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Research Article

ANALYSIS OF EXCEPTIONAL TOURISTIC REGIONS IN IRAN BY USE OF ANALYTIC HIERRARCHY PROCEDURE (AHP)

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ABSTRACT

The purpose of this study is to assess tourism attractions, facilities and shortages in 8 regions of Kerman and to offer development strategies through identifying and evaluating effective measures and prioritizing these measures using Analytic Hierarchy Procedures (AHP). The results indicated that although these Exceptional Regions have high potential to attract tourists, they have weak infrastructure that has not been well-developed. Therefore, in these Regions, development priorities were investigated based on 5 measures namely, tourism attractions, comfort climate, accessibility, facilities and historical value. These measures were weighted 0.445, 0.262, 0.152, 0.089, 0.052 respectively. Among these factors, tourism attraction ranked higher than the others, showed that tourism attraction factor had the highest impact on prioritizing these regions. "Sirch" Region weighted 0.312 based on tourism attraction measure, Dalfard Region weighted 0.303, based on comfort climate measure, Dehbakry weighted 0.334, 0.268, based on accessibility and facility measure ranked orderly. Finally, among these 8 Regions, Sirch Region gained the highest score with the average weight of 0.201 and was distinguished as the first suggested tourist Regionand the " Sekonj" Region with average weight score of 0.62 attained the lowest priority.

Keywords*: Tourism, Exceptional Tourism Region, Analytic Hierarchy Procedures (AHP), Kerman Province*

INTRODUCTION

Tourism is one of the greatest industries in the world that allocates the main part of the global economy. Tourism contributes to 10 percent of total gross product and 10 percent of the world employment. The number of international tourists increased from 25 millions from 1950 to 903 millions in 2007 and it is estimated to reach 1.6 billions in 2020. Tourism income reached 865 billion dollars predicted to get more than 2 trillion dollars(WTO, 2012)

Economists believe that tourism is one of the promising industries in the third world countries to use its capabilities for succession and development of other industries. Although Iran is one of the top ten tourist attraction in the world, according to WTO statistics it has gained much little profit from global tourism income (Esmaeli et al., 2010). Thus, during recent decades, researchers started to rank tourist Regions on local, regional and national scales. Today it is common to rank tourist Regions using statistical methods in geographical studies. So, definition and ranking tourist Regions seems necessary in order to provide an effective framework to distribute tourists and their suitable services. In recent decades, theoretical studies have been carried on around the country such as the Comprehensive Tourism Plan by Plan and Budget Organization offering strategies and introducing tourism poles in Iran in terms of their capabilities and infrastructures. Tourism poles are classified either by geographical locations or tourists' attractions

(Shamai and MusaviVand, 2011). The organization of Cultural Heritage, Handicraft and Tourism is responsible to determine and evaluate tourist Regions, ranking tourism activities and organizing specialized committees. This organization has an effective role in refining the main tourist villages and determining main tourists' Regions.

The aim of this article is to identify 3 main tourist Regions for tourism development using effective measures and then to rank these Regions by AHP technique .

The questions are:

-Which one of these measures has the highest impact on prioritizing target tourist Regions?

-Which one of these Exceptional tourist Regions has the highest potential to be developed for tourism?

Necessity of the research

Iran is among the top ten tourism attractions in the world which has a high tourism potential (Talebi et al. 2007). Kerman is one of those provinces with high economic- social and cultural capabilities and rare and valuable attractions which seems to have the capacity to become a Exceptional tourism Region. So it appears necessary to identify these values and potentials. It is possible to determine tourism capabilities by quantifying tourism values and effective measures on tourism from tourists´ perspective. In this regard, an analysis of Exceptional tourist Regions using AHP technique has been carried on in this study.

Literature review

Tourism has been regarded as an effective catalyst for reconstruction and social and economic development of un-developed areas So that in recent years tourism has received a lot of attention in Europe to overcome social and economic challenges (Sharply, 2002)

Williams and Zelinsky announced that all studies in tourism have been limited to regional analysis. They believe it is possible to develop tourism through importing goods and economic relationships. Also, tourism development provides a basis for changing immigration patterns, balance of payment, optimal land usage and economic development (Williams and Zelinsky, 1970)

Priskin (2001), Denk (2002), Huang (2006) , Bender (2008) studies central coastal region in Western Australia, National Park, Yi- Chan forests regions in Northeastern China, tourism Regions in West Virginia in America , Respectively and prioritized tourism Regions using AHP technique.

Analyzing natural attractions in Victoria National Park in Australia, Dang and King (2002) classified tourism capabilities in to 4 levels using AHP and found that AHP is a suitable method to identify tourist best Regions and to prioritize investment and environmental protections in order to help managers (Rahimi and Ranjbar, 2012).Ziai and Daghestani in a study entitled " A Hierarchy Analysis of Historical and Cultural attractions in Neishabour " concluded that Neishabour is placed on 3 levels of development and that these levels comprises a basis for planning and decision making for tourism managers. Eshrafi and Faryadi (2010) assessed the capabilities of eco-tourism areas and concluded that Multi- Criteria Analysis will increase the accuracy of assessment.

In an article entitled" Determining Tourism Priorities in Gavkhuni Region Using AHP Model" , Abdolahi et al.(2012) stated that natural regions are the most important regions for tourists and with regard to the present condition of the region gravel hills are determined as the first tourism priorities.

Sadr Musavi and DakhiliKahnamuni (2010) in a research assessing tourism facilities in Eastern Azarbayejan concluded that tourism infrastructure has not been appropriately distributed. Eraji (2008) evaluated protected regions in Esfahan in terms of facilities, accessibility, resources, peripheral attractions and negative factors using AHP and reached to the conclusion that the most important factors from tourists' perspective are facilities and accessibility. Resources and peripheral attractions ranked afterward respectively. Other research was done to evaluate and prioritize eco-tourism attractions in ChaharMahalbakhtiary (Rahimi and Rajabi, 2011). Another studies were Leveling Isfahan small provinces in terms of tourism infrastructure using TOPSIS and AHP (Shamae and Musavi Vand, 2011), land zoning Using Multi-Factor approach and AHP to develop tourism in GIS environment (Behniafar and Mansury, 2010)

Research goals

The purpose of this research is to evaluate and analyze Exceptional tourism Regions of Kerman province using AHP technique in order to invest and provide necessary facilities for developing tourism in these Regions .

Research Hypothesis

-Tourism attractions have the highest impact on prioritizing Exceptional tourism Regions in Kerman.

-Sirch Region has the highest potential for developing tourism

METHODOLOGY

The approach of this study is descriptive- analytic based on the criteria and the subject matter. In this study the information was gathered from library and empirical resources as well as interview ,index card and observations. In prioritizing 8 tourism Regions, the framework of the study was defined and a collection of measures were selected ,then based on the specialists view, the final measures were chosen for the study.AHP technique and Expert Choice software were used to analyze the data .

The Scope and Realm of the Study

Kerman is located in the southeast of Iran Central Plateau in geographical East latitude of 26′, 53 to 29, 59°, and North latitude of 55,22° to 32°. The area is about 181714 square miles. The province is limited to South Khorasan province and Yazd from the North, from the East to Sistan and Baluchestan, from the West to Farsand to Hormozgan from the South. The heights of this province is the continuation of Central mountain range started from volcanic rigidities continued to Baluchestan .The heights are the trail of central mountain range possessing more than 14 summits higher than 4000 meters called "the Paradise of mountaineers". The climate diversity is high with cold and snowy mountainous area such as Baft, Rayn, Sirch, Lalezar, Dehbakry and warm areas such as Shahdad and Jazmurian.Baft city is 2250 meters above sea level as the third high city of Iran called the roof of Iran or the " South Siberia". The historical record of human residence in Kerman region roots back to fourth millennium B.C. Kerman was named Buta and Kermania in the past Kerman comprises 11 percent of Iran area and has a population about 2938988. The center of Kerman is Kerman metropolis. The province is somehow the cradle of industry, culture, politics, agriculture and science among East southern provinces of Iran (Scientific Society and Geographical Group Web Site).

Exceptional Tourism Region of Kerman Province

Table 1: Characteristics on Exceptional tourism Region of Kerman

Population 1996	Height (m)	Oldness	Type of tourism attraction	Climate	Geographical Location						Region	Row
					Latitude	Longitude	Distance to the center of province	Distance to the center of city	City	Province		
2935	2680	2nd Century	Natural-Historical	Moderate and mountainous	29.30	56.50	75	150	Bardsir	Bardsir	Lalezar	1
3000	2100	6th Century	Natural	Cold & Moderate	28.49	56.19	60	225	Baft	Baft	Khabr	2
4385	1378	-	Natural	Warm & Moderate	29.01	57.36	25	240	Jiroft	Jiroft	Dalfard	3
4000	1700	-	Natural	Moderate and mountainous	30.12	57.33	25	80	Shahdad	Kerman	Sirch	4
6314	2500	2ndCentury	Natural	Moderate and mountainous	29.05	57.56	75	170	Bam	Bam	Dehbakry	5
1200	1800	6th Century	Natural-Historical	Moderate , Warm & Cold	31.24	56.30	40	180	Ravar	Ravar	Taraz	6
1000	2300	7th Century	Natural-Historical	Moderate and mountainous	30.00	57.26	15	50	Mahan	Kerman	Sekonj	7
1000	2720	More than 14th Century	Natural-Historical	Cold	29.27	56.31	36	97	Bardsir	Bardsir	Bidkhoon	8

Source: Jahanshahi, 2010

Table 2: Tourism Attractions of Exceptional Tourism Regions

Row	Region	Tourism Attractions
1	Lalezar	River, Gardens, Peripheral heights, SardashtakTakht, Flower garden, Seyed-Shoms- Din Shrine, Caravanserai, Qajars Bath, Minerals
2	Khabr	Wildlife protected regions, Shah –Velayat Valley, Khabr Valley, Chah- Barf Mount, Shum- Borj mount, Flora and Fona
3	Dalfard	River, Qanats, Spas, Waterfalls, Water-Veiws, Natural Glaciers, Anar- Sheytan forests, Gardens, Country regions, Medical plants
4	Sirch	River, Mounts, The 800 year old Cypress, Warm spas with medical properties, Ski slops
5	Dehbakry	River, Shah- Alam Mount, Waterfalls, Country regions, Juniper trees, Needle-like trees,
6	Taraz	River, Gardens, Water mills, Vakili Complex,Cypress tree Complex
7	Sekonj	River, Waterfalls, Mounts, Sheikh- Ali –Bab shrine
8	Bidkhoon	River, Ice Cave, Deskuye, Yashm and Bahr- Asemen Mounts, the 2 thousand year walnut tree, Gardens, Prosperous valleys, Historical Saghurk cemetery

Definitions, Concepts and Theoretical Perspectives

Definitions and Concepts

a) Tourist: Tourist is a person who travels to a place for more than a day or less than a year. This definition includes business trips as well but not military employees, immigrants or students (Zahedi, 2006:4). In another definition tourist is a person who travels out of his ordinary environment for more than 24 hours or less than one year. His intentions to travel is visiting relatives and friends, business, exercise, mission, conference, meeting , seminar, research and religious activities (Piri, 2011).

b) Tourism: Virtually tourism is a space (geography) phenomena and includes those people who travel to other areas. Tourism is a two-side formula. On one side there is supply and on the other side there is demand. Its difference from other economic activity is that in production activities it is the supply side that is carried to the demand side but in tourism it is the consumer, the demand side, that moves to get the desired supply and that's because the supply resource is stable in its place (Saeedi, 1997)

c) Exceptional tourism Region: Is a Region enjoying tourism attractions and development potentials and is capable of establishing tourism facilities to offer goods and services required by tourists. This Region offers a combination of diverse products possessing service centers, cultural and entertainment and tourism facilities such as accommodations, purchase, produce and offer handicrafts, exercise, parks and etc (Tavakoli et al., 2010, 73). Exceptional tourism Regions are characterized as followed:

-Possessing a background or a mixture of tourism phenomena.
-Possessing suitable infrastructure.
-Possessing a comprehensive management system.

Theoretical perspective

The issue of Exceptional tourism Region was first suggested in article 8 , the act of Cultural Heritage and Tourism Organization in 1993 with an incentive to provide suitable conditions for foreign tourists. In this article it is mentioned" providing suitable tourism development and attracting domestic and foreign investors to create infrastructure facilities and to better introducing the monuments , the government can issue non- government sections and parties to develop tourism poles and susceptible areas with the focus on less-developed regions".

The Exceptional tourism Region was identified and introduced by the Cultural Heritage, Handicrafts and Tourism Organization to a group of specialists including all the civil engineers, social and cultural organizations. The aforementioned group considers all the aspects of the region and when the project is approved by the group, it is sent to Central Organization then issued to Ministry Board. When the plan is

confirmed and approved, the region is proposed as a Exceptional tourism Region. All the ministries, institutions and governmental companies are obliged to offer their services to all investors and developers based on the region rules and obligations. To reduce environmental damage, it is necessary to establish regular and integrated programs and a comprehensive management system.
In the formulation of the theoretical framework the following issues are considered: Establishing goals, strategies, definition of executive tactics, formulation of operational activities (Rahnamie, 1993).In terms of regional development, different strategies such as economic, social, spatial approaches are considered. Rural development and sustainable development has a comprehensive approach toward tourism development planning.

Data Analysis
It is necessary to rank Exceptional tourism Regions in order to better offering goods and services and to observe social and economic justice. One way to rank these regions is to examine service and facilities such as accommodation , hotels, transportation, mass media, cultural and artistic attractions , tourist supply (Shamae and MusaviVand, 2011). Therefore, in this study all facilities and shortages of 8 regions are mentioned in table 3.

Table 3. Existing Facilities in Exceptional Tourism Regions

Tourism services	Road	Bath	Post	Accommodation	Sport Club	Agency	Rail station	Rest room	Terminal	Gas station	Gas	Restaurant	Bank	Inn	Doctor office	Clinic	Phamacy	Emergency	Telegrams	Telephone	Electricity	Water	Region	Row
*	*								*	*			*		*	*	*	*	*	*	*	*	Lalezar	1
	*							*		*			*		*	*	*	*	*	*	*	*	Khabr	2
	*	*						*				*				*		*	*	*	*	*	Dalfard	3
*	*	*							*	*						*	*		*	*	*	*	Sirch	4
*	*									*		*	*		*	*	*	*	*	*	*	*	Dehbakry	5
	*							*					*			*			*	*	*	*	Taraz	6
	*															*			*	*	*	*	Sekonj	7
	*			*								*						*		*	*	*	Bidkhoon	

According to table 3, 8 tourist Regions are in good condition in terms of water, electricity, telephone, telecommunication, clinic and road. But they face deficiencies in facilities such as pharmacy, inns, banks, restaurants, gas, gas station, bathroom suites, terminals, Rail stations, Agency, Sport clubs, accommodation facilities, baths and tourism services. Among these Regions ,Lalezar and Khabr and Dehbakry are in a best condition and Rarz, Sekonj and Bidkhoon are in the worst condition.
1-3 Prioritizing tourism measures and suggested regions for tourism development in Kerman province
By identifying effective measures on the selection of tourism Regions from tourists´ perspective and determining their importance and weights and prioritizing the measures using AHP technique , suitable strategies are proposed to enhance and improve tourism development. Prioritizing the measures and Exceptional tourism Regions aredone in 6 steps as followed:
1)Modeling (Hierarchy Structure)

2) Paired- Comparative Matrix
3)Determining the importance coefficient of criteria (Weighing Criteria)
4)Estimating Consistency (Consistency test)
5) Selecting an option
The proposed hierarchy is shown in chart 1 including level 1: General goal; level 2: measures and level 3: options.

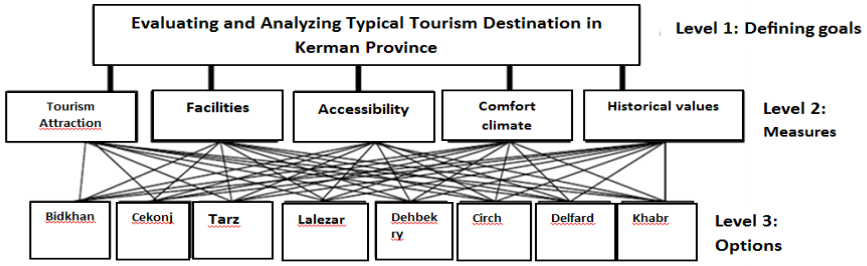

Chart 1: The Hierarchy Structure of Measures and options

The first step to determine priorities in decision making is comparing them in pairs. The desired form is the paired- comparative matrix (Ghasedi Pour, 2008). In this regard, a questionnaire containing paired-comparative questions was designed and distributed among tourists. For example the tourists were asked to state whether climate or accessibility is more important for them. They were requested to compare and rate their priority on a 1-9 scale. Then a table matrix including their choice or tourist Region compared to each criteria was designed and completed by a team of expert. For example they were asked to compare Lalezar Region and Dalfard in terms of historical value. To reach a unit value and neutralize the effect of small and large values, the arithmetic average of different scores was calculated and entered the next level. In the next step the hierarchy model of parameters were designed in Expert Choice software and the final weight was calculated.
One of the advantages of AHP is to examine the consistency of judges. In other words, it determines how much consistency there is in the Paired- Comparative Matrix. (Zebardast, 1993). If the consistency ratio is CR≤0.1, then there is enough consistency in our judges and if CR≥0.1, then there is no consistency in our judges and therefore they should be revised and redesigned (Asghar Pour, 2008). In chart 2 and 3,all the coefficient related to each weight is shown. The inconsistency ratio is calculated by Expert Choice software.

Table 4: Paired- Comparative Matrix of Tourism priorities from tourists Perspective

Measures	Tourism Attraction	Historical values	Comfort climate	Facilities	Accessibility	Measure weight	Priority
Tourism Attraction	1	7	2	5	3	0.445	1
Historical values	0.143	1	0.2	0.5	0.34	0.052	5
Comfort climate	0.5	5	1	3	2	0.262	2
Facilities	0.2	2	0.34	1	0.5	0.089	4
Accessibility	0.34	3	0.5	2	1	0.152	3
Consistency Ratio (CR) =0.0006						1	

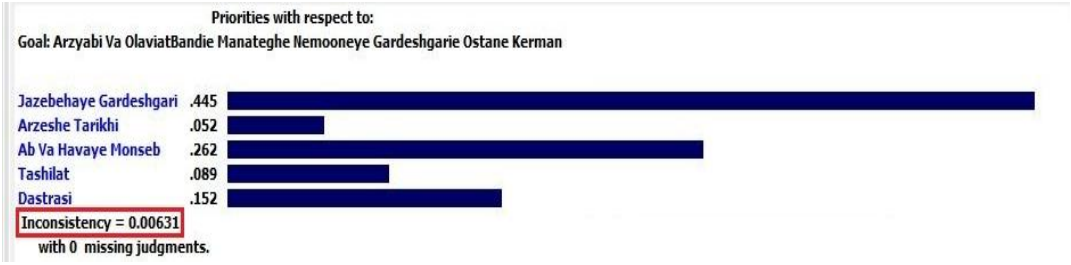

Chart 2: Relative Weight of Tourism measures

The final weight for each measure indicates its importance in prioritizing effective measures to choose a tourism Region in Kerman. Analyzing the questionnaire and table 4 shows that tourism attraction factor with 0.0445, importance coefficient is the most important factor to choose a tourism Region from tourists perspective. Comfort climate with 0.202 importance coefficient rated in second order. Accessibility weighted 0.152 and facilities weighted 0.089 are ranked in third and fourth order. Historical values weighted 0.052 is ranked in the last order from tourism perspective.
The consistency ratio is calculated 0.0006. This ratio for tourism attraction , historical value, comfort climate, accessibility, facilities was calculated.0.5, 0.02, 0.05, 0.02, 0.02, 0.03 respectively. These values are less than 0.01 which shows there is enough consistency among judges and that weighing process was carried on correctly, so it is not necessary to revise and review the judges.

Determining the Importance Coefficient of Selected Region
This section had two steps. In the first step each Region is prioritized based on measures. Then its status against all measures (calculating importance coefficient) was evaluated and finally the Region was selected. In this step each Region was valued separately and based on the selected measures (without considering their importance coefficient). According to table 5 based on tourism attraction criteria ,Sirch weighted 0.312 has the highest importance priority.
The final weight for each option shows its importance in prioritizing that option (Exceptional tourism Region). Based on the findings, from analyzing expert questionnaire and table 11, Sirch was recognized as the first suggested tourism Region in the region. Dalfard, 0.190, Lalezar,.145, Dehbakry, 0.140, Khabr, 0.113, Bidkhoon,.082 and Sekonj, 0.062 ranked from 1 to 8 in orderly. These Regions with high rate were selected as Exceptional tourism Regions. Undoubtedly, planning and investment will have more positive outcome in these Regions rather than other Regions.
According to table 5, SirchRegion weighted 0.312 , gained the highest score in terms of tourism attraction

Table 5. Paired- Comparative Matrix for Options (Exceptional Touristic Region)Based on Tourism Attraction Measure

Tourism Attraction	Lalezar	Khabr	Dalfard	Sirch	Dehbakry	Taraz	Sekonj	Bidkhoon	Options´ final weight	Priority
Lalezar	1	2	0.5	0.34	3	3	5	2	0.155	2
Khabr	0.5	1	1	0.34	2	2	5	1	0.122	4
Dalfard	2	1	1	0.34	2	3	5	1	0.149	3
Sirch	3	3	3	1	5	5	7	2	0.312	1
Dehbakry	0.34	0.5	0.5	0.2	1	1	5	0.5	0.066	7
Taraz	0.34	0.5	0.34	0.2	1	1	3	2	0.076	6
Sekonj	0.2	0.2	0.2	0.143	0.2	0.34	1	0.2	0.025	8
Bidkhoon	0.5	1	1	0.5	2	0.5	5	1	0.105	5
Consistency Ratio (CR) =0.05									$\Sigma = 1$	

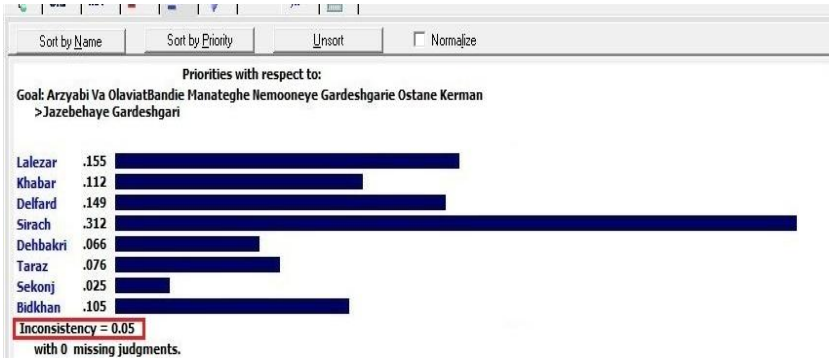

Chart 3. Relative weight of options (Exceptional Tourism Region) Based on Tourism Attraction Measure

According to table 6, Bidkhoon region weighted 0.328, gained the highest score in terms of historical value

Table 6. Paired- Comparative Matrix of Options Based on Historical Value measure

Historical values	Lalezar	Khabr	Dalfard	Sirch	Dehbakry	Taraz	Sekonj	Bidkhoon	Options´ final weight	Priority
Lalezar	1	0.5	3	2	1	0.34	0.25	0.2	0.062	5
Khabr	2	1	5	3	2	0.5	0.34	0.25	0.102	4
Dalfard	0.34	0.2	1	0.5	0.34	0.2	0.167	0.143	0.027	7
Sirch	0.5	0.34	2	1	0.5	0.25	0.2	0.167	0.040	6
Dehbakry	1	0.5	3	2	1	0.34	0.25	0.2	0.062	5
Taraz	3	2	5	4	3	1	0.5	0.34	0.152	3
Sekonj	4	3	6	5	4	2	1	0.5	0.226	2
Bidkhoon	5	4	7	6	5	3	2	1	0.328	1
Consistency Ratio (CR) =0.02									Σ =1	

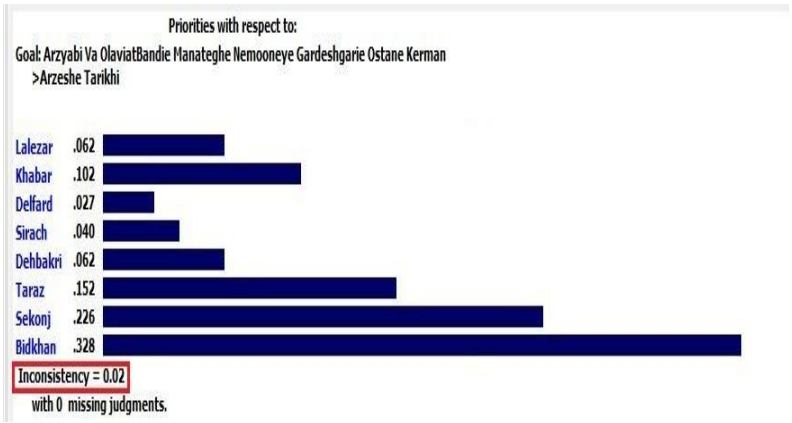

Chart 4. Relative weight of options (Exceptional Tourism Region) Based on historical values Measure

According to table 7, Dalfard region weighted 0.303 gained the highest score in terms of comfort climate.

Table 7. Paired- Comparative Matrix of Options Based on comfort climate measure

Comfort climate	Lalezar	Khabr	Dalfard	Sirch	Dehbakry	Taraz	Sekonj	Bidkhoon	Options´ final weight	Priority
Lalezar	1	2	1	1	1	3	1	5	0.160	2
Khabr	0.5	1	0.34	0.34	0.34	2	0.34	2	0.067	4
Dalfard	1	3	1	4	4	5	4	3	0.303	1
Sirch	1	3	0.25	1	1	2	1	3	0.124	3
Dehbakry	1	3	0.25	1	1	2	1	3	0.124	3
Taraz	0.34	0.5	0.2	0.5	0.5	1	0.5	2	0.056	5
Sekonj	1	3	0.25	1	1	2	31	3	0.124	3
Bidkhoon	0.2	0.5	0.34	0.34	0.34	0.5	0.34	1	0.043	6
Consistency Ratio (CR) =00.05									$\sum = 1$	

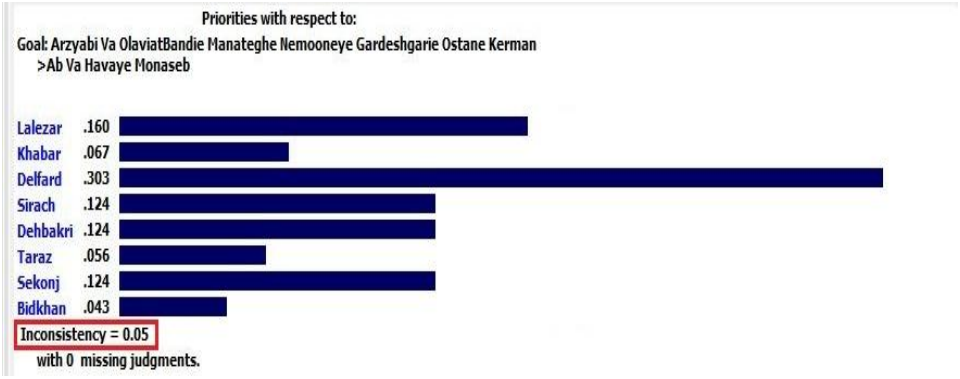

Chart 5. Relative weight of options (Exceptional Tourism Region) Based on climate comfort Measure

According to table 8, Dehbakry region weighted 0.268 gained the highest score in terms of facility.

Table 8. Paired- Comparative Matrix of Options Based on Facility measure

Facilities	Lalezar	Khabr	Dalfard	Sirch	Dehbakry	Taraz	Sekonj	Bidkhoon	Options´ final weight	Priority
Lalezar	1	2	4	3	1	7	9	7	0.268	1
Khabr	0.5	1	3	2	0.5	6	7	6	0.176	2
Dalfard	0.25	0.34	1	0.5	0.25	4	5	4	0.083	4
Sirch	0.34	0.5	2	1	0.34	5	7	5	0.122	3
Dehbakry	1	2	4	3	1	7	9	7	0.268	1
Taraz	0.143	0.167	0.25	0.2	0.143	1	2	1	0.031	5
Sekonj	0.122	0.143	0.2	0.143	0.122	0.5	1	0.5	0.021	6
Bidkhoon	0.143	0.167	0.25	0.2	0.143	1	2	1	0.031	5
Consistency Ratio (CR) =0.02									$\Sigma = 1$	

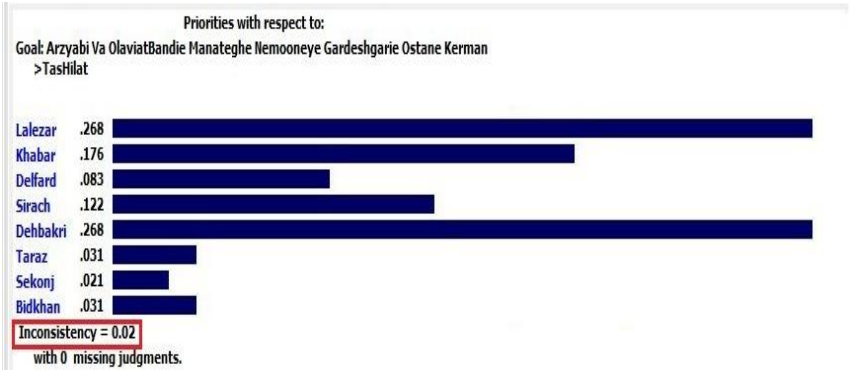

Chart 6. Relative weight of options (Exceptional Tourism Region) Based on Facility Measure

According to table 9, Dehbakry region weighted 0.334 gained the highest score in terms of accessibility

Table 9. Paired- Comparative Matrix of Options Based on Accessibility measure

Facilities	Lalezar	Khabr	Dalfard	Sirch	Dehbakry	Taraz	Sekonj	Bidkhoon	Options´ final weight	Priority
Lalezar	1	0.25	0.2	0.334	0.167	0.5	1	2	0.041	6
Khabr	4	1	0.5	2	0.334	3	6	5	0.157	3
Dalfard	5	2	1	3	0.5	4	7	6	0.230	2
Sirch	3	0.5	0.334	1	0.25	2	5	4	0.106	4
Dehbakry	6	3	2	4	1	5	9	7	0.334	1
Taraz	2	0.334	0.25	0.5	0.2	1	4	3	0.072	5
Sekonj	1	0.167	0.143	0.2	0.122	0.25	1	2	0.032	7
Bidkhoon	0.5	0.2	0.167	0.25	0.143	0.334	0.5	1	0.028	8
Consistency Ratio (CR) =0.03									$\Sigma = 1$	

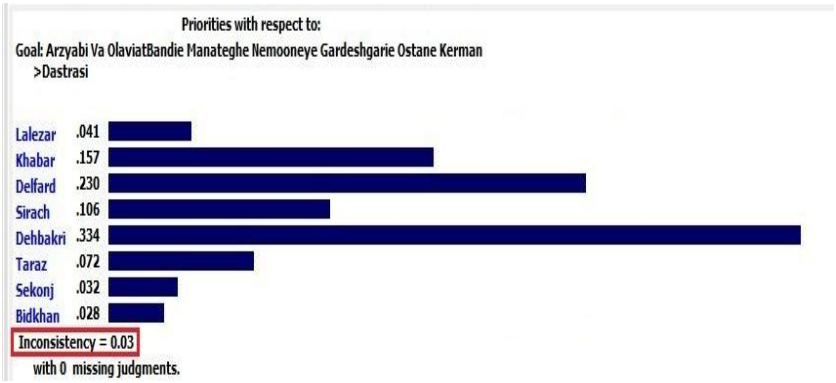

Chart 7. Relative weight of options (Exceptional Tourism Region) Based on Accessibility Measure

SUGGESTIONS AND FINDINGS

Kerman province has a significant potential for tourism in the country due to its historical, cultural background and natural sightseeing. Exceptional tourism Region in Kerman are very susceptible to develop tourism and recreation. Despite this capability, the regions can't be solely represented as tourism Regions in national and international stages, though these regions have attracted a lot of domestic and foreign tourists due to its unique attractions, natural landscape, special architecture, handicraft and etc. In line with sustainable tourism, planning and tourism management seem vital and critical. In this regard,

providing a suitable base for tourism development, identifying tourism supply sector, and evaluating them appears to be important in the first place. In this study, 8 Exceptional tourism Regions were examined for development priority based on 5 measures using AHP technique.

Table 10. The sum of scores for Exceptional tourism Regions considering their importance coefficient and final rates

Measure / Region	Tourism Attractions			Historical values			Comfort Climate			Facilities			Accessibility			Final Score	Final Rank
	Weight	Priority	Importance Coefficient	Weight	Priority	Importance Coefficient	Weight	Priority	Importance Coefficient	Weight	Priority	Importance Coefficient	Weight	Priority	Importance Coefficient		
Lalezar	0.155	2	0.445	0.062	5	0.052	0.160	2	0.262	0.268	1	0.089	0.041	6	0.152	0.145	3
Khabr	0.112	4		0.102	4		0.067	4		0.176	2		0.157	3		0.113	5
Dalfard	0.149	3		0.027	7		0.303	1		0.083	4		0.230	2		0.190	2
Sirch	0.312	1		0.040	6		0.124	3		0.122	3		0.106	4		0.201	1
Dehbakry	0.606	7		0.062	5		0.124	3		0.268	1		0.334	1		0.140	4
Taraz	0.076	6		0.152	3		0.056	5		0.031	5		0.072	5		0.070	7
Sekonj	0.025	8		0.226	2		0.124	3		0.021	6		0.032	7		0.062	8
Bidkhoon	0.105	5		0.328	1		0.043	6		0.031	5		0.028	8		0.082	6

According to experts´ view, tourism attraction criteria with the score of.445 is the most important factor that influences prioritizing these Regions. So the first hypothesis is confirmed. Other measures such as suitable climate, accessibility, facilities, and historical values weighted, 0.262, 0.152, 0.082,0.052 respectively and placed in lower orders.

Sirch Region received the highest score (0.201) among 8 Regions due to its diverse attractions such as rivers, mountains, the 800 year old cypress, warm spas with medical properties and skislop, so the second hypothesis is also confirmed. This Region has the most suitable condition for investment and establishing infrastructure and tourism supporting services.

Dalfard and Lalezar ranked in second order after Sirch with the weight score of 0.19, 0.145 respectively. Other Regions rated in lower orders. Among these Regions, Sekonj received the lowest score with the weight score of 0.062. Other Exceptional tourism Regions have many attractions that are summarized in table 2.

The following recommendations are suggested for improvement and development of tourism in these Regions:

1- Improving the present condition of 8 Exceptional tourism Regions that faced difficulty in terms of pharmacy, guest house, bank, restaurant, gas, gas station, terminal, bathroom, rail station, sport club, accommodation, post, and tourism services.

2- More investment in Sirch and Lalezar as Exceptional tourism Regions due to their highest score using AHP.

3- Prioritizing suitable infrastructure and supporting services.

4- Introduction and advertisement of Exceptional tourism Region through mass media (TV, radio, Newspaper, internet sites) and different exhibition.

5- Considering the tourism carrying capacity that are capable of economic, social and cultural and environmental development in line with sustainable tourism development.

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