

Analyzing the Bases of Tourism in 'Kohgiluyeh and Boyer-Ahmad' Province in Iran

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Abstract: 'Kohgiluyeh and Boyer-Ahmad' province with an area of approximately 15504 km includes 0.95% of the total area of Iran and is formed of two cold and tropical regions. Dense forests, beautiful outlooks of summits and heights, rivers and springs, lakes, ponds, protected areas with rich diversities of animals and plants species as well as various tribes with their special customs are the strong points of this area for development in tourism. The aim of this research is to investigate into the bases of tourism of Kohgiluyeh and Boyer-Ahmad province and determine the necessary bases for a sustainable development in tourism. The method used in this research from the objective point of view is functional and from the perspective point of view is analytic. A questionnaire was used to gather the required data and for analyzing the data, descriptive and inferential statistics were used.

Key words: Bases, tourism, sustainable development, Kohgiluyeh and Boyer-Ahmad Province, area, affordable

INTRODUCTION

Growing development of technology and industry, uncontrolled acceleration of mechanical life and the weariness which is the result of the infection of human civilization are the reasons of disturbance in human comfort. This is the fact which makes people take refuge in nature. Therefore, human beings for the purpose of enjoying the natural beauty and man-made wonders have turned to tourism. Because of the great benefits of this activity, tourism has become a lucrative industry, so that this industry has become one of the ways of strengthening the economic and social development of many countries (Alvani, 2000).

Tourism, like other industries, needs management and regulation. Organizing tourism in a region consists of the recognition of micro and macro dimensions as well as deficiencies, defects, opportunities and fortes. By eliminating the defects and reinforcing the fortes, it becomes possible to help the prosperity and sustainability of this industry in the absence of an organized tourism not only the sustainability of the area becomes at risk but also the social security faces problems.

Tourism as one of the world's leading industries and a powerful social, cultural and economical force is able to shape and transform the societies so that it is an extremely important affair. There is no doubt that all countries are in a fierce competition for using economic, social, cultural and benefits. They are in competition especially for receiving a greater share of income and raising the level of employment resulting from the optimization of this servicing industry for their respective countries (Gee, 2009).

Because of this fact with an explorer point of view, we may be able to notice the fact that the efforts of these countries are in terms of growth and sustainability. In other words, these two problems are the center of expectations that others from an economical, social and cultural point of view have. Tourism industry is known as one of the largest and the most diverse industries in the world. Many countries consider this dynamic industry as the main source of income, employment, private sector growth and the development of infrastructure (Hosseinzadeh, 2009).

Kohgiluyeh and Boyer-Ahmad Province, like all the provinces in Iran has an effective role in tourism attractions and these are mostly of natural ones, so that this province is called the land of snow and sun. The relationship between human beings and nature has a history dating back to the origin of life on earth. Wonderful Springs and caves, waterfalls, ponds and lakes are only a part of attractions of this province. Therefore, it seems vital that because of all of these potentials and God-given gifts, a research being done to study the bases of tourism industry and find its fortes and defects for providing appropriate strategies. This is done by making use of existing techniques to achieve the goals of sustainable development of tourism.

Theoretical rules: Common ideas about the concept of development suggest that the main goal of development is growth and excellence in all aspects of human societies so that understanding the circumstances of human societies and people's needs and demands in material and spiritual aspects is a crucial action that should be done in a path of progress and development.

According to the nature of tourism and its close relation with different economic, social and cultural activities, its effect can naturally be very diverse and widespread, especially on local environments and host communities.

Social-cultural effects of tourism can be either positive or negative: Areas in which tourism is growing, important and positive social-cultural effects of tourism on native communities are consist of self-sufficiency and strengthening the local economics, greater respect to social communities and their culture, strengthening and sustaining the cultural traditions increasing the level of understanding and tolerance between cultures especially by music, supplies of arts and craft, aboriginal life, housing and other life experiences (Reza and Safayi, 2005).

Negative effects of tourism on local communities include privation of welfare benefits for the host society, the pressure of demands for scarce resources like water, excessive dependence of the host societies on tourism in appropriate behavior and tourist's lack of cultural sensitivity.

Planning for a sustainable tourism is one of the topics discussed by tourism researches: Experiences have shown that wherever tourism has outspread spontaneously, accidentally and without planning undesirable consequences had been brought and in the long term its problems have raised more than its benefits.

Among its visible effects during the past two decades are outcomes like environmental pollution, demolition of water resources, flooding, soil erosion and the destruction of forests and grasslands. For this reason, during the past few years, the concept of a sustainable tourism has made progress to some extent in order to answer the threats of unorganized tourism.

A sustainable development of tourism is the one in which there are equilibrium and balance, protection of values and morals, economic principles as well as economic benefits and an effort for a full balanced development being replaced with merely an economic development.

From this point of view, the development of tourism by using the existing resources is in such a way that while fulfilling the economic social and cultural needs and community legal term and tourist's expectations, it becomes possible to supply the unity, cultural identity, environmental health economic balance and native people's comfort.

In modern times, the need for a sustainable leisure times is one of the most important ones. Generally, leisure times are the times in which one does his affairs relating

to working, sleeping and other basic needs and is free from such constraints (the organization of cultural heritage, arts and craft, tourism, 2007). Any activity being done in this period is called a leisure activity. All of these activities include sporty, artistic, scientific, etc. activities.

Performing such activities need its suitable spaces and paying attention to urban centers and anticipating suitable spaces for spending the leisure time seems vital. So, recognizing suitable spaces for spending these times and improving them can be effective in solving the problems of many cities.

The quality of the spaces for spending leisure time is one of the most important subjects of tourism which as well as other subjects like work, residence and transportation, plans how to underpin the quality of life.

Simply, leisure times are the times in which one is free from generative, personal and domestic responsibilities and dedicates a part of this period to constructive activities for himself and his society (Majid, 2011). Paying attention to leisure times was intensified with the development of mechanized industry at the end of the 19th century. At this time, most of the hard works were done by machine; so that people found more opportunities for dedicating times, named leisure times to their optional activities like doing sports or going to theater. In defining leisure times, three points are worthy of consideration. First, leisure times are the times when a person does an activity with pleasure. Second, leisure is the thing which a person chooses by personal desire and this choice based on different definitions of leisure can vary a lot and finally leisure is the time being spent by optional activities. Different cultures are representative of different points of view about leisure. In the view of capitalism, leisure activities need investigation of time and money. So that involvement of the poor in such activities seems impossible. Some also work intensively to provide leisure expenses and they think of it as something vital in order to reach higher positions. From the socialist perspective, world is the world of abundance and it is possible to get satisfied with a small piece of cake and spend your time doing sports, arts and other activities. Some also believe that working should be done every day and holiday get omitted (Rezvani, 2000). Discussion of different opinions shows that leisure activities can include many different ones. Such activities usually are in harmony with one's tastes and interests and it may be out of any financial benefits. While doing such activities one tries to reach some goals as relaxation, improving physical or mental condition, showing off one's skills, making relation with others and in overall getting ready to continue with working and living. To

think of leisure as free time doesn't seem right because if one has excessive free times and doesn't spend it doing leisure activities, it is nothing but vanity and this is a social and personal harm, so that we can divide leisure activities into active and inactive ones. It seems that the most accurate meaning of leisure is doing free and favorite activities.

In investigative literature relating to leisure times, the concept of leisure has been studied by the three concepts of time, action and conditions of mind. As it is said, leisure is the time when a person is free from his responsibilities about working, family stuff, religion and etc. and he himself decides what to do in his leisure times without any external factor disturbing. But this definition is not clear because it doesn't represent any specific meaning for leisure. So, the concept of leisure is studied in another aspect. In this aspect, leisure is what a person thinks of. And this is a principle the founder of which is Aristotle and it is continued until now. In this point of view, leisure is introduced as a way of thinking and progress of a person and it is known as the biggest property for one's progress and it forces a person to pay attention to the most important thing of his daily activities. This point of view includes human tendencies. By summarizing the opinions expressed about leisure times we can say that spending leisure times is dedicated to three goals: welfare, amusement and a basis for the development of personal and social life. So that the usages of leisure can be divided into some parts: leisure times make it possible for a person to build new relations with others. It allows a person to guide his interests of activities to other aspects and by getting involved in cultural and taste-connected areas, get to know himself much more than before (Papoliyazdi and Saghay, 2000). Renewal is needed for making improvement in the quality of work and if a person does not do it, cannot be effective. In order to reach this goal, the spaces used for tourism should be harmonized with people's mental and physical needs (Majid, 2011). Attractions are the center of tourism experiences. They are used as the balance of supply equation, demands or attractions or repelling. The attractions are the reasons that people visit a special place. Hotels, motels, restaurants, souvenir shops, etc. all exist because of attractions of a place.

Research questions: In this study, the following research questions are posed:

- Does Kohgiluyeh and Boyer-Ahmad Province have the needed bases for providing tourism services based on a sustainable development?

Table 1: Measurement of questionnaire

Shifty items	Suitable bases	Risk of investment	Natural potentials	General alpha
Number of items	12	8	8	28
Cronbach alpha	0/6	0/78	0/86	0/77

- Is tourism infrastructure for a sustainable tourism development affordable?
- How much the natural tourism potentials of this province have been able to absorb investments for developing bases for tourism?

Moreover, the following research theories are constructed:

- It seems that Kohgiluyeh and Boyer-Ahmad Province lacks suitable bases to provide services for tourists
- It seems that because of the relatively high number of tourists, the risk for investment for providing tourism bases in this province is low
- It seems that because of the fact that this province has desirable conditions in the four seasons of the year, it can absorb tourists

MATERIALS AND METHODS

The nature of the method used in this research is descriptive-analytic and in terms of target it is functional-developmental. For choosing a sample for this research random sampling is used. Also for determining the content of the sample, Cochran Method is used: (Hafeznia, 2010):

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} - 1 \right)}$$

In this equation, the amount of T is equal to 1.96 and the amounts of P and Q are equal to 0.5 and N is the number of population. By putting these amounts in this formula, the amount of the sample equals 379.

For the last measurement of questionnaire by the use of Cronbach's alpha coefficients, SPSS Software is used and the alpha coefficients are equal to 0.77. So, the result of the questionnaire is acceptable (Table 1).

RESULTS AND DISCUSSION

With the aim of gathering the data a number of 379 questionnaires have been distributed over this province in the first half of 2014.

Some results include individual features like: age, sex and education: Based on the results of this research

among 379 responders the questionnaires, 168 persons (44.3%) are female and 211 persons (55.7%) are male and in terms of age, among 379 responders, 5 persons (1.3%) are under 20, 192 persons (50.7%) are between 20-30, 147 persons (38.8%) are between 31-40, 26 persons (6.9%) are between 41-50 and 9 persons (2.4%) are between 51-60.

In the terms of education among 379 responders 23 persons (6.1%) have diploma, 62 persons (16.4%) have foghediplom, 215 persons (56.7%) have BA, 69 persons (18.2%) have MA ad 10 persons (2.6%) have PhD.

In terms of Kohgiluyeh and Boyer-Ahmad's safe transportation for desirable tourism services 49.6% of responders had chosen the options of low and very low (Table 2).

In terms of Kohgiluyeh and Boyer-Ahmad's facilities of equipped hospitals and clinics for providing desirable tourism services 59.4% of responders had chosen the options of low and very low (Table 3).

In terms of Kohgiluyeh and Boyer-Ahmad's facilities of domiciles like hotels, apartment hotels, suites, campaigns, etc. for providing desirable tourism services 71.8% of responders had chosen the options of low and very low (Table 4).

In terms of Kohgiluyeh and Boyer-Ahmad's facilities like restaurants and diners for providing desirable tourism services 53.3% of responders had chosen the options of low and very low (Table 5).

In the terms of the effects of tourism development of this province on construction, improvement, reconstruction of the road leading to the province's transportation network for more safety, like constructing highways and freeways, 76.5% of the responders had chosen the options of high and too high (Table 6).

In terms of the cost-effectiveness of building domiciles such as hotels, hotel-apartments, suites, campaign and etc. in this province for providing desirable tourism services, 87.6% of the responders had chosen the options of high and too high (Table 7).

In the terms of cost-effectiveness of building restaurants and diners in this province for providing a desirable tourism services, 89.5% of the responders had chosen the options of high and too high (Table 8).

In terms of the native people's cultural and social abilities in accepting tourists in this province, 69.6% of the responders had chosen the options of low and very low (Table 9).

In terms of the province's potentials and natural attractions in absorbing investment for tourism, 71.3% of the responders had chosen the options of high and too high (Table 10).

In terms of Kohgiluyeh and Boyer-Ahmad's desirable conditions in four seasons of the year and its effect on absorbing tourists, 90.3% of the responders had chosen the options of high and too high (Table 11).

Table 2: Distribution of frequency and the percentage of province's facilities of transportation

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Very low	58	15.3	15.3	15.3
Low	130	34.3	34.3	49.6
Average	163	43.0	43.0	92.6
High	28	7.4	7.4	100.0
Total	379	100.0	100.0	-

Table 3: Distribution of frequency and province's facilities of hospitals and clinics

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Very low	76	20.1	20.1	20.1
Low	149	39.3	39.3	59.4
Average	123	32.5	32.5	91.8
High	28	7.4	7.4	99.2
Too high	3	0.8	0.8	100.0
Total	379	100.0	100.0	-

Table 4: Distribution of frequency and the percentage of the province's facilities of suitable domiciles

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Very low	76	20.1	20.1	20.1
Low	149	39.3	39.3	59.4
Average	123	32.5	32.5	91.8
High	28	7.4	7.4	99.2
Too high	3	0.8	0.8	100.0
Total	379	100.0	100.0	-

Table 5: Distribution of frequency and the percentage of the level of province's facilities of restaurants

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Very low	76	20.1	20.1	20.1
Low	149	39.3	39.3	59.4
Average	123	32.5	32.5	91.8
High	28	7.4	7.4	99.2
Too high	3	0.8	0.8	100.0
Total	379	100.0	100.0	-

Table 6: Distribution of frequency and the percentage of the influence on construction and reconstruction of transportation network

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Very low	76	20.1	20.1	20.1
Low	149	39.3	39.3	59.4
Average	123	32.5	32.5	91.8
High	28	7.4	7.4	99.2
Too high	3	0.8	0.8	100.0
Total	379	100.0	100.0	-

Table 7: Distribution of frequency and the percentage of the level of cost-effectiveness in constructing hotels

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Very low	76	20.1	20.1	20.1
Low	149	39.3	39.3	59.4
Average	123	32.5	32.5	91.8
High	28	7.4	7.4	99.2
Too high	3	0.8	0.8	100.0
Total	379	100.0	100.0	-

Table 8: Distribution of frequency and the percentage of the level of cost-effectiveness of constructing restaurants

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Low	2	0.5	0.5	0.5
Average	38	10.0	10.0	10.6
High	206	54.4	54.4	64.9
Too high	133	35.1	35.1	100.0
Total	379	100.0	100.0	-

Table 9: Distribution of frequency and the percentage of people's social and cultural readiness for accepting tourists

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Low	2	0.5	0.5	0.5
Average	38	10.0	10.0	10.6
High	206	54.4	54.4	64.9
Too high	133	35.1	35.1	100.0
Total	379	100.0	100.0	-

Table 10: Distribution of frequency and the percentage of the potentials and tourism natural attractions in absorbing investment

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Low	2	0.5	0.5	0.5
Average	38	10.0	10.0	10.6
High	206	54.4	54.4	64.9
Too high	133	35.1	35.1	100.0
Total	379	100.0	100.0	-

Table 11: Distribution of frequency and the percentage of the responders' answers about desirable conditions in four seasons of the year in this province

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Low	2	0.5	0.5	0.5
Average	38	10.0	10.0	10.6
High	206	54.4	54.4	64.9
Too high	133	35.1	35.1	100.0
Total	379	100.0	100.0	-

Table 12: Distribution of frequency and the percentage of increasing the motivation of the private sector for tourism

Validity	Frequency	Frequency (%)	Valid (%)	Frequency compression (%)
Low	2	0.5	0.5	0.5
Average	38	10.0	10.0	10.6
High	206	54.4	54.4	64.9
Too high	133	35.1	35.1	100.0
Total	379	100.0	100.0	-

In terms of the private sector's encouragement and increase in motivation for investment in tourism industry in recent years, 39.8% of the responders had chosen the option of average (Table 12).

The effects of tourism bases in developing this industry are significant in a way that all the constructions which are the reasons of tourism productions are built on the bases of tourism. If there are no bases for tourism, there will be no industry. Because of the existing sources of tourism the growth of tourism in Kohgiluyeh and Boyer-Ahmad Province likes other areas in Iran is too high. It is

clear that these sources are limited and because of the lack of suitable policies and management are in danger. On the other hand, to make the best use of these resources, the province needs suitable tourism bases to make a strong step toward tourism industry by making the best use of these potentials in a way of an overall economic, social, cultural, political and environmental development.

From the findings of this study by using the descriptive and conclusive statistics of SPSS Software and statistical T techniques, we face the fact that because of the desirable conditions in four seasons of the year in this province and its natural resources from all the areas in Iran and even the world, tourists come to visit this province. Also the findings of this research show that because of the rather high numbers of tourists, the risk of investment in providing tourism bases in this province is low and providing tourism bases for a sustainable industry is affordable. And at last, based on these findings and from the responders' point of view, the number of suitable tourism bases for providing services for tourists is below an average (an assumed average). But this difference doesn't have a special meaning so the first hypothesis doesn't seem true. But this can be a warning for managers that tourism bases of this province are not in a suitable condition and they need reconstruction and the improvement in quality and quantity.

The hypothesis being discussed in this research, the data gotten from the questionnaires and the information from the data are examined by SPSS Software and the statistical T techniques.

The first hypothesis: It seems that Kohgiluyeh and Boyer-Ahmad Province lacks suitable bases for providing services for tourists. This hypothesis is in harmony with the first question of the research. The results of this research show that because the level of logic equals 0/064 and the assurance level for the difference of average equals 0, the sample is not in harmony with the whole and H_0 hypothesis is accepted and H_1 hypothesis is declined. But the amount of the sample equals 2/97 and this amount is lower than average which is 3. So, we can get to this conclusion that from the responders' point of view, the level of sustainable bases for providing services for tourists is lower than average but this difference is not logical (Table 13).

The second hypothesis: It seems that because of the high number of tourists, the risk of investment in providing tourism bases in this province is low. This hypothesis is in harmony with the second question of the research.

Table 13: t-test for the first hypothesis

Groups	Acquired average	Granted average	Standard digression	Mark T	Degree of freedom	The level of logic
Suitable bases for tourism	2/97	3	0/292	-1/85	378	0/064

Table 14: t-test for second hypothesis

Groups	Acquired average	Granted average	Standard digression	Mark T	Degree of freedom	The level of logic
The risk of investment and the level of cost-effectiveness	4/21	3	0/283	83/41	378	0/0001

Table 15: t-test for third hypothesis

Groups	Acquired average	Granted average	Standard digression	Mark T	Degree of freedom	The level of logic
Natural attractions and absorbing tourists	3/73	3	0/351	40/46	378	0/0001s

The results of the research show that because the level of logic equals 0/0001 and the level of assurance for the difference in average doesn't contain any 0 so the sample is not in harmony with the whole and H_0 is declined and H_1 hypothesis is accepted.

The amount of the average of the sample equals 4/21 that this amount is higher than the average which is 3, so we can get to this conclusion that from the responders' point of view, the risk of investment in order to the items described in questions such as (hotels, restaurants, transportation, etc.) is low and the level of cost-effectiveness is higher than the average. And this difference of "high" and "too high" is a meaningful difference (Table 14).

The third hypothesis: It seems that because of the desirable conditions in four seasons of the year in this province tourists are absorbed to this province. This hypothesis is in harmony with the third question of the research (Table 15).

CONCLUSION

The results showed that the risk of investment in creating the bases for tourism in this area is low and creating these bases for a sustainable development in tourism is affordable.

The results of the research show that because the level of logic equals 0/0001 and the level of assurance for the difference in average doesn't contain any 0, the sample is not in harmony with the whole so H_0 hypothesis is declined and H_1 hypothesis is accepted.

But the amount of the average equals 3/73 that this amount of average which is 3 is higher, so we can get to this conclusion that from the responders' point of view natural attractions and desirable conditions in four seasons of the year, the province can have a great influence on absorbing tourists and this potential in higher than the average. And it shows a meaningful difference.

RECOMMENDATIONS

By considering the results of this research, we face some recommendations:

- Optimal utilization of geographic location of this province and proximity to tourist regions such as Isfahan and Fars by considering the province's desirable conditions in four seasons of the year and absorbing tourism
- Construction of hotels and restaurants that have economic justification can help to employment and raising of income poverty elimination of the province
- Rehabilitation and reconstruction of the road transport network which is the cause of developing ecotourism tours in this province
- Environmental protection for protecting natural resources of the province for a sustainable tourism development
- Declaring tourism attractions and useful advertising from different ways

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