

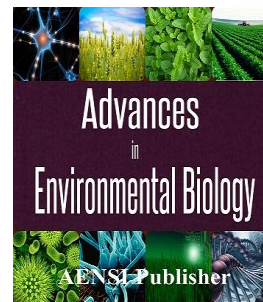


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Assessing and determining the policies of strategic management of Geomorphotourism in Awramanat region in line with the geotourism development of the region

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ABSTRACT

One of the greatest and the most widespread of the parts in recent decades many of the planners and local and regional managers to attract has tourism section especially tourism based on the enjoyment of the natural phenomenon of the courage it can be said in recent decades has had noticeable growth and has managed not only as a thriving industry with their not under many parts of divided This research as an assessment and determine the strategy of the strategic management Geomorphotourism Awramanat region in the west country with the purpose of developing the land and tourism this region With the use of the method is a descriptive studies and making use of the documents has been prepared. The data used in this research as well as with the use of the questionnaire instrument and making use of experts and the experts had been collected and with the use of the strategic model swot analysis. results of these surveys and the use of the strategic management model (swot) for this region showed that performance of executive strategy Geomorphotourism Awramanat region in the options of the preserve, abandon and growth and development with regard to the potential of the high capacity and potential in the field to Geomorphotourism existence ghorighale cave, zribar Lake, the river Sirvan, mirage Ravansar, waterfalls and springs of the very rich and many glacier, landforms mountainous and plain landforms and . . . The third option-necessity of growth and development of this region.

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INTRODUCTION

Utilizing the environmental capabilities and capacities of regions endowed by God has attracted much attention in many of the economic, industrial and social sectors of societies so that many of the local and regional planners and managers have been trying to increase and make use of the economic efficiency of these potential talents. In this regard, the natural environment and its unique phenomena and scientific, recreational and socio-economic utilization of them during the recent decades have attracted the attention of many countries and experts and planners so that tourism based on natural and environmental phenomena has been widely used throughout the world with different names such as ecotourism, geotourism, . . . and has had a drastic growth in a very short time. Besides utilizing these phenomena as recreational - tourism places, they can have various benefits such as development of regions, making income, increasing employment, reducing unemployment and consequently economic growth. Besides the cultural and historical attractions and adequate recreational facilities, nature tourism or tourism based on natural and environmental by the names of ecotourism, geotourism and Geomorphotourism can be considered a very profitable capacity Besides its great cultural-historical richness, Iran has such an extensive environmental diversity and a large environmental and geographical area that has paved the way for the formation of extensive and diverse environmental and humanitarian talents

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together. One of the regions in Iran which is very rich in environmental potentials especially in Geomorphotourism is Awramanat region in Western Iran [1] Having diverse Geomorphotourism places and interesting and historical attractions for tourism, this region enjoys high capacities for tourism and Geomorphotourism. However, not enough studies have unfortunately been done in this regard and the studies conducted by different organizations and individuals in this regard are few and sporadic. Therefore, it seems necessary to conduct studies on this region due to its very high potentials. With the diverse and beautiful geological, geomorphological, geographic, cultural and biological places, works and phenomena, Awramanat region can turn into one of the tourist places at the regional, national and even international levels if its attractions are well identified and recreational and security facilities are created in the region, which will have good economic, social and cultural results for the region itself in future. Several studies have in recent years been carried out in the field of Geomorphotourism, aiming at discovering, identifying, introducing and utilizing the regions with such potentials in many countries including Iran, some of which will be mentioned subsequently. Using the scientific method and added value, Raynard *et al* [2] investigated the Geomorphosites of the two regions of Darre Balnio (Balnio Valley) and Locomagno region in Switzerland, and also assessed Trint region in Switzerland which is culturally very important. dealt with the role of geomorphological forms in development of tourism in his book called "geotourism", investigated Geopark in his book "the geological heritage of the east and South-east of Asia", and Peralong [3] introduced a new way to assess the tourism capacity of geomorphological places. Dawling and Newsam [4] introduced in their book the rich geological, geomorphological and geotourism regions throughout the world and expressed the general concepts of this science. Rahmani [5] studied the development of the ecotourism capacities of Pawe -Awramanat region with a focus on geomorphological characteristics. introduced the general concepts of Geopark, geological heritage and geotourism and examined Iran's position in this regard and did many actions and studies with the support of Iranian Geology Organization. Babajanzadeh [1] investigated the Awramanat 's tourism attractions and its role in the changes of the region, and Taheri [6] studied the role of creation of Awramanat Geopark in protecting the geological heritages of Karest in the north-west of Kermanshah, and finally Fazelnia [7] offered appropriate strategies for tourism development of Zaribar Lake.

Therefore, as no serious and systematic study has been done in this area and it has been left natural and unstudied, this research has the ultimate goal of studying, identifying and assessing the geomorphological potentials of Awramanat region. These phenomena should have the capability of attracting tourists and measures should be taken to introduce, develop and increase the tourism land of this region.

Case study:

Awramanat region in this research included a combination of natural – Political area in west of Iran, between the southwest Kurdistan province and northwest Kermanshah Province. This area begging in rawansar Central Township in Kermanshah province and ended in the Marivan Township in Kurdistan province.

The region is located in the Eastern longitudes in rawansar city (Kermanshah province) of $34^{\circ}43'1''$ to $46^{\circ}39'44''$ and the Northern latitudes in marivan city (Kurdistan province) of $35^{\circ}32'33''$ to $46^{\circ}7'38''$ (Valadbeygi, 2004: 44) In terms of political division's paveh and rawansar and javanrood townships are located in Kermanshah province and marivan – sarwabad townships are located in Kurdistan province. In terms of natural, this region are located in south of shahoo mountain.(fig 1)

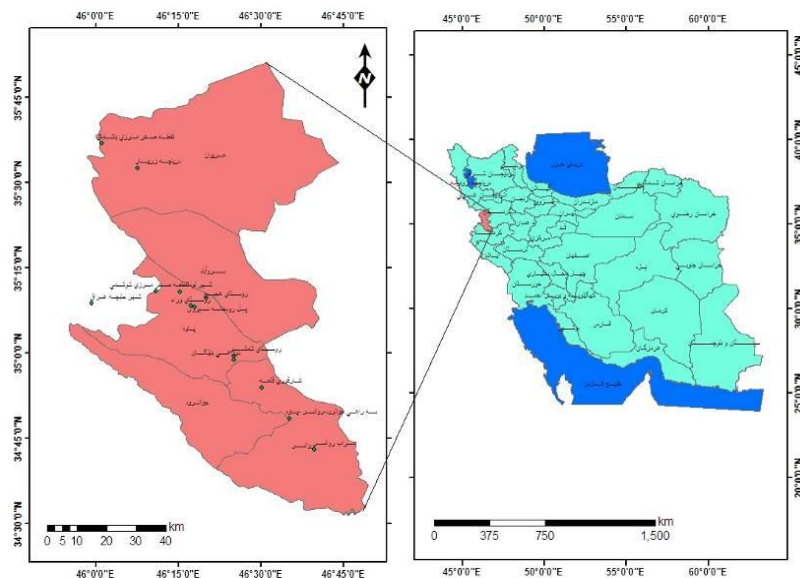


Fig. 1: Geographical position of studied region



Fig. 2: Some of The Geomorphotourism and cultural potentials

MATERIALS AND METHODS

This research has used descriptive-analytical method and made use of field observations along with design of a questionnaire. It has also utilized the ideas of the experts in the field. The statistical population includes five townships of Rawansar, Paveh, Javanroud, Marivan and Sarwabad, called "Awramanat Region" in this research. Consulting with the ideas of over 50 skillful experts in the field, we designed, formulated and completed some

200 questionnaires and analyzed the gathered data using SWOT strategic Mode, coming to conclusions which have been shown in details in table (1) and fig (3). As shown in tis table and diagram, nearly 65 percent of the respondents had non-governmental jobs, 64 percent were males, 57 percent were single, 58 percent were living in rural areas and finally nearly 44 percent of the respondents had bachelor degrees.

Table 1: criteria, percent, and number of questionnaire

criteria		percent	Number of questionnaire
profession	state	30	70
	Non- state	65	130
sexuality	male	64	128
	female	36	72
Marital Status	single	57	114
	Married	43	86
life Place	village	58	116
	city	42	84
education	high school and lower	28	56
	Graduate	44	88
	Master & more than master	28	56
total		100	200

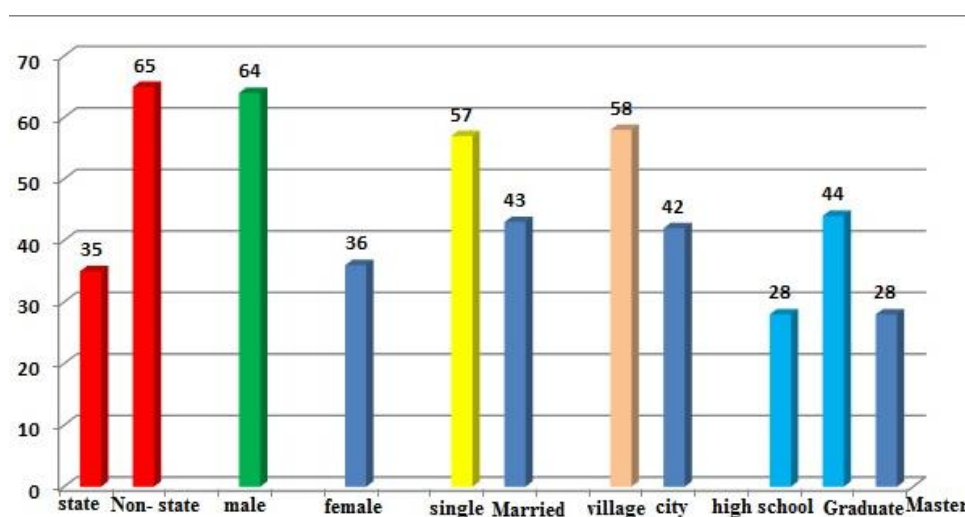


Fig. 3: Specifications and characteristics of respondents

RESULTS AND DISCUSSIONS

Based on the results obtained from the questionnaires on the suitability rate of Awramanat region in terms of Geomorphotourism and this region's further development in Geomorphotourism in comparison with the past and the influence of Geomorphotourism on the economy of Awramanat region, this research has had the following findings (table (2) and figure (4)).

Regarding the suitability rate of the region in terms of Geomorphotourism, nearly 110 respondents (approximately 55 percent) found the region to be very good. Moreover, 60 percent of the respondents evaluated the development of the region in terms of Geomorphotourism to be very good as compared with the past and 140 respondents found the effect of Geomorphotourism on the economy of the region to be very much (70 percent). The findings of these parts have been shown in table and fig (4).

Table 2: frequency and suitability percentage, development trend and influence on the economy of the region in terms of Geomorphotourism

Status	Awramanat proportion of the Geomorphotourism		The Awramanat development trend Than in the past		Geomorphotourism Effect On the local economy	
	percent	Number	percent	Number	percent	Number
High very	55	110	60	120	70	140
High	25	50	25	50	20	40
Average	15	30	10	20	5	10
Low	3	6	4	8	3	6
Low very	2	4	1	2	2	4
total	100	200	100	200	100	200

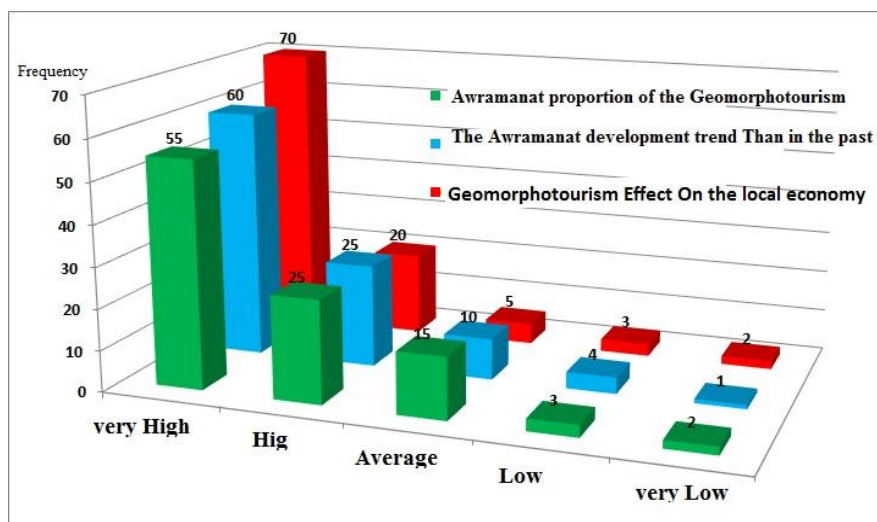
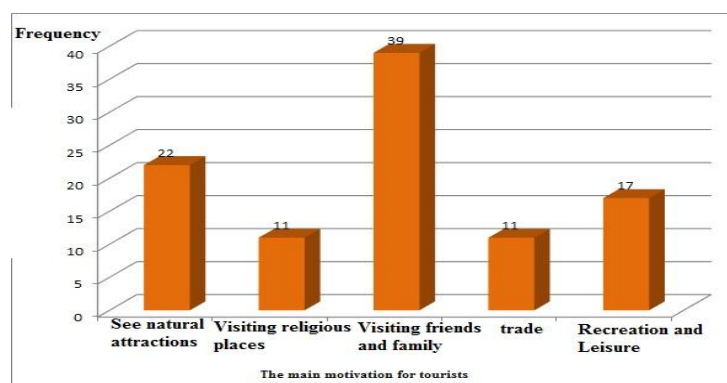


Fig. 4: frequency and suitability percentage, development trend and influence on the economy of the region in terms of Geomorphotourism

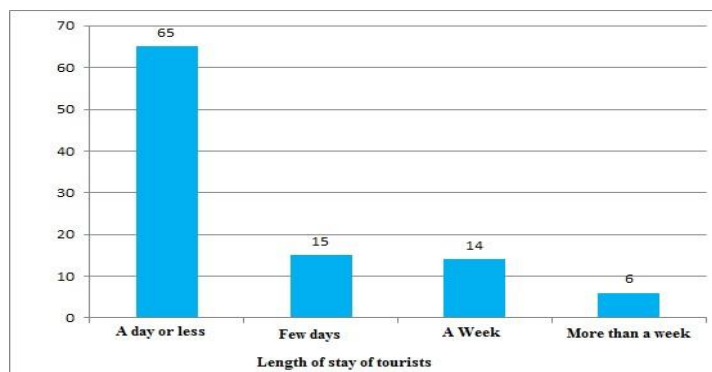
Second to meeting relatives and friends, seeing the natural and environmental attractions and capacities has been shown to be the tourists' most important and main motivation for going on journeys to this region among the five motivations of seeing the natural attractions, visiting the sacred historical places, meeting relatives and friends, business and trade, and recreation and relaxation (table(3) and fig 5), which can be noticeable and important with regard to the title and subject of this research. The natural and environmental attractions and capacities can influence recreation and relaxation, business and commerce, as well as visiting the sacred places.

In the part associated with the tourists' time period of staying in the region with regard to their goal of journeying to this region, nearly 65 percent of the tourists and visitors to the region announced their time of stay in the region to be one day or shorter (Table 4 and fig 6), which shows the scarcity of the dwelling or service recreational facilities in the region. In the part of the tourism season, the majority of the visitors found spring and summer suitable seasons for visits to this region (table 5 and fig 7).



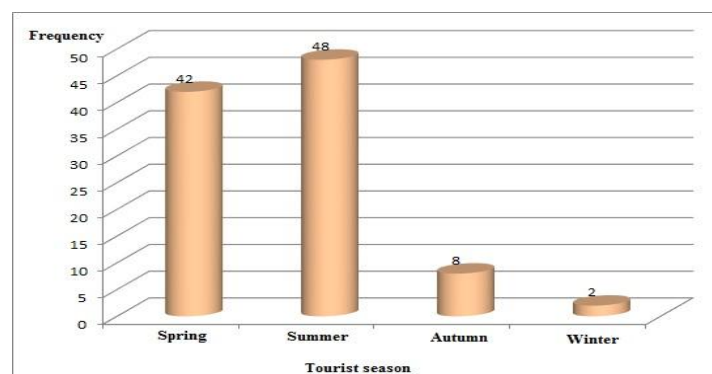
The main motivation for tourists	percent	number
View Natural Attractions	22	44
View the historical and religious places	11	22
Visiting friends and Family	39	78
Trade	11	22
Recreation and Leisure	17	34
total	100	200

Table 3 and Fig 5: The main motivation for tourists



Length of stay of tourists	percent	number
A day or less	65	130
Few days	15	30
A Week	14	28
More than a week	6	12
total	100	200

Table 4 and Fig 6: Length of stay of tourists in Awramanat



Tourist season	percent	number
Spring	42	84
Summer	48	96
Autumn	8	16
Winter	2	4
total	100	200

Table 5 and Fig 7: Tourist season to visit the region Awramanat

Weaknesses, strengths, opportunities and threats:

Determining the strategies and codified planning in SWOT Strategic Model involves determining and identifying the weaknesses, strengths, opportunities and threats (table 6) of the region which can help offer the ultimate strategies. In this regard, around 44 strengths, 33 weaknesses, 6 opportunities and 6 threats were identified for Awramanat region and were presented in the form of a matrix, identifying the rank, weight and weighted score of each factor. They were then examined and analyzed for offering the ultimate strategies, as shown in the following table.

Table 6: weaknesses, strengths, opportunities and threats of Awramanat Region

Weighted Score	Weight	Rank	Strength	
0.092108	0.020469	4.5	The Geomorphotourism positive effects in rural living Families economy	S1
0.040937	0.013646	3	The Geomorphotourism positive effects in Agencies and departments	S2
0.06227	0.01683	3.7	The Geomorphotourism effect in Increasing Occupation and reducing unemployment	S3
0.080237	0.019104	4.2	Increase awareness of geomorphologic heritage protection	S4
0.05572	0.01592	3.5	Despite the region's Suitable infrastructure	S5
0.065681	0.017285	3.8	Fuel centers	S6
0.084103	0.019559	4.3	The effects of Geomorphotourism development in heritage protection	S7
0.06227	0.01683	3.7	new opportunities in the construction, retail, taxi	S8
0.080237	0.019104	4.2	Suitable Background for the development of handicrafts	S9
0.096247	0.020923	4.6	Development of commercial centers and sales	S1

				0
0.092108	0.020469	4.5	Suitable Geomorphosites for The development of tourism and tourist attraction	S1 1
0.065681	0.017285	3.8	High security in this zone (no disturbance, no theft and...)	S1 2
0.069184	0.017739	3.9	Culture in this region Unique	S1 3
0.038253	0.013191	2.9	People's sense of responsibility towards tourists and tourism	S1 4
0.035661	0.012736	2.8	Increasing phenomenon of aversion city and Attract region nature	S1 5
0.043712	0.014101	3.1	Status and catering service restaurants, bakeries and shops	S1 6
0.065681	0.017285	3.8	Population of tourists	S1 7
0.092108	0.020469	4.5	The suitability of the culture and the attitude of local people with tourists	S1 8
0.08806	0.020014	4.4	Improve education, health, and housing and	S1 9
0.065681	0.017285	3.8	Reduce migration from the Village to the cities.	S2 0
0.08806	0.020014	4.4	Good weather and Moderate in summer	S2 1
0.104799	0.021833	4.8	Beautiful landscapes and unique natural	S2 2
0.100478	0.021378	4.7	high mountains and peaks for exercise and fun such as skiing and mountaineering	S2 3
0.096247	0.020923	4.6	green spaces, gardens and agricultural land	S2 4
0.104799	0.021833	4.8	Chestnut forests and	S2 5
0.092108	0.020469	4.5	Dam construction in this region (hirvi and daryan)	S2 6
0.072777	0.018194	4	A quiet environment without noise, traffic, pollution	S2 7
0.065681	0.017285	3.8	Border Markets	S2 8
0.113714	0.022743	5	Spring, River, sarab, fall, mountain and	S2 9
0.113714	0.022743	5	Zribar lake	S3 0
0.113714	0.022743	5	Ghouri ghale cave	S3 1
0.100478	0.021378	4.7	Religious History Places (sultan eshagh, sayedobaydollah...	S3 2
0.096247	0.020923	4.6	Sirwan river	S3 3
0.072777	0.018194	4	Handmade cave (khalo hosayne)	S3 4
0.109211	0.022288	4.9	Unique villages centers	S3 5
0.05572	0.01592	3.5	Protected Area (boozing va marakhil)	S3 6
0.06227	0.01683	3.7	Suitable and numerous Soil - water	S3 7
0.065681	0.017285	3.8	Goordakhmehaye farhad rawansar	S3 8
0.072777	0.018194	4	Unique plants and animals	S3 9
0.040937	0.013646	3	The high number of educated and literate	S4 0
0.040937	0.013646	3	Natural glacier (piazdool, mishav , dalani , ...)	S4 1
0.072777	0.018194	4	Stairway Architecture and habitats in urban and rural areas	S4 2
0.084103	0.019559	4.3	A wide variety of shapes and landforms (karst – lime)	S4 3
0.076461	0.018649	4.1	Agritourism	S4 4
3.392404	0.815101	179.2	total	S1
Weighted Score	Weight	Rank	weaknesses	
0.018194	0.009097	2	water, soil and air Pollution	

				1
0.000409	0.001365	0.3	Advertising and information Unsuitable	2
0.00655	0.005458	1.2	Lack of facilities Legal and banking Encourage investment	3
0.008915	0.006368	1.4	health care services and Unsuitable lack of	4
0.005504	0.005003	1.1	Accommodations Unsuitable	5
0.013145	0.007733	1.7	Unsuitable roads	6
0.005504	0.005003	1.1	Lack of road signs and Visitor paths to guide tourists	7
0.00655	0.005458	1.2	Lack of Sports and recreational centers	8
0.018194	0.009097	2	Increase in the price of area land	9
0.002559	0.003411	0.75	A change in the attitude of people towards lifestyle and Turning to new methods (Such as a change of clothes and social behavior, etc)	10
0.014737	0.008187	1.8	Change and declining species of flora and fauna	11
0.011644	0.007278	1.6	Reduction of land under agricultural crops and land use change them	12
0.001137	0.002274	0.5	Unwillingness of people to invest in the tourism sector	13
0.001637	0.002729	0.6	Lack of Education Specialist trained personnel in this area	14
0.004549	0.004549	1	Improper distribution of tourists in different seasons	15
0.01642	0.008642	1.9	Most people use public spaces into private homes and gardens	16
0.000409	0.001365	0.3	Lack of knowledge of how to protect geomorphologic heritage	17
0.004549	0.004549	1	The loss of its monuments (history Buildings)	18
0.000728	0.001819	0.4	The motivation of people to visit the outside	19
0.000182	0.00091	0.2	Environmental degradation	20
0.018194	0.009097	2	Appropriate services and facilities to the tourists Competing in recreational areas in the country	21
0.018194	0.009097	2	Differences in language - religion with the language – religion country	22
0.010234	0.006823	1.5	Severe slopes and heights and uneven in much of the region	23
0.013145	0.007733	1.7	Cold for more than 6 months of yare Glacial and	24
0.014737	0.008187	1.8	Shortage of land and soil in much of the region's major infrastructure development	25
0.01642	0.008642	1.9	No airport and railway	26
0.010234	0.006823	1.5	Problem of smuggling in the region	27
0.010234	0.006823	1.5	Natural hazards such as, floods and landslides and.....	28
0.00655	0.005458	1.2	Lack of space for parking	29
0.010234	0.006823	1.5	Numerous management and Lack of planning and scientific expertise	30
0.018194	0.009097	2	Lack of higher education institutions and academic	31
0.287889	0.184899	40.65	total	
Weighted Score	Weight	Rank	Opportunity	
0.590379	0.131195	4.5	Closely to internal population centers (Kermanshah, sanandaj...)	1
0.644023	0.137026	4.7	Closely to external population centers (solaymany,erbil,...)	2
0.262391	0.087464	3	The motivation of people outside the area to visit the area	3
0.590379	0.131195	4.5	Religious and language Subscriptions with kordestan(Iraq)	4
0.357143	0.102041	3.5	international border with iraq	

				5
0.590379	0.131195	4.5	Proximity to the international airports (Kermanshah, erbil)	6
3.034694	0.720117	24.7	total	
Weighted Score	Weight	Rank	Threat	
0.002624	0.008746	0.3	Lack of planning and State investment in this area	1
0.116618	0.058309	2	Appropriate services and facilities to the tourists in outside Recreational areas	2
0.029155	0.029155	1	Failure to provide facilities licensed by the state to the development of tourism	3
0.116618	0.058309	2	Take away of Traditional culture and local	4
0.154227	0.067055	2.3	Commodity and human Contraband phenomena	5
0.116618	0.058309	2	Closely to the Dust centers in Iraq and Saudi Arabia	6
0.53586	0.279883	9.6	total	

Conclusion:

The analyses made using Swot Strategic Model show that the integration of the final score of the performance evaluation of internal factors and the final score of the performance evaluation of external factors leads to three ultimate alternatives presented in the form of releasing, maintaining and retaining and ultimately the alternative of growth and construction (fig 8). The studies conducted in this region and its very high potentials show that the matrix of strategies and executive prioritization of Swot Model has further tendency toward growth and construction (fig 9). Therefore, all of the plans and programs of the area should trigger its development especially in the dimension of the infrastructures needed for tourism. At present, this region is short of recreation-welfare-dwelling facilities and infrastructures such as parks, hotels, motels, inns, restaurants, and fuel stations and first-aid stations and this shortcoming should be removed as soon as possible. Due to the existing capacities, it is finally recommended that a program be formulated by experts in order to put the executive performance strategies into practice. In this regard, support from all related organizations and their coordination especially in the macro sectors such as gubernatorial and governorship seem necessary (table 7).

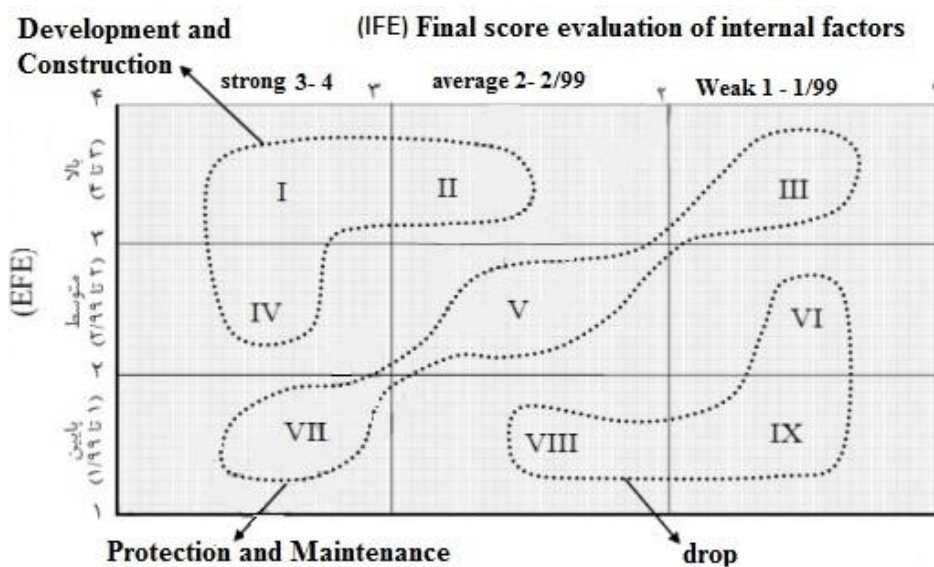


Fig. 8: Swot Matrix of strategies and executive priorities (source: David, 1383:79)

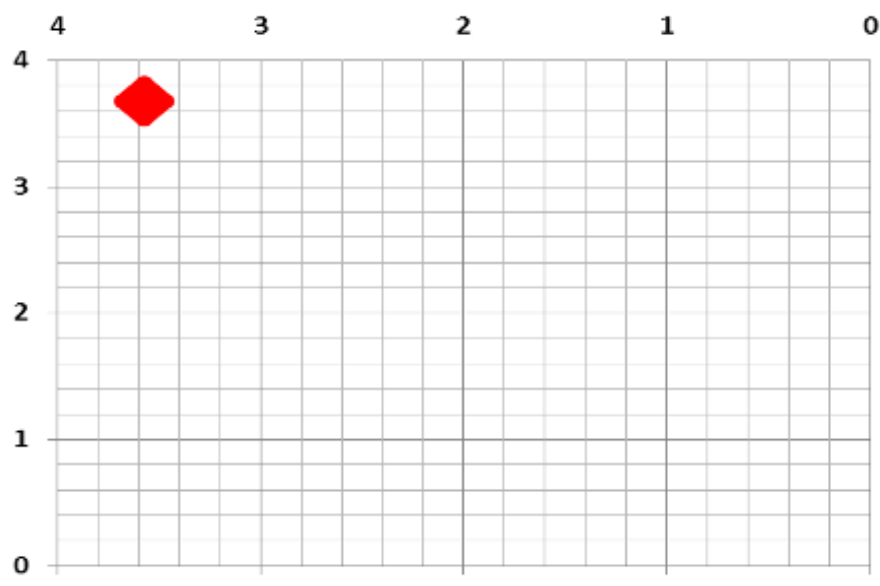


Fig. 9: executive performance strategy of Awramanat region's Geomorphotourism

Table 7: the offered strategies of Awramanat Region's Geomorphotourism

Aggressive (SO=strength, opportunity)	Conservative (WO=weakness, opportunity)
<p>Certificates and governmental loans and facilities for extension of tourism land of the region should be provided as easily as possible and the related organizations' expert planning should be made considering the potentials and talents of the five regions. It is advisable that a uniform management system be used in the province center and even at the national level, and that multiplicity of management be avoided.</p> <p>Due to the region's international boundary as well as various border markets (with Iraq), the power of transit should be used to promote the economic prosperity of the region and that the transportation infrastructures especially the road, railway and even airport infrastructures should be increased.</p> <p>Encouraging the private sector for investment in this area with regard to its capacities and utilizing the new opportunities to improve the construction sector, retailing, and passenger transportation.</p> <p>Sport and recreation towns should be established in Sarwabad and Paveh cities for games and recreations including skiing, mountaineering and so on because of the existence of high mountains and great peaks in the region.</p> <p>The unique herbal and pharmaceutical products of the region as well as the first-class fields, gardens, agricultural lands and the woods of oak and pistacia in the region should be used.</p>	<p>Improvement, and quantitative and qualitative increase and development of the infrastructures needed to improve tourism of the region, especially in Geomorphosites and the tourist-attracting spots including the transportation and road network, the recreational residential centers, the health centers, fuel centers, the security centers, banks, the commercial centers and so on.</p> <p>Particular attention to the development of the Geomorphotourism of the region due to the existence of the high potentials in this regard, especially the very worthwhile and great five phenomena of Zaribar Lake, Ghor Ghakee Cave, Bel Waterfall, Ravansar Mirage, Zaribar River beside the three sacred places of the region (Soltan Eshagh, Seyed Abidollah, Pir Shaliar).</p> <p>Improvement of the infrastructures ending with the hand-made Cave of Khalo Hossein and the necessity of introducing it as a worthwhile and unique art.</p> <p>Utilization of the air transportation potentials due to the region's nearness to the international airports of Kermanshah and Erbil.</p>
Competitive (ST= strength, threat)	Defensive (WT=weakness, threat)
<p>Making optimal use of the natural glaciers in the mountains of Dalani, Piazdol and Misha, and attracting the majority of native and foreign people using propaganda, especially the tourists of Iraqi Kurdistan with regard to the commonalities, in terms of language and religion, between the two regions.</p> <p>Further attention to the changes being made in the region, especially construction of the two dams of Darian and Hirwi and changing its outlook in the future.</p>	<p>Increasing the native people's awareness of protection of natural places, Geomorphosites and the geological heritages using the educational programs and propaganda, increasing and improving the non-governmental organizations in order to protect the region, develop tourism and increasing people's awareness</p> <p>Making optimal use of the unique architecture and stairway habitats in the urban and rural regions.</p>

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