



## فصل نامه برنامه ریزی و توسعه گردشگری

سال پنجم

شماره شانزدهم

بهار ۱۳۹۵

شماره استاندارد بین المللی: X ۳۰۹ - ۲۳۲۲

## فصل نامه برنامه ریزی و توسعه گردشگری

صاحب امتیاز : دانشگاه مازندران  
مدیر مسؤؤل : دکتر صادق صالحی  
سر دبیر : دکتر سعید راسخی  
مدیر اجرایی : دکتر شهریار زروکی  
مدیر داخلی : زهرا پازوکی نژاد

### اعضای هیأت تحریریه:

دکتر احمد جعفری صمیمی	: استاد گروه اقتصاد، دانشگاه مازندران
دکتر زهرا بیگم حجازی زاده	: استاد گروه جغرافیا، دانشگاه تربیت معلم تهران
دکتر علی خاکساری	: دانشیار گروه برنامه ریزی اجتماعی، دانشگاه علامه طباطبائی
دکتر سعید راسخی	: استاد گروه اقتصاد، دانشگاه مازندران
دکتر محمد تقی رهنمایی	: دانشیار گروه جغرافیای انسانی، دانشگاه تهران
دکتر صدیقه لطفی	: استاد گروه جغرافیا و برنامه ریزی شهری، دانشگاه مازندران
دکتر امیر ملکی	: دانشیار گروه علوم اجتماعی، دانشگاه پیام نور
دکتر علی اکبر جعفری	: دانشیار گروه مدیریت، دانشگاه استرانتکلاید، انگلستان
دکتر ابراهیم فیاض	: دانشیار گروه مردم شناسی، دانشگاه تهران
دکتر صادق صالحی	: دانشیار جامعه شناسی محیط زیست، دانشگاه مازندران
دکتر محمود ضیایی	: دانشیار گروه مدیریت جهانگردی، دانشگاه علامه طباطبائی

ویراستاران: دکتر مسعود روحانی (فارسی)، دکتر محمود عزیزی (انگلیسی)

حروف چینی و صفحه آرایی: سوری تکنایی

شمارگان: ۵۰ نسخه

قیمت: ۲۰۰۰۰ ریال (۵۰ درصد تخفیف برای دانشجویان)

نشانی: بابلسر، بلوار دانشگاه، پردیس دانشگاه مازندران، دانشکده علوم انسانی و اجتماعی، دفتر فصل نامه برنامه ریزی و توسعه گردشگری،

کد پستی: ۹۵۴۴۷-۴۷۴۱۶

نشانی الکترونیکی:

[jtpd@umz.ac.ir](mailto:jtpd@umz.ac.ir)

Home Page: <http://tourismjournal.umz.ac.ir>

فصل نامه برنامه ریزی و توسعه گردشگری در پایگاه های اطلاعاتی زیر نمایه شده است:

<http://isc.gov.ir>

پایگاه استنادی علوم جهان اسلام (ISC)

<http://magiran.com>

بانک اطلاعات نشریات کشور (Magiran)

<http://www.sid.ir>

مرکز اطلاعات علمی جهاد دانشگاهی

این فصل نامه مسؤؤل آرا و نظریات مندرج در مقالات نیست؛ فصل نامه در ویرایش مطالب آزاد است؛ مقالات دریافت شده بازگردانده نمی شود.

## اسامی داوران این شماره‌ی فصل‌نامه برنامه‌ریزی و توسعه گردشگری

پژوهشگاه میراث فرهنگی، صنایع دستی و گردشگری	دکتر بهار بیشمی
دانشگاه مازندران - دانشکده علوم اقتصادی و اداری	دکتر احمد جعفری صمیمی
دانشگاه گیلان - دانشکده ادبیات و علوم انسانی	دکتر مریم جعفری مهرآبادی
دانشگاه مازندران - دانشکده علوم اقتصادی و اداری	دکتر ابوالحسن حسینی
دانشگاه تبریز - دانشکده جغرافیا و برنامه‌ریزی	دکتر هادی حکیمی
دانشگاه گلستان - دانشکده علوم انسانی	دکتر غلامرضا خوش‌فر
دانشگاه مازندران - دانشکده علوم اقتصادی و اداری	دکتر سعید راسخی
دانشگاه بوعلی سینا - دانشکده علوم اجتماعی و اقتصادی	دکتر ابوالفضل شاه‌آبادی
دانشگاه مازندران - دانشکده علوم اقتصادی و اداری	دکتر میثم شیرخداپی
دانشگاه مازندران - دانشکده علوم انسانی و اجتماعی	دکتر صادق صالحی
دانشگاه مازندران - دانشکده علوم اقتصادی و اداری	دکتر محمدرضا طبیبی
دانشگاه تهران - دانشکده اقتصاد	دکتر قهرمان عبدلی
دانشگاه مازندران - دانشکده علوم اقتصادی و اداری	دکتر محسن علیزاده ثانی
دانشگاه مازندران - دانشکده علوم انسانی و اجتماعی	دکتر ناصر علی‌قلی‌زاده
دانشگاه مازندران - دانشکده علوم انسانی و اجتماعی	دکتر صدیقه لطفی
دانشگاه مازندران - دانشکده علوم اقتصادی و اداری	دکتر محمدتقی گیلک حکیم‌آبادی
دانشگاه آزاد اسلامی واحد قائم شهر	دکتر رضا علی محسنی
دانشگاه علامه طباطبایی - دانشکده مدیریت	دکتر مجتبی محمودزاده
دانشگاه مازندران - دانشکده هنر و معماری	دکتر غلامرضا ملکشاهی

این نشریه بر اساس تاییدیه شماره ۳/۱۸/۶۰۲۹۱ مورخ ۱۳۹۲/۴/۳۰ کمیسیون بررسی نشریات علمی کشور، دارای درجه‌ی علمی - پژوهشی است.

## به نام خداوند جان و خرد

### یادداشت سردبیر

هم اکنون، شماره‌ی ۱۶ فصلنامه علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری در اختیار اساتید، دانشجویان و پژوهشگران گرامی قرار گرفته است. جای بسی مسرت است که طی چند سال گذشته، فصلنامه به صورت مرتب و بدون هرگونه تأخیر و در موعد مقرر منتشر شده است. علاوه بر این، با وجود دریافت مقالات بی‌شمار و علی‌رغم برخی مشکلات نرم‌افزاری ناشی از عملکرد سیستم پشتیبان، نهایت تلاش مجله این بوده است تا حداکثر ظرف سه ماه، نسبت به وضعیت مقالات دریافتی تعیین و تکلیف نماید. همان‌طور که خوانندگان گرامی اطلاع دارند، فصلنامه، از شماره‌ی سوم به بعد، حاوی ده مقاله است و این روند همچنان ادامه خواهد داشت. کمیسیون نشریات وزارت علوم، تحقیقات و فناوری، در ارزیابی اخیر خود، فصلنامه را حائز رتبه‌ی الف معرفی کرد. بی‌شک، آنچه در بهبود روند کیفی مجله نقش‌آفرینی کرده، همت بلند و تلاش مستمر، صرف زمان و دادن اولویت برای انجام امور فصلنامه توسط همکاران محترم مجله بوده است. فصلنامه‌ی برنامه‌ریزی و توسعه‌ی گردشگری، بر اساس خط مشی‌های کلان خود، همچنان آماده‌ی دریافت مقالات علمی پژوهشی با اولویت‌های زیر است:

سیاستگذاری گردشگری	ساختارهای مدیریت گردشگری در کشورهای دنیا
آموزش و توسعه‌ی منابع انسانی	دیدگاه‌ها و خط مشی‌های جمهوری اسلامی ایران
تحولات ساختاری مدیریت گردشگری در ایران	مطالعات منطقه‌ای گردشگری
آموزش گردشگری و هتلداری در ایران	استانداردهای نقشه‌ی گردشگری
وسایل ارتباط جمعی و گردشگری	قوانین و مقررات برای تأسیسات گردشگری

سرفصل‌های آموزشی گردشگری در آموزش عالی و بخش‌های دیگر اگرچه داشتن مبانی نظری و نیز مشارکت نظری مقاله، در پیشبرد حوزه‌ی دانش تخصصی الزامی است، آن دسته از مطالعات موردی دارای جامعیت حدود پژوهش هستند (به عنوان نمونه، مطالعه‌ی موردی در سطح استانی، کشوری، منطقه‌ای یا بین‌المللی)، در اولویت بررسی قرار خواهند داشت. در این چارچوب، فصلنامه علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری از مقالاتی که برگرفته از رساله دکتری هستند، استقبال و بررسی آنها را در اولویت قرار می‌دهد. امید است با ادامه‌ی مشارکت اندیشمندان، صاحب‌نظران و محققان گرامی و فرهیخته، شاهد بالندگی فزون‌تر فصلنامه‌ی برنامه‌ریزی و توسعه گردشگری باشیم.

دکتر سعید راسخی  
سردبیر فصلنامه  
دانشگاه مازندران

## راهنمای نگارش

از مؤلفان گرامی تقاضا می‌شود جهت جلوگیری از تأخیر در داوری و انتشار به موقع فصل‌نامه، هنگام ارسال مقاله به نکات زیر توجه فرمایند:

### موضوع مقالات

موضوع مقالات باید در زمینه گردشگری و علوم مرتبط به آن باشد.

### شرایط بررسی مقالات

- ۱- حاصل مطالعات، تجربه و پژوهش‌های نویسنده یا نویسندگان باشد.
- ۲- مقاله قبلاً در نشریه یا مجموعه مقالات سمینارها و مجامع علمی دیگر چاپ نشده باشد.
- ۳- در متن مقاله، اسامی لاتین افراد به صورت فارسی و معادل لاتین آن در پاورقی آورده شود.
- ۴- واژه‌ها و اصطلاحات لاتین در پاورقی و در متن به صورت فارسی آورده شوند.
- ۵- مقاله باید مشتمل بر چکیده‌ی فارسی، بدنه‌ی تحقیق و چکیده مبسوط انگلیسی (بر اساس فرمت مندرج در سامانه مجله) باشد.
- ۶- مقالات ارسالی در صفحات کاغذ A4 تک‌رو با فاصله‌ی تقریبی میان سطور ۱، سمت راست ۶/۵، سمت چپ ۲/۵، بالای صفحه ۱/۷۵ و پایین صفحه ۷/۴ سانتیمتر با قلم B Nazanin فونت ۱۲ (برای مقالات لاتین با قلم Times New Roman فونت ۱۱) تحت نرم‌افزار Word 2010 حروف چینی و با فرمت Docx و Pdf فقط از طریق سامانه الکترونیکی نشریه به آدرس <http://tourismpd.journals.umz.ac.ir> ارسال شود، در غیر اینصورت از بررسی مقاله معذوریم.
- ۷- مقاله در فایل‌های جداگانه شامل فایل اصل مقاله بدون مشخصات نویسندگان، همچنین فایل مشخصات نویسندگان (شامل نام، رتبه، محل خدمت و آدرس الکترونیکی نویسندگان در زیرنویس صفحه اول)، چکیده مبسوط انگلیسی و فرم تعهدنامه در قالب فایل‌های Word و PDF از طریق سامانه مجله ارسال گردد.
- ۸- جداول نزدیک به متن مربوطه آورده شود. منحنی‌ها، شکل‌ها و نمودارها سیاه و سفید، روشن، دقیق و اصل باشند.
- ۹- ارجاعات در متن مقاله داخل پرانتز به صورت (نام خانوادگی، سال) و یک دست به صورت فارسی آورده شود.
- ۱۰- به دلیل نمایه شدن مجله در بانک‌های اطلاعاتی بین‌المللی، لازم است چکیده‌ی مبسوط انگلیسی بین ۷۵۰ تا ۱۰۰۰ کلمه (بدون در نظر گرفتن منابع) و دارای بخش‌بندی بر اساس الگوی مجله باشد، به گونه‌ای که بتوان آن را به صورت جداگانه چاپ نمود.
- ۱۱- ضمن ارایه تمام منابع انگلیسی در چکیده‌ی مبسوط، منابع فارسی به صورت انگلیسی در پایان چکیده مبسوط با قید (in Persian) آورده شود.
- ۱۲- فهرست منابع (در اصل مقاله و چکیده‌ی مبسوط انگلیسی) به ترتیب حروف الفبا ذکر شوند و از تکرار آن خودداری گردد.
- ۱۳- تطبیق تمامی منابع درون مقاله و انتهای آن ضروری است.
- ۱۴- در ذکر منابع از الگوی APA (موجود در سامانه مجله) استفاده شود. به عنوان مثال، برای کتاب نوشته شود: مؤمنی، منصور (۱۳۸۹). تحلیل آماری با استفاده از SPSS. چاپ ۳، انتشارات کتاب نو. یا برای مجله به صورت زیر نوشته شود:

- هاشم نژاد، هاشم؛ فیضی، محسن و صدیق، مرتضی (۱۳۹۰). تعیین ارزش تفرجگاهی پارک جنگلی نور مازندران، با استفاده از روش ارزش‌گذاری مشروط، محیط‌شناسی، شماره‌ی ۳۷: ۱۳۶-۱۲۹.
- ۱۵- مقاله‌های رسیده، ابتدا توسط هیأت تحریریه ارزیابی اولیه شده و پس از تایید اولیه، توسط سه نفر از صاحب‌نظران به صورت محرمانه داوری خواهد شد.
- ۱۶- مسؤلیت صحت و سقم مطالب مقاله به عهده‌ی نویسنده خواهد بود.
- ۱۷- مقالات برگرفته از رساله‌ی دکتری و پایان‌نامه‌ی کارشناسی ارشد در صورتی که مسؤلیت آن را استاد راهنما قبول کرده باشد، قابل بررسی است.
- ۱۸- حداکثر حجم فارسی مقالات با منابع، جداول و اشکال ۲۰ صفحه است.
- ۱۹- فصل‌نامه حق رد یا قبول و نیز ویراستاری مقالات را برای خود محفوظ می‌دارد.
- ۲۰- ارسال تعهدنامه و چکیده مبسوط لاتین برای ارسال به داوری ضروری است.
- ۲۱- پس از چاپ مقاله یک نسخه از فصل‌نامه اهدا خواهد شد.
- ۲۲- برای دریافت آخرین نسخه‌ی راهنمای نویسندگان به سامانه مجله مراجعه فرمایید.

## «فهرست مطالب»

صفحه	نام نویسنده	عنوان
۸	ابوالفضل شاه‌آبادی فریبا مهری تلیایی	تأثیر نهاد حکمرانی کشور میزبان بر درآمد گردشگری کشورهای در حال توسعه منتخب
۳۱	رحیم حیدری چپانه وحید قاسمی	بررسی تطبیقی خط‌مشی‌های توسعه گردشگری با تأکید بر روابط اجتماعی بین میزبان و مهمان مطالعه موردی: ایران و ترکیه
۴۷	غلامرضا خوش‌فر	اعتماد نهادی و سرمایه‌گذاری در واحدهای گردشگری (مطالعه موردی: استان گلستان)
۷۱	سعید راسخی سعید کریمی پتانلار ثریا محمدی	اثر گردشگری بر محیط‌زیست: یک مطالعه موردی برای کشورهای در حال توسعه و توسعه یافته منتخب
۹۵	اعظم صفرآبادی حکیمه مجیدی ده‌شیخ علی زنگی‌آبادی سمیه سادات شاه‌زیدی	توسعه‌ی گردشگری شهری با تأکید بر نقش بازارچه‌های مرزی (مطالعه‌ی موردی: بازارچه‌ی مرزی پاوه)
۱۲۷	علی اکبر عنایتی زینب وصال	تحلیل عوامل موثر بر ایجاد برند گردشگری در سکونتگاه‌های روستایی (مطالعه موردی: شهرستان بینالود)
۱۴۹	زهره کیانی فیض‌آبادی	تأثیر تصویر و شخصیت مقصد بر دل‌بستگی و رضایت گردشگران (مطالعه موردی: گردشگران داخلی شهر اصفهان)
۱۶۸	قربانعلی ابراهیمی وحید جان محمدی لرگانی سیده فاطمه اندرواژ	تحلیل جامعه‌شناختی پایبندی گردشگران به هنجارهای اجتماعی
۱۸۸	طاهره صادق‌قلو	شناسایی عوامل انگیزشی مشارکت‌کنندگان در گردشگری جنگ (مورد: استان خوزستان)
۲۰۹	حمید خراسانی اسداله خورانی حسن ذولفقاری	ارزیابی ساعتی شرایط آسایش اقلیمی جزیره‌ی قشم برای انواع مختلف فعالیت گردشگری







**Journal of Tourism Planning  
and Development**

**Vol.5  
No.16  
Spring 2016  
ISSN: 2322-309 X**

# *Journal of Tourism Planning and Development*

**Publisher:** University of Mazandaran

**Chief Editor:** Dr. Saeed Rasekhi

**Managing Director:** Dr. Sadegh Salehi

**Executive Manager:** Dr. Shahryar Zaroki

**Internal Manager:** Zahra Pazoukinejad

## **Editorial Board:**

Ahmad Jafari Samimi	Prof. of Economics, University of Mazandaran, Dep. of Economics
Zahra Beygom Hejazi Zade	Prof. of Climatology, Tarbiat Moalem University
Ali Khaksari	Associate Prof., Allameh Tabataba'ee University, Dep. of Urban Planning
Saeed Rasekhi	Prof. of Economics, University of Mazandaran, Dep. of Economics
Mohamad Taghi Rahnamai	Associate Prof., Tehran University, Dep. of Human Geography
Sedigheh Lotfi	Prof. of Economics, University of Mazandaran, Dep. of Urban Planning
Amir Maleki	Associate Prof., PayameNour University, Dep. of Sociology
Ali Akbar Jafari	Associate Prof., Strathclyde University, Dep. of Marketing
Ebrahim Fayaz	Associate Prof., University of Tehran, Dep. of Anthropology
Sadegh Salehi	Associate Prof., University of Mazandaran, Dep. of Tourism Management
Mahmood Ziaee	Associate Prof., Allame Tabatabaee University, Dep. of Tourism Management

## **Editors:**

*Dr. Masoud Ruhani (Persian), Dr. Mahmoud Azizi (English)*

**Typesetting and Layout:** Souri Tonkabony

**Number of issues printed:** 50

**Price:** 20,000 Rials

**Address:** Journal Office, University of Mazandaran, Beheshti St. Babolsar, Iran.

**Postal Code:** 47416-95447

**Tel:** 011-35342576

**http://tourismpd.journals.umz.ac.ir**

**E-mail:** jtpe@umz.ac.ir

**Journal of Tourism Planning and Development  
was indexed and abstracted in:**

*Islamic Word Science Citation Center (ISC): <http://isc.gov.ir>*

*Iranian Magazines database (Magiran): <http://magiran.com>*

*(Scientific Information Database)(Sid): <http://www.sid.ir>*

The views expressed in the articles of this quarterly journal are those of the authors.

## *Table of Contents*

<i>Title</i>	<i>Author</i>	<i>Page</i>
◆ <b>The Effects Institutions on Income Tourism in the Selected Developing Countries</b>	Abolfazl Shahabadi Fariba Mehry Telyabi	<b>4</b>
◆ <b>Tourism Development Policies in Iran and Turkey: A Comparative Approach With Special References to Socio-cultural Interactions Relationship between Guests and Hosts</b>	Rahim Heydari Chianeh Vahid Ghasemi	<b>9</b>
◆ <b>Institutional Trust and Investment in Tourist Units (Case Study: Golestan Province)</b>	Gholamreza Khoshfar	<b>14</b>
◆ <b>Environmental Impacts of Tourism A Case Study of Selected Developing and Developed Countries</b>	Saeed Rasekhi Saeed Karimi Sorayya Mohammadi	<b>20</b>
◆ <b>Development of Urban Tourism with an Emphasis on the Role of Border Markets (Case Study: Pavah Border Market)</b>	Azam Safarabadi Hakimeh Majidi Dehshykh Ali Zangiabadi Somayeh Shahzeidi	<b>29</b>
◆ <b>An Analysis of the Factors Affecting Tourism Brands in Rural Settlements of Iran (Case Study: Binalud County)</b>	Aliakbar Anabestani Zeynab, Vesal	<b>34</b>
◆ <b>The Influence of Destination Image and Destination Personality on Tourists 'Attachment and Satisfaction (Case Study: Domestic Tourists Visiting Isfahan)</b>	Zohre Kiani Feizabadi	<b>40</b>
◆ <b>A Sociological Study of Tourists' Adherence to Social Norms</b>	Ghorbanali Ebrahimi Vahid Janmohammadi Fatemeh Andarvazh	<b>45</b>
◆ <b>Identification of Participators' Motivational Factors in Battlefield Tourism (Case Study: Khuzestan Province)</b>	Tahereh Sadeghloo	<b>51</b>
◆ <b>Hourly Evaluation of Climate Comfort of Qeshm Island for Different Nature-based Tourism Activities</b>	Hamid Khorasani Asadollah Khoorani Hasan Zolfaghrai	<b>56</b>



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 4-8**

## **The Effects Institutions on Income Tourism in the Selected Developing Countries**

**Abolfazl Shahabadi<sup>1</sup>**

**Fariba Mehry Telyabi<sup>2</sup>**

### **Extended Abstract**

Over the last few decades, tourism has become one of the most important sources of income of the host country. Given the significant differences between developed countries and developing countries in attracting international tourism revenues, to investigate the effect governance index on the income tourism of the host country using data from 2000-2012 developing countries have been selected. The findings suggest that the effects of governance index in developing countries a significant and positive impact. This suggests the need for serious action by developing countries to improve governance index. In addition, the findings indicate that the development of ICT infrastructure and the level of public education have a positive effect on the income tourism of the host country. There is not a significant relationship between increasing the health expenditure by increasing income tourism in developing countries. The results show that the addition of real per capita income and population and exchange rates, transport infrastructure are very important in attracting tourists. So that the air transports infrastructure development and income tourism in developing countries a positive and significant relationship exists.

### **Introduction**

Despite the progress some developing countries, there is still deep gap in the benefit from the proceeds of international tourists between developed countries with developing countries considering having a capacity of exceptional natural, cultural, historical and archaeological. Reviews the determinants of earn more from tourism channels is essential because different incentive tourism and cannot be easily identified types of variables affecting it. The dominant view in

---

<sup>1</sup> Associate Professor in Economics, Bu-Ali Sina University, Hamedan, (shahabadia@gmail.com)

<sup>2</sup> MA in Economics, Bu-Ali Sina University, Hamedan

most of the researches conducted background factors affecting the income from tourism activities has been based solely on economic factors and less on social and institutional factors were taken into consideration. Issue institutions in two decades recent simultaneous by expanding critical surge policy package of neoclassical in the area international economics by economists known the new institutionalists, has been proposed. Institutionalists believe that institutional factors, especially the institutional governance index effective on economic development and attracting tourist's countries.

**Materials and Methods**

In this section inspired by the theoretical and empirical studies Panyik (2015), Nunkoo and et al (2013), Massidda and Etzo (2012), Cho (2010), Seetanah and et al (2010), Aslan et al. (2009) and Khadaroo and Seetanah (2007), concerning the econometric models used in this study compiled the index of institutional governance of the host country and other determinants to explore about the factors affecting tourism income over the period 2000- 2012, will be discussed. The variables used in the econometric model were as follows:

$$RECP_{it} = f(GDP_{it}, POP_{it}, REX_{it}, INFRA_{it}, ICT_{it}, EGDU_{it}, HEAL_{it}, GOV_{it}) \quad (1)$$

So that represents in my country its tourism income. Following the Panyik (2015), Massidda and Etzo (2012), Cho (2010), Aslan et al. (2009), Khadaroo and Seetanah (2007), Naude and Saayman (2005) and in order to maintain expansion of the tourism industry index the income international tourists (RECP) is considered as the dependent variable.

Tourism affected by natural shocks, war, changes in policies, taste, advertising, expectations, political instability, terrorism and other special events are placed. Due to the lack of availability of data, usually the above as the disturbing element or the error ( $\mu_i$ ) is entered in the model.

Due to the factors mentioned above, it can be expressed:

$$\frac{\partial RECP_{it}}{\partial X_{it}} \geq 0, \text{ that } : X_{it} = [GDP_{it}, POP_{it}, INFRA_{it}, ICT_{it}, EGDU_{it}, HEAL_{it}, REX_{it}, GOV_{it}] \quad (2)$$

Based on the relationship 2 and in accordance with theoretical and experimental studies are expected to increase the per capita income in the countries of origin, the real exchange rate, population growth, improved transport infrastructure, improving ICT infrastructure, improve the education level of the population, especially the tourism field staff improving indicators hygienic and improving institutional governance in the country of destination have a positive impact on tourism revenues in the host country. Considering that the econometric equation logarithmically, so it is considered if the equation number one on explicit and logarithmic have expressed. We have the following equation:

$$LRECIPT_{it} = \alpha + \beta_1 LGOV_{it} + \beta_2 LGDP_{it} + \beta_3 LPOP_{it} + \beta_4 LREX_{it} + \beta_5 LINFRA_{it} + \beta_6 LICT_{it} + \beta_7 LEGDU_{it} + \beta_8 LHEAL_{it} + \mu_i + \varepsilon_{it} \quad (3)$$

According to equation (3),  $\mu_i$  shows the specific characteristics of each country in the examined samples. In simple terms,  $\mu_i$  the coefficients of dummy variables sections for countries that if they ignore the error terms and wastes ( $\varepsilon_{it}$ ) will show itself. In order to test the hypothesis and investigate the effect of governance indicators host country on international tourism income of 36 developing countries selected, are used eviews software and econometric techniques data panel the sections and time periods combined together. It is worth mentioning for providing the required data in this study used documentary information Statistical Center of Iran, the Central Bank of the Islamic Republic of Iran and the World Tourism Organization and statistical databases including the information documented global development indices (WDI) and UNWTO and [www.govindications.org](http://www.govindications.org).

### **Discussion and Results**

According to the results estimations the estimated coefficients variable the governance in developing countries is positive and significant. So could be said with regard to the significant impact of institutional of governance variable on tourism revenue in developing countries, a serious move to improve of governance indexes in decreasing gaps development existing especially in the field of tourism is of valuable help. In other words improvement each of the indexes of freedom and transparency, political stability, effectiveness of law, the rule of Law, fighting corruption and the independence of the judiciary apparatus in line with the the better performance of institutions and apparatus related to attract tourists international directly and indirectly affect. The estimated coefficients Voice and accountability indicator is positive and significant. In relation to this indicator must be acknowledged, lawful freedom and the free dissemination of information that are examples of voice and accountability, are cause strengthening of public awareness and transparency economic and social. On the other hand, institutions of civil society like trade associations, the unions, parties and free and healthful elections to people of a society empowers to choose public, and redundant control. It is natural in such circumstances has enjoyed individuals of appropriate social rights and an incentive to travel to these countries.

The results also indicate positive and significant relationship variable control of corruption on tourism revenue. In other words whatever public and governmental abuse of power and the service is not personal and private interests as the motivation of presence international tourists will be provided. Also indicators of effectiveness and efficiency of government positive impact on the tourism revenue is meaningless. As was noted earlier order the effectiveness of government, its ability to formulation and implementation of sound policies and necessary it to have an efficient administrative apparatus. An efficient administrative apparatus have the power and skill to manage the affairs the

country and be able to prevent the occurrence of dramatic changes in politics, political pressures have not been affected and have transparent mechanisms to attract international tourists.

### **Conclusions**

According to the opinion of many domestic and foreign scholars is one of the components of good governance to attract foreign tourists. The findings of this study also positive effect improve the quality of governance in attracting foreign tourists approved. Total index governance simple average of six governance indicators provided by the World Bank, a significant and positive impact on the income from foreign tourists.

**Keywords:** Tourism, Good Governance, Panel Data

### **References**

1. Aslan, A., Kula, F. and Kaplan, M. (2009). International tourism demand for Turkey: A dynamic panel data approach, **A Research Journal of International Studies**, Issue 9; 64-75.
2. Cho, V. (2010). A study of the non-economic determinants in tourism demand. **International Journal of Tourism Research**, 12(4), 307-320.
3. Eilat, Y. and Einva, L. (2004). Determinants of international tourism: A three-dimensional panel data analysis, **Applied Economics**, 36(12); 1315-1327.
4. Habibi, F. and Abbasi Nejad, H. (2005). Said the estimate of tourism demand using time-series cross-sectional data, **Journal of Economic Research**, 40(70): 115-91. (In persian)
5. Kaufmann, D., Kraay, A. and Mastruzzi, M. (2009). Governance matters VIII: Aggregate and individual governance indicators 1996-2008, **Policy Research Working Paper**, 4978.
6. Khadaroo, J. and Seetanah, B. (2007). Transport infrastructure and tourism development, **Annals of Tourism Research**, 34(4); 1021-1032.
7. Lim, C. (1997). An econometric classification and review of international tourism demand models, **Tourism Economics**, 136(3); 69-81.
8. Lim, C. and McAleer, M. (2002). Time series forecasts of international travel demand for Australia, **Tourism Management**, 23(4); 389-396.
9. Levett, C. (2005). A slice of the action, **Sydney Morning Herald**, 29 October, 27.
10. Massidda, C. and Etzo, I. (2012). The determinants of Italian domestic tourism: A panel data analysis, **Tourism Management** 33(3); 603-610.
11. Midary, A. and Kheirkhahan, J. (2004). **Good governance Development Foundation**, First edition, Tehran, publisher Majlis Research Center. (In persian)
12. Naude, W. and Saayman, A. (2005). Determinants of tourist Arrivals in Africa: A panel data regression analysis, **Tourism Economics**, 11(3); 365-391.

13. Nunkoo, R. and Smith, S.L.J. (2013). Political economy of tourism: Trust in government actors, political support, and their determinants, **Tourism Management**, 36(1); 120-132.
14. Panyik, E. (2015). Rural tourism governance: determinants of policy-makers' support for tourism Development, **Tourism Planning & Development**, 12(1); 48-72.
15. Seetanah, B., Durbarry, R. and Ragodoo, J.F.N. (2010). Using the panel cointegration approach to analyse the determinants of tourism demand in South Africa, **Tourism Economics**, 16(3); 715-729.
16. Shahabadi, A., Sayah, A. and Pourjavan, A. (2011). Factors affecting tourism in countries D8, **First National Conference on Sustainable Tourism in Sistan and Baluchestan**, June 3-5. (In persian)
17. Shahabadi, A. and Sayah, A. (2013). Economic impact of tourism infrastructure: Developing countries and developed comparative approach to panel data, **Tourism Planning and Development Journal**, 2(7); 25-43. (In persian)
18. Song, H. and Li, G. (2010). Tourism demand modelling and forecasting: How should demand be measured?, **Tourism Economics**, 16(1); 63-81.
19. Witt, S.F. and Witt, C.A. (1995). Forecasting tourism demand: A review of empirical research, **International Journal of Forecasting**, 11(3); 447-475.
20. The World Development Indicators (WDI). latest edition, retrieved March 6, 2014, <http://databank.worldbank.org/ddp/home.do?Step=12&id=4 &CNO=2>.
21. World Tourism Organization, Yearbook of Tourism Statistic, 2014 edition. <http://www2.unwto.org/>.
22. Worldwide Governance Indicators (WGI). latest edition, retrieved December, 2015, <http://info.worldbank.org/governance/wgi/index.aspx #home>.





**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 9-13**

**Tourism Development Policies in Iran and Turkey:  
A Comparative Approach  
With Special References to Socio-cultural  
Interactions Relationship between Guests and Hosts**

**Rahim Heydari Chianeh<sup>1</sup>**

**Vahid Ghasemi<sup>2</sup>**

**Extended Abstract**

This study was carried out with the aim of allocating relevant factors for such effective socio-cultural interactions relationship between guests and hosts to find out the importance of them. Result shows that the most important factors of this study are importance of an appropriate social interactions relationship between hosts and guests, act respectfully to the host culture to avoid cultural clashes, informing tourist about culture and tradition of host community, hospitality and the appropriate welcoming, the satisfaction of tourist from cultural exchanges, festivals and special events, the tourists satisfaction from police behavior and the opportunity to have cultural contact.

**Introduction**

Undoubtedly, the role of tourism in economic development, enhances community well-being and reduces regional disparities through its own mechanisms including employment opportunities, relevance redistribution of economic resources, such as tourists spent money, increase of economic leakage and multiplier effect rate, are so for some of developing countries is important which some of scholars such as Britton, Turner and De Kadt have considered it as relevance developing scenario, and even like a passport for them. Hence producing appropriate socio-cultural conspectus between host and guest communities in terms of social and economic growth and development of them is an undeniable necessity.

---

<sup>1</sup> Associate Professor in Geography and Urban Planning, University of Tabriz, (rheydari@tabrizu.ac.ir)

<sup>2</sup> Ph.D. Student in Economics and Business, University of Cagliari, Italy

Tourism can positively influence the live standards of residents increasing their income, creating new job opportunities, improving the local infrastructure, increasing the availability of entertainment facilities, promoting the local identity, etc; however tourism has also the potential of creating negative impacts by increasing the cost of living and micro-crimes, exacerbating overcrowding and traffic congestion, altering the ecosystem.

Considering Iran's economy circumstance and its essential need to making employment opportunities on the one hand, and also Turkey's relatively successful experience in the tourism developing and planning on the other hand, are main purposes of the present research. The comparative study of Iran and Turkey's tourism polices, investigation and analyses of the social interaction between host and guest and its impact on tourism development in these countries are main objectives and frames.

### **Materials and Methods**

In order to achieve the aims of this study, documentary and field work survey have conducted and based on scholar s' opinion, eight important and effective factors were designed as criterion investigation of the interaction between host and guest. It is asked from both Iran and Turkey's inbound tourists through questionnaire, and then it is run SPSS and Excel as two major statistical software and also statistical tests (Student's t-test, ANOVA, Chi-Square Test) for comparing them.

### **Discussion and Results**

The results of the present study shows that institutionalization of relevance and rational conceptual framework of tourism industry and it's positive, various and long-term effect on host communities, to provide proper image from host communities and local residents to tourists before and after the process of travel for understanding the social and cultural components and reducing the possible conflicts, enhance socio-cultural hospitality capacities in the communities through proper trainings among them, Infrastructure to participation of residents in the process of tourism development, using the potential of the local culture (native) to increase the attractiveness of tourism destinations, to take into consideration the effective approaches such as creating various web sites and multilingual TV channels, releasing the high amount of information about destinations and attractions features, making independent tourism ministry contracts with major tour operators and wholesalers specially from Europe and north America, conducting special cultural events and international festivals, were the reasons of Turkey's successful experience in the realm of tourism. The results of this research reveal that despite of Iran's privileged position in the global tourism map, Iran do have very slightly contribution in the world tourism marketing which mainly is caused of (due to) various socio-cultural challenges.

### **Conclusions**

This study was carried out with the aim of allocating relevant factors for such effective socio-cultural interactions relationship between guests and hosts to find out the importance of them. Result shows that the most important factors of this study are importance of an appropriate social interactions relationship between hosts and guests, act respectfully to the host culture to avoid cultural clashes, informing tourist about culture and tradition of host community, hospitality and the appropriate welcoming, the satisfaction of tourist from cultural exchanges, festivals and special events, the tourists satisfaction from police behavior and the opportunity to have cultural contact.

Iran as one of the most attractive destinations of the region, with taking appropriate policies and targeted development of tourism and with (by) considering to experiences of other countries like Turkey that has various social and economic commonalities with Iran would be able to advance towards one of the important and immemorial economic and cultural dreams that have had since long time ago, given that, most of successful global businesses have admitted that tourism is convenient and reliable resource to start this way.

**Keywords:** Tourism Development, Comparative Analysis, Socio-Cultural Interaction, Iran, Turkey.

**References:**

1. Alipour, H. and Heydari C.R. (2005). Tourism revival and planning in Islamic Republic of Iran: Challenges and prospects, **Anatolia: An International Journal of Tourism and Hospitality Research**, 16(1): 39-61. (In Persian)
2. Andereck, K.L., Valentine, K.M., Knopf, R.C. and Vogt, C.A. (2005). Residents' perceptions of community tourism impacts, **Annals of Tourism Research**, 32(4): 1056-1076.
3. Ap, J. (1992). Residents' perceptions on tourism impacts, **Annals of Tourism Research**, 19(4): 665-690.
4. Besculides, A., Lee, M. E. and McCormick, P.J. (2002). Residents' perceptions of the cultural benefits of tourism, **Annals of Tourism Research**, 29(2): 303-319.
5. Blanke, J. and Chiesa, T. (2013). **The Travel & Tourism Competitiveness Report 2013**, In The World Economic Forum 2013.
6. Choi, H. C. and Sirakaya, E. (2006). Sustainability indicators for managing community tourism, **Tourism Management**, 27(6): 1274 – 1289.
7. Cohen, E. (1979). A phenomenology of tourist experiences, **Sociology**, 13(2): 179-201.
8. Dogan, Z.H. (1989). Forms of adjustment: Sociocultural impacts of tourism, **Annals of Tourism Research**, 16(2): 216-236.
9. Doswell, R. (2009). **Tourism: How effective management makes the difference**, Routledge.

10. Goldsmith, R.E. and Tsiotsou, R.H. (2012). Implementing relationship marketing in hospitality and tourism management, **Strategic Marketing in Tourism Services**, Bingley, UK: Emerald, 139-146.
11. Gursoy, D. and Rutherford, D. (2004). Host Attitudes Toward Tourism. An improved Structural Model, **Annals of Tourism Research**, 31(3): 495-516.
12. Hafeznia, M. (2003). **An Introduction to Research Methodology in Human Sciences**, Tehran, SAMT press. (In Persian)
13. Hall, C.M. and Jenkins, J. (2004). **Tourism & Policy**, Translated by Seyed Mohammad Erabi and Davud Yazdi, Tehran: Cultural Research Bureau. (In Persian)
14. Hartmann, W.R. (2010). Demand estimation with social interactions and the implications for targeted marketing, **Marketing Science**, 29(4): 585-601.
15. Heydari C., Rezatab, R., Azgomi, S.K., Soltan, N. and Motamedi M.A. (2013). An analysis in tourism policymaking in Iran, **Journal of Tourism Planning and Development**, 2(5): 11-32. (In Persian)
16. **Iran Cultural Heritage, Handicraft and Tourism Organization Official Website**. (2014). retrieved from [www.ichto.ir](http://www.ichto.ir). (In Persian)
17. Kazemi, Mehdi. (2013). **Tourism Management**, Sixth edition, Tehran: Samt press. (In Persian)
18. Lam, D. and So, A. (2013). Do happy tourists spread more word-of-mouth? The mediating role of life satisfaction, **Annals of Tourism Research**, 43: 646-650.
19. Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry, **Annals of Tourism Research**, 6(4): 390-407.
20. Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management, **Tourism Management**, 29(3): 458-468.
21. Lumsdon, Les. (1997). **Tourism Marketing**, International Thomson Business Press.
22. McIntash, R.W. and Goeldner, C.R. (1990). **Tourism Principles, Practices and Philosophies**, New York: John Wiley and Sons.
23. Moscovici S. (2001). Why a Theory of Social Representations?, In Deaux K., Philogène G. (Eds), **Representations of the Social**, Blackwell, Oxford, 8-35.
24. Mowforth, Martin and Munt, Ian I.Munt. (1998). **Tourism and Sustainability: New Tourism in the Third World**, London: Routledge.
25. Murphy, L. (2001). Exploring social interactions of backpackers, **Annals of Tourism Research**, 28(1): 50-67.
26. Murphy, P.E. (1985). **Tourism: A Community Approach**, New York and London: Methuen.
27. Pearce, P.L., Moscardo, G. and Ross, G.F. (1996). **Tourism Community Relationships**, Oxford: Pergamon.

28. Reed, M.G. (1997). Power relations and community-based tourism planning, **Annals of Tourism Research**, 24(3): 566-591.
29. Richards, G. and Wilson, J. (Eds.). (2004). **The Global Nomad: Backpacker Travel in Theory and Practice**, Channel View Publications.
30. Sheldon, P.J. and Abenoja T. Abenoja. (2001). Resident Attitudes in Mature Destination: the case of Waikiki, **Tourism Management**, 22(5): 435-443.
31. Smith, V.L. (Ed.). (1989). **Hosts and Guests: The Anthropology of Tourism**, (2nd Ed.), Philadelphia, PA: University of Pennsylvania Press.
32. TC Kültür ve Turizm Bakanlığı. (2014). **Kültür Varlıkları ve Güzeler Genel Müdürlüğü**, Retrieved from <http://www.kulturvarliklari.gov.tr/TR,44394/dunya-miras-listesinde-turkiye.html>.
33. Thyne, M., Davies, S. and Nash, R. (2005). A lifestyle segmentation analysis of the backpacker market in Scotland: A case study of the Scottish Youth Hostel Association, **Journal of Quality Assurance in Hospitality & Tourism**, 5(2-4): 95-119.
34. UNWTO. (2013). **Tourism Highlights**, Retrieved from <http://mkt.unwto.org/publication/unwto-tourismhighlights-2014-edition>.
35. Waitt, G. (2000). Consuming heritage: Perceived historical authenticity, **Annals of Tourism Research**, 27(4): 835-862.
36. Wearing, S. (2001). **Volunteer Tourism: Experiences that Make a Difference**, Cabi.
37. White, N.R. and White, P.B. (2009). The comfort of strangers: Tourists in the Australian outback, **International Journal of Tourism Research**, 11(2): 143-153.



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 14-19**

## **Institutional Trust and Investment in Tourist Units (Case Study: Golestan Province)**

**Gholamreza Khoshfar<sup>1</sup>**

### **Extended Abstract**

The first and the most important factor in investment is attention to security and trust. Investors' trust to social entities and organizations, especially state organizations called institutional trust, play significant role to intend investment in tourist units. As one of tourist destinations, Golestan province has diverse tourism attractions which are faced with various problems in investment for different reasons such lack of security and trust senses. The main goal of the research is to identify the relationship between institutional trust level and investment in tourist units of Golestan province. Survey method and researcher – made questionnaire have been used in the research. Accordingly, 139 questionnaires were distributed among investors of tourist units and the results were analyzed using SPSS application. The results indicated that there is not a significant relationship between institutional trust and investment. Also, comparing under – studied groups and entities indicated that investors have more trust to universities, education centers, parliament and city council. Additionally, the findings indicated that there is not a significant relationship between institutional trust and type of tourist units. At the end need for better planning proposals such as strengthening security in the area of investment, encouraging private sector investment in the construction and development of tourist facilities, government support and capacity building for investment in the tourism sector are provided.

### **Introduction**

At present, tourism industry needs modern and updated facilities and equipment. However, Iran has a treasure of ancient monuments, natural resources, cultural heritage and handicrafts. This capacity along with various climates provide an appropriate condition for all types of tourist in Iran, such as sport, dissert, winter

---

<sup>1</sup> Assistant Professor of Social Sciences, Golestan University (khoshfar@gmail.com)

and event tourists and religious and cultural tourisms. Another type of tourism is industrial tourism which would be as top industry after oil until 2020. The tourism is required more attention and capital. Therefore, the programs should be moved to a direction that tourism industry in Iran can gain its niche among other countries in investment point of view.

Investment plays significant and key role in economic development and growth. The experience of developed countries has indicated that investment had been main factor of their economic development and growth. Institutional trust is one of the key elements that have undeniable effect on tourism sector. Tourism provides new patterns that can change and organize personality characteristics and life space of people. Also the pattern represents structure, values and beliefs of the people who inhabit in that territory. According conducted studies, the number of tourists will reach one billion people. For this reason, tourism is one of the world's leading industries and a major economic development tool. Additionally, when government officials pay attention to tourism and tourism problems are vital for them, they show more interest to supply the needs of different local communities and provide better service to public. Based on above explanation, the goal of the research is to identify the relationship between institutional trust and investment in tourism sectors of Golestan province from perspective of owners of tourism units.

### **Materials and Methods**

Survey method has been used in the research and researcher – made questionnaire has been applied to collect data. Statistical population is all investors of tourism units in Golestan province (129 units) such as resorts, hotel, apartment – hotel, traditional restaurant. Since number of statistical population is limit, then sampling has been disregarded and all 139 tourism units have been studied. Two types of data have been used to measure main concepts of the research. Survey research and research – made questionnaire have been applied to measure institutional trust in form of field of study, with emphasis on conceptual definition of institutional trust from perspective of Antony Gidens (1999). Its validity has been approved using Cronbach's alpha coefficient (0.947) and its reliability has been proved using specialists' opinions. All phases of classification, processing and analyzing have been done using SPSS application. Second part of data is related to measure investment level in tourism units which has been assessed and analyzed using secondary analysis method and reference to existing documents in tourism, handicraft and cultural heritage organization of Golestan province. In order to measure the independent variable, institutional trust by the respondents trust the institutions and organizations related to tourism activities were evaluated. Organizations and institutions to include banks, hospitals and health centers, Parliament, Sound and Vision, the judiciary, the police, the municipality, the City Council, local press, universities and educational centers, market, environmental organizations, Health organization, roads and Urban Development, regional water, power companies,

gas companies, oil companies, cooperation organizations and municipalities, and village administrations.

### **Discussion and Results**

The tourism industry in the past decade a significant share of economic success and social mobility led to their cities, and for this reason, many cities in the world have taken steps to promote and improve the industry. Institutional trust in the shift of control of the organization from the individual level to the level of collective decisions rooted. This form of trust in what appears to be a social factor through certain institutional arrangements, a preliminary commitment founded on a set of common principles and normative regulations relating to the conduct within the organization, The other factor is. Considering that currently the country in terms of security and moderate tourists passable and the security level is high compared to countries in the region, in other hand nowadays, security is considered as one of the most important and most fundamental principles to formulate development strategy of tourism. Hence, investment in this sector can contribute to lead effectively its programs. From one hand, trust, especially institutional trust, is regarded as an important element in this sector. The goal of the research is to study institutional trust and investment in tourism units in Golestan province. In this regard, three hypotheses were developed. In the first hypothesis, institutional trust and investment were analyzed in tourism units. The findings indicated that justice gained the highest trust among guild of tourism units and ministry of health obtained the lowest trust limit that only its reason is to monitor health ministry on this unit. In the second hypothesis, investment in tourism units was analyzed in terms of type of units. In this section, at first investment of statistical indexes were studied and statistics indicated that average investment was 547460000 Rials. Then, it was observed that there is not a significant relationship between institutional trust and investment in tourism units, but direction of relationship is negative and intensity of it is very weak. Finally, the third hypothesis studied the relationship between institutional trust and investment in tourism units and the effect of type of tourism units and comparing groups and under – studied institutions indicated investors have more trust to universities, educational centers, parliament and city council, while investors have the least trust to justice, road and city – planning, hospitals and health centers and regional water. Then, it became clear that hotels have the highest level of investment average as the biggest type of tourism units and apartment – hotels and resorts were placed in next ranks. Then, it was observed that there is not a significant difference between institutional trust and type of tourism units. With controlling type of tourism unit, the changes of relationship between institutional trust and investment level were studied. The findings indicated that type of tourism units has influential effect on investment level. Finally it can be said that tourism is one of the most important sectors that can be achieved economic progress by investing at national and regional levels.



### **Conclusion**

The finding of the research indicated that tourism investment should be sustained and investment trust is regarded as the most important element in the sector. The results are compatible with findings of Bamsenji and Heydari (2013), Souvizeri and Mohammadi (2012), Nenko (2015), Lee (1997) and Mordov (1999). From another hand, it must be tried to create security for attracting investment and tourists (Stainer, 2006, Hall, 2008, Nicolas et al, 2014, Hezar Jaribi and Najafi, 2011, Shahivand et al, 2012.

**Keywords:** Institutional Trust, Investment, Security, Tourism Units, Golestan Province.

### **References**

1. Abbaszadeh H. and Karami K. (2011). Social capital and sustainable national security, **Journal of Strategic Studies**, Issue One: 58-31. (In Persian)
2. Aghassi Zadeh, A. (2008). **The Role of Chabahar Free Trade-Industrial Zone in the development of regional tourism**, Thesis Geography and Urban Planning, University of Sistan and Baluchestan. (In Persian)
3. Alvani, S.M. (2013). Reflection on theoretical principles, concepts and models of institutional trust (organizational), **Measurement and Educational Evaluation Studies Quarterly**, Issue 4: 141-105. (In Persian)
4. Ashrafzadeh, M.R, Madadi, H. and khademi, N. (2010). Assessment of environmental impacts of coastal tourism projects (Case Study Persian Gulf international tourism), **Environmental Research**, 1(1): 83-92. (In Persian)
5. Badita, A. (2013). Assessment Of Tourism Supply, Demand and Market Trends in Craiova City, Romania, **Journal Of Tourism**, Issue 14: 34-40.
6. Bamsvnjy, B. and Heidari, R. (2012). Sustainable tourism development and investment relationship with Social Security check, **Knowledge of Police in East Azarbaijan**, 2(7): 83-102. (In Persian)
7. Beddies, C. (1999). **Investment, Capital Accumulation and Growth: Some Evidence from Gambia: 1964-1998**; IMF Working Paper 99/117, August.
8. Bureau of Applied Research in Isfahan Province Police Command (2009). **Of a National Conference on security and sustainable development of tourism**, Isfahan Province Police Command. (In Persian)
9. Chalabi, M. (1996). **Sociology Discipline: Anatomy and Theoretical Analysis of the Social Order**, Tehran: Ney publication. (In Persian)
10. Chqajrdy, E., Feyzallahi, G.A. and Shojaei, E. (2010). Identify factors in the development of sports tourism in Isfahan using SWOT model, **Journal of Tourism Space**, Issue 10: 25-38. (In Persian)
11. Christian, S. (2006). **Social Distance, Security Threats and Tourism Volatility**, University of Mainz Germany.
12. Fourie, J. and Santana-Gallego, M. (2011).The impact of mega-sport events on tourist arrivals, **Tourism Management**, 1-7.

13. Giddens, A. (1998). **The Consequences of Modernity**, Translation Mohsen Triad, Tehran: Publication Center, Second Edition. (In Persian)
14. Giddens, A. (1999). **Third Way, the Reconstruction of Social Semocracy**, Translation Manouchehr Sabourie, Tehran: Shirazeh Publication. (In Persian)
15. Giddens, A. (2003). **Modernity and Distinction**, Translate Nasser Movafegheian. Tehran: Ney publication, second edition. (In Persian)
16. Hall, M. (2008). **Travel and Tourism in the Third World**, New York, Routledge.
17. Hall, M. (2007). **Travel and Tourism in the Third Word**, New York; Routledge.
18. Hernandez – Cata, E. (2000) . **Raising Growth and Investment in Sub saharan Africa: What Can be Done?**, Policy Discussion Paper: PDP/60/4, International Monetary Fund, Washington D.C.
19. Hezarjaribei, J. and Najafi, M.M. (2010). Social trust and the development of tourism, **Urban and Regional Studies**, 2(7): 53-70. (In Persian)
20. Hinch, T. and Higham, J. (2006). **Sport Tourism Development**, Channel View Publication, UK.
21. Hykuy salehy, M. (2006). **Relationship between Social Capital Network and Mutual Trust between the Person and Gender**, Supervisor, Sosan Bastani, Alzahra University, Department of sociology. (In Persian)
22. Khodaei, H. (2009). Reciprocity security, tourism and sustainable economic development, **Including select articles First National Conference on security and sustainable development of tourism**, Isfahan, December. (In Persian)
23. Madhoushi, M. and Naserpour, N. (2003). Assessing barriers to the development of tourism in the province, **Letters of Commerce**, 28, autumn: 25-58. (In Persian)
24. Maqbul Eqbali M. (2007). **Evaluation of Social trust as a Component of Effective Citizen Engagement and Cooperation with the Mayor**, the end of a graduate of Social Welfare Planning, College of Social Sciences, Tehran University. (In Persian)
25. Milenkovska, V. (2011), Contemporary tendencies in the Tourism Operation, **UTMS Journal of Economics**, 2(1): 37–50.
26. Momeni Vesalyan, H. and Gholamipoor, L. (2013). Estimate the demand for tourism in selected provinces, **Journal of Economic Sciences**, Issue 14: 162-180 (In Persian).
27. Movahhed M., Enayat, H. , Ghaffarinasab E. , Alborzi S. and Mozaffari R. (2012). Factors related to elective cesarean delivery among pregnant women in Shiraz, **Fasa University of Medical Sciences Journal**, 2: 78-73. (In Persian)
28. Ndikumana, L. (2000). Financial Determinants of Domestic Investment in Sub-saharan Africa; **World Development**, 28 (2): 381-400.
29. Gregori, N., Daniele, R. and Altinay, L. (2013). Affiliate Marketing in Tourism Determinants of Consumer Trust, **Journal of Travel Research**, 18(2013): 196-210, Doi: 10.1177/0047287513491333.

30. Nunkoo, R. (2015). Tourism development and trust in local government, **Tourism Management**, 46:623-634.
31. Pizam, A. and Mansfield, Y. (1982). **Toward a Theory of Tourism Security**, London: Taylor & Francis Publications.
32. Qureshi, M.B; Motamedinia, A. and FaramarzeiGros, N. (2011). Integrated performance Evaluation case study complex coastal tourist pearl of the Caspian Sea - the city of Rasht, **Journal of Regional Planning**, 1(4): 29-40. (In Persian)
33. Ringer, G. (ed), (1998). **Destination, Cultural landscapes of tourism**, London: Steiner.
34. Nunkoo, R. (2015). Tourism development and trust in local government, **Tourism Management**, 46: 623-634.
35. Rogerson, C.M. (2011). Urban Tourism and Regional Tourists: Shopping in Johannesburg, South Africa, **Tijdschrift Voor Economische en Sociale Geografie**, 102(3): 316-33.
36. Sabooniha. A. (2015). **Subjects Discussed about Foreign Investment Opportunities in Iran** Chamber of Commerce, Industries, Mines and Agriculture, Tehran. (In Persian)
37. Salehi Hikuei M. (2005). **The Relationship between Network Social Capital and Mutual Trust between the Individual and Gender**, thesis, Al-Zahra University Department of Sociology. (In Persian)
38. Shahivandi, A., Raeisei Vanani, R. and Soltani, M. (2011). Psychological and social security impact on attracting foreign tourists (foreign tourists into the city case in 2010), **Journal of Security and Order Police**, 4(1): 137-165. (In Persian)
39. Sinaei, V. (2001). Inefficiency, stagnation and crisis in tourism in Iran, **Political and Economic Monthly Data**, the sixteenth, fifth and sixth numbers. (In Persian)
40. Steiner, C. (2006). **Social Distance, Security Threats and Tourism Volatility**, University of Mainz Germany.
41. Stiglitz, J.E. (2000). **Formal and Informal Institutions**”, in **Social Capital: A Multifaceted Perspective**, P. Dasgupta and I. Serageldin (Eds.), World Bank, Washington D.C.
42. Suezarei, M. and Mohammadi, F. (2011). The role of social capital in securing investment, **Policy Doctrine Quarterly**, 2(3): 119-146. (In Persian)
43. Tremblay, P. (2006). **Desert Tourism Scoping Study**, Desert Knowledge CRC, Report 12, Australia, Charles Darwin University.
44. Yousefi, M.G. and Aziznejad, S. (2009). Assess the determinants of private investment in Iran by itself explain the operation, **Journal of Economic Research**, 9(1): 79-100. (In Persian)



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 20-28**

## **Environmental Impacts of Tourism A Case Study of Selected Developing and Developed Countries**

**Saeed Rasekhi<sup>1</sup>**

**Saeed Karimi<sup>2</sup>**

**Sorayya Mohammadi<sup>3</sup>**

### **Extended Abstract**

In recent decades, the growth of the tourism industry has been one of the most important factors in increasing economic activity in the world. Tourism based environmental issues have been always considered. The main purpose of the present study is to examine the environmental effect of tourism in 55 selected developing (including Iran) and developed countries during 2005-2012. For this, panel data method has been used. The results indicate that the impact of tourism on the environmental performance is positive for developed countries, while the effect is negative in developing countries. The other results of this study show that energy intensity, the urban population, the Industry, value added and the Population density have a negative and significant effect on the environment while the human development index and the degree of trade openness have a positive impact on environmental performance. According on the results, developing tourism is recommended, but the environmental performance should be priority to create sustainability in the industry.

### **Introduction**

According to the annual report issued by WTO in 2015, the number of tourists in 1980 was only 280 million. In 1995, that number increased to 528 million, while nowadays, demands in this sector have increased fast and the number of tourists in 2014 has reached 1.1333 billion, increasing the earnings in this area to \$1245

---

<sup>1</sup> Professor in Economics, University of Mazandaran (srasekhi@umz.ac.ir)

<sup>2</sup> Associate Professor in Economics, University of Mazandaran

<sup>3</sup> MA in Economics, University of Mazandaran

billion. All these measures and statistics indicate a developing and accelerating trend in tourism industry. However, such developing and accelerating trend has increased environmental concerns. Increasing trend in tourism industry and the importance of the environmental phenomena within the past few decades together with the ramifications of such a trade on the environment, studies on the effects of tourism on the environment seem essential and of great importance. Now, the question is “what are the effects of tourism on the environment within developing and developed countries?”

### **Materials and Methods**

Some scholars have differing views regarding the impacts of tourism on industry. Some believe that developments in tourism (as a factor leading to the enhancement and improvement of lifestyle) have positive impacts on the environment. On the other hand, some others argue that tourism is accompanied with the process of destroying the environment resulting from the overuse by people, overuse of natural resources, and pollution. Therefore, the second group of scholars believe that developments in tourism would result in negative consequences for the environment.

In order to test the research hypotheses, panel data method was applied. This method combining time series and cross-sectional, information-rich environment for the development of estimation methods and provides the theoretical results. To choose between methods of compilation least squares, Fixed Effects (FE) and Random Effects (RE) Chow test (F- Limer) and Hausman test is used. According to statistics, the Hausman test, the null hypothesis that there is a random effects model to estimate confirmed and fixed effects approach is rejected.

In order to assess the impacts of tourism on the environment, the following model has been applied:

$$\ln EPI = \alpha + \beta_1 \ln EI_{it} + \beta_2 \ln HDI_{it} + \beta_3 \ln INDUS_{it} + \beta_4 \ln POP_{it} + \beta_5 \ln URB_{it} + \beta_6 \ln TOUR_{it} + \beta_7 \ln OPEN_{it} + \varepsilon \tag{1}$$

In the above model, EPI represents the environmental performance index of a country, HDI is the human development index, EI is the energy intensity, INDUS is the Industry, value added, POP is the Population density, URB is the index of urbanization ratio, OPEN is the degree of openness for trade economy, and TOUR is the index for the tourism (the number of tourists in each country). Furthermore,  $\varepsilon$  is the error component. Data regarding INDUS, URB, POP, OPEN, and TOUR have been obtained from the official website of the World Bank. In addition data related to EPI, HDI, and EI have been obtained from Yale University, United Nations Development Program, and International Energy Statistics (a website), respectively.

It has to be mentioned that in model 1, the index of human development represented the role of such variables as income per capita, education, and health

and has a significant impact on the environment (Gürlük, 2009; Samimi et al., 2011). In addition, increase in energy intensity could lead to the destruction of environments (Alam et al., 2007; Shim, 2006) since a major amount of greenhouse gases released around the world is in the form of CO<sub>2</sub> that arises as a result of burning fossil fuels. With regard to the impact of urbanization ratio and the degree of economic openness, differing views exist. In other words, some scholars consider the role of such variables as positive, while some others consider them as harmful.

### **Discussion and Results**

Findings of model 1, obtained by the application of Panel data show that in developed countries, tourism has a positive impact on the environment. Nonetheless, it has damaging impacts on the environment of developing nations. Therefore, the hypothesis in the current study is confirmed for developing countries. Findings obtained regarding the damaging impacts of tourism on the environments of developing countries are in line with hypotheses put forward by Goudie and Viles (2013). In addition, the positive impact of tourism on the environment of developed countries confirms the hypotheses put forward by Mieczkowski (1995). Considering the fact that the HDI is positive, it could play a major role in the enhancement of EPI. and degree of trade openness has a positive and significant effect on the environment. energy intensity, the urban population and the industry value added, Population density have a negative and significant effect on the environment of developing and developed countries.

### **Conclusions**

The aim of conducting the current study was to investigate the impact of tourism on the environment. For this purpose, 55 countries (developing and developed) over the years 2005-2012 were selected and the theory of negative impacts of tourism on the environment was tested on them by the application of panel data method.

According to the findings obtained, HDI and OPEN had a significantly positive impact on the environments of both groups of countries. The energy intensity, Population density and urban population had a negative and significant impact on the environment of selected countries. In addition, industry value added and the Population density showed a negative impact on the environment. The impact of tourism on the environment for both groups of countries was obtained differently. Specifically, the impact in developing countries was significantly negative. Therefore, the following could be suggested within the framework of findings in the current study:

In addition, it seems that control and optimization of fuel consumption, promotion of environmental culture and introduction of environmental programs, public involvement, and the promotion of tourism culture are essential.

**Keywords:** Tourism, Environmental Performance, Panel Data, Selected Countries, Iran.

### **References**

1. Alam, S., Fatima, A. and Butt, M.S. (2007). Sustainable development in Pakistan in the context of energy consumption demand and environmental degradation, **Journal of Asian Economics**, 18(5): 825-837.
2. Alam, S., Rehman, S. and Butt, M.S. (2011). Trade liberalization, environmental degradation and sustainable development in Pakistan, **European Journal of Social Sciences**, 19(1): 84-96.
3. Alvani, M. and Piruzbakht, M. (2006). **The Process of Tourism Management**, Tehran: The Office of Cultural Research. (In Persian)
4. Amuquandoh, F.E. (2010). Residents' perceptions of the environmental impacts of tourism in the Lake Bosomtwe Basin, Ghana, **Journal of Sustainable Tourism**, 18(2): 223-238.
5. Ang, J.B. (2007). CO<sub>2</sub> emissions, energy consumption, and output in France, **Energy Policy**, 35(10): 4772-4778.
6. Babakhanzadh, A. and Lotfi, S. (2012). Impacts of tourism on Quri-Qal'eh village, **Studies on Tourism Management**, 7(20): 81-116. (In Persian)
7. Baltagi, B.H., Bratberg, E. and Holmås, T. H. (2005). A panel data study of physicians' labor supply: the case of Norway, **Health Economics**, 14(10): 1035-1045.
8. Ben Jebli, M., Ben Youssef, S. and Apergis, N. (2014). The Dynamic Linkage between CO<sub>2</sub> emissions, Economic Growth, Renewable Energy Consumption, Number of Tourist Arrivals and Trade, **Online at MPRA Paper**, No. 57261: 1-12.
9. Breheny, M. (2001). Densities and sustainable cities: the UK experience, **Cities for the New Millennium**, Echenique, M., & Saint, A. (Eds.), Taylor & Francis, PP: 39-51.
10. Buckley, R. (2011). Tourism and environment. In A. Gadgil, & D.M. Liverman (Eds.), **Annual Review of Environment and Resources**, 397-416.
1. Burac, M., Briguglio, L., Butler, R. and Harrison, D. (1996). Tourism and the environment in Guadeloupe and Martinique, In **Tourism and the Environment in Guadeloupe and Martinique**, Briguglio, L., Butler, R., Harrison, D. & Burac, M.(Eds), PP: 63-74.
11. Burak, S.A., Dogan, E. and Gazioglu, C. (2004). Impact of urbanization and tourism on coastal environment, **Ocean & Coastal Management**, 47(9): 515-527.
12. Burgin, S. and Hardiman, N. (2011). The direct physical, chemical and biotic impacts on Australian coastal waters due to recreational boating, **Biodiversity and Conservation**, 20(4): 683-701.
13. Burton, E. (2000). The compact city: just or just compact? A preliminary analysis, **Urban Studies**, 37(11): 1969-2006.

14. Capello, R. and Camagni, R. (2000). Beyond optimal city size: an evaluation of alternative urban growth patterns, **Urban Studies**, 37(9): 1479-1496.
15. Chen, B. and Yang, G.H. (2004). Quantitative Study of the Impact of Tourist Trampling on Ecotourism Scenic Region-A Case Research of the Shangri-la Bita Lake Ecotourism Scenic Region [J], **Scientia Geographica Sinica**, 24(3): 371-375.
16. Cole, M.A. and Neumayer, E. (2004). Examining the impact of demographic factors on air pollution, **Population and Environment**, 26(1): 5-21.
17. Copeland, B.R. and Taylor, M.S. (1994). North-South trade and the environment, **The Quarterly Journal of Economics**, 109(3): 755-787.
18. Cramer, J.C. (2002). Population growth and local air pollution: methods, models, and results, **Population and Development Review**, 28: 22-52.
19. Dietz, T. and Rosa, E.A. (1997). Effects of population and affluence on CO2 emissions, **Proceedings of the National Academy of Sciences**, 94(1): 175-179.
20. Elliott, J. (1997). **Tourism: Politics and Public Sector Management**, Taylor & Francis US.
21. Fotros, M., Ferdowsi, M. and Mhrpyma, H. (2011). The effect of urbanization on energy intensity and environmental destruction in Iran (Cumulative Analysis), **Ecology**, No.60: 22-13. (In Persian)
22. Geneletti, D. and Dawa, D. (2009). Environmental impact assessment of mountain tourism in developing regions: A study in Ladakh, Indian Himalaya, **Environmental Impact Assessment Review**, 29(4): 229-242.
23. Ghadami, M., Aligholizadeh, N., Firoozjani, N. and Bardi Anamoradnezhad, R. (2009). Role of tourism on the changes in target land uses: a case study of Nowshahr, **Journal of Urban and Regional Studies**, 1(3): 21-42. (In Persian)
24. Gharakhloo, M., Ramezanzadeh, M. and Golin, J. (2009). Environmental influences of tourism on the coasts of Ramsar Country, **Journal of Human Geography**, 1(3): 1-12. (In Persian)
25. Gohari, M. (2011). **Impacts of Tourism**, Tehran: Daricheye No (New Cranes). (In Persian)
26. Gong, J. and LU, L. (2007). Development of Research on Environmental Impacts of Tourism and Its Implication [J], **Journal of Natural Resources**, 22(4): 545-555.
27. Gössling, S., Scott, D. and Hall, C.M. (2015). Inter-market variability in CO<sub>2</sub> emission-intensities in tourism: Implications for destination marketing and carbon management, **Tourism Management**, 46: 203-212.
28. Goudie, A.S. and Viles, H.A. (2013). **The Earth Transformed: An Introduction to Human Impacts on the Environment**, John Wiley & Sons.



29. Green, H., Hunter, C., Johnson, P. and Thomas, B. (1992). The environmental impact assessment of tourism development, **Perspectives on Tourism Policy**, 29-47.
30. Griscom, H.P. and Ashton, M.S. (2011). Restoration of dry tropical forests in Central America: a review of pattern and process, **Forest Ecology and Management**, 261(10): 1564-1579.
31. Grossman, G. and Krueger, A.B., (1995); Economic growth and the environment, **Quarterly Journal of Economics**, 112: 353-377.
32. Gürlük, S. (2009). Economic growth, industrial pollution and human development in the Mediterranean Region, **Ecological Economics**, 68(8): 2327-2335.
33. Halicioglu, F. (2009). An econometric study of CO<sub>2</sub> emissions, energy consumption, income and foreign trade in Turkey, **Energy Policy**, 37(3): 1156-1164.
34. Hashemi, R., Alidadi, H., Kordmostafapour, F. and Pourzamani, H. (2003). Environmental effects of tourism, issues, and solutions, **In Sixth National Conference on Environmental Health**, Rasht: Rasht University of Medical Sciences, 115-122. (In Persian).
35. Hiltunen, M.J. (2007). Environmental impacts of rural second home tourism—case Lake District in Finland, **Scandinavian Journal of Hospitality and Tourism**, 7(3): 243-265.
36. Holden, A. (2007). **Environment and Tourism**, Second Edition, Routledge, 65-77.
37. Holzner, M. (2011). Tourism and economic development: The beach disease?, **Tourism Management**, 32(4): 922-933.
38. Hsieh, H.J. and Kung, S.F. (2013). The linkage analysis of environmental impact of tourism industry, **Procedia Environmental Sciences**, 17: 658-665. <http://www.ipag.fr/fr/accueil/la-recherche/publications-WP.html>
39. Huang, Z.F., Chen, Z.G. and Yuan, L.W. (2004). A Summary of Study on Regional Tourism Environment in China [J], **Geography and Geo-Information Science**, 20(3): 99–104.
40. Huang, Z.L. and Xiao, Q.M. (2010). Impacts of tourist activity on vegetation in Dinghu Mountain Biosphere Reserve. **Geographical Research**, 29(6): 1005–1016.
41. Inskip, E. (1991). **Tourism Planning: An Integrated and Sustainable Development Approach**, Van Nostrand Reinhold.
42. International Energy Statistics (2012). U.S. **Energy Information Administration**, <http://www.eia.gov>.
43. Jin, X.L., Lu, L., Gong, G. and Wang, L. L. (2011). Effects of tourism activities on soil macrofauna community in Mount Jiuhua scenic area, **Geographical Research**, 30(1): 103-114.
44. Kaltenborn, B.P., Nyahongo, J.W. and Kideghesho, J.R. (2011). The attitudes of tourists towards the environmental, social and managerial attributes of Serengeti National Park, Tanzania, **Trop Conserv Sci**, 4(2):132-148.

45. Katircioglu, S.T., Feridun, M. and Kilinc, C. (2014). Estimating tourism-induced energy consumption and CO<sub>2</sub> emissions: the case of Cyprus, **Renewable and Sustainable Energy Reviews**, 29: 634-640.
46. Khani, F., Ghasemi, A. and Ghanbari, A. (2009). Impacts of seaside tourism focused on the views of local people: a case study on Chamkhaleh village Langeroud County, **Studies in Human Geography**, 1(4), 51-64. (In Persian)
47. Laws, E. (1991). **Tourism Marketing: Service and Quality Management Perspectives**, Stanley Thornes (Publishers) Ltd.
48. Lee, C.C. and Chang, C.P. (2008). Tourism development and economic growth: A closer look at panels, **Tourism Management**, 29(1): 180-192.
49. Lee, J.W. and Brahmastrene, T. (2013). Investigating the influence of tourism on economic growth and carbon emissions: Evidence from panel analysis of the European Union, **Tourism Management**, 38: 69-76.
50. Li, Y.G., Jiang, Y.J. and Zhang, D. (2010). Study on the effect of tourism activities on dynamic variation of karst groundwater quality: A case study of Shuifang Spring, Jinpo Mountain, Chongqing, **Environmental Pollution and Control**, 32(12): 14-17.
51. Lu, L., Gong, J. and JIN, X. L. (2011). Impacts of tourist disturbance on soil in Huangshan Mountain scenic area, **Geographical Research**, 30(2):209–223.
52. Mamaghani Nasab, A. (2012). Assessing the impacts of tourism development on marine environments: a case study of Chabahar Bay, **In First National Conference on the Development of Makran Coasts and Marine of the Islamic Republic of Iran**, Konarak. (In Persian)
53. Martin-Cejas, R.R. and Sánchez, P.P.R. (2010). Ecological footprint analysis of road transport related to tourism activity: The case for Lanzarote Island, **Tourism Management**, 31(1): 98-103.
54. Meléndez, L.A.M. (2010). NAFTA, tourism, and environment in Mexico, **International Environmental Agreements: Politics, Law and Economics**, 10(2): 107-131.
55. Mieczkowski, Z. (1995). **Environmental Issues of Tourism and Recreation**, University Press of America, 45-50.
56. Munasinghe, M. (1993). **Environmental Economics and Sustainable Development**, (Vol. 3), World Bank Publications.
57. Nissi, A.K. (1389). Human Development Index in the provinces of Iran, quarterly, **Health Sciences**, No. 2: 62-55.(In Persian).
58. Omri, A., Shahbaz, M., Chaibi, A. and Rault, C. (2015). A panel analysis of the effects of oil consumption, international tourism, environmental quality and political instability on economic growth in MENA region, **IPAG working papers**, No. 2015-613.
59. Ozturk, I. and Acaravci, A. (2013). The long-run and causal analysis of energy, growth, openness and financial development on carbon emissions in Turkey, **Energy Economics**, 36: 262-267.

60. Panayotou, T. (1993). Empirical tests and policy analysis of environmental degradation at different stages of economic development, No. 292778, **World Employment Programme Research Working Paper**, International Labour Organization.
61. Pickering, C.M., Harrington, J. and Worboys, G. (2003). Environmental impacts of tourism on the Australian Alps protected areas: Judgments of protected area managers, **Mountain Research and Development**, 23(3): 247-254.
62. Priskin, J. (2003). Physical impacts of four-wheel drive related tourism and recreation in a semi-arid, natural coastal environment, **Ocean & Coastal Management**, 46(1): 127-155.
63. Reddy, A.K.N. (2004). Energy and Social Issue. In T. B. Johansson & J. Goldemberg (Eds.), *Energy and the challenge of sustainability*. New York: UNDP, UNDESA and WEC, **World Energy Assessment**, 39-60.
64. Rudlin, D. and Falk, N. (Eds.). (1999). **Building the 21st Century Home: The Sustainable Urban Neighbourhood**, Butterworth-Heinemann.
65. Samimi, A.J., Kashefi, A., Salatin, P. and Lashkarizadeh, M. (2011). Environmental Performance and HDI: evidence from countries around the world, **Middle-East Journal of Scientific Research**, 10(3): 294-301.
66. Sadat, R. and Sadeghi, H. (1383). Population growth, economic growth and environmental impact in Iran, **Economic Research Journal**, No. 64, 163-180. (In Persian)
67. Scott, D., Peeters, P. and Gössling, S. (2010). Can tourism deliver its “aspirational” greenhouse gas emission reduction targets?, **Journal of Sustainable Tourism**, 18(3): 393-408.
68. Shahbaz, M., Hye, Q.M.A., Tiwari, A.K. and Leitão, N.C. (2013). Economic growth, energy consumption, financial development, international trade and CO 2 emissions in Indonesia, **Renewable and Sustainable Energy Reviews**, 25: 109-121.
69. Shi, A. (2003). The impact of population pressure on global carbon dioxide emissions, 1975–1996: evidence from pooled cross-country data, **Ecological Economics**, 44(1): 29-42.
70. Shim, J.H. (2007). The reform of energy subsidies for the enhancement of marine sustainability: An empirical analysis of energy subsidies worldwide and an in-depth case study of South Korea's energy subsidy policies, **ProQuest Dissertations and Theses; (Ph.D.). University of Delaware**, Publication Number: AAI3247718; Volume: 67-12: 340.
71. Solarin, S.A. (2014). Tourist arrivals and macroeconomic determinants of CO2 emissions in Malaysia, **Anatolia**, 25(2): 228-241.
72. Sompholkrang, M. (2014). Tourism Expenditures and Environment in Thailand, **Eurasian Journal of Economics and Finance**, 2(2): 63-69.
73. Talberth, J. and Bohara, A.K. (2006). Economic openness and green GDP, **Ecological Economics**, 58(4): 743-758.

74. Tamazian, A. and Rao, B.B. (2010). Do economic, financial and institutional developments matter for environmental degradation? Evidence from transitional economies, **Energy Economics**, 32(1): 137-145.
75. Tang, C.H.H. and Jang, S.S. (2009). The tourism–economy causality in the United States: A sub-industry level examination, **Tourism Management**, 30(4): 553-558.
76. Tovar, C. and Lockwood, M. (2008). Social impacts of tourism: An Australian regional case study, **International Journal of Tourism Research**, 10(4): 365-378.
77. United Nations Development Programme (1980-2013). **Human Development Report** (New York UNDP).
78. *UNWTO (2015). United Nations World Tourism Organization*, UNWTO Tourism Highlights Edition.
79. Williams, S. (2002). **Tourism Geography**, Psychology Press, 90-98.
80. World Bank (2013). **World Development Indicators**, Accessed at: <http://www.worldbank.org/data/online-databases/online-databases.html>.
81. WTO (2015). **Yearbook of Tourism Statistics**, Madrid: World Tourism Organization.
82. Yale Center for Environmental Law & Policy (2012). **Pilot 2014 Environmental Performance Index (EPI) Report**, is available online at: <http://www.yale.edu/epi>.
83. Yazdian, F., Faqih Nasiri, L. and Kiapasha, K. (2012). Impacts of tourism on Namak Abroud forest (by the application of destruction model), **Journal of Iranian Forests**, 1(2), 113-121. (In Persian)
84. Zarrabi, A. and Eslami, S. (2011). Assessing the economic, socio-cultural, environmental impacts of development in tourism: a case study of Meshkin Shahr County, **Studies in Human Geography**, 52: 37-75. (In Persian)
85. Zhang, N.N., He, Y.Q. and Wang, C.F. (2011). Effect of developing tourism on chemical characteristic of precipitation: Taking Lijiang for example, **Environmental Science**, 32(2): 330–337.
86. Zhang, Z.X. (2007). China is moving away the pattern of “develop first and then treat the pollution”, **Energy Policy**, 35(7): 3547-3549.
87. Zhong, L., Deng, J., Song, Z. and Ding, P. (2011). Research on environmental impacts of tourism in China: Progress and prospect, **Journal of Environmental Management**, 92(11): 2972-2983.



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 29-33**

## **Development of Urban Tourism with an Emphasis on the Role of Border Markets (Case Study: Paveh Border Market)**

**Azam Safarabadi<sup>1</sup>**

**Hakimeh Majidi Dehshykh<sup>2</sup>**

**Ali Zangiabadi<sup>3</sup>**

**Somayeh Shahzeidi<sup>4</sup>**

### **Extended Abstract**

Establishment of border markets, in addition to the economic, social and cultural influences in order to improve development of border areas and economic and cultural communication expansion between people across borders, can also lead to the development of various types of tourism, particularly urban tourism. The present study is an attempt to investigate the role of Paveh Shooshmy Border Market on the development of urban tourism. Due to its natural and cultural capabilities, Paveh province is availed of flourishing grounds to attract all kinds of tourists, particularly urban tourists. Moreover, the existence of Paveh Border Market, the variety of goods supply and the Iranians' interest in shopping and travelling are among the most important capabilities of the region to both attract tourists from all over the country and to develop urban tourism. A descriptive – analytical research methodology and filed and library data collection method have been utilized to conduct the study. In order to make the design more collaborative, through the use of a survey out of the population, consisted of three groups of common people, officials and tourists, 190 people were randomly selected as the sample. Quantitative Strategic Planning Matrix (QSPM) results have been used to analyze the data and present tourism development strategies for Paveh Border Market. QSPM results revealed that the highest attraction level was dedicated to strengthening and increase of regional,

---

<sup>1</sup> Assistant Professor of Geography and Urban Planning, Shiraz University, (a.safarabadi@shirazu.ac.ir)

<sup>2</sup> MA student in Regional Development, Shiraz University

<sup>3</sup> Associate Professor of Geography and Urban Planning, University of Isfahan

<sup>4</sup> Associate Professor of Geography and Urban Planning, University of Guilan

national and international trade relations and to attract the participation of public and private sectors to invest more with a score of 6.779, while the lowest attraction level was dedicated to an attempt to organize the required substructures in the city with a score of 4.869.

### **Introduction**

Iran has eight thousand kilometers of boundary line water, mountains and deserts of the world's countries have a long border and the diversity of political and social problems of neighboring countries, is unique in the world. To create more balance between border areas and other regions of the country as well as the reduction, economic issues, social and cultural development of border areas, including the development of strategies for the border markets. The main objectives of the establishment of border markets, development of economic and trade relations, border areas and reduce poverty, job creation, security, stabilization of population in border areas to prevent smuggling goods, economic prosperity and social mobility in order to achieve development in border areas and extend cultural and economic relations of the people on both sides of the border.

### **Materials and Methods**

The methodology of this research is descriptive and analytical method of data collection, field and library is the purpose of the questionnaire was used. To increase the validity of the experts and authorities was compiled on the basis of the reforms have been applied to them. Cronbach's alpha coefficient was used to determine reliability. Since the benefits and disadvantages of urban tourism development, officials and tourists eclipsed. In the statistical population studied in the range of three people, officials and tourists using random sampling, 120 people, 60 tourists and 10 officials of tourism, for example, were selected.

### **Discussion and Results**

Constant factor of the population in the border regions is a major strength. The most important factor in increasing the opportunities to export local products and the components of management and organization of border market opportunities in the internal weakness.

From the perspective of managers, the components development and poverty reduction in the border areas of economic and trade relations is the most important strengths. Factor of increasing opportunities to export local products is the most important opportunity. The lack of investment and private sector participation in tourism is the main and the administrative bureaucracy and lack of permits for the establishment of border markets, the most important threat weakness. For tourists, a trip to the region, the strengths internal motivation. Facilities Strengthening factor is one of the important the external opportunities in the vicinity of border markets. A lack of places to stay for travelers to rest at night is the internal weakness and external threat of entry is the most important

low quality goods. Spread and entry of goods with low quality is the most important external threat.

### **Conclusions**

With regard to the consequences of poor management led to the development of the tourist city border markets, requiring the strategy formulation in this sector requires special attention. Internal factors evaluation matrix shows that the strengths more than weaknesses. This means that urban management Paveh for urban tourism development of internal potential has been strengthened.

External factors evaluation matrix shows that the current state of management of Paveh with external opportunities facing the poor and should strengthen good opportunities to act against the threats. Matrix (QSPM) shows that many choices as a strategy, do not have enough stability. Because there is no appeal to strategy formulation or the low attractiveness; The attractiveness of each of the strategic factors such as opportunities and threats and strengths and weaknesses in the management of border markets for the development of urban tourism strategy for To gather strengths - opportunity, as well as weakness - opportunity, strengths- threat, weakness - threat, will apply.

**Keywords:** Border Markets, Urban Tourism, Paveh, QSPM

### **References**

1. Anuar, A., Jaini, N., Kamarudin, H. and Nasir, R. (2011). Effectiveness evaluation of safe city programme relation to the tourism industry, **Procedia Engineering**, 42: 407-414.
2. Binder, R.J. and Srivastava, PK. (2005). Peptides chaperoned by heat-shock proteins are a necessary and sufficient source of antigen in the cross-priming of CD8+ T cells, **Nature Immunology**, 6(6):593-9
3. Blascoa, D., Guiaa, J. and Pratsa, L. (2014). Heritage tourism clusters along the borders of Mexico, **Journal of Heritage Tourism**, 9(1): 51-67.
4. Buhalis, D. and Costa, C. (2006). **Tourism Business Frontiers (Consumers, Products and Industry)**, UK: Oxford.
5. Chandoevrit, W., Yonguth Ch. and Srawooth, P. (2004). **Thailand and Cross Border Economy, A Case Study of SA Kaeoond Chiangrai**, Thailand development resource institute (TDRI).
6. Crusha, J. and Chikanda, A. (2015). South-South medical tourism and the quest for health in Southern Africa, **Social Science & Medicine**, 124:313-320.
7. David, F. (2004). **Strategic Management**, translation by A. Parsaeian., M. Arabi, Sixth Edition, published by the Cultural Research Bureau.
8. Hansen, N.M. (1975). An evaluation of growth center theory and practice, **Environment and Planning**, 7: 21-832.
9. Hatamnezhad, H., Orooji, H., Shokravi, N. and Mollaei ghelichi, M. (2014). Evaluation of urban tourism sites (CASE STUDY: Urmia), **Planning and Tourism Development**, 9: 152- 169. (In Persian)

10. Henderson, J., Chee, L., Mun, C. and Lee, C. (2011). Shaping, tourism and retailing in Singapore, **Managing Leisure**, 16(1): 36-48.
11. Ilbery, B. and Saxenaa, G. (2011). Integrated Rural Tourism in the English–Welsh Cross-border Region: An Analysis of Strategic, Administrative and Personal Challenges, **Regional Studies**, 45(8):1139-1155.
12. Keown, C. (1989). A model of tourists propensity to buy: the case of Japanese visitors to Hawaii, **Journal of Travel Research**, 27(3): 31-34.
13. Kladivo, P., Ptacek, P., Roubinek, P. and Ziener, K. (2012). The Czech-polish and Austrian Slovenian borderland similarities and differences in the development and typology of regions, **Moravian Geographical Reports**, 20(3): 48-63.
14. Lotfi, S. and Babakhanzadh, I. (2014). The effect of tourism on sustainable urban residents (Case study: Javanrood Kermanshah), **Planning and Tourism Development**, 9: 131-151. (In Persian)
15. Mohammadi, H.R. and Fakhrfatemy, A. (2005). The role of border markets in spatial development of border areas, **Journal of Geopolitics**, 1(1): 54-78. (In Persian)
16. Motawef, Sh. (2002). To study the regional imbalance in the development of the country and to extract lessons from the border city development plan Nehbandan for use in developing the Fourth Plan, **Proceedings of the International Conference on Challenges and prospects of development of Iran**, Tehran. (In Persian)
17. Najarzadeh, M. and Mradnzhad, J. (2015). To evaluate the factors influencing the overall satisfaction of tourists Order Shhrmrzy Baneh, **Journal of Applied Geographical Sciences**, 36: 97-118. (In Persian)
18. Rafieian, M, Moloudi, Meshkin, J., Roknoddin Eftekhari, A. and A., Irandoost, K. (2013). About the evolution of the border to improve the function of surrounding border towns, Case Study: Bane border towns and turpentine, **Urban Studies**, 3(9): 45-57. (In Persian)
19. Roknoddin Eftekhari, A., Papoly Yazdi, M. and Abdei, E. (2008). To evaluate the economic impacts of border markets reflects the development of border areas, **Geopolitical Quarterly**, 4(2): 82-109. (In Persian)
20. Saeedi, A, Esmaeilzadeh, Kh. and Abdollahzadeh, J. (2009). Studied sociology, economics, joint border markets, **Social Science Quarterly**, 45. (In Persian)
21. Saxenaa, G. and Ilberyb, B. (2010). Developing integrated rural tourism: Actor practices in the English/Welsh border, **Journal of Rural Studies**, 26(3): 260–271.
22. Soleimani, M., Mohammad Nejad, A., Khodadadi, P. and Atai, V. (2015). Measuring the satisfaction of tourists from the city of Mahabad, with emphasis on tourism order, **Journal of Economics and Urban Management**, Issue 10: 139-155. (In Persian)
23. Soltani, N. and Salami, H. (2013). Indicators and strategies for the development of tourism in the border areas of West Azarbaijan Brrvykrd



focusing AHP fuzzy Delphi, **Journal of Geography and Development**, 33: 113-130. (In Persian)

24. Taghvaei, M. and Safarabadi, A. (2011). With emphasis on the management of urban tourism planning, tourism attractive urban spaces Kermanshah Case Study, **Journal of Social Welfare and Development Planning**, 4(9): 185-202. (In Persian)

25. Timothy, D.J. and Tosun, C. (2005). Tourist's perception of the Canada-USA border as a barrier to tourism at the International Peace Garden. **Journal of Tourism Management**, 24: 411-421.

26. Timothy, D.J., Guiab, J. and Berthetb, N. (2014). Tourism as a catalyst for changing boundaries and territorial sovereignty at an international border, **Current Issues in Tourism Letter**, 17(1): 21-27.

27. Tomori, M. (2010). Investigating shopping tourism along the borders of Hungary a theoretical perspective, **Geo Journal of Tourism and Geosites**, 2(6): 202-210.

28. Valadbeigi, B. (2009). **A Look at Tourist Attractions Uraman**, Tehran, Ehsan publishing, E., Second Edition. (In Persian)

29. Zali, N. and Esmaeilzadeh, Y. (2015). Assessing potential tourism development approach to sustainable development in the border city of Urmia, **Journal of Geography and Urban Planning - Regional**, 14: 89-104. (In Persian)



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 34-39**

**An Analysis of the Factors Affecting Tourism Brands in Rural Settlements  
of Iran (Case Study: Binalud County)**

**Aliakbar Anabestani<sup>1</sup>  
Zeynab Vesal<sup>2</sup>**

**Extended Abstract**

Today, for a variety of reasons, communities create brands. One of the most important reasons for creating tourism brands is to make a location seem attractive for tourists and encourage them to spend more time in an area and raise the residents' standards of living. In this study, the factors affecting the formation of a rural tourism brand are examined from the perspective of experts and university professors. This study is an applied research conducted in a descriptive-analytical method. A major part of the data was collected through field studies, interviews, and filling out questionnaires by 30 experts active in the area together with 42 rural managers. The findings of the study based on the results of fuzzy hierarchical analysis showed that among the three factors, the economic factors with impact coefficient of 54.6 % had the highest effect, and physical-environmental factors with the impact coefficient of 16.7% had the lowest impact on creating rural tourism brand. There was a little difference between the results acquired from the experts of the organizations and the academics about the impact of the above factors. With the aim of identifying villages suitable for creating tourism brand, we applied TOPSIS technique, and proposed Jagharq village as the most appropriate rural area for creating rural tourism brand. We also identified 10 other rural areas as capable of creating tourism brands. According to the findings, the following guidelines are recommended: to introduce and advertise certain products of the rural areas in urban areas, to pay special attention to entrepreneurship in rural areas, to provide tourism facilities in rural areas, to restore cultural elements, and to give special attention to restoration of past cultural elements, customs and traditions.

**Introduction**

---

<sup>1</sup> Associate professor, Geography and Rural Planning, Ferdowsi University of Mashhad, (anabestani@um.ac.ir)

<sup>2</sup> MSc. in Geography and Rural Planning, Golestan University

This study aims to identify the rural areas having a high capacity and potential - for creating brands and symbols and the role of symbols in improving the quality of life in villages of the study areas. Therefore, this study seeks to provide an appropriate response to the following question: What are the most important factors affecting the creation of tourism brands in villages of the study area? In addition, we try to identify the villages suitable for developing tourism brand in the study area?

### **Materials and Methods**

To use a methodology, we mean to utilize the principles and frameworks that will guide the research. Clearly, the research methodology will be different based on the type, purpose and subject of the study. This study is an applied quantitative study benefiting field works for data collection and is based on descriptive- survey analysis. The data were collected through documentary research and field works. In documentary method, the researcher takes notes from books and documents and could be used in all scientific researches. We mainly tried to find the information and the results of previous relevant studies, so that we may find a general framework for topics discussed in this research through reviewing the literature of the study.

To investigate the factors affecting the formation of a rural tourism brand, we used Fuzzy Analytic Hierarchy Process (FAHP) and then ranked the villages of the study area through Technique for Order Preference by Similarity to Ideal Solution (TOPSIS).

### **Discussion and Results**

Results of ranking 14 indexes, using Fuzzy Analytical Hierarchy Process (FAHP) showed that three indexes of 'availability of specific products in the villages', 'presence of entrepreneurs in the villages' and 'capital investment in rural areas', with the impact coefficients of 14.2, 13.6 and 13.4 % respectively ranked first to third. With regard to rankings based on 14 indexes, there was a significant difference between the views of experts from departments and organization and university professors, to the extent that university professors believed that three indexes of 'availability of specific products in the villages', 'presence of entrepreneurs in the villages' and 'capital investment in rural areas', with the impact coefficients of 14.2, 41.1 and 14 % respectively ranked first to third. However, the experts from departments and organization believed that 'availability of specific product in the countryside', 'cultural significance' and 'presence of entrepreneurs in the villages' with the impact coefficients of 14.6, 14.3 and 12.8 % respectively ranked first to third. The availability of tourism facilities and the 'use of tourism potentials' in rural areas with the impact coefficients of 2.3 and 1.7 percent, were ranked last and penultimate by experts and university professors.

### **Conclusions**

Based on exploratory studies, factors affecting rural tourism brand were in three categories: economic, social and physical-environmental ones among which, according to experts' views and utilizing Fuzzy Analytical Hierarchy Process (FAHP), economic factors with the impact coefficient of 54.6 % had the maximum impact on recognition of a rural environment as a tourism brand. Among the 14 indexes affecting tourism brand, availability of particular products in a village with the impact coefficient of 14.2 % and presence of entrepreneurs in rural environment with impact coefficient of 13.6 % ranked first and second in affecting the recognition of a village as a tourism brand.

The results showed that Jagharq village, given to its attractions in economic, social and physical- environmental fields has had the minimum distance from the positive ideal in TOPSIS method, and was identified as the most suitable village for creation of rural tourism brand.

**Keywords:** Rural Tourism, Special Products, Entrepreneurship, Fuzzy Analysis Hierarchical Process (FAHP), Binalud County.

### **References**

1. Aaker, D.A. (1991). **Managing Brand Equity**, The Free Press: New York, N.Y.
2. Amani, A.R., Pourchafi, P., Qane, R. and Fakhraiee, A. (2011). Planning the development of rural tourism with SWOT Model (Case study: Malhamdareh village of Sarvabad County), **Proceedings of the 1<sup>st</sup> National Conference Geography & Rural Planning & Development**, Ferdowsi University of Mashhad, Iran. (In Persian)
3. Arthur Rooney, J. (1995). Branding: a trend for today and tomorrow, **Journal of Product & Brand Management**, 4(4): 48-55.
4. Ataee, M. (2010). **Fuzzy Multiple Criteria Decision**, Shahroud: Industrial University of Shahroud Publication. (In Persian)
5. Ateljevic, J. (2007). Small tourism firms and management practices in New Zealand: the Centre Stage Macro Region, **Tourism Management**, 28(1): 307-316.
6. Ayubi Yazdi, H. and Bazrafshan, M. (2011). The importance of brands and branding in tourist destinations, **Proceedings of the 1<sup>st</sup> National Conference Management & Tourism Development, Challenges & Solutions**, Tehran, Sharif University of Technology Research Center, Retrieved Sept 16, 2015 from [http://www.civilica.com/Paper-SHARIFURBAN01-SHARIFURBAN01\\_038.html](http://www.civilica.com/Paper-SHARIFURBAN01-SHARIFURBAN01_038.html). (In Persian)
7. Ayubi Yazdi, H. and Hosieni, S.M.H. (2011). Brand status and challenges in tourism destinations, **Proceedings of the 1<sup>st</sup> International Conference on Intellectual Capital Management**, Zanjan, Zanjan University Graduate School of Science, Retrieved Sept 16, 2015 from [http://www.civilica.com/Paper-IICM01-IICM01\\_037.html](http://www.civilica.com/Paper-IICM01-IICM01_037.html). (In Persian)

8. Baker, B. (2012). **Destination Branding for Small Cities**, (2<sup>nd</sup> ed.) Creative Leap Books, Portland. Oregon. USA.
9. Baker, M.J. and Cameron, E. (2008). Critical success factors in destination marketing, **Tourism and Hospitality Research**, 8(2): 79-97.
10. Baloglu, S. and McCleary, K. W. (1999). A model of destination image formation, **Annals of Tourism Research**, 26(4): 868-897.
11. Barezani, H. and Zargham Borojeni, H. (2013). Tourism brand pathology in Iran, **Journal of New Marketing Research**, 3(8): 63-80. (In Persian)
12. Blain, C.R. (2001). **Destination Branding in Destination Marketing Organizations** (Doctoral dissertation), University of Calgary.
13. Dastjerdi Yousefi, M.H. (2006). Design strategic model of name and logo, **Proceedings of the 1st International Conference on Management & Marketing**, Tehran, Ariana Research Group, Retrieved Sept 20, 2015 from [http://www.civilica.com/Paper-IMMC01-IMMC01\\_062.html](http://www.civilica.com/Paper-IMMC01-IMMC01_062.html). (In Persian)
14. Dwyer, L., Edwards, D., Mistilis, N., Roman, C. and Scott, N. (2009). Destination and enterprise management for a tourism future, **Tourism Management**, 30(1): 63-74.
15. Governor of Khorasan-e-Razavi. (2015). **The Latest Administrative Divisions, Binalood County**, Mashhad: Governor of Khorasan-e- Razavi. (In Persian)
16. Habibi, A., Izadyar, S. and Sarfarazi, A. (2014). **Fuzzy Multiple Criteria Decision**, Rasht: Katibe-e-Gil Publication. (In Persian)
17. Hemati, R. and Zahrani, D. (2014). Factors affecting satisfaction and loyalty of foreign tourists to Isfahan as a tourism brand, **Journal of Tourism Development & Planning**, 3(10): 182-204. (In Persian)
18. Hultman, J. and Hall, C.M. (2012). Tourism place-making: Governance of locality in Sweden, **Annals of Tourism Research**, 39(2): 547-570.
19. Imani Khoshkho, M.H. and Ayubi Yazdi, H. (2010). Factors affecting brand equity in tourism destinations of Yazd city, **Journal of Tourism Studies**, 4(13): 113-137. (In Persian)
20. Jalalian, H., Namdari, F. and Pashazadeh, A. (2014). Effects of rural tourism on the development in Hajij village of Kermanshah, **Journal of Applied Research of Geographic Sciences**, 15(36): 205-228. (In Persian)
21. Johansson, J. (2008). **Working with Events to Build a Destination Brand Identity-the DMO Perspective**, Rapport nr: Master Thesis 2007: 33.
22. Kaplanidou, K. and Vogt, C. (2003). **Destination Branding: Concept and Measurement**, Travel Michigan and Michigan State University, Department of Park, Recreation and Tourism Resources, 1-7.
23. Karami, S. and Fakhraie, A. (2012). Position and brand value in the development of tourism and attracting tourists, **Proceedings of the 1<sup>st</sup> National Conference on Geography and Tourism in the Third Millennium**, Najafabad, Islamic Azad University of Najafabad Branch. Retrieved Sept 25, 2015 from [http://www.civilica.com/Paper-NGTC01-NGTC01\\_048.html](http://www.civilica.com/Paper-NGTC01-NGTC01_048.html). (In Persian)

24. Khorasan-e-Razavi Governor. (2015). **Last Administrative Divisions of Binalud County**, Mashhad, Khorasan-e-Razavi Governor. (In Persian)
25. Kiani, Z. (2008). Brand tourist destination and its role in the unity of the tourism industry stakeholders, **Proceedings of the 1<sup>st</sup> National Conference on Changes in the Environment for Tourism Development and Poverty Reduction**, Tehran, Alame Tabatabaie University. (In Persian)
26. Mohammadi, S. (2011). Rural development and tourism development, **Journal of Sepehr**, 20(78): 93-101. (In Persian)
27. Mollazadeh, A. and Eftekharnia, M. (2011). Evaluation of urban branding to attract tourists. **Proceedings of the 1<sup>st</sup> National Conference on Tourism Management & Sustainable Development**, Marvdasht, Islamic Azad University of Marvdasht Branch. Retrieved Sept 23, 2015 from [http://www.civilica.com/Paper-TMSD01-TMSD01\\_018.html](http://www.civilica.com/Paper-TMSD01-TMSD01_018.html). (In Persian)
28. Najafipour, A.A. Karoubi, M. and Heydari, M. (2012). Brand equity and position in tourism branding, **Proceedings of the 1<sup>st</sup> National Conference on Tourism and Ecotourism Iran, Hamedan**, Islamic Azad University of Hamedan Branch, Retrieved Sept 26, 2015 from [http://www.civilica.com/Paper-CTEI01-CTEI01\\_199.html](http://www.civilica.com/Paper-CTEI01-CTEI01_199.html). (In Persian)
29. Novghani, M., ASgharpou-e-Masouleh, A.R., Safa, Sh. and Kermani, M. (2008). Citizen quality of life and its relationship to social capital, **Journal of Social Sciences**, 5(1): 111-140. (In Persian)
30. Popescu, R.I. (2009). The branding potential of Bucharest. Strategy and success factors, **Theoretical and Empirical Researches in Urban Management**, 4(4 (13)): 177-193.
31. Pourtaheri, M. (2010). **Application of Multiple Attribute Decision Making in Geography**, Tehran: SAMT Publication. (In Persian)
32. Qalamkar Mo'azam, M. (2012). The role of Iranian villages in tourism brand, **Proceedings of the 1<sup>st</sup> National Conference on Tourism and Ecotourism Iran**, Hamedan, Islamic Azad University of Hamedan Branch, Retrieved Sept 22, 2015 from [http://www.civilica.com/Paper-CTEI01-CTEI01\\_599.html](http://www.civilica.com/Paper-CTEI01-CTEI01_599.html). (In Persian)
33. Qu, H., Kim, L.H. and Im, H.H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image, **Tourism Management**, 32(3): 465-476.
34. Ranjbaran, B., Khazaie Poul, J. and Balouie-e-Jamkhaneh, H. (2012). Analysis of the strengths, weaknesses, opportunities and threats foreign tourism Esfahan with FAHP technique, **Journal of Tourism Development & Planning**, 1(1): 13-34. (In Persian)
35. Ritchie, J. and Ritchie, R. (1998). Destination marketing, **International Association of Scientific Experts in Tourism Report**, 40(1): 89-116.
36. Saeedi, A. (2000). **Principle of rural geography**, Tehran: SAMT Press. (In Persian)
37. Saiedi, A. (2000). **Principle of Rural Geography**, Tehran: SAMT Publication. (In Persian)

38. Sojasi, H., Romyani, A. and Jafari, N. (2014). Evaluation and assessment of rural tourism destinations from the views of local communities (Case study: Darb Gonbad Dehestan- Kohdasht County), **Journal of Spatial Planning (Geography)**, 4(1): 103-126. (In Persian)
39. Sorayyae, A., Radmard, M., Radmard, M. and Yonesi, A. (2012). The effect on the behavior of urban branding image of tourism in Ramsar County, **Proceedings of the 1<sup>st</sup> National Conference on Tourism and Ecotourism Iran**, Hamedan, Islamic Azad University of Hamedan Branch, Retrieved Sept 26, 2015 from [http://www.civilica.com/Paper-CTEI01-CTEI01\\_100.html](http://www.civilica.com/Paper-CTEI01-CTEI01_100.html). (In Persian)
40. Su, B. (2011). Rural tourism in China, **Tourism Management**, 32: 1438-1441.
41. Taghdisi, A., Varesi, H.R., Ahmadian, M. and Asgari, H. (2015). Identify and analysis the factors affecting development of tourism in rural areas (Case study: Rural areas of Jiroft County), **Journal of Research & Rural Planning**, 4(9):1-14. (In Persian)
42. Vanolo, A. (2008). The image of the creative city: Some reflections on urban branding in Turin, **Cities**, 25(6): 370-382.
43. Zahedi, Sh. (2006). **The Principle of Sustainable Tourism and Ecotourism** (1<sup>st</sup> ed.), Tehran: Alame Tabatabaie University Publication. (In Persian)



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 40-44**

## **The Influence of Destination Image and Destination Personality on Tourists' Attachment and Satisfaction**

**(Case Study: Domestic Tourists Visiting Isfahan)**

**Zohre Kiani Feizabadi<sup>1</sup>**

### **Extended Abstract**

Building destination emotional attachment is a key tourism marketing issue in today's tourism market which has received considerable attention due to increased competition. Based on Brand relationship theory, this study was aimed to investigate the influential factors on tourists' destination satisfaction. Although numerous researches have studied tourists' destination satisfaction from different perspectives, it should be noted that few of them have investigated the relationship between satisfaction and destination attachment and personality. To this end, the relationships between destination image and destination personality, their influence on tourists' attachment to destination as well as the influence of attachment on satisfaction were investigated. Using simple random sampling, 274 questionnaires were distributed among Iranian tourists visiting Isfahan. Based on structural equation modeling, the conceptual model was tested using Lisrel. Structural equation modeling results revealed that destination image is a key determinant of tourist-destination relationship, having positive significant effects on destination personality, destination attachment and destination satisfaction. However, the influence of personality on attachment and satisfaction was not confirmed. Destination attachment's influence on satisfaction was also confirmed.

### **Introduction**

Most recently, different aspects of branding in customer behavior literature regarding brand credibility, brand image and brand attachment have been well-examined. However, it has largely been ignored in the tourism management

---

<sup>1</sup> Instructor, Tourism Faculty, Semnan University, (zkiani@profs.semnan.ac.ir)



literature. As the tourism marketplace is becoming more highly competitive, destination marketers are adopting branding techniques to craft an identity which focuses on the uniqueness of their products, namely destinations. Similar to those marketing consumer products, destination marketers have had to turn to branding to distinguish their destinations to convey a positive message that will motivate tourists to visit them. However, evidence to support the successful implementation of destination branding is mixed. A combination of destination image and destination personality has thus been used as a strategy by destination marketers to differentiate their brands from other competing ones. The creation of brand saliency- the development of an emotional relationship with the consumer- can hold the key to destination differentiation.

Although destination image and destination personality are essential parts of powerful brands, the relationship between the two remains vague. More importantly, more efforts are needed to fill the research gaps in the literature on the links between destination image and destination personality with regard to the tourist-destination relationship (i.e. satisfaction, trust and attachment), which plays a pivotal role in destination branding and the formation of the emotional relationships that can increase customer loyalty.

Due to the key roles satisfaction and attachment have in improving destination competitiveness, conducting research about influential factors on them will help to fill the existing theoretical gap as well as guiding destination managers. Reviewing the existing literature shows that the relationship between attachment and satisfaction and more importantly their relationship with destination image and personality hasn't been adequately studied. Moreover, reviewing Iranian studies represents lack of researches about destination personality and attachment. To clarify the association between destination image and destination personality, address the research gap related to brand relationship in tourism, and investigate the antecedents of destination satisfaction, this study aims to investigate the effects of destination image on destination personality, and their roles in collaborating with destination attachment in building destination satisfaction.

### **Materials and Methods**

Iranian tourists visiting Isfahan were targeted in this study. The questionnaire was designed using the items mentioned in Chen & Phou (2013), Veasna et al (20103) and Saeedi & Heidarzadeh (2011) studies. 300 questionnaires were distributed among tourists visiting "Imam Square", "Si-o-seh bridge" and "Khaju Bridge" as three most visited attractions in Isfahan. The respondents were asked to answer the questions about Isfahan on a five-point Likert -type scale, ranging from "strongly disagree" (=1) to "strongly agree" (=5).

A pilot test was performed to assess how well the survey instrument captured the constructs it was supposed to measure, and to test the internal consistency and reliability of questionnaire items.

Confirmatory factor analysis and SEM were utilized to analyze the validity and reliability of the constructs and test the conceptual model of destination branding.

### **Discussion and Results**

CFA was conducted and the goodness-of-fit was acceptable. A maximum likelihood estimation method was used to test the predicted relationships among the constructs in the proposed conceptual model. According to the statistical results, the hypothesized model fit the empirical data well and except for the path: personality-satisfaction and personality-attachment, all the hypotheses were supported.

### **Conclusions**

The results of the structural relationship analysis revealed that Destination image plays a very important role in building destination brand, and has a direct effect on destination personality. Moreover, destination image has significantly positive effects on tourists attachment to destination and their satisfaction. Destination attachment also has a direct positive effect on destination satisfaction.

**Keywords:** Tourism Destination Marketing, Destination Image, Destination Personality, Destination Satisfaction, Destination Attachment.

### **References**

1. Aaker, J., Susan, F. and Brasel, S.A. (2004). When good brands do bad, **Journal of Consumer Research**, 31:1-16.
2. Baloglu, S. (1999). A path analysis model of visitation intention involving information sources, socio-psychological motivations, and destination image, **Journal of Travel and Tourism Marketing**, 8: 81-90.
3. Beerli, A. and Martin, J.D. (2004). Factors influencing destination images, **Annals of Tourism Research**, 31: 657-681.
4. Besser, A. and Shackelford, T.K. (2007). Mediation of the effects of the big five personality dimensions on negative mood and confirmed affective expectations by perceived situational stress: A quasi-field study of vacationers, **Personality and Individual Difference**, 42: 1333-1346.
5. Blain, C. Levy, S.E. and Ritchie, J.R. (2005). Destination Branding: Insights and Practices from Destination Management Organizations, **Journal of Travel Research**, 43: 328-338.
6. Cai, L.A. (2002). Cooperative branding for rural destination, **Annals of Tourism Research**, 29(3): 720-742.
7. Chen, C.F. and Chen, F.S. (2010). Experience quality, perceived value, satisfaction, and behavioral intentions for heritage tourists, **Tourism Management**, 31: 29-35.

8. Chen, C.F. and Phou, S. (2013). A closer look at destination: Image, Personality, relationship and Loyalty, **Tourism Management**, 36: 269-278.
9. Ekinci, Y. (2003). From destination image to destination branding: An emerging area of research, **E-Review of Tourism Research**, 1: 21-24.
10. Ekinci, Y. and Hosany, S. (2006). Destination personality: an application of brand personality to tourism destination, **Journal of Travel Research**, 45: 127-139.
11. Esfidani, M. and Mohsenin, S. (2013). **Structural Equation Modeling**, Tehran: Ketabe-mehraban. (In Persian)
12. Fournier, S. (1998). Consumer and their brands: developing relationship theory in consumer research, **Journal of Consumer Research**, 24: 343-373.
13. Hanna, S. and Rowely, J. (2008). An analysis of terminology use in place branding, **Place Branding and Public Diplomacy**, 4(1): 61-75.
14. Heidarzadeh, H.K. and Saeedi, H. (2011). A Model of Destination Branding For Isfahan City: Integrating the Concepts of the Branding and Destination Image, **Interdisciplinary Journal of Research in Business**, 1(4):12-28.
15. Hemstrom, O., Luu, J. and Unenge, U. (2006). **Attracting Chinese Tourism. How Sweden Can Gain a Larger Share of the Chinese Outbound Tourism**, Masters Thesis within marketing, Hogskolan Ijonkoping, Internationella Handelshogskolan.
16. Holbrook, M.B. and Hirschman, E.C. (1982). The experiential aspect of consumption: consumer fantasies, feelings and fun, **Journal of Consumer Research**, 9: 132-140.
17. Hsu, C. and Liping, A.C. (2009). Brand knowledge, trust and loyalty: A conceptual model of destination branding, **International CHRIE Conference RefereedTrack**, [online], <http://scholarworks.umass.edu>
18. Pike, S. (2007). International conference on destination branding and marketing for regional tourism development: 8-10 December 2005, Macau S.A.R China Conference report, **Tourism Management**, 28(2): 630-631.
19. Johansson, J. (2007). **Working with Events to Build a Destination Brand Identity-the DMO Perspective**, Tourism Management thesis, Goteborg University.
20. Kiani Feizabadi, Z. (2010). **Prioritizing Influential Factors on Tourism Destination Branding and Measuring Them in Iran**, Master thesis in Tourism management, Allameh Tabataba'i University. (In Persian)
21. Kline, P. (2002). **An Easy guide to Factor Analysis**, Translated by Sadrossadat, Minayee, Tehran: SAMT. (In Persian)
22. Kozak, M. and Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination, **Journal of Travel Research**, 38:260-269.
23. Lee, J., Graefe, A.R. and Burns, R. (2007). Examining the antecedents of destination loyalty in a forest setting, **Leisure Sciences**, 29(5): 463-481.
24. Lohela, M.L. (2008). **Tourism Destination Development in the Context of Brand Personality and Advertising Message: A case study of Swedish**

**Lapland, Ecotourism perspective**, Bachelor Thesis in Business Administration, Lulea University, Department of Business Administration.

25. Lukerath, B. (2010). **How Brands Become People, A Study on the Impact of Brand Personality on Brand Value**, Master thesis in marketing communications management, Copenhagen business school.

26. Momeni, M., Dashti, M. and Soltanmohammadi, N. (2013). **Structural Equation Modeling**, Tehran: Moallem. (In Persian)

27. Momeni, M. (2009). **Statistical analysis using SPSS**, Tehran: Ketabe No. (In Persian)

28. Morgan, N. and Pritchard, A. (2010). Meeting the destination branding challenge. In N. Morgan, A. Pritchard, & R. Pride (Eds), **and Destination branding: Creating the Unique Destination Proposition** (59-77). Oxford: Butterworth-Heinemann.

29. Park, H.H. and Jung, G.O. (2010). A study on the impact of the congruence of store personality and self-image toward relationship strength and store loyalty, **Journal of Marketing Studies**, 16: 45-68.

30. Pike, S. (2007). Consumer-based brand equity for destinations: Practical DMO performance measures, **Journal of Travel and Tourism Marketing**, 22(1): 51-61.

31. Pike, S. (2004). Destination brand positioning slogans- towards the development of a set of accountability criteria, **Acta Touristica**, 16(2):102-124.

32. Prayag, G. (2007). Exploring the relationship between destination image and brand personality of a tourist destination: an application of projective techniques, **Journal of Travel and Tourism Research**, Fall: 111-130.

33. Prayag, G. and Ryan, C. (2011). Antecedents of tourists loyalty to Mauritius: the role and influence of destination image, place attachment, involvement and satisfaction, **Journal of Travel Research**, 10(5): 51-65.

34. Roodurmun, J. and Juwaheer, T.D. (2010). Influence of trust on destination loyalty- an empirical analysis- the discussion of the research approach, **International Research Symposium in Service Management**, 1-23.

35. Tasci, A.D. and Kozak, M. (2006). Destination brands versus destination images: do we know what we mean?, **Journal of Vacation Marketing**, 12: 299-315.

36. Usakli, A. and Baloglu, S. (2011). Brand personality of tourist destinations: an application of self-congruity theory, **Tourism Management**, 32:114 -137.

37. Veasna, S., Wu, W. and Huang, C. (2013). The impact of destination source credibility on destination satisfaction: the mediating effects of destination attachment and destination image, **Tourism Management**, 36: 511-526.

38. Yuksel, A., Yuksel, F. and Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty, **Tourism Management**, 31(2): 274-284.



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 45-50**

## **A Sociological Study of Tourists' Adherence to Social Norms**

**Ghorbanali Ebrahimi<sup>1</sup>  
Vahid Janmohammadi<sup>2</sup>  
Fatemeh Andarvazh<sup>3</sup>**

### **Extended Abstract**

#### **Introduction**

'Norm' is a Latin word and it means a principle or a rule which we refer to in actions, the word norm conceptually involves rules and principles which are required to guide and lead human behavior (Mooney, Konx & Schacht, 2., 2000: 249). Regarding tourist attractions of Mazandaran province, the city which has attracted many tourists, is one of main tourists` destinations. Tourists who do not perpetually reside in destination communities sometimes it is assumed that they do not follow norms in the destination community.

The results of a number of domestic studies also indicate that there are increasing rate of crimes (Zahedi, 2006), crimes alongside with social deviance (Karimi, 2013), or social-cultural irregularities (Taghdisi et al., 2012; Ebrahimi, 2011) and use of drug and alcohol (Zia`ee & Torabian, 2010) in tourist seasons in some regions. Therefore the study aims at realizing the rate of faithfulness to norms within tourists of Mazandaran cities and understanding the point that what factors make tourists to follow social norms in the destination society.

#### **Theoretical framework**

In the social norms part as dependent variables, Elster theory is used to specify the concept of norm. Different aspects of norm such as consumption norms, anti-behavioral norms, reciprocal norms, companionship norms are taken into account as dependent variables. And in the second part we consider different factors which play role in actors following norms. In this study we extracted the

---

<sup>1</sup> Assistant Professor of Sociology, University of Mazandaran (Ghorbanaliebrahimi@gmail.com)

<sup>2</sup> MA. Student of Sociology, University of Mazandaran

<sup>3</sup> MA. Social Science Research, University of kharazmi

hypothesis with this approach in a way that how an individual carries out a group's wishes in following the social norms and how the group can force the individual to follow the norms.

**Methodology**

Methodologically, for this subject with survey research and questionnaire the needed data were gathered out of 300 individuals of Mazandaran tourists who were chosen with the multiphase cluster sampling method. To ensure the validity of the questionnaire the face validity and to examine the validity Cronbach alpha were used. The SPSS software was used to analyze the data and collected information.

**Discussion and findings**

Location		Education			Marital Status				Gender	
Rural	Urban	Upper than BS, BA & scholar	Diploma to BS, BA	Under-diploma	Widow	Deceased spouse	Married	Single	Male	Female
13.3	86.7	14.3	17.4	68.3	1.0	0.7	49.0	49.3	55.3	44.7

**Findings of the study**

The comparison of the mean aspects of the norm indicates that the norm average of reciprocal action for women was 5.0 and for men was 4.9. There was a slight difference between men and women. There is no difference in the average of companionship norm of men and women (4.5). The average of consumption norm for women was 4.5 and for men was 4.3 which indicates a difference in this aspect. The average of anti-behavioral norm in women and men equals 4.2 and show no difference. Examining the average of men and women's gained marks reveals that between the aspects of social norms (reciprocal norms, companionship norms, anti-behavioral norms) the difference in the gained marks of tourist men and women in faithfulness to social norms is not meaningful; but in the consumption norms, the average of gained marks of women (21.7) was higher than men's (21.2); therefore, it can be said that the average of consumption norms of men and women has a meaningful difference. The hypothesis women are more faithful to the norms than men is confirmed regarding gained 0.003 meaningfulness level of gender and total social norms. Multiple correlation coefficient (R) is 0.458 which indicates the correlation and relation of five independent variables with dependent variable "social norm". Coefficient of determination (R<sup>2</sup>) is also calculated 0.21 revealing that about 21 per cent of "social norm" changes are conducted by mentioned five variables and the rest 79 per cent relates to the other factors which are not examined in this study. Only the inter-group attitude panic variable among the five variables had

no meaningful relationship with "social norm". Group commitment variables with standardized coefficient (0.24 of coefficient standardized), social correlation (0.17 of coefficient standardized), rationality (0.14 of coefficient standardized) and inter-group relationships (0.17 of coefficient standardize) are the strongest predictors of "social norm" respectively.

### **Conclusion**

The first hypothesis claims that faithfulness to social norm is a positive function of inter-group relationships. This hypothesis is confirmed. This variable could predict 12 per cent of dependent variable changes alongside other variables. The second hypothesis claims that faithfulness to social norm is a positive function of social correlation which is confirmed regarding its meaningfulness level. This variable could specify 0.17 of dependent variable changes. The hypothesis number 3 believes faithfulness to norms is a positive function of social commitment which regarding the results this hypothesis is confirmed and is generalizable to statistical population. The results of regression model shows that regarding the measurement of this variable among other variables, it has the most relative effect on specifying the dependable variable (faithfulness to norm). This variable has the most part (0.24 per cent) in specifying the dependent variable and can predict 24 per cent of dependent variable changes among other variables.

The fifth hypothesis claims faithfulness to social norm is a positive function of rationality. This hypothesis is confirmed. This variable could predict 14 per cent of dependent variable changes alongside other variables.

**Keywords:** Norm, Faithfulness, Social Factors, Mazandaran, Tourist

### **References**

1. Adler, A.P. and Adler, P. (1997). **Constructions of Deviance, Social Power, Context, and Interaction**, second edition, Wadsworth Publishing.
2. Afshari, R. (1999). **The Study of the Extent of Tendency for Law and its Effective Factors: Hamedan Province Members of Eslamic Guidance and Culture Office** , (Sociology Master's thesis, Eslamic Open University). (In Persian)
3. Ahmadi, S. (2008). The study of the type of friendship in the social routine relations and its effective factors, **Iran Sociology Magazine**, 10(2): 78-108. (In Persian)
4. Aronson, E. (2012). **Social Psychology** (8th ed.). (H. Shokr Kon, Trans.) Tehran: Roshd. (In Persian)
5. Asselin, N. (2009). **Using General Strain Theory to Understand Drug and Alcohol Use in Canada: An Examination of How Strain, its Conditioning Variables and Gender are Interrelated**, M.A. Thesis, Queen's University Kingston, Ontario, Canada.

6. Azimi Hashemi, M. (1994). **Universalism and Factors Effective on it**, Social study Master's thesis, Shahid Beheshti University, Tehran. (In Persian)
7. Cail, J. and Labrie, J. (2009). Disparity between the Perceived Alcohol-related attitudes of parents and peers increases alcohol risk in college students, **Addictive Behaviors**, 35: 135– 139.
8. Chalbi, M. (2004). **Conceptual Framework: Iranins` Attitudes and Values Survey** (Vol. 1). Tehran: Islamic Guidance and Culture Ministry Publications, National plans of Islamic Guidance and Culture Ministry.(In Persian)
9. Chalbi, M. (2012). **Discipline Sociology: Explanation and Theoretical Analysis of Social Discipline**, (Vol. 6). Tehran: Ney. (In Persian)
10. Chalbi, M. (2013). Tehran: Ney. **The Empirical Study of System of Personality in Iran**. (In Persian)
11. Coleman, J. (2011). **Foundations of social theory**, (Saboori, Trans.) Tehran: Ney Publication. (In Persian)
12. Craigs Cheryl, L, Bridgette M B., Gill, J., O'May, F. and Duncan R. (2011). UK student alcohol consumption: A cluster analysis of drinking behavior typologies, **Health Education Journal**, 1: 1- 11.
13. Daqaqolle, A. (2004). **The investigation of Social Norm Changes of Khozestan Arabs and Effective Factors on Intensity of Norm in Individual Level** , Social Science Researching Master`s thesis, Advisor: Prof. Masood Chalbi, Shahid Beheshti University, Tehran. (In Persian)
14. Ebrahimi, M. (2010, 11 15). **The Investigation of Cultural and Social Tourism Concequences in Mahmood Abad City**, Retrieved from <http://anthropology.ir/node/13445> (In Persian)
15. Elester, J. (1989). Social Norms and Economic Theory, **Journal of Economic Perspectives**, 3(4): 99 – 117
16. Elster, J. (1989).**The Cement of Society: A Study of Social Order**, Cambridge: Cambridge University Press.
17. Fakhraee, S. (1998). **Opinion Polling of Tehran Citizens About Law Associatian and How to Follow Rules**, Research, study and examination center of Mass Media. (In Persian)
18. Forsyth, D. (2001). **Group Dynamics, Recognition and Evaluation**, (J.e. Najafi Zand, Trans.) Tehran: Douran Publication. (In Persian)
19. Habibi, M. (2010). The study of adolescence and elderly people`s attitudes toward paramount Hijab, **Behavioral Science Journal** , 4(1):77-81. (In Persian)
20. Haji Zade Meymandi, M. and Eskandari Fard, A. (2012). the study of social accordance and a number of its effective factors (Case Study: Yazd City), **Urban Sociological Studies**, 3 (9): 17-40. (In Persian)
21. Jeb, A., Amy, F. and Sean, P.(2009). Social Control- serious Delinquency and Risky Behavior, **Journal of Crime & Delinquency**, 54: 423- 456
22. Karimi, H. (2013). The evaluation of social criteria in specifying tourism sites, **8th meeting on developement in science and technology, architecture,**



**urbanism and stable development**, Mash`had: Khavaran High Education Institute. (In Persian)

23. Khaje Rashidian, F. (2008). the investigation of the extent of social norms following by high school girls of Semnan City,. **Social Science Letter** , 2(1): 101-130. (In Persian)

24. Lauer, R. (1994). **Perspectives on Social Change**, (K.S. Emami, Trans.) Tehran: University Publication Center. (In Persian)

25. Maghsoodi, M. (2005). **The Investigation of Students Tendency Toward Drug Use and Social Factors Effective on it (Case Study: Students of Gilan University)** , (Master`s thesis). Gilan University. (In Persian)

26. Mahallati, S. (2001). **An Introduction to Tourism**, Tehran: Shahid Beheshti University Publication. (In Persian)

27. Mason, P. (2003). **Tourism Impacts, Planning and Management**, Butterworth Heinman.

28. Media, M. (1994). **Opinion Polling of Tehran Citizen about How to Follow Rules**, Research, study and examination center of Mass Media of I.R. Iran`s programs. (In Persian)

29. Mirian, F. and Samadian, M. (2009). Social norms from Nahjol Balaghe point of view, Islamic Studies, **Hadith and Quran Sciences** , 41(82(3)): 127-158. (In Persian)

30. Mohseni, M. (2000). **The Investigation of Intelligence, Attitudes and Cultural and Social Behaviors**, Tehran: Council of public culture of the country. (In Persian)

31. Mooney, L., Konx, D. and Schacht, C. (2000). **Understanding Social Problems**, Second Edition, East Carolina University.

32. Moradi, M. (2006). **Tourism Management, Principles, Basis and Applied Concepts**, Mashhad: Razavi Holy Shrine Publication. (In Persian)

33. Philips, D.J. and Zuckerman, E.W. (2001). Middle – Statues Conformity: Theoretical Restatement and Empirical Demonstration, **American Journal of Sociology**, 107(2): 379 – 429

34. Rafi pour, F. (2008). **Society Anatomy**, Tehran: Sahami Enteshar. (In Persian)

35. Rahmani FirouzJah, A. and Abbasi Asafjir, A. (2006). the sociological investigation of road accidents reasons (Public road drivers of Babol). **Research- scientific quarterly of Islamin Open University- Shoshtar** , 1(1): 177-194. (In Persian)

36. Rajabi, A. and Khan Mohammadi, M. (2009). **Fines against tourists in tourist destinations (Case Study: Metropolis Tehran)**, **Land**, 6(23): 73-88. (In Persian)

37. Ranjbaran, B. and Zahedi, M. (2000). **Tourism Planning in National and Regional Level**, Industrial Isfahan University. (In Persian)

38. Sadr Moosavi, J. (2007). The evaluation of East Azarbaijan tourism facilities from the tourists point of view, **Geographical Studies** 61: 120-135. (In Persian)

39. Sargolzar, M., Balali, M., Azad, R., Ardakani, M. and Samari, A. (2003). The study of frequency of drug abuse and alcohol and its relationship with Mash`had medical students` individual and family conditions, **Social Welfare Quarterly** , 3(9): 283-294. (In Persian)
40. Sedaghat, K. (2005). **The Study of Roles of Social-Cultural Factors on Law-Abiding and Law-Escaping of Tabriz Citizens**, (Doctoral dissertation), Isfahan University. (In Persian)
41. Taghdisi, A., Taghvaei, M. and Piri, S. (2012). the analysis of host community attitude toward cultural- social tourism effects in Dalahoo city, **Regional Planning** , 2(1): 121-140. (In Persian)
42. Therborn, G. (2002). Back To Norms! On the Scope and Dynamics of Norms and Normative Action, **Current Sociology**, 50(6): 863–880.
43. Zahedi, S. (2006). **Introduction of Tourism and Stable Ecotourism (Depending on Environment)**, (Vol. 1st). Tehran: Allame Tabatabaee University Publication. (In Persian)
44. Zare Shah abadi, A. and Torkan, R. (2012). Citizen law-abiding factors in Yazd city, **Research- Scientific Quarterly of Social Welfare**, 13(50): 159-205. (In Persian)
45. Zarrabi, H., Najafi, K., Shirazi, M., Borna, S., Sabahi, E., and Nazifi, F. (2008). The prevalence of drug use in students of Gilan`s Medical Sciences University 2005-2006, **Scientific Magazine of Qazvin Medical Sciences**, 12: 69-74. (In Persian)
46. Ziaee, M. and Torabian, P. (2010). The Study of acceptable level of negative social effects of tourists on local communities in Iran (Case Study: Rural habitations of Parishan pond), **Geography** , 8(27): 205-225. (In Persian)



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 51-55**

## **Identification of Participators' Motivational Factors in Battlefield Tourism (Case Study: Khuzestan Province)**

**Tahereh Sadeghloo<sup>1</sup>**

### **Extended Abstract**

#### **Introduction**

Tourism is people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Tourism is an important and vital source of income for many countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism also, has been recognized as a one of the important functional dimensions of geographical space that affected by different factors and motivations. War tourism as one of these kinds of tourism activities, is recreational travel to active war zones for purposes of sightseeing or historical study. This type of tourism that sometimes replace to others terms such as military tourism, disaster tourism and like that, emanate from traveling and visiting the bitter, dark or disastrous event and its happening place. Dark tourism contains widespread range of locations and attractiveness, like war place and slums tourism that visiting them happen to different motivations. In recent decades also, because of war occurrence in south and western south of Iran special Khuzestan province, war tourism significantly developed and play an important role to attracting the tourists from all around of Iran, in addition to other type of tourism. But identifying and awareness of goals and motivations of war tourists, is one of the most important issues for capacity building at tourism development that could result to war tourism extension event in regional level. Therefore, this study had been tried to replying to this key

---

<sup>1</sup> Assistant Professor of Geography, Ferdowsi University of Mashhad (tsadeghloo@um.ac.ir)

question that what are the most effective motivations on war tourism in war torn area of Iran?

### **Materials and Methods**

The purpose of this survey was identifying the broad parameters of motivation exhibited by tourists. These findings provided insights and a basis for the construction of the motivational items that were used in the final survey instrument. This article had been done by descriptive- analyzing methodology and by using of existing document for determining the most important motivation of Iran's war tourism at different group of tourists and visitors of western south of Iran war zoon special Khuzestan province. Rahian noor Caravans that contain students and other NGOs and socials group had a significant role in war tourism extension and also, development of infrastructure of war tourism in war torn area. According to the data of the Rahian Noor camps in the Zanjan County as initiation point of tourists caravans, in years of 2013 more than 100 thousand people from all over the country in the Rahian Noor convoy traveled to war-torn areas that this capacity is increasing along time. In this regard, based on former research reviewing, 16 incentives measures were categorized at three components of war tourism motivations and designed questionnaire based that indexes was used to collect data. Initiation point of visitors among all province of country was Zanjan province that based on Rahian Noor headquarters institutions' report in 2014, on average, since the beginning of 2011 until the end of 2013 about 13 thousand tourists visit from war zones in the form of caravans. Finally, 373 tourists from different group of Rahiane noor from Zanjan province had been studied for identifying the effective motivation and indexes on war tourism extension in Iran war area destinations. Also Cronbach's alpha coefficient was used to assess the reliability of the test results indicate the reliability of the questionnaire (by a coefficient of 0.89) and validity indices are extracted from the literature and has been confirmed by experts view in the field of tourism. To analyze the data and identify the key motivational factors affecting the extension of war tourism were used of the Kruskal-Wallis tests, T-test and linear regression from different group's attitudes.

### **Discussion and Results**

The earned results show that different groups of tourist have a different motivation factors and goals for visiting of war destinations. Based on the result, all of three political, cultural- social and individual-ideological dimensions, have a significant and meaningful impact on war tourism. On the other hand, among the three studied dimensions political dimension (mean=4.07) is effective motivating factors and individual- ideological (mean= 3.7) and cultural- social dimensions (mean= 3.6) are respectively in next importance position from tourist's attitude. Also the results show that there are meaningful relation between age and social position of tourists to the motivating factors of war

tourism. Eldest tourist's trends towards individual and ideological motivating factors, such as purification, peace of mind and ... are more than younger. Also among youth, motivations had tend to the basis of socio-cultural factors such as education, the transferring and learning the old values, such as peace and a message of support. In the next step, to determine the differences between the various sample groups in the three dimensions of motivation the Kruskal-Wallis statistical test was used. The result show that cultural- social motivation in student, political motivations in university student and Basij groups, and individual- ideological motivations in family and governmental staff With the highest efficiency (rank) were the most effective motivations among south war tourists. In order to assessing the impact of these three dimensions, gathered data through questionnaires had been analyzed by T statistical test that results show that all of had said motivations are meaningful in war tourism extension. It had been proved by regression statistical examination that memorial of victims and sacrifices are the most important motivating factors from visitor's attitudes.

### **Conclusions**

The gained result of this research confirm result of former research about the dark tourism and shows that different motivation cause to tourist persuasion for visiting the dark tourism destination and also, these motivations result of individual features, job situation, religion, and the other factors. Tourism organizations can also, through their role in promoting and providing physical and informational access to these memorials, directly and indirectly influence visitors' behavioral, cognitive and affective experiences at these sites, and as such, contribute to the war's memory. War tourism as a one of the dark tourism subdivisions wrought of various motives, as like as tourists age, gender, education level, job and social category. Then, in order to getting the suitable situation in tourism development, different group of tourists and they motives must be attended by planners and tourism managers in war tourism area.

**Keywords:** Dark Tourism, Battlefield, War, Rahiane Noor, Individual Motivation, Khuzestan.

### **References**

1. Akyurt Kumaz, H, Hüseyin, C. and Kiliç, B. (2013). Determination of Dark Tourism Participants' Travel Motivations, **Journal of Business Research**, 5(2): 57-73.
2. Bigley, J.D., Choong-ki, L., Jinhyung, C. and Yooshik Y. (2010). Motivations for War-Related Tourism: A Case of DMZ Visitors in Korea, **Journal of Tourism Geographies**, 12(3): 371-394.
3. Bittner, M. (2011). Dark Tourism "Evaluation of Visitors Experience after Visiting Thanatological Tourist Attractions, **Journal of Turizam**, 15(4): 148-158.

4. Bujisic, M. (2011). Social Implications and Possibilities of Post-War Tourism Development in Iraq, When Former Enemy Becomes a Tourist, **Journal of Tourism and Peace Research**, 2(2): 16-31.
5. Crompton, J.L. (1979). Motivations for Pleasure Vacation, **Annals of Tourism Research**, 6(4): 408-424.
6. Dann, G. (1998). **The dark side of tourism**, Etudes ET Rapports, S'erie L (Aix-en-Provence: Centre International de Recherches et d'Etudes Touristiques).
7. Dunkley, R. (2006). **The 'Than Tourist': A Fascination with Death and Autocity?** University of Wales Institute, Cardiff, Available at [http://pages.123-reg.co.uk/pstone1-995478/site\\_builder\\_content/site\\_builder\\_files/ria\\_dunkley\\_presentation, Seventlon\\_donoct\\_2006.pdf](http://pages.123-reg.co.uk/pstone1-995478/site_builder_content/site_builder_files/ria_dunkley_presentation_Seventlon_donoct_2006.pdf) (accessed 14 March 2016).
8. Garrod, B. and Fyall, A. (2000). Managing Heritage Tourism, **Annals of Tourism Research**, 27(3): 682-708.
9. Gnoth, J. (1997). Tourism Motivation and Expectation Formation. **Annals of Tourism Research**, 24(2), 283-304
10. Heisel, A., Fisker, C., Rasmus, M.A., Leth, N., Houmann, A. and Skøien, M. (2013). **Dark Tourism and the Influence of the Media**, Roskilde University, HIB, 3.1.2, semester 1, 2013, Group 2.
11. Hajinejad, A, Javdan, M. and Sabzi, B. (2013). Strategic Planning for Developing War Tourism Linked with other Attractions in Ilam, **Tourism Studies**, 22: 101-136. (In Persian)
12. Huang, S. and Hsu, C.H.C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint and Attitude on Revisit Intention, **Journal of Travel Research**, 48(1), 29-44.
13. Iso-Ahola, S. (1982). Toward a Social Psychological Theory of Tourism Motivation: A Rejoinder, **Annals of Tourism Research**, 9(2), 256-262.
14. Kay, P. (2003). Consumer motivation in a tourism context: Continuing the work of Maslow, Rokeach, Vroom, Deci, Haley, and others, in: **Proceedings ANZMAC 2003 conference, Adelaide, December 1-3**. Available at [http://smib.vuw.ac.nz:8081/www/anzmac2003/papers/con17\\_kayp.pdf](http://smib.vuw.ac.nz:8081/www/anzmac2003/papers/con17_kayp.pdf) (accessed 18 January 2009).
15. Leopold, T. (2007). A proposed code of conduct for war heritage sites, in: C. Ryan (Ed.) **Battlefield Tourism: History, Place, and Interpretation**, 49-58 (Oxford: Elsevier).
16. Molokáčová, L. and Molokáč, S. (2011). New phenomenon - Dark tourism, **Acta Geoturistica**, 2(1): 1-7.
17. Panakera, C. (2007). World War II and tourism development in the Solomon Islands, in: C. Ryan (Ed.) **Battlefield Tourism: History, Place, and Interpretation**, 125-141, Oxford: Elsevier.
18. Pelton, R. Y. (2005). **The World's Most Dangerous Places**, 5th ed (New York: Collins).
19. Piekarz, M. (2007a). It's just a bloody field! Approaches, opportunities and dilemmas of interpreting English battlefields, in: C. Ryan (Ed.) **Battlefield Tourism: History, Place, and Interpretation**, 29-47, Oxford: Elsevier.

20. Piekarz, M. (2007b). Hot war tourism: the live battlefield and the ultimate adventure holiday, in: C. Ryan (Ed.) **Battlefield Tourism: History, Place, and Interpretation**, 153–169, Oxford: Elsevier.
21. Ryan, C. (Ed.) (2007). **Battlefield Tourism: History, Place, and Interpretation**, Oxford: Elsevier.
22. Seaton, A.V. (1996). From thanatopsis to than tourism: Guided by the dark, **International Journal of Heritage Studies**, 2: 234–244.
23. Shin, Y. (2007). Tourists' perceptions of Peace Park tourism planning and development in the border region, **Anatolia**, 18(1): 117–132.
24. Sharpley, R. (2009b). Dark tourism and political ideology: towards a governance model, in Sharpley, R. and Stone, P.R. (Eds.): *The Darker Side of Travel: The Theory and Practice of Dark Tourism*, pp.145–163, **Aspect of Tourism Series**, Channel View Publications, Bristol.
25. Smith, V.L. (1998). War and tourism: an American ethnography, **Annals of Tourism Research**, 25(1): 202–227.
26. Stone, P. and Sharpley, R. (2008). Consuming dark tourism: a thanatological perspective, **Annals of Tourism Research**, 35(2): 574–595.
27. Stone, P. (2005). Dark tourism consumption: a call for research, **E-Review of Tourism Research (eRTR)**, 3(5): 109–117. Available at <http://ertr.tamu.edu> (accessed 15 March 2009).
28. Tarlow, P. (2005). Dark tourism: the appealing 'dark' side of tourism and more', in Novelli, M.(Ed.): *Niche Tourism: Contemporary Issues, Trends and Cases*, pp.47–57, **Elsevier, Oxford**
29. Vosoughi, L. (2009). Dark tourism with emphasis on war tourism, **Journal of Tourism Studies**, 10: 105-128. (In Persian)
30. Yuill, S.M. (2003). Dark tourism: Understanding visitor motivations at sites of death and disaster, Masters Dissertation, Department of Parks, **Recreation and Tourism Sciences**, Texas A&M University. Available at <http://handle.tamu.edu/1969.1/89> (Accessed 25 May 2006).



**Journal of Tourism Planning  
and Development**

**Vol.5, No.16, Spring 2016**

**Pages 56-60**

## **Hourly Evaluation of Climate Comfort of Qeshm Island for Different Nature-based Tourism Activities**

Hamid Khorasani<sup>1</sup>  
Asadollah Khoorani<sup>2</sup>  
Hasan Zolfaghrai<sup>3</sup>

### **Extended Abstract**

Nature-based tourism is a kind of tourism, including natural and anthropogenic attractions that is built in nature (rural and pastoral life styles). Nowadays these activities are one of the most important sections of tourism.

Based on the variety of natural and anthropogenic attractions, Iran has an excellent potential for natural-based tourism. Qeshm Island, the biggest Island in Iran and Persian Gulf, is one of the most valuable regions for natural-based tourism having a long history, and historic and cultural heritage, has a volunteer potentials for natural-based tourism.

In this study we are going to answer to the following question: what are the most appropriate times for natural-based tourism activities based on metabolic heat and CLO for Qeshm Island by using SET\* climate comfort index? The results show even in warm months (low season for tourism in this area) there is some potentials for natural-based tourism activities.

### **Introduction**

A common characteristic of various kinds of natural-based tourism is physical activity of tourists in different environments and times with different intensities, having no control on climatic and atmospheric conditions. For this reason, unlike other kinds of tourism activities, for natural-based tourism and ecotourism, bioclimatic comfort conditions are highly depend on climatic and topographic factors, and on the rate of metabolic heat of natural-based tourist physical

---

<sup>1</sup> MSc of Ecotourism, University of Hormozgan

<sup>2</sup> Assistant Professor of Climatology, University of Hormozgan (khourani@hormozgan.ac.ir)

<sup>3</sup> Associate Professor of Climatology, Razi University



activity.

**Materials and Methods**

In this paper climate comfort condition of natural-based tourism activities is investigated for Qheshm Island using 30 years hourly data as input of SET\* index.

**Discussion and Results**

One of the outcomes of this study is a new classification of natural-based tourism activities in five classes including; very light, light, moderate, semi-heavy, heavy activities.

**Table (1): Classification of natural-based tourism activities based on metabolic heat (W/m<sup>2</sup>) and CLO<sup>1</sup>**

Ecotourism activity level	Metabolic heat of Activity, Watts/m <sup>2</sup>	CLO Watts/m <sup>2</sup>	Natural-based activity
<b>1- Very light</b>	115- 144	For summer: 0.55 For winter: 0.96	115 W: Cultural tourism
			116 W: Walking (less than 3.2 km per hour (2.0 mph))
<b>2- Light</b>	145- 174	For summer: 0.55 For winter: 0.96	145 W: Camping (including standing, walking, sitting, or light-to-moderate effort), Bird watching, Walking (3/2 km per hour (2.0 mph)), fishing (sitting in a boat)
			162 W: walking(4 km per hour (2.5 mph)), walking on downhill
			174 W: fishing, general, sailing, boat and board sailing, windsurfing
<b>3- Moderate</b>	175- 289	For summer: 0.55 For winter: 0.96	191 W: Canoeing
			203 W: walking for pleasure
			232 W: fishing from the river bank while walking, canoeing, trip on paddle boat
<b>4- Semi heavy</b>	290- 492	For summer: 0.55 For winter: 0.96 Diving with no clothes: 0.1 Diving with appropriate clothes: 0.59 Jet Ski: 0.18	290 W: hunting (in general), kayaking, snorkeling, walking grass track, whitewater rafting
			348 W: jogging (less than 10 minutes), walking uphill (5.6 km per hour (3.5 mph)), hiking cross country, skiing on water, swimming on lake, ocean and river
			406 W: rowing, jogging, swimming backstroke and freestyle, slow, moderate or light effort, hill climbing with 0 to 4 kg load (0 to 9 pound), diving, scuba diving
			464 W: Running 8 km per hour (5 mph), climbing hills with 9.5 to 19 kg load (21 to 42 pound)

<sup>1</sup> CLO = 0.155 K·m<sup>2</sup>·W<sup>-1</sup>

**Continued Table (1): Classification of natural-based tourism activities based on metabolic heat (W/m<sup>2</sup>) and CLO<sup>1</sup>**

Ecotourism activity level	Metabolic heat of Activity <sub>2</sub> Watts/m <sup>2</sup>	CLO Watts/m <sup>2</sup>	Natural-based activity
5- Heavy	493- 957	For summer: 0.55 For winter: 0.96 Diving with no clothes: 0.1 Diving with appropriate clothes: 0.59	493 W: mountain biking
			696 W: canoeing (with a high rate of activity), rowing, (>9.6 km per hour) >6 mph,
			725 W: moderate Skin diving
			928 W: fast skin diving
			957 W: skiing cross country on hard snow, mountaineering uphill in a maximum snow amount

Outcomes show that although some month are not suitable for some kind of activities (based on SET\* index), but there is some restricted suitable times for some kinds of activities.

In warm months the most comfortable times for natural-based tourism activities are 6:00, 18:00 and 21:00 and in cold months are 9:00, 12:00 and 15:00. Therefore there is suitable times for natural-based tourism activities in all around the year.

**Conclusions**

Therefore, even in warm months (low season for tourism in this area) there is some potentials for natural-based tourism activities. Unlike Nohegar and Hoseinzadeh (2009) we believe that climate is one of the strengths of Qheshm Island for development of natural-based tourism, and is not a weakness of it.

The results show that there is no suitable times all around the year in Qheshm Island for heavy activities such as mountain biking, diving with high rate body activity and .... Therefore for heavy activities SET\* index is needs to be calibrated.

**Keywords:** Nature-Based Tourism, Heat Comfort, SET\*, Qheshm Island.

**References:**

1. Ainsworth, B.E., Haskell, W.L., Herrmann, S.D., Meckes, N., Bassett JR, D.R., Tudor- Locke, C. and Leon, A.S. (2011). Compendium of physical activities: A Ssecond update of codes and MET values, **Medicine & Science in Sports & Exercise**, 1575-1581, 43(8): 1575-1581.
2. Boumaraf, H. and Tacherift, A. (2012). The effect of irrigated vegetation on human thermal stress in a Hot-Arid Region, **Studies in Mathematical Sciences**, 6(1): 249-254.

<sup>1</sup> 1 CLO = 0.155 K·m<sup>2</sup>·W<sup>-1</sup>

3. De Freitas, C.R., Scot, D. and Mcboyle, G. (2008). A second generation climate index for tourism (CIT), **International Journal of Biometeorol**, 52(5):399-407.
4. Drama. A. and Moore, A. (2011). **Introduction to Planning and Management of Tourism: Ecotourism Business**, Translated by Rnajbar, M. Tehran :Yyzh publication, Vol 1. (In Persian)
5. Endler, C. and Matzarakis, A. (2011). Climate and tourism in the Black Forest during the warm season, **International Journal of Biometeorol**, 55(2), 173-186.
6. Gagge, A.P., Fobelets, A. and Berglund, L.G. (1986). A standard predictive index of human response to the thermal environment. **ASHRAE Transactions**, 92 (2b): 709–731.
7. Hejrati, M.H., Esmaili, R. and Saber-e-Haghighat, A. (2008). Potentials of climatic comfortable as an appropriate strategy for tourism development case study: Khorasan Razavi, **New Approaches in Human Geography**, 4(1): 1-10. (In Persian)
8. Johnson, T. L. (2008). **Steps to Success for Rural Entrepreneurs: Starting an Ecotourism Business in Alaska**, University of Alaska Center for Economic Development, P: 1.
9. Mohseni, R.A. (2008). Sustainable tourism in Iran: Functions, Challenges and Solutions, **Journal of Geographic Space**, 9(28): 149-171. (In Persian)
10. Nohegar, A. and Hoseinzadeh, M.M. (2008). Assessment of ecotourism potentials for Gheshm Island using SWOT, **Geography and Development**, 15: 151-172. (In Persian)
11. Office of the Surgeon General Department of the Army United States of America, (2002). **Medical Aspects of Harsh Environments**, Washington, DC, Vol 1.
12. Ranjbarian, B. and Zahedi, M. (2010). **Tourism Marketing**, Isfahan Cheharbagh Publication. (In Persian)
13. Robaa, S.M, and Hasanean, H.M. (2007). Human climates of Egypt, **International Journal of Climatology**, 27: 781–792.
14. Spagnolo, J.C. and De Dear, R.J. (2003). A human thermal climatology of subtropical Sydney, **International Journal of Climatology**, 23: 1383–1395.
15. Soleimani, E. and Moghise, S. (2009). **Report of Ecotourism (Natural-Based Tourism) in Iran**, Research Center of the Iranian Parliament, Office of Infrastructure (Department of Agriculture and Natural Resources), object code 250, serial number 10325. (In Persian)
16. Weaver, D.B. (2005). Comprehensive and minimalist dimensions of ecotourism, **Annals of Tourism Research**, 32(2): 439–455.
17. Ye, G., Yang, C., Chen, Y. and Li, Y. (2003). A new approach for measuring predicted mean vote (PMV) and standard effective temperature (SET\*), **Building and Environment**, 38: 33 – 44.

18. Zolfaghari, H. (2006). Determining suitable times for visiting Tabriz using Potential Effective Temperature (PET) and Predicted Mean Vote (PMV) indices, **Geographic Researches**, 62: 129-142. (In Persian)