

Evaluation of situation of tourism in Iran (Case study: Sistan area)

Elham Abili¹, Aminreza Kamalian², Abdolali Keshtegar³

1, 2: Department of Architectural, Sistan&Baluchestan Science & Research Branch, Islamic Azad University, Zahedan, Iran

Corresponding Author email: Elham.abili@yahoo.com

ABSTRACT: Tourism Industry is introduced as a most diverse, most currency and most employment in the world. It is as basically step for economical improving in developing countries. Iran with four seasons has several potential in this industry. Sistan area has composition and wonderful historical- natural attractions and anthropology -handicrafts capabilities to tourism attraction. Therefore it can play a main role in attractive international and local tourists. Historical architecture and ancient cities with nice environment can change this area to a regional tourism hub. These thesis attempts to surveying effect factors on the tourism attraction of monuments. Statistical society is all inbound tourism that sees Sistan area. Sample size created with random sampling methodology and questionnaire is made by the researcher. It has 25 questions and Cronbach's alpha coefficient is 0.8. Finds investigate that there are a significant relationship between lack of facilities, identifying the features and capacity. Also this relationship is significant between information – advertising with attraction of tourists to declaring Sistan area.

Keywords: Tourism, Sistan, Burnt City, Tourist Attraction.

INTRODUCTION

The main reason of tourism development is increasing revenue and creating new opportunity and social changes. It decreases poverty especially in economic downturn areas. (PapeliYazdi, 2007: 82). Tourism industry has rapid growth in economical development.it created employment. Rural areas have a high potential for this purpose. Policy makers can use rural tourism to macro development planning (Abdoo Al-Manafi @ Azkia, 2012: 98).tourism industry has many economic and social affects so employment, constant currency revenue, cultural understanding to creation peace and national Alliance (Makian and NaderiBani, 2003: 195).The World Tourism Organization state "tourism has major effects on the economic system.International tourism earnings weremore than 8% of world export earnings in 1998. It involved 38% of export services revenue. Pundits predicted if this form of tourism growth continues then total revenue increases to 1.55 Trillions of dollars (Madhooshi and Naserpoor, 2003: 27). Experts believe that between economical- building activities are only fields are tourism industry that helps to sustainable development (Makian& Nader Bani, 2003: 197). Rural environment is very natural in Iran. It has abilities and potential for tourism but it was not concerned. This study used SPSS software to analyzing data. Cronbach's alpha is 0.76 that show it has high stability.

Study area

Sistan and Baluchestanare in Southeastern of Iran. It is bordered with Pakistan and Afghanistan. It has border with Oman. Sistan is in northwards of province Sistan and Baluchestan. It has 8117 kilometers. It made from old and current alluvial delta of the Helmand River(Negaresh, 2006: 55). Ancient area is beside Hilmand River (EbrahimZade&Barimany, 1996).

Research hypotheses

The purpose of this study is evaluation of situation of tourism in Sistan area. This study follows from sub hypotheses:

There is a relationship between lack of facilities and attract tourists to the historic Sistan.

There are a relationship between Lack of facilities and attract tourists in Sistan area.

Implement security measures effects on the attract tourists in Sistan area.

Information and advertising effects on the attract tourism in Sistan area.
 Improvement of transportation so railway can effects on the attract tourism inSistan.

METHODOLOGY

This study applied library and documents method to collection data. It is a descriptive- applied study. Population is all tourist of Sistan area. This study used Simple random sampling and determined sample. Sample is contained 127 persons.

**Fitting gauges
 Describing of Data**

Table (1) show General information about statistical indicators variables so measures of central tendency, measures of dispersion.

Table 1. Statistical indicator related variables examined in the study

Variable	indicators of central tendency			indicators of the distribution			Distribution indicators			
	mod	median	average	Range	variation	Standard deviation	Standard error	Curvaturecoefficient	Elongationfactor	
Attract tourists	71	3.71	3.66	2.43	0.22	0.47	0.04	0.039	-0.061	
Lack of facilities	3	3	3.05	2.67	0.26	0.51	0.04	-0.23	-0.011	
Identify opportunities and promotions	64	2.45	2.47	1.45	0.095	0.3	0.02	-0.131	-0.168	
Implement security measures	2	2.66	2.59	3.33	0.095	0.3	0.06	-0.18	0.25	
Information and advertising	33	2.66	2.65	3	0.52	0.72	0.06	-0.84	0.32	
Improve infrastructure - transportation	8	2.6	2.68	2.4	0.18	0.43	0.03	0.89	0.34	

DISCUSSION AND CONCLUSION

Finds investigated that identifying opportunities and promotions is most factor that effected on the tourism in Sistan. And minimal effect is advertising. Table (2) shows statistical analysis of data. Results investigated that there is a negative significant relationship between Lack of facilities and attract tourists. In other words if lack of facilities increased then attract of tourists was deceased. There is a significant relationship between identifyingof features and capabilities and attract of tourists.In other words if identifyingof features increased then attract of tourist is increased. There is a significant relationship between advertising and attract of tourism. The correlation coefficient is equal 0.226. Also, there is a significant relationship between Infrastructure and attract of tourism. In other words, increasing in infrastructure increases attract of tourism.

Table 2. The correlation coefficient factor affecting tourists

Variables	Attract tourist	Lack of facilities	Identifying of facilities	Security measures	Advertising	infrastructure improvements
Attract tourists	1					
Lack of facilities	-0.235**	1				
Identify opportunities and promotions	0.57**	0.418	1			
Implement security measures	0.476**	0.392**	0.2	1		
Information and advertising	0.226*	0.313**	0.523**	-0.101	1	
Improve infrastructure transportation	0.298**	0.512**	0.315**	0.258**	-0.11	1

** Significant in 99%

Table3 . Factors affecting tourist attraction using Spearman's correlation coefficient

Possible factors influencing tourist attraction	correlation coefficient	significant amount	Number of sample
Lack of facilities	0.235	0.008	127
Features and capabilities	0.57	0.001	127
Implementation of the security arrangements in the region	0.476	0.004	127
Information and advertising	0.226	0.011	127
Improvement of infrastructure	0.298	0.0023	127

Suggestion

According to results we express some suggestion to improving tourism in Sistan area as follow:

Organizing scientific seminars, sporting events in low tourist seasons.

Increase accommodations to growth rate of tourists.

Decreasing in expenditure of travel to Sistan area.

Using Some techniques to improving area and increasing sustainable tourism development

organizing various tourism activities and tourism

REFERENCES

Abdo al-manafy T, Azkia M.2012.Factors affecting tourism in rural GPS, Agricultural Research and Extension and Education Journal, Volume 4, Issue 1.

Makian N, Naderi Bani M.2003.Review of foreign tourism in the city of Yazd, economical research, Issue 2, p. 195-205.

Negaresh H.2006. Natural tourism (eco) in Sistan and Baluchestan, Geographical space Journal, Issue 16, Pp.53-84.

Papely Yazdi M, Saghay M.2007.Tourism (nature and implications).Samt Press, 1th edition.