

ASSESSMENT OF ECO-TOURISM ATTRACTIONS GONBAD CITY

GHOLAMREZA ELMI^a, MOHAMMAD MOTAMEDI^{b1} AND MEHDI VATAN PARAST^c

^{ac}Department of geography, Shirvan Branch, Islamic Azad University, Shirvan, Iran

^bQuchan Branch, Islamic Azad University, Quchan, Iran

ABSTRACT

Exploit the tourism potential requires favorable conditions are created The most comprehensive planning and strategic management is provided So in tourism development projects is essential standards of quality and social objectives,. Because of inadequate and inconsistent and cannot account for a very large threat to nature and environment destruction caused. This article is part of the study, first the library and field data collection And then using analytical models of SWOT, the analysis of the data has been collected. Survey, travelers entering the city gonbad Kavous in August 1392 have been For more than one night there have been days in the city and consists of 143 households are based on Cochran's formula A total of 100 tourists among them as a random sample of city tourism in different regions were studied. The results of this study show that the city natural spaces gonbad KAVOS benefit from tourism And rich culture of the city can be seen as one of the major centers of tourism in the province considered and exploited.The city has a natural sites, cultural and historic abundantly such Qaboos bin Vushmgir tower over a thousand years old, The historic city Jorjan, triple wetlands in the northern city, the Mrzbvbn with Turkmenistan. According to the 1390 census the city of the working population (age group 15-65 years), about 71 percent of the population and While the unemployment rate in the same city, about 3/15% for other tourism Vazsvy Tvandba are actively recruiting young and economically flourishing city is reducing unemployment. (Census of Population and Housing, 1390).Based on the results of the questionnaire, the most important tourist attractions in the city are prioritized in terms of tourist attractions, historical, cultural and natural phenomena.

KEYWORDS: Ecotourism, Nature Tourism and Historical Attractions, Evaluation

Today, tourism as an industry that goes up to the top of the World Trade Radranva least given a special role in the economy Strengthen the cultural interaction and communication between nations have. Azjazbh world of tourism, natural attractions Vbatvjh Azjazbh natural environment of the area are considered to be ecological tourism sector is expanding Azbazargrdshgry nature. Bravrdanjmn so that the environmental tourism, the tourism is about 7 Drsdbazarmsafirt World Radraktyardashth (Shahande, 1380: 45). "Ecotourism is not only nature tourism activities and the environment, whether natural or artificial environment and interact with each other to end the relationship and coexistence Between the environment and tourism "(Tavalaee, 1386: 107).

Given that Iran is among the top 10 countries in terms of tourist attractions in the world is considered, In order to diversify the sources of economic growth and foreign income and employment opportunities for jobseekers in the region around 15/3% of the population under study include the development of tourism and its related economic activities, To provide recreation areas

for citizens, is very important.KAVOS gonbad of Gorgan plain is part of the alluvial sediments of the Alborz mountains that China corrosion Alpine movements during Have been fourth geological Venice resulting in low water level of the Caspian Sea and rear, it has come down. KAVOS gonbad d city in between 54 degrees 31 minutes and 55 degrees 45 minutes and 37 degrees 23 minutes to 38 degrees 51 minutes latitude is located. The central part of the city (including minority Abad district, Sultanali, Baqly Marama and Fajr) and segments Daschle output (including the District of Atrac and deaf) is formed. It is 76 meters above sea level. KAVOS gonbad in the distance of 98 km from the provincial capital city (Iran (located From the north, Turkmenistan, south of the city of cities Azadshahr Vramyan from the East and from the West Vmynvdsht stigma and Ali Abad Vgorgan city's northern neighbor.According to the 1390 census, with an area of 5229 square kilometers Vjmyty KAVOS gonbad d city of over 325,789 people. (Source: Shabani et al, 1391, 30).

Vzrt (2011) in an article entitled "Human Gathering: Class and Tourism at Niagara Falls' claims

Surely the real interests of the people gathered in Niagara Falls, which causes growth of tourism in this place and this causes the complexity of social relations Among the tourists are. In 1390, Mahmoud ZIAI and colleagues in an article entitled "Assessing and prioritizing ecological potential of ecotourism in an area prone city Minoodasht". Kank (2010) research, the reality of poverty, tensions between tourism and the construction of shantytowns in Mumbai that examined Tourism Development and the appropriate solutions to eradicate poverty and human development does continue to investigate the weaknesses, deficiencies and problems, and suggest appropriate solutions development. Zarkv et al (2011) have done research on the importance of using ICT as determinants of innovation activities for the company's services Refers to the tourism sector, using a sample of 100 Spanish companies in the tourism sector in tourism development deal to prove this fact. Vzrt (2011) in an article entitled "Human Gathering: Class and Tourism at Niagara Falls' claims Surely the real interests of the people gathered in Niagara Falls, which causes growth of tourism in this area and this is the cause of the complexity of social relations among the tourists. ZIAI Mahmoud ,and colleagues in an article entitled "Assessing and prioritizing ecological potential of ecotourism in an area prone city Minoodasht" has: In this study, using GIS and AHP approach to evaluating the potential ecological zones prone areas, and extensive ecotourism centralized Identity and access routes for tourists it has identified (ZIAI et al, 1390).

d.r KATAYON Alizadeh, study entitled "Effects of tourists on environmental resources at the azizi Mashhad" is discussed. In considering methods of achieving sustainable development, including the pillars of

economic, social, cultural and environmental community, and in particular to express the concept of shared components Sustainability refers to the different perspectives, as well as the limited capacity of the environment can be part of the review (Alizadeh, 1381). d.r Zandi Manouchehr ,world and in a book entitled "ecotourism" to review and introduce the principles of ecotourism attractions and characteristics and its effect on regional sustainable development (Worlds Zandi, 1390). Movahedi Ali, PhD dissertation entitled "Analysis of the spatial pattern of urban tourism - the case of" to check the status of tourism city, and thus has the most hits out of Places and historical sites are located in the center of the city, is the (unitary, 1381). ZIAI Mahmoud in a book distributed to tourism geography tourism and tourists are countries such as Turkey and Thailand and the way income gain Is discussed. The book features some of the obstacles facing tourism in the country has paid (ZIAI, 1388). Mansourzadh (1390) in his master's thesis investigates "queries in Embroidery Designs Clothing Turkmen province, city semi" polished results show ; dress the years Iranians der Tmami areas nearly full phase resource reading the decision and Dada Land der Wayne Mian dress Turkmenan Nez fully proven and Evaluation of intensity either AST resources Khasi Ke der tomcat type of Basie, It may be considered a specific indicator accurately and has not been studied. Embroidery on clothing Turkmen art hidden from the view of scholars and experts In this thesis for the first time specifically and scientifically discussed and studied in this thesis Astdr 30 designs Embroidery designs in apparel Turkmen city Kavos gonbad has been investigated (Mansour Zadeh, 1390).

Table 1: Location city's most important tourist centers in 1392 Gonbad KAVOS

| Infrastructure facilities | Distance from city center | Access | Gravity position | Type of attraction | Name of attraction |
|---|--|--------|---------------------------------------|--------------------|-------------------------------------|
| Parks, bathrooms, children's play park | City Center | Tarmac | City Center | Cultural | Qaboos Tower |
| Archaeological site | 2km | Tarmac | Southwest side of town | Cultural | Old City Jorjan |
| Resorts and health services Feedback | 2km | Tarmac | Southwest side of town | Cultural | Shrine of Yahya ibn Zayd |
| Archaeology Workshop | The Caspian Sea to the mountains angular | Tarmac | North City Limits | Historical | Great Wall of Gorgan |
| Park, restroom, parking | 3km | Tarmac | East City | Cultural | Svarkay set |
| Hotel, entertainment complex, public health services and prayer | City Limits | Tarmac | South City | Cultural | Artificial lakes and Park City |
| Hotel, entertainment complex, public health services and prayer | City Limits | Tarmac | South City | Cultural | City of Games |
| Hotel, entertainment complex, public health services and prayer | 75km | Tarmac | Northwestern border city Incheh Brown | Cultural | Areas outside the boundary Incheh |
| Park, restroom, parking | 60km | Tarmac | Northwestern border city Incheh Brown | Cultural | Monument Scientist |
| Hotel, entertainment complex, public health services and prayer | 8km | Tarmac | North East | Cultural | Golestan dam |
| ----- | 5km | Tarmac | South City | Natural | Mud volcano |
| Hotel, entertainment complex, public health services and prayer | 75 km | Tarmac | Northwestern border city Incheh Brown | Natural | Alagol wetlands, Lmagl, Aji Flowers |

Source: author, year 1392

Gonbad-e-Kavus Location Map (Golestān, Iran)



<http://www.weather-forecast.com/locations/Gonbad-e-Kavus>

MATERIALS AND METHOD

In general terms, this design methodology designs among the cross, is analyzed, in which the methods of causal - effect is employed. In addition, with respect to the previous studies have been conducted, data collection and field documents are done in two ways. The documentary method using existing resources go to the library and taking notes from books, reports, articles, research projects and dissertations or theses of students and Internet sites content requirements is provided.

The SWOT Method

The major sources of tourism in the region, including natural resources, cultural attractions and is particularly identified with this model capabilities, Possibilities and limitations of Kavos tourist city gonbad was identified and classified. This model is actually the abbreviation of four analytical factors include: Strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) are. (Ziyari, 1383: 238)

To develop a strategy SWOT matrix model in terms of matrix elements can be created to evaluate the SWOT matrix is known. This model is based on the principle that every phenomenon in a competitive environment are affected by internal conditions. The terms of two categories: external conditions that are large, indirect effects will Conditions of inner wisdom that has a direct impact on the phenomenon, is indivisible. SWOT analysis is a systematic analysis to identify these factors and choose the strategy that best match between them to create Provides (Fisher, 1989: 161). Views of this model is an appropriate strategy to maximize strengths and weaknesses and the opportunities and minimize the threats. However, the desired points in four general SO, WO, ST and WT together and identify strategies and options are selected. (Harrison, 1382: 19). Analysis of strengths, weaknesses, opportunities and threats of a preliminary ranking that measures to achieve short, medium and long term to facilitate (Mani and Saghaei, 1388: 34).

Table 2: SWOT matrix and the set of strategies

| | | |
|-------------------------|-------------------------|-------------------------|
| Weaknesses W | Strengths S | Matrix SWOT |
| Strategies WO | Strategies SO | Opportunity O |
| Strategies WT | Strategies ST | Threats T |

RESULTS

City tourism development strategies and policies to provide four SWOT factors Kavus Gonbad to eliminate weaknesses and improve strengths and opportunities and threats are seen as inevitable. Therefore, Kavos Gonbad city's tourism development strategy with a list of the most important strengths and opportunities to be addressed.

A) Internal factors affecting tourism in the study area the goal is to assess the internal environment to identify strengths and weaknesses of the study area, namely the achievement of the objectives of the planning and execution of its assignments, or inhibitor, is considered a favorable environment is.

B) External factors affecting tourism city Gonbad Kavus The purpose of this step Kndvkavasar external environment to identify opportunities and threats in the city Gonbad Kavus The region is facing in relation to tourism. In this regard, it should be noted opportunities, Set of features and capabilities that the area outside of the tourist areas will be directly or indirectly useful. Threats of Factors that are outside of the inefficacy of these areas have direct and indirect effects.

C) Analysis of strengths, weaknesses, opportunities and threats:

As shown in Tables 3 to 6, 14 to 14 internal strengths internal weaknesses and external opportunities for 13 to 11 external threat has been detected. A total of 27 point and 25-point strengths and weaknesses, opportunities and threats facing the limitations and bottlenecks detected KAVOS city gonbad . Therefore, a simple analysis we can conclude that due to the high

points of tourism opportunities and weaknesses internal Represents a relatively favorable conditions for tourism development.

The city gonbad KAVOOS SWOT analysis, internal strengths was determined that the overall weighted score of 14 points equals 928/2, obtained Representing high impact strengths in the city under study. Among the strengths of the city gonbad , KAVOS, presence of abundant tourism in the city, Access roads to tourist sites, rich culture Turkmen city and local authorities to develop tourism has the highest rating among all other factors are strong.

Lack of basic facilities and equipment, tourism and a shortage of residential spaces and amenities as the most important factor in attracting tourists to the city-wide internal weaknesses are discussed. Thus the maximum weight rating of the weaknesses of the inattention to some authorities, tourism, water resources, surface and scattering anisotropy Drinking Places Tourism is the distance from the city center. Also external factors affecting tourism city can be concluded that the main factors threatening the city Gonbad Kavus tourist attraction include:

Social tensions between indigenous culture and tourism, environmental degradation as a result of overcrowding (around Kabus Tower), destruction of agricultural land and change them, Promotion practices, improper behavior from tourists and the impact on the indigenous traditional culture and its decline, especially in the villages. The total weighted scores points in 928/2 of the total weighted score points in 319/2, which represents a high rating is a weighted internal factors affecting tourism KAVOS Gonbad city. The weighted score based

on the SWOT analysis of strengths, opportunities Havnqat 178/5 is calculated, while the weaknesses threats and points 788/5 are determined. So according to the mean scores of the weaknesses and strengths, opportunities and threats more than the average total area is designated

((178/5) SO <(788/5) WT), so the strategy for development of tourism Gonbad Kavus city defensive strategy will be offered. Thus higher scores indicate the strength of tourism in the city gonbad KAVOS tourism is relatively good.

Table 3: Evaluation of the strengths of tourism in the city Gonbad Kavus

| Weighted Score | Calibration | Weight | S Strengths |
|----------------|-------------|--------|--|
| 0.525 | 3 | 0.175 | 1s -Easy access via paved roads |
| 0.68 | 5 | 0.136 | 2s- There are plenty of tourist |
| 0.452 | 4 | 0.113 | 3s- Sports attractions - entertainment |
| 0.52 | 5 | 0.104 | 4s –Certain local authorities to develop tourism |
| 0.276 | 3 | 0.092 | 5s –The rich culture of the Turkmen |
| 0.166 | 2 | 0.083 | 6s –High spirit of hospitality in indigenous |
| 0.074 | 1 | 0.074 | 7s –Low slope of the land area |
| 0.12 | 3 | 0.04 | 8 – s There are natural landscapes, such as mud volcanoes Vtph loess hilly lands |
| 0.114 | 3 | 0.038 | 9s – Equestrian sports are volleyball and regional |
| 0.102 | 3 | 0.034 | 10s –International Perspectives on beautiful Lake |
| 0.064 | 2 | 0.032 | 11s –Biodiversity in lakes and its surroundings |
| 0.064 | 2 | 0.032 | 12s –Favorable climate in spring |
| 0.025 | 1 | 0.025 | 13s –There is a fishing hook on area lakes and dams. |
| 0.022 | 1 | 0.022 | 14s –Scientific attractions for students and researchers |
| 2.928 | 38 | 1 | Total |

Table 4: Evaluation of the weaknesses of tourism in the city Gonbad Kavus

| Weighted Score | Calibration | Weight | Weaknesses W |
|----------------|-------------|--------|---|
| 0.7 | 4 | 0.175 | 1w –Lack of basic facilities and tourist facilities |
| 0.278 | 2 | 0.139 | 2w –Shortage of residential spaces and amenities |
| 0.13 | 1 | 0.13 | 3w –Lack of service |
| 0.276 | 3 | 0.092 | 4w –Not according to some authorities, tourism |
| 0.138 | 2 | 0.069 | 5w –Relatively dry climate of the region boiled and heat |
| 0.071 | 1 | 0.071 | 6w –Poor quality agricultural land area, especially in the northern city |
| 0.219 | 3 | 0.073 | 7w –Water Shortage |
| 0.192 | 3 | 0.064 | 8w –Tourist Places inappropriate distribution and its great distance from the city center |
| 0.159 | 3 | 0.053 | 9w– Poorly vegetated area |
| 0.044 | 1 | 0.044 | 10w –Lack of proper guidance and management to the tourists by the local guides |
| 0.036 | 1 | 0.036 | 11w –Deprivation and the northern border city |
| 0.044 | 2 | 0.022 | 12w –Low green areas and forests |
| 0.018 | 1 | 0.018 | 13w –The lack of lighting around the lakes |
| 0.014 | 1 | 0.014 | 14w –The weakness of garbage collection |
| 2.319 | 28 | 1 | Total |

Table 5: Evaluation of tourism opportunities in the city gonbad KAVOS

| Weighted Score | Calibration | Weight | O Opportunities |
|----------------|-------------|--------|---|
| 0.384 | 2 | 0.192 | 1o –Opportunity and incentive to the private sector to invest |
| 0.624 | 4 | 0.156 | 2 o– Ability to direct and indirect employment |
| 0.444 | 4 | 0.111 | 3o –Possible sale of goods in markets outside the boundary Incheh |
| 0.58 | 5 | 0.116 | 4o -There are three international wetland |
| 0.225 | 3 | 0.075 | 5o –Possibility of strengthening the tourism infrastructure equipment |
| 0.222 | 3 | 0.074 | 6o –There are cultural and historical monuments, religious and regional level |
| 0.13 | 2 | 0.065 | 7o –The possibility of local festivals and fairs |
| 0.063 | 1 | 0.063 | 8o –Creating opportunities for local people to protect indigenous values - Local |
| 0.042 | 1 | 0.042 | 9o –Ability to integrate with other forms of nature tourism |
| 0.043 | 1 | 0.043 | 10o –Possible strengthening of non-governmental organizations (people) NGO institutions |
| 0.052 | 2 | 0.026 | 11o –Ability to attract government funding, infrastructure construction and the development of social activities - service |
| 0.02 | 1 | 0.02 | 12o –Opportunities to attract foreign tourists (depending on the proximity to the border with Turkmenistan) |
| 0.017 | 1 | 0.017 | 13o –Monitoring of the environmental aspects of regional development |
| 2.846 | 30 | 1 | Total |

Table 6: Evaluation of tourism threatened city Gonbad Kavus

| Weighted Score | Calibration | Weight | T Threats |
|----------------|-------------|--------|--|
| 0.176 | 1 | 0.176 | 1t –Impact on traditional and indigenous cultures and its decline, particularly in rural |
| 0.181 | 1 | 0.181 | 2t –Promotion practices, improper behavior from tourists |
| 0.326 | 2 | 0.163 | 3t –Social tensions between the dominant culture and tourism |
| 0.24 | 2 | 0.12 | 4t –Destruction of agricultural land use change are |
| 0.294 | 3 | 0.098 | 5t –Destruction of the natural environment as a result of overcrowding around Kbus Tower |
| 0.146 | 2 | 0.073 | 6t –Environmental Pollution |
| 0.128 | 2 | 0.064 | 7t –The possibility of using synthetic materials and new equipment installations and negative effects on the ecological environment and the beauty of the area |
| 0.132 | 2 | 0.066 | 8t –The lack of security for tourists, especially in remote areas |
| 0.066 | 2 | 0.033 | 9t –Pressure to be environmentally |
| 0.175 | 3 | 0.025 | 10t –To redirect migratory birds and other ecosystem |
| 0.072 | 4 | 0.018 | 11t –Despite the scorching heat of summer and the cold of winter in the northern city |
| 2.859 | 24 | 1 | Total |

CONCLUSION

According to presentations and research conducted in this thesis, in order to develop tourism strategies and Kavus Gonbad, a SWOT analysis and modeling techniques, questionnaires and researcher's observations; Capacities and limitations determined Kavus tourist city Gonbad . Conclusions and suggestions for the development of tourism city executive are provided as follows:

- Hire skilled and experienced mentors (university graduates) to introduce the city tourist attractions for travelers who want to become familiar with the tourist attractions of the city.
- Organizing cultural festivals - Seasonal and opportunity of visiting the festival for tourists
- Trying to sell crafts through cooperatives and dealers operating in different provinces
- Create a relaxing dungeons and places selling appliances and basic items for tourists and travelers Constant monitoring of the health and cost required Kalahavkhdmat tourists at tourist Construction of car parking for the tourist routes
- Providing facilities for investors in the tourism sector Making the perfect place for a short stay and long considered one of the most important tourism infrastructures, particularly in wetland areas and three
- Strong international cultural relations with the Turkmen countries like Turkmenistan and Turkey Introduce and celebrate the great Turkmen folk music instruments like Magtymguly Wrappers for attracting tourists to the city expresses that Gonbad Kavos look

very clear and positive impact on attracting Grdshgdard.

- The city of tourism development strategies and policies, KAVOS Gonbad on SWOT table results
- Invasive strategy(SO)
- The strategy of the opposition's strengths and opportunities have emerged and led strategic elements that will help Phenomenon to study their strengths in order to benefit more from the opportunities provided to her by the external environment. Following ways to exploit existing advantages to develop tourism city Kavos Gonbad presents:
 - Echo top tourist attractions, such as wetlands and proximity to three other area attractions High biodiversity and benefit from international roads Expanding Religious - Cultural, Sports and motivation towards organizing regional authorities
 - The intended use of daily recreation tourism through environmental monitoring, monitors the environment and tourist sites in the city Gonad, KAVOS Opportunities to attract foreign tourists and exchange of technology with respect to the underlying features of the site, and the use of nets.

Competitive strategy (ST)

This strategy relies on the ability of the internal strengths and threats are external. A strategic element of this collection emphasizes the internal capabilities and its capacity to reduce and eliminate exogenous threats is external. According to the matrix (SWOT), the following

tasks in order to meet the needs of some of the city's Gonbad Kavus In order to eliminate the threat will be presented:

- Wetlands of international pollution control planning in solid waste planning and the preservation of its beautiful landscapes
- Benefit from the Akan cultural, religious and regional ecotourism industry
- The necessary training and promotion of biodiversity conservation, green space and recreational facilities in the city
- Environmental planning in the field of pollution of surface water and sewage spill
- Use the special structural and structural nature of desertification and the protection of groundwater

Strategy (WO)

The group's strategy is to try to emphasize on internal weaknesses by taking advantage of external opportunities, strategies to overcome weaknesses KAVOS gonbad swept the city was designated ecotourism development. To this end, the following guidelines are offered:

- Planning of facilities, resorts equipped for long term accommodation due to ecotourism attractions
- Compensate for deficiencies in the initial planning of health services
- Fix deprivation and continuous monitoring of regional tourism activity in the region
- Planning the perfect lighting system around the tourist centers for tourism boom overnight households according to the tropical region
- Planning jobs, especially in northern areas underserved by local residents in the area

The Strategic Defensive (WT)

These strategies are formed from the interaction between vulnerability and threat. Defensive strategies while emphasizing the vulnerability of ecotourism in the region following guidelines are offered:

- Wetlands of international regulations to control pollution by tourists
- Use of local forces in order to create employment and supervision of tourist sites prevent indiscriminate hunting in wetlands
- Encourage private sector investment and create a basic tourist facility in accordance with the provisions Tourism Organization of Iran
- Coordination between public and private sector institutions in the city and attract investment to introduce local and national

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