

Assessment of Tourism Abilities in the Protected Region of Parvar In Semnan

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Abstract

Today, nature profit and touring in it is called ecotourism which is an important part of tourism activities. There are weather varieties, natural gifts in Mahdishahr, also historical great's heritage, cultural art, cultural architecture, ,hand craft, precious works and also different beautiful attraction such as parvar protected region with different worth, beautiful valley splendid slop, heights ,vegetable and animal special makes this region have necessary abilities for any enjoyable program particularly in different part of tourism and ecotourism. Parvar protected region and Mahdishahr city play a special role in dividend system field to the extension of country tourism using enjoying various abilities in different fields. Study results can be considered as model pattern for applying environmental abilities and systematic outlook in developmental programming and recognition of necessary capabilities for different parts of tourism and ecotourism and lead to compiling regulations and laws for different kinds of permissible and conditional application in region.

Keywords: *Ecotourism, stable development, tourism*

1 Introduction

Tourism is one of people activities that takes place in different societies gradually and changes with changing people life style and come to new stages.

In today's world, travel and tour is not only one of the biggest international commerce sources ,but also is an important instrument for cultural development and growth. Tourism as a policy is an art and

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perhaps is an attribute which has benefits and its development in a country is meaningful.

Iran having tourism attractions provided by responsible management policy can become as the most important world tourism poles and get meaningful foreign currency return.

Mahdishahr having natural potential abilities and equipments various ecological properties ,ecological attractive view ,various historical buildings and economical and cultural attractions is very important as one of the important agricultural regions. Above mentioned environmental abilities cause the region have necessary capabilities for any special programming in ecotourism and tourism in different parts (rezvani,1377,p.25).

Therefore recognition of natural and potential ecological views, profitable environmental resources, cultural and natural attractions and preservation of bioenvironmental precious works can have high economical effects in Mahdishahr(specially parvar protected region) and cause increase in employment and get return in region .

In this study the objective is the recognition of the abilities of the above mentioned region-parvar protected region - for programming in ecotourism and its effects on parvar and Mahdishahr to reach stable development. A theory seems to be that recognition of tourism and ecotourism abilities of Mahdishahr can provide economical and social development.

In analysis of data SWOT model has been used. Analyzing using this model minimizes one of the important instruments of strategic management for conformity weakness and strength with opportunity and threat. First with regard to accomplished studies on region internal and external environment, list of strength, weakness, threats and opportunities were recognized and finally for removing or minimizing weakness, threats and improving strengths of existing opportunities extension of tourism in studied protected regions and suitable strategies have been provided.

Table 1: SWOT matrix and the way of determination strategies

Weakness W	Strengths S	Matrix SWOT
Strategies WO	Strategies SO	Opportunities O
Strategies WT	Strategies ST	Threatsmin T

Reference: Makhdam,(1372),p62

2 Geographical Situation

Parvar protected region is situated in Mahdishahr city. This region is located in 53 degrees, 23 min to 53 degrees, 48 min longitude and 35 degrees, 53min to 36 degrees ,10 min latitude. Parvar is part of Semnan province ,Mahdishahr city. This region is limited to Mazandaran from North, Shahmirzad from South, Damghan from East and Chashm from West -(Tourism General plane of Semnan province,1383, p102).

3 Topography Studies

Consideration of topography of studied region show that it has relative height, as maximum height in Nizwa mountain is 3782meter and its minimum in Darjazin is 1350 meter .It is evident that region relative height reaches 2432 meter that is meaningful .Based on done studies on region topography maps, slope move than 50% with 46% have most space with 703km.

Totally we can say parvar protected region is a region which has different heights such as high mountain rock, hills and high ground that in some of its parts pastoral space and shallow valley are situated. A bow mentioned heights have promenade, and worth seeing attractions. These heights in south and east south regions have steep properties ,and in middle districts have arboreal vegetable covering with the type of leave needle trees and shrub with sparse pasture species and in north districts there are leaf throw forest trees that are affected by Khazar weather.

4 Geology structure studie

Most parts of studied region (Mahdishahr) have been covered by sedimentary and continental stones. Volcanic and penetrating rocks also exist sparsely.

Studied region have crumpled structure with crevasse. These crevasse divided studied region to various tectonic that each has special properties .Effect of active and young tectonic can be seen in the long of coaterner crevasse as chaing river appearance, extents in the river meanders, changing the rate of jammed or withdrewd sediments along the flood way.

5 Hydrology and climate studies

Parvar protected region is situated in southern slope of eastern Alborz mountain, ranging from north districts way affected by weather of north circumstances and south way affected by atmospheric system on Iran central plateau. Mean rate of atmospheric raining in north districts of parvar is 500 mm because of forest covering ,is 260mm in central and south districts and in east south districts reach to 150mm, raining rate decrease from north to south and east to west. Parvar protected region has a permanent river range that was originated from outside of region in heights named Nizva and after passing west and north districts in the placed named kasha Roodbarak exit the region and form one of branches of Tajan in Mazandaran, and many canals and streams reach this river and we can say that parvar region has good water situation because of shallow flowing in western north and north but in other region shallow flowing or no flowing exist or is not meaningful.

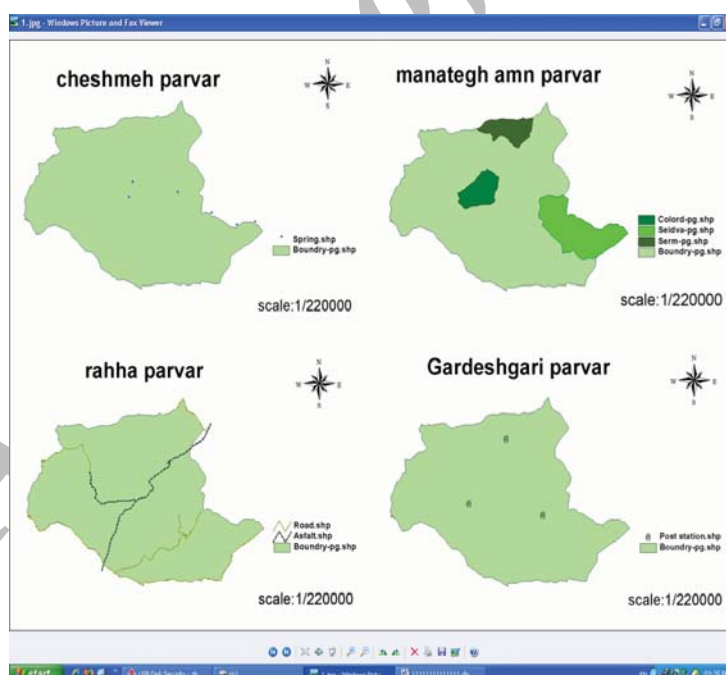


Figure 1: Location of the Parvar territory in Semnan

6 Vegetation or Soil Studies

Regions soils with means slope include low heights mountains with the slope of 15-30%- this soils cover most part of region and include number one pasture and have many potentialities for grazing .Low slope skirt soils include plateau districts and is situated on southern parts of limited space of studied region and from north to south include steep soils with mean abilities for pasture and nomadic soils with low to mean ability for irrigated forming.

Parvar forest regions known as Khazar Phyllde forest is affected by Khazar weather and humidity and needle leaf forest (orszar) cover limited space of region specially north and west north districts and form less than one fifth of the area.

7 Human Studies (Population-Economic):

Population statistics survey on different periods of census suggested that most parvar region residence faced population decrease. For example population of Telajem was 91 in the census of 1365 and was 16 in 1385 ,or Kulim faced decreasing .This matter was seen in more villages of course in studied villages .Kavard is an exception.

Table2: population transformation in parvar village

Number of family1385	Population in 1385	Number of family1375	Population in 1375	Number of family1365	Population in 1365	Village
5	5	3	8	6	24	Parvar
7	16	16	58	17	91	Telajim
8	17	3	7	20	49	Roodbarak bala
7	25	14	59	15	88	Finsek
30	85	8	25	12	37	Kavard
21	41	23	66	30	145	Kulim
12	18	8	19	-	-	Roodbarak pain

Reference: Iran statistic center (1375 and 1385)

Deareasion trend of employment in agriculture to total agriculture in Semnan province, Semnan city, Mahdishahr ,and studied region during previous decade suggested redoubling this economic part in Semnan province ,Semnan city and studied region.

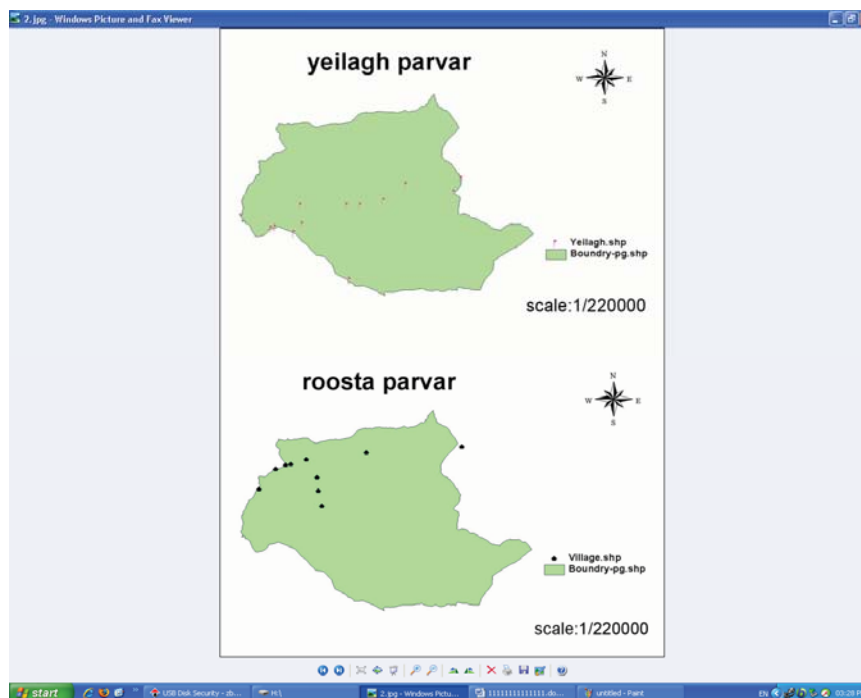


Figure 2: Situation of migration in Parvar village

Table3: Total area of irrigated farming lands in parvar village

Total area of irrigated farming lands	Village
33	Parvar
50	Kulim
Not reported	Kavard
24	Telajim
20	Finsek
1	Roodbarak bala
5	Roodbarak pain

Reference: Semnan general design, 1378

Employment in animal husbandry is a critical index of studied region and Mahdishahr and for preservation, programming and government enormous economic investing and local responsibility are very noticeable. Approximately clans constitute more than half of population that with the population of 15000 nearly 1 million domesticated animal are kept which increased economic importance

with producing meat and dairy products which are exported to adjacent provinces (Arghan, 1386, p102)

Subject consideration in region suggested that industry hasn't been accepted and does not have a meaningful position in region.

Service and trading activities that are done on studied village zone are often related to foodstuffs retailing services and alimentation, vehicles repair shops and house goods. According to received information in studied region there are one village cooperative company (Telajim) one bath, 7 Islamic assemblies. All villages access to filtrated water, electricity, and most villages have radio waves and original TV channels (1 and 2). Also a telegraph center has been reported to exist.

Analysis based on SWOT model: to provide policies and strategies for development of tourism in protected regions recognition of fourteen factors (SWOT) for remaining weakness, threats and improving strengths are inevitable. Based on this, policies for development of these regions with listing the most important strengths and opportunities aimed at:

- 1-Plan for aggressive strategies based on exploitation of competing preferences for protected regions.
- 2-Explaining the most important opportunities for removing inter-region weaknesses by providing reviewing strategies for re-allocation of resources.
- 3-Plan for the most important inter-region strengths to remove intra-region threats, with emphasis on variation strategies to remove protected regions necessities and,
- 4-Plan for defensive strategies to remove regional vulnerability just as we can see from table 7 external opportunities, 9 external threats and 10 internal weaknesses have been identified and considered. Therefore generally we can say vulnerability threshold of this region is very high and requires providing and reviewing suitable policies for removing weakness and threats using opportunities and strengths.

Table4:Matrix SWOT(Influencing critical factory on tourism of parvar protected region)

External	Internal
<p>•opportunities(o):</p> <p>O1=Increasing more motive for travelling and tour on parvar</p> <p>O2=Nearness to population and political poles-Mahdishahr and Semnan</p> <p>O3=Increasing government attention to programming and investing in tourism</p> <p>O4=Increasing motive of private part to investing in tourism part</p> <p>O5=Skilled and expert forces adjacent to this regions (specially semnan)</p> <p>O6=Governmental and non governmental organization and constitution for supporting and providing services and facilities to studied region</p> <p>O7=Increasing attention and protection authorities of tourism with employment and getting return from protected regions</p>	<p>•Strengths(s)</p> <p>S1=Beautiful and unique view</p> <p>S2=High summit and heights</p> <p>S3=Sport and varieties attraction in studied region</p> <p>S4=Easy and suitable access to this region for tourists</p> <p>S5=Nearness to semnan ,Mahdishahr and Shahmirzad</p> <p>S6=Traditional and local culture and ceremonies also historical and worth seeing places</p> <p>S7=Quiet and silent environment</p> <p>S8=suitable market for selling agricultural product ,etc to tourists</p>
<p>Threats(T):</p> <p>T1=Increasing services and facilities in competetior tourism region (specially north)</p> <p>T2=Lack of providing license and facilities from government for extension and development of tourism equipments and installation in this tourism regions</p> <p>T3=Increasing tourism tend and motivetor travelling to adjacent regions</p> <p>T4=More population and crowding this regions compared to competitor region in future</p> <p>T5=Water,soil and climate pollution this regions</p> <p>T6=Increasing social violation with arrival tourists</p> <p>T7=Destruction trees and plants covering and pasture</p> <p>T8=Destruction agricultural lands and rural farms</p> <p>T9=Destruction local culture and tradition</p>	<p>Weakness(W):</p> <p>W1=Unsuitable residing facilities and equipment</p> <p>W2=Unsuitable facilities and hygienic facilities</p> <p>W3=Region people intendency to investing in tourism</p> <p>W4=Unsuitable varieties facilities and equipment</p> <p>W5=Lack of skilled and expert forces on studied region</p> <p>W6=Unsuitable distribution of tourists in different seasons</p> <p>W7=Unsuitable environmental sub structure</p> <p>W8=lack of governmental programming and investing in this region</p> <p>W9=Different between culture of tourists and region residents</p> <p>W10=Lack of acquaintance of villages and lack of them education about their contact with tourists</p>

Reference: Resercher Analyzing studies

Furthermore in this part other than above cases, they assess most advantages, and limitation for prioritizing alternative in the view of people ,authorities and tourists to get a qualitative result and more

critical logic. Then have been prioritized with regard to provided opinions.

Now each of the weaknesses, strengths opportunities and threats have been analyzed and considered in the view of three partnership groups in this survey.

1-Authorities: Analyzing SWOT suggested that beautiful view components and green environment and gardens, springs and different attraction are very important in parvar tourism development in the view of authorities.

Also increasing more motives for travelling among people is the most important external opportunity in the view of authorities although lack of desired facilities and services components in competitor regions compared to this region are less important external opportunities to develop tourism.

2-People :Also analyzing SWOT show that beautiful view garden and green environment are most important internal strengths and suitable market for selling agricultural products to tourism are as less important internal strengths in development and extension of tourism in the view of people .Furthermore, unsuitable residing equipment and facilities in the region are the most important internal strengths and intendancy to investing in different parts of parvar are less important internal weaknesses in the view of people.

3-Tourists: regarding the table and SWOT model we can say that beautiful view,gardens and green environment are most important internal strengths and local and traditional culture and tradition are as less important internal strengths in tourism extension in this region in the view of tourists.

About external opportunities tourists believed increasing more motives for tour and travelling among people are the most important external opportunities and lack of suitable and desirable services and facilities in competitor region, because of high population, are less important for extension of tourism in the region.

8 Conclusion and suggestion

For having different natural view and bright historical antecedent Parvar protected region can turn to one of the internal tourism important centers and the following strategies can be useful:

- 1-Setting skilled and proficient director in protected and historical places.
- 2-Increasing basic tourism facilities and paying special attention to residence.
- 3-Informing tourists about people's lifestyle and cultural and regional attractions.
- 4-Preventing environment pollution by tourists.
- 5-Introducing tourism attraction of Semnan by mass media specially Semnan tv and radio.
- 6-Appointing stable price for goods and services.
- 7-Strengthening tourism agencies and establishing hotels and hospitality centers with suitable quality and price.
- 8-Providing long-term loan with low profit for ones who want to invest on tourism.
- 9-Establishment of instalment tours for poor people.

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