International Academic Institute for Science and Technology

International Academic Journal of Humanities Vol. 3, No. 1, 2016, pp. 60-75.
ISSN 2454-2245

International Academic Journal of Humanities

www.iaiest.com

Analysis and Sustainable Tourism Development Planning in the Kurdistan Province

Azad Hedayat Hassan[1], Hemen Mahmoud Bayazidpour [2]

1- Lecture,Geography Department, Faculty of Arts, Soran University, Soran city, Erbil, Kurdistan Region, Iraq
2- assistant Lectuer,Geography Department, Faculty of Arts, Soran University, Soran city, Erbil, Kurdistan Region, Iraq

Abstract

Tourism as one of the most dynamic economical activities in this age, performs a very important role in the territorial stable development. This industry has many social, economic, environmental and cultural benefits for geographic regions via the simultaneous combination of the internal and external sources. Nowadays, trustee organizations for tourism industry in worldwide, attend to the tourism in nature and beyond that to the importance of the protection of environment. Tourism is an industry that its development needs enough recognition and knowledge from the problems and economic, social and cultural effective factors. There would be no possibility for planning and scientific prevision without awareness from the facilities in each region. Indeed, knowing the natural, economic, social and other capacities in each region, gives the programmer the possibility of identification of the development and its direction on the basis of current status and the region's capacities.Kurdistan state has plenty of capabilities to attract tourists, because of being in a special continent, having historical building, original landscapes and also particular capability in order to attract commercial tourists. This research has been planned in a manner that it can investigate both the knowing of the properties of tourism in the fields of ecotourism, historical buildings, and also effective barriers and limitations to reach the stable development of tourism in this state. It has been evaluated the level of satisfaction of tourists from facilities and services of the state, too. The method of performance is descriptive-analytic that used some software such as Excel, SPSS and Arc View.Depending on the results, development of tourism is effective in economic, social and cultural development. Also, it has been denoted that the state has no facilities to attract tourists in most fields and needs basic planning to reach a stable development for tourist attraction. At the end, some offers have been presented for development of tourism in the state.

Keywords: Planning, Tourism, Stable development, Stable tourism, Kurdistan state

1. Introduction

Tourism and its consequences, are one of the 20th century phenomenon which according to the estimations of the experts, this industry will have a great position in the future economic transactions. This industry involves 10 percent of global incomes and has provided a job platform for a one percent of

worldwide labors. Attentions toward the tourism, is because of economic benefits on one side and because of its cultural and social influences on the other side.
The developments of tourism industry, has a great importance especially for developing countries which struggle with issues such as high rate of unemployment, limitations in currency resources, and single product economies. Iran's economy has an intense dependency on the incomes from oil exports and its macroeconomic variables following the international oil price, faces intense fluctuations over time. The procedure effecting variables such as GNP, gross investments, per capita income and etc. has enlightened the subject, in the past 3 decades of Iran's economy. Therefore, developing the tourism industry is quite important in order to diversify the resources of economic and currency growth and to create new job opportunities in the country. Tourism is an effective factor to deal with the poverty and causes incensement of earnings in different segments of society, reduction of unemployment, and economic boom and as a result will improve people lives and social welfare. Studies show that currency earned from tourism activities, has effectively influenced the balance of the payments in many countries, especially less developed countries which mostly are depended on single products. (Zangiabadi and Others 9:1999)
Despite the benefits tourism can have, without any appropriate planning, tourism developments can have negative environmental, cultural, social and economic impacts instead and in fact will be a disadvantageous activity rather than a prosperous one.
In this regard, the current method being used in tourism development is to achieve the stable development; nowadays stable tourism development policy is a general approach, which is concerned by the governments so that the tourism can be locally acceptable in longtime period, financially independence, and socially and morally, beneficial and promising for the local communities. (Altinay and Husain, 2005: 274)
Concerning the deprivation of the Kurdestan province and high rate of unemployment of youth in this region, it's necessary to apply all equipment and capabilities in order to overcome the deprivation, creating jobs and earnings, in different ways. To do so, development of tourism as an activity which has a close relation with different fields such as economy, agriculture, culture, and environment and services, and the experiences of different countries has shown that developments on that region has resulted in growth and improvement of economical-social aspects of that province, and it can be regarded as a major tool for developments in Kurdestan province. In this study, we try to analysis the status of tourism development in Kurdestan province and to offer solutions for stable tourism developments for this province, so that aside from an increase in economic, cultural, social and environmental prospers; reduce the negative effects to the least.

1-1- Theoretical foundations of the research

Ranger is an equivalent of English term of tourist and its mean is one who does tourism activities. (Kazemi, 2005: 15-14).
In dictionaries, tourist is introduced as a person who proceeds to travel in a form of tour, (a travel which usually is done for professional activities , amusement or education and its start and end points is the same and commonly is person's home. (Ziaee, 2006:3).
Tourism is a set of phenomena and communications due to an interaction of tourists, capital, governments, and host societies, universities and non-governmental organizations in the procedure of attracting, transportation, reception and controlling the tourists as well as other visitors. (ZangiAbadi, 2006:27).

1-1-1- Tourism functions

Tourism because of its complex nature, can has beneficial or adverse effects. Here is mentioned to the some roles and functions of tourism:

1-1-1-1- Economical role of tourism

Developing the occupation, earning the foreign exchange for host country and improving the balance of payments, increase in tax revenues from the place of economic activities related to the tourism, creating regional balance, adjustment of wealth, the transformation of economic activities and leading the revenues from urban areas to the villages and finally preventing the emigration of villagers. (Professor Hussein, 1998:14-15). In one hand in diversifying and enriching the local economy, it is very important, it makes new markets for local productions including handicrafts and or agriculture products to feed tourists, in addition, it is effective in improving the quality of agriculture products and handicrafts, too.

1-1-1-2- Social and cultural role of tourism

The tourism before that be an economic activity, is an expression of a cultural communication comprising the elements: tourist, host society or facing respondents and floor. Social aspects orderly on communication among tourists and facing respondents are comprised of social, verbal, health, religious and moral aspects. Cultural aspect is influenced by physical and immaterial phenomena too (Toolayi, 2005:85). Therefore the cultural tourism is a very significant types of tourism in today world and can play an important role in reducing poverty in deprived and remote areas which have cultural rich and non-material resources such as customs and folklore (WTO, 2005a). in fact increase of mutual understanding impassion of respect sense, optimism to the community and dominant culture, considering the local arts(specially music, theatre, and handicrafts) can be assigned as social and cultural roles of tourism(Das Will, Roger,1998:19). Also changing the social construction as well as change in social roles, developing the new social opportunities for inhabitants, reducing social inequality and helping to preserve cultural heritages are the other important roles in tourism industry in this context (Kin Hang, 2004).

1-1-1-3Environmental role of tourism

Contributing to preserve important natural areas and the wildlife, helping to improve the environmental quality of different regions (because tourists tend to visit interesting, clean and non-polluted places), development and improvement of infrastructural facilities, road construction, water piping, provision of sewage systems and...., which improve environmental conditions and reduce pollutants (Gay, Chuck, 359: 1996), promoting public awareness and environmental culture among tourists, in order to protect the environment and improve it, creating incentives to manage natural environment and to protect it constantly, these are among the positive effects of tourism on natural ecosystems (Maasoumi, 1998). However, we should not ignore the negative effects of tourism, because any unplanned development in this industry, can lead to negative environmental, social and even economic consequences (Sadre Mousavi and Kahnamouie, 131: 2005).

2. Research purposes

A) The main purpose

- Investigating situation of tourism in Kurdistan province and providing strategies for optimization of tourism in this province.

B) Secondary purposes

- Investigating the effects of tourism development on employment, culture, environment and services in Kurdistan province.
- Providing strategies to reduce the negative effects of tourism in Kurdistan province.

3. Questions and hypotheses

- Has tourism development had a negative effect on the environment of Kurdistan province?
- Does tourism development affect the economy of Kurdistan province?
- Is there any relationship between satisfaction of tourists and tourism facilities in Kurdistan province?
- It seems that tourism development has had a negative effect on the environment of Kurdistan province.

- It seems that there is a significant relationship between economic development and tourism development in Kurdistan province.
- There is a significant relationship between satisfaction of tourists and tourism facilities in Kurdistan province.

4. Geographical location of the studied region

Kurdistan province with 28235 square kilometer vastness, about 1.7 % of the space of the country in west of Iran is geographically located between 34 degrees and 44 minutes to 36 degrees and 30 minutes of northern width and 45 degrees and 3 minutes to 48 degrees and 16 minutes of eastern length in the vicinity of Iraq border and its northern, north eastern, eastern and southern boundaries in Iran are limited to Azerbaijan, Zanjan, Hamedan and Kermanshah Provinces respecting.

According to the results of census in 138, Kurdistan province is formed from 9 cities 23 towns, 26 semi towns and 83 villages. In all, there are 1903 villages that 1742 villages are sheltered and 161 villages 97.94%) of all the villages of the province has been emptied. Seqez with 306 villages in all and 208 sheltered villages has the higher village shelters in Kurdistan province.



Fig1. The location of Kurdistan province

5. Methodology

In this research, after proposing the questions of the research, the primary study about the research was conducted and after selecting the subject of the research, the library study started in this stage, we referred to the source in library and the required date was collected.

5.1. Data gathering and analyzing of the data

In this research the data were gathered through library and experimental studying. Meaning that for its literature, the library approach (reading the texts, statistics, tables and maps) and to analyze the variables and testing the hypotheses the experimental approach (questionnaire) was used.

To analyze the data and to test the hypotheses the Pearson test, the simple linear regression analyze, the one tailed variance analyze (ANOVA) and the mean analyze of two community (T test) were used.

Target community

The target community of this research is all the tourists which came to the tourism places of Kurdistan tourism sites in the first month of spring in 1389. As it is reported by the tourism organization of the province, this number is 600000 people. In this research, we gathered the data to analyze and prove the hypothesis by a questionnaire. This questionnaire was also included two section general questions (7 questions about demography) and special questions. The questions were designed as open and closed questions which 7 questions were open and 16 questions were closed questions. These 16 questions were special and closed ones and were designed by liker 5-choice questions.

Findings

Capacities of tourism in Kurdistan province

According to the studies on the tourism attractiveness of Kurdistan Province, 5 important potential titles such as: natural views and sceneries, archaeological and historical places, the special costumes of different local and native cultures and also capabilities in attracting tourists were studied and the following findings are achieved; the boundary semi markets were labeled as the most powerful place to attract tourists, the natural and eco-systemic places, historical and archaeological sites and local cultures were classified as the other attractive sites for tourists.

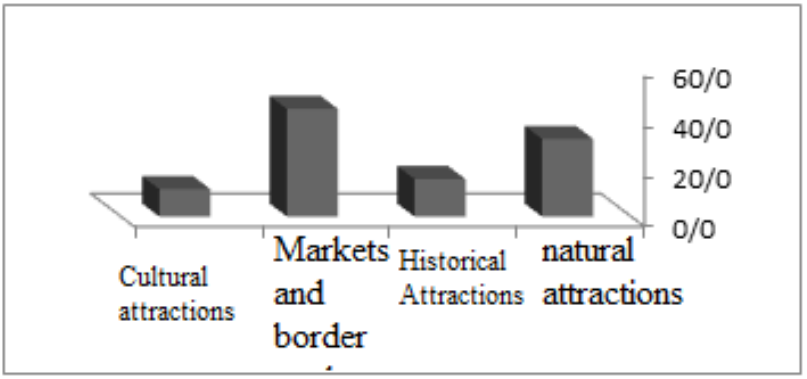


Fig.2. the capacities of Kurdistan province in attracting tourists

2.6 The effects of tourism development on Kurdistan province

In this section the effects of tourism environmental effect and economic effect of tourism on Kurdistan province will be studied.

2.6.1. The effect of environmental tourism development in Kurdistan province

The results show that 34% of participants in the study labeled garbage producing as the main effect of environmental tourism effect, 21 per cent labeled this effective on the air, 18 percent on water, 10 per cent on soil and 2 percent on traffic. It can be concluded that the biggest minus effect is about scattering garbage on tourism sites. In most tourism sites of the province, especially around the Zaribar and Abidar lakes, are full of garbage that it makes a dangerous condition from healthcare perspective.

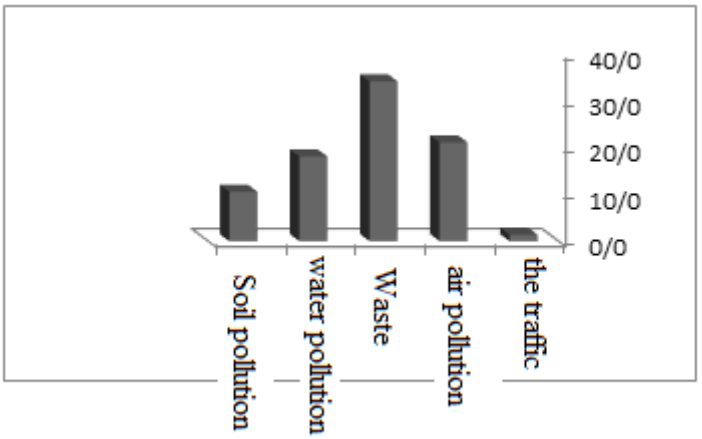


Fig.3. the effect of environmental tourism development in Kurdistan province

1.2.2.6. Job creation

Tourism in Kurdistan province especially in boundary cities has created job opportunities and some other good benefits. The experts calculated the effect of tourism on the job creation in Kurdistan province as follows: 21 percent very high, 32.5 percent high, 30.5 percent mediocre, 10.5 percent low and 5.5 percent without any effect.

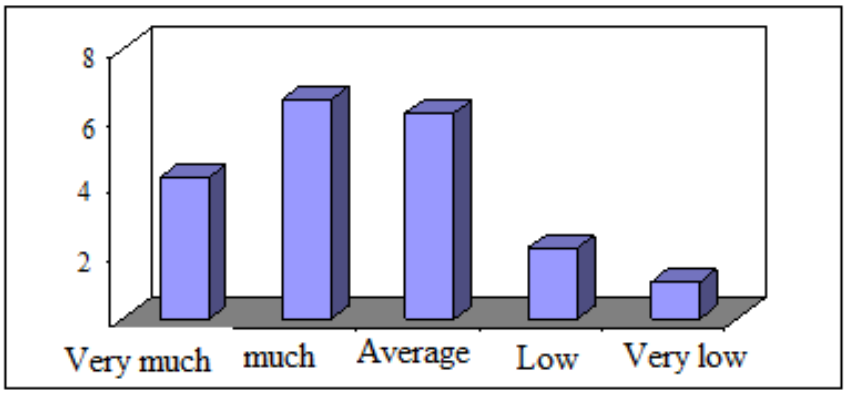


Fig.4. the effect of tourism on job creation in Kurdistan province

2.2.2.6. Improvement of existing infrastructures and facilities in Kurdistan province

Tourism development cause improvement in infrastructures and facilities and vice versa, the improvement of infrastructures cause tourism development, so there is a strong and positive relation between these two cases. The studies show that 35 per cent of the managers believe that tourism development cause improvement in existing facilities and infrastructures in Kurdistan province in a high level, 36.5 per cent high, 20 per cent mediocre, 5.5 low and 3 per cent very low. Infrastructures and facilities include the roads, residents, shelters, service facilities and so on.

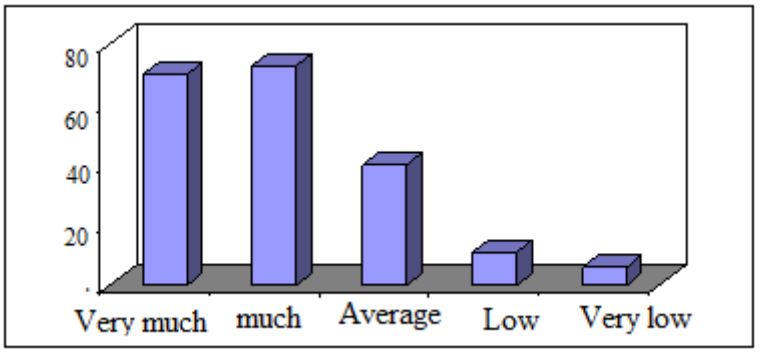


Fig5. Improvement of existing infrastructures and facilities in Kurdistan province

3.2.2.6. Life level improvement in cities

28 percent of the participants believe that the effect of tourism on the level of province residents' life is very high, 24 percent high, 36.4 percent mediocre and 7 percent low, also 3.6 percent very low. This study shows that tourism development can make influences on the peoples' lives in Kurdistan province through job and income creation, improving in infrastructure and facilities.

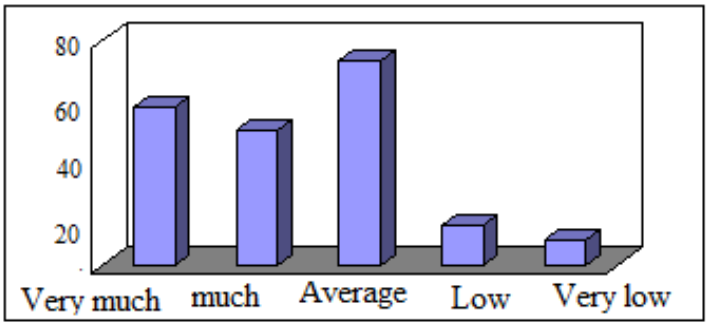


Fig.6 effects of tourism development on the promotion of people's lives in Kurdistan

3.6. The limitations of tourism development in Kurdistan province

The development of tourism in Kurdistan province has a lot and different limitations and obstacles. And these limitations caused tourism in Kurdistan province not to develop. The lack of required plans to tourism development in related organizations, the lack of cooperation among them, the lack of advertisement, limitations in transporting system, sever lack of appropriate residence for tourists are all from the limitations of tourism development in Kurdistan province. 35.5 percent of the managers of the province agree on the named factors as the tourism development limitations.

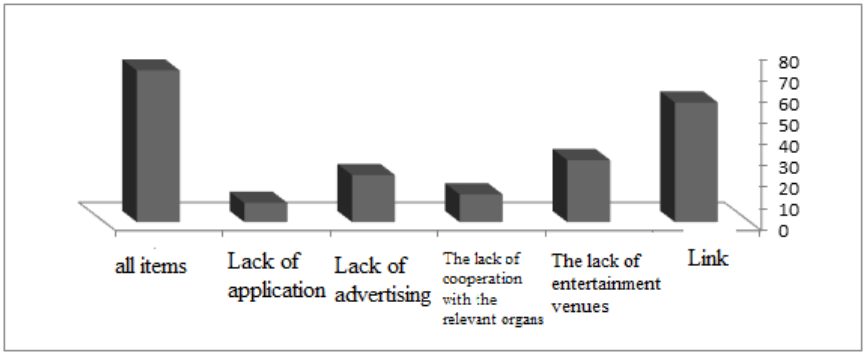


Fig.7 the limitations of tourism development in Kurdistan province

4.6. The analyze of tourists satisfaction from tourism sites the tourists satisfaction rate

The effective factors on their satisfaction and trying to attract their satisfaction on are the main important factors in tourist attraction and tourism development in an area. The results showed that tourists are not satisfied from the tourism facilities in Kurdistan province. The highest satisfaction belongs to the cleanliness of the sites and the highest dissatisfaction belongs to transporting systems and reaching to the tourism sites in Kurdistan province.

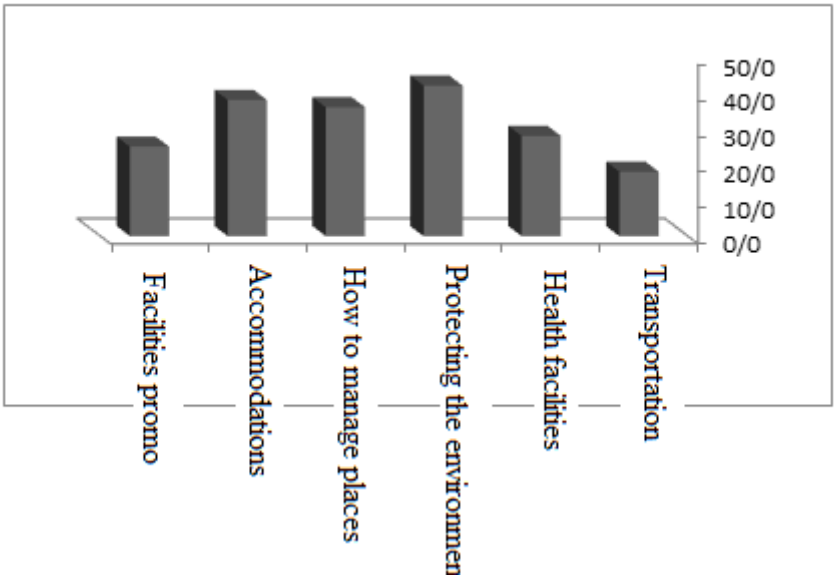


Fig.8 the analyze of tourists satisfaction from tourism sites the tourists satisfaction rate

5.6. Hypothesis testing

5.6.1. First hypothesis: There is a relationship between tourism development and destruction and pollution of the environment in Kurdistan province.

Pearson test

Since the scale of the variables in this hypothesis is distance-distance, the correlation Pearson test is used to test the hypothesis. According to this test, sig (significance) is 0.000 and this figure is smaller than Alfa

(0.05), the H_0 is rejected and the hypothesis will be proved. The coefficient is 0.976. So tourism development has negative effects on the environment. Table shows the results of this test.

Table1. Pearson test to determine the relationship between the development of tourism and environment

The considered Alfa	sig	Correlation	Number	Test
0.05	0.00	0.976	200	Pearson

Regression test:

In this research, the simple linear regression analysis is used to analyze these two variables e.g. tourism development and physical environment. According to the hypothesis regression test, the R Square of these two variables (tourism development and destruction of the environment) is 10% (table 2). It means that tourism development predicts only 10% of changes in dependant variable.

Table 2 Correlation Coefficient of Determination Regression

Standard error of the mean	Adjusted index	The coefficient of determination	Correlation
1.18	0.953	0.953	[a]0.976

The table of regression variance analyze (table 3) also verifies the linear relationship between two variable tourism development and environment because the sig is smaller than 5 percent.

Table3. Regression analysis of variance (ANOVA)

sig	Fisher frequency (F)	The mean squares	df	The same of the squares	
0.000	926.35	956.356	1	5738.135	Regression The remaining Total

According to table 4 the significant relationship between these two variables with sig 0.000 is verified. Their standardized coefficient (Beta coefficient is 0.32 which say that each unit of change in independent variable cause 0.32 percent of change in dependant variable.

Table 4 - Regression analysis (impact of tourism development on the environment)

sig	t	Standard rate	Standardized coefficients		Regression
		Beta	SEM	B	
0.000 0.000	7.547 63.43	0.976	0.251 0.014	1.891 0.894	Constant Tourist facilities and services

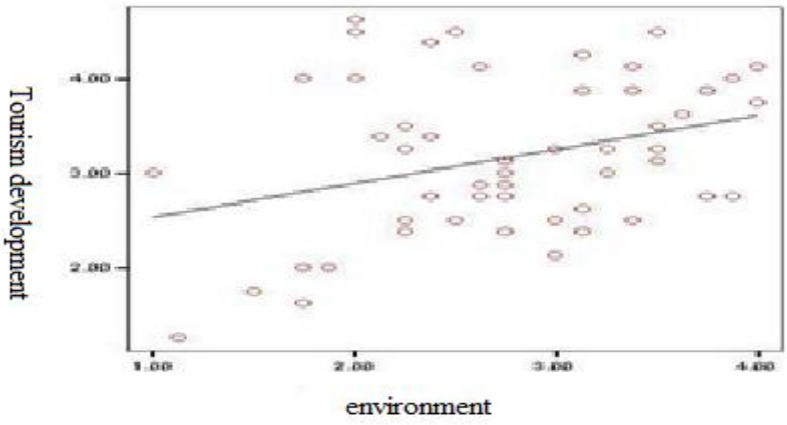


Fig.9 regression graph the relationship between the development of tourism and environment

2.5.6 Second hypothesis: There is a significant relationship between economic development and tourism development in Kurdistan province.

Pearson test:

To analyze the variable and the second hypothesis, we used correlation Pearson test because our variables are in a distance-distance level. According to the results of this test, the H_0 is rejected because the sig (0.000) is smaller than Alfa (0.05). The coefficient is also 0.67, which shows a fairly high relationship. So, it can be concluded that there is a significant relationship between tourism development and economic development in Kurdistan province. The results are shown in table 5.

Table5. Pearson correlation test between the development of tourism and economic development

The considered Alfa	sig	Correlation	Number	Test
0.05	0.000	0.908	200	Pearson

Regression test

The table of coefficient and regression identifying factor (table 6) show that the identifying factor is 46 percent. In other words, the independent variable (tourism development) predicts 82 percent of changes in the dependent variable (economic development).

Table 6 - Correlation and regression coefficient of determination

Standard error of the mean	Adjusted index	The coefficient of determination	Correlation
2.29	0.824	0.825	[a]0.908

a. determinant: Tourism Development

Table 7 contains variance regression analyze in order to make certain about the linear relationship between the two variables. As the sig is 0.000 and smaller than 5 per cent, the linear relationship is confirmed.

Table 7 - Regression analysis of variance (ANOVA)

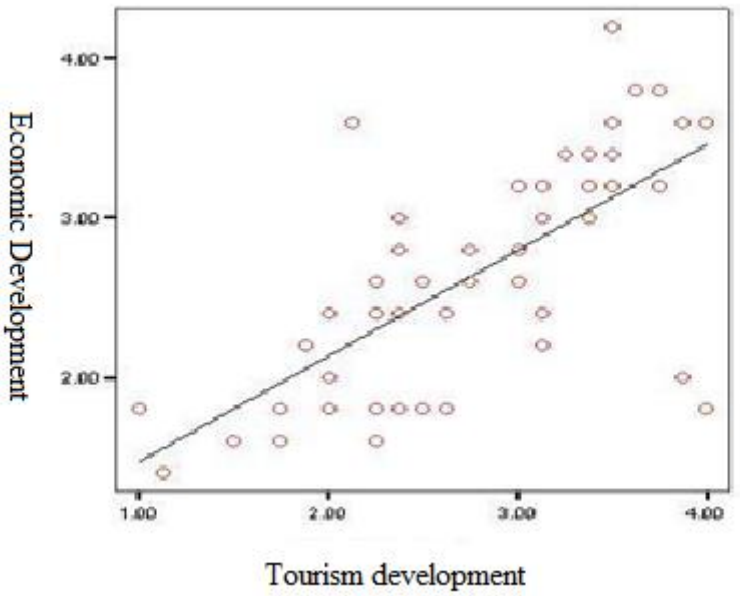
sig	Fisher frequency (F)	The mean squares	df	The same of the squares	
0.000	932.213	4897.200	1	4897.200	Regression The remaining Total

Dependent variables: economic development

Also, according to the results of simple linear regression analyze, the mentioned hypothesis is accepted because sig is 0.000. However; the results showed that each unit of change in independent variable causes %90 of changes in dependant variable (table 8). The regression scattering diagram is designed based on these results. This diagram shows that tourism development leads to economic development and shows the high relationship between these two variables (Fig.10).

Table 8 - regression analysis (impact of tourism development in economic development)

Sig		Standard rate	Standardized coefficients		Regression
		Beta	SEM	B	
0.005 0.000	2.913 6.740	0.697	0.278 0.098	0.809 0.622	Fixed amount Tourism Development



Figu.10 Regression graph the relationship between the development of tourism and economic development

3.5.6. Third hypothesis: There is a significant relationship between tourists' satisfaction and tourism service and facilities.

Pearson test:

The analyzing level of two variables is distance-distance, so the correlation Pearson test is used. As the Sig is 0.000 and smaller than Alfa (0.05), thus H_0 is rejected and the relationship between the two variables is accepted. Also, the co-efficiency rate is 81 percent which is fairly high. Table .9 shows the results.

Table9. Pearson (the relationship between resources and tourism services and satisfaction of tourists)

The considered Alfa	sig	Correlation	Number	Test
0.05	0.000	0.881	806	Pearson

Regression test:

According to table 10 the identifying factor between the two variables (the condition of services and facilities and tourists' satisfaction) shows that 37 percent of the changes in dependant variable are because of changes in independent variable.

Table10. Correlation and regression coefficient of determination

Standard error of the mean	Adjusted index	The coefficient of determination	Correlation
3.046	0.776	0.776	[a]0.881

Also, the regression variance analyze (table 11) of the two variables show that the Sig is smaller than 5 percent (0.000) which verifies the linear relationship between two variables.

Table11. Regression analysis of variance (ANOVA)

sig	Fisher frequency (F)	The mean squares	df	The same of the squares	
0.000	2771.27	25731.30	1	25730.30	Regression The remaining Total

Dependent variable: satisfaction of tourists

The results verify the effect of services and facilities on tourists' satisfaction, as well. Beta coefficient (61 %) indicates that each unit of change in independent variable causes 88% change in the dependent variable. The results of regression analyze is shown in table 12. The scattering diagram which is shown below is based on the results of regression analyze and indicates that there is a strong relationship between tourism facilities and services and tourists' satisfaction.

Table12. Regression analysis (impact of tourism on tourist satisfaction)

sig		Standard rate	Standardized coefficients		Regression
		Beta	SEM	B	
0.000 0.000	11.049 52.64	0.881	0.643 0.016	4.018 0.816	Fixed amount of tourist facilities and services

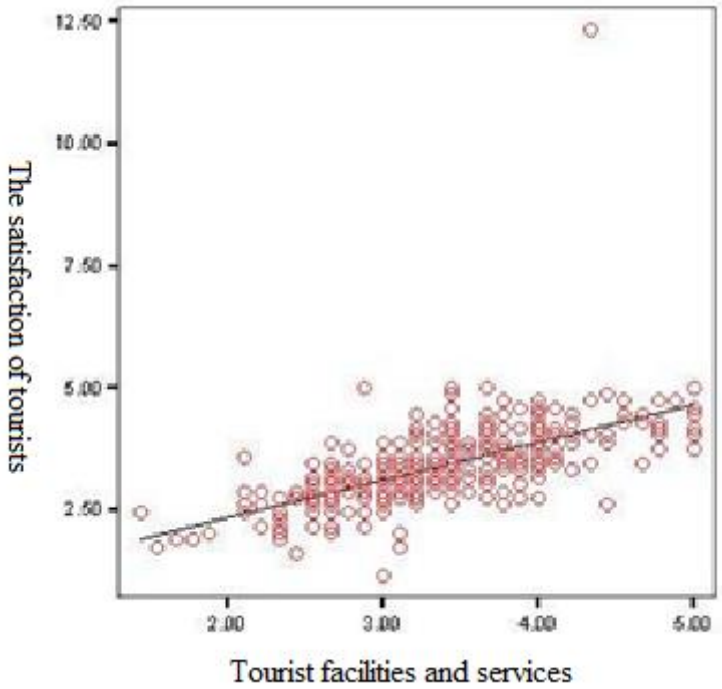


Fig11. Regression graph the relationship between the satisfaction of tourists and tourist facilities and services

Conclusions:

The studies showed that the boundary markets, natural sceneries, historical buildings and local customs have the main effects on Kurdistan tourism development respectively. The experts believed that the well-faire and resident and service are not in a good condition. They asserted that tourism development can somehow increase the Kurdish people's income. They also said that the advertising for tourist attraction is not in a good condition. Tourists also selected the boundary markets as the most attractive place for tourism.

The study which was applicable and analytic descriptive from methodology approach and the gathered data by questionnaire reached the following results:

- There is a positive relationship between tourism development and environment destruction.
- There is a positive relationship between tourism development and economic development in Kurdistan province.

- There is a positive relationship between the condition of tourism services and facilities and tourists' satisfaction. The analyses showed that the more the tourism facilities and services are, the more tourists are satisfied.

References

AdarhOf Telecom Kurdistan Province (2005), report the development of facilities.

AdarhOf Transportation Kurdistan (2005), ways of controlling zone Kurdistan province.

Altinay Mehmet, Hussain Kashif (2005), Sustainable tourism development: a case study of North Cyprus, International Journal of Contemporary Hospitality Management, Volume:17 Issue:3 pp:272 – 280

Aslamy, Sdyf (2007), planning for sustainable development of tourism in the city MeshkinShahr, master's thesis, Supervisor: doctor A. Yes Master, University of Isfahan.

Ballantyne Roy, Packer Jan, Hughes Karen (2009).,Tourists' support for conservation messages and sustainable management practices in wildlife tourism experiences, Tourism Management, Volume 30, Issue 5, Pages 658-664

Cole Sam, Razak Victoria(2009), Tourism as future, Futures, Volume 41, Issue 6, August 2009, Pages 335-345

Eccles Gavin, Costa Jorge (1996),Perspectives on tourism development, International Journal of Contemporary Hospitality Management, Volume:8 Number:7 pp: 44-51

Frjzadehasl, Mnvchhrvrefiqkarimpanah. (2005), analysis of suitable zones for ecotourism in the province, Journal of Geography, 65.

Frydvny G. (1998), the level of development of the rural districts of the province using GIS,Tourism potential of the province, the provincial planning and management reports.

General Population and Housing -Srshmary country in 1385, the Statistical Center of Iran.

Organizer meteorologicalniwar (2006), meteorological data in the months

Rhnmayy, Mohammad Taghi (1998), the effects of development on the environment in Kurdistan, Proceedings of the International Conference on the Environmental Protection Agency research achievements in the development, publishing Environmental Protection Agency.

Rkn Din eftekhari, and Mahdi Abdul Dawood (2004), rural tourism development strategies using the SWOT,:Lavasan small villages, magazine humanities teacher, number 45.

Saysh, H. (2002), principles and methods of regional planning, Payam Noor University Press.

Sdr Mousavi, Myrstar and dakhiliKahnamoui J. (2005), Assessment of tourist facilities in East Azarbaijan Province in the eyes of tourists, Geographical Studies, No. 61.

Sltany, Muhammad Ali (1998), tourism and environment, Journal of Environmental Engineering Company ----- maker Number 32 (1998), Climate and Tourism), Kurdistan (Iran Meteorological Organization

Supervisor Akbar righteous, thesis, TarbiatModarres University.

Valadbeigi, Borhan (1999) take a look at ecotourism attractions Oraman region, printing, publishing vault.

Zahdy, Shams al-Sadat (1995), an analysis of the impact of tourism development, management Quarterly,

Zahdy, Shams al-Sadat (1999) Proceedings of the National Conference on Ecotourism and Sustainable Development

Zahdy, Shams al-Sadat (2001), the challenges of sustainable development from the perspective of ecotourism, teacher, (3).

ZangiAbadi, Ali and others (2005), analysis of tourism market in Esfahan city, geography and development. # 8.

Zende Dell H., et al.(1998), Tourism Iran (Kurdistan), No. 17

ZngyAbadi, A. and M. N. (2002), sustainable development and sustainable cities, Journal of Labor and Society, No. 85.

ZngyAbadi, Ali and Mustafa dah cheshmeh (2006), ecotourism potential feasibility of ChaharmahalBakhtiari, Journal of Environmental Studies, Issue 47.

Zyary, Karamat Ali (2001), planning new cities, the publisher.

Zyary, Karamat Ali (2002), Principles and Methods of Regional Planning, Third Edition, Yazd University Press.

Zyayy, Mahmoud (1388), geography, tourism, Payam Noor University Press.