition.

### **Statement of problem**

Given the importance of security for tourism industry expansion and improvement of security level by the presence of tourism industry, the lack of knowledge of links between these two domains is one of the issues that causes writer's mind to be engaged and forced him to do more research in this province.

### **Objectives**

Explaining the interrelationship between the tourism industry and security and providing effective strategies to both areas.

### **Questions**

- (1) Which security components affect tourism industry development?
- (2) What are the security provider elements in tourism industry?

### **Hypothesis**

Security is an integral part of tourism industry development, and tourism is a security enhancer.

### **Data Analysis**

The method used to analyze topics in this study was the method of "relying on theoretical issues" (Azkia, 2002: 373), with the aim of reaching new perspectives and deepening in related subjects.

### **Data collection**

Library method was used for data collection in the current study. In this regard, authoritative field studies conducted by others have been

taken into consideration and other necessary information has been obtained through the search of library, internet and internal and external information banks.

**Key Words: Tourism Industry, Security, Development, Tourism**

## **1. Security**

### **1.1. Definition of security**

Before providing any definition for security, it should be assumed that the term security has certain characteristics that make it difficult to provide a precise definition, and that most security experts and policy makers are not able to define it because of its relative security.

The word security means "to be safe, to be secure" (Moin, 1984, p. 352), "safety, serenity and comfort" (Amid, 1999, p. 233), and "Confidence and Relativity" (Omid, 1973, P. 18). "The root of the word is security, statelessness, faith, and safety, which means reduction of fear and anxiety.

In English, there are also many words that have the same meaning as security but have different applications. The term "security" is derived from the word "Secure" and is used in the following meanings: comfort, security, public opinion, guarantee, surety, collateral, bond, Confidence, safety, health, document, strength. (Oxford, 1997) The term "safety" also refers to security, health, protection, salvation, as well as protection, release, reliability. In Oxford culture, security means "preservation, leisure, or anxiety." (Oxford, 1997) Webster's dictionary also describes the concept of security as the quality of a sense of security and a sense of danger, fear, and uncertainty. (Webster, 2001)

In general, security and insecurity can be defined in proportion to "the level of risk / loss of material and spiritual assets (immaterial)"

It is very difficult and perhaps impossible to provide an operational definition of security, which is agreed upon by all experts in this field. According to Arnold Wolfers, "security is an ambiguous symbol that is not at all possible and accurate." In Altheater Buchman's view, "security is a term that has many meanings," and Patrick Morgan says security "is like a health or a dignity of some sort." Which cannot easily be defined and analyzed "(Boozan, 1999: 17), and McSweeney correctly calls it" a slippery and unstable word, which in a confusing range of diverse fields in pursuit of multiple goals by individuals,



companies, governments and academic experts. Finally, one can say that "there cannot be an absolute definition of security, because of its inherently relativity." (Friedman, 1378, p. 1: 320).

Regardless of the controversy and ambiguity of the term security, which, according to Boozan, "is a conception of controversial nature, naturally creates question as the answer it gives. This concept contains some important contradictions and obscure points that cause confusion. The most important contradictions include considerations of defense and security, individual security and national security, national security and international security, violent means and peaceful purposes, as well as the problems of applying this idea to a series of affairs ( Military, political, economic, environmental and social) to clarify the scope of the subject (Boozan, 1999: 29-30). Among the definitions that have been made around the term security, some definitions are more relevant to the subject of the research, such as Dominic David's definition of security as "creating an atmosphere in which one person or a group do not feel themselves in a vulnerable position, and the threat is not addressed to them, and only a tool for eliminating the threat." Iurene Martin defines security as "a guarantee of future prosperity ". John E. Morrz considers security as "a relative release of harmful threats. Definition of the Gallentic which describes "security as synonymous with eradicating violence from human societies" (Abdullah Khani, 2006: 123).

### **1.3. Security features**

Security as a universal phenomenon has characteristics and attributes that affect this phenomenon and concept. Although, these attributes and characteristics are relevant in all or most aspects of security level, they are still trying to define these features in a way that is more consistent with the subject matter under study.

#### **1.3.1. The relativity of security**

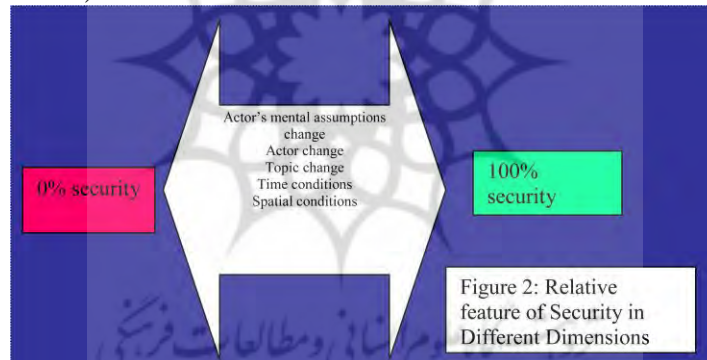
Security is a category that is always defined in interaction and relationship between two or more parties. Security and insecurity will point to the fact that there is a threatening one, and the existence of two or more variables in an equation means that none of them will have a weight equal to zero or one hundred. In fact, security can be strengthened or weakened but it will never come to an end and it will not be completely eliminated. Each actor and element will be placed

between two full security pillars: one hundred percent security and absolute zero-rate insecurity. (Figure 1)



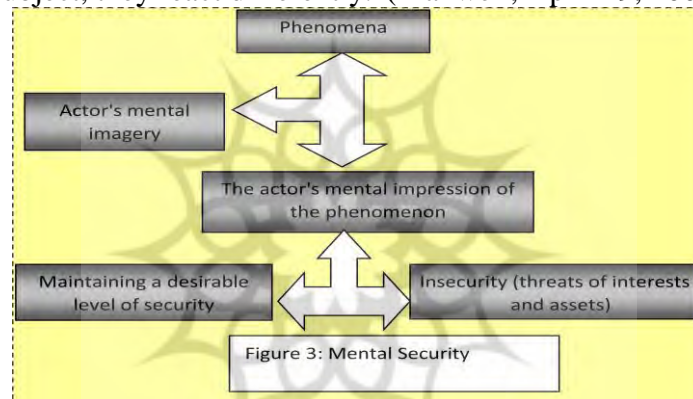
Figure 1: The two-pole equation for security and insecurity

The relative feature of security is highlighted in various aspects. A situation can be assumed necessary at a specific place and time for an actor, but may be not true at another time in the same place, or at the same time not in another place. It may even be possible to imagine a situation at a particular time and place secure for a topic and unsafe for another subject. In other words, in addition to the relative feature of security in its general state, this phenomenon could alter in terms of change in actor, subject matter, time conditions, spatial conditions, and even changes in the assumptions and mental imagery of the actor. (Figure No. 2)



**1.3.2. Mentality of security:** Security is a mental nature in its essence, and is an intercourse conception. Mental security means that each actor (whether person, group, nation, etc.) must aim at achieving desired level of security and achieving it means to assume desired security level. With regard to given definitions of security, security and insecurity get meaning when there is a threat to actual and potential interests of the material and immaterial assets of an actor. Obviously, the interests and assets of each actor will be different to the others. On the other hand, capability of actors in confronting with the posed risks to them have direct relationship with the definition of these risks as the threats to their values and assets. "The security

environment of each community is variable and affected by the internal data that internal and external environment imposes on the system. Therefore, the scope of security is unclear and each group of scientists and experts have their own specific view toward the category of security."(Tajik, 1996: 48). As a result, "because of limitations, man does not always judge and make decisions based on mere facts, but on the basis of his perceptions of those facts. Because experiences, knowledge, interests, and individual tendencies are effective in creating mental imagery. Therefore, individuals do not have the same impressions of a single subject and in response to a single subject, they react differently."(Maxwell, April 29, 2002).

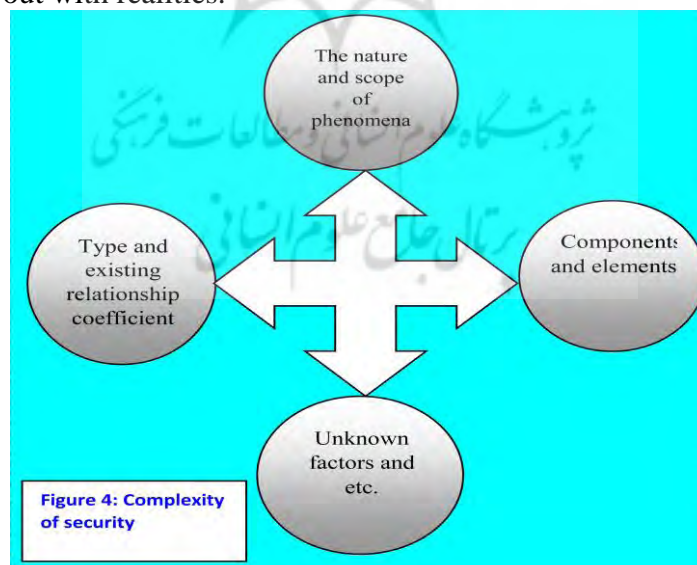


The ability to obtain a proper understanding of phenomena and a proper understanding of the situation or, conversely, misunderstanding of phenomena can lead to an optimum safety or risk of it. "The concept of threat and feeling insecurity is totally mental and psychological and its psychological aspect is very serious. On this basis, the topic of perceiving and misrepresentation in the threat literature is of particular importance. Understanding the threat is a complex process, and its definition is not easy. But in general, from a psychological point of view, understanding of the gravity and how others behave. Understanding the threat cannot always be based on sustained facts and existing facts. Sometimes this understanding leads to a misunderstanding of the threat and results in harmful consequences. "(Moradian, 2010: 45). Hence, the definition of an agent as a threat by an actor does not mean the same perception of others. "Basically, the sense of security or insecurity is a subjective conception that is rooted in the religious, ethical and cultural beliefs of

people and leaders of a country." (Ameri, 1991: 179) In fact, security, despite having objective facets, must be shaped in mind and adapted to the actor's mental imagery. Whenever the current situation conflicts with the actor's subjective assumptions and the actor feels that his assets and interests are compromised, security has fallen to a less than acceptable level.

### **1.3.3. Complexity of security:**

Security is not a simple, single-dimensional, or even multidimensional (specific and specific) concept, but a phenomenon whose components and constituent elements are changing and transformative, and phenomena that have effectiveness interactions with this concept are almost invisible and most importantly, the coefficients of the existing relationships between the components of the security, as well as the coefficients of the relationship between the phenomena associated with security, have fluidity and continuity and are persistent. In other words, it is almost impossible to determine the level of security or insecurity through a specific formula, and it is only possible to identify the components and variables involved in. Also, ignoring the less-sensitive and invisible components and variables, as well as the variability of their coefficients, will result in the ineffectiveness and non-compliance of the proposed definition and the estimation will be carried out with realities.



**1.3.4. Having conflicting functions:**

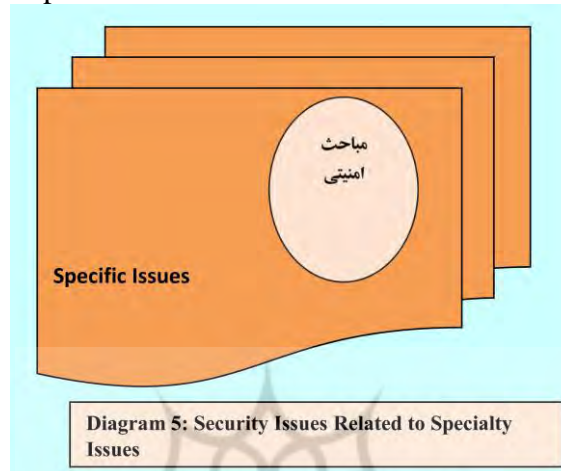
Security is a category that units have different conflicting functions and consequences and it is impossible to create controlled works and laboratory samples of this category. "Luis Yelmazov, who introduces and identifies the field of meaning in the context of linguistics, believes that the security sign is not a specific and consistent sign and there is no civic relationship between the two (sign and signifier) and any connection is a credit. Because the sign is filled and full of meaning, and the signifiers are plentiful and fluid." (Moradian, 2006: 6) Security sometimes leads to insecurity. It's because of nature of domains and fluidity of the variables and components involved in security (the complexity of security concept) that sometimes diverge during an action or reaction and differentiate it from its previous approach. Security, itself, leads to an escalation of possible risks and threatens the concept that we were trying to achieve.

**1.3.5. Tendency to get involved and presence in all fields:**

Security is a phenomenon that is common and occurring in all domains and does not belong to a particular domains which can have impact on a specific interaction area. This desire to be present in other areas in unbalanced and inaccurate form, leads to the emergence of a phenomenon called security. "Securitization, is said to be a process that leads to the inclusion of some issues in the context of security, while not already in this area" (Abdullah Khani, 2003: 149). In this process, Securitizing Actors, individuals or groups, securing the issues as they threaten the interests or assets. Securing non-security issues means creating a security wall around that issue and preventing the entry of other actors in these areas. This has led to an exponential rise in the relevant laws and regulations, the complexity of the bureaucracy and the ineffectiveness of administrative systems, the overlapping of the structure of the government (due to the need for the establishment and implementation of executive agencies, oversight, etc.), Disturbing the process of the functions of specialized departments, increasing the cost of specialized activities and thus reducing their competitiveness and etc.

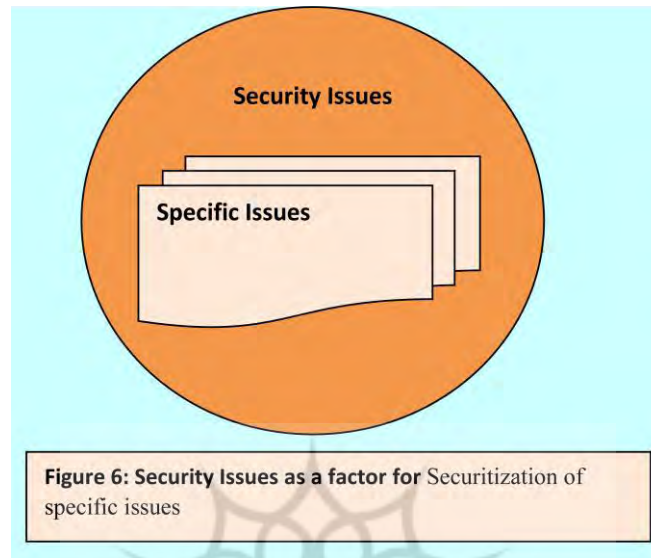
Obviously, security as a precondition for all areas of human activity is inherently present and has an effective role and ability. What is called Securitization, is the promotion of security in specialized topics from

an integral part of the foundation to an active, constituent and competitor for specialized issues and to limit their field of activity.



### **1.3.6. Being Stable:**

If the stability and organization of a system or structure assumed as "the outcome of the existence of systematic, rational, efficient, clear and acceptable sides, among the elements of the system and structure" (Hassanpour, 2011), and Melvin's attitude that states the situation or the conditions of stability as "resistance to change, defeat or sudden overthrow" (Khwaja Survey, 2003: 77), and the approach of theorists such as Fields and Castells, who "Expands the idea of the stability or instability of the lips and considers a stable political unit to be able to maintain its own overall institutional structure over time" (Saunders, 2001: 106). Security is the most important element in creating stability in every institution and structure, because "lack of rule of law results in a lack of legitimacy and, consequently, political stability" (Pinherio 1996: 18), and "the biggest changes in the relations between society and legitimacy happens in political or social interaction "(Beetham 1991: 75). In this regard, the main function of security is to eliminate the formation five-state crises that, according to Lucien, include "legitimacy crisis, the identity crisis, distribution crisis, influence crisis and participation crisis " (Seifzadeh, 1989: 173) which come across any structure and system.



## **2. Tourism Industry Development**

### **2.1. What is Development?**

The term "development" in English means "expanding", "understanding", "evolution", and "progress". In the operational definition of the term development, it is possible to mention Oxford political science culture definition, which states that "the development is a multidimensional process that usually refers to a change from a low-desirable state to a desirable state" (Mac Lelin, 2008: 222)

In the development process, there is a growing movement and the overall direction is to promote levels and desirable standards.

"Development is a multi-dimensional process in which societies promote their standards of living, reduce inequalities, and eradicate poverty from their members" (Nasiri, 1999: 18). The explanation of development means "Reduction of poverty, unemployment, inequality, more industrialization, better communication, establishment of a social justice system based on justice and increasing the participation of people in current political affairs" (see Azkia, ۲۰۰۲). And the excellent definition and interpretation of Dr. Hossein Azimi from development as "rebuilding society based on fresh thoughts and insights" (Roknaldin Eftekari, 2003) can be considered as an extract of the definitions of development.

Development can be found in all spheres of human life including economic, social, political, cultural spheres, etc., and no dimension of human life cannot be found that be an exception to this process. In fact, "man is in the network of intertwined needs and his needs are not limited to material, but the human needs constitute a single system that is a tension of complex relationships between any of these material or spiritual needs which each of the parameters affects the entire network. The pattern of development is a function of the needs pattern, and needs are also a function of the philosophical and value system of the individual and society. "(Khakban, 1996: 102-103)

The author believes that all human societies are in the process of development, and all of these societies are moving along these lines in all periods of time. What distinguishes human societies in this way is the type, speed, and route of choice.

In relation to the type of movement, one can cite Michael Todaro's view that development is "the continuous promotion of the whole society and social system towards a better and more humane life based on three fundamental values: 1) Livelihood, means the ability to meet basic needs such as food, housing, health and safety, (2) self-confidence, meaning self-esteem, and to be free hand of others, and (3) freedom, in the sense of the ability to choose and relieve the material and self-alienating relationships of life and freedom from human social constraints toward nature, ignorance and misery "(Taudaro, 2003: 52). It has been said that some societies are still in the first step and still are in the process of developing a livelihood for citizens and their citizens to find hope, others in the values and needs of the second or third group continue their development.

The pace of development in various societies is fundamentally different, because development is a process that starts from somewhere and has its own successive stations and there is no end to it. Societies that have been moving in this direction with strategic, systematic and purposeful strategies and activities and their various parts have added overall ability of their community have accelerated, but societies which is fractured and its various parts move on different and sometimes conflicting paths, sometimes traversed the course with the speed of the scroll.

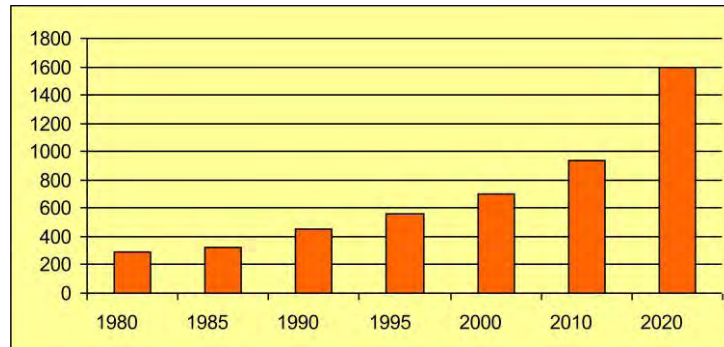


The chosen path of each society depends on the chosen approach, philosophy, and worldview of that society. A society that embraces the philosophy of anti-development and assumes moving forward as a threat to itself, is digging a well and moving into it, which can take over ten years to overcome.

## **2.2. What is tourism?**

Tourism has long been a concern in various societies and traveling to places outside of home has been a concern for human beings. Humans have always been fascinated by travel and listed it as an advantage for themselves. "The journey is in the nature of man. man is created and exalted to travel and has always traveled to escape from loneliness and hardship, as well as local affiliations, habits, customs of a uniform, and frequent of his life "(Zahedi, 2009: 2)

The tourist word was first introduced in 1771 (Griffiths, 1772: 150) and tourism in 1811, and the first travel agency (Cox & Kings) was formed in 1758. In 1936, the U.S. Nations recognized foreign tourists as traveling abroad for at least 24 hours. In 1945, the United Nations completed this definition by adding a maximum stop for six months. (Oxford, 1998: 6-7) The United Nations expresses the following definition of the tourist based on the proposal of the International Conference on Transport in 1964: "A tourist is someone traveling for visiting, treating, studying, commerce, sports or pilgrimage to a country other than the one in which he resides, provided that his minimum period of stay is less than 24 hours, and Not more than six months "(Diabasi, 1992: 14) The National Tourism Commission of the United States (1973) considered fifty miles within the definition of domestic tourism, which included all trips other than travel to work (Gartner, 1996, 5). The tourism industry has grown considerably over the last decades and "Globalization is strengthening the level of interaction and communication across the globe. These include people, goods, beliefs, trends, services and money across the local borders, national governments, and regions. The result of this situation is more and deeper communication between locations. " (Mountz, 2009: 164) According to this upward trend, in 2010 more than 940 million tourists traveled to different parts of the world, which shows a 6.6% growth, and total profits reached from the industry was \$ 919 billion.



**Figure 7: Number of Tourists (Estimation for 2020)**

### **2.3. The place of tourism in the division of human needs:**

In the theory of hierarchy needs introduced by Abraham Maslow in 1943, he presents the needs of man as a five-level pyramid. In this pyramid, the basic human needs are at the bottom of the pyramid and are prioritized. In the first floor of the Maslow Pyramid, there are physiological needs such as sleep, food, clothing, housing, and so forth, which are essential to life and all human activities are endeavoring to provide them. In the second floor, security and safety needs, such as financial and health, health, social security, etc., will be added to their quality of life. In the third floor, social and emotional needs such as friendship and family relationships, love, marriage and ... to meet the need for belonging and acceptance by others. The fourth floor requires the respect, dignity and credibility of the need to be respected, better than others, and building trust. In the highest and fifth floors, self-restraint is required. In describing these needs, Maslow says, "What can be human beings must be." self-restraint people are people who do not need others personally, they accept life as they are, they are satisfied with what they are and are happy with their lives, solving problems and problems of others is important to them, and innovation, Creativity, personality competence, and the use of experiences to advance are of their features.

Based on the ERG theory presented by Clinton Alderger, human needs are divided into three groups: (1) the human's biological and vital needs (existence), which includes needs of health related to human body. (2) The need for correlation and affinity, which includes the needs for satisfying interpersonal communication; and (3) growth

needs that include human needs for continued personal development. (Hatami and Northern, 2011)

In the theory of explicit needs articulated by Henry Alexander Murray in the book "Exploring the Personality" on the need for advancement, considering the determinant role of fundamental needs in the personality of individuals, a comprehensive list of human needs "are divided into two groups of needs: Initial (needs such as the need for air, food, sexuality, etc. that have physiological aspects) and secondary needs (which have a psychological aspect)." (Shojaei, 2007: 91)

Mortaza Motahhari also divides the needs of man into primary and secondary, and sees the initial needs as physical and spiritual development of mankind, and this kind of needs remain as long as social life existence. These physical needs (such as the need for food, clothing, housing and spouse), spirituality (such as science, beauty, goodness, worship, respect and education), or social (such as the need for socialization, exchange, balance, justice, freedom, and equality). Secondary needs are those that are derived from the basic needs and evolution of life, and the stimulus to move towards perfection. "Primary needs always exist and never disappear, but secondary needs may change or disappear" (Motahari, 1382: 184).

An overview of the above considerations, can suggests that the issue of the security is of basic needs and the subject of tourism is considered to be more complex and of secondary human needs. In this regard, in a comparative study of the relationship between security and tourism, it should be noted that security is a priority for tourism and provides a suitable basis for it. On the other hand, tourism can provide indicators and measures for security assessment.

### **3. The Relationship between Security and Tourism Industry:**

If we divide the tourism industry into three main areas of infrastructure, industries and affiliated businesses and tourists, each of these areas will require a certain level of security.

#### **3.1. Infrastructure area**

The infrastructure area is considered a long-term investment in tourism industry in order to develop its capacities. It requires existence of a long-term stability in the political, administrative, social and other systems. The infrastructure area in tourism industry as well

as other areas such as economy, social, etc., is time consuming that sometimes their continuity over time is unavoidable and stoppage in development of this area means neglecting the tourism industry and will give the chance to other rivals. The task of security is to provide mental and psychological stability in this area in order to attract investment needed by the tourism industry. "If investment security is guaranteed in developing countries and transition economies and necessary legal framework is provided, international investors will have a greater willingness to participate in such markets. This also gives the host countries the opportunity to take advantage of relative advantages, economic growth, employment, and the acquisition of knowledge and technology for production of competitive goods in the international field. Therefore, expediting the entry of foreign investments will lead to mutual benefits for host countries and international investors "(Rafiee, 2008)

In fact, an overview of investment attracted in different countries of world shows that this amount in regions with the appropriate structural stability necessary to ensure the optimum mental and psychological security of investors is not comparable to critical areas with structural instability.

By contrast, the development of economic infrastructure, including the infrastructure of the tourism industry in a region or country, will provide the basis for stabilizing and enhancing the level of security in that region or country. Because the most important causes of insecurity and reduction of stability in different areas of a society including political, economic, social, cultural, etc., are due to the emergence of distribution, influence, identity, legitimacy crisis and developing economic infrastructures has a reciprocal relationship with the reduction of above-mentioned crisis. In other words, investment in infrastructure areas will shaped and accelerated when the above mentioned crises have not come to emergence in the target society. On the other hand, there are certain special functions of investments the fields of formation, deepening and emergence of these crises are reduced.

### **3.2. Affiliated industries**

The tourism industry affects many other areas of the community due to its services nature. In fact, tourism is an activity that can operate

beyond one area and affect other areas. Because a tourist has demands and needs often wider and more than needs of that community citizens from the moment of entering a country, until the moment of departure and on the other hand, the time it takes to meet these needs is very limited. In this regard, jobs and areas related to the tourism industry should allocate a part of their capacity to meet needs of the tourism industry. This means that investments should be more than usual in these areas or use existing capacities. If the attracted tourist does not reach the expected level, the created capacities will remain unused and will add a negative and dampening pressure to the geopolitical weight of the country. This situation can lead to the expansion and institutionalization of the causes of disorders that ultimately lead to the emergence of the crises mentioned above.

### **3.3. Tourist area**

Tourists can be considered as one of the final circles and main consumer of the process has involved many levels of society. Tourist is very vulnerable and susceptible because of its nature. The human need to tourism is in the secondary category of needs. One of the first steps that would abandon tourism itself, is a situation which a tourist has to bear costs beyond his prediction, especially in terms of mental and psychological security. Generally, tourist's behavior against issues that are less appealing to them can further illustrate this. When a natural disaster, such as unexpected rain, extreme cold and extreme heat, causes most of tourists to quickly leave the environment in a region, to pick up by animals such as snakes and scorpions, observation or to hear sound of wildlife and etc. would terrify tourists in a region and, despite the very small possibility of direct damage to these risks, reduces the number of tourists present in the area, the dissemination of news about the use of roadside restaurants from unhealthy foods lead to a dramatic reduction in the use of their services by travelers. In all these cases, in fact, the psychological safety of tourists is threatened faster and more severely than their physical (physical) security, and the response to these threats is accompanied by more urgency and more severe encounters. A general look at the status of tourism industry in countries affected by the crisis and instability in different times shows that the tourism industry and the presence of tourists in these countries and regions have been

severely affected by these crises and instabilities. A 60 percent decrease in the number of tourists entering Egypt during the uprising of Egyptian people and a 25 percent decline evaluated in total in 2011 compared to 2010 can be exemplified as an affection of instability in countries on tourism industry.

Figure 8: Tourist attraction growth (million people)

	2000	2005	2009	2010	The growth rate of 2010 compared to 2009
world	674	797	882	940.3	6.6
North Africa	10.2	13.9	17.6	18.7	6.3
Sub Saharan Africa	24.1	36.3	52.9	60.9	15.1

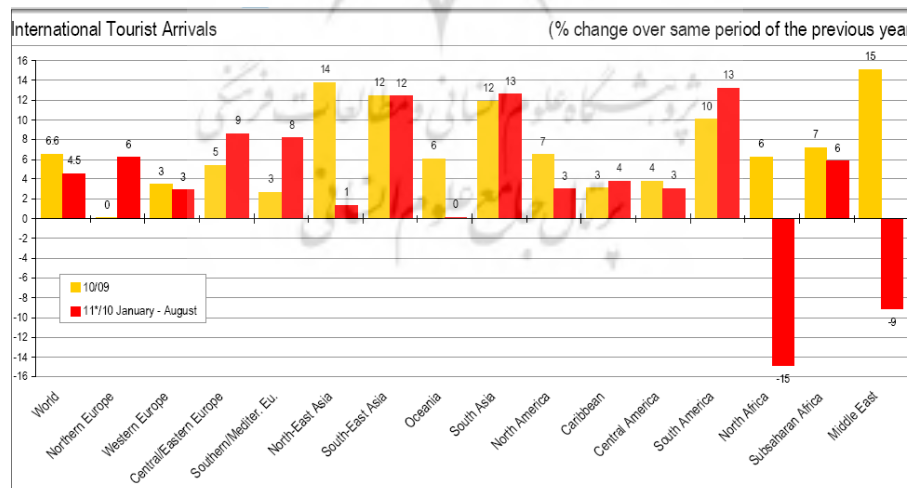
Figure 9: Tourist attraction growth

	Change Percentage in 2011 compared to the same period in 2010									
	First three months	second three months	January	February	march	April	may	June	July	august
world	3.6	6.1	5.9	2.2	2.8	9	1.8	7.7	4	3.2
North Africa	-13.1	-12.7	-9.1	-9.7	-19.1	-5.4	-22	-10.7	-17.2	-19
Middle East	-8.7	-4.7	-1.1	-20.3	-4.1	-7.5	-3.6	-2.6	-11.1	-20.4

Figures eight and nine illustrate the growth or decline of tourist attraction in the world, Middle East, and North Africa region at different times. It is a comparison in 2011 to 2010.

Figure 10: Egypt's Income from the Tourism Industry in recent years

year	2008	2009	2010	2011
Amount of Income(million dollar)	10,985	10,755	10,401	8,685



Source: World Tourism Organization (UNWTO) ©

Figure 11: Comparison of tourist attraction trends in 2009-2011

Figure 11 illustrates the trend of tourist attraction changes in different regions of the world as a comparison between 2009 and 2011. The yellow color indicates the trend of change in 2010 compared to 2009 which has been positive in all parts of the world, and Middle East having the largest growth of 15%. The red color represents the trend of change in 2011 (as of the end of August) compared to 2010, when the two troubled regions of the Middle East and North Africa witnessed a downward trend.

#### **4. Analysis and Conclusion**

Every era of human life has its own characteristics and all or most of individual and social interactions and social connections have affected these characteristics. The information revolution occurrence in the late 20th century, called somewhat the third wave, has brought a new discourse that affected whole of human life and human societies. The urbanization which was the symbol of industrial age and second wave, was affected by the advent of the McLuhan global village. Relations between nations and peoples living thousands of miles from each have moved from a second-wave machine structure to a cultural and social, often interactive, structure that takes the form of a relationship between people in a small village or small area. Inventions, innovations and human knowledge seek to change their world-view approach and solve global problems. The intellectual concerns from purely industrial, technical, and scientific issues have led to the issues of human interaction, such as tourism, human rights, environment, refugee affairs, and so on.

In today's world, industries such as tourism will be the driving force behind societies, industries that have a greater degree of utilization of softwares than hard-core dimensions, and investigate more on human souls than their bodies. In this regard, many of influential components in this field will find a newer approach and seek to overcome the temporal and spatial constraints, and will pursue more creative ideas and newer formats.

Tourism is a gateway that if we want to know the world of tomorrow correctly, should be given more attention. Tourism is a kind of industry which utilizes other areas such as arts, economic, social, cultural, and etc. and also give services to mentioned areas. This interactive and interconnected relationship will cause human societies

to have a very powerful propulsion engine that has multiple functions and dimensions.

In this regard, security as an inescapable component in any set and political, social, economic, cultural, and ... structure will be the basis of the activity of this industry and will also benefit from the results and effects of this industry. In this field, a community will be more successful that can integrate and apply various components including security issues, tourism industry and other industries and areas and could gain the best possible coefficients for creating structural relationships between components. Otherwise, the lack of this knowledge will lead to a disarray and ends the tourism industry and also removes the community security. (Figures 12 and 13)

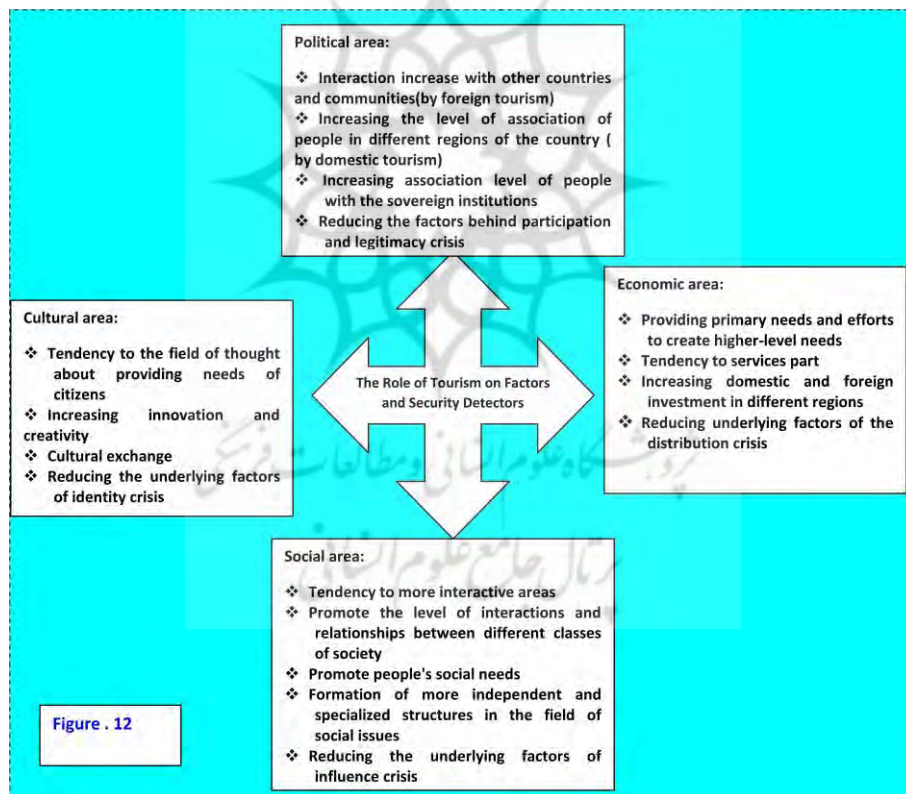
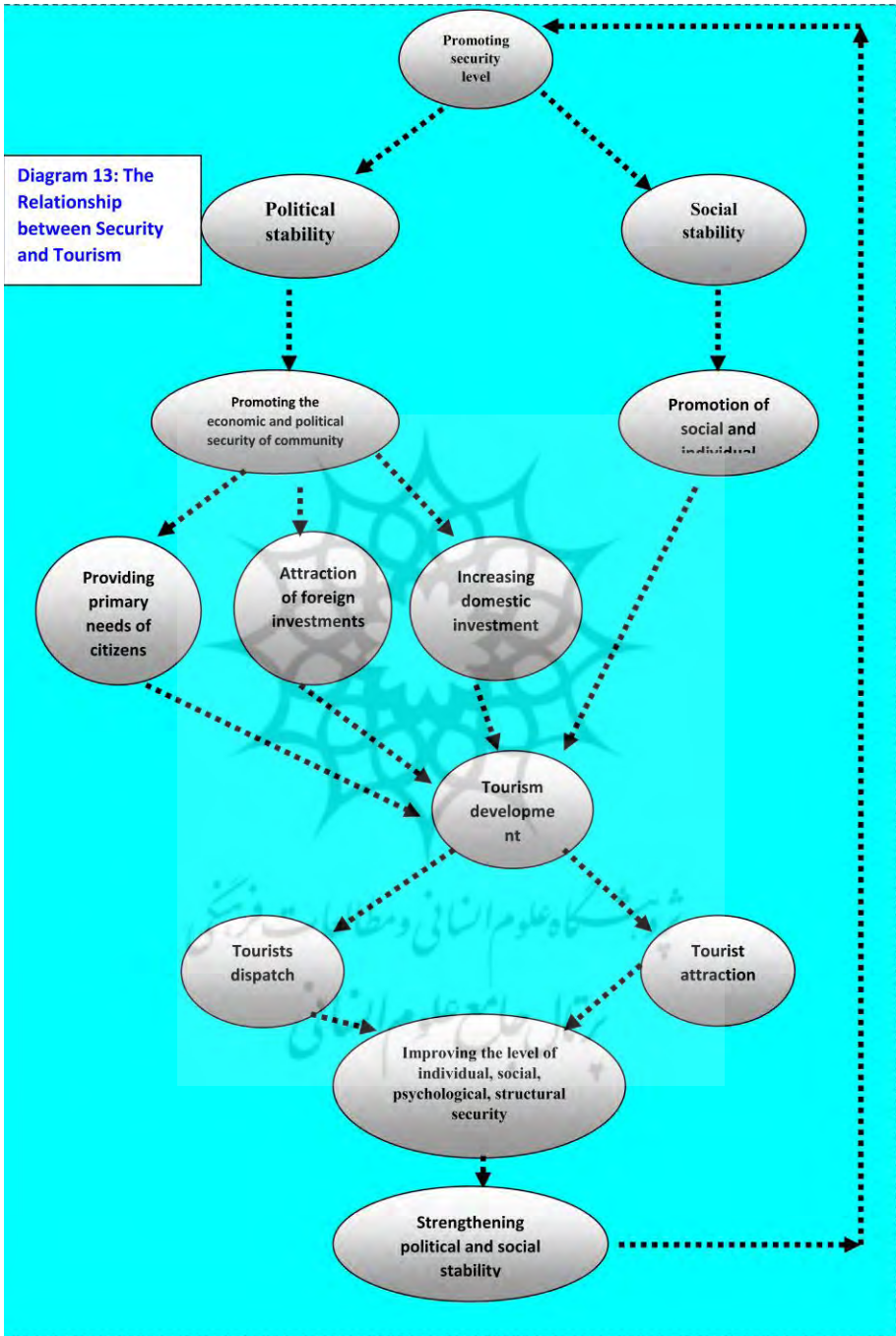




Diagram 13: The Relationship between Security and Tourism



### **Suggestions**

Creating structural stability (including hardware structures and software structures) to expand tourism industry infrastructure.  
Acquiring the necessary and desirable knowledge of the potential and actual capacities of the tourism industry in promoting the level of community security.  
Identify the levels and groups of tourists that are in partial alignment with the discourse governing the Islamic Republic of Iran.  
Adopt policies and strategies that stabilize the level of optimal security and to avoid adoption and implementation of solutions that will bring this level in a very short time with very rapid changes.  
Understand the actual and potential capacities of rivals at each level and tourist groups.  
Promotion of tourism security level from objective and apparent aspects to mental and psychological aspects.  
Avoiding Security Approaches in the Tourism Industry.  
Creating stability and psychological security necessary for development of infrastructure investments in the tourism industry.  
Acquire the necessary knowledge of different levels and groups of tourists.  
Understanding optimal security level for each level and groups of tourists and promoting security level of tourist areas in proportion to the levels and associated terrorist groups.

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*Tourism is a platform for development ... 55*

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پروپوزیشن گاہ علوم انسانی و مطالعات فرہنگی  
پرتال جامع علوم انسانی

## **An Analysis on Urban Tourism by SWOT Model (Case Study :Marvdasht City)**

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### **Abstract**

Since tourism causes some positive occupational movements, produces lots of job opportunities and it could have a great amount of effect on the geographical aspect and on people's lives and society, it is believed that, it is the third and the most dynamic industry in today's life. The cities specially in developing societies a living place for human kind face with same limitations of source and financial, social condition, it is buffer to vary the non – cultural activities such as tourism . This can be a means to increase job opportunities, decrease poverty and welfare state and social security .This study has been done in one of the scopes of Fars province, Iran. It aimed to investigate what advantages & limitations of the tourism development in Marvdasht city. it also sought to find out how the tourism in this area can be developed .This research was on the basic of descriptive – analytic nature and does have some practical goals .Required data in this field was gathered by library – based method .This study aimed to investigate some strategies to develop the tourism in Marvdasht city and it was done by determining strengths , weaknesses , opportunities and threats by SWOT model .The results of the research revealed that inner elements and outer factors of final scores are located in the ST or competitive scope . The most significant strategies of this scope are: dynamic economics and safe job opportunities by optimum use of tourism capacity.

**Keywords:** tourism development, urban tourism, Marvdasht city, SWOT model.

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## **1. Introduction**

Tourism which plays a significant role in the economy of the world which is created in the various dimensional patterns. one of which is urban tourism .It is believed that one of the highest income source in developed countries is urban tourism that has a great number of positive and negative impacts in economical , social , and ecological field in many touristy cities . Today , there is an essential need to study in tourism field for those developing countries such as Iran which has a large amount of tourism attractions. According to Taghvaei and Akbari (1388 , p : 12) , since urban tourism nature requires increasing positive impact and decreasing negative effects , having effective strategies and extensive planning are necessary . The Tourism industry might be established in a strong economical framework .In accordance with Gharehnejad (1374, p:22) , the tourism industry can progress urban growth and development in touristy cities and in non – touristy ones it can also be considered as an opportunity for urban managers and programmers to create a new perspective of city and increase touristy attractions. Kermani and Amirian (1379 , p:11) believed that , the development of urban Tourism industry is so significant in particular in developing countries which face with some intricate as high rate of unemployment , limited financial sources. Since tourism can be considered to make a rich income source in a country , it becomes a considerable economical , social , and cultural issue and it causes to be accounted as an industry . Tahmasbi and Majidi (1384, p , ) .It is believed that the source of tourism income in 2000 has been 621 billion dollars and it is estimated to be 1550 and 2000 dollars in 2010 and 2020 respectively . (Mirtalebian , 1380 , p : 129). Natural – historical realm of Iran can be categorized at the first civilization centers. There has been various types of tribes who have been living in different areas whose different lifestyles ,creativities and culture in their material spiritual life created so many historical and cultural memorial things (Hamidi , 1389 , p : 99)Furthermore ,

Iran country does have a great many areas with different climate changes , various plateaus , plains , springs natural cares that can be so attractive for tourists.

Since Marvdasht city is located in an area with pleasant climate and does have several historical and cultural attractions it can absorb so many tourists .Despite of its reach attractions , it was not considered a lot unfortunately . Therefore , the current research was to investigate tourism opportunities , threats , strengths and weaknesses of Marvdasht city and it aimed to provide efficient methods for developing tourism industry by utilizing a significant , precise sight and educationalists theories .

## **2. Review of the Literature**

### **2.1 Theoretical Framework of the Study**

Although the history of travelling backs to the history of human kind's life , modern tourism was appeared by industrial revolution in 19<sup>th</sup> century . Although it had been specialized to the reach for a long time , it was generalized by industrial development and regulation of social rules .It had an enormous growth and affected economical , social , cultural and environmental aspects. (Movahed,1386, p : 20)

Tribe (2009 , pp: 31-44) stated that , the term of “ tourism ” was established in Oxford English dictionary for the first time in 1800 . The tourism was defined as a person who travels to different places to learn new things , have fun or achieve personal aims . Toulacee (1386 , p:18) stated that , tourist to do business , hare lots of fun or visit his relatives , temporarily but not for living . Neither less than a day nor more than a year .The term of tourism has also been established in sporting magazine for the first time in 1811 . it was defined as the travelling to visit ancient things and natural perspectives . (Mahalati , 1383 . p:3).Nowadays , big cities that have large population can be considered to be the starting point of tourism movement . It can be claimed that urban living problems and the sense of frustration which derives from making a living can came travel to be seen as an unavoidable and essential need . On the other hand , since cities are the center of population and efforts , having old civilizations , tourism attractions , and providing welfare facilities and services can be accounted as tourism destinations (Rezvani , 1386 . p : 47) .

Urban tourism formulation was connected to the business cultural factors at first. But these days, tourism has various reasons for their travels. For instance: visiting relatives and friends, visiting museums, watching different theaters, taking part in a sport event, visiting natural landscapes, visiting exhibitions for buying things. All of these reasons can play a small role in the tourism actions (Law, 1993, p: 168). Being a tourism starting point or destination depends on the amount of tourism attraction of cities. The more tourism attractions they have, the more tourists they will absorb (Taghvaei and Akbari, 1388, p.35). There are 3 analytical approaches for touristy cities which are presented by Ashorth (1922, 2000, p: 115). 1. making a list of tourism facilities and services in urban areas (for instance: distributing dwelling place, recreation places, and tourism services). 2. making a list of urban tourism's needs to investigate the amount of the tourists, the reasons for selecting the specific areas, their expectations and understandings of the city. 3. painting a landscape of urban tourism policies, the plans of governmental sectors (urban planners) and private sectors do have and the researches that must be done in urban tourism field. Urban tourism is set on the basis of physical, ecological, social, and cultural sources. It is worthwhile noticing that tourism industry may cause serious dangers for natural sources even in big cities, if there is no plan or efficient management on it. Traditional urban tourism may cause some difficulties as: air and noise pollution, accumulation, instability of living costs, decreasing of facilities and substructures, destroying historical things and ruining cultural remains. On the other hand, positive impacts of tourism can be enhanced by suitable management. Tourism economic impacts can be affected by other economic activities (Seldjan, 2005, p: 32). The term of stable urban tourism means the aim of environment quality and protection, ecological environment protection, increasing income rate and etc. In a way which causes decreasing all the undesired impacts and increasing the positive impacts. Furthermore, one of the most significant aspects of the development of stable tourism is a concrete management and definite strategies which include stability and capability notions. Thus, there is an essential need to teach the tourism advantages to enhance managers and programmers awareness. Thus, applying limitations,

observing regulations , environmental , cultural , social , and economical problems will not happen and negative impacts of tourism can be controlled or reduced . (Sinaee 1374 , p : 137).

## **2.2 .The Review of the Related Literature**

Although there was not so much evidence related to the subject of the current study ,Marvdasht city , there was a number of studies which are in line with the results of this study .Amar and Saffarirad (1392)in their article on the basis of development strategies of mountainous tourism of Amlash city by using SWOT model found out that , despite of strengths and opportunities of this city , the range of weaknesses & threats is too high . aforementioned area is tourism development vulnerable and redistributing and specializing of sources and planning a reasonable program can be seen as essential matters .Yazdunipناه , et al (1390) in their study titled as the measurement of ecotourism and ecotourism capabilities of Khash city as a basis of SWOT management of internal factors shows the tourism strengths of specific area are more than its weaknesses .The final conclusion of matrix measurement determined that , the amount of tourism threats was higher than its opportunities . Thus, general strategies of tourism should be established in a way through which area's opportunities be used in removing threats .

Hayllar ,et al (2008) in their study based on urban areas – tourism places : urban tourism artificiality concluded that , both urban areas and places knowledge can develop the consistent study . It is an essential issue to study for those who are involved in planning of urban tourism .Shoval and Naveh (2004) in their study booded on the categorization of tourism attractions and modeling of touristy cities investigated the relation between tourist's travel features and touristy attractions .The aforementioned modeling of touristy cities was done on the Jerusalem city . General findings and statistical results revealed that Jerusalem tourism a attractions can be divided into four separated but interdependent groups . These results determined that regional model tourism in big cities is developed .Noticing the stability notions and utilizing its aspect in planning just depends on the accepting it as an effective solution to guarantee the permanent of tourism development and improve its quality. Makkian and Aaderibani (1382) in an article titled as : investigating foreign tourism of Yazd city



examined the tourism attractions and touristy problems of Yazd city from foreign tourist's point of view .Findings showed , although the tourism attractions of this city were efficient , it does not have sufficient welfare facilities .

### **3. Method**

The methodology of the current study was descriptive analytic method .the current study was to investigate tourism attractions , facilities and services . It also examined the tourism condition of specific area by utilizing given data , further (library – based information) and scope – based studies . then given data was analyzed by SWOT analytic model . according to the investigation on the inside and outside condition of specific area of a list of strengths , weaknesses , opportunities & threats was administered .Based on the experts viewpoints all of the inner and outer factors were prioritized and utilized for developing of urban tourism . SPSS and GIS softwares were used for analyzing statistics and drawing charts.

### **4. SWOT Analytic Model of the Study**

The SWOT model is one of the effective strategy outer opportunities and threats .this is a practical model to exploit data in fundamental step of decision making and planning (Afrakhteh 1387 , p. 125) .The SWOT analysis was to use to recognize main factors as : strengths , weaknesses , opportunities and threats and it is a means to find an effective method to accommodate them . in accordance with this model , an appropriate strategy can enhance strengths and opportunities and reduce weaknesses and threats . To this aim , these four categories are defined as , SO , WO,ST, WT.

\* Competitive / offensive strategies (SO): It focuses on the inner strengths and outer opportunities

\* Various making strategies (ST) It focuses on the inner strengths and threats

\* reviewing strategy (WO) :It focuses on the inner data , and attempts on exploiting of outer opportunities to reduce the weaknesses .

\* defensive strategies (WT) :It focuses on confronting with inner weaknesses and outer threats (Rezvani , 1387 . p. 203) .

**Table 1. Extracting Matrix of Possible Strategies on the Basis of SWOT Model :**

Outer factors	opportunities	Threats
Inner factors		
Strengths	SO strategy: How capabilities can be used to utilize existent opportunities?	ST strategy: How capabilities Can be used to Confront with threats?
weakness	WO strategy: What can be done to overcome weaknesses to exploit opportunities?	WT strategy: How weaknesses can be reduced to overcome the threats ?

Source :Nastaran and Houshmandfar , 1389 .65 .

## 5. The location of the Studied Area

Marvdasht city is located in the north of Fars province ,Iran . Its width is about 4537 .4 km<sup>2</sup> .The geographical location involves 51<sup>0</sup>44' to 53<sup>0</sup>30' eastern length and 29<sup>0</sup>15' to 30<sup>0</sup>50' northern width in 1600 feet in height of the sea .It also politically divided in Eghlid and Khorambid cities in north , Arsanjan in east , Shiraz city in south and Sepidan city in west . It is the second populated city in Fars province.

## 6. Discussion and Results

### 6.1 .Inner Effective Factors on Tourism in Marvdasht City

The main purpose of this study was to investigate the inner urban area of Marvdasht city to discover strengths and weaknesses .To this aim , it attempted to find out some aspects through which the appropriation or prevention of planning goals and its operation can be distinguished .

**Table2. Inter Factors Matrix(IFE)**

	Strengths	sig	rank	Final score
1	The existence of an international unique construction as Takhtejamshid	0/07	4	0/28
2	The existence of an international , historical , cultural tourism resources as : Naghsherajab ,Naghsherostam , and Estakhr city	0/06	4	0/24
3	nearness to the significant industrial – populated poles , nearby to the big tourism markets such as : shiraz & Isfahan	0/02	3	0/06
4	the low cost of visiting historical places	0/02	3	0/06
5	the pleasant climate in touristy seasons	0/05	4	0/20
6	susceptibility to the investment and tourism planning	0/06	4	0/24
7	existence of various resources to absorb tourism in all seasons of the year	0/05	4	0/20
8	the nearness of shiraz city as the center of state whit beneficial facilities such as: airport.	0/04	3	0/12
9	Existence of shiraz – Marvdasht highway	0/06	4	0/24
10	Existence of available and talented human resource	0/04	4	0/16
	Weakness	sig	rank	Final score
1	Inadequacy of recreation and amusement places .(parks &play ground)	0/03	1	0/03
2	The surplus of awareness and attention to some of the historical constructions and destroying them by some of people	0/04	1	0/04
3	The lack of various tourism facilities & services and their weak performances (dwelling , hospitality sectors)	0/04	1	0/04
4	Non – execution of tourism pre-determined plans because of the deficient	0/04	1	0/04

	coordination among related sectors.			
5	Dependency of the tourism to the season	0/02	1	0/02
6	Inadequacy of inner transportation services to the touristy places and weakness of outer transportation system	0/02	1	0/02
7	Deficiency of traveller's guideboards and touristy attractions signs.	0/01	1	0/01
8	Weak management and instability of tourism management	0/05	2	0/10
9	The absence of specific markets to sell crafts and gifts	0/04	1	0/04
10	The lack of attention to the general cooperation in the protection of tourism and cultural heritages	0/05	2	0/10
11	The lack of supporting of private sectors in developing tourism industry	0/04	1	0/04
12	The surplus of hiring tourism experts	0/04	2	0/08
13	Insufficient tourism job opportunities	0/05	2	0/10
14	The shortage of advertisement and marketing activities to absorb tourists to this specific area	0/06	2	0/12
			1	2/66

Source: Research Founds

## 6.2 .Outer Effective Factors on the Tourism in Marvdasht City

In this step the researcher focused on the outer effects of the specific city to discover opportunities and threats that the area faces with .all the tourism opportunities threats were prepared in table 3 .

**Table 3 .Outer Factors Matrix (EFE) .**

	Opportunities	sig	rank	Final score
1	The promotion of " Takhtejamshid " construction as a significant factor of touristy , historical and cultural development	0/08	4	0/32
2	Improvement and development of dwelling places and tourism services nearby historical places as : Takhtejamshid	0/06	4	0/24
3	Benefits of foreign tourism visiting	0/05	3	0/15
4	Establishment of tourism education centers and services to improve the quality of the tourism services	0/01	3	0/03
5	Creation of job opportunities for citizens	0/07	4	0/28
6	Cultural exchange and dissemination with other countries	0/04	3	0/12
7	The lack of historical and Cultural sightseeing in competitor areas	0/02	3	0/06
8	Development of urban potential & facilities to hold congress and costume , national or international ceremonies accompanied by shiraz city	0/01	3	0/03
9	Formulation and implementation of plans to eliminate dangerous spots on connected roads	0/03	3	0/09
10	Arranging & performing strategic plans to develop management activities and tourism industry managers tasks	0/06	4	0/24
11	Arranging and performing effective strategy to inform the tourists in order to advertise natural and cultural values	0/04	3	0/12
	<b>Threats</b>			
1	The lack of international advertisement for historical places to absorb the tourists	0/03	1	0/03
2	The existence of different in change organizations by various tastes in tourism field	0/05	1	0/05
3	the lack of attention of in charge persons to protect and mend of valuable historical remains.	0/05	1	0/05
4	Deficit given budget government to do research and develop of culture – historical tourism	0/07	2	0/14
5	Since there are sufficient dwelling facilities in shiraz city , the tourists usually leave Marvdasht city	0/05	1	0/05
6	The role of negative advertisement against Iran	0/02	1	0/02
7	The lack of motivation in private sectors to invest in tourism industry	0/05	1	0/05
8	Responsible authorities do not pay much attention to the historical – cultural ancient remains	0/08	2	0/16
9	Unambiguity of governments policies to the tourism industry	0/04	1	0/04
10	Weakness of tourism related organization in comparison to others	0/06	1	0/06
11		0/01	1	0/01
12	It is possible to ruin traditional and costume culture by increasing the tourists	0/02	2	0/04

Source: Research Founds

### 6.3 . Total Insights and Final Prioritizing by SWOT Analysis

According to the strengths weaknesses and the rank of scores , they were divided and calculated in table 4 . it show the matrix of inner & outer factors estimation of Marvdasht city .

Table 4 : matrix measurement of inner & outer factors of Marvdasht city .

S,w				O,t			
S <sub>1</sub>	0/07	4	0/28	O <sub>1</sub>	0/08	4	0/32
S <sub>2</sub>	0/06	4	0/24	O <sub>2</sub>	0/06	4	0/24
S <sub>3</sub>	0/02	3	0/06	O <sub>3</sub>	0/05	3	0/15
S <sub>4</sub>	0/02	3	0/06	O <sub>4</sub>	0/01	3	0/03
S <sub>5</sub>	0/05	4	0/20	O <sub>5</sub>	0/07	4	0/28
S <sub>6</sub>	0/06	4	0/24	O <sub>6</sub>	0/04	3	0/12
S <sub>7</sub>	0/05	4	0/20	O <sub>7</sub>	0/02	3	0/06
S <sub>8</sub>	0/04	3	0/12	O <sub>8</sub>	0/01	3	0/03
S <sub>9</sub>	0/06	4	0/24	O <sub>9</sub>	0/03	3	0/09
S <sub>10</sub>	0/04	4	0/16	O <sub>10</sub>	0/06	4	0/24
W <sub>1</sub>	0/03	1	0/03	O <sub>11</sub>	0/04	3	0/12
W <sub>2</sub>	0/04	1	0/04	T <sub>1</sub>	0/03	1	0/03
W <sub>3</sub>	0/04	1	0/04	T <sub>2</sub>	0/05	1	0/05
W <sub>4</sub>	0/04	1	0/04	T <sub>3</sub>	0/05	1	0/05
W <sub>5</sub>	0/02	1	0/02	T <sub>4</sub>	0/07	2	0/14
W <sub>6</sub>	0/02	1	0/02	T <sub>5</sub>	0/05	1	0/05
W <sub>7</sub>	0/01	1	0/01	T <sub>6</sub>	0/02	1	0/02
W <sub>8</sub>	0/05	2	0/10	T <sub>7</sub>	0/05	1	0/05
W <sub>9</sub>	0/04	1	0/04	T <sub>8</sub>	0/08	2	0/16
W <sub>10</sub>	0/05	2	0/10	T <sub>9</sub>	0/04	1	0/04
W <sub>11</sub>	0/04	1	0/04	T <sub>10</sub>	0/06	1	0/06
W <sub>12</sub>	0/04	2	0/08	T <sub>11</sub>	0/01	1	0/01
W <sub>13</sub>	0/05	2	0/10	T <sub>12</sub>	0/02	2	0/04
W <sub>14</sub>	0/06	2	0/12		1		2/36
	1		2/66				

Source: Research Founds

Figure 1. The final Score of the Inner Factors Measurement

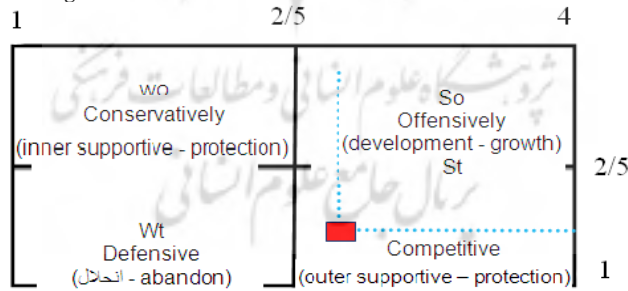


Table 5. Paired Comparison between Weakness and Threats

st	T <sub>1</sub>	T <sub>2</sub>	T <sub>3</sub>	T <sub>4</sub>	T <sub>5</sub>	T <sub>6</sub>	T <sub>7</sub>	T <sub>8</sub>	T <sub>9</sub>	T <sub>10</sub>	T <sub>11</sub>	T <sub>12</sub>
S <sub>1</sub>	1	1	1	1	-	1	-	1	-	1	1	-
S <sub>2</sub>	1	1	1	1	-	1	-	1	-	1	1	-
S <sub>3</sub>	-	-	-	1	1	-	1	1	-	-	1	-
S <sub>4</sub>	-	-	-	-	-	-	1	-	-	-	1	-
S <sub>5</sub>	-	-	-	-	-	-	-	-	-	-	-	-
S <sub>6</sub>	1	1	1	-	1	-	1	1	1	1	-	-
S <sub>7</sub>	1	-	1	1	1	-	1	1	1	1	1	-
S <sub>8</sub>	-	-	-	-	1	-	1	-	-	-	-	-

$S_9$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$S_{10}$	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

## 6.4. Providing Strategies for the development of Urban Tourism in the City of Shiraz with SWOT

### 6.4.1. Developing Strategies (SO)

This strategy focuses on the inner strengths and outer opportunities to increase positive situations

- \* Increasing international advertisement , enhancing the motivation of responsible managers to protect and mend of historical things , increasing historical facilities in touristy areas, enhancing the motivation of private investors in tourism industry .

- \* The optimum use of governments authorization opportunities and facilities for investitures and development of tourism facilities such as : Telecabin , camping's , hotels , hosting places to utilize natural attractions .

- \* Focus on the development of tourism activities to utilize existent and useless natural attractions such as : landscape , green spaces , mountains and sightseeing improve farms & guide the sightseeing tours by doing exercise and mountain climbing , bike riding and visiting historical , natural and holy shrines in an appropriate situation .

- \* Coordinating different organizations and related sectors to provide an effective framework to attain final goal plans , present services and direct it into the right path .

- \* Using the opportunity of increased government attention and private sector to investment and planning in the tourism sector to develop of tourism activities based on scenic areas, natural parks, archaeological , historical, and religious sites and cultural characteristics.

- \* Supporting the holding cultural & religious ceremonies to compete with amusing places to absorb more tourists.

### 6.4.2. Various Strategies (ST)

It focuses on optimum utilizing of strengths of specific area to overcome threats and limitations.

- \* Providing variety in touristy services and facilities to use natural,cultural, historical and religious sources and attractions. It can be useful to familiarize tourists with area's customs such as: local dress, manner &etiquettes.

\* Focusing on the “natural tourism” and “ecotourism” Regarding their existing advantages to increase their effectiveness in competition with the attractions of amusing places.

\*Attention to invest and plan for the tourism industry in order to develop its activities concerning sightseeing, historical, religious and ancient places, natural parks and significant cultural qualities.

\* Gradually developing (but not suddenly) of tourism activities by focusing on natural , cultural and historical attractions to reduce common issues as : high rate of living cost , services and products .

\* Receptivity and dividing population to the various touristy places in order to prevent the crowd in the populated areas and to decrease pressure and destruction of natural attractions.

\* Preparing sufficient services to touristy places and to follow rules in order to reduce damages, ecological and environmental pollution.

\* Utilizing the development of planned tourism activities to protect ecotourism specially , sightseeing places , green spaces, ecologic system and other natural potentials.

\* Increasing educational and training plans by enhancing instructional units to develop touristy, natural , historical and religions activities to train expert employees .

\* Introducing and developing cultural , historical attractions . improving standards to support the protection of patterns , traditional , cultural ceremonies , and prominent historical , cultural places . Decreasing destructive effects on cultural heritages .

#### **6.4.3. Reviewing Strategies (WO)**

It focuses on the weakness and increase the opportunities .

\*Reviewing advertising techniques and marketing strategies to introduce the particular area as a touristy place, the use of government's supports concerning applying licence and facilities to develop tourism services.

\* Allocating efficient budget for superstructure projects such as : running transportation system (air – land-rail) . Securing communication systems . Motivating and supporting private sectors to invest in tourism industry .

\* Developing and increasing dwelling , welfare and hygienic facilities . Determining necessary standards . Developing tourism high quality facilities to utilize opportunities and touristy potentials .

\* Educating and training local people to make them aware of economical , social and cultural tourism advantages by holding meetings & congresses .

It can be helpful (in planning and investing on tourism activities to absorb more tourists)

\* Reviewing the type and method of governmental planning and supporting to develop substructures, various tourism facilities and equipment and using higher motivation of travelling among people who live in town or in countryside.

\* Encouraging private and governmental sectors to invest and have financial supports to prepare environmental substructure to increase necessary needs , services and facilities to absorb more tourists .

\* Reviewing and developing hospitality facilities such as : establishing modern & traditional restaurants, shopping centers to optimize tourism positive effects .

#### **6.4.4. Defensive Strategies (WT)**

It focuses on reducing weaknesses , threats and limitations .

\* Producing and performing advertising programs to introduce a real picture of natural , humanistic absorption , cultural qualities , architecture and local manner and etiquettes , holding tourism exhibitions , festivals and congresses to emphasize on the protection of culture heritages and historical places .

\* Creating useful substructures such as : transportation , dwelling and hygienic facilities in mountainous areas to create a competitive atmosphere .

\* Providing recreation , sports and mountain-climbing equipment's and facilities to absorb the reach tourists .

\* regulating specific rules to optimum use of tourism attractions .presentation of pollution in natural sources .

\* Regulating urban land rules & controlling the selling and purchasing of areas land to protect natural sources .

\* Planning and encouraging governmental sectors to plan and invest in developing environmental & instructional and teaching citizens how to treat tourists in order to prevent the objection .

\* Combination of tourism related organizations as a "tourism department" to increase its power and independency. It can be helpful

to have sufficient budget for providing facilities in touristy places . Having permanent and regular plan for enhancing international advertisements and mending historical construction .

**Results and Solutions**

Obtaining results on the basis of “ SWOT model ” showed that , the final score of inner and outer factors is located in the ST competitive scope , i.e. .the existent natural sources should be protected and supported . According to the located scope , strategies of strengths and threats may be used .In general , Marvdasht city has a touristy – historical perspective .

Furthermore, historical remains required inner protection and outer support as well . Dynamic economics and safe job opportunities to optimum use of tourism capacity can be accounted as significant strategies .

On the basis of SWOT techniques and tourism capabilities and limitations , the fourfold strategies as : offensive , variety making , reviewing , and defensive were established . in accordance with these strategies defined to promote the tourism of specific area same as : tourism development solutions , tourism facilities and services , permanent marketing strategies , tourism rules , motivation to absorb investors in private sectors and local citizens , educational and environmental plans .In line with urban tourism developments of this specific are , these solutions were provided below :

**Table 6. Presentation of Perspectives , Strategies and Solution**

Perspectives	Strategies	Solutions
Turning the specific city as a tourism pivot	1.Creating tourism pole in the country to pick up the economics in the city . 2.Dynamic economics , safe job opportunities by utilizing the tourism , capacities .	1. Supporting the creation and development of tourism companies : Creating accompaniment by holding related meeting , between municipality & stated cultural heritage organization and other related sectors to improve the economics . it is also suggested to submit some benefits as : giving free – tax authority to establish tourism companies and giving tourism organization loan to establish inn and hotel in this city . 2. Utilizing advertisements .to introduce spectacular and touristy attractions of Marvdasht city , using commercial catalogs , infomercial and radio advertisements to introduce the beauty of the specific 3. Holding sports competition in all seasons of the year .because of the pleasant weather of marvdasht city in all four seasons of the year ,it is possible to hold competition in each season . 4. Providing welfare and dwelling facilities such as : hotel , motel , and etc . one of the important substructures to develop tourism industry providing services . applying effective policy to promote hospitality and dwelling facilities in natural areas to increase travelling throughout iran . 5. Planning and presenting beneficial solutions for managing , supervising , decision making and controlling the permanent progress of marvdasht city . 6. Using the attention of government and private sectors to the tourism planning and investment to develop tourism activities related to the : spectacular places , natural parks , ancient , historical and religious places & cultural qualities .

Source: Research Findings



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## **Role of New Information and Communication Technologies in Development of Religious Tourism (Case study: Tehran citizens)**

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### **Abstract**

*The present research seeks to analyze the role of new information and communication technologies (ICT) in development of religious tourism of Iran. Different approaches and models have been raised and then the approaches given by them have been used in addition to study of views of Tehrani citizens. The research method applied in this research was applied in terms of objective and quantitative in terms of data type, descriptive and correlative in terms of data collection. The statistical population of the present research was Tehrani citizens and simple random sampling method was used. Validity and reliability of the questionnaire were measured and confirmed with the experts' view and also Cronbach's alpha. In the next stage, based on the conceptual research model, research questions and hypotheses, the extracted items were tested in the research statistical sample with a researcher made questionnaire. In the descriptive statistics section, description of data was presented in two sections of demographic variables and main variables with indices of absolute frequency, relative frequency, mean, standard deviation, and variance in the table and in inferential statistics section, correlation tests and multivariate regression and path analysis test.*

**Keywords:** *New Information and Communication technologies, Religious tourism development, religious places*

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### **Introduction and Problem Statement**

Tourism has been regarded as one of the indices of economic, social, cultural and political progress of a society from long time ago and survival of the human societies depends on it. This is of high importance in today's society. It has been predicted that the number of international tourists which was 1 billion persons in 2010 will increase to 6.1 billion in 2020 and income of tourism will reach approximately 1.590,000,000,000 Dollars in 2020. In addition, tourism alone has consisted of jobs of more than 10% of GDP at global level (World Tourism Organization, 2012). Today, tourism is not only the means of recreation and amusement but also turned into means for recognition and awareness of people's life, understanding of others and beyond that, recognition of the surrounding world, its realities and richness of insight and attitude of the people toward concepts of their life (Shojaee and Noori, 2007:64). In early Century 21, the subject of tourism was raised as a dynamic, diversified and revenue generating industry and also one of the sections which affect economic growth of the world. All countries in close competition seek to use abundant opportunities and advantages resulting from them thereby creating relative welfare for the present and future of its societies. It is evident that tourism industry development for each country can have strategic and vital benefits from the different economic, social and cultural perspectives. Different countries take it into account with reliance on cultural and economic issues from special perspective. Today, markets are changing with incredible speed. It means that in this era, we see transfer of power, rapid growth and acceptance of shop brands in addition to globalization. Such changes cause the companies to make mistake in adoption of suitable policy. Unfortunately, people and even many top managers don't have proper understanding of marketing. Application of marketing process is not only limited yo

goods and services but also it can include ideas, events of marketing and searching for market opportunities (Kotler, 2005; 668).

Religious Tourism among all different types of tourism is one of the most known ones. In all human civilizations, people have been interested to visit religious places. Among the Muslim societies, millions of tourists arrive to these regions very year due to the presence of holy cemeteries and places to perform commercial and economic activities while holding religious ceremonies and attaining knowledge. This type of tourism is one of the most common forms of tourism all over the world and it is related to the past centuries and eras. Generally, it includes travels and visits which mostly aims at religious experience. Religious tourism with all of its components and types could have been included in global tourism context due to special structural and functional characteristics so that it dominated over the entire world (Nolan&Nolan, 1989: 11).

On the other hand , one of the most important applications of information and communication technology in tourism, industry and they are forced to equip them and utilize innovative technologies due to role of tourism industry in different economic and social dimensions of each country and to use this industry. In the past decades , not only tourism industry has experienced rapid growth but also the touristic regions in the world underwent many changes and have been diversified considerably. During 1950s, 15 countries of Western Europe and North America have consisted of 97% of tourists in the world. This has been possible due to investment and creation of suitable structures for utilization of information and communication technologies. (Baslmaki et al. , 2007: 27) but in 1992, this country has successfully attained the fifth rank in absorption of tourist in issue of information and communication technologies. Method of presentation of information and touristic advertisement play important role in heightening general understanding of the people from countries and considerably expenses are paid for presentation of information to tourists through different methods such as posters , books and publications , CDs and Internet so that in 2006, 10 million dollars was paid for advertisement of tourism industry development and our country was ranked low in the world for absorption of capital in tourism industry. One of the most important technologies affecting

tourism industry is information tools and telecommunication routes (Internet). (Azani, 2007: 4)The value and importance which information and communication technologies created for development of touristic infrastructures are very interesting and notable. A tourist will be interested when he/she can consider tourism information related to historical monuments of a country in global zone of web and obtain audiovisual and textual information about them. Although Iran is one of the first 10 countries in terms of touristic and historical charisma , contribution of Iran to tourism industry is among the first 100 countries(Vodoodi, 2007: 30). There are different reasons for creation of such condition . One of the most important reason is lack of information about abilities of Iran. In fact, the modern technologies which are important factor in absorption of tourist in Iran have been used in Iran. Statistics shows that 60% of the Internet users use Internet for planning and making decision about work and recreational travels. High number of internet users in different countries allows cheaper , faster and more optimal information to the developing counties in absorption of tourism. For example, Malaysia in 2000 could absorb 380 million Dollars of revenue from tourism through internet (Voroodi, 2007, 34) so that 30% of tourist absorption in this country is due to electronic tourism while contribution of Iran in this field is 0. Tourism in the third millennium is regarded as the most valuable moneymaking industry in the world and statesmen of the country make effort to take this action with national determination . This effort can lead to absorption of tourist , introduction of the country at global level and promotion of GNP. The income which we can earn from information technology for absorption of tourist will not be comparable with the oil income because there is only capital absorption in this industry(Amooszad Khalili et al. , 2009: 2). In this regard, the main question in the present article is what the role of innovative ICT technologies are in tourism development in the religious places?

### **Background**

Role of virtual social networks in Iranian tourism development , case study of (Yazd, Isfahan , Mazandaran, Golestan, Khorasan Razavi and Fars provinces)Title of the M.S. Thesis was tourism which was written by Sajieh Shahidi in 2015. The abstract of this thesis is as

follows: Today, considering progresses in computer and information and communication technologies and expansion of Internet global network allowed the people to share what they can experience with rest of the world. This expansion and ease of access to information created considerable effect on tourism and propagated innovative tourism more differently from what was common traditionally. Among them, competent authorities involved in introduction of Destination Management Organizations(DMO) try to utilize these new equipment and get ahead of the competitors. In this research, websites of Destination Management Organizations(DMO) in Iran(Isfahan, Fars, Golestan, Khorasan Razavi, Mazandaran and Yaz) and also the presence and rate of their participation new social networks and use of web services and equipment were studied. This research was done in two descriptive and analytical methods. To perform this research, the proposal of Jame Hamil , Allen Stevenson and Danila Atard was used by making small changes in optimization , updating of and localization of this proposal and some questionnaires were created according to their proposal and one expert of social media and 5 experts of information technology were asked to help the researcher to identify factors of web particularly social networks to specify to what extent these authorities these services and equipment are used and to what extent they enjoy general feedback. 6 provincial DMOs from different countries in the world which were selected from the site , TripAdvisor and information of World Tourism Organization (2014) and The World Economic Forum (2015) were studied and the obtained data was studied to clarify issues of research. It is necessary to note that Microsoft Excell 2013 and ReCal 0.1 Alpha software was used to analyze data. It was specified in results that all DMOs of the local provinces were included in “wall paper sticking “ and “low participation level” groups and all international DMOs were included in the “selective” group due to participation in specified number of factors and having privileges of high participation in it.

Religious tourism and factors affecting it (case study of Iran ) was the title of the paper which has been published by Masoumeh Aghajani and Saeed Farahani Fard in Journal of Strategic and Major Policies , No. 9 , year 2015. It has been mentioned in this paper that : Travel is a small but meaningful word which has accompanied the human since

creation. If we name travel as tourism and study it from the economic perspective, we will face one of the most profitable industries in international field. Subject tourism in the Islamic culture and civilization has strong relationship with Muslims' thought and belief. For this reason, it is necessary to study importance of tourism industry (religious tourism) in Islamic culture and study concepts, characteristics, objectives and its effects. In this study, we study factors affecting religious tourism and effectiveness of factors considering statistics in this field in Iran. Among them, we will glance at condition of tourism in some Islamic countries such as Arabia, Egypt and other Islamic countries. The research results show that tourism is highly important from the Islam's viewpoint and potential of religious tourism in Iran can be assessed positive. At the end, considering results of estimating effect of factors affecting religious tourism, necessary strategies will be mentioned by Iran to utilize religious tourism opportunities to increase incomes resulting from religious tourism industry in Iran as one of the best ways of excluding single-oil product economy.

Studying and identifying factors affecting electronic tourism promotion and its role in development of tourism industry (case study: Isfahan City), Fereshteh Amoo Ali Khostroabadi, M.S. Thesis of Geography, University of Isfahan, 2013. Rapid expansion of information and communication technology and Internet of the industrial structures all over the world. In tourism which information is regarded as an important component, creation of virtual media, electronic tourism, new information and reservation systems, etc. caused increase in customer satisfaction. Information and communication technology continually provides new tools for tourism marketing and management and reorganizes the entire process of development, management and marketing of products and tourism destinations. Isfahan has no proper place in international field despite various cultural, historical, religious and ecotouristic in terms of tourism revenues. Generally, statistics indicates declining place of tourism industry in the country and 1% contribution of global tourism and Isfahan is not excluded from this statistics. Therefore, considering unsuitable place of Iran and Isfahan in tourism industry, it seems that virtual tourism development and its related



infrastructures can fill the existing gap. The present research which is applied in terms of goal and identifies and studies factors affecting electronic tourism in Isfahan and is descriptive and correlative in terms of research method and is library -field method in terms of data collection method (distribution of 381 questionnaires based on Cochran's C test) and reliability coefficient of the questionnaires is 0.83. The collected data was also tested and analyzed with Excel and SPSS software and SWOT strategic analysis model was utilized to analyze internal and external factors affecting condition of electronic tourism in the region and to draw plans , Arc GIS software was used. Based on the research results, most tourists (33/3%) of Isfahan and its touristic charisma searched it through Internet but most of them (43.8%) still perform touristic activities including room reservation , selection of hotel m, etc. In their presence and Isfahan city is in early stage of electronic tourism and electronic tourism can be promoted in Isfahan by strengthening foundations of tourism.

Electronic tourism is a new approach in convergence of Islamic countries with emphasis on central role of Iran ; Tooba Amir Azodi and Mohammad Ali Rajaei, Sistan and Balouchestan University , International Congress of the Islamic World Geographers, 2010 In the present era, information burst and expansion of communication caused changes in geographical and political borders and dimensions of this phenomenon are so extensive that all dignities of human life have been affected in different scientific , technological , cultural , social, political , economic and touristic fields. Tourism industry as the most extensive and varied type of industry in century 21 is one of the economically comprehensive and effective components and one of the social -cultural phenomenon which causes relationship, bond, peace and friendship and reduction of global and regional disputes and causes a sort of convergence. Electronic tourism is a serious phenomenon in this field which is one of the foundations of globalization of information and evident center of place, time and space compression leading to introduction of historical , cultural tourism and ecotourism charisma among the countries through virtual space. The Islamic countries as a geographical (spatial ) reality and with historical -religious history has high potential for tourism. Among them, Iranian civilization with historical, natural and touristic

extent and abundant technical equipments can play central role in unity , solidarity and convergence of Islamic countries. Electronic tourism is a starting point between tourism and information technology and Iran can take into account approaches , methods and strategies of this convergence . Main objective of this article is to recognize strategies in main missions of electronic tourism development in Iran based on convergence of the Islamic countries with effective role of Iran. The research method of this article is documentary and analytical method considering aim, of the article. Results of this research indicate that place of Iran as a country with touristic charisma can help introduce touristic abilities of Islamic countries to strengthen social , economic and political solidarity and convergence of the Islamic countries.

Relationship between globalization and Iranian tourism development; M.A. Thesis of tourism management , Faculty of Management and Accounting , Allameh Taba'tabae University , Zahra Nekoei. Globalization is a phenomenon which has attracted attention of scientific gatherings ever than before. Although this phenomenon has existed in the past, new communication technologies have taken new shape in the present due to the new communications. Many believe that globalization is an exceptional opportunity. Therefore, condition of success requires that dimensions of this phenomenon be recognized well to allow selection of optimal strategies, because any negligence of that converts this opportunity into a threat. Globalization means process of time and space compression through which people in the world merge more or less and relatively consciously in the single global community. Since globalization is more or less effective in all dignities of life and affected by them as well. Tourism is not excluded and have been affected by globalization. Among them, process of globalization helped remove barriers for travel by collapse of borders and on the other hand, tourism strengthens globalization trend particularly in its international dimension. Two key factors of globalization in tourism section include: Transportation technology : Reduction of costs (financial and temporal) -removal of restrictions and geographical borders and communication technology: Emergence of computer , satellites and digital media . The main aim of this research is to know if globalization has relationship with tourism of

Iran and in case there is any relationship, it seeks to determine direction and intensity of this relationship. Globalization is studied in four major economic, political, cultural and social and environmental fields. In this research, relationship between each of the indices and tourism development of Iran is studied from the viewpoint of managers and experts of different industrial sections of tourism and then, the obtained results have been analyzed with the statistical tests (Wilcoxon, Friedman and Kruskal–Wallis one-way analysis of variance). At the end, it is concluded that globalization in economic, political and cultural -social fields and environmental field has negative relationship with tourism development in Iran. Among the dimensions of globalization, political globalization has stronger relationship with Iranian tourism development.

Role of information technology and new and advanced educations in sustainable development of tourism , Faezeh Tavasoli Ara and Saeedeh Bashiri: Today, information is an essential part of tourism industry and information and communication technology is the informative , communicative and executive skeleton of tourism. Information and communication technology has created globalization of supply and demand and directs it and provides efficient tools for consumers to identify and purchase suitable products and suppliers to develop management and distribute their suggestions at global scale. Today, application of electronic devices led to extensive innovations in type and style of information publication, virtual or real reconstructions, type of show m supply and information of the charismas. Therefore, it can be said that one of the most important applications of information and communication technology and Internet is semantic expansion of sustainable tourism based on presentation of the logical methods for utilization of natural and human resources , prevention of unscientific application of these resources , suitable marketing , protection and promotion of natural , social and cultural diversity , protection of local economic system and education of human resources which can be studied in two ways: One is the application of information and communication technology and another one is virtual tourism which means electronic nature of the existing touristic resources and even artificial spaces.

Functional analysis of religious tourism in Iran (metaanalysis of the existing researches ) is a title of a paper which has been written by Ali Asghar Firooz Jaeian et al. in Journal of Tourism Planning and Development ,No. 8, Spring 2014. Religious tourism as one of the forms of tourism is one of the most prosperous types of tourism at present. Review of the related literature shows that religious tourism had different consequences. For this purpose, religious tourism and positive and negative functions in Iranian society have been studied with metaanalysis method and with emphasis on Parsons' functionalist theories. Considering theory of Parsons, effects of religious tourism can be divided into four economic , political , planning , social and cultural sections. The research results indicate that in biological microsystem, religious tourism caused improvement of main infrastructures in the region , creation of employment , increase of income and economic improvement of tourism receptive cities. In the personality microsystem, effect of religious tourism on plans and policies is bilateral that is increase of religious tourism with the related events leads to approval of plan and political actions and sometimes, some plans are approved for increase of the number of tourist and particularly religious tourist. Religious tourism is effective in social microsystem, or increase of quality of life , increase of welfare equipment and increase of social solidarity. At the end , energy of tourism is given to cultural microsystem and it shows its cultural microsystem with phenomenon of cultural transfer and share and protection of values.

#### **Theoretical Framework**

Religious tourism is one of the oldest and the most prosperous types of the past and present tourisms all over the world which dates back history of religious culture. (Momeni and Sarafi, 2004: 13). If we look at the past history of religious tourisms and travels , we will face religious tourisms such as pilgrimage to Mecca and pilgrimage to Al-Masjid an-Nabawī, holy shrine of Shiite imams in Iraq, Arabia and Iran , holy ceremonies of the ancient Greeks in Apollo temples and travels of the Egyptians to visit the Pharaohs and ancient Iranians to The Anahita Temple in Kangavar and the like and each of them shows old age and prevalence of tourism among different nations. Religious tourism can be introduced as the most suitable type of tourism because

pilgrimage and religious tourism are rooted in religious beliefs and in its specialized sense and beyond dependency on time and leisure time, it is an important factor in formation of travel; , concentration and cultural vision. However, religious tourism with all of its components and types could be embedded in global tourism context due to its special structural and functional characteristics so that its domination has encompassed all over the world(Momeni, Sarafi and Ghasemi, 2008: 12).

Religious tourism is regarded as the oldest and the most prosperous tourism in the past and present in the world (Ajit, 2004: 2). Which climatic difficulties or bad climate doesn't prevent (Monshi Zadeh, 2005: 139) and it is as old as the religious culture. Religious tourism has been defined as follows: Religious tourism means the tourists' visit of the holy shrines and places such as shrine, Imāmzādeh tombs and the like. Religious tourists are the cultural tourists who travel to perform pilgrimage to religious actions, promote, instruct and spend leisure time in religious places of the world(Rahim Poor, 2010: 14). Religious tourism includes all religions. Religious tourists may perform pilgrimage to holy places and one time of pilgrimage to these places does not prevent them from referring to them again. (Feiz Abdi and Vaziri Mahboob, 2011: 2)Religious tourists can be divided into two groups: One includes pilgrims or those who only want to perform pilgrimage and religious affairs and their residence time is not subject to leisure time and another one includes religious tourists who visit other touristic places including religious and non-pilgrimage places while performing pilgrimage and participating in religious ceremonies. In other words, aim of their travel is multiple with preference of pilgrimage (Momeni ET AL., 2009: 14). We face two different classes of tourists in another classification: the first class includes those who visit the holy places in their religion and the second class includes those who visit the holy places of other religions(Rahim Poor, 2000: 14).

Religious tourism is almost regarded equal but considering definitions of each of them, it can be said that religious tourism is regarded as a part of religious tourism. Religious tourism is for the persons who give religious and spiritual value to destination. Pilgrimage to Mecca is one of the evident examples of tourism. (Homayoon, 2012: 104).

Religious tourism is of different types: Religious tourism, Islamic architectural tourism, Halal tourism, Islamic medical tourism, tactical tourism. Tourism is a way of linking between people with different religions and culture and helps them to better understand each other despite political and social tensions. According to World Tourism Organization, religion has been known as one of the main motivations of travel. This type of tourism is one of the most common forms of tourism all over the world which are related to the past centuries and eras and generally, it includes travels and visits the main aim of which is religious experience. Religious charisma, shrines and holy places absorb many tourists every year, residential and hospitalization places for this type of tourism such as hostels and pilgrim hotels considering social, cultural and doctrinal context of tourists and host society have special characteristics and are various in any country / it is necessary to note that religious tourism is the only form of tourism which dominates over climatic barriers. "Sing", one of the theorists of this industry says: it seems that spirit of Odyssey dominates over the climatic barriers. In this regard, when the season and climate change, it is observed that the number of tourism and visit of religious cities and centers don't change and only destination is important for this type of tourism. His experience starts with leaving the origin and includes all routes and events which he/she faces on the way (Meyer, 2004). In the Islamic culture, travel has been considered as travesty against lives. Islam has special look at human and his needs and recognizes what makes life enjoyable and easy and is effective in body and soul of the human. In today's machining world, human needs rest and travel more than ever to neutralize effects caused by mental stresses as far as possible because from this perspective, tourism is an introvert experience in which human wants to spend time to bring his/her bored, unhappy and dark and distressed soul into peace, freedom, enjoyment and extraordinary beauty. He/she wants to live and move based on growth and perfection in this spiritual way. The Holy Qu'ran in many verses has emphasized on travel and recommends human to travel:

*Say, [O Muhammad], "Travel through the land and observe how He began creation. So proceed throughout the earth and observe how was the end of those who denied. .*

Tourism is a phenomenon which has existence since the ancient time in human societies and has reached its technical, economic, social and industrial place gradually during different historical stages. This industry is a mixture of different activities of transportation and food to residence and management of events which play role as interconnected chain to serve the tourists. On this basis, one of the important indices of tourism which plays considerable role in tourism activities is religious tourism. Religious tourism which is usually referred to as religion tourism is a form of tourism in which religious people individually or collectively travel for the purpose of pilgrimage, religious or recreational advertisement. Undoubtedly, one of the most important and ancient factors and motives of human travel is religious beliefs and religious feelings. Aim of religious tourism is to go to a religious center with local, regional or trans-regional domination or participation in a religious festival, religious conference or a religious session which doesn't include overnight residence. In another definition, religious tourism means visit of religious centers with local, regional or trans-regional, national and international domination or participation in a religious festival, religious conference or a religious session for some days or weeks. The holy places for pilgrimage absorb between 1 and 10 million pilgrims (tourists) every year and this number always fluctuates and increases during special religious ceremonies or occasions or decreases due to political issues, stagnation and war (Rinschede, 1992).

#### **Classification of all types of religious tourism**

All types of religious tourism can be classified and studied from different perspectives. Each of the following classifications can have considerable effect on marketing of tourism product and we refer to three of these classes from different perspectives.

1. Duration of residence: Types of religious tourism can be classified into two general classes in terms of duration of residence: Short-term religious tourism: It means the travel is limited in terms of place and occurs in short intervals. Aim of this travel is to go to a religious center with local, regional or trans-regional domination or participation in a religious festival, religious conference or a religious session which doesn't include overnight residence.

Long-term religious tourism: religious centers with local, regional or trans-regional, national and international domination or participation in a religious festival, religious conference or a religious session for some days or weeks.

The holy places for pilgrimage absorb between 1 and 10 million pilgrims (tourists) every year and this number always fluctuates and increases during special religious ceremonies or occasions or decreases due to political issues, stagnation and war (Rinschede, 1992).

2. Motivations and goals of travel: All types of religious tourism are classified into three general classes in terms of goals and motivations of travel:

2.1. Traveling to visit religious and pilgrimage centers such as mosques, churches, temples, abbeys, tombs and shrines. This type of travel is divided into two classes of worship and pilgrimage travels and missionary travels. worship and pilgrimage travels include travel for pilgrimage to Mecca, pilgrimage to shrines, cemeteries and tombs, traveling to regard for kinship and look after the relative and pay visit to friends and patients, traveling to perform good acts and studying prophetic mission and helping the orphans and people in need. And missionary travels include advertisement of Islamic and traveling to guide people.

2.2. Traveling to participate in conferences, meetings and religious ceremonies

2.3. Traveling to visit historical and architectural monuments of the religious and pilgrimage places (Rinschede, 1992).

3. Organized travel

From this perspective, religious tourism can be divided into two classes:

3.1. Unorganized forms of religious tourism which include types of travel which people alone do and are found less in different religions due to teachings of these religions to their followers.

3.2. Organized forms of religious tourism which are organized considering specified characteristics as follows:

1. The number of participants

As mentioned above, most of the pilgrimage and religious travels are done collectively so that it is important for many tourists to travel with



a group with the same belief or the peer groups, for example, travel of Muslim pilgrims to Mecca which is performed every year in the form of group at special time.

2. Method and means of transportation:

By Mid 19th Century, the pilgrims traveled all over the world on foot or on foot and by ship or animal (today, pilgrimage on foot is common in many regions, cultures and religions).

3. Seasonal models: Religious tourism has linked with special season like other types of tourism and the factors affecting this field are religious ceremonies in memorial days, climatic situations of pilgrimage places and work calendar of the local population etc. which play major role in seasonal religious and pilgrimage tourism. For example, in Dhu'l-Hijjah month, many people go to Mecca to participate in ceremonies of pilgrimage to Mecca.

4. Social structure: Social structure including age, sex, social position, etc. Is also effective in organization of these travels and generally, there are differences between age and sex of different pilgrims of religions (Ibid).

#### **Characteristics of religious travels**

Religious travels like other travels have the characteristics which are mentioned as follows:

1. Religious tourism has less negative environmental, cultural and social effects than other types of tourism and some of these characteristics may be due to teachings of schools and religions of the pilgrims and most pilgrims are peaceful and law obedient people. 2. Seasonable nature of religious travels and that many of these travels are performed only in special travels. 3. The people who travel in this way are not variety seeking because they almost seek for spiritual matters and most of them seek for simplicity. 4. All of the people from each social class can travel in this way. In other words, such travels are not limited to special class of community as in many developing countries, which tourism in its early stage, religious tourism is regarded as the only opportunity for travel for many social classes.

This condition is more evident in middle class societies which are not financially and socially able to travel in long term and they fill their leisure time to visit religious and pilgrimage places.

5. Most religious and pilgrimage travels are performed collectively and in organized manner. 6. Some of the religious travels take compulsory or assertive shape in terms of performance of the rules related to that religion. All believers are performed to perform such travel at least for one time. 7. Religious and pilgrimage centers provide places for visiting and communication of people from different cultures and regions. 8. Production and sale of old handicrafts, ancient designs and products of different regions in religious and pilgrimage centers. 9. Religious tourism has political aspect as well so that many religious places are consequently regarded as national places and many religious places are used for holding national festivals (Rinschede,1992).

#### **New Information and Communication Technologies**

Information And Communication Technologies include: A set of machines called computers, telephones , data processors , work stations , robots , satellites , etc. which act through software. In sum, if we regard information technology as triangle , three vertexes of that triangle will be office automation information systems and communication between these parts means information and communication technology(Babae Hemati, Roshan, 2014).Information and communication technology is defined as : A set of machines i.e. Computers , telephones , data processors , robots , satellite , cable televisions , etc. which are activated through software. Manuel Castells also defined information and communication technology as: A convergent set of technologies and microelectronics, computing (including machines and software), remote communication, telecommunication and optical electronic broadcasting. The present revolution in information and communication technologies has promoted human relations to new and complex level. New information and communication technologies are the most important dynamic forces in progress of global process and current challenges in human activities, particularly electronic networks which are regarded as a type of main infrastructure of globalization. David Held and Anthony Mc Grew and many other researchers on globalization argue that these important technologies are the most important determining elements of globalization.

As mentioned above, the revolution which has occurred for information and communication technologies caused change in paradigm of technology from industrial technology to information technology so that it determines the extent of their power in international field based on the extent to which countries enjoy communication technologies. For this reason, it can be acknowledged that information and communication technologies are source of national power and perhaps as the most important power tools of the countries (Sadooghi, 2001: 31)

### **1- Website**

Web is a large system of servers which supplies all types of information to every person in Internet. The main characteristic of web which distinguishes it from other services is based on its textuality. It means that one can go from one source or page to page and another source with pointers and it includes textual, audiovisual and graphic sources. And is based on Hypermedia (Golestani, 2006). One of the most fields of information about tourism potential is the use of websites. These websites are the good opportunity for introduction of tourism equipment of a country due to extraordinary value of information which is given to the users. Among them, governmental information sites related to tourism of a country in Internet is of special importance. In fact, it can be said that the formal sites are digital speakers of a country in web and the stronger and the more up-to-date these sites, the more attention they will attract. To design these databases, one should pay attention to some points:

A- Multi languages: Considering nonnative language of the tourists, common languages in the world should be taken into account.

B-multimedia: Database should use all capacities of web such as photo of text film and others for information and only one website with tens of text pages cannot respond to the clients.

C: up-to-date The information available on website should be updated occasionally so that the users can be familiar with changes, laws and regulations (Cho, Y., Wang, 2002).

User friendly: Website should easily give the required information to the user not to confuse him/her. For example, some services such as sort and search should be available on the base to obtain the information in the form of the related clusters.

## **2. Television and its role in development of religious tourism**

Influence and attractiveness of television in the present world are inevitable and its role in education, guidance, orientation and formation of the public thoughts is undeniable. For this reason, television has been used as one of the main tools for penetrating into the public thoughts and applied by the states or private section based on the intended purposes. Invention of telecommunication satellite caused effect of television to go beyond the national borders and has converted it into transnational and global case. The powerful states relying on the strong communication and satellite equipment intend to convert the world into an area for invasion of visual waves and direct unilaterally thoughts of the world to their goals and desires so that these states intend to utilize television as magic box for equalizing the public thoughts , the world and forming global united village(Biriukov, 7).

Television has the characteristics which distinguish it from other media and information methods:

Firstly: Television concurrently affects two visual and hearing senses.

Secondly: Television is able to give hot news to the viewers with light speed.

Thirdly: A television program doesn't need mediator to attract attention of the audience.

Fourthly: Television is able to cover many audiences concurrently.

Fifthly: Television is an uncompetitive media due to direct and parallel communication with audience and showing events at time of occurrence. (Biriukov, 7).

All of these priorities indicate that television is not only the news and information means but also media which collects all characteristics of other media and change and combined them(Ibid, 14). In addition to the above definitions which pay attention to structural aspects of television media, television can be regarded as a social-cultural phenomenon. It means that what appears on television page will be interpreted by the audiences and then they enter social worlds due to social interactions in which there is broad scope of discourses. Television media connects us to the world of larger symbolic systems every day , social and political life (Peter Dahlgren– first published, p.39).

While television can play role in social interaction and unity of humans , it has another duty that is this media can participate in facilitating and optimizing political , economic and social processes and in the affairs related to cultures such as transfer of traditions , creation of new cultural compositions , promotion of education , cultural and sport activities. Television can provide necessary information and also amusement and recreation for the routine life. One of the main characteristics is the role of television education and its relationship with creation of public collaboration. Regarding relationship between education trend and television, it is evident that television images are of the highest importance because they arouse increasing need of collaboration deeply among the audiences. So, each class may be equipped with a television set soon. At present, television could have changed our sensory and mental life so that even human tastes have changed due to its changes. Television caused the people not only to know and rely on it but also know more and add any knowledge to their demands. At the end, it can be said that television can show functions and contrasts of different trends and expansion of forms and states better than any other media (McLuhan, 391-2).

McLuhan believes that electronic devices play determining role in different industrial, educational and cultural fields in the human life future changes. He says that : Segmentation, specialization , production and supply of packed products in future will be removed and originality and diversity will replace them and all people will be able to participate (Cazeneuve, 1985: 43). In addition, television helps provide experience frameworks, general cultural attitudes in which people interpret and organize information in modern societies. Television is as important as book, magazines or newspapers in expansion of indirect forms of communication in the present era Television forms the methods in which the people interpret social life and react to it by organizing our experience of social life. For example, television has helped change nature of modern election due to its importance in provision of a field for statement of problems and introduction of the elected candidates to some extent(Giddens , 2010: 479). It is natural that when television is monopolized by the government and there are no opposing parties, it will turn into means

of amusement, information and culturing of thoughts based on the dominant ideology and since other mass media such as newspaper and radio are congruent with television, there will be no inconsistency among them and short-term and long-term effects of television on the public thoughts have been controlled to some extent (Cazeneuve, 181).

### **Advertisement**

Tabliqat in English language is known as advertisement. The abbreviated form of advertisement is "advert" and "ad" which means commercial advertisement in Persian. Tabliqat is the plural form of tabliq and means notification of message. Eblaq literally means conveying and tabliq means act of conveying and mobaleq means conveyor. Conveyor of messages and special trainings for advertisement and teachings of the conveyor regarding its content determine nature of advertisement and in fact, advertisement is defined as: Making comments or announcing special information to acquire views or desirable trends..... Qualter and Young also define advertisement the same other colleagues define and believe that advertisement is highly effective on behavior. Qualter having conducted careful studies and defined advertisement says that: Advertisement means intentional effort which has been made by some people or groups using media to control, change or form attitude of other groups with purpose of affecting their reaction in a special situation to the extent that the advertiser desires (Shah Mohammadi, 2006: 67). Advertisement in fact means communication through introduction of products or services through channels of distribution in return for money received from organization. Unlike the past, it is more important to have customer than sales itself. In today's world, advertisement is not regarded as cost but a sort of investment to fulfill organizational goals (Dehdahti, 2004).

One of the important barriers to tourist absorption is the lack of effective advertisement for introduction of Iranian tourism charisma at international level. Advertisement and marketing are very important factors in an organization to reach its goals and play an undeniable role in tourism section and even, it can be said that it is regarded as one of the key factors. At present, the countries which have successfully attracted tourists spend high expenses in different ways and with

modern and advertisement and marketing methods to introduce their country to the foreign tourists and create enthusiasm and motivation for traveling to their country, however, it should be acknowledged that no considerable investment has been made to introduce tourism charisma of Iran and apply effective methods of advertisement. Political and cultural delegates of Islamic Republic of Iran outside the country couldn't introduce the world to real situation of Iran through proper advertisement . Many people particularly women fear of traveling to Iran due to negative advertisement of mass media and this is sign of the advertisement weakness of our country.

Considering our special condition of our country in the world and false advertisement by most mass media , some large countries have tried to disrepute Iran and sequester our country . Special attention to advertisement is undeniable and this prevents the country from solving this problem easily. One of the evident weaknesses of tourism of the country is sensible lack of accurate , scientific and beautiful brochure , book, slide and audiovisual tape for introduction of cities and parts of the country whether in Persian or in different languages of the world. Unfortunately, the materials which are published about Iran by our contracting party out of Iran and are given to the interested people are so contradictory that they confuse the tourists while receiving visa. In the tourism advertisement, tourism products of Iran don't have separate characteristics of charisma of competitive destinations while Iran is unique in terms of cultural , exceptional situation and natural elements.

One of the special duties of the government is major advertisement for the country to attract tourist because one should attract travelers with new e-commerce methods and Internet advertisement while publishing poster ,brochure and magazines but Iran has limited potential to make such major investment in private section to utilize new technology for marketing and progress of tourism. Tourism is a suitable section for application of IT while attention to this fact that it will have determining role in marketing and progress of tourism by providing facilities and services to the tour leaders. On the other hand, advertisement in the fields of tourism is so weak that the people are not aware of the natural , historical and local monuments and charisma. Tourists' failure to recognize charisma of the country

caused stagnation of tourism industry in the country. In addition , there is improper image of the country among other countries . In this regard, foreign delegates and consultations can also play main and optimal role. In addition, tribal advertisement can play role in increasing awareness of tourists with climate of different areas , social and cultural situations of the country and the related areas in terms of food, clothes, traditions , customs and transportation. Generally, goal of advertisement in our country should be to present information about product of tourism in Iran and change image of the present tourism out of Iran and encourage the foreigners to travel to the country. Tourism has taken the minimum advantage of advertisement compared with other countries while they should consider advertisement as one of the most important factors in their scope of activity. (Yavari. Toghiani. 2010: 21)

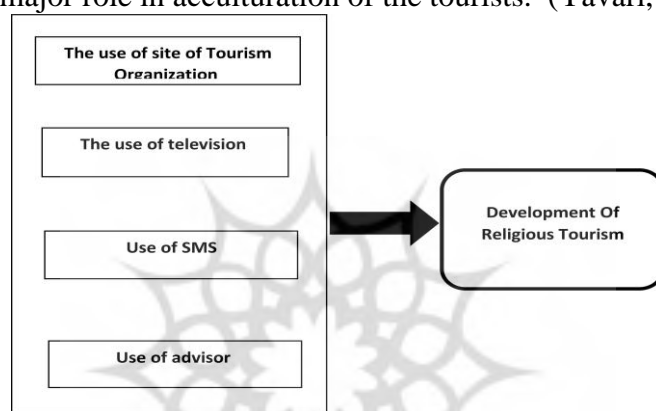
#### **Consultation about issues of religious tourism**

Iran as a touristic country with historical and cultural records and natural and living characteristics has considerable touristic potential . Relics of different periods of human settlement in the Iranian Plateau ,natural and various coastal , mountainous and desert landscapes and historical complexes , cultural and religious heritages are the major incentives for visiting Iran. Despites all of these fields, it requires having residential and hospitalization places with desirable traveling facilities. Fortunately, Iran provides necessary equipment with desirable condition to the tourists who travel to Iran with different motivations as far as it can. (Vadoodi, 2007).

Awareness with information level and familiarity of people with charisma and issues of tourism in the country indicate this undeniable fact that there is insufficient scientific and real information even for the most distinguished experts about potential of tourism in the country under such social conditions which people are not aware of the charisma of travel and pilgrimage at different parts of the country. How can one introduce the tourists of other countries who don't have knowledge of touristic charisma of our country to the existing charisma ? Therefore, we first should develop tourism in Iran then expand tourism with optimal facilities and planning. It is necessary to have sufficient awareness and recognition of the interest and motivations of the foreign tourists particularly western tourists based



on cultural elements, values and norms of society and this is rarely common among the tourists of the Muslim and Asian countries which are religiously and culturally similar to us . Considering type of tourists visiting Iran based on Islamic rules , some services were provided to the tourist to fill his/her leisure time in proper and reasonable manner while being familiar with cultural-social elements of our country. Method of information and preparation of these plans can play major role in acculturation of the tourists. (Yavari, 2009)



Research theoretical model

### **Research hypotheses**

#### **Main hypothesis**

New information and communication technologies causes development of religious tourism in religious places of the country.

#### **Sub hypotheses:**

1. The use of site of Tourism Organization causes development of religious tourism in religious places of the country.

The use of television causes development of religious tourism in religious places of the country.

Use of SMS causes development of religious tourism in religious places of the country.

Use of advisor causes development of religious tourism in religious places of the country.

#### **Research method**

Given that the present research is conducted to apply results of its findings to development of religious tourism in religious places,

therefore, its method is applied in terms of goal and since the present research is conducted to identify and describe role of spiritual and material supports in development of religious tourism, thus, it is descriptive in nature. Data collection method in this research is library and field method considering subject and nature of the research. Data collection instrument in this research is questionnaire.

**Statistical population, sample size and sampling method**

Given that the present research is conducted to apply results of its findings to development of religious tourism among Tehrani citizens , therefore, Statistical population included all citizens aged 18 years above residing in four districts (2,13, 17, 22) of Tehran and was equal to 1219432 based on census of 2011. The sample size was determined 384 persons based on Cochran Formula and the sampling method was performed considering relative dispersion of research context based on multistage clustering sampling method. The number of statistical sample has been specified based on Cochran Formula .

Cochran Formula :

$$n = \frac{N * Z_{\alpha}^2 * p * (1-p)}{\epsilon^2 (N-1) + Z_{\alpha}^2 * p * (1-p)} = \frac{1219432 * 1.96^2 * 0.5 * 0.5}{(0.05^2 * 1219431) + (1.96^2 * 0.5 * 0.5)} = 384$$

Where

N= population size 1219432) =  $\epsilon$  estimation error 05/0)

P= success probability (5/0)

The confidence interval of 95% has been considered and given that

variance of the sample is maximum as  $p = \frac{1}{2}$  , the minimum sample size for the research is 384 persons to validate the research. The said questionnaire was copied for 400 persons and distributed among them and was returned by 397 persons.

**Test method and statistical analyses**

In the present research , difference and relationship test has been used to considering measurement level of variables and type of hypotheses. In the descriptive statistics section, data was described in two sections of demographic variables and main variables with absolute frequency indices , relative frequency , mean standard deviation and variance

were given in the table and in inferential statistics section, correlation and multivariate regression tests and path analysis test were used.

## **Research findings**

### **1. Descriptive findings**

Considering the research findings , 151 persons (9.37%) constituted women and 246 persons (8.61%) constituted men. In terms of age ,37 persons (3.9%) were below age of 20 years , 134 persons (7.33%) were in age of 20 to 30 years , 97 persons(4.24%)were in age of 30 to 40 years , 69 persons (3.17%) were in age of 40 to 50 years , 32 persons (8%) were in age of 50 to 60 years and 17 persons (3.4%) were in age of 60 years above. In terms of education, 90 persons (6.22%) had below high school degree, 125 persons (4.31%) had high school degree , 82 persons (6.20%) had associate's degree , 79 persons (8.19%) had bachelor's degree and 20 persons (5%) had master's degree above . Regarding travel to religious places , 357 persons (7.89%) traveled to Imam Reza shrine , 349 persons (7.87%) traveled to Hazrat Masoumeh Shrine , 343 persons (2.86%) traveled to Hazrat Abdolazim Alhasani. As results of religious tourists' destination show, the highest rate of travel was related to Mashhad destination and then Qom and Shah Abdolazim destinations. In this regard, 80% of the respondents used tourism sites for religious travel at low level, 82% used virtual social networks for religious travel at low level, 78% used advertisement at low level and 77% used SMS at low level. In this regard, it can be concluded that the respondents don't use new technologies so much for their religious travels and they still use traditional methods of religious tourism.

### **2. Analytical findings (study and test of research hypotheses)**

#### **1. New information and communication technologies cause development of religious tourism in religious places of the country.**

**Table 1: correlation test of new information and communication technologies and development of religious tourism in religious places**

Variable		Correlation coefficient	Significance level	Result
New Information and Communication Technologies	Development of Religious Tourism	<b>0.055</b>	319/0	The absence of significant relationship

Considering the above Table , it is found that significance level of test of two variables of new information and communication technologies

and religious tourism is 319.0 which is higher than 05.0(error rate of the research is (05.0)), therefore, the null hypothesis is not rejected and it can be said with confidence of 95% that there is no significant relationship between these two variables.

## 2. The use of site of Tourism Organization causes development of religious tourism in religious places of the country.

Table 2: correlation test of use of site development of religious tourism in religious places

Variable		Correlation coefficient	Significance level	Result
Site	Holy Mashhad	-014/0	788/0	Absence of significant relationship
Site	Hazrat Masoumeh Shrine in Qom	-027/0	614/0	Absence of significant relationship
Site	Hazrat Shah Abdolazim Shrine	009/0	874/0	Absence of significant relationship

Considering the above Table , it is found that significance level of test of two variables of the use of site and pilgrimage to Holy Mashhad is 788.0, Significance level of test of two variables of the use of site and pilgrimage to Hazrat Masoumeh Shrine in Qom is 614.0 and significance level of test of two variables of the use of site and pilgrimage to Hazrat Shah Abdolazim Shrine is 874.0 which is higher than 05.0(error rate of the research is (05.0)), therefore, the null hypothesis is not rejected and it can be said with confidence of 95% that there is no significant relationship between these two variables. Therefore, use of Internet sites doesn't cause development of religious tourism in religious places of the country.

## 3.The use of television causes development of religious tourism in religious places of the country.

Table3: correlation test of use of television and development of religious tourism in religious places

Variable		Correlation coefficient	Significance level	Result
Television	Holy Mashhad	-002/0	964/0	Absence of significant relationship
Television	Hazrat Masoumeh Shrine in Qom	-035/0	513/0	Absence of significant relationship
Television	Hazrat Shah Abdolazim Shrine	01/0	853/0	Absence of significant relationship

Considering the above Table, it is found that significance level of test of two variables of the use of television and pilgrimage to Holy Mashhad is 964.0. Significance level of test of two variables of the use of television and pilgrimage to Hazrat Masoumeh Shrine in Qom is 513.0 and significance level of test of two variables of the use of

television and pilgrimage to Hazrat Shah Abdolazim Shrine is 853.0 which is higher than 05.0 (error rate of the research is (05.0)), therefore, the null hypothesis is not rejected and it can be said with confidence of 95% that there is no significant relationship between these two variables. Therefore, use of television doesn't cause development of religious tourism in religious places of the country.

#### 4. Use of SMS causes development of religious tourism in religious places of the country.

Table 4: correlation test of use of SMS and development of religious tourism in religious places

Variable	Correlation coefficient	Significance level	Result
SMS Holy Mashhad	093/0	082/0	Absence of significant relationship
SMS Hazrat Masoumeh Shrine in Qom	08/0	134/0	Absence of significant relationship
SMS Hazrat Shah Abdolazim Shrine	092/0	085/0	Absence of significant relationship

Considering the above Table , it is found that significance level of test of two variables of the use of SMS and pilgrimage to Holy Mashhad is 082.0, Significance level of test of two variables of the telephone advisor and pilgrimage to Hazrat Masoumeh Shrine in Qom is 134.0 and significance level of test of two variables of the use of SMS and pilgrimage to Hazrat Shah Abdolazim Shrine is 085.0 which is higher than 05.0 (error rate of the research is (05.0) ), therefore, the null hypothesis is not rejected and it can be said with confidence of 95% that there is no significant relationship between these two variables. Therefore, use of SMS doesn't cause development of religious tourism in religious places of the country.

#### 5. Use of advisor causes development of religious tourism in religious places of the country.

Table 5: correlation test of use of phone advisor and development of religious tourism in religious places

Variable	Correlation coefficient	Significance level	Result
Telephone advisor Holy Mashhad	069/0	196/0	Absence of significant relationship
Telephone advisor Hazrat Masoumeh Shrine in Qom	1/0	061/0	Absence of significant relationship
Telephone advisor Hazrat Shah Abdolazim Shrine	<b>0.114*</b>	034/0	Presence of significant relationship

Considering the above Table , it is found that significance level of test of two variables of the use of telephone advisor and pilgrimage to

Holy Mashhad is 196.0, Significance level of test of two variables of the telephone advisor and pilgrimage to Hazrat Masoumeh Shrine in Qom is 061.0 which is higher than 05.0 (error rate of the research is 05.0), therefore, the null hypothesis is not rejected and it can be said with confidence of 95% that there is no significant relationship between these two variables.

Therefore, use of telephone advisor doesn't cause development of religious tourism in religious places of the country. Significance level of test of two variables of the telephone advisor and pilgrimage to Hazrat Shah Abdolazim Shrine is 034.0 which is lower than 05.0 (error rate of the research (05.0) is), therefore, the null hypothesis is rejected and it can be said with confidence of 95% that there is significant relationship between these two variables. Considering positive value of correlation coefficient, it can be said that there is positive correlation between two variables of the use of telephone advisor and tourism (Hazrat Shah Abdolazim Shrine) and there is direct relationship between two variables.

**Path analysis**

In this section, the research model has been studied with linear regression. For fitting of the regression model, tourism development in religious places was selected as dependent variable and the use of Internet sites, television, SMS and telephone advisor were selected as independent variables.

**Table 6-Summary of descriptive results of the regression model**

Correlation coefficient	Coefficient of Determination	Adjusted Coefficient of Determination	Durbin-Watson statistic
193/0	037/0	025/0	830/1

In this regard, as observed in Table 6, it is found that value of Durbin-Watson statistic is in interval of 5.1-5.2. Therefore, hypothesis of the absence of correlation between errors is not rejected and the regression can be used. Coefficient of Determination is 037.0, which indicates that 7.3% of changes of dependent variable can be determined with independent variable.

**Table (7)-Results of ANOVA**

	Sum of squares	Degree of freedom	Mean-square	F statistic value	Significance level
Regression	433/4	4	108/1	150/3	015/0
Error	709/114	326	352/0		

Total	142/119	330
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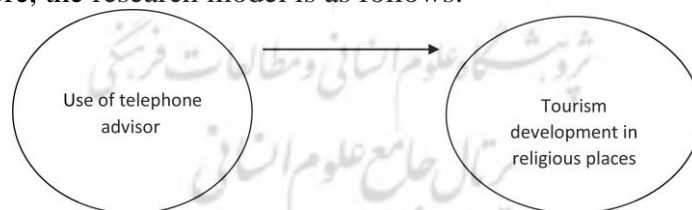
Considering f test statistic and its significance at confidence level of 95%, the regression equation is valid and its results can be analyzed.

**Table 8- Regression analysis and regression coefficients**

Variable	B	Standard error	BETA BETA standardized coefficient	Statistic t	Significance level
Constant	749/5	105/0	-	692/54	000/0
Internet sites	062/0	048/0	-100/0	-278/1	202/0
Television	028/0	02/0	-126/0	-412/1	159/0
SMS	035/0	031/0	096/0	103/1	271/0
Telephone advisor	048/0	021/0	188/0	304/2	022/0

Considering the table, it is found that significance level of the variable of use of Internet sites and television and SMS is higher than 05.0, therefore, variables of use of Internet sites and television and SMS have no effect on development of religious tourism. Significance level of the variable of use of telephone advisor is below 05.0, error level is  $\text{sig} < 0.05$ , therefore, variable of the use of telephone advisor is included in the regression model. Considering positive regression coefficient (B), it can be said that there is positive and direct relationship between the use of telephone advisor and tourism development in religious places. In other words, the use of telephone advisor has positive effect on tourism development in religious places.

Therefore, the research model is as follows:



**Discussion and result**

Tourism generally and religious tourism specially have been converted into a rapid and global trend so that this is common in many countries of the world. Religious Tourism among all different types of tourism is one of the most known ones. In all human civilizations, people have been interested to visit religious places. Among the Muslim societies, millions of tourists arrive to these regions very year due to the presence of holy cemeteries and places to perform

commercial and economic activities while holding religious ceremonies and attaining knowledge. This type of tourism is one of the most common forms of tourism all over the world which are related to the past centuries and eras. Generally, it includes travels and visits the main aim of which is religious experience. In rapidly global trend, media and communication technologies have made progress with considerable speed and have dominated all levels of human activities. Today, information is an essential part of tourism industry and information and communication technology is the informative, communicative and executive skeleton of tourism. Information and communication technology has created globalization of supply and demand and directs it and provides efficient tools for consumers to identify and purchase suitable products and suppliers to develop management and distribute their suggestions at global scale. Therefore, it can be said that one of the most important applications of information and communication technology and Internet is semantic expansion of sustainable tourism based on presentation of the logical methods for utilization of natural and human resources , prevention of unscientific application of these resources , suitable marketing , protection and promotion of natural , social and cultural diversity , protection of local economic system and education of human resources which can be studied in two ways: One is the application of information and communication technology and another one is virtual tourism which means electronic nature of the existing touristic resources and even artificial spaces. Based on results of the main hypothesis analysis, there is no significant relationship between two variables according to the respondents. Therefore, authorities of tourism industry should reconsider their function in use of new information and communication technologies for tourism development in religious places.

Based on the research findings, contribution of the new communication technologies such as Internet, virtual social networks and telephone advisors to development and expansion of religious tourism is negligible and these technologies couldn't have been used properly in Iran. This situation means that religious tourists in Iran travel to religious places in traditional way and they don't use new technologies for different reasons. Regarding travel to religious



places, 357 persons (7.89%) traveled to Imam Reza shrine , 349 persons (7.87%) traveled to Hazrat Masoumeh Shrine , 343 persons (2.86%) traveled to Hazrat Abdolazim Alhasani. As results of religious tourists' destination show, the highest rate of travel was related to Mashhad destination and then Qom and Shah Abdolazim destinations. In this regard, 80% of the respondents used tourism sites for religious travel at low level, 82% used virtual social networks for religious travel at low level, 78% used advertisement at low level and 77% used SMS at low level. In this regard, it can be concluded that the respondents don't use new technologies so much for their religious travels and they still use traditional methods of religious tourism.

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## **Investigating Mechanism of Rural Tourism with emphasis on the Natural tourism (A Case Study: Heidarabad village, Ilam province)**

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### **Abstract**

*The Main Objective of the Present Study was to Investigate Mechanism of Rural Tourism with emphasis on the Natural tourism in the village of Hyderabad in ilam County. The Present research was applied type based on the goal, in terms of the Nature it was quantity research and in terms of the method of Collecting data was a Survey research. The Population of this study Consisted of three groups of expert(N=40), Rural households (N=110) and Tourists. For Selecting Sample, in the Case of the first groups the Census method was used and for Tourists Population by using Simple Random Sampling method 100 people were Selected and altogether 250 People were Studied. Main Instrument of gathering data was questionnaire that its Validity was Confirmed by Experts Panel of ilam university and Islamic azad University of ilam branch and Experts of Tourism. Cronbach alpha Coefficient was used to determine questionnaire reliability and its value was equal to .96. For data analysis, descriptive statistics such as frequency, percentage, mean, standard deviation and coefficient of variation was used. For analytical statistics, factor analysis was used. The Results of Factor analysis Showed that in Natural Dimension, Infrastructural- Cultural mechanisms with the percentage of (25/55) was the most important mechanism of Rural Tourism Development.*

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**Keywords:** *Tourism, Rural tourism, Natural Dimension, Heidarabad Village*

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### **Introduction**

Rural tourism is considered as the process of rural development that can provide the possibility of equitable distribution of services and public facilities in rural areas in the form of regional and local development policies. This new phenomenon leads to improved quality of life, reducing rural migration and using Villagers of sustainable livelihoods. Therefore, new approaches of rural development is focused on the status of rural tourism ( Pour jafar et al, 2012). Tourism provides considerable economic benefits for rural areas through income and infrastructure development. Tourism can provide an organic economic growth at the local level for business owners with relatively little capital, aAnd offer a potential alternative to traditional activities in the village and local workers (Badri et al, 2009).

Rural tourism can cause significant side income for rural households in addition to other activities (Hall, 2005). In the literature of Tourism sustainable development has paid special attention to the Economic Dimensions. That is the main themes of economic stability is included economic benefits, diversification of the local economy, controlled economic growth, improve local relations and regional and equitable distribution of economic benefits to the local economy (Tosun, 2002). The positive economic impact of tourism in rural areas is to create jobs, increase the income of residents and the multiplier factor (Badri et al, 2009).

Although generally positive effects of tourism approved, but many researchers believe that tourism can have a negative economic impact on host society such as Increase the prices of goods and services, increased false land prices, increased cost of living, low returns of capital, seasonality of job opportunities and relocation in the Indigenous employment (Weaver and Lawton, 2001). Although rural tourism is not considered as a solution to all the problems of rural areas, but it can make its economic impact in slowing the evacuation

of rural settlements and rural population migration flows, creating jobs for surplus labor force and creating additional business activities, diversification of the rural economy alongside other sectors of the economy, raising income levels rural households and creating demand for agricultural products. Therefore, rural tourism opens the Capacity of capitalist economy in the Possession of new and integrate them into consumption cycle. rural Tourism is considered commoditization strategy as the Part of the contemporary aesthetic economy (Walford, 2001).

According to estimates of the World Tourism Organization, There have been 25 million tourists in the 1950s. That number increased to 700 million in the year 2000. It is expected that, this number will increase to about one billion and 600 million tourists in 2020. The above statistics show growth of 7% between 1950 – 2000. It is expected that tourism revenues reach to approximately one billion and 590 million dollars in 2020 (Esmailzadeh, 2014). Therefore, Rural Tourism can be a Suitable Strategy for Comprehensive development of the state in terms of economic, social and environmental dimension. In economic terms, tourism can be the significant economic impacts for rural areas. Rural tourists pay for accommodation, purchasing local goods and services. This money flows in local activities and that,s important economic effects leads to slowed emptying of rural settlements (Javan & Saghaei, 2004). Rural tourism can be defined as the activities and services carried out by farmers, people and government for recreation, rest and attract tourists. As well as activities that are carried out by tourists in rural areas. But the point is that rural tourism includes all activities that tourists are doing in rural areas. Therefore, it can be said that rural tourism visit rural areas with different motivations such as ecological uniqueness, access to a special adventure opportunities, visit cultural Attractiveness and Space and environmental quality in rural areas. So, there are specific types of tourism in rural areas that depend on the individual traveler, destination features and Motivation of travel (Briendenhan, 2004). Today, Due to the increasing role of tourism in socio - economic development of countries, economists have termed it as an invisible export (Rezvani, 2005). Rural tourism in Iran can support the regional economy Due to abundant and diverse rural centers. In terms of

Tourism environmental capacity, Iran is a land of four seasons. Iran, with several thousand years of civilization and with more than 65 000 villages has diverse and historical, religious, cultural and natural unique attractions (Eftekari, 2006). For this reason, Iran is among the 10 top countries in terms of natural resources that can be used from the impacts of tourism in reducing unemployment and increasing economical income. Despite the existing statistics, Iran has not used this opportunity (Aboulhasani nezad, 2003). In regional scale, Ilam is one of the top province in iran in term of tourism capacity, But has failed to achieve its real position in the regional and national level. In this regard, Heidar Abad village of Ilam city can be an ideal destination for tourists staying with unique diversity and The special attractions of Agriculture. This village is known as the hub of tourism in terms of tourism and has first rank in the Ilam province, and is located in the south-western city of Ilam. In this study, we have tried to study the situation of tourism in the Heiderabad village.

The main problem of Current Research is that has not been done special action regarding development of Rural Tourism. Meanwhile, Is not known mechanisms of Tourism development in the heidarabad village from the view of experts, tourists and residents of the village of Hyderabad. The main focus of current research is focused on Investigation of Mechanism of Rural Tourism Development in Natural Dimension in the village of Heidarabad.

**Theoretical Framework:**

• Rural tourism

Based on the results of the World Conference on rural tourism, rural tourism is known all kind of tourism with using facilities and welfare services in rural areas which provides the ability to benefit from natural resources and nature attractions, along with participation in rural life (Pourjafar et al, 2012). Rural tourism is consisted of all tourism activities in the rural environment due to the culture and Rural Tradition Structure, arts and crafts, traditional customs that include agricultural tourism, green tourism, farm tourism, food and hunting tourism (Anabestani, 2009). Rural tourism is liberation from tedious life of a city for enjoying the natural resources and using natural attraction (Forests, Pastures and Rivers) that associated with the facilities and services (food, residence and leisure activities / sports) in

rural areas (Dann, 1999). Rural tourism includes a wide range of activities, services and facilities for recreation and relaxation for tourists that done by farmers and rural residents, to attract and keep tourists in order to increasing and earn income (Ashley et al, 1997). Rural tourism includes farming and crop tourism and provides services and facilities such as settlement, catering, facilities and entertainment, celebrations, and production and sale of rural handicrafts and agricultural products (Sharifzadeh & Moradnezadi, 2001). Because, rural tourism includes areas such as suburbs tourism, agricultural tourism and cultural tourism thus it has closely relationship with concepts such as ecosystems, eco- tourism and green tourism. Recreational activities of rural tourism is consisted of rural Camp, staying in rural houses, Journey into wildlife areas, rural craft marketing, Cultural festivals, Adventure Sports, Visiting ancient and Historical Places nearby rural areas, Music festivals and folk song and any recreational activity focused on rural areas (Pourjafar et al, 2012).

**• rural tourism and its economic performance:**

Tourism provides significant economic benefits for the rural areas through income and infrastructure development. Tourism at the local level can create organic economic growth for the business owners with relatively little capital and offers potential alternatives for traditional activities in rural areas and local workers (Badri et al, 2009).

Also, rural tourism provides the presence of small businesses that may not be practical because of the small population of rural communities. Rural tourism with rural activities such as agriculture is caused significant side income for the family farmers (Hall, 2005).

**• Rural tourism as a strategy for rural development:**

Tourism development as a strategy for rural development is a relatively new idea that policymakers recognize its importance in the rural communities, but they do not have enough experience to implement it. A number of authors have done a lot of research about how Tourism industry stops moving and progress, or may have negative effects on social and cultural values of society. Also, there is an alternative view with an idea that tourism is an economic solution and for the development of rural areas . From the Prudential perspective, tourism is introduced as an integrated planning process to



minimize the risks and maximize the benefits of development. In a different approach, rural tourism has been introduced as an engine of rural development for the following reasons:

- Tourism is considered as a source of jobs and income like every activity organized and developed
- Rural tourism operates as a generating for a large number of economic activities, we should never forget that tourism creates a chain of economic activities and services and not just simple stage of economic activities.
- Rural tourism uses natural resources or natural phenomena and economically equivalent to the extraction of the oil and mines.
- Rural tourism will raise the demand for crafts, traditional arts and activities that require more workers. These activities are the activities that can be done in the village. As much as rural tourism absorbs tourists out of the rural economy, outward flows may impose costs to the rural areas. rural tourism can help to rural development with cultural and natural resources, especially in landless rural settlements and mountain areas (Sharply et al, 1997).

**Rural tourism as a tool for sustainable development and protection of natural resources:**

Sustainable tourism is examined tourism in the form of borders and has established a relationship between the host community, tourists and the tourism industry. In the past, the tourism industry was the head of this triangle. Rural tourism has been created to establish a balance between these 3 elements with the aim of adjusting the tensions between the three sides of the triangle. The purpose of this section of tourism is to minimizing cultural and environmental damage, providing the visitor's satisfaction and preparation for economic growth (Lane, 1994). Rural tourism can have a share in the economic diversification and sustainable development and can lead to the development of less developed areas through the creation of employment and income. Although, jobs related to the industry are not very specialized and lucrative, but The villagers earn a lot of benefits. Tourists pay for residence, purchasing local goods and services. The money flows in local activities and will lead to rural mobility to provide the needs of visitors (Gregory, 1992).

Rural tourism helps to sustainable rural development by creating jobs, increasing income levels, diversification of economic activities, increase social awareness, Creating social relationships between host and guest population, protection of cultural heritage and the natural environment, preventing immigration procedures and optimization of land use. Sustainable development has many dimensions. One of them related to the economy in which development moves from local cycle to international cycle. Sustainable Rural tourism leads to good income opportunities for local communities. The second dimension relates to ecology and its method is move from destruction towards protection. The third dimension relates to the social and cultural values that lead to maintain or change the current status (Eftekari & kaderi, 2002).

**A review of previous studies:**

In the Research of (Abyar, 2007) been reported a significant correlation between tourist attractions, attracting tourists and increasing employment in the handicrafts sector. Shahidi et al(2007) in their Research entitled Effect of tourism in rural areas planning have Concluded that we have to care to planning of Rural Tourism Development for using of Rural area from Natural Resources and potential in the form of Comperhensive Landscape and Strategic Approach.

Adib (2009) in his research has concluded that rural tourism is a long-term process, and this process leads to Providing needs, welfare and more possibilities for rural people with Considering Resources and the needs of future generations. Therefore, the development of this industry is the main Structural- Functional Priorities of Rural development programs in many countries of the world.

Maleki (2010) in his study entitled Impact of Rural Tourism in Rural Development states that development of tourism in rural areas can lead to income generation and employment for its residents, because tourism activate Different parts of the service.

Shamsedini (2010) in his work entitled "rural tourism: constructive approach for rural development" states that tourism is one of the main elements of global economy has played a significant role in international transactions. Therefore, through the development of tourism activities and introducing some of the tourist attractions of

Iran, especially in rural areas, can be helped to improve the level of these spaces and with tourism development helped to national economy.

Study of (Allen et al, 1993) showed that personal characteristics and understand the positive and negative effects of tourism is effective on residents' attitudes toward tourism and understand residents of self-interest tourism has a direct relationship with their attitude toward tourism. Lankford (1994) in his study showed that activists of commercial- services sector have had the most support toward tourism Development. Holland et al (2003) in their study, have introduced rural tourism as a strategy for rural development. They have presented strategies to revitalize rural areas by creating complementary activities or transform these areas due to their natural and human resources. They claim that offering programs and strategies are only way of the renewal of the thie villages which to be able to use their human and natural resources and can cause an increase in income and living in rural areas. Volunteer and Gaul (2003) in his study entitled "The capabilities of rural tourism in the village of Gallipoli" have concluded that improve information and knowledge about natural resources, Taking care of local people from wildlife and indigenous species are the positive impacts of eco- tourism and the loss of plant and animal species, the rapid spread of epidemics and diseases, mechanical damage on plants, water pollution and reduce transparency, erosion and soil compaction are the most important negative impacts of eco-tourism.

Wang & Wang (2006) in their study indicate that age, gender, income, education, and length of residence in a tourist location, characteristics of tourists, level of residents awareness from Tourism development programs in the area and Current Situation of Tourism development programs, are effective the perception of residents from the impacts of tourism. Halder (2007) in his Research entitled "bottlenecks and opportunities for rural tourism," admits that the effects of tourism on the environment can improved mental and physical status, help to create and preserve the natural park and natural resources. Dyer et al (2007) in their studies have reported a significant relationship between demographic, economic dependence of residents toward tourism and

understand the effects of tourism with residents' attitudes toward tourism.

**Research objective:**

The Main Objective of the Present Study was to Investigate Mechanism of Rural Tourism with emphasis on the Natural tourism in the village of Hyderabad in ilam County during the time period from 2013 to 2014. Specific objectives of this research are included:

4.1. Invetigating personal charactristics of Respondents

4.2. Ranking Mechanisms of development of rural tourism from cultural dimension

**Materials and Methods and study area:**

**Materials and Methods**

The Present research was applied type based on the goal, in terms of the Nature it was quantity research and in terms of the method of Collecting data was a Survey research. The Population of this study Consisted of three groups of expert(N=40), Rural housholds (N=110) and Tourists. For Selecting Sample, in the Case of the first groups the Census method eas used and for Tourists Population by using Simple Random Sampling method 100 people were Selected and altogrther 250 People were Studied. Main Instrument of gathering data was questionnaire Which consists of two main parts (Personal characteristics and mechanisms of rural tourism development in the natural Dimension. The Validity of questionnaire was Confirmed by Experts Panel of ilam universiry and Islamic azad University of ilam branch and Expets of Tourism. Cronbach alpha Coefficient was used to determine questionnaire reliability and its value was equal to .96. For dara analysis, descriptive statistics such as frequency, percentage, mean, standard deviation and coefficient of variation was used. For analytical statistics, factor analysis was used.

To determine the size of tourists,100 people were studied using simple random sampling. Table1 shows the sample size.

**Table. The sample size table**

Respondents	Number	Selection Method
Experts organizations and related institutions	40	Census
Resident Rural households	110	Census
Tourists	100	simple random sampling

Source: (Statistical Centre of Iran, 1393)

### **The characteristics of the study area**

Ilam county is center of ilam province with an area of 2165 square kilometers. This city is located in the northwestern of Ilam province. This city is neighbor with Sirvan, Chardavol, Dareshahr, Eivan and Mehran Townships. Ilam city is limited to the country of Iraq from the West. According to the 2011 census the city's population is 213,579 people. This city on the basis of the latest national Census is consisted of 3 Section (Vhevar, Sivan and Markazi), 2 Cities (Chevar and Ilam) and 6 districts (Arkavazi, Bowly, dehe paeen, Michghas, Alisharvan and Keshvari). Hyderabad village is located in the heart of the Michghas districts and in the South West of the Ilam City. Hyderabad village is started from a distance of 30 kilometers from the city of Ilam and to be Continued to Tellab,s heights in the near of Village.

The combination of forest and fruit garden, especially the walnut trees, along with streams and roaring rivers has given a beautiful landscape to this Bungalow Valley. This Valley is considered as a source of income for villagers and Ilam province in terms of attracting tourists and both the production of horticultural products. The village tissue has a interesting points, because, the "hadi plan" has been implemented in this village and Alleys, Streets, have special order. In this village, there are the press stations, special trash cans, sanitation facilities, water coolers. In this village People have active participation in the development and implementation of various projects. Every year in third decade of June is held apricot harvest festival in the village. At the ceremony, are introduced the best product and typical growers. Heiderabad village has a altitude of 1400 meters above sea level. Its climate is temperate and mountainous. in the spring, summer and early autumn, has a temperate climate, and in the winter has cold climate. Heiderabad village with beautiful nature and Abundant natural potential capacity, is considered as one of the major tourist centers.

The study area has a natural attractions such as hot springs, fruit garden, appropriate agricultural land, hills and Green Field plains, recreational camp, medicinal plants and traditional architecture tissue.

### **Research question**

The most important question is examined in this study include:

What are the mechanisms of Village Tourism development of the village of Hyderabad from the Natural Dimension?

**Findings and Discussion**

**Personal characteristics of the Respondent**

Table(2) shows Summerizes the demographic profile and descriptive Statistics of Respondents. The majority of respondents were male(56%). 33/6% of the statistical sample have had aged between 26-35 years old. 6/4% of them have had more than 55 years. 61/6% of the respondents were married and others were single. 42% of them have lived in the city and 57/2 % have resided in rural areas. 6/8% of the tourists were illiterate and 24.8 percent have had education at the undergraduate level. 65/2% of the study have been employed and 64/8 % of them have been self-employed. Place of Birth 30% of respondents were city, 70 % of them have been born in the village.

**Table2. Summerizes the demographic profile and descriptive Statistics of Respondents.**

Variable	Level of changes	Frequency	Percent	Cumulative Frequency
Gender	Male	140	56	-----
	Female	110	44	-----
Age	15-25	57	22/8	22/8
	26-35	84	33/6	56/4
	36-45	63	25/2	81/6
	46-55	30	12	93/6
	Up to 55	16	6/4	100
Marital Status	Married	154	61/6	-----
	Single	96	38/4	-----
Place of Resident	City	107	42/8	-----
	Village	143	57/2	-----
	Illiterate	17	6/8	-----
Educational level	Reading and Writing	22	8/8	-----
	Guidance School	26	10/4	-----
	Diploma	58	23/2	-----
	Upper Diploma	41	16/4	-----
	BS	62	24/8	-----
	Upper than BS	24	9/6	-----
Job Type	Government	88	35/2	-----
	Free	162	64/8	-----
place of birth	City	75	30	-----
	Village	175	70	-----

Source: Research Finding

**Inferential statistics**

**Factor analysis of Mechanism of rural tourism development in the natural dimension**

To investigate the mechanisms of rural tourism development in the Natural dimension, is used of exploratory factor analysis using statistical software spss. In this study, the purpose of the application of

factor analysis is to identify the components of rural tourism development from the perspective of the respondents and determine the amount of variance explained by each of the variables in the form of classified factors. In this study is some the following steps:

• *Determining the suitability of data:*

In this study, according to the KMO<sup>1</sup> obtained at the appropriate level, it can be said that the data have been suitable for factor analysis (table3).

**Table3. KMO and Bartlett amount of data collected**

KMO	Bartlett Test	p- value
./830	134/3	./000

Source: Research Finding

• *Determine the number of factors*

Extracted factors along with eigenvalues and cumulative percent of variance is listed in Table 4.

**Table4. Extracted factors along with eigenvalues and the percentage of total variance**

Row	Factors	eigenvalues	percentage of total variance	The cumulative percentage of variance
1	Infrastructural culture Mechanism	8/43	25/55	25/55
2	Welfare-services Mechanism	1/95	5/92	31/48
3	Informing Mechanism	1/94	5/88	37/36
4	Economical- Cultural Mechanism	1/65	5/026	42/39

Source: Research Finding

Based on the results of Tables4, Infrastructural- Ciltural Factor has highest eigenvalue than other factors. The eigenvalue of this factor (8/43) indicates that the factor explained about 25/55% total of variance. Generally these 4 factors such as Infrastructural – Culture, Welfare-Services, Informing and Economical- Cultural Mechanism have been able to explain 455/48% of the variance of natural tourism Factors.

• *Factor rotation and Naming variables*

After factor Rotation with helping varimax Method, Variables were placed at 4 category and are Named (table5).

<sup>1</sup> - Kaser Meyer olkin

Table5. extracted factors along with eigenvalues, percent variance and the cumulative percent of variance in the Natural Dimension

Factor Name	Items	Loading factor
Infrastructural – Culture Mechanisms	The creation of the necessary infrastructure for access to Natural places of village	./64
	Development of health centers in rural areas by increasing the number of tourists	./60
	Production and broadcasting of radio and television from Places and beautiful areas of the Village	./630
	Organizing Sport Campgrounds and mountaineering in certain seasons in the village	./680
	Use of facilities and services such as providing proper service for tourists,.... in order to development of sustainable rural tourism	./694
	Development of mountaineering and birding paths as the one of Privileged hub region	./710
	Developing and improving access paths to recreation areas	./521
	Welfare-Services Mechanism	Beautify the Roads between villages and Providing services to the villages along road that are the path of tourists
Making a special place for lighting fire		./45
the supply of Charcoal packed to the tourists		./44
Providing several stations of Environmental monitoring in the different area inorder to Conservation of Natural Resources and wildlife		./63
Creating guesthouses and lodgings in the village		./53
Providing the public parking for the welfare of passengers		./40
Creating places for setting up the tents for Providing physical and Financial security of the tourists		./48
Clearing around the rivers and springs		./62
Asphalt Improvement and Roads around the village		./81
Creating protected national parks in different parts of the village in order to Protect plant and animal species and convert them as ecotourism attractions in the region		./72
Making buffet and shops to provide the the required products for tourists		./74
Informing Mechanism		Installing signs for tourists to educate them in the field of prevention of water pollution
	Installing signs for tourists to educate them regarding attention to Environmental health of the rurals	./39
	Installing signs for tourists to educate them regarding Turn off the fire after leaving the place	./63
	Installing signs to show attractiveness such as pastures, deserts and ... for tourists and how to achieve it	./72
	Installing signs for tourists to educate them regarding avoid cutting and breaking branches and leaves of forest trees	./58
	Installing signs or giving leaflets to tourists in order to educate them in the field of the harms of Annual fire in the forests	./81
	Providing brochures and maps that give suitable information to tourists about major and minor roads	./57
	Preparing brochures to introduce Places and beautiful areas to tourists	./64
	Training the local people and tourists related with proper utilization and protection of area attractions	./46
	Economical- Cultural Mechanism	The profitability of Services and tourism activities for host society
Creating harmony among tourism activities with the preservation of natural resources and the environment		65/.
Attempts to enable winter tourism		./55
Reduce or eliminate the problems caused by animal excreta by burying them in areas outside the village		./34
Preventing rural migration to urban areas through job creation and increase their income by rural tourism development		./55

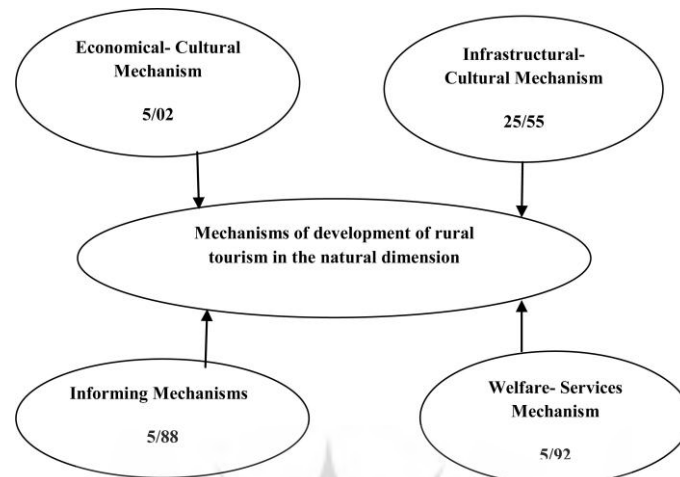
Source: Research Finding



Results of factor analysis showed that Infrastructural – Cultural Mechanism is allocated 25/55% of the variance. This factor with eigenvalues (8/43) has been first factor of the factor analysis of Natural Tourism. Therefore, we can say that the development of infrastructure and cultural activities in the village, can helped to attract tourists in the study area.

Factor one is composed of the following variables: The creation of the necessary infrastructure for access to Natural places of village, Development of health centers in rural areas by increasing the number of tourists, Production and broadcasting of radio and television from Places and beautiful areas of the Village, Organizing Sport Campgrounds and mountaineering in certain seasons in the village, Use of facilities and services such as providing proper service for tourists,... in order to development of sustainable rural tourism, Development of mountaineering and birding paths as the one of Privileged hub region and Developing and improving access paths to recreation areas. This factor was named Infrastructural – Cultural Mechanism. This factor with eigenvalues (8/43) has been first factor of the factor analysis of Natural Tourism.

Factor 2 is composed of the following variables: Beautify the Roads between villages and Providing services to the villages along road that are the path of tourists, Making a special place for lighting fire, the supply of Charcoal packed to the tourists, Providing several stations of Environmental monitoring in the different area in order to Conservation of Natural Resources and wildlife, Creating guesthouses and lodgings in the village, Providing the public parking for the welfare of passengers, Creating places for setting up the tents for Providing physical and Financial security of the tourists, Clearing around the rivers and springs, Asphalt Improvement and Roads around the village, Creating protected national parks in different parts of the village in order to Protect plant and animal species and convert them as ecotourism attractions in the region and Making buffet and shops to provide the the required products for tourists. These 11 variable are related to welfare and services aspects. So, it was named welfare – services factor. The eigen value of this factor (1/95) indicates that the factor explained about (5/92%) total of variance.



**Figure1. Factor analysis of Mechanism of rural tourism development in the natural dimension**  
Source: Research Finding

Factor 3 is measured by the following variables: Installing signs for tourists to educate them in the field of prevention of water pollution, Installing signs for tourists to educate them regarding attention to Environmental health of the rurals, Installing signs for tourists to educate them regarding Turn off the fire after leaving the place, Installing signs to show attractiveness such as pastures, deserts and ... for tourists and how to achieve it, Installing signs for tourists to educate them regarding avoid cutting and breaking branches and leaves of forest trees, Installing signs or giving leaflets to tourists in order to educate them in the field of the harms of Annual fire in the forests, Providing brochures and maps that give suitable information to tourists about major and minor roads, Preparing brochures to introduce Places and beautiful areas to tourists and Training the local people and tourists related with proper utilization and protection of area attractions. The tree factor was named informing factor. The eigen value of this factor (1/94) indicates that the factor explained about (5/88%) total of variance.

Factor 4 is composed of the following variables: The profitability of Services and tourism activities for host society, Creating harmony among tourism activities with the preservation of natural resources and the environment, Attempts to enable winter tourism, Reduce or eliminate the problems caused by animal excreta by burying them in areas outside the village and Preventing rural migration to urban areas

through job creation and increase their income by rural tourism development. Factor 4 was labeled as economical- cultural factor. The eigen value of this factor (1/65) indicates that the factor explained about (5/02%) total of variance.

### **Conclusion**

This study was conducted to identify the sub-sectors of rural tourism development with emphasis of natural tourism in the village of Heiderabad. To realize the above-mentioned components were studied three groups of population, tourists, residents of rural area and officials of government agencies in the form of survey research. To achieve mentioned factors have been used exploratory factor analysis technique. The most important question is examined in this study include: What are the mechanisms of Village Tourism development of the village of Hyderabad from the Natural Dimension?

Results of factor analysis showed that Infrastructural – Cultural Mechanism is allocated 25/55% of the variance. This factor with eigenvalues (8/43) has been first factor of the factor analysis of Natural Tourism. Therefore, we can say that the development of infrastructure and cultural activities in the village, can helped to attract tourists in the study area. The results of this study are corresponded with the findings of the following researchers:

Holland et al(2003) In their study titled "Tourism in poor rural areas" have been introduced rural tourism as a strategy for rural development. they have proposed strategies to revitalize rural areas by creating complementary activities or transform these areas due to their natural and human resources.

Volunteer and Gaul (2003) in his study entitled "The capabilities of rural tourism in the village of Gallipoli" have concluded that improve information and knowledge about natural resources, Taking care of local people from wildlife and indigenous species are the positive impacts of eco- tourism and the loss of plant and animal species, the rapid spread of epidemics and diseases, mechanical damage on plants, water pollution and reduce transparency, erosion and soil compaction are the most important negative impacts of eco-tourism.

Halder (2007) in his Research entitled "bottlenecks and opportunities for rural tourism," admits that the effects of tourism on the environment can improved mental and physical status, help to create

and preserve the natural park and natural resources. He also believed that the development of infrastructure in rural areas leads to health tourism.

### **Recommendation**

1. According to the results, the tourists have assigned the highest priority in the Natural dimension of rural tourism to the variables such as Reduce or eliminate the problems caused by animal excreta by burying them in areas outside the village, Making a special place for lighting fire and Installing signs or giving leaflets to tourists in order to educate them in the field of the harms of Annual fire in the forests. It is necessary that the authorities should give priority attention to the health of rural areas and providing the necessary facilities for tourists. Also, in order to protect the environment, and increasing the income of economy income in a rural sustainable tourism program it is necessary to attract tourists satisfaction, in this way, they can help the process of rural development.

2. According to the results, Infrastructural – Cultural Mechanism is allocated 25/55% of the variance. This factor with eigenvalues (8/43) has been first factor of the factor analysis of Natural Tourism. So, It is recommended that be done comprehensive studies for the development of infrastructure and expansion of cultural issues at the provincial level, before be done the feasibility, planning and implementation of tourism development.

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## **The Role of Tourism Climate Index with the emphasis on climate is A case study in north of Iran (Gilan province)**

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### **Abstract**

*Climate builds not only a resource for tourism as a driver but can be a limitation. Climate is usually described by air temperature and rain conditions and sometimes by the sunshine duration at a location. Nevertheless, these parameters are less representative for the spatial and temporal climate variability of a region and do not cover all the components of climate. In this research, due to the impact of climatic factors in tourism planning, determining tourism climate index (TCI) is of great concern. In this project, to assess the tourism climatic conditions using bioclimatic index (Tourism Climate Index), data from 10 synoptic stations of Gilan in a 10-year period (2012-2003) was collected and incomplete data through linear regression was rebuilt. In this system model, 7 parameters, the average monthly rainfall, average temperature, average relative humidity, maximum temperature, minimum relative, the mean daily sunshine duration and wind speed were evaluated. The aim of this study is to investigate the conditions of tourism climate in Gilan province based on TCI tourism climate and using the techniques of geographic information systems (GIS), they have mapped out and prepared the map of TCI for all months of the year. The results of this study showed that the optimal conditions in the region in terms of tourism climate are in May and the most difficult month in terms of tourism climate is in November which was the lowest TCI. In terms of geographical coverage, the ideal climatic conditions are more dominant in the North West (including the cities of Talesh, Astara, Anzali, Kiashahr, Roudsar).*

**Keywords:** *Index of TCI, tourism climate, geographic information systems (GIS), Gilan province*

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### **Introduction**

A new development of a climate tourism assessment is the Climate-Tourism-Information-Scheme, which includes the most relevant and reliable parameters and tourism-climatological factors (Matzarakis 2007, Lin and Matzarakis 2008). This specific quantification of climate can be carried out by using existing climate data set or regional modeling projections based on climate simulations for the present or future time periods (Matzarakis, 2006, 2010). The prepared and extracted information have to be presented in an easy acceptable and understandable way for tourism industry and local authorities in tourism and health planning and protection of infrastructure.

Climate and tourism are affected as the main components of a system in different ways to each other and in interaction with each other have raised a new argument as climatology of tourism (Hassanvand et al, 2011: 122). Climate and its seasonal effects play an important role in tourism activities at different levels (Saliqeh and Beheshti Javid, 2014: 250). As in many countries, weather and climate are considered as a valuable asset for tourism (Agnew and Palutikof, 2001: 41). Therefore, one of the factors that must be considered in the discussion of tourism is the climatic conditions (Ziaei and Bakhtiari, 2009: 83). Climate can be a factor in attracting tourism industry and plays a dominant role in choosing tourism locations (Gomez Martin, 2000). Because climatic characteristics associated with health and socio-political status in selected tourist sites and attract tourists are effective (Monferrand, 2002: 23). The reason is that a suitable climate can cause positive responses of tourists and they choose their travel plan and also destination due to climatic conditions and on the other hand, local conditions are designed for residence of tourists in the destination by climate (Mohammadi et al, 2008: 136).

Pleasant climate' has been defined in other studies as "slightly warm with clear skies or scattered clouds" (de Freitas et al, 2008:404) and 'slightly warm' has been defined as temperatures around 21 °C (Lise



and Tol, 2002). Of course, comfort and what is perceived as 'pleasant climate' go well beyond temperature and cloud cover to include humidity, precipitation, sunshine duration, and so forth. In addition to this psychological aspect of climate, rain, extreme temperatures, or the threat from an approaching storm can impede touristic activities or temporarily change the desirability of a destination. To integrate the various components of climate, indexes have been developed (Mieczkowski, 1985), for example, developed the tourism climate index (TCI), which is based on the notion of human comfort, as a weighted average of seven climatic variables to include various measures of temperature, humidity, precipitation, sunshine, and wind speed. The TCI ranges from -20 to 100 (ideal) (De Freitas et al, 2008) developed an index represented as thermal sensation, i.e., from very cold to very hot, that also includes several climatic variables; (Delgado Castro and Gálvez Soler, 2012) developed the mean historical climate for tourism (MHC) index, which is an adaptation of the TCI.

One of the required information of tourists for traveling is the climatic conditions and climate considerations are taken into account for most tourists to choose a tourist destination. In terms of tourism planning, climate is very important and tourists usually are in search of favorable climatic or comfort in which an individual does not have any sense of dissatisfaction and lack of thermal comfort and climate and this factor plays an important role in the decision for the tourism destination (Matzarakis, 2001: 26) so that the information of climatic comfort from those days when tourists visit places, it can be worthwhile for planners and they need climate information before, after and during visits to places. Therefore, determining more comfort index for tourism is very important (De Freitas, 2008). The welfare conditions are a set of the minimum temperature conditions that are appropriate for 80% of individuals, or in other words, a person in that situation does not feel hot and cold (Jahanbakhsh, 1998: 67).

Mieczkowski (1985) has described in order to study the status of tourism climate on the safety of tourists, with the emphasis on the importance of climate for tourism and then, he has mapped out tourism climatic index or so-called TCI of tourism climate in the world by combining these elements into a single index. Hu & Ritchie

(1992) consider climate as a key factor for the tourism industry and identification of important tourist destinations. Lohmann & Kaim (1999) also Scott & Lemieux (2009) consider climate as one of the main motivations of tourists in increasing demand for tourism in countries such as Germany, the UK and Canada. Gomez Martin (2005) consider climate as one factor of facilitating enjoyable and ideal tourism activities. Boniface and Cooper (1994) introduced climate as one of the most important factors in tourism development of the region.

In this regard, Gilan province enjoys an area of 14711 square kilometers of enormous environmental diversity (beaches, plains, foothills and mountains), and enjoys active coasts of the East and North and less active in the West with its sandy beaches, sand dunes and sea shells, sunbathe, stroll on the beaches and mountains, walking on the beach and mountains, water treatment and mineral waters, rivers, forests, caves and waterfalls, fishing and horseback riding, nature and wetlands etc. Gilan province can have maximum economic efficiency and the leisure and employment through recognizing the comfort of the human environment in its planning (Ramezani, 2009: 58). Tourism development of Gilan province is an important feature among capabilities of the other provinces so that success of many of the purposes of tourism of the province is due to humid climate. The level of climate changes and its consequences are also considered one of the most important concerns and restrictions of the development of tourism in this province. Therefore, because of the importance of tourism in the province of Gilan, this study discusses on the impact of climate on tourism of Gilan province.

#### **Review of literature**

Scientific review and documented climatic conditions and welfare of the people date back to the 50s and 60s. Despite the key role of climate as a matter of principle in the choice of tourist destination and its effects on the economy of the region, only a few studies have been performed on investigating its impact as a natural attraction of the area tourism demand (Freitas, 2003: 45). But in summary, the articles in this issue have been published in scientific journals abroad which are as follows:

Matzarakis (2001) mentions an article entitled weather and climate conditions for tourism in Greece where its climate conditions are different due to the large geographical differences between regions within Greece and its islands. According to studies of Lise and Tol, although many factors including the distance to the destination and aerial access affected tourism demand, climate and destination weather were among the key factors in determining the amount of tourists who had been entered, and with climate changes, tourism demand of the region was altered. Tourists often choose the regions to spend their holidays that they have a sense of comfort (Lise and Tol, 2002: 429).

Scott and Mcboyle (2004) studied the effects of climate change on tourism climate resources in North America using a modified version of TCI and the results showed that partly Los Angeles is only as the most favorable distribution of tourism climate during the year. Amelung and Viner (2006) test the study of the future of tourism climate index (TCI), future climate change scenarios for the Mediterranean area in their article titled Mediterranean tourism. The results show that in the summer, in the Mediterranean, the weather becomes very hot and in northern Europe, the weather become more favorable and more attractive. The results also indicate that in spring and autumn, weather conditions in most regions of the Mediterranean, especially Spain, Greece and Turkey will be more favorable and pleasant.

Jacqueline et al (2007) found that due to climate changes, tourist attraction in Britain and Ireland was towards the north and the flow of tourists would be towards the south in Germany because of warmer weather and the creation of favorable conditions in the inner regions of the country in comparison to coastal regions. Hein (2009) took action in a study to evaluate the comfort of tourism in Spain using tourism climate index (TCI) which their results suggest that the best time of comfort for tourism is in the summer in this country. Howard (2009) has determined climate changes and the future of tourism in the Caribbean, the right time for tourist activities in North America, the East and West Europe and the Pacific coast between May and August and in the Middle East, Asia and Africa between December and April. Also, the best time for tourist activities has specified in the

Caribbean between December and April (Yazdanpanah et al, 2013: 91). Hoffmann et al (2009) concluded there was no meaningful penetration of the vulnerability under the effects of climate change in an article entitled "determiners of adaptation to climate change on winter tourism: in economic analysis".

Scott & Lemieux (2010) prepared a brief history of climate services and climate applications in the area of tourism in an article titled "weather and climate information for tourism". Falk (2010) concluded that there was a significant and positive relationship days of Eid and holidays and demand for winter tourism in an article titled "analysis of a dynamic data from the depth of snow and winter tourism". Bank & Wiesner (2011) showed that the majority of operators were aware of the dangers of climate and reported valid weather appeared in an article entitled "determiners of how to use weather derivatives in winter tourism in Australia" by interviewing 61 officers of tele skiing. Cheng et al (2012) studied Hong Kong's thermal comfort using indices and physiological equivalent temperature and mean of vote predicted. This research investigated the effect of changing wind conditions and solar radiation on people in the feeling the temperature of people in the region (Mohammadi, Bakhtiar, 2013: 40).

In Iran, some studies have been done that we can mention the works including: Farajollah and Ahmadi (2010) that they discussed in a study using tourism climate indices (TCI) and Mieczkowski (1985) on the assessment of Iranian tourism climate. In this study, 15-year-old statistics for 144 synoptic stations (2004-1990) was calculated. By clustering obtained for this indicator, six tourism regions of the country were detected.

Movahedi et al (2012) discussed in a study to assess and analyze TCI in Lorestan province using climate index of TCI and the results of this study showed that in the cold months of the year, because of the arrival of rainfall systems and reducing the temperature conditions are unsuitable for tourism, especially in the northern regions of the province, but by beginning of the summer (mid-spring to early autumn), climatic conditions are very good. Yazdanpanah et al (2013) discussed to study climate conditions for tourism development by using TCI, in East Azarbaijan and the results showed that May, June, July, August and September were the best conditions in terms of

tourism climate and the months of December, January, February and March were the best conditions of the view. Baratian and Rezaei (2013) addressed the spatial analysis of TCI in Ilam province using the model of TCI and they were determined using Geographic Information System (GIS) for suitable zones so that the results showed that August had the lowest utility and September had the highest utility for tourism. Gandomkar (2014) studied spatial and temporal distribution of Tourism Climate Index in a research and the results of this study show that October in the province has the best conditions for the tourists and after that, there are the months of May and April, respectively and January, February, March, July, August and December are the worst months for the tourists.

#### **Research objectives**

The main objective of this research is to identify the potential and actual climatic comfort of Gilan province, to determine the scope of time and place in terms of climate and environmental comfort of tourism and to provide an environment for tourism development in order to help planners for more developing in Gilan.

#### **Review of literature**

Climate and weather have, however, not been integrated in the mainstream tourism demand literature. This omission is surprising because seasonality triggered by climatic conditions has been recognized in the literature as a major challenge for tourism destinations; and, seasonality is closely associated with climate and weather. Seasonality is a concept that is well studied and documented in the literature. It is defined here as a pattern that repeats itself over fixed intervals of time (Makridakis, Wheelwright, & McGee, 1983), and is revealed in recurring variations in natural phenomena, such as, climate (Butler, 2001).

Tourism Climate consists of three main components, which include: 1- thermal effects (air temperature, humidity, wind, solar radiation intensity of solar radiation and long-wave warmth and cold in the ground); 2- physical effects (dust annoying, continuous and torrential rainfall, humidity, air unpleasant and annoying and inconvenient) and 3- aesthetic effects (optimal radiation of the sun, the beautiful clouds and appropriate sunshine hours). These factors have been influencing the attitude and behavior of tourists and demand forecasting, planning

tourist facilities, time of travel and the use of weather attractiveness in tourism marketing tourism destination are overshadowed (Freitas, 2003: 54). Figure 1 shows the Weather-climate information for tourist decision-making.

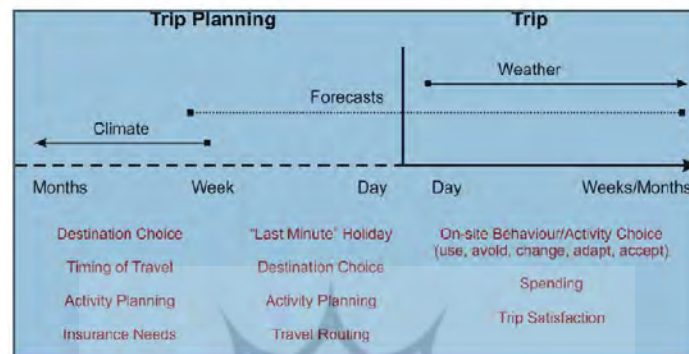


Figure1. Weather-climate information for tourist decision-making, Source: (Scott & Lemieux, 2009)

To assess the impact of weather on human and comfortable climate studies, many models and indicators have been developed in the second half of the twentieth century (Grigorieva & Matzarakis, 2010: 389). Climate index (TCI), which in 1985 was presented by Minkowski; in fact, it is a combination of climatic factors affecting the comfort of tourists. This index is then presented on tourism bioclimatic (Ziaei and Bakhtiari, 2009: 84). An index score than other indices is that the index uses in relation to tourism activities from all the important climatic variables, i.e. temperature, humidity, precipitation, wind and sunshine that control the collection of human body heat conditions (Yazdanpanah et al, 2013: 98). (TCI) can provide information on climatic conditions at different times of year and tourist can choose the time to travel there that enjoys desirable weather conditions (Saraf et al, 2010: 67). TCI is an index that systematically identifies the effect of climate on tourism and can determine tourism climate conditions of the areas with it (Movahhed et al, 2012: 9).

In general, what is important for tourists in the first stage, it is good air that it can continue its activities in open spaces. Table 1 shows favorable status of climate for tourism. Also in Table 2, some of the

most important climate indicators are mentioned to assess the tourism climate along with their symbols:

**Table1: favorable climate for tourism**

Climatic characteristics	characteristics
The average temperature	13 to 20 ° C
Water temperature	17 cm
relative humidity	56% to 70%

Source: (Mohammadi, 1382: 52).

**Table2. Some of the most important climate indicators to assess the tourism climate**

Row	Index	Symbol	Climate variables needed
1	Effective temperature index	ET	Dry temperature, wet temperature and wind speed
2	Thermal sensation index of Geon	TS	Horizontal solar radiation, wind speed, relative humidity and temperature
3	humidity index – total humidity	THI	Temperature and relative humidity
4	Apparent temperature index	AT	Drying temperature, water vapor pressure, wind speed, solar radiation
5	Index of non-comfort	HU	Temperature and water vapor pressure
6	Partial pressure index	RSI	Temperature and partial vapor pressure
7	Comfort index of Steadman - Tom	THI	Drying temperature and relative humidity
8	Wind chill index	H	Temperature and wind speed
9	Cooling power index	CPI	Temperature and wind speed
10	Index of mean predicted	PMV	Air temperature, air velocity, radiant temperature, relative humidity, wear resistance and physical activity level
11	Physiological Equivalent Temperature Index	PET	Temperature
12	Tourism Climate Index	TCI	The maximum daily temperature, minimum relative humidity, precipitation, total sunshine, wind speed, temperature
13	Weather cooling Index	WCI	Temperature and wind speed
14	Tarjong index	-	Temperature, humidity, wind, solar radiation and sunshine duration
15	Air solid index	SB	Temperature and wind speed
16	Term hygrometric index	DI	Drying temperature and dew point temperature
17	Stress index	-	Temperature, humidity and wind
18	Oleg index	-	Temperature and relative humidity
19	Evans index	-	Relative humidity minimum and maximum monthly, monthly minimum and maximum temperatures
20	Bioclimatic index of average temperature	TEK	Water vapor pressure and temperature
21	Heat stress index	HIS	Evaporation, water vapor pressure, wind speed

Reference: (Zolfaqari, 2010; Karimi and Mahboubfar, 2011).

### Research Methodology

In this research in order to assess the situation of tourism climate index and climate data TCI of ten stations in Gilan Province that these data are: the average daily temperature the average relative humidity, the average daily maximum temperature, the average daily minimum relative humidity, the average daily of total amount of rainfall, the average sunshine hours, the average daily wind speed were used. It should be noted that 6 stations were faced with a lack of statistical data that were used for the same data of a linear regression.

First, the database was developed by software Excel and average monthly index was calculated and in the next step, after the index TCI

zoning, small amounts of GIS software were used, in GIS, first, layers related to the border and situation of Gilan were prepared and according to TCI, Gilan months were performed in IDW interpolation method. Then, classification of maps was carried and finally, TCI zoning map for each month is separately obtained.

#### **TCI method**

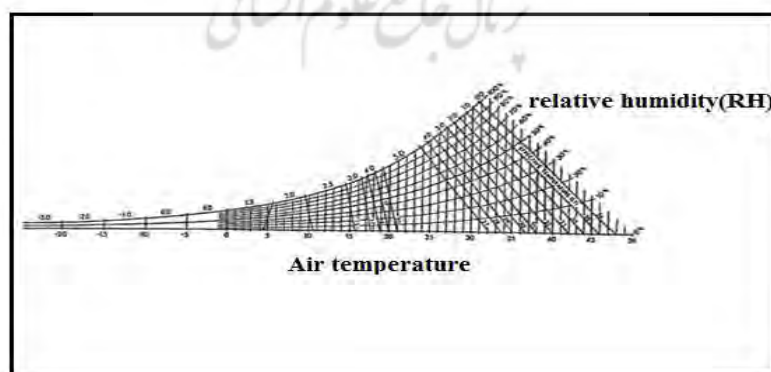
Mieczkowski has calculated for the first time, with the presentation of tourism comfort of 453 weather stations in 1985 and extended its results during the twelve months. Tourism Climate Index (TCI) is provided in 1985 by Mieczkowski. Tourism Climate Index is an abbreviation for TCI. TCI is actually a combination of climatic factors affecting the welfare of tourists, that according to the seven factors in weather stations is calculated to determine the best time and place of entry for tourists. Relaxing index or ideal heat is a numerical parameter known as physiological feelings of an individual against temperature and humidity which man has the best compatibility at this temperature (Mieczkowski, 1985).

#### **Phases of tourism climate index (TCI):**

*Equation 1:*  $TCI=2\{(4.CID)+CIA+(2.P)+(2.S)+W\}$

#### **Climate elements required in calculating climate comfort of tourism:**

1. Daily average of dry temperature and per month per ° C;
2. Daily average of relative air humidity in percent per month;
3. Daily average of maximum drying temperature per month in ° C;
4. Daily average of minimum relative humidity per month in percent;
5. The total amount of average daily rainfall in mm per month;
6. Daily average of sunshine hours per month;
7. Daily average of wind speed per month in kilometers per hour.





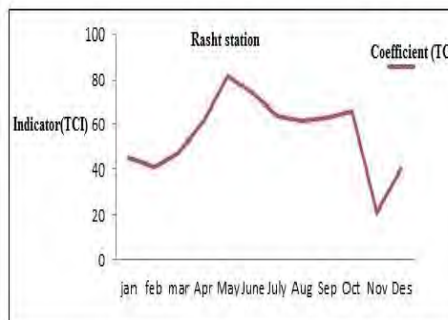
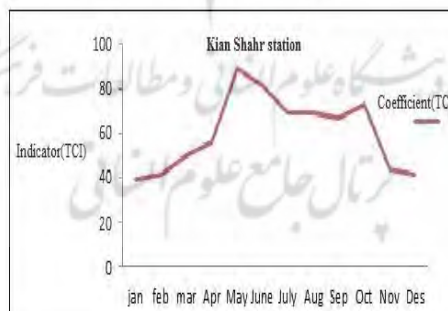
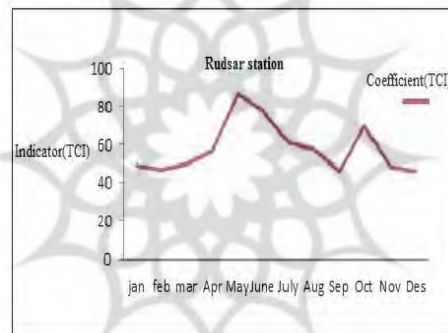
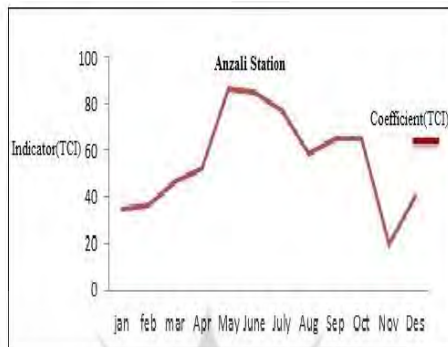


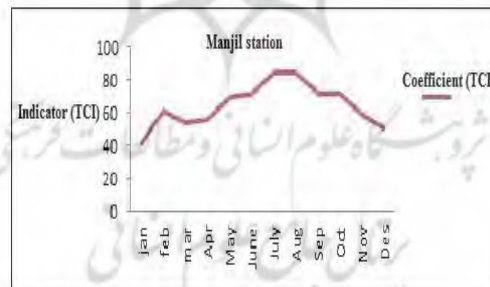
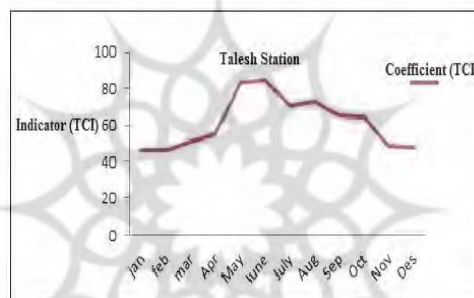
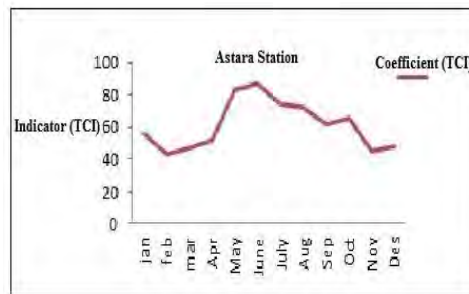


*The Role of Tourism Climate Index ... 137*

	Kashahr		Majuil		Masoleh		Lahijan		Deilaman	
	Quantitative	Qualitative	Quantitative	Qualitative	Quantitative	Qualitative	Quantitative	Qualitative	Quantitative	Qualitative
<b>41</b>		<b>Poor and marginal</b>	<b>51</b>	<b>Acceptable</b>	<b>45</b>	<b>Poor and marginal</b>	<b>44</b>	<b>Poor and marginal</b>	<b>51</b>	<b>Acceptable</b>
44		Poor and marginal	59	Acceptable	42	Poor and marginal	47	Poor and marginal	40	Poor and marginal
73		Very good	72	Very good	58	Very good	68	good	53	Acceptable
67		Poor and marginal	72	Very good	64	Acceptable	22	Very good	64	good
69		Acceptable	84	Excellent	78	good	64	good	83	Excellent
69		Good	84	Excellent	82	Excellent	70	Very good	90	Excellent
81		Very good	72	Very Excellent	88	Excellent	81	Excellent	92	Excellent
89		Excellent	70	Very good	72	Excellent	83	Excellent	84	Excellent
56		Acceptable	56	Acceptable	58	Acceptable	63	good	58	Acceptable
50		Acceptable	54	Acceptable	41	Poor and marginal	44	Poor and marginal	54	Poor and marginal
41		Poor and marginal	61	good	43	Poor and marginal	43	Poor and marginal	43	Poor and marginal
39		Poor and marginal	41	Poor and marginal	40	Poor and marginal	46	Poor and marginal	52	Acceptable

Source: research findings, 2016.





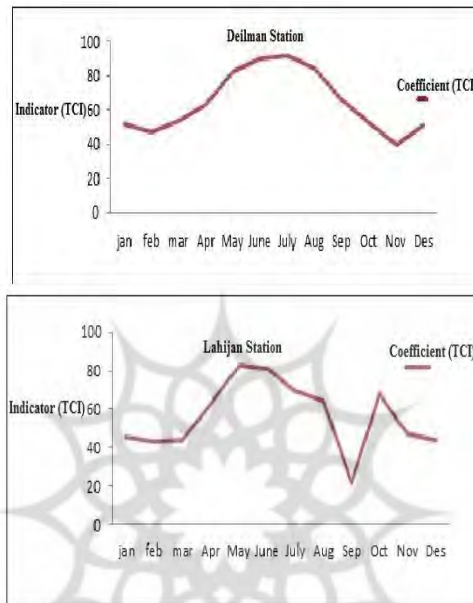


Figure 4: TCI graph of quantitative index for different months stations studied

## B. Zoning values of TCI for different months in Gilan province - January

In January, all stations of Gilan are in acceptable, marginal and poor and undesirable range but among the different stations, the lowest coefficient of TCI is in Anzali and Astara is the highest coefficient and their coefficients are 35 and 52 and other TCI of stations are between these two stations. Referring to Figure 5, it can be seen that Northern Province of Gilan and part of the south show more favorable conditions for tourism climate in January. In other words, in comparison with other parts of Gilan, tourism climate of north and south in January is more acceptable and the central part of the province for tourism in this month is inappropriate.

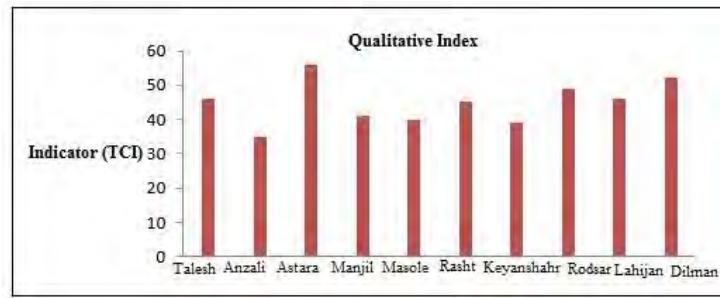


Figure5. Qualitative index charts of TCI for stations

**- February**

According to Figure 7, it can be seen that most stations in February are at negligible marginal conditions for the province's tourism climate, apart from Manjil and Anzali station which are situated in good and acceptable range, among stations, the lowest coefficient TCI are commonly related to Rasht and Astara with coefficient 41 and the most maximum is related to Manjil which the number 69 is calculated. Figure 8 shows the map of zoning tourism climate of Gilan province in February.

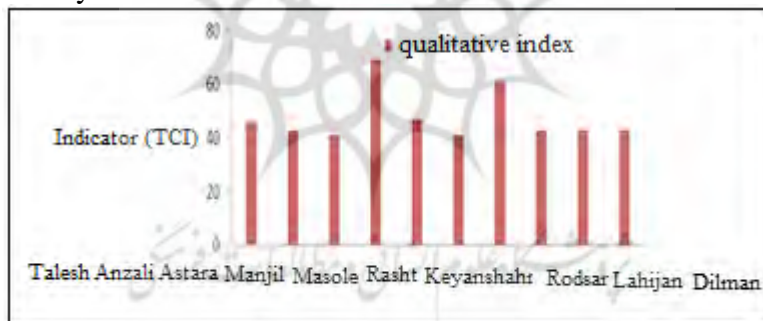


Figure7: qualitative index chart of TCI for stations

**- March**

According to Figure 9, it can be seen that almost all stations are in a numerical range. The minimum index of TCI is for Roodsar station which the number is 41 and the maximum is 54 relating to Kiashahr station and the rest of the stations between the two stations are also their numerical range. Referring to Figure 10, related to March, it can be seen that Northern Province and most parts of the South in marginal conditions are poor and other parts of the province of Gilan

have acceptable conditions for tourists. Figure 10 also shows conditions of the map of zoning for climate Gilan Province in March.

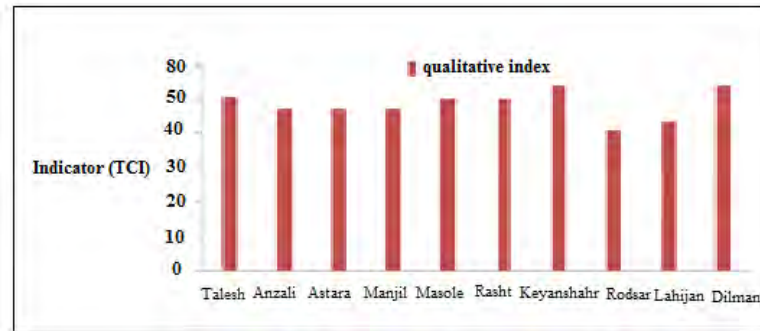


Figure9: qualitative index chart of TCI for station

**- April**

In April, all stations are within acceptable and good range. But among the different stations, the lowest coefficient of Anzali and Manjil are two stations where the number 52 and the most are related to Lahijan where the number 63 is calculated. If it is referred to Figure 11 related to April, it can be seen that all Gilan province are in good and acceptable conditions in terms of tourism climate. The northern part is in an acceptable condition and the southern part of the province is in good condition. Figure 12 also show climate conditions of Gilan Province's zoning map in April.

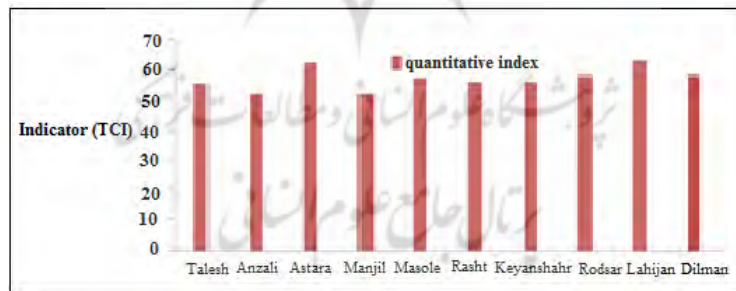


Figure 11: TCI graph of quantitative index for stations

**- May**

In terms of tourism, Gilan province is considered ideal in May which. If it is referred to Figure 13, it is seen that all stations are in excellent condition and very good but the most confident is related to Kiashahr where it is 89 and the minimum is related to Manjil calculated 70 and the rest of stations are situated between these two. According to



Figure 14, it is seen that all Gilan apart from a small portion of the southwest are ideal conditions for tourism climate.

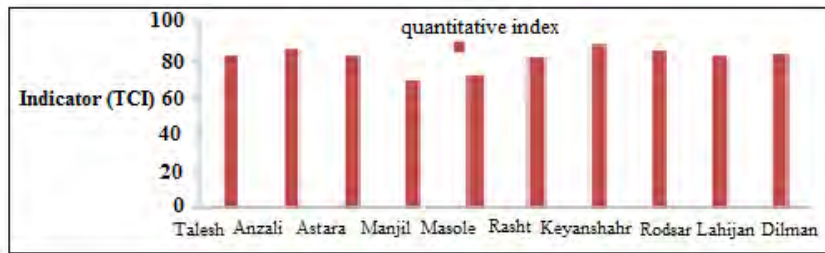


Figure 13: TCI graph of quantitative index for stations

**- June**

June compared to May with slight differences has ideal conditions for the climate of Gilan Province. Referring to Figure 15, it is observed that the maximum coefficient of TCI, number 92 is calculated which is related to Deilaman and the minimum is related to Manjil that it is 72 and other stations are situated between these two numbers. In Figure 16, it is also observed that most of Gilan province is in ideal terms. In other words, most parts of northern and southern, eastern and western parts of the province include the above circumstances.

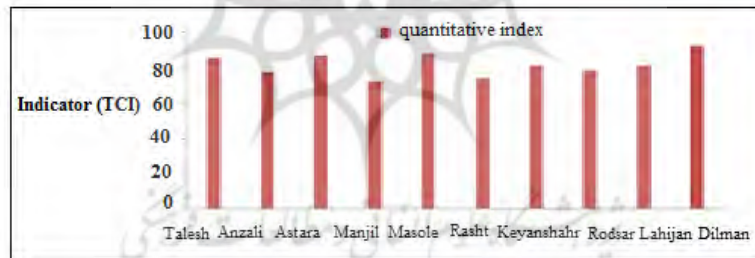


Figure 15: TCI graph of quantitative index for stations

**- July**

In July, all the stations are in three good, very good and excellent ranges. Among stations, Deilaman dedicated the maximum of the coefficient of TCI by a factor of 92 and the minimum is related to Roodsar where the number 61 is calculated. Referring to Figure 17, it is seen that all Northern provinces, most of the central and western part of the province within the province are ideal for tourism climate. Figure 18 also shows conditions of the zoning map of climate in Gilan Province in July.

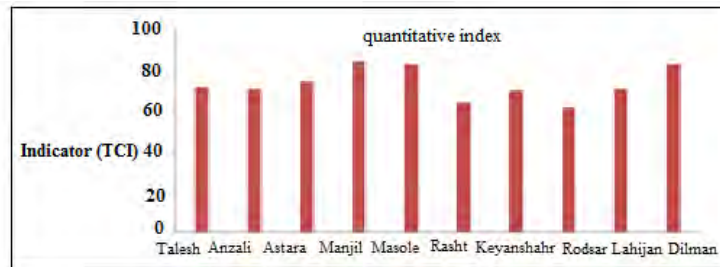


Figure 17: TCI graph of quantitative index for stations

**- August**

In August, according to Figure 19, the majority of stations in the area are very good. However, most factors of TCI are related to Deilaman stations by the number 93 and the lowest is related to Roodsar by 58 and other stations are among these two factors. According to Figure 20, it is observed that most of Gilan in the range are very good. This range covers from northwest to southeast of Gilan shown in the corresponding map.

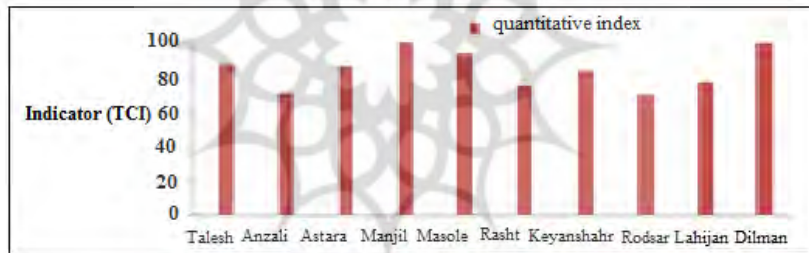


Figure 19: TCI graph of quantitative index for stations

**- September**

In September, more than 2/3 stations of Gilan province are in good condition for tourism climate. Most factor of TCI is related to Mankil station and the lowest is related to Lahijan calculated 72 and 22, respectively and other stations are among these two factors. According to Figure 21, it is observed that North, West, South and the capital of Gilan province are in good area and conditions for tourism shown in Figure 22 and a small part of the province is in a very bad area.

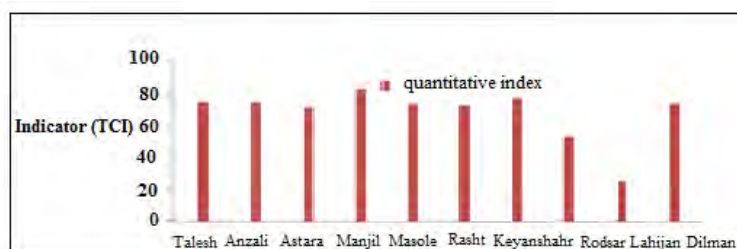


Figure 21: TCI graph of quantitative index for stations

**- October**

Referring to Figure 23, it can be seen that in October, half of the stations of Gilan province are in good condition to receive tourists. Among stations, Kiashahr with 73 is the most factors and Deilaman with 53 is the lowest factors of TCI. Referring to Figure 24, it is seen that except for East Gilan and small parts of the South and West Gilan, other stations in Gilan province have provided good conditions for tourism climate shown on the map.

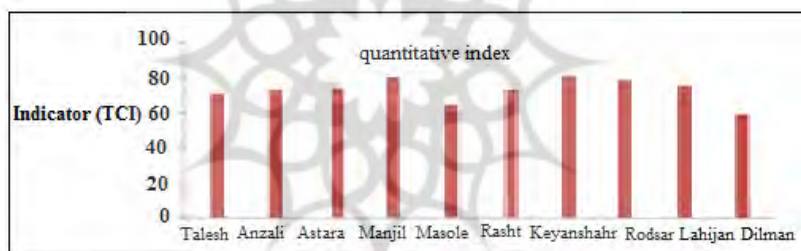


Figure 23: TCI graph of quantitative index for stations

**- November**

In November, more than two thirds stations of Gilan are in poor and marginal condition to receive tourists. However, if you refer to Figure 25, the lowest coefficient of TCI for Rasht station 22 is shown with quantitative index. If the maximum by a factor of 59 is related to the Manjil station, according to Figure 26, it is seen that most negligible marginal conditions for tourism climate in the province is in November and the northern, southern and eastern provinces are in poor and marginal conditions.

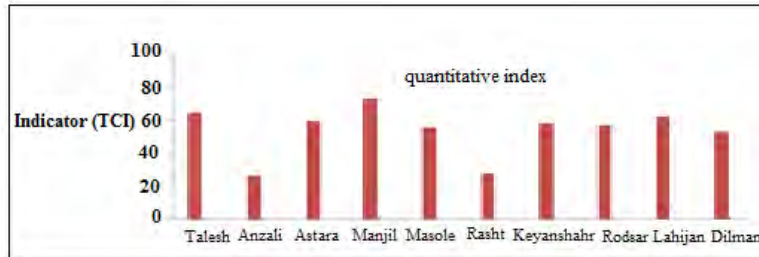


Figure 25: TCI graph of quantitative index for stations

**- December**

According to Figure 27, most stations in December are in poor and marginal conditions. The minimum factor of TCI is related to Rasht station with 40 and the maximum is related to Deilaman and Manjil where the factor is calculated 51. The remaining factor is among these three stations. According to Figure 28, it can be seen that North and south of the province of Gilan are located within a small margin and central parts of the province are in poor and marginal conditions.

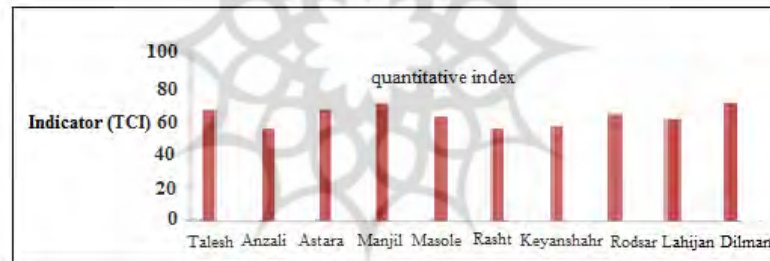


Figure 27: TCI graph of quantitative index for stations

**Conclusion**

According to a survey conducted on data from 10 stations of Gilan in different months, it can be concluded that Astara in January enjoys better situation than other stations, while the most undesirable station is in Anzali for tourism in this month. But in February, Anzali station is better than any other months of stations studied. In March, July, August, September and November, Manjil station has ideal conditions in comparison with other stations in the tourism climate. Kiashahr station in May and October in terms of favorable conditions for the reception of tourists is superior to other stations. Deilaman station in July and December has provided better conditions in terms of climate, tourism to other stations. Therefore, it can be concluded from the findings that the best station during the 12 months is the tourism

climate in Manjil station where mean of tourism climate is more than other stations and has more ideal conditions compared to other stations of the province. Also, the most difficult tourism climate among stations is Lahijan station dedicated the lowest average of TCI. Among the months, the best month for tourism climate of Gilan province which is equal to May is the month of May. This month in 80% of stations has been perfect condition to receive tourists among the findings made and in the rest of the station, it has the very good condition and also, the most difficult month in terms of tourism climate is November that including the lowest coefficient of average of TCI and in 80% of stations is in marginal and poor conditions.

According to the zoning maps in terms of tourism climate in the province which has been prepared from different months, it can be concluded that North West Gilan province has favorable conditions than other parts of the province of Gilan in terms of its tourism climate. North West province includes Astara, Kiashahr, Roodsar and Anzali. If the charts are referred to these stations, it can be seen that the highest rate of TCI in different months are related to these stations. Therefore, generally, it can be concluded from the research findings that Gilan province in the warm season, especially in the month of May are eligible to tourist activities and it is the best area for tourism in the North West Province.

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