

Explaining Factors Affecting Tourist Attractions in the City of Some Sara, Using a Hierarchical Analytical Model

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Received: 17 November 2015

Accepted: 11 September 2019

EXTENDED ABSTRACT

Introduction

Today, the tourism industry as a dynamic and inclusive system embraces all the pillars of a global community. Tourism is one of the world's largest industries and affiliated with a large part of the global economy, a phenomenon that is characterized by high mobility in economic, political, Has a social and environmental impact that has an impact on the economic, social and environmental factors, resulting in various effects and consequences. From the issues and problems of the tourism sector in Iran, the position of the tourism sector in the country's planning system, planning and management weakness, lack trained program for tourism, weakness in infrastructure and circulation services. The study area of this research is the city of Soyma Sara. This city, having natural and human potential, can become one of the tourism poles and one of the major tourist destinations. The present paper is an explanation and ranking of effective indicators for sustainable tourism development. The research methodology is descriptive-analytical, library studies and questionnaire, and it is based on the assumption that what indicators are effective in the development of tourism in the city. The results show this region is one of the most beautiful and most talented areas in the province. It is one of the tourist hubs. Considering the capabilities and potential of the study area with the development of infrastructure and tourism services, quantitative and qualitative tourism can be taken in the light of developments Tourism in this area.

Methodology

The present paper is of an "applied" type of research and its research methodology is "descriptive and analytical" and in terms of nature and method is a kind of "surveying" research. Hence, in reviewing the current status of rural tourism as well as damage caused a descriptive method has been used for tourism purposes and for analyzing and analyzing the data, and analyzing the relationship between variables has been used. The information needed for this research has been obtained through library and field documents. Thus, in the documentary method, by referring to scientific and research centers, documents, and libraries, the sources and sources related to the subject matter of the research have been studied and the related issues of research, research background, theoretical foundations and geographical and demographic characteristics of the area The study has been obtained. In order to complete the documentary information, a field and survey method has also been used. After collecting through documentary and field methods, and organizing and categorizing

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them, statistical methods (descriptive and inferential) have been used to analyze the information. In this study, SPSS software was used to draw the tables and graphs of EXCEL software and to map the map using ARC GIS software. The statistical population in this study was experts in the field of tourism and managers of the city.

Results and Discussion

The city of Sumaza Sara in Guilan province has been exploring and ranking the effective indicators for sustainable tourism development and identifying which indicators have been effective in sustainable tourism development. The phenomenon of tourism is rooted in movement and mobility and mobility is an integral part of human life. Therefore, it can be said that the history of the tourism industry may be as old as human activity, and only its forms and purposes have been different. Tourism and tourism experiences are, in their current sense, the product of today's human society, a society which, according to Hegel, is based on modernism, and modernism is the same as the industrial revolution, in other words, the newly born tourism industry is an industrial revolution. In today's world, tourism is the largest commercial source of tourism. Internationally and economically important and valuable. Tourism, as an industry, has the benefits that its development in a country prone to increasing labor and income both nationally and in foreign currency as well as the rate of tourism money, It is noteworthy The tourism industry, on the one hand, is of particular importance due to its economic importance and, on the other hand, due to its social and cultural effects. The purpose of this research is to identify and rank effective indicators for sustainable tourism development. In this article, it is tried to study the indices of tourism development and its factors, and the role of cultural, natural and infrastructural attractions and superstructures in development. Tourism will be discussed with emphasis on sustainable development of this region. To this end, the present study uses a survey method and field studies to identify the potential impacts of tourism studied in the area in question. Studies show that Several factors affect the decision of tourists for travel. According to the findings of this study, the study area is one of the many tourist attractions that host many tourists each year. Among the most important attractions of this area are environmental factors, Cultural and religious attractions, weekly markets, all of which are the hallmark of the masterpiece and the goddesses of the gods brought to the tourists. With a glimpse of the process of developments and the annual growth of tourists in this area, the planning and management of the correct and timely training of tourism operators and considering the abundance in this area can be expected that the tourism industry from It is a good development and is a good destination for tourism and its development for the inhabitants of the districts. The construction of large-scale transportation networks, transportation network, and residential facilities and facilities in this area can turn the tourism of this area into a major development. In the field of economics and social sciences, the environment of the study area.

Conclusion

Considering that the Somesara District has high potential in tourism, these strengths should be considered as an opportunity to exploit this potential. The tourism development of resources is due to the fragility of the ecological and social environment. It should be done within the framework of a sustainable management structure. In this study, the dimensions of environmental, social, economic, and institutional management in the area of the Somesara Sara have been considered. For this dimension of components is considered, in which indicators are defined and measured. The potential of the region is a problem in the development of tourism. On the other hand, it shows that attention to the development of each of these dimensions can be balanced in other dimensions. Because attention to the environmental, social and management dimensions of growth the economic result of tourism development is that this sustainable economic development leads to environmental and social sustainability in the case of sustainable development of four dimensions of tourism in the region, this destination can be considered as an international destination.

Key words: indicator, development, sustainable development, tourism, somesara