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FUTURE STUDY: A NEW APPROACH IN TOURISM PLANNING WITH EMPHASIS ON THE ROLE OF TOURISM IN PHYSICAL DEVELOPMENT OF A CITY

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ABSTRACT

Today, tourism is one of the most important sustainable development industries in any society and it has high mobility in economic, political, social, urban and environmental changes. Focusing on various aspects of tourism industry with local and national management planning of any society has important role in international and natural processes of any society. The present era man after taking various stages entered the period in which the entire world is called information village and it is a great revolution in countries in all over the world. Such life style has specific outcomes and urban development process is one of them. The important event in promotion of required goals for good life and facilities in a city with definite population shows its urban structure and we should have a good recognition of it. The purpose of the study is evaluation of the role of tourism in urban physical development of Zahedan city. We selected some of the administrative experts of municipality, cultural heritage, housing and urbanization of Zahedan city by stratified sampling method and the researcher questionnaire was responded. Finally, the results of study hypotheses were analyzed by single t-test and bivariate linear regression. The results showed that urban physical condition of Zahedan was average but tourism condition was not suitable. The results of the study showed that tourism had significant effect on physical urban development of Zahedan city.

Keywords: *Tourism, Information Village, Urban Development, Urban physical aspects*

INTRODUCTION

Environmental problems and reduction of living public level namely in urban communities in the past two decades caused that sustainable development strategy was raised as the issue of the late 20th century from UN and it was determined at international, regional and local level (Campbel, 2007). In other words, sustainability principle is supported in development plans as general goal. This goal is infinite but is continuous (KazemiMohammadi, 2007). Due to the continual focus of population increase and economic activities in urban centers namely in the less developed countries, urban development stability is mostly considered (Derakiks, 2008). Urban sustainable development has wide dimensions and emphasizing on a single factor of formation is not a good measurement. The most important indices considered in formation of this urbanization phenomenon are including economic, environmental, social and physical factors (MaesumiAshkevvari, 2000).

Thus, sustainable development is not dependent only on environmental policy and this is not fulfilled without solving economic, social and physical aspects (Cantsching, 2003). Urban tourism is one of the most important and complex spatial activities of human being in urban community. According to experts, urban tourism is a great cultural, social and economic opportunity for global metropolises and this opportunity plays important role in qualitative improvement of citizens' life in various aspects. The growth of such industry in various parts of the world including Iran, namely great metropolises in the society as daily or weekly fulfilled many leisure time activities and needs of citizens and it is also developing (Akbarzade and Ebrahimi 2007). Zahedan city, the center of Sistan and Baluchestan province is located in the east of Iran and it was formed with the 100 years living in initial formation as political and administrative function. Then, by absorbing other sectors including business, commercial, financial affairs, education, military and immigrant accepting and etc. is turned into one of the metropolises of Iran.

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Based on these dimensions, one of the most important city uses is presenting new tourism service including presenting services to urban tourists in recent decade. Formation of post modernism era with its main application, globalization process, requires information in various spaces and urban tourism is one of the basic parameters of this process in such era.

Statement of Problem

Today, development of tourism industry and the profit of the revenue of this industry in developed countries were as it led into the change of attitude and budgeting of this system in these countries. Iran is one of the 10th countries in terms of tourism attractions namely natural, historical, ancient and religious attractions but less income is obtained for the country (Vadudi, 2007).

Zahedan city as the center of Sistan and Baluchestan is located in the east of Iran, near the border of Afghanistan and Pakistan. This province by natural attractions and climate including marine-coral coasts, miniature mountains, Sarbaz and Sarhe green valley, volcanic mountains, GolFeshan springs, Hamon swamp, green villages of Sistan, wells, fruit gardens, temples, holy shrines and monuments and etc received much attention from the authorities (Ebrahimzade *et al.*, 2007). The final solution to the challenges of Sistan and Baluchestan province in economic problems and the lack of social development is proposed tourism development. Zahedan city is bounded on north to Zabol town, on east to Afganistan, on northwest to KhorasanJonubi province, on west to Kerman province, on southwest to Iranshahr town, on east to Pakistan and on south to Khash town (Parizadi, 2010). Based on the great geographical position and based on existing statistics of population and area of Iran cities, Zahedan is one of the cities with great development and this development is fast now. The political and commercial position of locating in transit road of Asia and Europe and proximity of this city with master and detailed plans are the great advantages. If we are not realistic about many physical problems in terms of land use in metropolis for Zahedan city, we are faced with great challenges in close future (Detailed plan of Zahedan city, 2010). By considering the items and importance of tourism and urban physical development, the researcher was attempted to consider the role of tourism in urban physical development. It can be said how the effect of tourism on urban physical development of Zahedan city is.

Significance of Study

Today, urban tourism is turned to an important economic, social, cultural and symbolic issue for most of the urban authorities and managers (Rebecca, 2011). Urban tourism is turned into a competitive process in any society among the metropolises of the society and its urban management by presenting definitions, determining goals, arbitrage among various choices in investment and monitoring and creating suitable management structure and commercialization of urban tourism products should attempt to take a big step for local sustainable development. The logic of using urban facilities for urban tourism was less than regional and development countries (Ranjbarian, 2009). Urban tourism concept entered research projects and evaluation of sustainable development of countries since 1980s. Since the leisure time has been turned into important issue for urbanization life and urban tourists have been increased, urban tourism is turned into an important issue in local and urban sustainable development. "Perception of urban tourism and result of life cycle in urban goals include complex methods for analysis of forms and performances. The new methods for tourism performance and tourists in urban environment are increasing rapidly and it is the goal of many comparative investigations (Dinari, 2010).

The various attractions in the cities beside the spatial situation, morphology of city, the historical and heritage monuments, green spaces, cultural centers, sport facilities, entertaining spaces, facilities in reception, shopping centers and markets and etc. are important parameters of urban tourism formation (Goeldner, 2006). In Iran, these parameters in metropolises led that domestic urban tourists come to these cities. As it was said, the role of tourism in physical urban development of Zahedan can be investigated as a necessity.

Review of Literature

The review of literature showed that we learn from others and create new works based on them. Scientific study is not a spiritual activity ignoring the findings of others and it is common activities of many researchers. Generally, the review of literature extends analysis visions and makes the researcher familiar

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with the thoughts of other experts being inspired by their research and thoughts. Various aspects of study that are not found alone are revealed in theoretical framework selection of study title (Kioy and Campenhood, 1996). We follow this section by review of literature of the role of tourism and physical development of city.

MehrabiJavad, KhaliliShurini, Sivash, Khalfi Ahmad, 2012 conducted a study “evaluation of barriers of tourism industry development in Islamic Republic of Iran. Today, tourism industry is one of the greatest and diverse industries in the world. Islamic Republic of Iran is one of 10 first countries in the world in terms of tourism attractions but it has no suitable position in terms of absorbing tourist not only among the countries in the world but also among Middle East countries. The present study answers the question why Islamic Republic of Iran is not successful in absorbing foreign tourist. To investigate regarding the barriers of tourism development, the views of experts in tourism including lecturers, authorities and top managers were used. 103 people were selected by stratified simple sampling method. At first, by explorative factor analysis, 42 items were tested in the questionnaire. 7 structural and main factors were considered and extracted factors were including: 1- Infrastructural factor, 2- Political factor, 3- Cultural factor, 4- State factor, 5- Human factor, 6- Management factor, 7- Economic factor explained the highest changes of test variance, respectively. The hypotheses were tested using t-test and 7 hypotheses were supported. The results showed that the weakness of infrastructural facilities are the most important barriers of tourism development and then political and cultural barriers had the highest effect on the lack of tourism development.

Baradaranzade and Zahra (2011) conducted a study “the role of IT in tourism”. Tourism and Information Communication Technology called as ICT is of great importance among the various sciences and techniques experts. It is a new technology and human being in the new era attempts to do a big change in various sciences.

TaghaviMedi and Gholiporsoleimani (2009) conducted a study “effective factors on Iran tourism industry”. They answered the question “What are the effective factors on increasing foreign tourism revenues in Iran?” and this study is inspired by it. Some variables including “the increase of rooms in hotel”, “training human resources working in tourism industry” and “War” are explanatory and they can influence foreign tourism in Iran in accordance to the researcher (dependent variable). The research data is time series 1978-2007. To test reliability of time series, unit root test was used and to test study hypotheses and estimation of long-term equilibrium, multi-variate regression and Autoregressive-Distributed Lag (ARDL) were applied. The results of the study showed that the coefficients of the variables “the number of hotel rooms”, “exchange revenues of past periods”, “hotel room price”, “free price of foreign exchange”, “tourism agencies” were significant and they are as expected.

Hypotheses of the Study

- 1- Zahedan city is not in a good condition in terms of urban physical development.
- 2- Zahedan city is not in a good condition in terms of tourism
- 3- Tourism has significant effect on urban physical development in Zahedan city.

MATERIALS AND METHODS

Methodology

- a. Study method: Applied, causal analysis and survey
- b. Data collection method: by library documents, internet and questionnaire, note taking from resources and meaning extraction, contents, using the related articles
- c. Data analysis: SPSS software was used for data analysis. The data analysis of the present study is including two aspects:

Descriptive Statistics

Frequency table and Histogram charts were used to describe findings. To describe the data, central measures including mean and mode and dispersion indices as standard deviation were used.

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Inference Statistics

The inference statistics in the study includes:

- 1- Regression test: It is used to investigate the effect of independent variable and its dimensions with dependent variable and regression test is used.
- 2- Friedman test: It is used to analyze two-way variance (non-parametric data) via ranking and comparing the ranking mean of various groups.

The Region under the Study

Zahedan city with the area 36581 km² is located in southeast of Iran and north of Sistan and Baluchistan (Figure 1) and is located in eastern 61°, 52' and northern 29°, 29'. Its sea level is 1385m and the distance from Iran and Pakistan border is 83km. Zahedan is bounded on north to Zabol town, on east to Iran and Pakistan border, on west to kerman province and on south to Khash town. Zahedan has great geographical position and is located in international transit of Pakistan and India- Khorasan and Kerman (Iran statistics center, 2011).

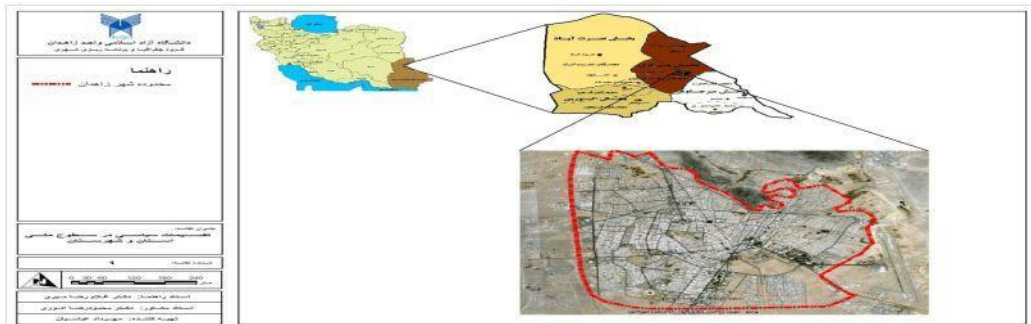


Figure 1: The situation of Zahedan city in country and province (Source: Housing and urbanization organization of province, 2011)

Study Population

In sample studies, the population for scientific study is conducted should be determined to decide about sample selection indicating the so city and infer statistical and scientific information. Study population is defined as a set of people or units with at least one common attribute (Sarmad and BazarganHejazi, 2000). The study population of this study is all the experts of municipality, cultural heritage and housing and urbanization of Zahedan city in 2013 as 71 people and 60 questionnaires were distributed among them.

RESULTS AND DISCUSSION

The results of inference analysis of study hypotheses are reported separately. To use parametric tests in study data analysis, the data should have normality condition of variables distribution and this assumption is analyzed by Kolmogorov Smirnov test and the results are shown in Table 1.

Table 1: The statistics of Kolmogorov Smirnov test

Tourism development	Physical development	Variable
0.809	1.093	Kolmogorov Smirnov value
0.529	0.183	Sig.

Source: Author studies

The results of Kolmogorov Smirnov test showed that study variables were normal and parametric tests can be used in this test as single test and bivariate linear regression in the study hypotheses analysis.

H01: Zahedan City has not Good Condition in Terms of Urban Physical Development

To respond this hypothesis, single-test test is used and the results include as follows:

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Table 2: The results of urban physical development

Sig.	t	Mean	df	Variable
0.000	-5.095	2.3630	59	Urban physical development

Source: Author studies

As the questionnaire questions in urban physical development has five items, the mean for this concept is “Three” and by comparing the results (mean=2.3630, $P < 0.01$). Among the experts of offices of Zahedan, Zahedan city has not good condition in terms of urban structure development ($P < 0.01$).

H02: Zahedan City has not in Good Condition in Terms of Tourism

To respond this hypothesis, single t-test was used and the results are as follows:

Table 3: The results of tourism condition

Sig.	t	Mean	df	Variable
0.000	-3.504	2.5237	59	Tourism

Source: Author studies

As the questionnaire questions in tourism concept has five items, the mean for this concept is “Three” and by comparing the results (mean=2.5237, $P < 0.01$). Among the experts of offices of Zahedan, Zahedan city has not good condition in terms of tourism ($P < 0.01$).

H03: Tourism has Significant Effect on Physical Urban Development of Zahedan City

To predict the changes of urban physical development via tourism and investigation of their relationship, bivariate linear regression was used and the results are as follows:

Table 4: The general determinants of regression analysis of the effect of tourism on urban physical development

Significance level	F	Adjusted R^2	R^2	Correlation coefficient	Statistical index
0.000	2434.386	0.976	0.977	0.988	1

Source: Author studies

Table 5: Regression coefficient of tourism and urban physical development

Significance level	t	Standard Beta	Standard error	Regression coefficients	Statistical index
0.175	1.372		0.050	0.069	Fixed coefficient
0.000	49.340	0.988	0.018	0.909	Tourism

Source: Author studies

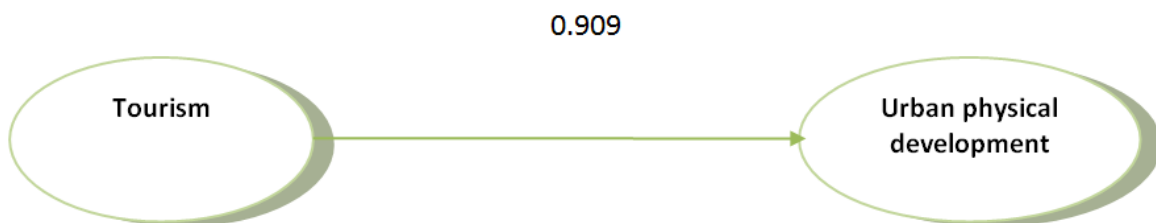


Figure 2: Regression effect of tourism variable on urban physical development

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Table 4 indicates correlation coefficient of tourism and physical urban development of Zahedan city. The correlation coefficient of these two variables is 0.988 with significant level ($P=0.000$). Based on adjusted coefficient of determination (0.974), tourism had significant effect ($P<0.01$) on physical urban development of Zahedan city.

For one unit increase of tourism, 0.909 units are increased in urban physical development behavior of Zahedan city. The following regression equation is used to predict urban physical development by tourism.

Conclusion

Tourism focuses mostly on culture in all external issues and they have also some goals. Although tourism is failed in case of the lack of economic achievements, the cultural aspects and considering the cultural issues are on priority of all labor economic goals. Perhaps, the required costs of providing cultural goals in tourism are great and they have not direct return in short-term, its economic return is implicit at first and is revealed as economic benefits as the main basis of tourism economy. In most cities in Iran including Zahedan, we are faced with the elimination of urban infrastructure of agriculture land and uncontrolled construction of residential textures in ecosystems and open urban spaces, gardens and places in the margin of city. Urban transportation is also faced with some problems; the urban services are also decreased. Some of the villages in proximity of the cities are joined to the city texture and other villages are also added to the city problems and caused city economic inefficiency and abnormal job types. Social abnormalities in cities are occurred mostly and we are faced with intolerable aspects of city physical aspects.

Recommendation of the Study

Based on the results of study data analysis, the following executing recommendations are presented:

- 1- The condition of handicrafts of Zahedan is respected.
- 2- Urban authorities of Zahedan city keep natural attractions of Zahedan city well
- 3- Welfare facilities for tourists and some facilities as hotel, restaurant and fairs are organized.
- 4- Cultural spaces of Zahedan city are improved.
- 5- Urban transportation development can improve tourism attraction in city
- 6- Comprehensive strategies and planning are created for tourism development in Zahedan city.
- 7- Infrastructural installations and suitable urban infrastructures of Zahedan city can be improved.
- 8- Required grounds can be created for development, welfare and social, economic and environmental quality.

Suggestions for Further Research

- 1- A study can be conducted on satisfaction of the passengers visiting zahedan.
- 2- A study can be conducted regarding the skills of urban management of urban authorities of Zahedan city.
- 3- A study can be conducted on preparation of culture of Zahedan city about accepting new immigrants and passengers.

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