DEVELOPMENT OF URBAN TOURISM; EMPHASIZING IMPACT OF CLIMATIC FACTORS: A CASE STUDY OF FARSAH COUNTY

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Abstract
Today, tourism industry can be considered as one of the biggest existing industries and one of the most important branches of industry and trade around the world and is in top of job creative industries. According to importance of tourism industry, in addition to cultural, social and political factors, environmental factors play also key role in development of tourism and attraction of tourist. The main aim of the present study is development of urban tourism emphasizing impact of climatic factors and Farsan County has been investigated as case study. Applied method in this study has been descriptive-analytical method. Statistical population of the study includes experts of Farsan in field of tourism and climatology, in which 50 persons have been selected as sample using snowball sampling method. According to obtained results from regression analysis, climatic factors can affect development of tourism to 31%; change in seasons and weather to 20%; codifying effective strategies to 35% and attracting investors can affect it to 14%. Therefore, through focusing on these factors, one can improve tourism development to desirable level of development plans.

Key words: urban tourism, climatic factors, Farsan City

1. Introduction
Today, tourism has been changed into an effective issue in world economy (Ibrahim Zadeh and Aghasi Zadeh, 2011). Based on published values and statistics by World Tourism Organizatio, it has been changed into the largest income source in the world (Liu et al, 201; 413; Tohidy, 2011: 207) and economists consider the phenomenon as the third dynamic and developing economic phenomenon after oil and automation industries (Madhushi and Naser Pour, 2003: 27). Tourism is one of the most important activities of contemporary people, which can change life of people through creating come basic changes in economic, cultural, political and environmental conditions. Tourism is a series of events and relations resulted from interaction between tourists, capital, governments and host societies, universities and non-governmental organizations, transportation, receiving and controlling tourists and other visitors (Weaver and Opperman, 2000: 3).
Tourism takes action in specific spatial patterns. One of the mentioned spatial patterns is urban tourism. As urban spaces have many tourism attractions, they can be mostly considered as important tourism destinations. Usually cities include various and great attractions including museums, memorial buildings, theater halls, sport stadiums, parks, shopping centers, places with historical architecture and places related to important events or famous individuals, which can attract tourists (Mahmudian, 2014: 3).

Urban tourism is a complicated combination of different activities, which has been created from attachment of environmental specifications and ability of the city for attracting visitors and supplying services. The first condition for success of each city in development of tourism is existence of suitable urban infrastructures, integration of all relevant organizations and desirable management of political, cultural and social affairs. On the other hand, required conditions for development of tourism include combining urban attractions; sustainable use of tourism resources; creating facilities and equipment that can facilitate access to attractions; satisfaction of visitors and local control (Dinary; 2005: 15). In regard with realization of development of tourism, urban management and planning is the most important instrument. Hence, this issue has been formed of organization of some factors and resources for running affairs and meeting needs of urban residents and includes functions such as planning, implementation, monitoring and controlling affairs (Rezvani, 2003: 50).

Hence, planning, guidance and development of tourism industry can be regarded as one of the most important resources of income and job creation, which has also extraordinary social, cultural and environmental impacts. However, conducting the process can be realized through scientific recognition of existing capabilities and bottlenecks in every region. Tourism industry is widely dependent on climate of a region and many tourism destinations have been changed into a touristic source in specific seasons using same issue and occasion. Climate can be considered as one of the most important prosperity or weakening aspects of a region, which can affect demand of tourism. Many countries around the world have no considerable tourism attractions because of lack of suitable climatic situation; although they have high population and modern urbanization. In addition, in many countries, created climatic changes can indicate considerable changes in capacity of tourists of the region and can also make economic status of many of them with wide evolutions. Demand for tourism in a region can manly affected by economic variables of the region, climatic situation of the region and existing tourism attractions (gilaninia, 2013) in it. Climatic status of a region is one of the main effective factors in many economic activities, especially in field of agriculture and tourism of the region, which can also have considerable impact in return of investments. Although the province has been considered as a tourism center in national and international level because of its attractions and natural resources since pre-revolution age in Iran and because of its plans such as tourist consult and puma of France, unfortunately after half a century emphasis on it, still one can observe its underdevelopment in terms of facilities, human force and marketing. However, such inattention on the other hand has caused destruction of resources because of invasion of tourists more than before. In some regions, the district has achieved bothering and hostility level in terms of host-guest relationship. This has been occurred contrary to demand of authorities and their attempts (summary of report of strategic, structural and operational plan of development of tourism industry in Chahar Mahal and Bakhtiari Province). Hence, the issue of development of urban tourism with emphasizing climatic issues has been determined more than before (Sharifi Kheir Abadi, 2014).

2. Studied area

Farsan City is talented for attracting tourists because of including natural and mountainous climate and various attractions because of its specific climate. The county has been located with minimum coordinate of 50degree of 20min of eastern length and 32 degree and 23min of north width with centrality of Farsan City and population more than 93941 persons almost in center of
Chahar Mahal and Bakhtiari Province. The city is ended to Shahre Kurd and Koohrang counties in north direction and to Shahre Kurd and Kiar from south and east and has been also ended to Ardal County from west direction. The county has Mediterranean climate. Natural landscape of Farsan County includes Saldaran Highlands in south and Chubin and Kolk Kooh and Jahan Bin. Between the two regions low-width plain of Farsan-Junghan has been located. Farsan city with 28013 persons is center of Farsan County. Farsan is the intersection and center of trade of different Bakhtiari Tribes. In this county, many historical and entertainment places are existed. Historical inscription "Pir-Qar" in green village of "Deh-Cheshme", Cheshme Ghale and Sar Dare are beautiful and visiting places of the county. Historical castle of "Sardar As'ad Bakhtiari" in Junghan City is one of the most beautiful historical buildings in this county.

Inscription of "History of Constitution" located in Deh Cheshme Village has been constructed following order of Sadar As'ad Bakhtiari. Allameh Ali Akbar Dehkhoda has begun to write his dictionary in Sardar As'ad Castle located in Junghan and Dozak Castle. In Dozak Castle, library of Sardar Mofkham was located and as Dehkhoda had escaped to Chahar Mahal in interval between World Wars, took benefit of the situation and began to collect Persian words and terms there. The county that is the biggest suburb center for Bakhtiari tribe has been the most important urban center in cold territory of Haft Lang tribes. Farsan region has been mainly suburb of Bakhtiari tribes and center of government of khans of Al Buye. Hence, they have constructed some castles in the region to indicate dominance and power of Khans. Handy crafts of Farsan county including weaving carpet, Jajim, Chugha, felt hat, felt and similar products with their specific specifications can gain prosperity in local and touristic markets. One of the main landscapes of Farsan Region is tribal migration of Bakhtiari Tribe. Watching migration of nomads and transportation of all properties of a family by livestock, feeding sheep and goats in green plains, sound of reed of shepherds, shooting ceremony, group folk dance, and twig playing ceremony, local games and local stories could create specific conditions for newcomers. Farsan is one of the biggest centers for producing and supplying Salmon Fish in Iran in a manner that considerable percent of all fishery industries for pisciculture of salmon ish has been located in this city and regions around it. Many people are also producing salmon fish in different places of Iran. In addition, central branch of big company of producing food of salmon fish is also active in farsan City. Another brilliant feature of Farsan City is considerable interest of residents of the city in culture and art. Hence, artistic majors such as poetry and literature, theater and Shahnameh Reading in farsan have brilliant background in national level.

Shir Sangi (Stone Lion) is symbol of bravery and warfare of Bakhtiari men and one of the symbols in Farsan, which is still one of the memories on shrine of great people in every tribe. Farsan city has provided good context for learning and education through including university of Art and Human Sciences and three universities of Payam-e Noor, Islamic Azad University and Applied University. Farsan County has 37 tourism resource and has allocated 8.08% of all tourism resources of the province to itself. In terms of topology of tourism resources, 72.97% of resources in this county have been formed of historical-cultural resources and 18.92% has been formed of natural resources. The county has possessed 8.31% of historical-cultural resources of the province and manmade resources have formed 8.11% of tourism resources of the county (strategic, structural and operational plan of development of tourism in Chahar Mahal and Bakhtiari Province, 2014).

<table>
<thead>
<tr>
<th>Type of resource</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural</td>
<td>7</td>
<td>18.92</td>
</tr>
<tr>
<td>Historical-cultural</td>
<td>27</td>
<td>72.97</td>
</tr>
<tr>
<td>Manmade</td>
<td>3</td>
<td>8.11</td>
</tr>
<tr>
<td>Total</td>
<td>37</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1: topology of tourism resources in Farsan County
3. Theoretical literature

Tourism

Tourism can have considerable impacts as a significant form of human activities. The impacts are obvious in the region, at which tourists have interaction with local environment, economics, culture and the society. Hence, one can investigate impacts of tourism under titles of social, cultural, economic and environmental impacts. In fact, tourism issues are generally multilateral and include mostly a series of economic and social and environmental aspects (Gilaninia, 2013a). Hence, one should consider this issue while investigating the impacts that the impacts are multilateral and their classification is not as easy as it can be observed. In other words, one can't classify impacts of tourism easily just under the title of social, environmental and economic impacts, but also the impacts have tendency for having many relevant dimensions (Madisson, 2001). However, through reviewing previous studies, it could be found that till now the most studies have been conducted in field of impacts of tourism and portion of economic impacts has been more than other fields. Pearson (1989) believes that studying increase in number of tourists and its impact on destination of tourists has been the main part of tourism studies. Most of the studies have been conducted by economists and have been focused on impacts of income and employment.

Some of the most effective impacts of tourism on the society are as follows:

- Increase in employment
- Renewal of life in poor or non-industrial regions
- Renewal of local arts and techniques and traditional cultural activities
- Improving social and cultural regional life
- Renewal of local architectural traditions
- Increasing necessity of protecting extraordinary and aesthetics regions with cultural and aesthetics value (Pearson, 1989).

Urban tourism

Urban areas around the world have been for many years among the most important sources for all touristic goals (Edwards, 2008: 1032). The first condition for success of each city in development
of urban tourism is existence of suitable urban infrastructures and reasonable management of political, cultural and social domains. The second condition for guaranteeing success of policy of urban tourism development is combining urban attractions and creating some facilities to facilitate access to the attractions more than before (Dinari, 2005: 15). In fact, the most important spaces for visiting and residence of tourists are urban areas, which form till many years ago the most attractive spaces, since cities are the most advanced and perfect places for human. Cities include important economic, scientific, entertainment and medical centers. In addition, cities include natural attractions too. Hence, they are the most important centers for attracting tourists (George, 2003: 10).

4. Methodology

Applied method in this study has been a combination of different documentary, descriptive and field methods. Operational steps of the method are as follows: collecting and classifying information, reviewing and analyzing data and finally, concluding and presenting some solutions and suggestions for solving weakness points. Statistical population of the study includes experts of Farsan city in field of tourism and climatology, which 50 persons of them have been selected as sample using snowball sampling method. Data collection instrument has been alternative questionnaire, which its validity has been confirmed by experts using nominal validity. Stability of the questionnaire has been also obtained to 0.81 using Cronbach Alpha, which indicates its acceptable stability.

5. Results

Hypothesis 1: it seems that climatic factors can affect amount of attracting tourist

According to table 2, obtained r value in significance level of p≤0.05 indicates positive and significant correlation between climatic factors and amount of attracting tourist. Hence, H1 has been confirmed.

Table 3: determination coefficient of regression for H1

<table>
<thead>
<tr>
<th>Evaluation error</th>
<th>Adjustment coefficient</th>
<th>R2</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.72172</td>
<td>0.007</td>
<td>0.31</td>
<td>1</td>
</tr>
</tbody>
</table>

a. Independent variable: climate  
b. Dependent variable: tourism  
Obtained coefficient of determination has been equal to 0.31; meaning that climatic factors can be effective to 31% in attracting tourist.

Table 4: regression linear equation

<table>
<thead>
<tr>
<th>Model</th>
<th>Non-standard coefficients</th>
<th>Standard coefficients</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>1.505</td>
<td>0.187</td>
<td>8.082</td>
<td>0.001</td>
</tr>
<tr>
<td>Climate</td>
<td>0.20</td>
<td>0.091</td>
<td>0.56</td>
<td>3.507</td>
</tr>
</tbody>
</table>

According to table 4, beta of 56% in level of p≤0.05 indicates positive and significant correlation. Based on coefficients of the table, linear equation of regression would be as follows:  
Tourism=1.505+.2(climate)  

Hypothesis 2: it seems that the region can attract tourists through changing seasons

Table 5: results Pearson coefficient of correlation for H2

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Frequency</th>
<th>r</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2</td>
<td>50</td>
<td>0.45</td>
<td>0.001</td>
</tr>
</tbody>
</table>
According to table 5, obtained r value in significance level of p≤0.05 indicates positive and significant correlation between change in seasons and attracting tourist. Hence, H2 has been confirmed.

Table 6: determination coefficient of regression for H2

<table>
<thead>
<tr>
<th>Evaluation error</th>
<th>Adjustment coefficient</th>
<th>R2</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00456</td>
<td>0.003</td>
<td>0.20</td>
<td>1</td>
</tr>
</tbody>
</table>

- a. Independent variable: change in seasons
- b. Dependent variable: tourism

Obtained coefficient of determination has been equal to 0.20; meaning that change in seasons can be effective to 20% in attracting tourist.

Table 7: regression linear equation

<table>
<thead>
<tr>
<th>Model</th>
<th>Non-standard coefficients</th>
<th>Standard coefficients</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>1.026</td>
<td>0.095</td>
<td>4.456</td>
<td>0.000</td>
</tr>
<tr>
<td>Change in seasons</td>
<td>0.056</td>
<td>0.031</td>
<td>0.45</td>
<td>2.103</td>
</tr>
</tbody>
</table>

According to table 7, beta of 45% in level of p≤0.05 indicates positive and significant correlation. Based on coefficients of the table, linear equation of regression would be as follows:

Tourism=1.026+0.056 (change in seasons)

Hypothesis 3: it seems that codifying effective strategies can cause achieving development of tourism.

Table 8: results of Pearson Coefficient of correlation for H3

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Frequency</th>
<th>r</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2</td>
<td>50</td>
<td>0.59</td>
<td>0.001</td>
</tr>
</tbody>
</table>

According to table 8, obtained r value in significance level of p≤0.05 indicates positive and significant correlation between codifying effective strategies and development of urban tourism. Hence, H3 has been confirmed.

Table 9: determination coefficient of regression for H3

<table>
<thead>
<tr>
<th>Evaluation error</th>
<th>Adjustment coefficient</th>
<th>R2</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.064178</td>
<td>0.009</td>
<td>0.35</td>
<td>1</td>
</tr>
</tbody>
</table>

- a. Independent variable: strategy
- b. Dependent variable: tourism

Obtained coefficient of determination has been equal to 0.35; meaning that codifying effective strategies can be effective to 35% in attracting tourist.

Table 10: regression linear equation

<table>
<thead>
<tr>
<th>Model</th>
<th>Non-standard coefficients</th>
<th>Standard coefficients</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>2.001</td>
<td>0.205</td>
<td>10.080</td>
<td>0.005</td>
</tr>
<tr>
<td>Strategy</td>
<td>0.301</td>
<td>0.1102</td>
<td>0.59</td>
<td>5.293</td>
</tr>
</tbody>
</table>

According to table 10, beta of 59% in level of p≤0.05 indicates positive and significant correlation between codification of effective strategies and development of tourism. Based on coefficients of the table, linear equation of regression would be as follows:

Tourism=2.001+0.301(strategy)

Hypothesis 4: it seems that attracting investor and creating required infrastructures can affect development of urban tourism.
Tale 11: results of Pearson Coefficient of correlation for H4

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Frequency</th>
<th>r</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2</td>
<td>50</td>
<td>0.65</td>
<td>0.001</td>
</tr>
</tbody>
</table>

According to table 11, obtained r value in significance level of p≤0.05 indicates positive and significant correlation between attracting investor and development of urban tourism. Hence, H4 has been confirmed.

Table 12: determination coefficient of regression for H3

<table>
<thead>
<tr>
<th>Evaluation error</th>
<th>Adjustment coefficient</th>
<th>R2</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.05583</td>
<td>0.01</td>
<td>0.14</td>
<td>1</td>
</tr>
</tbody>
</table>

a. Independent variable: investor  

b. Dependent variable: tourism  

Obtained coefficient of determination has been equal to 0.14; meaning that attracting investor can be effective to 35% in attracting tourist.

Table 13: regression linear equation

<table>
<thead>
<tr>
<th>Model</th>
<th>Non-standard coefficients</th>
<th>Standard coefficients</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>Intercept</td>
<td>2.072</td>
<td>0.193</td>
<td>10.743</td>
<td>0.001</td>
</tr>
<tr>
<td>Investor</td>
<td>0.449</td>
<td>0.047</td>
<td>0.65</td>
<td>11.580</td>
</tr>
</tbody>
</table>

According to table 13, beta of 65% in level of p≤0.05 indicates positive and significant correlation. Based on coefficients of the table, linear equation of regression would be as follows:  

Tourism=2.786+0.3(investor)

6. Discussion and Conclusion

Hypothesis 1: It seems that climatic factors can affect amount of attracting tourist.  
In regression analysis of the hypothesis, coefficient of determination was obtained to 0.31; meaning that climatic factors can affect attraction of tourist to 31%. Accordingly, through considering climatic conditions of Farsan, one can improve level of tourism in the region. Specific consideration of ecotourism and development of welfare facilities in residential places can help this issue.

Hypothesis 2: it seems that the region can attract tourists through changing seasons.  
In regression analysis of the hypothesis, coefficient of determination was obtained to 0.20; meaning that change in seasons can affect attraction of tourist to 20%. Accordingly, through considering change in seasons in Farsan and tendencies of tourists, one can improve level of tourism in the region.

Hypothesis 3: it seems that codifying effective strategies can cause achieving development of tourism.  
In regression analysis of the hypothesis, coefficient of determination was obtained to 0.35; meaning that codifying effective strategies can affect development of tourism to 35%. Accordingly, through considering codification of effective strategies in Farsan by experts in this field, one can improve level of tourism in the region.

Hypothesis 4: it seems that attracting investor and creating required infrastructures can affect development of urban tourism.  
In regression analysis of the hypothesis, coefficient of determination was obtained to 0.42; meaning that attraction of investors can affect development of urban tourism to 42%. Accordingly, experts in Chahar Mahal and Bakhtiari province should investigate ways of
attracting investors in this sector and add them to the industry to provide the conditions for development of tourism in this region.

7. **Suggestions and Solutions**
- More attention of authorities to natural tourism areas of Farsan including jungles, gardens, mountains and creating facilities and residences among them for tourists
- More attention of authorizes to seasonal tourism places such as skiing fields and creating facilities for attraction of tourists
- Codifying effective and up to date strategies for attracting tourists in Farsan by experts in field of tourism
- Attracting investor in tourism sector for purpose of improving level of services presented to tourists
- Creating infrastructures and supporting private sector in field of construction of residential and hospitality centers
- Training local people of the region for tatting tourists
- Holding festivals in different celebrations (festival such as snow, ice and ecotourism festivals)
- Holding boattmanship races in regional and national level in waters of the region
- Producing some programs with tourism subjects in different seasons and broadcasting them through national media for purpose of introducing potentials of the region to the people
- Holding constant and permanent exhibitions (in farsan) and seasonal exhibitions (in villages) for purpose of attracting tourists.

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