

Investigating and Evaluating the Existing Capacities and Potentials for the Development and Expansion of Ecotourism in Paveh City

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Abstract

Ecotourism is a tool for achieving the goals of sustainable development, because it offers similar solutions to current problems. Iran is one of the most attractive countries in the world, which is among the top countries in the world in terms of climatic diversity and archeological and civilizational monuments, but unfortunately, in terms of ecotourism attraction and income, it does not have a worthy position. With coherent and systematic planning, the country can be saved from economic stagnation and dependence on oil, and the ground can be prepared for more employment and preservation of national reserves and resources. At the same time, ecotourism has the highest efficiency and effectiveness in using natural and cultural capabilities, which, while using it efficiently and creating conditions for employment and income generation, has the least negative impact on the environment and is a suitable tool for its development. It is in developing countries. For Iran, given its potential and actual tourism potential, the development of this industry can be considered as one of the appropriate options, despite the recent years and efforts in five-year plans based on the country's 20-year vision. Good activities have been done in this field, which in comparison with the increasing growth of world tourism, these activities do not seem to be sufficient at all, and in this regard, the city of Paveh, despite the various natural and cultural capabilities to properly exploit the gifts. And the benefits of this industry require proper attention, planning and investment, and efficient management in this sector. This research was conducted by descriptive-analytical method using a questionnaire and statistical analysis using SPSS software. The results showed that the tourism infrastructure conditions of Paveh city can not lead to the development of tourism in Paveh city at present and should provide more infrastructure

services to think about tourism development and economic conditions resulting from tourism development is not good and basic plans should be created in this regard to It is possible to achieve the economic development of the region before the development of tourism. Also, marketing conditions have been able to lead to the development of tourism in Paveh city on average, but more efforts should be made in the field of advertising and marketing.

Keywords: tourism, economic development, Paveh city

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Received: 27/01/2021 Accepted: 28/02/2021



Introduction

Today, the tourism industry has been widely developed in the world, and many countries have been able to improve their situation to the extent that they are able to improve their income, and their income is very low. Today, many studies have been done in the world about the development of tourism activities. Macro-policies, tourism is considered as an effective tool for political, economic, cultural and social development. Statistics provided by international organizations and various countries show the great impact of this industry on political, social, economic and cultural variables, including political and cultural relations, foreign exchange earnings, employment, social justice, foreign investment. Today, tourism as a social and economic phenomenon is considered by countries and in recent decades, it has grown steadily and increasingly until it has become one of the fastest growing economic sectors. Modern tourism is related to development and pursues various goals. This process has made tourism one of the main goals and aspects of social and economic development. The global expansion of tourism in developed and industrialized countries has led to the growth of economic benefits and employment in related sectors from cultural heritage to agriculture and communications (UNWTO, 2012: 32). Tourism activities as a global industry have different effects on national and local development. The effects of the tourism industry on the tourism sector have been interesting and in many cases unique. Tourism activities can promote the natural and human interests of a community. Tourism development involves attention to development at all levels of individual, organizational, national and international, and its sustainability requires the use of resources, management, investment, technological advancement, and structural and institutional change that is compatible with current and future human needs. According to tourism experts, the path to tourism development will be possible by paying attention to two categories of factors: a- the primary policy factors, regardless of the policy issue and b- specialized tourism factors (Nouri, 2005, 5). On the other hand, urban development is the process of developing and utilizing natural and human resources, technology, infrastructure facilities, institutions and organizations, government policies and programs to encourage and accelerate economic growth in urban areas to create employment

and improve the quality of life. It is for the continuation of life and the stability of life and it is a process that leads people to increase their ability to control their environment. In this regard, all communities are looking for ways to accelerate this process that tourism and related activities can be considered as a basic solution. Today, the tourism industry in general and urban tourism in particular is one of the major indicators of the national and international economy. Therefore, the development of this industry is one of the functional structural priorities of development programs in many countries of the world and gives priority to the needs and capacities of local people. By expanding economic interactions with other economic sectors and creating new job opportunities, urban tourism, encouraging investment in different urban areas, reducing migration from peripheral to urban areas, increasing the income of urban households and raising living standards through the provision of social services can be an effective strategic title to bridge the gap between the growing economy of urban areas and the stagnant economy of rural areas. Therefore, the main functions of urban tourism such as increasing the economic capacity of urban communities to innovate and develop human resources by attracting investment in these areas and leaving the current state of economic, socio-cultural isolation, etc. and connecting with different regional, national and ..., has caused the need for more attention and investment in this industry. In general, considering the importance and benefits of the tourism industry and also the fifth rank of Iran in natural attractions and the tenth rank in ancient and historical attractions, it can be said that the development of tourism industry in Iran has a special capability. In addition, despite variables such as young population, unemployment, the need to increase foreign exchange earnings and foreign investment, attention to this sector can achieve full employment, increase foreign exchange earnings, introduce Iranian civilization and culture to the world, extensive and constructive interaction with The countries of the world should provide for the breaking of ethnic and minority borders (Sheikhroodi, 2012, 7). One of the areas where unique capacities can play a role in the sustainable development of ecotourism is Paveh city in Kermanshah province. Recognizing the environmental capacities of Paveh city as one of the poles of ecotourism needs to be examined

more carefully with the basis of recognizing the capacity with a view to sustainable development. If these capacities can be better identified, better planning can be done to overcome the current and upcoming economic challenges in the city. Ecotourism planning has a tremendous capacity to introduce the culture of the city and on the other hand can be an effective contribution to the economy of the region. The main purpose of this study is to investigate and explain the ecotourism capabilities and limitations of Paveh city in the framework of economic development approach and to present strategies for the development of tourism and ecotourism in Paveh city according to its potentials. The research method is descriptive-analytical with a combination of library and field research methods. In a library study by studying reliable sources, global and domestic experiences in this field as well as the importance and effects of tourism on social and economic development in tourism and ecotourism planning have been studied.

Research theory

The issue of ecotourism or nature tourism has attracted a lot of attention at the international level, because by using methods and models of profit and cost, it can be very useful and beneficial to achieve sustainable development. Blangi and Mehta point to the important role of ecological revitalization in the field of ecotourism and consider it an important approach to tourism planning and believe that ecological revitalization has the most important role in ecotourism that can accelerate the rapid growth and development of various tourism activities. Mehta 2006: 233). Weaver and Luton do not consider ecotourism as a scientific and academic discipline due to its division into different sections and lack of integration. And be considered systematic. (Lawton & Weave, 2007: 1168) In their study, Tsavar and his colleagues considered reasonable criteria (indigenous peoples, tourist management and economic, social and environmental resources) to analyze the relationship between resources, society and tourism in sustainable ecotourism and considered the ecotourism as different. 640: (Tsaur, 2006). Ecotourism has long been considered in Iran. In the book *Geography of Tourism*, Dr. Shokouei considers the relationship between human time and natural environment as the duty of geography and also Dr. Rezvani in his article entitled "Ecotourism

and its role in environmental protection" Believes in sustainable development. The International Ecotourism Association defines ecotourism as "responsible travel to natural areas with the aim of preserving the environment and promoting the health of local people." Since such areas should often be considered within the customary range of villages, departure to rural areas can be accepted as an interpretation of ecotourism. It is noteworthy that this type of tourism has been growing in recent years and will continue in the coming years. Thus, despite the 4% annual growth of tourism in all disciplines, this figure for ecotourism has fluctuated between 10 and 30%. The formation of ecotourism, rural tourism, and most recently geotourism in the second half of the twentieth century, is a new type of human activity related to nature and its exploitation.

Sustainable tourism

Tourism is anything related to tourists and related services. Based on this definition of tourism, it refers to the set of activities that take place in the process of attracting and hosting among tourists (Zahedi, 2003, 2-1). Sustainable Tourism responds to the needs of present tourists and future generations and between dimensions of environmental, economic and socio-cultural balance out, ie sustainable tourism carrying capacity to measure the ecological, economic feasibility and social acceptance is cultural. (Elsasser et al, 1995: 17). The concept of sustainable tourism development is related to the concepts of sustainable development and sustainable tourism. Sustainable development in tourism cannot be done by a single factor. Therefore, it was necessary to look for agents for the realization of sustainable development. Dimensions of sustainable development Sustainable development includes three dimensions: economic, social and ecological. These dimensions have a specific and hierarchical military structure (Figure 1). In addition, each of these dimensions has its own weight in sustainable development. Determining the weight of each of these dimensions depends on the characteristics of the subject under study (Birkmann, 2000: 168). A comprehensive definition of ecotourism should emphasize the following key areas from three scientific, social and economic aspects:

A scientific: 1 . Recognize well and pay attention to the natural capacity of ecosystems to ensure the best possible protection, reconstruction or optimal production of them. 2. Protection of natural, cultural and religious heritage in the field of tourism. 3. Valuing the heritage by informing, cultivating and educating the people and local communities as well as the tourists.

B- Social: 1. Recognizing and respecting the very important role of people and local communities and their participation in decision-making, planning and project implementation. Positive among tourists and people of local host communities and promotion of cultural and natural heritage protection culture among guest tourists and hosts. 4. Improving the quality of life and scientific knowledge of local people and communities.

C- Economic: 1. Income generation for people and local communities and fair distribution of incomes [ۛ] Revenues. 2. Allocating a share of revenues for the management and protection of heritage. 3. Projects (Amani, 2006: 129-130.)

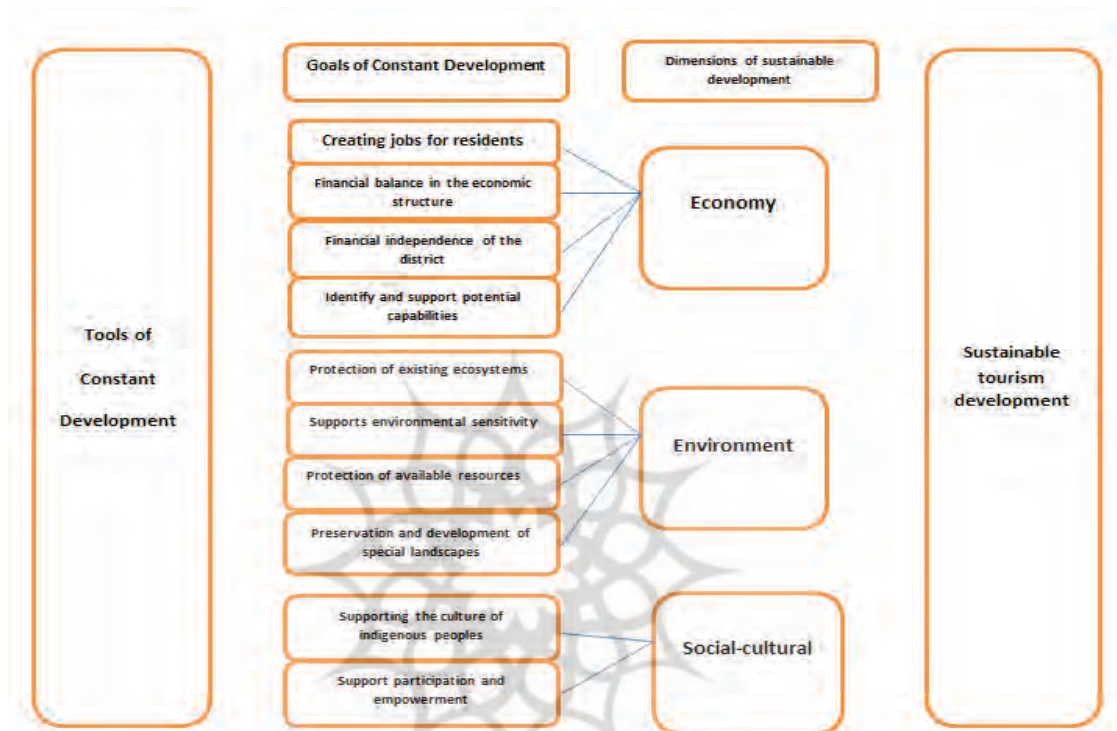


Figure 1- Dimensions of sustainable development
Source:(University of Dortmund, 2000)

Regional Studies

Mathematical position

This province with an area of 24586 square kilometers, covers a total of 1.45 percent of the country's area and in this regard is ranked 18th. The zone is between 33 degrees and 36 minutes to 35 degrees and 18 minutes north latitude and 45 degrees and 22 minutes to 48 degrees and 7 minutes east longitude of the Greenwich meridian.

Kermanshah province is located in the middle of the western side of Iran in the middle of the Zagros mountain range. And this province is located in the west of the country. This province is bordered by

Kurdistan to the north, Lorestan and Ilam provinces to the south, Hamedan province to the east and Iraq with a 330 km long border.

Paveh city is located at 34 degrees and 55 minutes to 35 degrees and 18 minutes north latitude and 46 degrees to 46 degrees and 30 minutes east longitude (Paveh city development plan, 2009: 2).

Table 1: Latitude and longitude of Paveh

Northern latitude				Eastern length				City
Maximum		Minimum		Maximum		Minimum		
Grade	Minute	Grade	Minute	Grade	Minute	Grade	Minute	
35	18	34	53	46	33	45	56	Paveh

Relative position

The center of this city is the city of Paveh with an area of 805 square kilometers and occupies 3.2 percent of the total area of the province. It is located at 46 2121 longitude and 35 303 latitude and 1540 meters above sea level. Paveh city is one of the cities of Kermanshah province in the west of the country.

According to the national census of 1390, the population of this city is estimated at 57813 people. Paveh The center of Paveh city is located 124 km from Kermanshah-Paveh road. Paveh is located 566 km from Tehran (air distance) and 45 km from the zero point of the border of Paveh city from the north to Marivan and Sarvabad (Kurdistan), from the south to Javanrood and Thalass and Babajani, from the east to Ravansar and Kamyaran and It is limited to Iraq (Halabja city) from the west.

Table 2: Political and administrative divisions of Paveh city (Source: Paveh city statistical yearbook, 2016)

Village			Vill	City	Section	City
Deserted	Inhabited	Sum				
3	9	12	Shive sar	Bayangan	Bayangan	Paveh City
22	11	33	Makvan			
0	8	8	Shamshir	Paveh	Central	
3	12	15	Holi			
23	3	26	Sirvan	Nosod	Nosod	
				Nodsheh		



Map No. (1) Location map of Kermanshah province and Pavah city
 Source: <https://www.researchgate.net>



Map No. (2) Map of the location of Pavah city by village
 Source: Statistics and Information Office of Pavah city

- Examining the existing potentials and capabilities for the development and expansion of ecotourism

According to the questions that have been studied and analyzed descriptive statistics, the components of the study of existing potentials and capabilities for the development and expansion of ecotourism have been studied. Has little effect on the attraction of ecotourism and other components such as:

Existence of natural attractions and landscapes with an average of 3.27 Having various geological formations with an average of 3.11 Existence of recreational sports attractions with an average of 3.23, Existence of suitable heights and infrastructure with an average of 3.33, Having a calm environment and Noise with an average of 3.63, diversity of plant and animal species with an average of 3.38 and the potential and readiness of the region to invest and plan natural tourism with an average of 3.76 are among the potentials that are somewhat high in the direction of Ecotourism development can play a role.

Table 3: Examination of existing potentials and capabilities for ecotourism development

Standard deviation	Average	Very high	High	Some what	Low	Very low	Spectrum (percentage) of the Component
1.500	4.27	31	25	17	12.5	14.5	Existence of a variety of attractions and natural landscapes
1.25	2.95	6	37	24	12	21	Proximity to population and urban centers
1.29	3.11	17	26.5	19.5	24.5	12.5	Having various geological formations
1.24	3.23	13	41	14.5	19.5	12	Existence of recreational sports attractions
1.30	3.23	23.5	25.5	22.5	17.5	11	Existence of suitable heights and infrastructure
1.30	3.63	34	28	12.5	18.5	7	Having a calm environment and being noisy
1.28	3.38	23.5	30.5	14.5	23.5	8	Variety of plant and animal species
1.35	3.76	42	23	13	13	9	Being ready and willing to invest and plan natural tourism

Very low = 1, low = 2, somewhat = 3, high = 4, very high = 5

Investigating the correlation between different tourism conditions and tourism development in Paveh city

In this section, different dimensions of the conditions governing tourism in Paveh city (economic, socio-cultural, environmental, institutional-organizational, geographical, infrastructure and marketing) in relation to tourism development in Paveh city using SPSS software and Pearson and Pearson correlation test.

- Study of the relationship between economic conditions and tourism development

In this section, the relationship between economic conditions and tourism development in Paveh city is investigated. According to the results in Table 4, the Pearson correlation coefficient is 0.52. Also, the level of significance obtained (0.005) shows that (less than 0.05), the difference between the means is statistically significant and this relationship is confirmed. In other words, both groups did not have this feature equally. The results of this sector have not been very promising and the economic conditions resulting from the development of tourism have not been good and basic plans must be created in this regard in order to achieve the economic development of the region before the development of tourism.

Table 4: Correlation coefficient index between economic conditions and tourism development

Significance level (p)	Pearson correlation coefficient (r)	Statistical index	
		Variables	
0.005	0.52	Tourism development	Economic conditions

Investigating the relationship between socio-cultural conditions and tourism development

In this section, the relationship between socio-cultural conditions and tourism development in Paveh city has been studied. According to the results in Table 5, the Pearson correlation coefficient is 0.27. Also, the level of significance obtained (0.001) shows that the difference between the means is statistically significant and this relationship is confirmed. In other words, both groups did not have this feature equally. The results of this section have been promising and the

development of tourism in the city of Paveh can improve the socio-cultural conditions and also the socio-cultural conditions can provide the conditions for tourism development

Table 5: Correlation coefficient index between socio-cultural conditions and tourism development in Paveh city

Significance level (p)	Pearson correlation coefficient (r)	Statistical index	
		Variables	
0.001	0.27	Tourism development	Socio-cultural conditions

- Study of the relationship between environmental conditions and tourism development

In this section, the relationship between environmental conditions and tourism development in Paveh city is investigated. According to the results in Table 6, the Pearson correlation coefficient is 0.82. Also, the level of significance obtained shows that the difference between the means is not statistically significant and this relationship is not confirmed. In other words, both groups had this feature equally. The results of this section have not been very promising and the development of tourism has a negative impact on the environmental conditions of Paveh city, unless basic measures are taken in this field or appropriate culture is created. Therefore, the current environmental conditions do not meet the tourism development of Paveh city.

Table 6: Correlation coefficient index between environmental conditions and tourism development of Paveh city

Significance level (p)	Pearson correlation coefficient (r)	Statistical index	
		Variables	
0.009	0.82	Tourism development	Environmental conditions

- Study of the relationship between institutional-organizational conditions and tourism development

To examine the relationship between institutional-organizational conditions and tourism development, using the Spearman correlation index, this has been considered. According to the results in Table 7, the value of the correlation coefficient (r) obtained between these two equivalents is 0.31, which indicates a positive relationship between the two. Also, according to the obtained level of significance, their relationship at the level of 0.07 is significant and the relationship is confirmed. This indicates that the institutional-organizational

conditions on average can lead to the development of tourism in the city of Paveh, but more efforts should be made in this regard to significantly approach the level of 0.000.

Table 7: Correlation coefficient index between institutional-organizational conditions and tourism development of Paveh city

Significance level (p)	Pearson correlation coefficient (r)	Statistical index	
		Variables	
0.002	0.31	Tourism development	Institutional-organizational conditions

- Study of the relationship between geographical conditions and tourism development

To investigate the relationship between geographical conditions and tourism development, using the Spearman correlation index, this has been considered. According to the results in Table 85, the value of the correlation coefficient (r) obtained between these two equivalents is 0.26, which indicates a positive relationship between the two. Also, according to the level of significance obtained, their relationship at the level of 0.07 is significant, and the relationship is confirmed. This indicates that the geographical conditions can lead to the development of tourism in the city of Paveh in an excellent way, but in this regard, more efforts should be made in the field of advertising to further develop tourism.

Table 8: Correlation coefficient index between geographical conditions and tourism development of Paveh city

Significance level (p)	Pearson correlation coefficient (r)	Statistical index	
		Variables	
0.000	0.26	Tourism development	Geographical conditions

Investigating the relationship between infrastructural conditions and tourism development

In this section, the relationship between infrastructure conditions and tourism development in Paveh city is investigated. According to the results in Table 9, the Pearson correlation coefficient is 0.62. Also, the level of significance obtained shows that the difference between the means is not statistically significant, and this relationship is not confirmed. In other words, both groups had this feature equally. The

results of this section have not been very promising and the tourism infrastructure conditions of Paveh city at the moment can not lead to the development of tourism in Paveh city and you should think about the development of tourism by providing more infrastructure services.

Table 9: Correlation coefficient index between infrastructure conditions and tourism development in Paveh city

Significance level (p)	Pearson correlation coefficient (r)	Statistical index	
		Variables	
0.006	0.62	Tourism development	Infrastructure conditions

- Investigating the relationship between marketing conditions and tourism development

In this section, the relationship between marketing conditions and tourism development in Paveh city is investigated. According to the results in Table 10, the Pearson correlation coefficient is 0.39. Also, the level of significance obtained shows that the difference between the means is statistically significant and this relationship is confirmed. In other words, both groups did not have this feature equally. In fact, at a low level of significance, marketing conditions on average have been able to lead to the development of tourism in the city of Paveh, but more efforts should be made in the field of advertising and marketing.

Table 10: Correlation coefficient index between marketing conditions and tourism development in Paveh city

Significance level (p)	Pearson correlation coefficient (r)	Statistical index	
		Variables	
0.004	0.39	Tourism development	Marketing conditions

Determining internal and external factors affecting the development of macro strategies:

This step includes the assessment of the external environment and the assessment of the internal environment. At this stage, external factors and internal factors affecting the tourist village are identified and analyzed using two techniques: external factors evaluation matrix (EFE) and internal factors evaluation matrix (IFE). These factors are shown in the figure below.

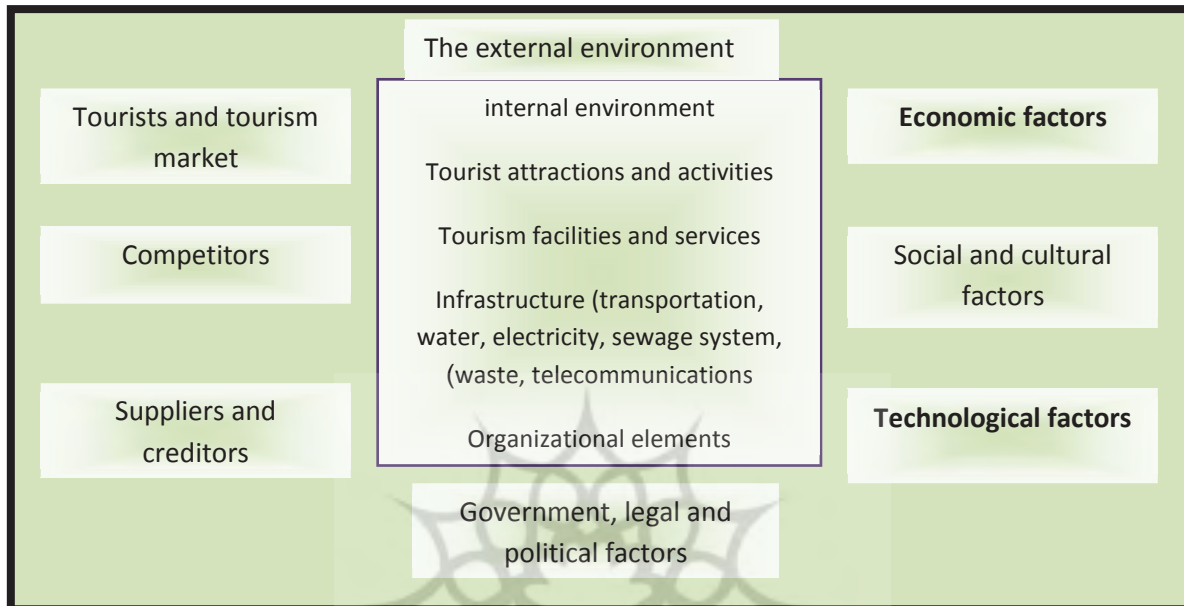


Table 11: Chart of external factors and internal factors affecting the tourist destination
 Source: David, 1384, p. 85

Conclusions and scientific and research achievements

Economic development in any country requires investment in various sectors and economic activities. Investment in infrastructure and superstructure projects can not be expected to expand employment, production and economic prosperity. Today, many countries in the world have a strong desire to attract foreign investment (Shakeri and Salimi, 2006: 1). One of the useful and appropriate ways to do this is to invest in tourism infrastructure and use the potential of the region to attract tourists. The tourism industry, with its special characteristics, is considered a dynamic industry with a bright future. Investment in this industry is increasing in all countries with tourist attractions. Today, attracting foreign tourists has become an increasing competition among institutions involved in the tourism industry. Because this industry not only plays a role in advancing the national economy and foreign exchange earnings, but it is a clean and pollution-free industry

and at the same time creates new jobs. Tourism for countries with tourist attractions such as Iran can become the most important source of foreign exchange earnings. Provided that proper and comprehensive planning with foresight is set and implemented for it. Global investment in the tourism industry indicates that industrial tourism is one of the industries that distribute income and this industry can replace the single-product economy, ie oil revenue (Zahedi, 2006; 113-114). Considering the issues expressed in the field of urban tourism, it should be said that this fledgling tourism industry in the field of urban management with emphasis on social, cultural and economic planning in the metropolitan structure of Iran and other parts of society should be one of the main activities. The main agencies in charge of urban tourism at any time and any government, as well as the emphasis on the development of urban development and tourism in metropolitan areas and the modernization of historical contexts and tourism in urban tourism areas should be in the agenda of the government and municipalities of our metropolitan area. Construction and reconstruction of recreational spaces in the field of urban tourism inside and outside the city (suburbs) along with providing appropriate facilities to the private and public sector in the growth of this urban industry contributes significantly to the sustainable development of urban, local and regional. Competition for the growth of urban tourism opportunities in order to develop urban tourism should be the order of the executive management of cities. Attention to providing diverse needs (social-cultural-service-transportation-resort-recreational-information, etc.) for urban tourism in addition to strengthening the participation of the private sector and citizens in meeting these needs is a significant contribution to the development of the industry in metropolitan areas. We can do it. Also, the creation of various landscaping beds in the field of urban tourism, the existence of appropriate facilities (hotels, apartment hotels, guesthouses, restaurants, fast foods, domestic and foreign transportation in the city, etc.) should be considered according to the tourist income. Be scheduled. Existence of domestic and foreign advertisements in the field of introducing urban tourism of each metropolis, development of cultural centers, cultural centers, dynamics of urban tourism, training of specialized personnel in this

field, growth and the importance of various researches in the field of tourism, including urban tourism in metropolitan areas, changing the attitude of officials and citizens towards attracting urban tourists, providing appropriate behaviors with these guests, traffic control, air pollution, environmental degradation, coordination between tourism agencies in the city and avoid blaming other tourism institutions in the city and acquitting their device, paying attention to the information process of urban tourists, advertising design, Internet in the field of sustainable urban tourism development, providing local customs, traditional and local music, Indigenous clothing, etc. can be one of the most important factors in the sustainable development of urban tourism solutions in Iran, including the urban metropolises of Iran. According to the survey, 55% (27% is very low and 28% is low) The impact of tourism is said to be low and very low, and 40% (20% high and 20% very high). It has tourist attractions according to the infrastructural conditions and tourism development of Paveh city, the obtained Pearson correlation coefficient is 0.62. Also, a significant level has been obtained. The results of this section have not been very promising and the tourism infrastructure conditions of Paveh city at the moment can not lead to the development of tourism in Paveh city and you should think about the development of tourism by providing more infrastructure services. Therefore, the natural tourist attractions of Paveh city have provided a very suitable situation for the development of ecotourism industry in the country. Considering the relationship between economic conditions and tourism development in Paveh city, the Pearson correlation coefficient is 0.52. Also, the level of significance obtained (0.005) shows that (less than 0.05), the difference between the means is statistically significant and this relationship is confirmed. The results of this sector have not been very promising and the economic conditions resulting from the development of tourism have not been good and basic plans must be created in this regard in order to achieve the economic development of the region before the development of tourism. In recent years, "tourism development" has been considered by officials based on historical, geographical and cultural capacities, and as mentioned, Paveh city has a high potential in terms of tourism capacities and is a national strategic area and a priority for tourism development.

Considering the relationship between marketing conditions and tourism development in Paveh city, Pearson correlation coefficient is 0.39. Also, the level of significance obtained shows that the difference between the means is statistically significant and this relationship is confirmed. More efforts should be made in the field of advertising and marketing.

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