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Prioritization of Eco-tourism Attractions (The target villages of Charmahal O Bakhtiar province)

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Extended abstract

1-Introduction

In today's world tourism is one of the essential revenue generating industries that serves as a means for cultural exchange among nation as well. Rural-tourism is a branch of tourism that is limited to the rural environment with respect to the culture and traditional customs that include their hand-craft, behavior, hospitality, green-tours, farm-tours, hunting, their cooking manners etc. Any country that intends to attract tourists in this field should be equipped with the following two characteristics: the potential that is the natural resources and the ability to provide services and facilities for rural-tourism that is the accommodation.

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2- Theoretical bases

This idea was first established during the 19th century in the western civilization when due to industrialization and urban-dwelling, transportation and welfare; people had more leisure time to visit rural areas in vast numbers.

In the 20 year forecast program of development in the realm of tourism a national approach is adopted to promote the deprived regions' potentials through manipulation of their natural/rural capacities and abilities. In order to finance the fundamental aspects of such programs, the authorities would face numerous problems.

One of the measures that could overcome these problems to a certain degree is to prioritize the villages in a province based on their potentials then categorizes them as the village-tourism centers. For this purpose, an attempt is made to prioritize the potential

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villages by applying AHP, which is to validate them for investment, which will include all that is needed for Village Tourism. This issue has been of concern in different countries where putting the available natural resources at the National

Tourist Industry's services would be beneficial.

- The study zone

Charmahal o Bakhtiar is a province with an area of 16,532 Km². The geographic and demographic features of this province are presented in Table 1:

Row	Target village	Tourist attraction	Closest city	Closest township	Climate
1	Hore	Historic Natural	Shahrekord	Saman	Moderate
2	Yase chah	Natural	Shahrekord	Saman	Moderate
3	Chalvan	Natural	Shahrekord	Saman	Moderate
4	Savadjan	Natural	Shahrekord	Saman	Moderate
5	Dastgerd Imamzadeh	Historic	Kiar	Shalumzar	Mediterranean
6	Dezak	Historic	Kiar	Shalumzar	Mediterranean
7	Dime	Natural	Kohrang	Cholgerd	Cold & Humid
8	Sheikh Alikhan	Natural	Kohrang	Cholgerd	Cold & Humid
9	Sar Agha Seyed	Natural	Kohrang	Cholgerd	Cold & Humid
10	Avregan	Natural	Boroijen	Boldaji	Mediterranean
11	Dehcheshme	Natural	Farsan	Farsan	Mediterranean
12	Atishgah	Natural	Lordegan	Farsan	Hot & Humid

- Methodology

With respect to the components and the nature of the issue under discussion, the prevailing approach here is descriptive-analytic. As of subjectivity, this study is an applied one and the documentation, library works and field studies are applied for data collection. With respect to prioritization, among the 12 chosen villages, the data is gathered based on the theoretical aspects and criteria definitions in tourism development are determined. For criteria selection, some existing criteria were determined and by applying the two methods of internal and external experiments and finally by holding interviews with provincial experts, in the

field of tourism 9 criteria and 9 sub-criteria are selected. For data analysis, the AHP model and Expert Choice software are applied in this study.

3- Discussion:

To begin with, 20 questionnaires were accurately designed, developed and distributed among the experts and authorities involved in provincial tourism industry in order to determine the criteria and sub-criteria weighs. The questionnaires were combined in Expert Choice software where one questionnaire was developed that contained the opinions of 20 provincial experts. The AHP is materialized, priorities

are made and the selected villages for tourism are determined and presented in the

following table with their ranking for investment:

Village	Atishgah	Sar Agha Seyed	Hore	Deh cheshme	Sheikh Alikhan	Yase chah	Dezak	Avregan	Dastgerd Imamzadeh	Chalvan	Savadjan	Dime
Weigh	.4335	.2044	.4773	.6384	.2040	.2426	.1993	.2619	.3725	.3769	.2719	.2772
Priority	3	11	2	1	6	10	12	7	5	4	9	8

4- Conclusion

After selecting the criteria and sub-criteria during weighing process in the Expert Choice software the designated choice were evaluated according to the criteria and sub-criteria and the village with the most and the least were selected which were Dahcheshme (0.6384 pts.) and Dezak (0.2918 pts.), respectively.

Keywords: village, tourism, village with tourism objective, AHP

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