

Analysis of tourism potential, with emphasis on economic indicators (Case study: Zabol city tourism sites)

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Abstract: As the field of tourism and economic development of the region is the effective. Cities the first ever to be attractive to Have. tourists Spaces and as the main symbol of social evolution Humans Degree contains important centers of economic, scientific, recreational, medical, etc., and moreover, the Attraction natural and cultural Legacy important Have. Capabilities environmental and historic city of Zabol in various aspects of tourism, which is capable of crystallization actual through put will this Feature in Prospects environment, The cause of progress and economic development of tourism in the city of Zabol provided. Method Research Analytical based on Library studies, documents and track sets, with emphasis on economic indicators to tourism Potentials. Finally, a set of criteria identified by the use of both internal and external methods of successful experiences, With a survey of people living in the city of Zabol final seven criteria were identified. The economic Indicators was performed using SAW rating, The results of the analysis indicated that the infrastructure development, transport, Weight in at 0/298 to By Rating 1 highest index, and the index of employment with a weight of 0/11 to By Rating 7 to grade allocated. Finally, in End with the recommendations of this study are listed.

Keywords: Potential tourism, Economic, SAW Model, Zabol

Introduction

Today, tourism is one of the most thriving economic activities. This industry is growing faster than other sectors of the economy of many countries now and by the creation of new employment opportunities, it has been called as a leader industry «Tourism is an invisible export and has such an important place that the economists know it as a valuable asset which by an usual cost will gain productivity and permanent lucrative» (Mohseni, 2009: 150). According to experts' prediction, by using the technology and considering the approach of countries, tourism will have the first place of income in many countries of the world. By following of this approach, many countries have been able to improve their situation considerably, and have increased many problems such as unemployment, low income per capita and the shortage of revenue and because of its abundant income; they have devoted great investment in this sector (Tremblay, 2006: 29). Iran as a developing country that its main income is from oil resources which will end in near future, it needs use all its features and capabilities to create a comprehensive and sustainable development, as well as alternative sources of income, rather than oil resources. In this regard, according to the capabilities of Iran in having tourist attractions and unique climate variety in the world and according to the position of the tourism industry in the world which have accounted for nearly 11 percent of GDP and seven percent of global income and it is one of the most fundamental activities of the world economic. Unfortunately, Iran which has the cultural, historical and natural attractions and it is in grade 10 in the world has gained small proportion of the overall of this great income.

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Basically, it needs to invest in various economic sectors and activities for the economic development of every country and without investment in infrastructure and superstructure plans, the expansion of employment; productivity and economic prosperity can't be expected. Today, many countries of the world have a strong tendency to attract foreign investment for achieving this goal (Shakeri and Salimi, 2006: 97). Investment in tourism infrastructure and using of the potential of regional powers in order to attract tourists is one of the suitable fields for reaching this purpose. Tourism development as a set of economic activities, has a major impact on improving economic fundamentals and the role of tourism as a new source for generating employment, income, higher tax receipts, attracting foreign exchange and strengthen social infrastructure that leads to the development of other industries have been confirmed in many studies (Kazemi, 2008: 91).

Economic sustainability of tourism development isn't less important than other issues and it is dependent on the level of economic benefits from sufficient activity or costs resulting from the presence of tourists and decreasing of the impact of their presence or adequate income compared to the problems created by the community. On the one hand, the economic sustainability refers to profitability of service arena from the local community to tourism and their satisfaction and on the other hand the paid economic costs by tourists should be affordable in relation to commodity supply on the market and be able to provide their consent by providing welfare and the necessary attractions, in any way the sustainable economic development is economic efficiently because of natural resource management and the processes of production and distribution (Rezvani, 2008: 84).

Tourism in the context of sustainable development in economic dimensions will cause national income, employment, foreign investment, economic stability, financial rotation and continuity of economic activity, regional development, and trade balance, the balance between consumption, savings and investment. On the other hand, the sustainable tourism will guarantee equitable distribution of benefits and costs and it will play an important role in stimulating industries such as the industry of hotelier, transport and crafts and it will fertilize the local economy and dynamize it by gaining foreign exchange and creating the opportunities of employment. In addition, it is useful in the development of infrastructure and facilities for local people to benefit from its advantages (Tavalli, 627: 123). Expansion of the tourism industry as an industry that is interacting with various fields such as economy, agriculture, culture, environment and services, has a great importance and experiences of different regions have shown that its development will cause the socioeconomic growth of that region, so it can be considered as one of the main tools of development in each region. So that the investigations show that the tourism industry is the third lucrative industry after the oil and automobile industry in the world.

In most assessments have been conducted about tourism development in the third world countries show that the economic impact is more important than other factors. In fact, tourism has been more considered as a major economic and effective factor in recent years and because of it, it will be tried to eliminate the factors contributing to the decline of tourism as much as possible and the required possibilities must be provided for its growth and development (Rezvani, 2005: 6). In industrialized countries, development of the tourism industry will cause variations in income and reduce inconsistencies in the economy and in developing countries, creates an opportunity to increase export growth rates more than traditional forms of export. So tourism is one of the reliable income in many of developing and developed countries which it can has a great impact on revenue increase the national level and also it will increase job opportunities, wages and production. According to the World Tourism Organization (UNWTO) foreign tourists in 2011, have been more than 982 million and the tourism industry has gained 1,030 million dollars in this way. The industry as a source of income and employment creation at national and regional level can be an

approach to economic development in the national territory. Tourism, especially at a time when benefits in the activities of other economic sectors is declining, is a viable and strategic alternative for development. On this basis, the main reason for the development of tourism is to overcome low levels of income and offering new job opportunities and social transformations in society and it hopes to reduce poverty, especially in areas that have a recession (Papliyazdi and Saghai, 2007: 82). Urban tourism is a relatively new aspect of tourism studies. Cities are as one of the most popular tourist destinations in the world that are the receptive of millions of tourists every year. Urban tourism has become an important activity that form the work flow, social activities and climate change, especially in many European countries (Kazeth, 2003: 10). Cities will be considered by several attractions or at least one of them as shrines, scientific, historical and cultural phenomena, beautiful nature, recreational and residential facilities, communication facilities and a variety of sales markets. However, tourism cannot be summarized in existence of attractions only and as product, it is result of the interrelatedness of various factors which each have a significant impact on tourism flows. In addition, it is important to recognize the tourism as well as urban the tourism. The recognition of tourism in relation to its nature and pattern space will help the tourism trend the process of sustainable development in the versatility (Saghai, 2006: 23). In general, the development of tourism in developing countries leads to more jobs and diversifies of the sources of income and reduces inconsistency in other sectors. This industry in developing countries which are faced with innumerable social and economic problems could provide an opportunity for planners to reduce inequalities, increase revenues and new job opportunities and attain balances in economic levels in various regions of the country. Our county has the numerous and diverse potential for development of tourism industry and it can gain tens of billions of revenues by proper planning and preparing a platform for the economic, social, cultural investments annually. In the direction of mentioned goal, as the first step in the development of the tourism industry, we are to introduce the tourist attractions of city of Zabol as one of the tourist attractive places with emphasis on its environmental capacities so that the basis for the comprehensive management of tourism and investment in the industry has been provided and as a result we will be able to see the employment opportunities and enhance of residents' income and the general welfare.

Theoretical Principles Research

"Tourism and the Greek origin of the word is getting around the Tour means Greek to Spanish and French and has finally found its way to England the following definitions are used in the Oxford Dictionary:

- 1) The place or places where the short travel a lot to see.
- 2) Pass a short trip somewhere.
- 3) Means that large amounts of money through the tourism industry, with foreign tourists who come to earn some countries are.

In general, the word tour is derived from the word tourism means a trip back to the spot and follow a specific itinerary (Ali Asgari, 1997). Tourism is the activity or activities that people can relax, work or other reasons outside of their usual travel and at least one night stay for a maximum of one year in succession where the chosen.

"Tourism is a phenomenon of the distant past, societies have been considered According to the different needs of economic, social, historical, and ... The momentum has continued This phenomenon since the Industrial Revolution, particularly during the last century, has expanded dramatically, Underlying science and technology in international relations and economic development of nations "(Ali Asgari, 1997).

When "Thomas Cook" of London launched his first tour, about 150 years ago, this action over a century and a half of ups and downs and changes, the largest social movement in

human history became here goes the next century, the greatest economic, social and cultural wellbeing ". In total, a staggering increase in tourism due to improved communications, increased wealth and prosperity and more leisure is (Bonnie Fee 1995: 15) Tourism or tourism industry since 1950 with great changes that some have called it a revolution tourism this led to the development and maturation of "mass tourism" and in the near future "quality tourism" will become. We have a strong and professional tourism activity worldwide is great So that before the first oil, then placed in a row and then above it is growing.

"According to the World Tourism Organization, which is affiliated to the United Nations, tourism is the largest industry in the world" (Lund Berg and others, 1995: 3) The first travel in most countries and regions to exploit its economic interests" (World Tourism Organization 2001: 66) The World Tourism Organization statistics that show offers an important impact on tourism in the global economic system, the third largest industry after oil and automobile industries, dynamic and growing industry is the only industry where the introduction ". "As a force for social change, tourism has been the impact of the Industrial Revolution. In less than three decades, tourism has transformed the world's view of business ". Tourism has become one of the greatest levers of economic social change in human history So that the number of international tourists in 1950, which did not exceed 25 million in 1992 have been to over 594 million people. According to the World Tourism Organization predicts the number of tourists in 2010 to one billion people in 2020 to 6/1 billion people will increase. The magnitude of tourism to create jobs and income is not limited. If the thought of planning and development, direct and indirect benefits of tourism to the economic, social, cultural and political environment and make a significant contribution to play in national development In other words, to promote social justice indicators, improved living standards, prosperity and regional balance lead. In some cases, regional economists, tourism as the only resource deployment and development of less developed regions have seen "(Masumi, 2007: 10).

"Cultural environment - social media activity is tourism. Thus, culture and tourism community interact with each other. This discussion is related to two aspects:

- Impact and influence on each other's culture and society, culture and tourism community.
- The impact of tourism on culture and society. "(Ibid. 55).

The research history

Aligholizadeh and et al (2010) conducted a research about the effects of tourism. The findings of these researchers indicate that tourism has caused major changes in economic, social and environmental issues in rural district of Golijan. In fact, although the development of tourism in the region has had desirable consequences for the local community especially in the economic fields but, it has caused serious adverse consequences on the social and environmental and even economic contexts. However, despite strong understanding of the negative effects of tourism development, the residents support its development and have negative and positive attitude toward it due to dependence of their career and personal interests. The findings of this study also show that intensity of the effects of tourism, there is a significance difference between the coastal and offshore villages and the effects and negative consequences of tourism in coastal villages are more conceived than offshore villages.

Zarafshani et al studied the effects of tourism development on promoting of rural socio-economic indices in tourism region of Rijab in Kermanshah province in 2013. The results of factor analysis of this study showed that the tourism development in the study area has four major consequences. These consequences include: income generation, environmental problems, cultural development and the reduction of social capital. The results of this research can have some achievements for the tourism organization. That is, by using the

results of this study, the positive effects of tourism can be reinforced and its negatives consequences can be reduced.

The study of Rey et al (2012) showed that rural tourism has many consequences on the local economy and people's lifestyle and it has had many socio-cultural changes in the study area, For example, welfare facilities such as communications, health services, transportation and general living standards of the people has been improved.

In 2003, Bridin Han and Vikinz study Strong natural and cultural potential of villages to attract tourists, as well as the ways that can help in attracting tourists and one of those ways is the development of tourist routes in these villages.

Area of study

Sistan region with an area of 15,197 sq km in the geographic range between 30 ° C and 5 minutes to 31 degrees 28 minutes latitude and 60 degrees 15 minutes to 61 degrees 50 minutes longitude in southeastern Iran and the northern part of the province and Balochistan by about one eighth of the total area allocated to the province. Average annual rainfall in the region 6/59 mm, mean annual temperature of 22° C and the average annual relative humidity is 38 Drsdmy. One of the hallmarks of the region, which winds 120 days in the mountains between Afghanistan and plain air pressure, occurs. The wind almost from early June starting at about 4 months of the year continues in Zabol plain and almost Dravst September (late August) is terminated.

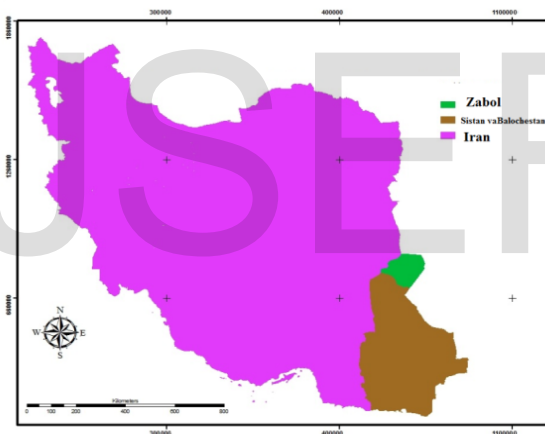


Figure (1): position in the region, Sistan-Baluchistan province, Source: Authors, 2015

Tourist attractions of the city of Zabol (Sistan):

The Burnt City:

The burnt city is located in 56 kilometers from Zabol in Sistan and Baluchestan province and on the sidelines of the road of Zabol – Zahedan. This city was established in 3200 BC and the people of this city have settled in it for four periods between 3200 and 1800 BC.

The Khaja, Mount

This mountain is located in thirty kilometers of southwest of the city of Zabol. The mountain is sacred to three religions of Zoroastrianism, Christianity and Islam.

Dahaneyeh Gholaman

It is located in two kilometers from the village of Ghala'a Nav (around the village of Zahak) and 45 kilometers from the city of Zabol. A lot of ruins of the Achaemenid period are seen in this region.

Ghala'a Mochi (the castle of Mochi)

It is located in six Km from the burnt city and it is old as the history of the Safavid history.

Ghala'a Sakoha (the Castle of Sakoha)

The village of Sakoha is located across the road of Zabol to Zahedan in the county of Shib Ab and its history backs to Qajar period.

Ghala'a Rostam (The castle of Rostam)

It is a large castle related to two centuries ago with the remains of an ancient city with brickwork and several buildings. There is a set of about 15 prehistoric hills there.

Chahe Nimeh (The Half Well)

There are large natural pits at 50 kilometers from southeast of Zabol besides of the village of Gala'a Nav which the surplus water of Hirmand will be flowed through a channel and the capacity of these reservoirs is 700 million cubic meters, which has formed an artificial lake and it will supply drinking and agricultural water of Sistan in times of drought.

Hamoon Lake

It is the largest area of freshwater of Iran and Middle East and it is the habitat of different species of migrant birds that it is one of the most beautiful and seeable areas of east of Iran and it has special sanctity in the sight of the Zoroastrians.

The river of Helmand

Helmand is one of the greatest rivers of the eastern plateau and Asia and billions of cubic meters of water will be flowed in it. Its length is about 1100 kilometers so. It is the longest river between the Indus and the Euphrates.

The method of the research

The method of this research is descriptive-analytic. In the direction of analyzing the economic impacts of tourism in the city of Zabol, after defining theories and clarifying main and effective indices in choosing and developing tourism activities, the requirement data and statistics have been collected through field studies. For collecting data in this research, the techniques of observation, taking notes for collecting statistics and the related data of defined indices have been used in each of the suggested regions. For evaluating and advancing the process of selection, a set of different criteria was identified at first and then seven final indices were specified by using of two analyzing methods of both internal and external successful experiences and also with using of surveying the residents in the city of Zabol. The ranking of economic indices were performed by using of SAW model. According to the census of 2010, the population of Zabol is about 256356 people; the statistic community is people who are aged above 15 years old and 384 people were determined as the statistic sample according to Cochran formula and questionnaires were completed by 384 people.

Equation (1)

$$N = \frac{t^2 pq}{d^2} \div \left(1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} - 1 \right) \right) = 384$$

SAW method is one of the oldest applied methods in MADM, as by being granted of the vector W (weights of importance of indices) for it, the best option (A *) is computed.

Table (1): the study Indices

The study indices	
Economic indices	Job creation
	Increase income and fair distribution of income between people
	Development of rural areas having tourist attractions
	Distribution infrastructure structures and transport of regions
	Prevent irregular migration
	Improving rural environments having tourism attractions

	Help investment in the cultural and historical heritage
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Source: search results

Discussion and Results

The research findings

To analyze the impact of tourism on economic development, the economic indices will be weighted and added together based on the Likert's range then these indices will weighted based on SAW model and finally, the ranking of economic indices were performed that show tourisms of which index has the greatest impact.

Table (2): Economic indicators are weighted based on the likert spectrum

Very low	low	Average	high	Very high	indicators
132	333	470	217	108	Economic indicators
121	366	540	161	54	Job creation
106	372	560	175	117	Increase income and fair distribution of income between people
85	351	570	301	189	Development of rural areas having tourist attractions
96	339	545	195	207	Distribution infrastructure structures and transport of regions
63	279	640	343	423	Prevent irregular migration
110	300	595	161	252	Improving rural environments having tourism attractions
					Help investment in the cultural and historical heritage

Source: search results

Step One: Linear not making Scale

In this kind of not making scale, any value to the maximum value in column j will be divided in this way; all the columns of a matrix of decision will have the same unit and can easily be compared together.

First step

Equation (2)

$$n_{ij} = \frac{a_{ij}}{Max_{a_{ij}}}$$

Table (3): matrix of the scale of economic indicators

Very low	low	Average	high	Very high	indicators
0.185	0.142	0.119	0.139	0.082	Economic indicators
0.169	0.156	0.37	0.103	0.041	Job creation
0.148	0.158	0.142	0.112	0.089	Increase income and fair distribution of income between people
0.119	0.15	0.145	0.193	0.144	Development of rural areas having tourist attractions
0.134	0.144	0.139	0.125	0.158	Distribution infrastructure structures and transport of regions
0.088	0.119	0.163	0.220	0.313	Prevent irregular migration
0.154	0.128	0.151	0.103	0.193	Improving rural environments having tourism attractions
					Help investment in the cultural and historical heritage

Source: search results

Second step: In this step, we will compute weights of indices with Shannon entropy model and for doing it; we will gain the amount of reliability by using of Lal

formula $E_i = K \sum [P_{ij} \ln p_{ij}]$. For gaining of the amount of K, we will use the $k = \frac{1}{\ln(n)}$ as

follows.

Equation (3)

$$K = \frac{1}{\ln(m)} = \frac{1}{\ln(7)} = 0.514$$

The second part of second step: In this point, we will gain the amount of unreliability of d_i .

The third part of second step: At this point, we will gain the weight of indices.

The formula of third step:

Equation (4)

$$w_j = \frac{d_i}{\sum d_i}$$

Table (4): Weights of economic indicators

indicators	Very high	high	Average	low	Very low
E _i	0.924	0.974	0.994	0.999	84
d _j	0.076	0.026	0.006	0.001	0.016
W _j	0.608	0.208	0.048	0.008	0.128

Source: search results

Third step: At this point, the not scaled matrix will be multiplied by the weight of indices. The result will be as a column matrix.

Table (5): Matrix Column economic indicators

C	C1	C2	C3	C4	C5
A					
A1	0.082	0.139	0.119	0.142	0.185
A2	0.041	0.103	0.137	0.156	0.169
A3	0.089	0.112	0.142	0.158	0.148
A4	0.144	0.193	0.145	0.15	0.119
A5	0.158	0.125	0.139	0.144	0.134
A6	0.313	0.220	0.163	0.119	0.088
A7	0.193	0.103	0.151	0.128	0.154

$\times \begin{bmatrix} 0.608 \\ 0.208 \\ 0.048 \\ 0.008 \\ 0.128 \end{bmatrix} = \begin{bmatrix} 0.11 \\ 0.073 \\ 0.102 \\ 0.149 \\ 0.145 \\ 0.298 \\ 0.160 \end{bmatrix}$

Source: search results

Equation (5)

$$A = \left[A_{Max} \sum_{j=1}^n n_{ij} w_{ij} \right] \rightarrow A = A6$$

The fourth step: According to the following criterion, the best option has the greatest criterion.

Equation (6)

$$A = \left[A_{Max} \sum_{j=1}^n n_{ij} w_{ij} \right] \rightarrow A = A2$$

Table (6): Final ranking of economic indicators

indicators	The weight of economic indicators	Rank
Job creation	0.11	7
Increase income and fair distribution of income between people	0.73	6
Development of rural areas having tourist attractions	0.102	5
Distribution infrastructure structures and transport of regions	0.149	3
Prevent irregular migration	0.145	4
Improving rural environments having tourism attractions	0.289	1
Help investment in the cultural and historical heritage	0.160	2

Source: search results

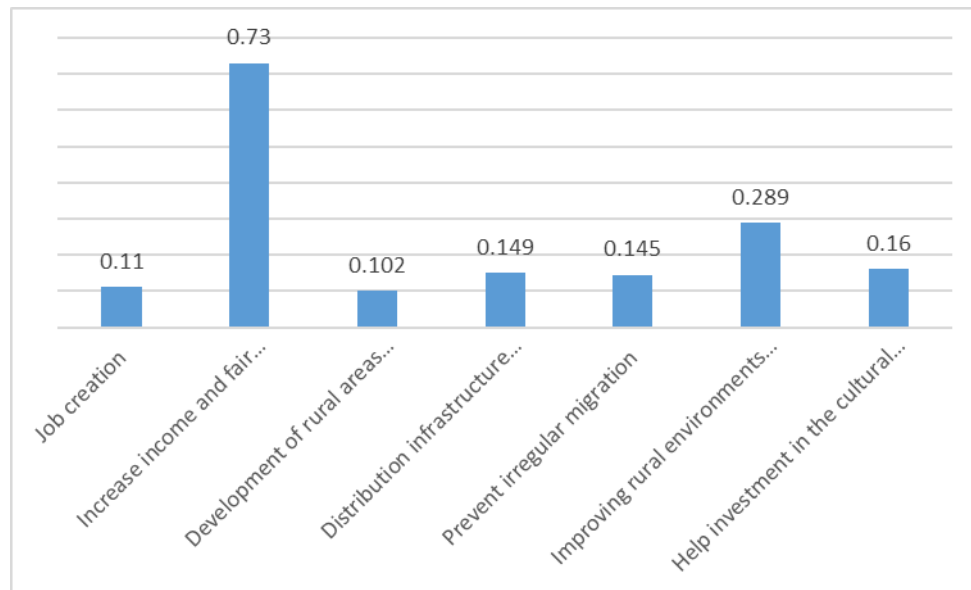


Figure (2): Final ranking of economic indicators, Source: search results

Conclusion

Tourism, especially urban tourism as foundations of the economy has a great share in developing of any region. The city of Zabol with great cultural and historical monuments has appropriate capabilities in the field of tourism.

The results of the analysis showed that among the mentioned economic indices of tourism sites of the city of Zabol, the indices of distribution of infrastructure structures, the transportation of the region with weight of 0/298 is in first place, helping to invest in the cultural and historical heritage in second place with weight of 0/160, the improvement of the villages with tourist attractions weighing 0/149 in third place, to prevent irregular migration by weight of 0/145 in fourth place, the development of rural areas with tourist attractions weighing 0/102 in fifth place, increasing of income and equitable distribution of income among them weighing 0/073 in sixth place, job creation weighing 0/11 in seventh place have the highest and the lowest ranking in the tourist sites of this city respectively. Finally in the direction of this study, some strategies will be suggested.

Suggestions

1. Increase the motivation of the private sector to invest in tourism development in the region.
2. Trying to introduce tourist attractions of the city of Zabol as a step to increase tourism and economic development of the city.
3. Improvement of the Environment of villages with tourist attractions and the tourism landscape to attract tourism such as well half (Chaheya Nimeh) and Hamoon lake.
4. Providing temporary appropriate infrastructure such as resorts, Canopies made and other attractions in the vicinity of attractive places.
5. Fields and proper operation of the investment in the tourism sector with an emphasis on job creation.

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