



Evaluating the role of recreational and tourism town in economic growth in Namak Abrood City

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Abstract

The recreational and tourism area has a significant role on the economic development such as incomes, employment opportunities, exports, revenue, and enterprise. The Namak Abrood city located at the east part of Chaloos in north of Iran, has a various natural and artificial attractions to tourism action and economic enhancement. This research has a practical approach and it is based on analysis method. The proposed model is investigated using SWOT method. The results show that these tourism and recreational facilities could achieve the grade of about 2.4 to 4 and have a successful reaction comparing to the internal and external factors. Generally, these attractions have been effective on the economic development of the city.

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Introduction

These days the tourism and especially eco-tourism has found the great attention as a new strategic to develop the coexistence of human and society and economic gains. So, the areas with inspiring landscapes create the fascinating attraction because of their geographic position, ecological, topographic, hydrologic, and situation [sharply].

Although Iran, in point of natural resources and tourism, is one of the top countries in the world, but the world trade organization (WTO) reports the decreasing amount of tourists who visit Iran and the negligible economic contribution of this industry in our revenue growth. Based on the experiments, developing the tourism without planning and clear strategy would cause severe social and environmental difficulties. In long period of time, these cause the tourism has more dangers and loss rather than being profitable.

Mentioned above, the Namak abrood city has a high potential of economic development and extensive planning can help it to become the tourism pole of Iran. In this way, it can found high international and abroad enterprise opportunities.

There are a lot of investigations about tourism and recreational cities and their relativeness to economic growth:

SadrAbadi and coworkers in 1392, discussed about the risk of business policies and gathering the investment on tourism action of Iran. By searching the first to five strategic planning of economic, social, cultural, and also the document of 20 year prospective of Iran, they proposes the approaches in order to develop, execution, and evaluating the strategic method of enterprising. Also the material and non-material obstacles of enterprising in tourism action of Islamic republic of iran are introduced in their study.

In 1390, Mohammda zadeh and Azizi discussed about the effects of tourism on

incomes and employment opportunities in cities. Their investigation show that the tourism places and stadium have a positive impact on the on incomes and employment opportunities. The positive effect of museum, holy shrines, tombs, and stadium on the incomes and employment opportunities verifies that this case can be supported by government as an employment opportunity. In 1392, Haghghat and et.al., investigated about the relationship of economic growth and tourism development in middle east countries and north Africa. The results show that there is a mutual relationship between economic and tourism growth in these countries. Increasing the amount of tourists, the incomes of these countries would also increase.

In 1995, hazari and sgro discussed about the relationship of tourism, stock, expenditure, and business situation in countries. Their works show that the tourism action has a positive effect on stock and expenditure on the surveyed countries.

Rosentraub and Joo in 2008 investigated the effect of tourism regions on the incomes and employment opportunities of 318 cities in united states during 2000 to 2006. The results show that the recreational regions have a positive impact on the incomes and employment opportunities. Also the effect of stadiums and sport places on incomes and employment opportunities was positive. The effect of the number of museums on incomes and employment opportunities in cities was negative. So, this effect is meaningless. The main goal of this study is to discuss about the strength, weakness, recognition, and inherent potential of Namak abrood in order to economic development.

The main questions of this study are as follows;

- What are the abilities and limitations to economic development of Namak abrood?



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- What are the opportunities and risks to economic development of Namak abroad?2

1- Theoretical basis

Increasing the population and the effects of industrial living cause the higher demand of recreational regions with natural landscape and raising the peacefulness (rezghi, 488:1388).

The tourism is away to spend the leisure time. It is the new approach of travel demanded by people in the 20th century.

The tourism action defined as the set of elements such as tourist, providers, government

, and host society that react with each other. They aim to attract the tourism.

In fact, the viewpoint of tourism development using the existing resources is to meet the various demands of tourists while making economic balance, environmental protection, providing citizen's welfare, along with their cultural value protection.

The frontiers of tourism investigations such as Lea and Sinclair in 1988 and 1998 have focused on the role and potential of this industry on economic growth, employment opportunity, and increasing incomes (Seetanah, 2008:22).

The significant economic effects of tourism can be classified in seven groups as follows (Matheison, A., Wall, 1982:34):

- 1- revenue
- 2- Making employment opportunities
- 3- Income tax
- 4- Payment effects
- 5- Developing Economic structure
- 6- entrepreneurship motivation
- 7- Economic loss

The tourism creates three types of employment opportunities in local and public economics as follows:

1-Direct employment: the companies that have a direct employment are those that

their employees have a direct relationship with this industry. Hotels, food providers, airport companies, sailing companies, passenger agent, employees of recreational regions, restaurants, public transportation, and grocery stores are some examples of direct employment units (ibidi:77).

2-Indirect employment: these companies are those that have an indirect relationship with the companies in this industry. The companies that provide the requirements of restaurants, the civil companies that construct the hotels, and the airplane providers related to the companies that make the direct employment opportunities for travelling and tourism organizations, are some examples of this. (World Travel and Tourism Council, 2011:76)

- 2- The employment due to the extra incomes of tourism: in other words, the revenues of the people who act in tourism would increase and leads to increase the incomes and job opportunities on the other parts.

Of course, the accurate measurement of employment effect is not possible. Because in one hand, is very difficult to distinguish the people who engaged to tourism and the people who act in these jobs that irrelevant to tourism. On the other hand, the tourism may find a great attention at the specific days and months. So, the employed people would be different in different times (Burkart & Medlik, 1992:130)

- 3- Search method

This study is a development and practical approach. In point of definition method, it is analytical. To gather the data, we used the observations and visiting information. To analysis of data and introduce the tourism economic strategies in Namak abroad city, we used the SWOT method (Table. I). The number of 384 question papers are distributed among the citizens and visitors. Namak abroad. The evaluation has been done based on the Cookran formula.

Table 1: SWOT matrix and strategy determination Opportunities Risks

(W) Weakness points	(S) Strength Point	SWOT Matrix
↓ WO Strategies	↓ SO Strategies ← - - Opportunities(O)	
↓ WT Strategies	↓ ST Strategies ← - - Risks(R)	

The tourist city of namak abroad located 12 km far a way of west chalous in mazandaran province and covers the area of 650 hectare. There is a Khazar sea In north of it and Maoben mountain in south of it (map 1). Based on the complete and extensive plan of Namak abroad city, the

The forest parks of Banafshe and shemshad, the artificial lake with pedallo, the riding bike area for men and women, skate area, hang-glider and sky walker, amusement park, double aircraft, malls,

Case study

area of 220 hectare is allocated for permanent and seasonal settlement for the population of one thousands. This city with its fascinating accommodations, is one of the attractive and recreational places. Every day, a lot of Iranian and foreign tourists visit this city (abedi et., al, 5:1390).

restaurant, handicrafts exhibitions, clothing, carpet, leather, picture, beauty shop, and recreational center of seaside are some examples of tourist attraction of this city (Fig .2).



Fig. 2. Examples of tourist attraction of Namak abroad city

Data analyzing

In order to evaluate the economic role of Namak abroad city, it is necessary to identify the 4 factors of swot to alleviate the weakness, risks, and improve the strengths and opportunities.

1-5 Evaluating matrix of IFE internal factors

This evaluating matrix provides the strategic investigation of internal factors. This matrix assesses the main weakness and strength points of management units. Furthermore, it proposes the methods to identify and evaluate the relationship between these units. The index of 2.5 shows

the weakness of organization regarding the internal factors. Obtaining the grade more than 2.5 depicts the strength of the organization. After identifying the weakness and strength points, they are put

into the evaluation matrix. As can be seen, the total grade of IFE matrix is 2.90 which reveals the strength points of Namak abroad city in economic development in relation to internal factors (Table .2)

Table. 2 weakness and strength points of economic growth due to tourist attraction in Namak Abrood city

	Strength points	coefficient	score	Final score
	Forest parks of Banafsheh and Shemshad to attract tourist	0.06	4	0.24
	Creating artificial lake in Namak Abrood	0.04	3	0.12
	Sport facilities in open space such as tennis, skate, riding bike	0.04	2	0.08
	Amenities such as malls, restaurant, clothing shops	0.05	2	0.1
	Introducing local handicrafts such as carpet, leather to internal and foreign tourists	0.05	3	0.15
	Recreational places and beach resort	0.07	3	0.21
	Recreational facilities for children and adults such as amusement park and home for aged	0.04	4	0.16
	The landscape and beautiful houses compatible with environment	0.07	4	0.28
	Probability of walking, shopping, and riding bike during the 24 hours along with the smell of nature	0.06	4	0.24
	Three and five star hotels with nice view for internal and foreign tourists	0.06	3	0.18
	Defining a center for each region to easy relationship	0.08	3	0.18
	Dividing the city in permanent and temporary parts for tourist accommodation	0.04	3	0.12
	Weakness points			
	Unclearness the planning cost	0.05	2	0.1
	Lack of notices about tourism planning in internal and external level	0.07	2	0.14
	Exploiting the exotic employee that causes the unemployment of citizens	0.04	3	0.12
	Public transportation difficulties of entrance and exit paths to enter Chaloos and Noshahr cities	0.04	4	0.16
		0.08	2	0.16
	High rent of house and apartments	0.06	1	0.06
		1		
	FINAL SCORE			2.9

1-5 evaluating matrix of EFE external factors

The similar steps have been done for opportunities and risks. It is clear that the final sum of his matrix is used in IE matrix. The relative matrix is introduced at the following. If a mean square reaches to 2.5-

4, the organization has an appropriate response to external factors (opportunities and risks). The value of 1 means that the organization could not exploit the chances or suppress the risk factors. The final grade

of external factors is 3.36 based on this matrix which verifies that the economic development of Namak Abrood city shows

an appropriate reaction to these factors (Table 3).

Table. 3 opportunities and risks of economic growth factors due to tourist attraction in Namak Abrood city

	Opportunities	coefficient	score	Final score
	Constructive collaboration of private and public organization	0.09	4	0.36
	Preventing outflow of currency for internal tourists	0.06	4	0.24
	Increasing the government consideration to planning and enterprising in tourism action	0.03	2	0.06
	Increasing people awareness to economic contributions	0.05	3	0.15
	Providing information technology services with lower cost and time	0.08	4	0.32
	Private sector tendency to tourism development	0.05	3	0.15
	Foreign enterprisers motivation	0.07	4	0.28
	Exporting the products of north people	0.07	4	0.28
	Attraction of foreign enterprisers and importing the currency	0.06	4	0.24
	Employment opportunities in service and accommodation parts	0.05	2	0.10
	Economic benefits due to development and improvement of city infrastructures	0.06	3	0.18
	Increasing the afford of local providers by giving the low interest loan to them	0.06	4	0.24
	Management accounting of products and services	0.06	4	0.24
	Modernization and improvement of ecological potentials of village for tourism attraction	0.08	4	0.32
	Risks			
	Increasing the cost of land and services	0.08	1	0.08
	Increasing unwanted inflation due to high demands of tourists	0.04	3	0.12
	Cultural and ethnic conflicts	0.04	2	0.08
		1		
	FINAL SCORE			3.36

Namak Abrood City has a great potential to economic development. This is due to the various tourist attraction and recreational places in this city. Its natural landscape including kinds of plants, lake, local products, food, clothing, and artificial attraction such as tourist places and facilities compatible with its climate cause this city to be more attractive. These attractions can fundraise the internal and external enterprises, increase job opportunities, use the private sector, export

the local products and provide the economic growth in Chaous region and in general form, in north of Iran. The modeling results of SWOT show that the tourist attraction and recreational facilities have a successful reaction towards the internal and external factors. Generally, these attractions were effective to enhance the economic growth of this city.

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