فصل‌نامه
برنامه‌ریزی و توسعه گردشگری

فصل‌نامه برنامه‌ریزی و توسعه گردشگری

یادداشت سردبیر

هم اکنون، شماره‌ی ۱۷ فصلنامه‌ی علمی- پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری در اختیار اساتید، دانشجویان و پژوهشگران گرامی قرار گرفته است. جای بسی مسرت است که این فصلنامه بر اساس بررسی پایگاه استنادی علوم جهان اسلام(ISC) در سال ۱۳۹۳، به ضریب تاثیر قابل توجه ۰/۳۴۱ دست یافته است که جزو بالاترین ضرایب تاثیر در علوم انسانی بوده و حدود ۲/۵ برابر میانگین ضرایب تاثیر علوم انسانی(۰/۱۳۷) است. همچنین، بر اساس نظام سطح‌بندی نشریات علمی-پژوهشی کمیسیون نشریات علمی کشور، این نشریه در رده Q_1 قرار گرفته است. فصلنامه‌ی علمی-پژوهشی برنامه‌ریزی و توسعه گردشگری دانشگاه مازندران این موفقیت بسیار مهم و ارزشمند را به جامعه علمی کشور تبریک می‌گوید. 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:

ساختارهای مدیریت گردشگری در کشورهای دنیا	سیاستگذاری گردشگری
دیدگاه‌ها و خط مشی‌های جمهوری اسلامی ایران	آموزش و توسعه‌ی منابع انسانی
مطالعات منطقه‌ای گردشگری	تحولات ساختاری مدیریت گردشگری در ایران
استانداردهای نقشه‌ی گردشگری	آموزش گردشگری و هتلداری در ایران
قوانین و مقررات برای تأسیسات گردشگری	وسایل ارتباط جمعی و 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 درنشریه 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، درغیر 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 درنظر گرفتن منابع) و دارای بخش‌بندی بر اساس الگوی مجله باشد، به‌گونه‌ای 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 منابعِ 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، **محیط شناسی**، 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- مسؤولیت صحّت و سقم مطالب مقاله به عهده‌ی نویسنده خواهد بود.

۱۷- مقالات برگرفته از رساله‌ی دکتری و پایان‌نامه‌ی کارشناسی ارشد در صورتی که مسؤولیت 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.

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Struggle on Sense-Making in the Field of Tourism (Case Study: Sanandaj)

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Elahe Gholami[3]

Extended Abstract

Tourism is a phenomenon integral to social life. Today, for a tourist the world has become one large department store of countryside and cities and it is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. Sustainable tourism is demed as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and life support systems.

Introduction

Mass tourism developed with improvements in technology allowed the transport of large numbers of people in a short period of time to places of leisure and so that greater numbers of people could begin to enjoy the benefits of their free time. In other words, the developments in technology and transport infrastructure has made many types of tourism more affordable. Despite the different interpretations and meanings, tourism is strongly influenced by images and ideas that tourists already have in their minds. In other words, tourists usually have a gaze which transforms the intended space an object of manipulation. This research is about to interpret images, ideas, thoughts and concepts of tourists that direct their ways of encountering with the host society. For gaining this aim, we have used the theoretical approach of John Urry called "tourists gaze". The concept of gaze highlights that looking is a learned ability

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and that the pure and innocent eye is a myth. Gazing at particular sights is conditioned by personal experiences and memories and framed by rules and styles as well as by circulating images and texts of this and other places.

Materials and Methods

Concerning methodology, qualitative method, mainly grounded theory, is used. The sample is selected from tourists travelled to Sanandaj during the spring of 1395. For this purpose, we have interviewed with 26 key informants, selecting them through theoretical/purposeful sampling.

Discussion and Results

The findings show that images such as "war attitudes", "religious bias", and "disorientations" strongly affect the tourist's gaze and make the subjective image of the tourists. Moreover, phenomena like "ethnic specters", "historical preconceptions", "distorted interactions" and "group prejudices" make the way forgenerating social gap between tourists and the host society. So, the tourists travelling to this city usually experience some objective and symbolic realities such as "cold interactions", "the sense of kindness toward the natives", "instrumental conformity", "an unchangeable host society" and "intertwining of ecological space and historical traditions". Although tourists prefer to oppose the boredom of everyday life and escape from bitter realities by interacting with habitants of travelled places, they usually feel that gaining this purpose is not as easy as they think. Their travelling to this area, according to their own interpretations, conveys consequences like "alteration of views and expectations", "making interactions easier", "transformations of attitudes" and "the decline of boundaries". The main and central category of this research is, therefore, "the tourism as a field of exchanging and struggling over meanings".

Conclusions

In the modern world, the tourists pay for their freedom, the right to disregard native concerns and feelings and the right to spin their own web of meaning. In fact, all the modern world is to be lived pleasurably by a tourist. He is always about to give the world his own meanings through interaction and even through struggling. Today evidence suggests that tourism as a global phenomenon shows no signs of substantially abating in the long term. It has been suggested that travel is necessary in order to maintain relationships, as social life is increasingly networked and conducted at a distance. For many people vacations and travel are increasingly being viewed as a necessity rather than a luxury. We can say that tourism is travel for pleasure and also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours, but there is also anther point which is to be taken into consideration: tourism as field of meaning exchange has become so important.

Keywords: War Attitudes, Religious Bias, Cold Interactions, Instrumental Conformity, Decline of Boundaries.

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Social Distribution of Leisure Taste and Tourism Tendency
(Case Study: The Health Sector)

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Extended Abstract
Introduction

One of the most important principles in tourism planning is to identify the differences in the leisure time of different stratums of society. Today, due to the importance of constructive and positive effects of favorable utilization of leisure, scholars and policy makers, especially tourism planners, have emphasized on leisure time. This paper seeks to examine whether the various occupational-educational groups working in health sector due to the differential accessibility to the various kinds of capital have different leisure taste , or not? And, that the tendency to tourism among the various occupational-educational groups working in health sector significantly different or not? A critical Review of empirical researches and theoretical approaches in this field shows that each of them to explain the leisure time and tourism have emphasized on special variable. The first set of studies emphasizes on individual factors, such as life stage, needs, abilities and personality. The second group of research examines the social and environmental factors such as social context, employment and income. The third categories of research try to study the situation and services including the resources, facilities and programs. This paper takes a sociological approach to the study of the influence of social factors on the leisure taste and tendency to tourism. In this regard, this article has studied personnel of Health Sector as a one of the most important target groups in tourism planning.

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Materials and methods

The research method is survey and data has been collected by questionnaire. The statistical population was the medical staff of Tehran Shohada Hospital including subspecialists, specialists, general practitioners, midwifes and nurses. Statistical sample was 280 people which selected by PPS method. In this research, Leisure Taste play as an intermediate variable which causes variation in tendency to tourism and is itself caused to vary by the occupational groups. Leisure taste is an individual's personal and cultural patterns of choice and preference in spending leisure time. Leisure taste is measured by a self – administered measure based on Likert scale. Tendency to tourism, as a dependent variable, refers to willingness of respondents to travel to both inside their own country and abroad. Tendency to tourism in both domestic and international forms have been measured by two closed questions that ask whether they willing to travel (domestic – international) or not? Occupational-educational groups define according to Bourdieu's theory of distinction. It refers to classification of employees in health sector who due to the differential accessibility to the various kinds of capital have different leisure taste. In this paper occupational groups classify in to three category، nurses, midwife and doctors.

Discussion and results

The findings show that level of tendency to tourism in both domestic and international travel is more than the average point. There was a significant difference in leisure taste among respondents who working in health sector. In elite leisure category most frequency belongs to general practitioners. In mediocre leisure category most frequent subspecialist and in the mass leisure category nurses are the most frequent. There was not a significant difference in tendency to tourism between occupational groups in health sector. There is a negative relationship between leisure taste and tendency to tourism. It means the more leisure taste of people became elite, the less likely they tendency to tourism.

Conclusions

Overall, the results confirm Bourdieu's theory. But results imply that explanation of the leisure time is somewhat complicated. A variety of personal, social, environmental and situational alone or in combination with other agents or collectively affect the taste of leisure and tourism. Bourdieu believes that social classes with high socio-economic status are doing elite leisure activities and in contrast, social classes with low socio-economic status, are doing the mass leisure activities. Level of education and job status, in a close relationship with others factors such as environment, class and income, are affecting leisure taste and tendency to tourism.Given that this research has been done on a particular

occupational groups, it is suggested that such a research has been done on others target groups in the field of tourism planning.

Keywords: Tendency to Tourism, Leisure Taste, Bourdieu's Theory, Occupational-Educational Groups.

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A Study of the Legal Consequences of Ignorance upon Criminal Liability of Foreign Tourists

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Extended Abstract

Foreign tourists who enter a country may commit crimes and then claim that they were not aware of the consequences of the crime they committed and the penalty involved. According to Article 155 of the Penal Code, failure in knowing about the criminal law is not acceptable except on occasions in which, according to Islamic *Sharia*, one is to be fully aware of the consequences of his/her actions. In all crimes, the law is explicit in Article 218 of the Penal Code that the claimant should prove that the person is fully familiar with sharia laws or for a foreign tourist who is accustomed to being aware is not obtainable under the charge and that he has to prove this. In all crime laws written expressly in Article 218 of the Penal Code lack of awareness would be tantamount to alleged failure of being informed about the penal code of a country. The claim that the foreign tourist was essentially unaware of the type and amount of punishment is not basically acceptable. Being uninformed about each of the thematic elements constituting a crime can cause the decline of criminal responsibility but when it comes to unintentional crimes being uniformed about a sentence or subject or punishment does not affect the decline of criminal responsibility but can make the punishment milder. The current paper will study the issue of a foreign tourist being uninformed about the criminal law of a country from four different perspectives: 1. Lack of information on legal issues related to foreign tourists 2. Lack of information on the subject of foreign tourism 3. A foreign tourist's lack of information about the issue of punishment in the host country 4. The burden of proving lack of information and the person who should bear it.

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Introduction
In the passage of time, human beings became more developed and wanted to travel to faraway places and meet new people and visit new places and come to know about other cultures and traditions. Travelling also enabled them to know more about the customs of other communities and helped them to see the historical and natural attractiveness of new places. This could in the long run help flourish the tourism industry especially in recent decades. Tourism can lead to the enhancement of the quality of life of the people and can create jobs.

Research method
In order to conduct a solid study of the issue of foreign tourists' awareness of the law of a host country, we will study the precepts of Islamic jurisprudence and law regulations. The purpose of the current paper is to clarify the legal issues related to foreign tourism in criminal cases when a foreign tourist is not informed about Iranian law.

Generally, the claim that one was not aware of the consequences of a crime is not admitted from a tourist and basically every one instinctively knows that acts like theft, rape, homicide, etc. are rated as crimes and thus unawareness cannot act as an excuse. But in *Hodod* crimes, the legislator presumes that perpetrator is correct by article 218 Islamic penalty code 1392. Of course, in such crimes as *Moharebeh*, rape and duress the act of claiming is not sufficient. It is similar to *Taziry* crimes which basically means that every person should know it. But it is probable that a foreign tourist doesn't know about contractual crimes and the fact that they are different in different countries; gambling is a good example, it is admissible in some countries and inadmissible in some others. It is indeed negligence in being aware of *Haraj* rule, and he does not have any responsibility when a crime is committed; on the other hand, he is not compelled to learn the Iranian penalty code, unawareness to just penalty isn't effective in responsibility of foreign tourist who commit that crime. But if it is proven that he was unaware of some of the subjective facts of the crimes committed he isn't responsible.

As a general rule, after the issuance of orders the claim of unawareness is not acceptable; therefore, foreign tourists must prove that they lacked proper knowledge of the legal consequences of what they did. In a cases in which the perpetrator's awareness is one condition of the occurrence of a crime, the prosecutor must prove the awareness of the defendant and he must also prove facts of mens rea (mental subjects) and actus reus(material subjects).

Conclusion
Claim of unawareness will not be admitted unless it is proved that the foreign tourist was ignorant of the consequences of the crime he committed. But ignorance of a foreign tourist is not usually considered a legal excuse; in *Hodod* crimes, however, claim of unawareness is acceptable. Also in contractual crimes, the claim is acceptable because the condition of proving crimes is

different in various countries. It is the prosecutor who must prove that the foreign tourist was unaware of the nature of the.

Keywords: Foreign Tourist, Ignorance, Crime, Punishment, Responsibility

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The Relationship between Foreign Tourists and Crime in Iran

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Extended Abstract
Introduction
The tourism industry has become one of the most attractive investment targets and a significant source of revenue and foreign exchange in recent decades. Tourism is an activity in which a person or persons who travel to a location other than their normal place of residence and stay there for at least one night and one year in maximum and the purpose of their travel is to recreation and those who included in this definition are also called tourists. On the other hand crime is a phenomenon that has always been discussed by media and is easily understood by the public due to its importance and its impact on people's lives. In addition to the devastating social and cultural consequences, crimes also have a negative effect on economic activities. Crime and safety issues in tourist destinations, have a direct impact on the behavior and experiences of tourists and the tourism industry in each country. The lack of studies investigating the role of tourism in crime in Iran made us to study this relationship. So in this paper we are going to study the effect of foreign tourists arrival on crime related to tourism in Iran during 1991–2012.

Materials and Methods
To achieve the research objectives, we used the number of foreign tourists arrivals per square kilometer and the total number of annually judicial cases about driving offenses, theft and rape per hundred thousand individuals to

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measure the research variables. Then we applied Johansen Co-integration Test and Vector Error Correction Model to estimate the proposed model.

Discussion and Results

The results of Phillips–Perron Unit Root Test indicated that both variables are stable in 1st difference in 5% level. Stationary of the variables at the same level could indicate the existence of a long-run relationship between them. Therefore in the next step we applied Johansen Co-integration Test using Eviews6 to examine the long-run relationship between the research variables. The results of Johansen Co-integration Test for variables showed that there is at least one long-run co-integration vector among the variables with the certainty of more than 99% which provided the basis of using estimation methods. At the next step Vector Error Correction Model used to estimate the proposed model. According to the results of Vector Error Correction Estimates for variables, coefficient of $\alpha_5 = -0.06$ which called error correction coefficient, appeared in the model with the negative sign and it`s significance approved in 3% level. Negative sign of error correction coefficient indicates the tendency for long-run equilibrium relationship among the variables. Also the significance of $\alpha_3 = 0.16$ and $\alpha_4 = 0.03$ which indicate the impact of foreign tourists arrivals on crimes related to tourism approved in 6% and 4% level repectively.

Conclusions

The results on this study show that foreign tourist arrivals has a positively significant impact on crimes in Iran during the observation period so that 1% increase in number of foreign tourists arrivals has led to approximately 0.16% increase in crimes related to tourism in the next period and 0.03% increase in crimes in the next two period. These results suggest that foreign tourist arrivals has a significant contribution in promoting of crimes related to tourism in Iran`which can ban be caused by restructuring of the indigenous population in the tourism cites, poor planning and performances bye tourism services, the crime prone nature of tourism places and weakness of police forces in periods of influx of foreign tourists to the country. Given the results of this study and other similar studies, greater oversight of the agencies providing tourism services and strengthen regulatory forces and law enforcement provide the general suggestions of the study.

Keywords: Ttourism, Crime, Iran, Vector Error Correction Model (VECM).

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Tourism Development with an Emphasis on Human Resources Approach
(Case Study: Semnan Province)

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Extended Abstract
Introduction

The Semnan province has a great capacity and potential in the tourism section. Investors can easily choose this province for investment because of its tourist attractions. With respect to the unique specifications in term of historic and cultural aspects, people and the social capitals in the province. The necessity for planning on human resources can easily be felt in this part. Tourism is actually a modern phenomenon and also it is an economic activity in modern world (Paply, Yazdi, Saggaee 2006, page 22). In fact, tourism is an individual and social motivation which has both positive and negative effects on the environment, economics, and culture. It is involved with social interactions in terms of producing goods and services to respond the needs and desires of the customers away from their homes. Tourism is functioning as a system with inter-related part working together as a whole to accomplish certain goals, (Kazemi, 2006, pp 33-35).

Methodology

The present study has on applied goal, and in terms on research designing in has a descriptive form. The population of the study includes the experts of the tourism offices of Dameghan, Garmsar, Aradan, Mahdishahr, Sorkha, and Mayami. All the travelling agencies, protection officers of the tourist attractions, museums, handicrafts, hotels, taxi service, parks, and green spaces are involved in this study. The whole people involved in these areas are 40 thousand experts

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working actively. The sample was 384 individuals who randomly were chosen with Cokran formula. For data analysis, the t-test and Anova test were used to analyze the variance and regret ion as 2 variables.

Discussion of conclusion

The main activities of the human resources management include selection, employing, instruction, and development, operational evaluation, security, composition. These resources are vitally important for the organizations. Because they cause to increase the thinking abilities and competition within the system and finally help to accomplish the organizational objectives with common values. The tourism industry is no exaction. Hence, the conclusion results show that the human resources with a 73.10 coefficient and with a determining correlation of 53 percent were effective upon the development of tourism in the Semnan. An investigation to the history of the study shows that most of the researches had survey on the impact of tourism industry on the human resources recourses development. The study of samimi and khebra in 2013shwed that the entrance of foreign tourist to another country had a positive and meaningful impact of human resources development. Amiri, 2005 had a study to indicate the role of tourism on women abilities in villages, again Kalantary and Khodaee in 2012had a study to show that for the betterment of the tourism industry we should work on more education at this section. Bavom and Serivas in 2008 had a study indicating that any immature tourism industry means that the government should take care of development of human resources. Kalantary and Khodaee in 2012 focus on more and more training of the human capitals in this regard. Prominent role of human resources in tourism development as a result of the training, recruitment and selection, performance appraisal, compensation and rewards. If properly paid attention, it can be used as a key factor with good results.

Keywords: Human Resource, Tourism, Semnan Province.

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War Tourism: A Qualitative Analysis of Rahiyan Noor Trips to War Areas

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Extended Abstract

War is one of the most important events in the history of every society that might have negative or positive consequences. Although at first glance, the costs of war may be irreparable, after the war, a positive analysis of the consequences of war can be presented. Especially when war is defensive, it would produce or reproduce positive values which remain in collective memory and are transferred to the next generation in many ways. In recent years, in our country, Rahiyan Noor trips have been organized for visits to war areas attracting many people, especially young ones. At this point, some questions are raised: "what is the motivation behind these trips?" and "what effects will the experiences of these trips leave on individuals?" This study used qualitative research methods and the strategy of Grounded Theory, a general research method used to generate theories. The research data were collected through open, in-depth interviews. The population of the study consisted of 18 students from Payame Noor University of Piranshahr, who had experience of Rahiyan Noor trips. They were selected through theoretical and purposive sampling methods. The size of the sample was determined when theoretical saturation was reached in the interviews. The results arising from multiple coding led to the formation of a theoretical model with "war tourism" as the main concept. The results show that the experiences of Rahiyan Noor trips will help form and reproduce positive

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individual and collective memory of the war through transferring war values to the next generations.

Introduction
War is one of the most important events in the history of every society that might have negative or positive consequences. Although at first glance, the costs of war may be irreparable, after the war, a positive analysis of the consequences of war can be presented. Especially when war is defensive, it would produce or reproduce positive values which remain in collective memory and are transferred to the next generation in many ways. One of the specific types of tourism, which in recent decades has been of interest to tourists and planners, is war tourism. This type of tourism was attracted to, for the first time, by Western countries years ago and was manifested in the forms of visiting the monuments and vestiges left after the First and the Second World War. The main axes of this type of tourism are the preservation of the effects of war and transfer of the concepts and values of the society in time of war to future generations. Eight years of sacred defense, as an honorable, glorious, and epic event, has been recorded in the collective memory. Sacred Defense has had a significant role in the construction of social realities of today's society whether in terms of formal or informal rules and norms or in terms of the representations of collective behavior such as values, ideals, and myths. Thus, in the years after the imposed war, various programs have been implemented by different institutions to promote and preserve the values and ideals of the war. One of these programs is Rahiyan e Noor Trips (light-bound trips) to visit the war zones. At this point, some questions are raised: "what is the motivation behind these trips?" and "what effects will the experiences of these trips leave on individuals?"

Methods
This study used qualitative research methods and the strategy of Grounded Theory, a general research method used to generate theories. The research data were collected through open, in-depth interviews. The population of the study consisted of 18 students from Payame Noor University of Piranshahr, who had experience of Rahiyan Noor trips. They were selected through theoretical and purposive sampling methods. The size of the sample was determined when theoretical saturation was reached in the interviews. The research data were analyzed using coding at the three levels of open coding, axial coding, and selective coding.

Results and Discussion
The results arising from multiple coding led to the formation of a theoretical model with "war and self-development tourism" as the main concept. The results show that the experiences of Rahiyan Noor trips will help form and reproduce positive individual and collective memory of the war through transferring war values to the next generations. Therefore, it can be argued that eight years of

sacred defense created an atmosphere in which many moral concepts such as sacrifice, martyrdom, believe in God, Freedom, love, unity, courage, and perseverance that can be effective in the infrastructure of the cultural and political system of any country, can be interpreted. Memories of the sacred defense and its spiritual atmosphere have social bases. Rituals, rites, commemoration, and remembrance which provide for remembering war memories are shared with others. War and self-development tourism is not just a normal trip but also one of the most effective methods of transferring the values and experiences of the last generation to the next generation and a means of promoting the culture of martyrdom among young people and future generations. In fact, the experience of Rahyian Noor Tip helps enhance the collective memory of the war for the present generation. Thus, a sense of interaction is formed where the last generations' experiences are transferred to the next generation which would eventually lead to the formation of a common collective memory of the war based on the supreme values of the war period.

Keywords: War Tourism, Rahiyan Noor Trips, Collective Memory, Transferring Values, Qualitative Method.

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Survey of Customer Relationship Management in the Development of Sports Tourism Industry (Case Study: Women Workers' Olympiad Country)

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Extended Abstract

Introduction

Customer relationship management developed a process of information which focuses on the capability of an organization in identifying its valuable customers. It also attempts to find better potential customers and markets. Exercise is now considered as one of most important sources of making revenue for a country.

Customer Relationship Management (CRM) can be extremely helpful for this industry. This is also important in proving the importance of research in this area. With regard to the significance of developing sport tourism in the province as well as the importance of customer relationship management, the relevant organizations need to respond to these questions adequately; it should also be tried to explore into ways and methods that can greatly enhance development of tourism industry through Customer Relationship Management (CRM).

Materials and Methods

The statistical research population included 317 people and the statistical sample included 274 people who used formula sampling Cochran. The research methodology used was descriptive and correlation and multiple regressions with Pearson use the software SPSS19.

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Discussion and Results

In this research, 274 athletes and Olympiad staff were reviewed through the questionnaires that were handed out among them. Also among the employees ' job type, % 67. 5 (n = 185) held bachelor degree (the highest number) and % 0.11 (n = 30) held master degrees.

The maximum dimensions of the correlation of customer relationship management and the development of sports tourism industry related to the Organization's management agent (r =0.42) and the lowest correlation related to knowledge management (r =0.31). Overall conclusions showed that the correlation between customer relationship management has a significant positive correlation (r =0.35) in the development of sports tourism industry of the province.

Conclusion

The results showed that the Organization's management of the operating dimensions of customer relationship management in increasing the amount of sports tourism development in Mazandaran province and its importance to the education prerequisite for certain employees, how the type of behavior, customer satisfaction and customer dissatisfaction type fix. Because an unhappy customer can make their dissatisfaction to transfer a lot of people.

Keywords: Tourism, Sport, Women's Olympiad and Customer Relationship Management.

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Examining the Effect of Destination Image on Satisfaction & Behavioral Intentions in Health Tourism (Case Study: Lavij Spa)

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Extended Abstract

Nowadays tourism is as an inspiring industry especially when it comes to health tourism which is generally associated with tourists' soul and body. Destination image is a factor that many tourists use for selecting their destinations and this image is important on health their satisfaction and behavioral intentions.

Introduction

Tourism is a driving force for enhancing regional development and successful tourism can increase government revenue, as well create jobs. It is quite important to attract tourists so that they would visit again or recommend the places they visited to others (Ranjbarian, 1385). Moreover, image destination is a factor that many tourists pay attention when choosing the place that they want to visit (Ranjbarian, 1385). Having the right knowledge and attitude toward tourist destination is also important. The destination image, however, is the most debatable topic in marketing research in tourism industry. Because of this, many countries use global and promotional marketing tools to improve their image and compete with other destinations. This concept in the field of tourism is very important because it affects the behavior and decisions of tourists and has an important role in the satisfaction level of travel (Martin and Diamond, 2004). The destination image is one of the favorite topics in tourism marketing because

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it is an essential element in creating and managing a distinct and attractive image of destinations. Several studies that have been done in the past two decades about tourism showed that destination image is a valuable and important concept in the study of the process of choosing a particular destination and has helped our understanding of the behavior of tourists (Balglue and McCleary 1999) . Among various types of tourism, health tourism and its subsidiaries are given crucial attention and because of this attention they show a rapid growth among various kinds of tourism (Garcia, 2006). Despite numerous studies on the subject of tourist destination image in recent decades, this is a relatively new topic in Iran, especially in Mazandaran. According to some previous research, the impact of destination image on satisfaction level of tourists was studied. The current research is done in Lavij spa.

Materials and Methods
Lavij tourists who use spa constituted the statistical population of this study. 384 tourists were selected as the sample of the research. Tools used for this study were questionnaires and SPSS 18& AMOS18 software for the analysis of research.

Discussion and Results
The results showed a positive relationship between destination image with trip quality and perceived value, trip quality with perceived value and satisfaction, perceived value with satisfaction and behavioral intentions and satisfaction with behavioral intentions.

Conclusion
Building a good image of destination can give health tourists a sense of satisfaction and increase the likelihood of future visits. Therefore, it is recommended that proper attention is paid to image destination for the management tourist intake.

Keywords: Destination Image, Satisfaction, Behavioral Intentions, Health Tourism.

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Segmenting the Tourist Shopping Centers of Mashhad through Using a Hybrid Algorithm of Genetic and Fuzzy C-Mean

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Extended Abstract
Tourism system of any location consists of segments, parts and complicated elements which are mutuallyconnected and have network, hierarchy, structure and application in a competitive market. In this regard, Mashhad, as a religious and tourism hub in Iran hosts millions of domestic and international pilgrims to the shrine of Imam Reza annually. Besides visiting its holy shrine, the pilgrims come to this city for medical, recreational and commercial affairs. Mashhad as religious and economic metro police has numerous shopping centers for tourists. The current study has a systematic view toward tourism, and tourists'interest shopping centers. It also aims to study this from a fuzzy c-mean and Genetic algorithm viewpoints which result in 4clusters named traditional, modern, famous and recreational-commercial centers. In order to investigate the significant difference between the two clustering methods, MANNOVA is used in order to show the significant difference between the two methods.

Introduction
In the present era, evolvement and development in various fields of business and tourism have become one of the main elements of trade economy in the world. In this context, regardless of the key goals such as tourism, pilgrimages, educationand meeting with friends and relatives, healthcare and safety objectives, commerce and trade.

Materials and Methods

The study follows a new procedure regarding previous studies, regarding tourism system elements. The survey analyses the main shopping centers as destinations of commercial tourists in the city of Mashhad (see table 1), which is known as biggest religious city of Iran. Regional planned shopping centers are clustered using fuzzy c-mean algorithm. In order to overcome the lack of local minimum in fuzzy c-mean method, the genetic algorithm is employed.

Table (1): the name of the shopping centers

Shopping Center name	code	Shopping Center name	Code
Be'sat	11	Almas-e-shargh	1
Markazy mall	12	Khayyam grand mall	2
Hakim	13	Kaveh International bazaar	3
Ghadir	14	PadidehShandiz	4
Omid shopping center	15	VesalShopping Center	5
Alton Tower	16	PromaComplex	6
ZistKhavar Complex	17	Village Tourist	7
Kian Center	18	Goharshad	8
Salman Tower	19	JannatBazar	9
17 ShahrivarCommercial Zone	20	Reza Bazaar	10

Following our objectives, the data collected are analyzed in the way specified in tourism system elements. In order to analyze the dimensionality of shopping center values we appliedexperts' comments on each element. This study is mainly based on a questionnaire which was filled by experts about shopping centers. Then the valuesa wereimported to fuzzy c-mean method based on the similarity of central points in each cluster. Finally the findings of the two methods are compared with MANOVA method to show the credibility of clustering.

Discussion and Result

Fuzzy c-mean cluster analysis was used to segment shopping centers according to the tourism system attributes (demand, supply and facility). The number of segments was determined by the minimum function value coefficients in fuzzy c-mean method.

The findings showed that 20 shopping centersin Mashhad were clustered into 4 segments. The 4 segments are named according to the main criteria which were collected from experts' comments toward shopping centers in each element. The segments are named traditional, modern, famous and recreational-commercial. The shopping center has a degree of membership to each segment that provides

an adequate view for managers to make a plan for tourism development in Mashhad.Tables 2 shows the 4 segments and the degree of membership of the centers.

Table (2): Segments and degree of membership

Segment				Center name	code	Segment				Center name	code
4	3	2	1			4	3	2	1		
0/778	0/064	0/070	0/089	Besat	11	0/007	0/042	0/081	0/870	Almas-e-shargh	1
0/008	0/862	0/058	0/072	Markazi mall	12	0/012	0/091	0/126	0/771	KhayyamgratMall	2
0/012	0/828	0/073	0/086	Hakim	13	0/006	0/036	0/066	0/892	Kaveh International Bazaar	3
0/008	0/862	0/060	0/069	Ghadir	14	0/864	0/036	0/046	0/054	PadidehShandiz	4
0/019	0/636	0/147	0/199	OmidShopping Center	15	0/015	0/085	0/230	0/670	VesalShopping Center	5
0/005	0/032	0/899	0/064	Alton Tower	16	0/014	0/085	0/161	0/740	Promacomplex	6
0/006	0/050	0/857	0/086	Zistkhavar	17	0/520	0/105	0/159	0/215	Village Tourist	7
0/013	0/058	0/769	0/160	Kian Center	18	0/008	0/821	0/076	0/096	Goharshad	8
0/010	0/054	0/799	0/137	Salman Tower	19	0/008	0/821	0/076	0/096	JannatBazaar	9
0/018	0/444	0/300	0/238	17 Shahrivar	20	0/010	0/830	0/076	0/084	Reza Bazaar	10

Conclusion

The purpose of this study is to cluster shopping malls regarding tourism system. Regarding the determination of shopping mall important aspects, and using genetic and fuzzy c-mean method, the results revealed 4 segments, namely traditional, modern, famous and recreational-commercial. The findings of the present research have important managerial implications. Giventhe emphasis of Iranian customers on attractiveness of shopping motives and experiencesbesides visiting Imam Reza holy shrine in Mashhad, they make most of their purchases prior to their mall visits and marketing stimulation inside and outside of the

shopping centers.Therefore, marketing campaigns should be focused on providing information aboutretailer's offers and destination attractions. Social and recreational appeals for attracting consumers tothe mall may not work well and merchandise appeals may be more persuasive. Furthermore, consumers in order to staylonger at the shopping centermust be paid attention to. Marketingdirected at these centers should focus both inside and outside of the retail premises.

Keywords: Tourism, Shopping Center, Cluster Analysis, Fuzzy C-Mean, Genetic Algorithm

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Criteria and Indicators in Screening and Management of Sustainable Tourism (Case Study: Khamir and Qeshm Mangrove Forests)

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Extended Abstract

Management of tourism in protected areas is essential to develop a management plan tailored to the characteristics of the ecological, economic and social area which can duly help tourism management, facilities and related services. In order to manage sustainable tourism in Mangrove forests, after reviewing and summarizing the internal and external references, 11 criteria and 31 sub-criteria and 55 indicators were extracted. The results of the Delphi questionnaire were distributed among tourism and forestry experts. Results based on a percentage, degree and coefficient of importance showed that 11 Criteria including climate, water, land, biodiversity, vegetation, wildlife, management dimension, cultural dimension, social dimension, economic dimensions and threats containing 31 sub criteria and 53 indicators are important for the implementation of sustainable tourism management in mangroves forests and will be used in the decision-making process. It is clear that implementation of tourism criteria in other natural ecosystems requires independent studies.

Introduction

Sustainable tourism is a motivation for conservation and the protection of nature and threatened species in developing countries in particular. At the same time, it is an effective tool with its contribution to the economy and development of a

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region/country, the employment opportunities it creates and its role in rural development.

While the Iranian Department of Environment (IDOE) has embarked on the mission of sustainable development through sustainable tourism and biodiversity conservation in their protected areas, no monitoring system was developed nor was there a monitoring exercise undertaken by the protected areas authority. There is also no periodic evaluation of the protected area's performance in sustainable tourism management and biodiversity conservation. The IDOE is mandated to manage protected areas, conserve wildlife, promote sustainable tourism, and support sustainable economic development of local people living adjacent to protected areas. Therefore, these criteria and indicators will be used for assessing the impact of ecotourism on the socio-culture of local communities, biodiversity and environment of mangrove protected area. The indicators will also be the standard measurements for evaluating the action and performances of the IDOE in the management of protected areas.

Materials and Methods

The Qeshm Island occupies an area of about 1,500 square kilometers (140 kilometers long and 11 kilometers wide on average) and is the biggest island of the Persian Gulf. Perhaps the most unique attraction on Qeshm Island and the coasts of Persian Gulf for every domestic and foreign tourist is the floating mangrove forest. These mangrove forests with an area about 8583.3 ha is located at 26° 43′ to 26° 59′ Northern latitude and 55° 32′ to 55° 48′ Eastern longitude.

We tried to extract the main indicators by precise literature review. We selected the indicators of this study based on the literature review combined with the result on the necessary factors which were identified at sustainable management for ecotourism.

First of all, the coefficient of degree of importance was adjusted based on below formula:

Moderated coefficient $(Xi) = 10/[\sum(1 + 3 + 5 + 7 + 9)]$

Then by multiplying this adjusted coefficient by initial values, the moderated values (Y_i) were calculated. The weighted values for each degree of importance (1, 3, 5, 7 and 9) were calculated based on this equation:

*Weighted value (Zi) = Yi*n*

Where *n* is the number of experts who have selected the value for evaluating the importance of each indicator. Then sum of the weighted values will be estimated by $\sum Zi$. So, the percentage of importance for every indicator was calculated as below:

$(\sum Zi)$*Percentage of importance: /A*100*

*Maximum obtainable weighted value (A) =N*10*

N=total number of experts

$\sum$*Degree of importance = [(Xi*n)]/N*

After calculating the degree of importance and percentage of importance of all indicators, unsuitable indicators were identified.

Discussion and Results
The results shows that "protected species diversity" indicator has gotten the most and "educational level" indicator the least normalized values. Also, "protected species diversity" has the most and "educational level" has the least percentage of importance and importance coefficient.

The screened indicators by Delphi method are identified as suitable indicators for the purpose of this study. Except two indicators (Educational level and nonnative population), all indicators are received the necessary values (more than the median) and these two indicators should be omitted in sustainable management of sustainable tourism. "Protected species number", "level of management", "appropriate equipment of recreational areas", "existence of solid waste management system", " existence of waste water management system ", "ecosystem fragmentation" and "aesthetics features number" have the most normalized value; while "educational level" and "nonnative population" has the least normalized values.

Conclusion
Delphi results showed that all primary indicators have the needed importance in experts' and decision makers' opinions and generally in the field of coastal region management these indicators and suggested model can be used in similar studies. We used Delphi method in this study and results showed that it is an efficient method in decision making processes. On the other hand, the suggested linear formula shows a mathematical relationship among screened indicators based on their normalized value through Delphi method. So, it is easy to understand and compare these indicators importance during practical decision making. This formula can be used for mapping processes and coefficients can be multiplied in ever indicator layer and lead to sustainable management by classified maps' overlying. Finally, the effects of indicators with both positive and negative points depend on their current condition in the purpose of this study. So it is obvious that Delphi method is an appropriate for selecting, prioritizing and screened the indicators for sustainable management and decision making and this is in accordance with the studies of Sepasi et al., 2010; Danehkar et al., 2012; Haddadinia and Danehkar, 2012 and Hasanzadeh et al., 2013 which applied the Delphi method to prioritize the ecotourism indicators.

This model helps experts to understand importance levels and priority levels of all indicators and makes a suitable decision based on these priorities without destructing environment resources. Hence, Delphi method can be suggested as the most applicable method for sustainable management of tourism, especially in coastal regions and mangrove forests.

Key Words: Delphi, Sustainable Tourism, Mangrove Forests, Khamir, Qeshm

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