

Research Article

Evaluation of the Tourism Environmental Dimensions in Nour City

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ABSTRACT

Tourism in the concept of sustainability includes its own semantic processing, this concept in tourism literature is achieved by the efforts to stability in all areas of development, sustainable development of the tourism industry is one of the objectives of this age, the performance measurement and effects on tourism destinations are necessary. Therefore, this study aimed to assess the sustainability of tourism development and tourism in the rural city by using a cross-sectional survey of dimensions and measures affecting the sustainability of rural tourism in which a library of method is used to collect data.

The study population was the target villages and city tourism based on the sample of 310 households are selected as the sample size. Information collected by descriptive and inferential statistics using Spearman and barometric model is sustainable. The results show that there is a significant relationship between the environmental sustainability of tourism in the target villages and tourist city of Nour, and the nature of tourism shows that the average level in the environmental sustainability is unstable (poor) and the transition from potentially unstable current trends continue to unsustainable condition in the near future.

Key words: rural tourism, rural tourism purpose and samples, sustainable tourism, environmental aspects

INTRODUCTION

Sustainable tourism is a way to reduce the anxiety and stress that mutual investments have been arisen by the impact of the tourism industry and visitors and host communities. In view of the sustainable development of tourism with the use of available resources in such a way that we respond to the needs of economic, social, cultural and legal norms and expectations of tourists to unity, cultural identity, environmental health, economic balance and well-being of local people provided. Target villages and tourism spite of natural attractions, cultural and historical interest are concerned by the tourists, but in terms of tourism development of tourism is causing instability in the target villages. In general, to set

the above topics can be concluded that since tourism, especially rural tourism with the environment and economic activity and social interaction between host communities and can positive and negative consequences in this area. So, it is the necessity to assess the tourism sustainability assessment. In this regard, the target villages and tourist city of Nour along many tourist attractions are the major motivations for tourists to travel to these areas, particularly in summer. Therefore, according to the trend of tourism development in the target villages and tourist city of Nour due to the loss and degradation of the environment, this is in light of the lack of comprehensive understanding

of the current stage of development of tourism and the lack of scientific evaluation, accurate and expert of tourism development in these areas has caused environmental impact. So that the effects on the target villages and tourism city of Nour are observed in many aspects.

Research Methodology

This research is applicable in terms of objective and the nature of research is descriptive analytic that in this method, the data was gathered and analyzed, and the tourism sustainable development was evaluated in the target villages. As the main purpose of this research is to evaluate the tourism sustainable development in the target village. Therefore, the suitable set of

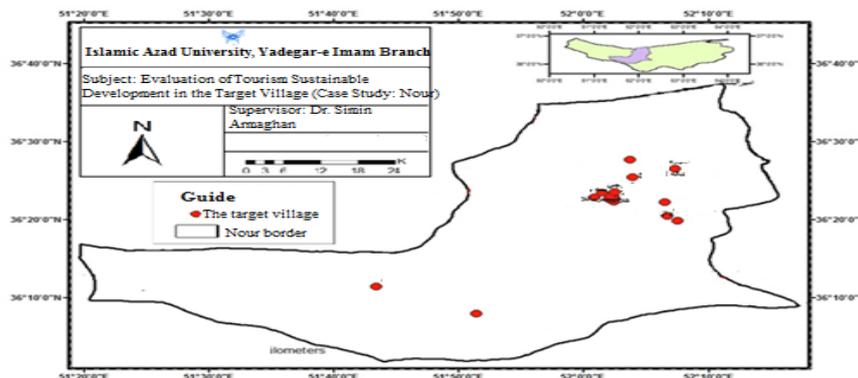
the tourism sustainable development of the target villages are required. So it has been tried to use the descriptive-analytic method in survey method (viewpoints of the experts of tourism).

Research variables

In order to operationalization of the theoretical concept of variable, the hypothesis consists of 10 components and 56 items for environmental sustainability that the appropriate structure of the target villages and tourism city of Nour is an indicator of current through questionnaires of groups, including the head of household (people) and experts, range has been designed in the form of options 5.

Table 1. The statistical population of the target villages and tourist city of Nour

Sample size	Percent	Household	Village	Country	Area	City
8	2/54	40	Yalroud	Sheikh Fazlollah Nouri	Baladeh	Nour
14	4/44	70	Yoush			
118	37/99	598	Jourband	Natel Rastagh	Chamsetan	
1	1/31	5	Aqouzcati	Lavij		
7	2/35	37	Khatibcola			
32	10/29	162	Dizencola			
5	1/52	24	Sadat Mahaleh			
44	14/35	226	Kiacola			
6	1/96	31	Mola Mahaleh			
12	3/81	60	Molacola			
15	4/82	76	Beh Bonak			
5	1/52	24	Khortab Roudbar			
30	9/59	151	Reiscola			
13	4/44	70	Karchi			
310	100	1574		Total		



Map No. 1 target villages and tourist city of Nour

The definition of rural tourism

Rural tourism is a part of tourism industry that can have a major role in enabling the people who

lived there; it could be helpful to create the new job opportunity (Khani et al., 2009: 55). In classic sense, the rural tourism is a touristic activity that could provide the additional income for them (Szabo: 2005: 180). In recent years, rural tourism as one of the industries that have the potential to help local communities in the development of economic activities is taken into consideration (Sharpley, R and Richard, 1997).

The opinions and strategies of sustainability and sustainable tourism

What is certain about the concept of sustainability as a new concept there are several other theories and perspectives ambiguity in the meaning of the word sustainability has access to the basic concept it is. This ambiguity reflects some major uncertainties about sustainability issues and conflicts in resources and sometimes due to fear of the definition of the term appears to be important. The concept of sustainability has its roots in earlier environmental legislation, particularly the sustainable use of forests in forest management in the nineteenth century German scientists have developed it as well. Aldo Leopold Aldo Leopold scientist *Natural Resources* in 1948, the land ethic in the sense of a moral responsibility to address the land and ecosystems in particular, the book automatically applied and the view with the mindset of traditional natural resources as a means of man is quite different. In this view, species and ecosystems are intrinsically valuable and should be protected for the distant future and Care (Bahraini: 1997: 42). The oldest and best examples of sustainable are forestry plan. In 1713, Fan Carliotz has raised this idea. Forest planning is done if sustainable human poverty will fall into exactly the same thing was happening in central Europe (Turner: 2000: 179). After World War II, in 1974 the World Council of Churches conference call for the realization of a sustainable society and in 1970 published articles and books about the sustainability of the speed increased.

In this decade, the assessment in the form of political agendas was concerned at national and international level, in particular the establishment of a series of international conferences (Perman: 2002: 98).

Environmental Sustainability Assessment

The definition of stability testing because it is inherently a complex concept is vague and difficult Andriantiatsaholiniaina: 2001: 436) (Yannis &

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Pia mods environmental assessment or environmental impact analysis of a project, program, or field of activity, say, the possible effects of an activity in this type of evaluation based on the criteria defined by the absence of alternative activities that are compared to (and shaaan Partners: 1390105). minimize The theme emphasized in the field of regional capacity for human society that is kept for a maximum amount of resource consumption and waste treatment withdrawal and specifically in a region, without compromising regular programming, progressive damage to the unity of ecological integrity and productivity, stable (Badri honor: 1382: 19).

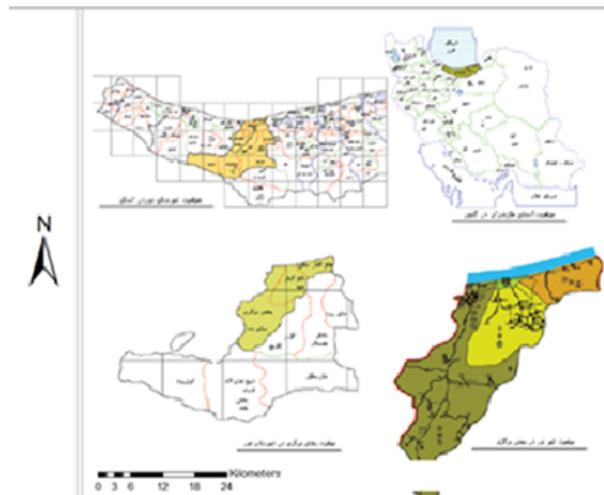
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of the consequences of a project, program, or series of activities. The possible effects of an activity in this type of evaluation based on certain criteria are compared with the conditions that create alternative activities (Shayanet al 2011: 105). Minimize maintenance issues emphasized in the field of regional capacity for human society as the maximum amount of resource consumption and waste refine out specifically in a region defined without hurting planning, harming progressive integrity ecological unity interest biological productivity, stable (Badriand Eftekhari: 2003: 19).

Geographical status of Nour

Nour with the population of 2675 has allocated 11.3% of the province. It is located on the west of the province, the eastern cities of this city are Amol, Mahmoudabad, Alborz Mountains and Amol and Tehran are the south of this city, and Noshahr and Chalous are the west of this city. This big city has five cities (Nour, Baladeh, Rouyan, Izadshahr, and Chamestan), 3 sectors (Chamestan, Baladeh, and center), 9 villages and 226 countries that 184 countries are inhabited, and 42 countries are not inhabited. The city is located on 36 degrees to 36 degrees and 36 minutes north latitude and 2 minutes and 51° 20 'to 52 degrees 18 minutes east of the Greenwich meridian is located (Statistical Center of Iran: 2006)



MapNo. 2. Assessing tourism in Nour

The effects of tourism development in biological sustainability of the target villages and Nour as the sample

To study the effects of tourism development on environmental sustainability target villages and city tourism Nour abandoned 10 components and 56 factors were used. These components include land interests (efficient use of land, water and air quality perspective), protection of natural heritage and attractions, biodiversity and environment and sensitive ecosystems, environmental awareness, production and management of waste and sewage system non-renewable materials, efficient use of land, pollution, energy consumption, management, environment bearing capacity is used.

It should be noted that a significant test for ordinal variables (order) in terms of questions, five answers that code (1) to (5) is introduced. According to the calculated probability is smaller than the rule in the 05/0. So the groundwork for sustainable tourism development and tourism target villages city of Nour components increasing uncontrolled constructions and uncontrolled hypertension and residents to develop the surrounding area, loss of gardens and green spaces, basic facilities s increasing awareness of the local people for conservation activities for tourists, there are specific criteria for tourism development control programs (such as number of motels and bed and density standards, control design, etc., management plans and measures to control visitors monitoring and evaluation and environmental regulations, quality tourism ecosystems and natural areas (biodiversity, habitat condition, improving the quality of urban environment due to the presence of tourists, local managers protect the environment in rural areas, according to local residents on environmental protection village, attention and planning for the proper disposal of waste, increasing the number

of special sites (natural and cultural) sites under the protection does not provide any support for the presence of tourists.

Thus, according to Table 3, it can be calculated according to the probability is smaller than the rule in the level of 0.05, and this means that there is a relationship between the development of tourism in environmental sustainability target villages and Nour and consumer with the

components of interest land and environmental awareness, production and management of waste and sewage system And areas for conservation of biodiversity, environment, sensitive ecosystems and the protection of natural heritage and attractions, efficient use of land, environment bearing capacity, management and planning do not provide energy consumption.

Table 2. The effect of tourism development in the environmental component of the target villages and tourist city of Nour

Spearman				Component
Result	N	Sig. (2-tai led)	Correlation Coefficient	
It is not significant.	310	./184	./076	Biodiversity and environment and sensitive ecosystems
It is significant.	310	./000	./256	Land interests
It is not significant.	310	./050	./111	Protection of natural heritage and attractions
It is significant.	310	./000	./217	Production and waste management and sewerage systems
It is not significant.	310	./209	-./027	Efficient use of land
It is not significant.	310	./346	./023	Environment bearing capacity
It is not significant.	310	./318	./027	Management and Planning
It is not significant.	310	./215	./045	energy consumption
It is significant.	310	./000	./046	Pollution

Source: Data collected from the questionnaire in 2015

Tourism and environmental sustainability index target villages and Nour Assessing the sustainability of tourism development in the study area, the model was used barometric stability Alan Prescott In this model of sustainable tourism development to evaluation, to a range of stable to unstable neutral density divided. The minimum and maximum range of each indicator was determined. The minimum value of each reagent volatility is low and the result was divided on the relative lack of scale to be achieved between zero and one. The resulting comparative data for each indicator in each of the three dimensions were averaged and the resulting number as an indicator of the sustainability of tourism in each dimension was considered. To convert the amounts of qualitative, quantitative calculation of the five classes Alan Prescott is presented in Table 3.

Table 3. Alan Prescott five classes for classification of sustainable level

Degree	Value	معادل	Status
1	100-81	100-81	Sustainable
2	81-61	81-61	Potential stability (good)
3	61-41	61-41	Mean
4	21-40	21-40	Potential instability (poor)
5	0-20	0-20	Unstable

Source: (Eftekhari et al.: 2011: 17)

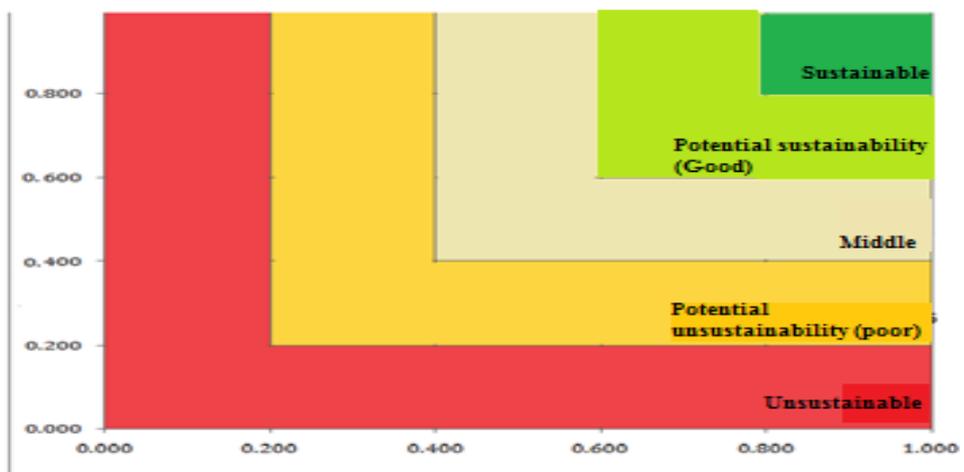


Figure 1. Barometer for sustainable tourism

0.0-2.0=bad, 4.0-2.1=poor, 4.1-6.0=middle, 6.1-8.0=good, 8.1-10=very good (source=ibid: 17).

According to the indicators of stability, the stability of the sample from three perspectives-headed households (people), the authorities and the sum of the two groups were evaluated. The results are presented below in tables and graphs.

Table 4 Status indicators of environmental sustainability of tourism in the target villages and tourist city of Nour

Sustainability Status	كل	Sustainability Status	Experts	Sustainability Status	Head of household	Tourism sustainability indicators
Middle	./441	Middle	./580	Potential unstable (poor)	./303	Resources and land
Middle	./47	Middle	./502	Mean	./438	Pollution
Middle	./464	Middle	./446	Mean	./482	Optimal use of the land (water, air quality and landscape)
Middle	./539	Middle	./586	Mean	./493	Biodiversity and environment and sensitive ecosystems
Middle	./414	Middle	./445	Potential unstable (poor)	./383	Carrying capacity of the environment (environment and community pressure)
Middle	./472	Middle	./552	Potential unstable (poor)	./392	Protection of natural heritage and attractions
Middle	./501	Middle	./571	Mean	./431	Management and Planning
Middle	./529	Middle	./569	Mean	./490	Production and waste management and sewerage systems
Middle	./488	Middle	./500	Mean	./476	energy consumption

Source: Data collected from the questionnaire in 2015

Table 5. Respondents' view of environmental sustainability

General stability	Environmental sustainability	Respondents
./553	0/527	Experts
./425	0/432	Households
./489	0/479	Total
./553	Mean	Sustainability Status

Source: Data collected from the questionnaire in 2015

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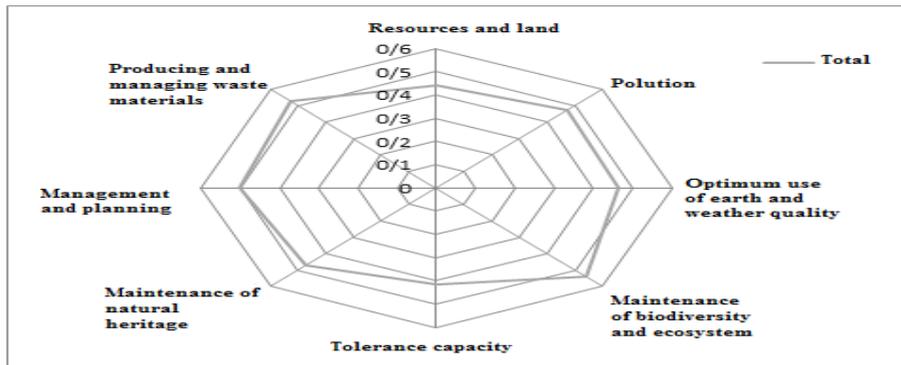


Diagram 2. Environmental sustainability of tourism development and tourism in the target villages in the city of Nour

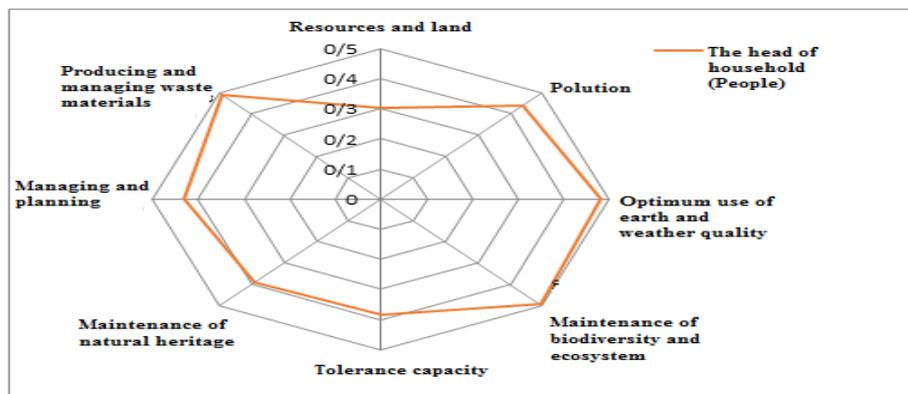


Diagram 3. Environmental sustainability of tourism development and tourism target villages in Nour in the views of the head of household

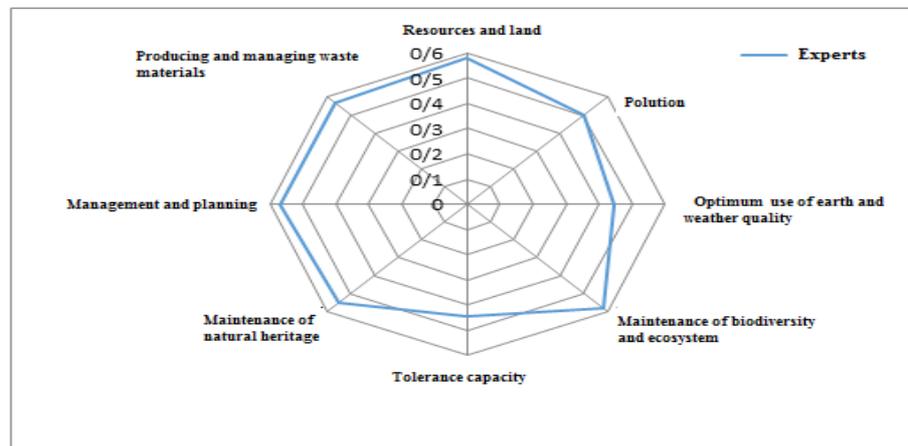


Figure 3. The stability of environmental indicators aimed at rural tourism development and tourism city of Nour in the views of experts. According to results, environmental sustainability of tourism in the target villages and tourist city of Nour is such that the head of the household has an average of 0.432 at the middle

level stability and the experts with an average of 0.527 at a moderate level stability, and stability is moderate in total with an average of 0.479. The place or region where the tourism industry is developed and it will be opened to tourists, inevitably affected by traffic, construction of tourism facilities will be established; thus,

tourism makes changing natural and human landscapes, and finally affect the stability of the region.

CONCLUSION

Nour and the target villages are as the source of sustainable business tourism interest and this city has been faced with the social, economic and environmental problems in the development process. The objectives can be destroyed and the loss of historical and cultural heritage, pollution and depletion of resources and tourist attractions, overcrowding, lack of security observed that the formation of undesirable and moderate resistance and current status. So that, with the problems of congestion and overcrowding, inadequate facilities and comprehensive foundation to entrance tourists, pollution faced sights. In this study, a total of 10 components and 56 items were used for environmental sustainability that fits with the structure of the target villages in Nour. Also, the results of field research and the evaluation of the target villages and tourism in the city of Nour suggest the significant relationship between tourism development and sustainable tourism target villages in Nour on the environmental dimension there. And environmental dimensions with an average of 0.479. The average is at stable surface.

According to field studies conducted in the target villages and tourist city of Nour, it can be concluded that the paradigm of sustainable development of tourism in terms of policy, program and tourism in the target villages and the city of Nour is still a very important. And this paradigm has been dominant in the sphere of scientific and practical urban tourism. As the results obtained, unfortunately, the opportunities for development of rural tourism are not proper operation and threat in different areas. The results have been made so that the target villages and tourist city of Nour with a lot of challenges and issues faced in the context of environmental issues.

Offers

- * The adoption of community-based tourism development policies from the public and private sector to participate actively in the process of sustainable development of tourism in the target villages and tourist city of Nour
- * Efforts rural tourism management practical commitment to pursue the funding needed to encourage and support public and private sector investors in tourism and accurate monitoring and implementation of tourism projects,
- * Developing educational facilities (tourism) to employ native trained to operate and manage the different parts of the target villages and tourist city of Nour
- * Observing the environmental indicators of sustainable development and as the value of natural resources and environment and tourism target villages in planning, policy and design studies and projects with defined environmental capacity to manage user resources as needed.
- * Creating awareness among government officials, public and private sector in relation to the capacities of rural tourism and tourism aims to protect the natural attractions and historical and cultural heritage to achieve sustainable tourism development

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