



فصل نامه برنامه ریزی و توسعه گردشگری

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فصل نامه برنامه‌ریزی و توسعه گردشگری

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این فصل‌نامه مسؤول آرا و نظریات مندرج در مقالات نیست؛ فصل‌نامه در ویرایش مطالب آزاد است؛ مقالات دریافت شده بازگردانده نمی‌شود.

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| دانشگاه اصفهان - دانشکده ادبیات و علوم انسانی | دکتر رضا همتی |

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 ۱۹ فصلنامه‌ی علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری در اختیار اساتید، پژوهشگران و دانشجویان گرامی قرار گرفته است. جای بسی مسرت است که این فصلنامه، با همکاری اعضای محترم هیات تحریریه و داوران گرامی، به روز و مستمر منتشر شده است. امید است با ارتقاء بیشتر در کیفیت مقالات بتوانیم در راستای دو هدف مهم؛ ارایه نتایج پژوهش‌های کاربردی و توسعه مرزهای دانش گام برداریم. هدف اول برای رفع مشکلات کشور در حوزه گردشگری و هدف دوم بر اساس ماهیت کارهای پژوهشی در پرهیز از دوباره کاری‌ها و عدم اتلاف انرژی و منابع کشور حائز اهمیت است. بدیهی است مجله در چارچوب وظایف ذاتی خود، اخلاق پژوهشی را در سر لوحه کار خود قرار داده است و بر این اساس و در راستای آئین‌نامه اخلاق پژوهشی وزارت عتف، با هر نوع سرقت علمی برخورد جدی می‌کند. فصلنامه‌ی برنامه‌ریزی و توسعه‌ی گردشگری، بر اساس خط مشی‌های کلان و اهداف یاد شده، همچنان آماده‌ی دریافت مقالات علمی پژوهشی با اولویت‌های زیر است:

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|--|--|
| 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 خواهد داشت. در این چارچوب، فصلنامه علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری از مقالاتی که برگرفته از رساله دکتری هستند، استقبال و بررسی آن را در اولویت قرار می‌دهد. امید است با ادامه‌ی مشارکت اندیشمندان، صاحب‌نظران و محققان گرامی و فرهیخته، شاهد بالندگی افزون‌تر فصلنامه‌ی برنامه‌ریزی و توسعه گردشگری باشیم.

فصلنامه، حلول سال ۱۳۹۶ و بهار طبیعت که نشانه قدرت لایزال الهی و تجدید حیات طبیعت است را صمیمانه تبریک عرض نموده و سالی پر از موفقیت و بالندگی را برای شما پژوهشگران گرامی از درگاه خداوند سبحان آرزومند است.

دکتر سعید راسخی

سردبیر فصل نامه

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 انگلیسی افراد به صورت فارسی و معادل لاتین آن در پاورقی آورده شود.
- ۴- واژه‌ها و اصطلاحات انگلیسی در پاورقی و در متن به صورت فارسی آورده شوند.
- ۵- مقاله باید مشتمل بر چکیده 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 (Extended Abstract) بین ۶۰۰ تا ۷۵۰ کلمه (با در نظر گرفتن حداکثر ۶ منبع کلیدی) شامل چکیده (Abstract)، مقدمه (Introduction)، مواد و روش‌ها (Materials and Methods)، یافته‌ها و بحث، نتیجه‌گیری (Conclusions)، واژه‌های کلیدی (Key words) و منابع (References) تنظیم گردد.
- ۱۱- منابع فارسی در صورت انتخاب به عنوان ۶ منبع کلیدی 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 شده: 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 انگلیسی 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 |
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The Effect of Tourism Development and Economic Growth on CO2 Emissions in Kuznets Curve in Selected Islamic Countries (Non-linear Approach PSTR)

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Tohid Shokri²

Mohammad Khodaverdizadeh³

Saber Khodaverdizadeh⁴

Abstract

The aim of this study was to determine the impact of economic growth and tourism development on carbon dioxide emissions using the Environmental Kuznets Curve hypothesis for the countries of Islam. In this study of econometric regression techniques Panel Smooth Transition During the years 1995-2013 were used. The results of this study shows that in both the regime and non-linear line with GDP growth rate of carbon dioxide emissions increased and those countries downstream part of the Kuznets curve don't experience. The results also indicate that these countries to develop tourism led to improve the quality of the environment, energy consumption could lead to a reduction in the quality of the environment and an increase in carbon dioxide emissions health spending increases.

Keywords: Carbon dioxide, Development of tourism, Economic growth, Islamic countries, Panel Smooth transition regression.

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Introduction

The aim of this study was to investigate how to influencing GDP per capita and the development of the tourism industry on the release of carbon dioxide gas by using environmental Kuznets curve hypothesis for selected countries regard Islamic. To do this the study of the Panel data Econometrics techniques gentle transition regression during the 2013 is used.

Methodology

It is also used in this pattern of Econometrics regression is:

$$CO2_{it} = \mu_i + a'_1 GDP_{it} + a'_2 TOURISM_{it} + a'_3 ENERGY_{it} + a'_4 CAPITAL_{it} + a'_5 HEALTH_{it} + \sum_{j=1}^r [a'_1 GDP_{it} + a'_2 TOURISM_{it} + a'_3 ENERGY_{it} + a'_4 CAPITAL_{it} + a'_5 HEALTH_{it}] G_j(q_{it}^j; \gamma_j, c_j) + u_{it}$$

Experimental studies for more detailed investigation confirmed the likelihood of the hypothesis of EKC fitted in addition to other variables variable economic growth, there is also essential to be fitted in this study the tourism index variables, energy consumption, gross fixed capital structure and health spending is also in the model.

Model estimation and results analysis

The results of the estimation of the model regime in the PSTR two table (6) terms. Slope parameter that indicates the speed of the transition from one regime to another regime, is estimated to be the equivalent of 72.1. As well as a GDP per capita threshold for selected countries as well as the amount of Islamic 67.6. In other words, when the value of the gross domestic product per capita is equal to 67.6, influencing the direction or intensity of gross domestic product per capita on carbon dioxide. In other words, the equivalent of a 725.1 regime change happens fast.

Discussion and Conclusion

Generally, in order to check such experimental studies on the curve, the dependent variable decreases the quality of the environment considered to be fitted in addition to the explanatory variable and the GDP per capita can be fitted, depending on the goals of the research, the amount of investment capital being fitted open economy, energy consumption, population growth, urbanization, etc. And depending on the statistical sample and study period of experimental results obtained differently.

Results

Overall analysis of the relationship between energy consumption, gross domestic product and release carbon di oxide fitted through the identification of the factors influencing the release of carbon dioxide gas fitted fitted provides.

Changes in energy consumption relative to GDP by virtue of a change in the intensity of energy and finally the release of carbon oxide affect the fitted fitted these to be pointed out that between energy consumption and emission of carbon dioxide there are relationship fitted.

Keywords: Carbon Dioxide, Development of Tourism, Economic Growth, Islamic Countries, Panel Smooth Transition Regression.

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Identification of Foreign Tourists' Constraints in Iran

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Extended Abstract

Abstract

For better understanding the basic needs, satisfaction, participation and non-participation of tourists and what issues cause their willingness to travel to a specific destination, first, their travel barriers and constraints must be eradicated. Therefore, it is necessary to provide appropriate tourism products that will meet the basic needs of tourists without constraints. This research aims to identify the constraints of Korean tourists in Tehran. In order to achieve the aims of the research, the conceptual model was developed including variables named "intrapersonal", "interpersonal", "structural" constraints and "destination's constraints". Then 351 questionnaires were distributed among Korean tourists in Tehran. Data were analyzed using structural equation modeling and SMARTPLS. Totally, according to the results, destination's constraints and structural constraints are respectively the most important variables, and intrapersonal constraints were the least important variable. Also, interpersonal constraints had moderate importance. Furthermore, with respect to the results of Friedman test, the personal characteristics of tourists, perceptions about Iran, and the lack of infrastructure and lack of facilities were identified as the main constraints of the research population.

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Introduction

While travel motivations act as drivers of travelling to a destination, countries are struggling with travel constraints, which are considered as the challenges & filters for tourism flows & lead to demand reduction. For better understanding the basic needs of tourists, their participation & non-participation & also drivers of their unwillingness to travel to a specific destination, it is required to remove their facing barriers & constraints. It should be noted that the term “constraint” precedes “barrier”. In this paper, we deal with identification of travel constraints which usually don’t exist in other countries- even with a structure as similar as Iran. So, current research’s main objective is to recognize the travel constraints of foreign (Korean) tourists in Tehran.

Materials and Methods

All Korean tourists in Tehran are the survey’s population. To achieve the research objectives, the conceptual model was developed including variables named “intrapersonal”, “interpersonal”, “structural” constraints and “destination’s constraints”. Using 51 main questions in Likert Scale, the researchers examined the research’s model. Finally, 385 questionnaires were distributed among Korean tourists in Tehran & were completed by them. Then we applied structural equation modeling (SEM), SMARTPLS and Friedman test to estimate the proposed model and data analysis.

Discussion and Results

Descriptive findings indicated that majority of the respondents were married & 30-40 years old men, educated, with middle & low income, who mainly were employed in private sector. Most of them traveled to Iran for the first time. Also, more than half of them were willing to visit Iran again.

According to SEM results, “destination’s constraints” and “structural constraints” were respectively the most important variables. On the other hand, “intrapersonal constraints” were the least important variable. Also, “interpersonal constraints” had moderate importance. Furthermore, with respect to the results of Friedman test, “the personal characteristics of tourists”, “perceptions about Iran” and “the poor infrastructure and lack of facilities” were identified as the main constraints of the research population.

Conclusions

The identified main constraints show that Iran have not still presented its real & proper image to Korean tourists. Most interesting issue is the fact that Korean tourists feel they are facing with constraints about some factors which common feeling is that Iran has been reached to international standards in them: From the perspective of the respondents, even items such as adequate security & safety on the streets & people’s behavior with tourists are among the negative factors. Iranians always are among the most hospitable people in the world. But still Iranian culture & international relationships are not positioned well. Thus,

advertisements & marketing efforts of Iran should cover two fundamental aspects: first, they must offset the effects of negative propaganda of foreign media, then they must present its attractions & potentials. Attract favorable opinion of Iranians in abroad & using them as cultural ambassadors can also be helpful. Weakness of infrastructure have been always one of the most essential issues of Iran tourism industry. It is important that the government should locate at the frontline to improve this situation. Also, the quality of the hotel services doesn't fit with international experiences and is too costly. Another issue is that Iran is among the countries considered unfamiliar with the English language.

Some other suggestions are:

- Optimization of transportation performance
- Supporting tourism private sector
- Visa facilitation
- Providing international banking systems
- Encouraging travel agents
- Training tour guides who are familiar with different foreign languages & cultures
- Reforming bad image of security & safety in Iran
- Improving the quality of tourism services & products
- Cooperation & alignment of all organizations, &
- Adequate, proper & comprehensive informing through mass media.

Keywords: Constraints, Tourism Industry, Korean Tourists.

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**An Investigation of the Quality of Printed
Information Resources in Tourism from Foreign
Tourists' Perspective
(Case Study: Tehran Province)**

**Seyyed Mahmoud Hosseini Amiri¹
Mostafa Mohammadi²
Nosratollah Gholamifard³**

Extended Abstract

Use of advertising and information resources are important tools for boosting tourism industry; they can indeed help the development of this industry. And thus, the current study attempts to investigate the quality of printed information resources of tourism from the perspective of foreign tourists who visit the province of Tehran. The statistical population of this research consists of the foreign tourists who visited the province of Tehran in the first 6 months of 1393. By using the formula, the sample size was calculated to consist of 170 tourists. The data were collected through a questionnaire and the analysis was done through one-sample t-tests, independent t-tests, ANOVA and Friedman by using SPSS22 software. The results showed that the quality of printed information resources of tourism (having useful information, Remarkable, user-friendly, encouraging/stimulating, reliability and usefulness), from the perspective of foreign tourists visiting Tehran province has been relatively good and the priority of quality printed information resources of tourism, respectively further

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down to less related to remarkable, encouraging/stimulating, usefulness, reliability, user-friendly and having useful information.

Introduction

Information is a source of power, a competitive tool, a means of promoting and a factor for national growth and development. On the other hand, people in the tourism sector for various reasons travel and receive their needed information from various channels.

Therefore, communication and information technologies have changed tourism industry since the 1980s and played an important role in its development (Amaro & Duarte, 2005).

Therefore, the present study tries to investigate the quality of printed information resources of tourism from the perspective of foreign tourists who visit the provinces of Tehran. Achieving this goal will offer a clear view of the variety of Picture of the transportation needs and the facilities needed. Also, the question of the research is how the quality of printed information resources of tourism should be investigated.

Materials and Methods

This current study is a descriptive-survey research and its statistical population are the foreign tourists who visited Tehran province in the first 6 months of 1393. By using the formula, the sample size was calculated to be 170 tourists. Data were collected through a questionnaire. Data analysis was done through one-sample t-tests, independent t-tests, ANOVA and Friedman by using SPSS22 software.

Discussion and Results

Considering the fact that the mean of hypothesis was higher than (3.00) and its significance was less than (0.05), it can be argued that the main hypothesis and secondary hypotheses with 95% of confidence was accepted. This result shows that foreign tourists who visited Tehran province were satisfied. Evaluation of perspective diversity of foreign tourists in quality of printed information resources of tourism industry based on demographic features showed that between the opinions of foreign tourists who visited Tehran province, there is no significant difference in the quality of printed information resources based on age, gender, education and nationality.

Conclusions

The data analysis yielded the following result:

An investigation of the quality of printed information resources of tourism from the perspective of foreign tourists who visited the provinces of Tehran determined that they were satisfied.

Since, printed information resources of tourism are evaluated as good from the perspective of foreign tourists, it is suggested that more useful and reliable information resources are used in Tehran province for foreign tourists. It is

noteworthy that more than 70% of foreign tourists who visited the province of Tehran had decent education; this is indeed a good sign of the importance of printed materials that can be made available at Iranian airports, hotels, and recreational facilities.

Keywords: Quality of Information Resources, Printed Information Resources, Tourism.

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Pages 13-15

Destination Tourism Services Suppliers Attitude toward the Role of Social Media in Tourism Destination Marketing in the City of Ramsar

Mostafa Mohammadi¹²

Introduction

Nowadays, social media have been converted into a participatory status and made it possible for people to act as a medium and share their information (Kietzmann *et al.*, 2011; Li & Wang, 2011). Recent studies have shown that presence of social media in the tourism suppliers marketing has been one of the mega trends that could have a significant impact on tourism system (Minazzi, 2015; Leung *et al.*, 2013). Social media emerged at a time that tourism suppliers had reduced their budgets for the development of destinations (Hays *et al.*, 2013), but the power of the social media is so high that it should be used to make a significant growth in tourism development (Stankov *et al.*, 2010).

Materials and Methods

The population of this study included tourism suppliers of Ramsar that was obtained through field survey 579 people. To determine the sample, Morgan table was used and the number of 234 persons was determined as sample size. Sampling method was in the form of Simple *Random* Sampling. Data were obtained through the researchers' questionnaire. To build the research questionnaire, exploratory approach was used. The test of the hypothesis of the present study was performed through the techniques of structural equation modeling using AMOS and SPSS23.

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Discussion and Results

To investigate the impact of social media on marketing activities of tourism suppliers in the city of Ramsar, this study considered a main hypothesis and four sub hypotheses. The sub hypotheses were examined and confirmed, which the results were aligned with previous results (Minazzi, 2015). With the discussion and analysis the hypothesis and comparison with previous similar studies, it can be concluded that main hypothesis of this study was confirmed, that Social media has a significant impact on tourism suppliers marketing in Ramsar destination.

Conclusions

Considering the results of tests performed, it can be said that from the perspective of tourism suppliers in Ramsar, the role of social media in marketing activities, are classified in forms of marketing research, advertising and promotion, interaction and communication and tourism product distribution. Accordingly, it is determined that the destination activists also believe that marketing research has been benefited from the impact of social media to a greater extent than other dimensions. Finally, according to the results, practical suggestions for tourism suppliers were offered:

- 1- Emphasis of tourism suppliers on social media, that is most widely used among tourists and advertising on the media to encourage decision-making and attracting more tourists while saving the advertising costs;
- 2- According to research, there are not appropriate network, channel, website and virtual space tourism in the city of Ramsar, this work needs to be done.
- 3- Because the impact of social media on marketing research is higher than other tourism marketing activities in Ramsar, destination activists have to look at marketing research in the form of suggestions above.

Keywords: Social Media, Tourism Destination Marketing, Tourism Industry.

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Pages 16-18

Analysis of Urban Tourism Destination Image Management Case Study: Tabriz Metropolis

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Extended Abstract

Introduction

In recent years, the practice of branding and marketing has become extremely popular within the context of destination. The concepts of destination image and destination marketing are closely interrelated. The ultimate goal of any destination is to influence possible tourist-travel-related decision making through marketing activities. A strong image and brand of the destination may amplify different aspects of social capital which in fact grants to the society.

Ultimately, a destination brand manifests an image (or lack of) in tourists' mind. Moreover, both academicians and practitioners have recognized that destination image (DI) is not static but altering. The importance of DI represents the necessity of theoretical and practical contemplation in the studies agendas of researchers and authorities of tourism.

This study intends to focus on Tabriz brand which has distinctive architecture. This particular architecture is referred in many academic sources as Azeri architecture. The other purpose of this study is to analyze strength, weakness, opportunities and threats of Tabriz brand which inevitably will reinforce this brand systematically and strategically

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Materials and Method

In order to utilize strategic branding of Tabriz practically, we went through SWOT- AHP using external and internal factors which have been affecting branding of this city; the factors considered for this procedure ranked by experts corresponded to the questionnaires provided by the authors. Finally, according to the strengths, weakness, opportunity and threats of Tabriz branding, some strategies have been reflected in this paper.

Discussion and Results

Tourism organizations attempt to identify their branding because of a recognized brand added tangible values to intangible tourism services. Two approaches or scenarios should be distinguished. First is the strategic approach: changing an image of the place while changing its actual reality. This method facilitates the problems solving procedure in the destination, this kind of facilitation presenting in problem shooting reduces the problem existing in the cities and in fact augment tourism and marketing . The second approach is cosmetic which attempts to provide a different image of the place without changing anything in the context of place but making up the place decoratively delightful and presents a cosmetic portrait of the destination; by the latter method the problems do not seen are not seem to be solved or managed.

Analyzing the image management of Tabriz by SWOT-AHP model Strengths, Weakness, Opportunities and threats was determined. The main strengths of image management of Tabriz refer to historical identity and unique historical and cultural spaces, Authorities strong will to develop tourism, being in specific geographical location. Main Weaknesses are people' tendency in replacing western forms and patterns to the traditional local ones , Lack of attention to the local architecture schools in recent developments, and Lack of plan for urban branding. Most important opportunities for Tabriz destination image management is Emphasis on tourism development in 5th development plan of Iran, Emphasis on cultural-Iranian development in 5th development plan of Iran. Finally, most important threats are associated with Globalization and debilitation of local identity of Iranian cities, Media propaganda against Iran.

Conclusion

Geographical distances which lead to deterioration of city images specialty Islamic cities, can be improved by strengthen unique brand of cities. By making spaces according to the human and cultural content of contexts; sense of place will be reinforced and Islamic cities will have distinctive brands.

Keywords: Brand, Image Management, AHP and SWOT Models, Tabriz Metropolis.

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An Explanation of the Design of Tourism Development Model with an Emphasis on Cultural Heritage and Art of the Iranian POWs in Iraqi Camps

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AbbasAli Rastgar²

Seyed Razi Nabavi Chashmi³

Extended Abstract

Introduction

Today, tourism is an important source of income in the world and at the same time a contributing factor to cultural exchanges between nations. Since the Increase and diversification of tourism in the world, as of the 1990s, a new genre called "dark tourism" was added as a common tourism. While a large part of tourism literature studies focus on marketing, consumption and supply entertainment purposes, happy and fun tourism, some researchers and writers sore in search of antitheses tourism tragedy, death and war. The war tourism in the twentieth century is one of the major subdivisions in dark tourism. Studies show that millions of tourists each year from around the world visit the historic sites related to the war. Supply and demand for such tourism is a concept quite peaceful, although they have commercial and political goals in them. So works related to the remains of war in today's world has the potential to become an important motivational factor in tourism. It is anticipated that tourism in the 21st century is not only an important subset in dark tourism but also one of the most

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popular in the world will (Smith, 1998). As a potential for development in the Iranian provinces engaged with the imposed war, War tourism enjoys a special status. After 28 years of the end of war, its effects can be seen around the border towns. War-zone fronts and monuments of martyrs of the Sacred Defense Museum garden are still in existence and a reminder of the courage and bravery of youth and commanders of this ancient land and in the meantime. Artistic and cultural works produced by former prisoners in the camps of Iraq have the capacity to attract tourists as other remnants of war that attracts many tourists.

Methodology

This research is descriptive and correlational and to evaluate the impact of cultural and artistic works of Iranian POWs on attracting tourists three types of questionnaires were prepared. Then, with programs such as Art exhibition produced by prisoners of war, playing videos and lectures among tourists, the questionnaires were distributed among them (a sample of 384). The data from the questionnaires were used to test and evaluate the impact of various factors on the development of tourism in the form of hypotheses that have been formulated. In this study, to analyze the validity assessment, confirmatory factor variables was employed and to test hypotheses, the structural equation modeling was used.

Discussion and conclusion

Based on the background of the mentioned research and considering the fact that no specialized study has been conducted on the cultural and artistic works of the and its impact on tourist attraction, the results can be a good source for future studies of Tourism Development Management. The results of the analysis showed that the first hypothesis is confirmed and the impact of cultural factors on the promotion, development and direct absorption of tourists and has been set at a high level. Also, the interrelationship of the cultural factors are confirmed. Out of the four factors, holding religious classes stands on the top of the list. Exhibiting other cultural media earns the second place, holding scientific courses earns the third rank and sociocultural programs stands on the fourth place. As a result, the intended Is confirmed and the four factors have significant impact on the cultural variables. The second hypothesis results show that this hypothesis is and the art factors have direct high level impact on the promotion, development and attraction of tourists. Among the four components related to the development and absorption of tourists, holding art courses earns the first place, exhibiting artifacts earns the second place, exhibiting the necessary hand-made facilities earns the third place and showing the creativity earns the fourth place. As the model of the research is confirmed, we can claim that the development and attraction of tourists will be enhanced by boosting the cultural and artistic factors.

Keywords: Tourism, the Development of War Tourism, Cultural and Artistic Works, Prisoners of War, Iraqi Camps.

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A Survey of the Relationship between Rural Tourism and Social Identity in Ardabil County Case Study: Sardabhe Dehstan

Vakil Heidari Sareban¹⁹

Extended Abstract

Introduction

In psychology, sociology, anthropology and philosophy, identity comprise the conception, qualities, beliefs, and expressions that make a person (self-identity) or group (particular social category or social group). Identity may be distinguished from identification; identity is a label, whereas identification refers to the classifying act itself. Identity is thus best construed as being both relational and contextual, while the act of identification is best viewed as inherently procedural. That process can be creative or destructive. **Having a sense of identity is important because it allows people to stand out as individuals, develop a sense of well-being and importance, and fit in with certain groups and cultures.** Many cultures and societies place great value and significance on certain items, which hold symbolic meaning and gain respect from citizens. National flags, for instance, have distinct colors and patterns, and symbolize past achievements intimately familiar to citizens.

Identity tourism research dates back to a 1984 special issue of *Annals of Tourism Research* guest edited by Pierre L. van den Berghe and Charles F. Keyes. This volume examines the ways in which tourism intersects with the (re-) formation and revision of various forms of identity, particularly ethnic and cultural identities. Since that time, various scholars have examined the

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intersection between dimensions of identity and tourism. An important early contribution to the study of identity tourism was Lanfant, Allcock and Bruner's 1995 edited volume "International Tourism, Identity and Change. As with the Keyes and van den Berghe special issue of *Annales of Tourism Research*, this volume moved us away from studying the impact of tourism on identity to investigating the intersection of tourism and identity in more dynamic ways, among other things looking at how "local" and "tourist" identities are mutually-constructed. Likewise, Michel Picard and Robert Wood's path-breaking edited volume "Tourism, Ethnicity and the State in Asian and Pacific Societies" (1997, University of Hawaii Press), examined the ways in which tourism intersections with ethnic, cultural, regional and national identities, as well as with the political agendas of Pacific island and Southeast Asian states. Abrams, Waldren and Mcleod's 1997 volume *Tourists and Tourism: Identifying with People and Places* also offered compelling case studies examining issues surrounding the construction of identity in the context of tourism. Among other things the chapters in their volume investigated tourists' views of themselves and others in the course of their travels, the relationship of travelers to resident populations, and the ways in which tourists' quests for authenticity are entangled with their own sensibilities about their own identities. Although the economic and social aspects of rural tourism development have been widely examined and debated, little attention has been paid to the impact of rural tourism development on the cultural construct of rural life (i.e., residents' rural identities). In this study I explored the role of tourism development in changing rural identities in the context of Iran, which has been experiencing rapid urbanization and rural reconstructing processes in recent years. This paper aims to investigate of rural tourism on social Identity in the rural areas of Ardabil County.

Materials and Methods

This paper aims to investigate of rural tourism on social Identity in the rural areas of Ardabil County. This study is descriptive - analytical in terms of research methods, practical in terms of nature and is a library and field kind of research in terms of the type of data collection. Sample size was determined based on the Cochran's formula and the required data were collected through questionnaires. Content validity of the questionnaire was confirmed by professors and experts and its reliability was determined based on Cronbach's alpha (0.84-0.93).

Discussion and Results

Nowadays, tourism is considered as the most comprehensive service industry of the world that has acquired a special place in economic, cultural, social, and political realms. Worldwide changes in the aftermath of the Second World War regarding the prevalence of urbanization, large cities, urban environmental pollutions, and the increase of leisure time resulted in the expansion of rural tourism. In the following decades, tourism was considered as a tool for rural

development. Therefore, pundits have tried, by means of different patterns, to promote the role of tourism in the rural social development.

the results of research show that there is a significant difference between respondents of Sardabhe and Balighlu Dehstan in variables of national, household, religion and gender with independent variable. Also, these results show that there is no significant difference in group and individual between respondents. Finally, according to research findings practical suggestions are presented. To understand the features of local residents' rural identity, change and its underlying mechanism, I conducted a case study in Ardabil County (Sardabhe Dehstan). Through the collection of on-site materials, participant observation, and individual interviews, my study: 1) examined the patterns of local residents' rural identity changes and the underlying reasons behind the changes; 2) explored the detailed transformation of everyday life and performance of rural residents, and how it has influenced the mentality and identity of Ardabil County (Sardabhr Dehstan) residents. The results indicated that rural identities in Ardabil County did experience changes over the course of tourism development.

Conclusion

The results of T-Test show that there is a significant difference between respondents of Sardabhe and Balighlu Dehstan in variables of national, household, religion and gender with independent variable. Also, these results show that there is no significant difference in group and individual between respondents. Finally, according to research findings practical suggestions are presented.

Keywords: Social Identity, Rural Development, Tourism Rural, Young Villagers, Ardabil County.

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An Analysis of the Attitude of Rural People toward Rural Tourism Using Planned Behavior Theory Case Study: Doroodzan District, Marvdasht County

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Madineh Khosrojerdi²**

Extended abstract

Introduction

Tourism is a new approach in rural development which can be useful in empowering local people, human resources development, diversifying rural economy, crating job opportunities, increasing living standards, decreasing rural-urban divide and reducing migration from rural to urban areas. Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many rural villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Rural tourism allows the creation of a replacement source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts. Of course, it should be noted that tourism have some advantages and disadvantages like other development activities. For example, despite some advantages that mentioned above, some other consequences such as environmental degradation, falsely increasing prices of goods and services, damage to agricultural activities and so on, can be considered as disadvantages of rural tourism development. Therefore, the host community even may have negative attitude towards rural tourism. However governments assign a lot of budgets on rural tourism development, but

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less attention is paid to the attitude of the host community towards it. Thus, the aim of this study was to investigate rural people's attitudes towards rural tourism in the Doroodzan District of Marvdasht County, Southern of Iran.

Research Method

Survey research method was used to study factors affecting rural people's attitudes based on the Theory of Planned Behavior. Data were collected using a predesigned questionnaire with a sample of 250 respondents that were selected based on Kerjcie and Morgan Sampling Table and stratified random sampling technique. Face validity of the questionnaire was verified by faculty staff of Rural Development Department of Yasouj University and its reliability was also verified using Cronbach's Alpha reliability coefficient (from 0.610 to 0.868). The questionnaire consisted of different statements about research variables including tourism, observation, attitude, subjective norm (Normative beliefs and motivation to comply), perceived behavioral control (control beliefs and control beliefs power), awareness, experience, and perceived usefulness which were measured using Likert Scale responses.

Findings

The results showed that investment in tourism in the region is very poor. Either villagers' knowledge about rural tourism, or tourism advertising have an unfavorable situation in the study area. Rural people have a fairly favorable attitude toward tourism, and tourism caused improving marketing of agricultural products and commodities. Moreover, there were statistically significant relationships between attitude as dependent variable in one hand and independent variables such as income, awareness about rural tourism, perceived usefulness of rural tourism, observation, values, subjective norms, perceived behavioral control and prior experience about rural tourism

Conclusion and recommendations

Due to different problems in rural areas of Iran such as unemployment, low productivity and so on, attention to the other development approaches such as tourism can be considered as a guarantee for improving the quality of life in these regions. Nowadays, Agriculture requires less manual labor. The agricultural lands have been scattered to different and small parts. This trend is causing economic pressure on different villages, which in turn causes young people to move to urban areas. There is however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle. But, as mentioned above, the development of rural tourism may have different positive and negative consequences. Thus, the study of host people's attitude toward rural tourism I really necessary. The results of this study showed that rural people have a fairly positive attitude towards the development of rural tourism in their living location. Therefore, to avoid a negative attitude towards

the tourism development and also to encourage people to invest and work in this field, some policies should be considered and executed in such regions such as:

- advertisement about tourism development functions, benefits and strategies in mass media for host communities
- holding extension-education classes for villagers in the field of tourism especially rural tourism
- Providing banking loans and facilities for development of infrastructures and other tourist services in the region
- Introducing tourism attractions of the region to the other parts of the country or even world.

Keywords: attitude, the theory of planned behavior, rural tourism, Doroodzan, Marvdasht

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Qualitative Assessment of Rural Tourism Problems in Chaharmahal va Bakhtiari Province Using Grounded Theory with an Emphasis on Dimeh Village in Koohrang County

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Abstract

Introduction

According to World Tourism Organization reports, revenue from tourism is rising with a high speed and it can be a big step for areas with natural and tourist attractions. The unique features of geographical, ecological, mountain attractions, water resources, forest of Chahar Mahal & Bakhtiari province attracts many tourists to this region. The aim of this study is developing a system model for analysis of different views on the obstacles and problems of tourism in Dimeh village as a rural tourism site in Koohrang County in Chahar Mahal and Bakhtiari province in experts' viewpoint related to the tourism sector, key people in villages and inside and outside tourists in the province be present in tourism centers and villages.

Materials and Methods

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This Study is qualitative research and for analyzing the data in this study, the grounded theory was used. The study population consisted of three categories of research about rural tourism officials and inside and outside the province tourists and the third category of cultural heritage experts. Sampling was completely purposeful (snowball method) then conducted in-depth interviews, focused interviews, structured and semi-structured interview and eventually reach the theory saturation, data collection and coding procedures and data analysis of the content analysis was performed. Based on the grounded theory, after collecting information from the study population, we reviewed and analyzed recorded video tapes, interviews, photos and manuscripts were discussed. After reviewing several times, extra points, redundant and unrelated matters to the subject removed and key statements were obtained in the form of codes and concepts (the first stage: encoded open). In axial coding, data are compared with each other in an ongoing process until after the opening encoded link between the categories specified. In axial coding, developed classes and each class is composed of the following classes that are related to each of them is determined. Selection coding is a combination of selective coding classes for the initial formation of research framework. At this phase, we combined previously coded sentences to understand the relationship between them and then conceptual model outlined.

Results and Discussion

The results of this study was to extract the conceptual model of problems of the tourist village of Dimeh that showed village has infrastructure problems, health, cultural attractions pale, lack of understanding of tourism, lack of motivation of local officials, lack of planning, research and monitoring, problems related to human resources, tourism problems and issues and problems related to government and handicraft problems.

Conclusions

Since Chaharmahal & Bakhtiari Province in the field of tourism and ecotourism is among the five top provinces and annually receives a large number of tourists (especially in spring and summer), Therefore, more attention to removing the barriers identified in this research model to improve the situation of the village, systemic approach studies to further investment in infrastructure, help to local people's participation, marketing, attention to handicrafts and future research on different aspects of rural tourism, to strengthen these categories in order to benefit more villagers recommended. The deployment of emergency teams, containers of aid, the timely collection of garbage, increasing the number of trash cans, the use of trained human resources, extension training with a focus on marketing and, the government's attention to this topic for the sale of food, beverages and crafts is beneficiary.

Keywords: Tourism, Problems and Obstacles, Dimeh Village, Qualitative Analysis

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The Analysis of Tendency's Owners of Residential Centers to Renewable Energies

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Extended Abstract

Introduction

The review of literature show that renewable energies such as solar, wind and geothermal energy can considered as an innovation in the form of the more common forms of energy such as fossil fuels. In fact, we can speak about environmental innovation. Environmental innovation, in its broadest form, includes any innovation that reduces environmental harm (Kanerva et al, 2009). More specifically, environmental innovation can be defined as ‘the production, assimilation or exploitation of a product, production process, service or management or business method that is novel to the firm and which results, throughout its life cycle, in a reduction of environmental risk, pollution and other negative impacts of resource use compared to relevant alternative’ (Kemp and Pearson, 2008; in Kanerva et al, 2009:7). “Environmental innovation is associated with technological change and institutional change in the manufacture and delivery of services. Environmental innovation control nature and direction of the development. In fact, this type of innovation base on the principle of sustainability that it reduces the amount of damage toward the environment. Environmental innovation diffuse attitudes and behaviors supportive environment. In general, renewable energy as an environmental innovation reduce degradation of environment overall and the sustainability of environment” (Sanchez-Medina et al, 2011: 987). This type of innovation has

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three dimensions (goals, mechanisms and effects). The purpose of new or renewable energy development in the society is reducing pollution and keeping the environment healthy. Moving from fossil fuels to renewable sources will try to maintain the balance of the environment and society. This type of energy is improved environmental conditions. And diffusion of it in a society requires coherence and coordination between environmental policy and innovation. Synchronization innovation and environmental policies can contribute to sustainable development and stabilization of society (OECD, 2009). NGOs flourish environmental innovation in society. In fact, the reduction of environmental damage (such as improved air pollution) and avoidance of further damage to the natural environment, changing lifestyles and consumer behavior is defined in the context of social innovation. Hence to explanation it in terms of environmental terms particularly in discussing environmental policy it is necessary to not only the technology but lifestyle changes. Adoption with the application of renewable energy in the tourism industry by the owners of tourist resorts is considered a new issue in Iran. Therefore, the use of environmental innovations, as previously mentioned, are required to change attitudes and behavior's owners of tourist resorts.

Residential centers using renewable energy can greatly reduce their costs and energy consumption in residential centers can be managed by the owners' residence. If we expect that the tourism industry, particularly in residential centers, use renewable energy as alternative energy, the foremost need is changing the attitude and behavior of owners' residential places. Tourists' residential centers can be found in different parts of Iran including in Mazandaran. In fact, Mazandaran province with over 1 million tourists annually is one of the major tourist destinations in Iran. The main tourist destination in Mazandaran province is coastal cities like Babolsar, Mahmoudabad and Noor. Given the importance of the issues mentioned above, this study seeks to answer the following questions:

- 1) How is attitude of tourist resort owners toward the use of renewable energies in the tourism industry?
- 2) How is attitude of tourist resort owners towards the use of renewable energies to demographics variables (age, education, type of residence, number of residential units)?

Materials and Methods

This study aims to investigate attitudes of tourism residence owners towards using of renewable energies in tourism industry in three cities of Mazandaran province, Iran. By utilizing quantitative approach, we conducted a survey and collected the required data by using structured questionnaire. Participants in this study were surveyed by face to face in September 2013. 121 tourism residence owners participated in this study. The validity of questionnaire was confirmed through formal validity. That is used the viewpoints of tourism and energy experts to adaptation of questionnaire with the expected characteristics. In

September 2013 when it was the peak of tourism arrivals in those cities, questionnaires were distributed among the target population and completed and collected by the end of September. Variables defined with conceptually and operationally. As such, renewable energy refers to types of energy that contrary to some types of non-renewable energy are returning to nature (Meadows and et al, 2001). These resources adapt with environment and produce less environmental pollution compared to other energy sources ($\alpha = 0.67$).

Discussion and Results

In this study, attitudes of tourist resorts owners towards renewable energy were studied. This study has shown that small-scale and local communities are sensitive towards alternative renewable energies. The positive and weak relationship between age 'participants, age of resident unites and tendency to renewable energy was one of other results. Employment history has moderate and positive relation with attitudes' owners of tourist resorts towards RE. Finally, the results of this study showed that there was a negative but moderate relationship between number of resident and attitudes towards RE. In other words, with reduction of resident unites, willingness' owners of tourist residence to using of RE in resident unites increase. It seems that A) new energy technologies are expensive. The cost of energy produced from renewable sources is still high. Iran's government can create a space that renewable energy technologies can compete with fossil fuel technologies through presentation of funding mechanisms and an appropriate legal framework. B) Iranian people lack adequate knowledge of the renewable energies resources. In other words, consumers are not aware of the benefits and opportunities of renewable energy. Government and relevant agencies should be encouraged to promote training programs in this field. C) Lack of awareness of the service provider organizations related to the limitations of using these resources. Therefore, it is recommended appropriate circumstances be provided for consulting firms to provide counseling and support for installation and use of renewable energy equipment.

Keywords: Renewable Energy, Owners of Tourism Residents, Province of Mazandaran.

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