Organizing of Tourism Axises in Iran

(Case study: Kohgiloye and Boyrahmad Province)

Khalife Kholghipoor, Masoud Taghvaei, Asghar Zarrabi
Department of Geography Sciences and Planning, University of Isfahan, Isfahan, Iran

Abstract
In the present study attempts to review and organize the Tourism Axises in Kohgiloye and Boyrahmad Province. Organizing these tourism axes can important positive effects on ecological, economic and social aspects and otherwise organizing will generate a variety of negative effects on ecological, social and cultural development. In this paper using the SWOT technique to rehabilitate tourism in the Kohgiloye and Boyrahmad Province. In this model, evaluation of strengths, weaknesses, opportunities and threats are considered the best strategy for tourism strategic planning process. Methods of data collection and data analysis have been documental, analytical and survey. Findings show that the Kohgiloye and Boyrahmad province organized tourism axes can be targeted to the tourism development plan in so many aspects of economic, social, cultural, ecological, etc have a planned program.

Keywords: Spatial analyze, tourism, Kohgiloye and Boyrahmad Province.

Introduction
Tourism is considered one of the most important export industries (Shahin and Dabestani, 2010) and it has been both a cause and beneficiary of the prolonged period of economic growth seen in recent decades (Assaf and Josiassen, 2012). Tourism is a rapidly growing phenomenon and one of the most developed industries of the second half of the 20th century (Font and Ahjem, 1999). Many scholars consider tourism a unique economic opportunity (Kazemi, 1386) and many countries benefit economically and socially from tourism and spend their tourism revenues on infrastructures (Eccles and Casta, 1996). The increasing development and expansion of cities and the increasing population have caused various environmental issues and inflicted citizens of the megacities of this era with many spiritual and psychological problems. Under the current circumstances, diversifying the economy, increasing human development indices, reducing, reducing the problems caused by industrialization and excessive pollution of cities, providing employment opportunities, increasing cultural interactions, maintaining the environment and finally achieving sustainable development are among the concerns countries are facing (Zarrabi et al, 1385); therefore, tourism can be an economic advantage, especially for developing countries, by means of which they expedite their national development process.

This study was carried out with the purpose of organizing touristic axes of Kohkiluyeh and Boyer Ahmad. By organizing those axes, this industry may have important, positive, ecological, economic and social impacts on development and contrarily, lack of any organization or integrated planning and management might create various negative, ecological, social and cultural impacts. This industry may present numerous problems including ecological disturbance of natural areas, damaging historical sites, environmental risks and issues associated with urban land use, etc. By organizing touristic axes in this province we may minimize the impact of these issues.

If touristic axes of the province are not organized, not only environmental stability will be at risk, but also the social security of these axes is challenged. In addition, lack of any organization of these axes not only will have no benefit for the indigenous, it will also incur loss on them.
Literature Review
Tourism has undoubtedly had a profound impact on destinations all over the world. Coccossis (1996) claims that in some areas it has revitalized local economies whilst in others it has destroyed them. The economic optimism following World War II saw many nations and communities lured into the tourism business, encouraged by the highly publicized economic benefits the industry can generate. However, this once positive picture did not take long to be revised as the environmental and cultural impacts of tourism on host communities became increasingly apparent (Ruhanen and Cooper, 2003). As Murphy (1985) finds, tourism was seized upon with little forethought concerning available tourism product, the social and environmental consequences of development, or the spillover effects in surrounding areas. Unfortunately many destinations are still paying the social and environmental consequences of rapid tourism development and have been forced to implement remedial actions for failing to plan and control tourism development (Inskeep, 1991). Therefore, Hall (1998) quite rightly states that, tourism cannot be allowed to progress in an ad hoc manner without an overall guiding framework and predetermined strategies toward development objectives. This is necessary as it is often too late to reverse or redirect unwanted development once it has become established in a destination and these destinations will always suffer from environmental and social problems that are both detrimental to tourists and residents (Gunn, 1994).

Tourism is a set of communications prompted by mutual acts between tourists, capital, host governments and societies, universities and NGOs in the process of attracting, transporting, catering to and controlling tourists and other visitors (Weaver and Opperman, 2000). Tourism includes different sections which operate in the framework of an entirety and system of different components (Gunn, 2002) and is defined by spending some of one’s leisure time in a place other than one’s permanent residence for pleasurable ends (Baher, 1377). Organizing tourism can be a suitable approach to beginning tourism planning and development since by emphasizing tourist location, it seeks to address it as a fact happening in one location. Fig. 1 gives a schema of organizing and developing tourism in one location.

![Figure 1. Schema of Organizing and Developing Tourism in One Location (Kadivar and Saqai, 1385)](image)

Organizing tourism helps tourism planning to be not merely a formulation for the future, but it shows how it should be done without any ensuing damages (Javan and Saqai, 1382).
Strategic Tourism
Strategic planning of tourism is formed by thorough analysis of tourism organization and opportunities and threats created by competitors and environmental factors (Mouthinho, 2002). Strategic decisions for organizing tourism determine a direction and lead to the moving forward of organization. Tactical decisions are, on the other hand, methods of implementing the decided strategy. Strategic planning of tourism is comprised of 5 constantly interrelated phases.

![Tourism Strategic Planning Procedure](image)

Upon completion of each phase and before starting and continuing the next phase, the achieved progress should be monitored and designers must guarantee that they will not neglect the primary mission of tourism institutes.

Geographical Location of Kohkiluyeh and Boyer Ahmad Province
Kohkiluyeh and Boyer Ahmad Province covering an area of over 16264 sq km is located in southwest part of Iran (Khalili, 1383). From north it is adjacent to Chahar Mahal and Bakhtiari, from east to Fars and Isfahan provinces, from south to Fars and Bushehr provinces and from West to Khuzestan Province (Faraji, 1366). It is located between 31 degrees and 9 minutes to 32 degrees and 32 minutes N and 49 degrees and 57 minutes to 51 degrees and 42 minutes E (Center for Development Informatics and Development Studies, 1373).

Methodology
The research is survey-analysis in nature. Documentary, analytical and survey methods were mainly used for data collection and analysis. Based on the gathered data, the status of touristic axes in Kohkiluyeh and Boyer Ahmad Province was investigated. Findings obtained from SOWT model, one of the suitable methods of analyzing strategic planning measures, were used for analyses.

Research Model
In the tourism literature, many researchers attempted to identify and to classify the main destination attributes that have influenced customer satisfaction and post-purchase behaviour. While some of the research was conceptual, explanatory and qualitative (Barney, 1991; Faulkner et al., 1999; Feurer and Kazem, 1994; Formica, 2002; caber et al, 2012), some others were empirical and quantitative (Enright and Newton, 2004; Hudson et al, 2004; caber et al, 2012).
In a strategic planning, it is necessary to consider all factors as parts of this procedure for this type of planning in the framework of SWOT analysis in order to design the final strategy (Bernroider, 2002). Therefore, strategic planning is considered an important way to support used both in decision-making and systematic analysis of internal and external factors and by defining the strengths and weaknesses or opportunities and threats of organizing can design strategies which are based on utilizing opportunities, eliminating weaknesses and overcoming threats (Yuksel and Dagdeviren, 2007). SWOT model is used for identifying external strengths, weaknesses, opportunities and threats a system confronts (Hekmatnia and Moosavi, 1385).

Data Analysis

Using SWOT model, tourism dimensions in tourist attraction axes of Kohkiluyeh and Boyer Ahmad Province are analyzed and presented in Table 1.

<table>
<thead>
<tr>
<th>Analysis of Tourism Weaknesses Using SWOT Model</th>
<th>Analysis of Tourism Strengths Using SWOT Model</th>
<th>Subjects Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Low participation of investors in the tourist sector of Kohkiluyeh and Boyer Ahmad Province</td>
<td>• Numerous tourist attraction potentials for tourism investment and planning</td>
<td></td>
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<tr>
<td>• High tourism potential of this province and inattention of authorities to these attractions or investment</td>
<td>• Good market for selling products to tourists</td>
<td></td>
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<td>• Charging no entrance fee for visiting attractions of the province</td>
<td>• Creating employment in the area</td>
<td></td>
</tr>
<tr>
<td>• Not using revenues earned by attracting tourists for improving and preserving touristic attractions of the province</td>
<td>• Numerous delightful and idyllic spots for relaxation and recreation</td>
<td></td>
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<tr>
<td>• Not employing skillful staff especially trained in tourism</td>
<td>• Accessibility of the province for the tourists</td>
<td></td>
</tr>
<tr>
<td>• No plans for educating the tourists on preserving cultural and natural attractions</td>
<td>• Cultural and historical areas with various and particular traditions</td>
<td></td>
</tr>
<tr>
<td>• Shortage of accommodations and amenities in the province</td>
<td>• Beautiful and unique landscapes</td>
<td></td>
</tr>
<tr>
<td>• Shortage of infrastructures (parking lots, lavatories, etc.)</td>
<td>• Adequate security</td>
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<table>
<thead>
<tr>
<th>Analysis of Tourism threats Using SWOT Model</th>
<th>Analysis of Tourism opportunities Using SWOT Model</th>
<th>Subjects Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Overpopulation</td>
<td>• Provisions for private sector investment in tourism by the government</td>
<td></td>
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<tr>
<td>• Inattention to the traditional culture as an invaluable heritage</td>
<td>• Collection of data related to tourist surveys and proportionate planning and investment by the government</td>
<td></td>
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<td>• Prevalence of various social abnormalities</td>
<td></td>
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<tr>
<td>Delinquencies through tourists</td>
<td>• Suitable position of this province for productivity of various investments in tourism</td>
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<tr>
<td>• Extension of Pollutions</td>
<td>• Stimulating the tourists to travel</td>
<td></td>
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<tr>
<td>• Changes in local Architect style</td>
<td>• Ethnical diversity with particular customs in Kohkiluyeh and Boyer Ahmad Province</td>
<td></td>
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<tr>
<td>• Inadequate education of the indigenous and the tourists to preserve historical heritage and attractions</td>
<td>• Improvement and renewal of tourist attractions and designing appropriate urban furniture</td>
<td></td>
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<tr>
<td>• Inattention to the tolerance capacity of Kohkiluyeh and Boyer Ahmad Province in attracting tourists</td>
<td>• Various governmental and private organizations to provide services for the tourists</td>
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<td></td>
<td>• Using efficient staff especially trained for tourism</td>
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<td></td>
<td>• National and local authorities’ support of the province’s tourism with the purpose of creating employment and increasing income</td>
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</table>

### Conclusion and Recommendations

Having numerous tourist attractions, Iran is a continent contained in one country and it can attract tourists in every area and through tourism it can be transformed into a big, attractive pole. The revenues from tourism in the country can be used as a developmental pivot. Kohkiluyeh and Boyer Ahmad may be considered as one of the tourist attracting provinces of Iran. Organizing touristic axes of the province can provide a direction for tourism expansion and development plans which will enable us to have a well-defined planning in different economic, social, cultural, ecological and other aspects.

- The act of maintaining, preserving and restoring ancient monuments and sites in the provinces is the most important recommendation we propose. At the present, most of these monuments are in danger of destruction and degeneration. Some of these monuments are in degenerate conditions due negligence and have to be restored. Many monuments need immediate repair.

- After all historical monuments and relics are restored, regenerated, repaired and maintained, it is essential that they be introduced to people in Iran and abroad as tourist spots by providing tourism infrastructures and facilities. All constructions should be situated within an appropriate distance from the monuments, and no buildings should be constructed in the vicinity of the attractions for they may undermine the identity and value of the historical sites. Therefore, historical attractions should maintain their old, historical identity and façade.

- Some historical buildings could be used as centers such as museums, traditional libraries, and art and handicraft galleries.
The architectural style of and materials used in the construction of facilities should be adapted both to the surroundings and to the historical atmosphere of these attractions. Constructions around historical sites should be as least as possible. In so doing, there will be less pressure on the natural surroundings, no damage will come to the historical identity of the historical sites, and costs will be reduced.
References


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