

Place of Tourism Superior Areas (career opportunity) A Case Study: Semnan County

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Abstract

Nowadays many countries have apperceived the wide dimensions of travelling or tourism industry from the point of view of manufacture, employment and income providing and they have put all of their efforts to develop this industry since many decades ago. Because of containing natural, historical and cultural potentials Iran is one of these countries which has always been visited by Tourists from all over the world; this element provides easy conditions to exploitation and development of tourism substructures.

Considering the government's goals and politics in the view point of the country which accepts 20 million foreigner tourists, there is an avoidance to provide tourism substructures and investment for this case. According to 8th article of law of legacy, handmade industry and tourism organizations absorb local and foreigner financers approved in 19/12/1380 gave the authority of the provide tourism substructures and present services governments to tourists in capital areas of country, have provide the chance of establishment of the tourism superior areas.

In fact tourism superior areas are as a supposable finance opportunity to foreigner and local financers. Regarding this cultural management, handmade industry and tourism organizations of Semnan county with feasibility studies and operational zing, has over 25 tourism superior areas.

In this research, we had studied the role of tourism superior areas and finance in this section to absorbance of the tourists in the state's tourism superior areas such as Abr woods, Darband cave and Ali fountain, Bone mountain, and appraised the role of this areas in providing employment for

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the folks, and in the end we provide a conclusion and propose some suggestions.

Keywords: *Tourism, Superior areas, Finance, Employment, Semnan's county chosen Superior areas.*

1 Introduction

Tourism industry is a collection of activities, services and various sources that are presented along a trip. The most important purpose of tourism development is economical and social development of travelling areas as an important part of the native, local and national economics by creating income and employment (Khayambakhsh, 1385, p29).

Especially in developing countries, where the other forms of economics like production or extraction doesn't bring economical benefits or doesn't play an effective role in trade and commerce scene, tourism industry would be emphasized. The countries such as Iran which mature of its currency sources depend on oil and on other possible capabilities and several historical, cultural and social attractions, development of the tourism industry can be very advantageous (Beykmohammadi, 1379, p248). Also considering the tourism importance and its role in economic, social life and culture of the country and identifying and electing tourism superior areas are known as an important affair.

So far the identification of 1000 tourism superior areas have been approved. (Islamic republic of Iran news agency, 6/7/88) Also in Semnan county 23 tourism superior areas and two international superior cities (Shahmirzaad, Bastaam) have been approved. Four tourist superior areas in this study are:

Damghan's Ali fountain, Semnan's Darband cave and Shahrood's Abr woods.

2 Importance of Tourism Superior Areas

Tourism is consist of that activities of people who travel out of their ordinary living place in case of relief, job and other reasons, inhabit there for at most an uninterrupted year (Papoli Yazdi, 1385, p13). In present age tourism has got several capabilities and is considered as a clear and smokeless industry. Spectacular and considerable growth of this industry in the last fifty years, would show the feisty economical and

social importance of it. And expansion of it ,especially in less developed countries , is an effective element against the poverty and is the cause of increase in all layers of society's income ,decrease in the unemployment and the economical prosperity and finally people's life improvement and increasing social welfare level(Kazemi,1385,p4-6)Indeed nowadays tourism industry is considered as one of the important implements in declaration of national , cultural and educational identity which brings income and growth(Nazarian,1385, p110).

Tourism superior areas are known as geographical spans which contains collection of historical, natural and cultural attractions their existence would be a motivation for passenger's travel and inheritance. The need for establishment of tourism installations including inhabitancy and reception and needed substructure in this geographical span based on capacity and space of the area surfaces are ranked in four levels , local(with minimum 30 hectares), provincial (min 50 hectares),national(min 100 hectares), international (min 300 hectares), for determination of geographical span and provision of the area's map with considering collections of elements that have been effective on choosing the area as a tourism superior which needs basic and comparative studies.

In fact the importance of tourism superior areas is that, in these areas which are out of the cities frontages, issuance of buildings establishments authority, project's conclusion and crime nihilism are on the financer and there is no need to another certifications (Cultural legacy news agency's web site6/9/88).

3 Tourism Superior Areas are Divided into Four Ranks

A. International tourism superior areas:

It's an area that is designed and equipped with the purpose of absorbing the foreigner tourists and its min space would be 300 hectares.

B. National tourism superior areas:

It's an area that is designed and equipped with the purpose of absorption of the Iranian tourists from all over the Iran and its min space would be 100 hectares.

C. Provincial tourism superior areas:

It's an area that is designed and equipped with the purpose of absorption of provincial tourists and its space would be 50 hectares.

D. Local tourism superior areas:

It's an area that is designed and equipped with the purpose of absorption of local tourists and its space would be 30 hectares (www.miraszanjan.ir.com).

4 Economic Effects of Tourism

Tourism is growing as one of the fastest economic parts. Pioneer countries in this industry, are gaining a large amount of income from tourist's entrance each year (Shaw, 2004, p8). Countries and societies in an increasing shape had realized this fact that to improve the economical conditions they should be inventive and try to find new ways.

Although there are different situations in different parts of the world, but tourism industry has always been an element to improve economical situation (Ranjbaran, 1379, p66). And also tourism influences the public budget because reforming and expanding sub structural installations impose the biggest pressure on the public budget. Tourism developing cohorts believe that the tourism uses the available substructions, and this opinion is somehow correct (Ghaderi, 1380, p68).

In fact accomplishment of tourism activities in the real meaning and according to standard principles and methodical scales and international standard and government's executive practical politics is the cause of earning income and are the real fortune creators (Hasani, 1387, p261).

5 Tourism Effects on Employment

Costs of providing career opportunities from tourism development are incomparable with the other economical phases, because it depends on this industry professional services rank. For example cost of providing the career opportunity in dwelling installation of a 5 star hotel or a one star motel is completely different.

So for choosing the type of demanded tourism we should pay attention to the maximum available business with considering the level of country's technology and the available facilities (Fargham, 1375, p93). Indeed tourism is the cause of direct and indirect

employment. In fact the companies that employ directly are those whose personals are in touch with the tourists in hotels, tourism agencies and so on. And the companies that employ indirectly are those who are in contact with the companies who provide direct employment in this industry (Vei, 1382, p264).

Currently this industry has got a high percent of direct and indirect employees who are expert and semi expert work power. According to international tourism and travelling council statistics 1 out of 9 expert workers and personals in the world are working in the tourism industry. In 2005 3.11 percents of all world's work power was working in the tourism industry directly and indirectly. Also each 6 tourists that enter the country provide a job for one person (Hasani, 1378, p261).

6 Study Area

Semnan state with 98,515 quadrate km space consists of 5.8 percents of the Iran that is the sixth state of Iran in the width. Capital of the state is Semnan city that ends to the Mazandaran and Golestan from the north, to the Esfahan from the south, to the khorasan from the east and to the Tehran from the West (Zendehtdel, 1376, p23).

Darband Cave: This Cave is near the Mahdishahr's Darband village and is 17 km far from to Semnan that is known as a national tourism attraction and it's cold in winters and have got a mild climate in summers, and has tourism attractions all the seasons.

Abr woods: This jungle is 22 km far from the Shahrood-Azadshahr's Road near the Abr village, and is also known as natural tourism attraction in summer and spring, and for mountain climbing in winter and autumn.

Ali fountain: It's near the Astaneh village and 30 km far from Damghan-Shomal road. It is also known as natural and historical tourism attraction and have got a semi wet-mild climate, and attract tourists in spring, summer and the beginning of the autumn.

Bone Mountain: This area is 10 km from Garmsar city and near Naroohe village. It is also known as tourism attraction and have got a semi dry-mild climate and attract tourists in spring, summer and autumn.

7 Tourism Superior Areas of the Semnan County

The state's long time goals is tourism development with emphasis on ecotourism and protection of state's historical and natural heritages. Accordingly state's tourism superior areas has approved by minister's staff at 4/4/1386. In Semnan 23 Tourism superior areas and 2 tourism superior cities has been confirmed and approved. Those areas are:

In Semnan county:

Semnan's hotwater, Darband Cave, Parvar area, Roodbarak area and Shahmirzad's superior city.

In Garmsar county:

Kavir national park, Behrood area, Yane kooh area, Rame area.

In Damghan county:

Ali fountain, Pirkhooshtar fountain, Shahid Shahcheraghi dam, Gerd kooh stronghold, Gholghol fountain.

Shahrood county:

Tooran zistarke, Abr woods , Ghatri woods, Khosh yeylagh protected area, Olangh woods, Majn and Tong Dastan-Taash , Farahzad and Hafrang fountain , Dasht shaad woods, Hosein Abad and Nam Nik waterfall , Kalpoosh sunshade and copse fields and Bastam superior city (Bidokhti, 1388, p69).

Darband cave tourism superior area: From tourism attraction of this area we can mention a very good climate from middle of spring to beginning of autumn, stand in 5 km north of Shahmirzad , the view of the Shahmirzad's big walnut garden and so on.

Regarding the number of visitors considering the cave yard's light limitation each week 350 tourists visit the cave. (Figure1)

Abr woods Tourism superior area: From this area's tourism attractions we can mention Khazari breadleaved woods, variety of the area's Flora and Flor, fog formation over the woods by Khoshabad famous wind, summer wet climate and existence of fountains and beautiful views and medical herbs in area. Each year more than 3000 people of the neighbor area come to the Abr woods and spend their leisure times there, and also many group tours are available there by the governmental systems. (Figure2)

Ali fountain tourism superior area: Indeed Damghan to Kiasar road passing by the Ali fountain that would link the enthusiasts to the Khazar sea and the jungle lands and the beautiful Kiasar's dry farming

lands. The Mansour stronghold, Gerd kooh stronghold, Pirkhoushtar fountain and Shahid Shahcheraghi dam in front of the Ali fountain pleasant dene are the area's tourism attractions, and also good climate, historical buildings and the abundance of the summer fruits are the other area's attractions. Every year over 20000 people visit this historical area at weekends and along the summer.(Figure3)

Boneh Mountain tourism superior area: From this area's attractions we can mention Hableh Rood and children swimming in its edge, fishing and using the border baskets and tree lands, mountain climbing and the beautiful views of water channel. The Garmsar city, 10 km from this area is without the fan places and at weekends over than 2500 people are visiting the area and have some fun there.(Figure4)(Semnan county's cultural legacy,1387,ss 139-97-37-19).

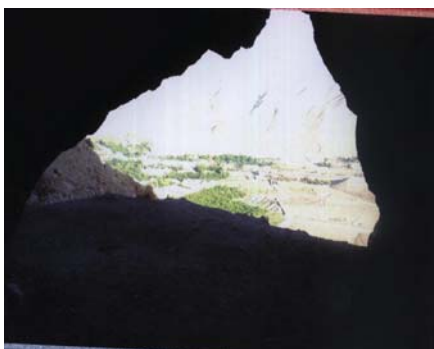


Figure 1: Photograph of Semnan Darband cave



Figure 2: Photograph of Semnan Darband cave



Figure 3: Photograph of Damghan Ali fountain



Figure 4: Photograph of Garmsar Boneh Mountain

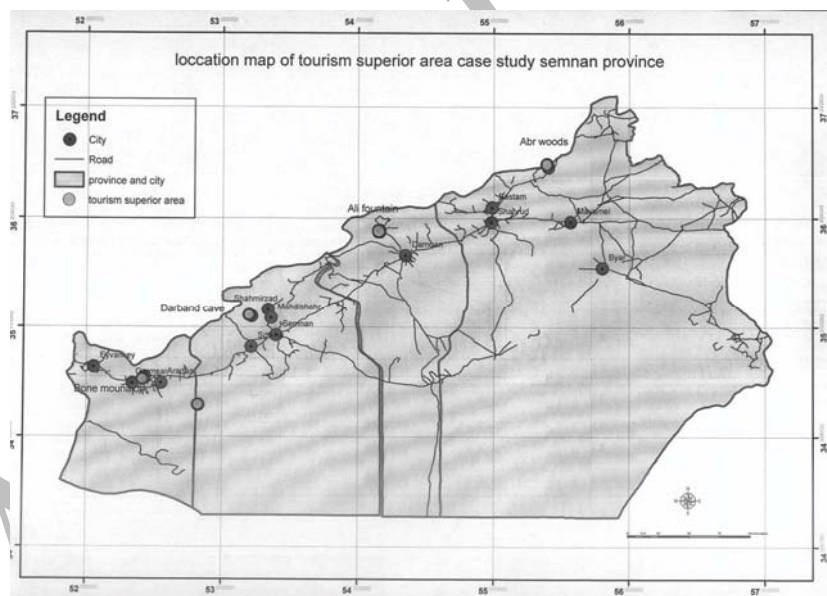


Figure 5: Location of tourism superior area

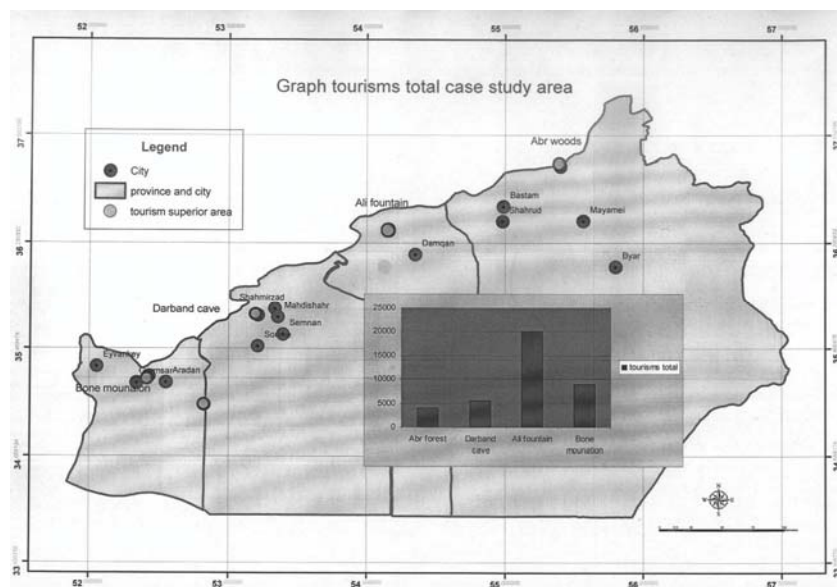


Figure 6: Graph tourism total area

8 The Effect of the Tourism Superior Areas on Providing the career opportunities

192955 out of 302436 inhabitants of county are active population and 311559 of them are inactive population and according to these statistics 17633 persons of economical active population are employed and 16222 persons of them are unemployed (Semnan county's Statistical almanac, 1385, p85).

The number of Entered tourists to the state was 270743 persons in 1386. The number of visitors of the museums and historical buildings was 103000.

Semnan county with the different sources of facilities has absorbed just 1598 foreigner tourists.

Indeed considering the tourism capacity and facilities and existence of the tourism superior areas in the Semnan county, it does need more finance. Usually the amount of total needed finance to provide jobs is abstained by this formula:

$$T_i = L \cdot U$$

$$T_i = \text{Total needed finance}$$

L = needed finance to provide jobs

U = the number of unemployment

The average of needed finance for each job in Iran is 312 million Rials, and the required finance in tourism for each job is 208000000 Rials. The employers' number of Semnan county that is exhibited by the statistics was 162222, so total needed finance to provide job in the state is:

$$16222. 208000000 = \text{nce}$$

Also obtained incim3374176000000 Rials= Total needed finance

$$Y = x.c$$

Y = Obtained income from each tourist

X = Average of inhabitancy of each tourist

C = Cost of a tourist's inhabitancy

If we assume that the average of inhabitancy of each foreigner tourist is two nights and the average of cost per night for each tourist is 175 Dollars , the obtained income from each foreigner tourist would be approximately 350 Dollars (350000 Tomans) for two nights. In fact the more tourists' inhabitancy, the more obtained income from that tourist, accordingly obtained income of tourism would increase and this brings the employment prosperity in this section.

Obtained income from entering of foreigner tourists would be as follows:

Considering the number of the foreigner tourists, was 1598 in 1386 and according to calculations, the obtained income from each foreigner tourist was 350000 Tomans in two nights, thus the total abtained income from the foreigner tourists to this state is:

$$1598. 350000 = 559300000 \text{ Tomans}$$

If we divide it to the amount of finance to provide a job in the tourism phases (208000000), we can employ about 270 persons. In this research the same studies have been done for the tourism superior areas in the state, they are:

Boneh mountain Tourism superior area: The most important finance spaces are: creating the inhabitancy installations, recreational, alcoves, sport facilities and waterfronts and water facilities.

And also the area's abilities and opportunities are: The railway in Boneh koo 500 meters far from superior area, laying in front of the state's constant river and asphalt but narrow ways, existence of natural sources spaces in two sides of the river with tree covering and accession to crowded centers and temperature inequality with Garmsar city. According to this estimation 30 billion Rials had been considered for this area by which we can provide direct jobs for 15 persons and

indirect jobs for 150000 people. In fact by the beginning of the tourism superior area's activity, evolutions and motions in area are generated, and the other county's tourists would also use them.

Damghan's Ali fountain tourism superior area: the most important financial spaces of this are: building hotels, restaurants, cultural, recreational and dwelling centers.

Also of the area's capabilities and opportunities are : Being close to the Tehran-Mashhad's main way , containing electricity , water , telephone and appropriate paths and accession to the crowded centers and regulated spaces of historical building and green spaces and large pools, suitable for boating.

Indeed 100 billion Rials has been estimated for this area by which we are able to employ about 400 persons 18 of them with direct jobs and hundreds of them with indirect jobs. It also has a lot of effects on exposition and sale of the garden productions in the area.

Shahrood's Abr woods tourism superior area: The most important spaces in this area are: creating receptions and inhabitation installations tourism camp, sport and fun installation and also the area's capabilities and opportunities are: Existence of Khazari tree cover and woods(Hirkani) and abutment to the Iran and Touran's growing area , existence of the fountains , landscapes and stone salientions in jungle and herbal variety and easy paths into the woods and accession to crowded centers.

Indeed the 80 billion Rials finance has been estimated for this area. With this amount of finance we can provide job for 300 people, for 15 persons direct jobs and for hundreds indirect jobs.

Darband's cave tourism superior area: The most important financial spaces of this area are: Install tellski(lifter installations)and inhabitation facilities, fun facilities, and provide substructural services. Also some of the capabilities and opportunities of this area are: nice weather, restaurants and loose air in summer and spring, falling snow, Darband valley green space and the migration paths of a group of Sangsari clans in the beginning of spring and end of the summer.

In fact 20 billion Rials finance has been considered for this area. With this amount of finance we can provide jobs for 100 persons, direct jobs for 15 and indirect jobs for 85.

9 Conclusion and Implications

According to UNESCO's scales, Iran is one of the top ten countries in the tourism attractions and it is the 89th in this ranking, regarding currency income whereas Iran's income from tourism industry is much more than oil industry!

Semnan state have got great historical, natural and cultural potentials. They haven't got paid much attention to introduce their abilities in order to attract tourists.

Of course this study focused on tourism superior areas in the state which can be represented:

Tourism industry development in national and local spaces, providing employment and income for the area's villagers, prevention of the area's villagers migration to the city and multilateral development of the area.

According to the mentioned reasons cultural legacy organization has assessed some special points for the state's tourism superior areas which include:

Emission of the tourism superior areas installation agreement is on the cultural legacy organization, providing needed credits for the service installation (water , electricity , path) to the project location , providing lean after 20% spending by the financier, dispense the control alternation, abandon the country lands by agricultural organization and so on.

Thus by fundamental checking, planning and studying and finance on each of mentioned tourism superior area's abilities, we can expand the tourism and develop the area. Beside of the finance point, the long inhabitancy of the tourists is considered, because they bring income increase with themselves and this point will make employment in the area.

Providing methods to tourism development and tourism superior areas: Taking advantage of all the local and foreigner capacities to develop tourism industry and providing the needed substructures for the expansion of this industry are from the tourism and cultural legacy organization main plans. According to this, now, tourism substructural development is one of the country's main acts, in fact determining and approval of the tourism superior areas in different parts of the country is one of the main methods for developing tourism industry and

attraction of the local finances with the purpose of people's association in the development and prosperity of tourism industry.

According to this, it is necessary to do some actions to develop tourism industry and tourism superior areas, some of them are:

1-Politicizing and planning to attract local and foreigner sources and finances to expand the cultural legacy, tourism, handmade industry, and traditional arts activities

2-Providing extended plans for the organization activities and establish needed facilities to execute them.

3- Checking needed methods to identify new protectional resources and attracting finance.

4-Checking the laws of country's banking system and providing needed offers to take advantage of bank's convenience to make the organization's goals true in cultural legacy, tourism, handmade industry and traditional arts phases.

5-Planning to eliminate economical troubles of the cultural legacy, tourism, handmade industry and traditional arts phases

6-Checking the provided methods by governmental and un-governmental sections in the phase of missions and authorities of the organization from technical ,economical , social and cultural views and agreement emission to execute them.

7-Presidency and control on developing patterns and conditions of abdicated disposal convenience in all the execution levels.

8-checking and studying the professional needs of work power needed by organization's duty related phases and presentation of suitable solutions to expand career fortunes in this place

9-Research, check and present offers to develop tourism superior areas in the different parts of the country and presidency on this areas administration.

10-Providing the needed chances to install the sub structural tourism facilities and services,cultural,welfare centers in the tourism superior areas.

11-Good reporting to declare the attractions and cultures to local and foreigner tourists to county

12-Holding tourism congresses and checking the tourism superior areas and taking advantage of professionals in this field

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