

Determining Tourism Priorities and Investment in selected Rural Tourism Sites in Northwest Guilan

Shahram Amirentekhabi*

Assistant Professor, Dep. of Geography, Payam Noor University, Iran

Reza Veisi

PhD. Candidate in Geography & Urban Planning, Kharazmi University, Tehran, Iran

Mojgan Sababkar

M.A in Geography & Urban Planning, Payam Noor University, Iran

Saeid Mahmaodinia

M.A in Geography & Urban Planning, Payam Noor University, Iran

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EXTENDED ABSTRACT

Introduction

Tourism development strengthens the foundations of economic impact, through employment creation, income generation, exchange technology and strengthen social infrastructure of communities. Recently, the development of tourism in developing countries is widely accepted in the government's agenda. Meanwhile, many policymaker's tourism development as a key element of sustainable development as well. Therefore, achieving the Tourism Development requires an appropriate organizational structure, planning and human resource training, rules and regulations to attract tourism and investment. Iran is one of the ten countries of the world in terms attractions (culture and civilization) and tourism among the first five countries in the world in terms of diversity of the natural environment and among the first three countries in terms of the variety of handicrafts. Thus, investment in tourism infrastructure and use of the potential of cultural and natural Iran to attract tourists, an appropriate way, development. One of the important issues in the field of investment and resource allocation, management is correct. The main task management, allocation of scarce resources to the highest return opportunities followed. Rural areas Guilan due to the presence of natural attractions, including the sea, coast, plains, foothills, mountains, rivers, water and forests, as well as historical attractions and culture as a central pillar of tourism in Iran known. Many are capable of attracting domestic and foreign tourists. Despite the attractions mentioned in many areas of the province, has led to many tourist places in Guilan purpose exist. One of the most important issues facing managers in the field of tourism development puts tourism. The leveling of tourist destinations to prioritize investments and the level of services required at each location. To public and private investment projects carried out in places. That be enough to attract tourists through the infrastructure have been provided. Therefore, research in the field of rural tourism grading and ranking of sites in Guilan, to avoid wasting money and losing time is necessary.

Methodology

Prioritization of selected touristic sites according to multi criteria decision technics, with the purpose of determining the tourism potentials of these areas for tourism planning, development

* Corresponding Author:

Email: shahram_aeh@yahoo.com

and investment and launching reconstruction projects counts is considered as a necessary approach to the process leading to uniform and sustainable development of rural areas and prevention of waste of time and money. In this research instances rural touristic areas in west Guilan are prioritized for tourism development and investment. To do this a descriptive-analytic approach is used along with 29 criteria, 11 of which concerning natural and human attractions, 5 regarding tourists attracting domain, and 9 involving authorized and programmable land area.

Results and Discussion

Findings resulted from analytical hierarchy process (AHP) demonstrated that Lisar area, as a selected touristic site, was ranked as number one for tourism planning and development. This is because of the beautiful beach and historical sites in Lisar, its artificial, cultural and social attractions, as well as the touristic route with beautiful scenery. Esteel lagoon, regarded as having natural and human attractions such as lagoon, lake, penetrable forest, historical sites and social and cultural attractions stands second for tourism planning and development. Touristic village of Guisoom, being a part of Talesh county, with sand beach, forest route, and artificial and natural attractions achieved a rating of three for tourism planning and development. Also, findings resulted from cluster methodology considered the selected touristic places (Lisar, Talabe Esteesl, Guisoom, Lavandavil, and Pesar) as the first planning priority and identified them as tourism poles. Touristic places (Zendaneh, Ardeh, Asb Reeseh, Aq Evlar, Maryan, Jokandan, Baame Sabz in Masal, Heiran, Tazeh Abad and Ser Agah) were in the second planning priority and identified as tourism poles. Finally, the selected touristic places (Bibi Yanlou, Dashte Daman, Almas, Oulesblangah, and subatan) were in the third planning priority and identified as tourism poles. In the end, a number of suggestions concerning spatial function of the places in each cluster were put forward. Based on the proposals in accordance with the spatial locations in each cluster were presented. The space to cover all of the needs of diverse tourists each hotspot in sustained engagement with each other. The type, the supply and distribution of needed services is based on the performance of each center of gravity in space. Provide some services and basic infrastructure as key elements minimum required in tourism development such as drinking water, piped healthy, convenient way to access, electricity, or security lighting grid, providing communicate through the network across mobile, parking considered Although other tourism services in accordance with the weight distribution of the performance of each space tourist center in the region, Spatial distance between centers in such a way that tourists can easily benefit from all the services they need in the shortest time.

Conclusion

Based on the research findings, the number and types of services offered for each one of the centers of absorbent, such as poles, centers and tourist spots were provided. Thus, the hub of tourism, the service includes the supply and distribution of infrastructural services necessary, the parking garage, a mosque, a bathroom, resorts, And in places that were identified as places and tourist spot camping, restaurants, sports facilities, recreational facilities and educational, gas station, market services and products and artificial local the creation of a tourist town, notification capabilities via radio and television tourism, road signs, tourism and national and regional conferences offer And in places that were identified as places and tourist spot Activities include the supply and distribution of essential infrastructural services, parking, a mosque, a bathroom, resorts, camping, restaurants, and notification was proposed at the regional level.

Key words: dismantling, Guilan rural vernacular architecture, vernacular material, joints, reuse of component and material