



Evaluation of Sustainable Tourism in Recreational Tourist Complexes

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ABSTRACT

In the twenty-first century, technological progress and development allow more freedom and leisure times for humans. In fact, this century should be called the era of tourism industry. Undoubtedly, in today's world that has stepped into the new millennium, the tourism industry will be considered as one of the firm foundations of the international system. Due to technological, cultural, political, social and economic infrastructure in the twenty-first century, tourism is an inevitable fact of human behavior and action to satisfy her/his inquisitive spirit. While a new era of tourism has been started and evolved with the passage of time and also due to the tourist attractions, capacities and facilities in different areas, it can be easily understood that the 95 ranking of our country in the current situation and hundred and thirty-seventh in the Horizon 2020 across the 181 countries are not deserved for Iran's tourism industry.

Key Words: *tourism, sustainability, tourism, residential tourist complex*

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INTRODUCTION

Tourism as a source of income and employment at the national level could be a strategy for economic development in the national territory. Tourism, especially at a time when profits of other activities in economic sectors are falling, is considered as a good alternative and strategy for development. As a consequence, the main reason for the development of tourism is overcoming low levels of income and providing new job opportunities and social developments in society and can reduce poverty, especially in areas that have experienced a recession. In terms of tourist attractions, Iran has a variety of climates, environments and long season and its old ancient places, recreational areas and natural beauty are equated with the developed countries in the tourism industry. "Tourism industry" is directly linked with tourists and changed industries such as construction, industry, buildings, communications networks, etc. [1]. In fact, tourism is mainly considered as a production system, which major industries should be established to launch it [2]. It is clear that tourist needs a comfortable place to stay during a trip. Hotel industry is a subset of international tourism industries and there is a direct association between tourism industry revenue and hotel industry in different parts of the world [3].

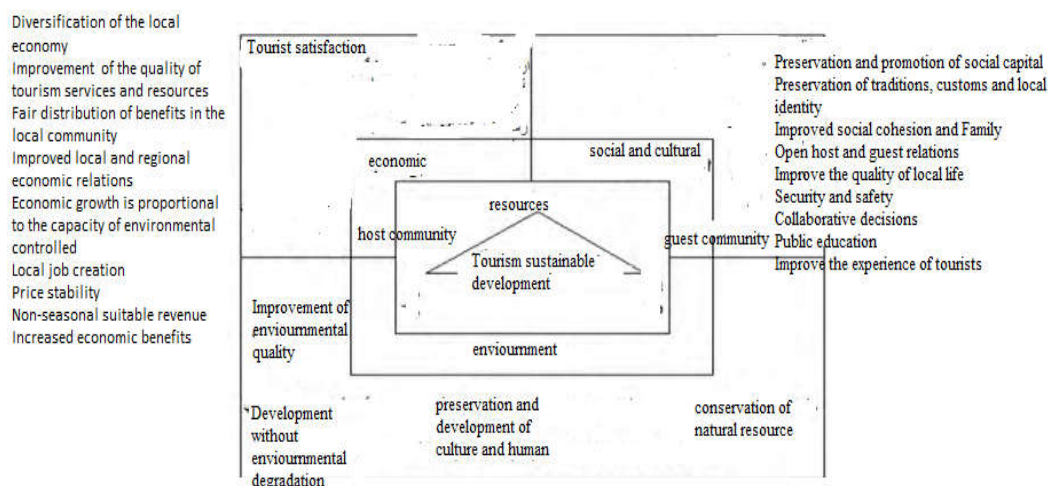
Tourist who pays the fee for hotel accommodation has basically two ideas. Firstly, he should have some opportunity for recreation, trip and relax and secondly, takes advantage of the favorable hotel facilities and services during his/her stay. In other words, tourists try to enjoy both domestic facilities as well as have a good environment during their travel time and stay at the hotel.

SUSTAINABLE TOURISM

Sustainable tourism development is a process that is related with the improvement of host's life quality, supplying demands of visitors as well as the natural and human's environment conservation [4]. Some authors define sustainable tourism as an approach that requires performance for life and long-term quality of natural and human resources [5]. Rees believes that sustainable tourism needs to prevent the destruction and degradation of social, cultural and ecological systems of host community and local residents must take advantage them. In order to achieve successful sustainable tourism, this paradigm is

in need of a combination of vision, policy, planning, management, monitoring and social learning processes [6]. Unlike traditional paradigm, sustainable tourism can meet balanced socio-economic and environmental objectives at local and regional level [7]. Thus, the role of tourism in regional and local development is generally evaluated in the framework of sustainable tourism development in terms of economic, social, cultural and environmental dimensions [8].

Figure 1. Conceptual model of sustainable tourism development (source: Murphy, 1983: 8)



3. Definition of tourism and tourists

| Definition of tourism and tourists | | |
|------------------------------------|---|--|
| 1 | Tourist is formed from the word tour, which is derived from Old Latin English turns, 'to travel and rotate between source and destination which was entered from Greece to Spain and finally to English language. | Oxford, 1970, 189 |
| 2 | In Webster dictionary, tourism is a travel that is done to a destination and then return to the location | Webster, 1973, 1218 |
| 3 | Tourist is the person who visited the country or city other than their normal environment and for less than 24 hours and not more than one year and his purpose of travel is leisure, rest, exercise, therapy, visiting friends and relatives, missions, attending seminars, study, research or religious activities. | Tourism Organization of Iran |
| 4 | Tourism is an activity by people to relax, work and other activities outside their usual environment and stay up there for a second consecutive year. | World Tourism Organization (Wto, 1993, 1-10) |
| 5 | In Longman dictionary, tourism is meant travel and leisure for entertainment. | Longman, 1988, 1712 |
| 6 | In Larousse dictionary, tourism means traveling for fun (pleasure or satisfaction) | Larousse, 1991, 3044 |
| 7 | In Anandaraj dictionary, world traveller and world roller come together and is the irony of traveling explorer | Anandaraj, 2008, Persian dictionary |
| 8 | In Dekhoda dictionary, tourist is meant roller, the person who travels in the world and traveler. | Dekhoda dictionary, 1855, Persian dictionary |
| 9 | Trip: walk to recreation | Amid Persian culture, Ibn Sina press, sixteenth edition, 1978, p 981 |
| 10 | Traveler or tourist who is tourism, tourist. | Wikipedia. This page was last modified on 22 April 2013 at 12:27. |

| | | |
|----|---|--------------------|
| 11 | In geographical aspect, tourism is defined as the time of leisure that requires the absence of regular residential location | Skinner, 1999 |
| 12 | In the social dimension, the definition of tourism is the interface between ordinary life and the usual lives of local residents and the unusual life of tourists | Branard, 1996, 552 |
| 13 | Tourism is the set of phenomena and relationships arising from the interaction between tourists, investors, governments and host communities, universities and non-governmental organizations, in attraction, transport, catering and tourism control and other visitors. | Worver, 2000, 3 |
| 14 | America National Commission for Tourism (1973) in the definition of tourism in the country considers fifty miles away includes all trips except for travel to work. | Gartner, 1999, 5 |
| 15 | Tourism is a global industry and tourism, such as hotels, transportation, facilities, restaurants, shops, entertainment venues, hospitals etc and other elements that meet the demands and needs of travelers. | |

- Tourism resources

Tourist activities are mainly based on the resources and attractions that are primarily natural environment and artificial environment for tourists. It is known that recreational enjoyment of the environment is also required for the proper conditions and protection of this valuable resource. It is achievable by assessing the environment and determining the estimated carrying capacity of resources and tourism demands. Tourism resources can be categorized in the following groups:

| 1 | Natural attractions | Forest, sea, mountains, desert, river, etc. |
|---|-------------------------------------|---|
| 2 | Scientific attractions | Monuments, memorials, Kaqhaber, nature study, science museums, etc. |
| 3 | Recreational attractions and sports | Climbing, sailing, skiing, a variety of games and sports, etc. |
| 4 | Social and cultural attractions | Anthropology, rituals, exhibitions, festivals, art centers, etc. |
| 5 | Treatment and healing attractions | health mineral and water sunlight, clean air |

(Source: Landbrg: 2004, 30)

Range of Tourists

Tourists involve a very wide range. According to age, sex, occupation, education, socio-economic status and attitude, they possess motivation and different leisure needs and turn into different spaces and activities. Identifying and separating these groups is important for planning and tourism development policies.

| | Title Group | Type of activity |
|---|--------------------------|---|
| 1 | Nature-oriented tourists | Understanding the attractions and natural resources of the world |
| 2 | Tourists | Visiting the resorts of lands and different people |
| 3 | Pilgrimage tourists | Pilgrimage and visit the holy places of |
| 4 | Cultural tourists | Understanding civilizations, art and architecture, festivals, etc. |
| 5 | Scientific tourists | Research of the geography, history, language, anthropology, etc. |
| 6 | Sport tourists | Climbing, sailing, skiing, orienteering, cycling, etc. |
| 7 | Business tourists | Participation in trade fairs, congresses, assemblies, marketing, purchasing, etc. |
| 8 | Voluptuous tourists | Pleasure |

(Source: Landbrg: 2004, 30)

Tourism activities

Types of tourism activities are defined based on the quality of the resources and needs of the various tourist attractions. Tourism experienced activities include a range of activities such as relaxation and watching and climbing on top of the mountain. Some activities are carried out individually and others in partnership with others. Some activities require a long and little time. Some require special equipment and some do not. A variety of tourist activities can be divided into the following groups:

| | Titles | Type of activity |
|---|-----------------------|--|
| 1 | Games and swimming | Climbing, cycling, hiking, etc. |
| 2 | Hunting and Fishing | Hunting types, types of fishing, collecting insects, etc. |
| 3 | Search in the nature | Fielder, cave climbing, sea surfing, jungle tours, etc. |
| 4 | journey | Pilgrimage, visiting monuments, visiting communities, etc. |
| 5 | picnic and camping | Family Picnic |
| 6 | teaching and research | Teaching geography, botany, anthropology, etc. |
| 7 | health care | Hydrotherapy, sunbathing, etc. |

(Source: Landbrg: 2004, 30)

The need for tourism projects and their results

Due to the rapid growth of urbanization in Iran and acute social, psychological and environmental problems of citizens, planning for leisure and recreational and tourism development and management have become a social necessity. Considering the broad concept of tourism and its social objectives, tourism development can be summarized as follows:

Severe need of national societies and local tourist facilities

The need to develop domestic tourism as one of the pillars of development, prosperity and social justice.

The need to develop domestic tourism as the foundation platform for developing foreign tourism

Domestic tourism's role in creating the necessary infrastructure to attract private and public sector participation

Role of domestic tourism in promoting national tourism

Role of domestic tourism in preventing the outflow of currency from the country

Providing tourism plans in municipal and regional scale is a realistic approach that can have beneficial effects for society. Results of the strategic plan for tourism are predictable in some following areas:

Sustainable development and environmental protection and safety of vulnerable zone

Economic development and increasing employment

Health and welfare needs of indigenous people

creating the necessary infrastructure for the development of national and international tourism

Helping rural areas near towns and villages

The importance of sustainable tourism

Sustainable tourism development is defined as the process in which balance, maintaining quality and ethics values and economic principles, as well as economic benefits have been seen together and the aim is to develop a balanced and comprehensive alternative to purely economic development. In the viewpoint, tourism development is achieved using existing resources in such a way that besides responding to the needs of economic, social, cultural, legal norms and expectations of tourists, cultural identity, health, environmental protection, economic balance and well-being of local people will be provided (Alvani, 1993: 10). Sustainable tourism attempts to regulate the relations between the host community, tourist sites and tourism, for this relationship can be dynamic and is seeking to adjust constructive tensions between these elements to reduce environmental and cultural damages and meet the visitor's satisfaction and help to grow the region's economy. Today, the tourism industry in many countries is considered as a symbol of cultural identity and an important source of currency. Iran is a country with resources, potential and favorable touring spaces. Such a country from the Gorgan to Oman

Sea coast, the beautiful and majestic foothills of Azerbaijan to festival of wild flowers and grasses to Lorestan and Khuzestan, the azure in Persian Gulf littoral to the Caspian Sea of Emerald Coast, all that a loving traveller needs is visible only within the boundaries of a country called "Iran".

Perspectives in tourism

There are a lot of approaches and analyzes in the field of tourism. The prevailing viewpoints include:

Positive support outlook

In this view, the tourism is considered to be a generator industry to help economies and developing countries [9]. At a time when moral issues are important for most countries and tourism is a factor in attracting external resources and increased power of a currency, this approach has many advocates. In this view, the economic aspects of tourism are considered to be very important. In the supporting view, the more development of facilities to attract tourists is very paramount and therefore tries to minimize economic problems. In this view, the state should not interfere in the administration of tourism development, but its role is in the adoption of laws and policies that support the development of tourism. This view had many advocates in the west in the 60s.

Break viewpoint (Negative)

Opposites of the theorists who regard tourist quite positive, some rely more on the negative effects of it. This viewpoint leads to deculturation, declining values, and commodification of culture and increased amount of abnormalities and crimes. Proponents of this view argue that tourism plans and programs provide all the heritage society at the disposal of money and foreign exchange earnings and hence, show resistance and negative reaction against the ideas and plans for tourism.

Regulatory perspective

Based on this view, tourism development is contrary with government regulation if it was not consistent with the principles of sustainable development and preservation of natural, historical, cultural and human resources. In some countries, unsustainable tourism development for economic purposes of immediate return leads to degradation of natural resources, decline in value. These problems entailed the government to monitor the tourism industry in order to maintain long-term interests of their countries and the protection of their interests for future generations and preventing the collapse of morality in the society.

Compatibility view

This view was suggested in the 80s. According to this theory, the governments attempted to create an adaptation of the collective interests and tourism development by adopting appropriate policies for their country and instead of limiting tourism development, coordinate it with the interests of their country. This view is emphasized on sustainable tourism development.

Knowledge-based view

This view was suggested from the 80s onwards. Purely political and economic viewpoints were replaced with scientific approach on tourism. In this view, political decisions about tourism development are adopted based on the research and reasonable policies and were designed according to a scientific evaluation of the results of the development of tourism. In knowledge-based view, establishment of colleges and centers of tourism and development of tourism research was emphasized. The field of tourism was introduced as an independent discipline according to the scientific view in the world.

CONCLUSION

With the start of the twenty-first century, tourism has become an inevitable reality for centuries and primarily a human instrument known for future prospects. Although in the twentieth century, humans had to work at least 14 hours and did not enjoy social insurance, in the twenty-first century, they work about 35 hours per week and enjoy a variety of social insurance, therefore, humans have more leisure time. In addition, compared to their previous generation, they are more educated and aware of global issues in tourism. The results show that the relationships between different components of sustainable tourism development in destination areas (community, resources, tourism) have undesirable quality. As a consequence, the impact of tourism on destination's resources has been classified as the weakest unstable relationship and indicates poor performance and damaged tourism in the destination. During the past 15 years, tourism activity in these areas has been so fast and intensive that has led to the unsustainable quality of tourism resources and indeed, it is expected that it yields to the undesirable tourism performance.

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