



## Evaluate the effects on Tourism for sustainable development urban A Case Study (Kermanshah city)

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### Abstract

Iran including attractive places and high potential for tourism (external and internal) and investing on tourism industry including social and economic effects leading to constancy of tourism areas. Unfortunately, despite high capacity of developing tourism in our country, this capacity has not recognized well and has not utilized for development of Iran. The special factors influence on transition of urban tourism. Cities including many attractive places and tourism installation often attract a lot of tourists in the first phase. It is necessary to provide the proper situation for development of urban tourism, recognizing attractive places and sources, then evaluation and decision on their preferences. Many attractive places and locations of Kermanshah play an important role in developing Kermanshah. This city including natural, cultural and historical places which is one of the important places of tourism. In spite of surveying the data and collected inshapeation of different sources and field survey, the findings were classified with using of a kind of tools named swot. By using of matrixes (efe (external factor evaluation, internal factor evaluation ife ) every data was dedicated scale between zero (unimportant) and one ( much important),then the total concession is calculated. At the end, Because of threats and weakness points, the appropriate strategy was codified for tourism development. By the final score of both matrixes which is lower than the medium, the result is that Kermanshah has cultural and tourism attractive places but the industry is not in good and proper condition. So the assumption of strategies (wo), (wt ), ( so), (st),especially realization of concrete management of tourism is a good way for achieving appropriate results.

**Key words:** S.W.O.T urban tourism, constant development, guideline factor, Kermanshah

### Introduction

In recent decades, development of tourism industry of its assumption as one of the main economic activities from developed and developing countries plus competing with the main tourism destination for attracting tourist, planners pay special attention on two important categories for increasing incomes of tourism activities: First, increasing the content of tourists and increasing the quality of tourism experience. Second, the preservation of host society's revenue [1].To all the countries, tourism is one of the important issue and all of the countries do their best to achieve advantages and revenues. Todays, one of the important tourism places is city places. The urban tourism has twofold characteristics; on the one side, this means that the city is one of the main tourism places. On the other side, the city is one of the main tourism destinations. The related subject to urban tourism is the second one; this means that the city is one of the main tourism destinations. In fact, the aim of tourist is visiting the attractive places of destination [2].Cities including a lot of attractive places and tourism installation play an important role on their development. Nowadays, Tourism is viewed as an important economic issue which requires evaluation of competing scale, definition and appointment of the goals, decision about different choices in logistics, investment and creating appropriate structure and commercial products of urban tourism [3]. In order to make proper decision

about planners of urban tourism attractive, all the best options and factors which effects on this decision should be chosen [4]. Now according to attractive places, the most important point in planning is how to decide about their preferences on development and how to develop them. For evaluating and making decision about preferences of attractive places, usually different criteria regarded such as: economic, social-cultural, substructure, existence-environment, natural, legal and geographical which can make proper decision about different attractive places [5]. When different criterion are not the same, the decision should be made on polyhedral space. In this condition, the multicriteria evaluation techniques can be regarded as separate condition which its final goal is the constant development, balance seeking and equal administering of sources which have strong relation with different sciences such as environment, economic, sociology and etc. [6]. Tourism is one of the sciences that have increased according to the logistic and the urban planning. Regarding the deeply neurotic compulsion resulting from air pollution, traffic, living in small houses and busy places in metropolis and also increasing the relative income of its presidents, tendency to tourism has been increased in the country regions which include fine weather. Because people can spend their pleasure time in these places. It can be predicted that its growth will be increased in future. In recent decades, tourism industry development and it is assumption as one of the major economic activities of developing and developed countries for attracting the tourists who have caused the planners to make decision about two important categories for increasing the incomes of tourism activities: first, increasing the contact of tourists and increasing the pleasure and quality of tourism experience. Second, preserving the host societies revenues.[7]. Tourists choose different destinations for spending their leisure time, these destinations including residence and non-residence.

Non-residence regions are mountains, high summit, jungles, lakes, special areas of geology which may be exposed to changes due to increase of unstable activities of tourism and also their acceptance capacity of tourism may be decreased.

### **Research purposes:**

In this research, the ancient places and natural landscapes of Kermanshah have been shown. Besides, the strong and weakness points of tourism in Kermanshah have been shown in this region. Regarding the threats and effective opportunities in tourism industry, it should be presented by proper strategy for tourism development in Kermanshah.

### **Methodology**

Collecting the systematic data and logical analysis for achieving the standard goal is called methodology. Methodology is analytical-descriptive in this research and the method of data-collecting is of two kinds: library and interview. The analytical swot tool is one of the major techniques for clarity among the strategic issues. Besides, it is one of the best techniques for analysis and environment guidance. Regarding the questions and research goals, the swot goal is used as recognizing and classifying the factors of internal and external environment. Data analysis has been applied by matrix evaluation of external factors (ife) and internal factors (efe). The process of matrixes is: Appointing the strong and weakness points of tourism in this region, assigning the scale coefficient between zero (unimportant) and one (much important) which total scores of scale coefficient should be equal one through the normalizing the normalizing the scale coefficient. Appointing the concession between 1 and 5 according to this criterion:

1=weak, 2=lower than medium, 3=medium, 4=higher than medium, 5=very well

Calculating the weighted concession through the concession coefficient of every rank of factors in normalized weight and writing them in new column. Calculating the weighted concession which is at least one and at most five and it means three. If the final score is lower than three, it means that the area has weakness internal factors and if the final score (ife) is over than three, it means that the area has strong internal factors. This method is a public tool which is both for internal environment analysis (strong and weakness points) and external environment analysis (threats and opportunities). Besides, the systematic approach helps on decision about this kind of situation.

### **Case study region**

Kermanshah is located in Farokhshad Mountain in north, Tagh Bostan Mountain in western north and sefid Kooh Mountain in south. This city is located in the central part of Kermanshah province which is forty seven degree and four minutes of north. It is 24500 k/s2 and its height is 1200 meters upper than the sea level. Kermanshah is one of the main roads of east and west and it is one of the oldest roads which the pilgrims travel to the holy shrines. So it has cultural and spiritual effects, Kermanshah is located in Zagros gate. Zagros Mountain which has separated Iran

plateau from the neighboring countries is placed on vast plate and mainly on separated mountains and vast valleys. In addition, it has been used for arriving at Mianrodan. Furthermore, it has hilly moderate climate.

Shape 1: Case study region

Shape2: A sample of tourism regions of Kermanshah

**Findings:** The analysis method of research findings is one of the main processes of research. There are different methods which are related to the research findings. Analysis method has been used in this study which included four key words named:( strong points),(weakness points),(opportunities),(threats).The aim of using this method in tourism planning is to show how the available managing and planning system is working and which method should be continued in the future. This method is useful and applicable for political aims and special guidelines of urban tourism industry. The major use of this method is available which it is mentioned by four parameter matrix and then the importance coefficient of every parameter and measuring their concessions helps the analysis of measuring the possibility of tourism area. As it is obvious in chart (2 and 3), all of these factors (internal and external) have been marked. Furthermore, as it is obvious in chart (2 and 3), twelve strong points versus eleven weakness points as internal factors and ten opportunities versus eleven threats as external factors have been considered in this region.as a whole, there are twenty three cases as strong and weakness points and twenty one opportunities and external threats in the development process of tourism in Kermanshah.

**Chart one: preferencing, internal factors in order to recognize the strong and weakness point of tourism development in Kermanshah.**

	Analysis model of swot (strong and weakness points analysis, opportunities and threats)			
Row	Chart 1: the matrix of considering internal factors (ife, strong points) ( strength)	weight	available status	weighted revenues
1	The existence of cultural attractive places like Tagh Bostan	0/09	5	0/45
2	The archaic of historical structure and architectural value of structure like Kermanshah Bazaar	0/05	3	0/15
3	The existence of homes and primal village	0/07	3	0/21
4	The existence of historical mosques such as Jame mosque and Haj Shabaz Khan Mosque	0/04	2	0/08
5	The existence of cultural places such as playing polo and native music	0/03	1	0/03
6	The existence of protocol plus traditional and native culture	0/04	1	0/04
7	The existence advantage of Gharsoo Lake	0/03	2	0/06
8	The existence of natural landscape such as Tagh Bostan height	0/08	4	0/32
9	The existence of handmade industry such as carpet, short-napped coarse carpet , coarse loosely-woven woven cloth	0/04	2	0/08
10	The existence of cold regions fruits such as nut and medlar	0/03	3	0/09
11	The existence of rare pharmaceutical plants in this region	0/05	2	0/10
12	The existence of different religious minorities, the weakness points	0/03	3	0/09
13	The lack of preservative and Guardian in order to prevent the destruction of valuable tourism locations.	0/03	3	0/09
14	The lack of communion of people in consideration of place status	0/03	2	0/06

15	The lack of guides in tourism places	0/02	2	0/04
16	The lack of guide Tableau and light in tourism locations	0/02	1	0/02
17	The lack of residence and entertainment	0/05	2	0/10
18	The unsuitable sanitary and services facilities	0/04	1	0/04
19	The lack of comprehensive and precise notification of tourism locations	0/04	1	0/04
20	The lack of residents' tendency of the region in order to invest in tourism part for different reason.	0/06	2	0/12
21	The lack of physical, social and cultural communications for valuable tourism places	0/04	2	0/08
22	The lack of governmental investing and planning in the region	0/05	3	0/15
23	The draughty problem in recent years	0/04	2	0/08
$\Sigma$	total revenues	1	-	2/52

**Chart2: Preferencing , the external factors in order to recognize the opportunities and threats , tourist development of Kermanshah**

Row	chart (2): the matrix of considering the external factors (efe) (opportunities)	Normal weight	The available concession	the weighted concession
1	The tendency for tourism development of city by private and governmental part.	0/08	2	0/16
2	The New Year's passenger's attraction in order to cross Bistoon road of Kermanshah.	0/06	2	0/12
3	The notification by governmental parts.	0/04	2	0/08
4	The increase of more motivation for traveling and entertainment among the all people.	0/06	2	0/12
5	The increase of motivation in private part for investing in Kermanshah.	0/06	1	0/06
6	The experienced forces at the environs of Kermanshah.	0/02	1	0/02
7	The natural landscape for environment enthusiastic.	0/04	2	0/08
8	The governmental and non-governmental organizations in order to support and present the different facilities and services.	0/03	1	0/03
9	The increase of the authorities' attention for constant developing of tourism with the investing approach	0/07	1	0/07
10	To last the value of traditional and local culture (such as language, local protocol, architectural ...) or increasing tourism.	0/05	2	0/10
	(Threats)			
11	Not presenting the justification and facilities to develop services and equipment of tourism	0/06	1	0/06
12	The lack of enough teaching by government in order to notify the local residents and guide them in order to develop tourism.	0/06	2	0/12

13	The increase of land price and exchange, furthermore the increase of financial cost of expensive equipment and facilities of tourism.	0/04	2	0/08
14	The increase of more social violations than before because of tourist entrance in the region.	0/02	1	0/02
15	The increase of tourists' tendency to travel to the other cultural areas.	0/04	2	0/08
16	Not having enough budgets in order to organize the historical structures and their environment.	0/07	1	0/07
17	Environment pollution by the tourists.	0/03	2	0/06
18	The lack of tourist attention because of tourist attention, because they destruct the historical buildings.	0/05	2	0/10
19	The lack of authorities attention because they don't repair the historical buildings.	0/04	2	0/08
20	Paying not enough attention to the economics of the region	0/05	1	0/05
21	The increase of services in the region.	0/03	2	0/06
$\Sigma$	the total concession	1	-	22/2

Rivalry-aggressive strategic (so) of main guideline:

- The increase of journey motivation especially in burgess class, furthermore, the increase of attractive places and tourist products in order to make occupation and income for the residents of Kermanshah
- Recognizing and exploitation of attractive places and other relative advantage of the tourism area such as (citrus fruit and high antiquity of historical places in order to contest with other tourist areas.
- Coordination between private and governmental organizations in order to unify the constant tourism in the area.
- Supporting and encouraging private part in order to invest in tourism part.

Variety strategic (st):

- Variety in tourist services in order to satisfy the tourists
- Varieties in advertisement program in order to introduce the area and tourism attractive places.
- Varieties in historical places through different display rooms and student camps in these areas.
- Varieties in local Bazaar and handmade industry.
- Varieties in programs through the national networks of Kermanshah.

Review strategic (WO):

- reviewing the governmental and private plan.
- reviewing the government planning in order to develop the substructures and different facilities of tourism.
- reviewing the services distribution in order to attract the tourist in the area.
- reviewing the notification process.

Defensive strategic:

- holding the meeting and seminar in order to develop the tourism investment by cultural inheritance organization with the cooperation of other authorities and organizations
- Establishing the cheap tourism agency in the provinces and even in the whole of Iran.
- Establishing the rest places and playground around the tourism area with the aim of developing the tourism industry.
- Giving especial concession to the investors in tourism areas.
- Equipping the tourism roads for tourists welfare
- Sign installation in tourism roads
- Dispensing the guide booklet and notebook among the tourists.
- Teaching and notification of people especially villagers who live near the tourism places.
- Teaching and notification of tourists in order to notify them the protocols of area.
- Encouraging people to cooperate in the development of tourism industry and investment in tourism for earning money

### Conclusion

The result of the research shows that Kermanshah is a good place for attracting internal and external tourism because there are cultural, religious, ecological and historical values and tourism places. According to the number of calculated matrix, ife is lower than standard values. It is obvious that the tourism management has tried to increase the weakness points in Kermanshah. Furthermore, the numbers of matrix ife show that the management of Kermanshah has not applied the opportunities to contest with threats. Therefore, the development solution of the area is to take into progress by listing the most important strong point plus opportunities for aggressive strategic based on establishing the opportunities in order to obviate the internal weakness points f sources through the review strategic for further allocation of sources, the internal and strong points for external threats with emphasis on the variety of strategic in order to obviate the needs of Kermanshah people and defensive strategic for obviating the harms of area.

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