



## Evaluating the most effective ecological potentials of Nain city to develop slow tourism, Case study: Nain town

Ahmad Pour AHMAD<sup>1</sup>, Mojtaba Ghadiri MAESOUM<sup>2</sup>, Mohammad SALMANI<sup>3</sup>, Fazileh Dadvar KHANI<sup>3</sup>, Hossain Hatami NEJAD<sup>4</sup>, Majid Ramani SERYASAT<sup>5\*</sup>

<sup>1</sup>Professor of Geography and urban Planning, Tehran University, Iran

<sup>2</sup>Professor of Geography and Rural Planning, Tehran University, Iran

<sup>3</sup>Assistant Professor of Geography and Rural Planning, Tehran University, Iran

<sup>4</sup>Assistant Professor of Geography and urban Planning, Tehran University, Iran

<sup>5</sup>MSc Geography and Rural Planning, Tehran University, Iran

Received: 01.02.2015; Accepted: 05.05.2015

**Abstract.** With the start of the twenty-first century, tourism industry has become one of the world's high-income industries. Unceasingly degradation of underground natural resource has made slow tourism important as a filter to prevent the destruction of these resources since slow travel is associated with some values in ecotourism is and undoubtedly sustainable development of tourism in the world and Iran needs flourishing of this type of tourism. Nain city with great potentials and capabilities can be one of the regions that can be used in the field of slow tourism. The aimed of the present study is to assess the native potentials of Nain city in order to develop and investigate indicators that are most affected in development of slow tourism. And the study method has been descriptive-analytic. The Data were collected using a questionnaire and its reliability was confirmed with cronbach's alpha 80/0. Also, the data was analyzed using SPSS software and statistical tests. After several visits to the region, a tourist population of 100 patients was selected as statistical sample. Variable for predicting Income increase of host society with Value ( $698/0 = \beta$ ,  $80/31 t = \rightarrow$ ) explains economic changes dimension, variable of using inns, historic buildings and homes in wilderness areas for tourism, entertainment and residential area in southeast of the desert ( $574/0 = \beta$ ,  $39/24 t = \rightarrow$ ) explains service dimension, the variable predicting slow cultural tourist attraction in desert area through effective participation in tourism development in desert areas especially in slow tourism by residents of the host society with value ( $529/0 = \beta$ ,  $42/22 t = \rightarrow$ ) explains social and cultural variable, the variable predicting slow tourism growth considering native potentials of desert area with the value ( $714/0 = \beta$ ,  $35/29 t = \rightarrow$ ) explains environmental dimension explain slow tourism development of area under the study. Linear regression analysis indicates that the fact that the component predicting economic outlook in the region with the 735 / explains slow tourism development dimension using potentials of the region.

**Keywords:** Slow tourism, Nain town, tourism, ecological potentials, tourism development.

## 1. INTRODUCTION

### 1.1. Design issue and the importance of research

Countries and communities increasingly found this fact that in order to improve their economic situation they have to be creative and find new ways (Navabakhsh and Rafeiifar, 1389: 117). In today's world tourism industry as an activity that can affect on balance and intellectual development in the world, is considered by a wide range of political systems and executive

\* Corresponding author. Email address: ma.rahmani@ut.ac.ir

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management in all the world (Sharbati, 1389: 55). These service activities create 215 million jobs worldwide, that includes about 4.7 percent of total global employment (Tosun, 2002: 89). Attention to tourism suggests the fact that some economic, social, cultural and even environmental changes can happen by this issue. Tourism as an efficient catalyst for regeneration, and meet the challenges of economic and social development in marginal rural areas or villages that are facing the loss of traditional agricultural activities is in the limelight (Sharply, 2002: 233). For be successful in this field, in addition to attract tourist and tourism purposes condition, it should seek to attract tourists planning and introduction of better facilities and conditions for tourism markets (Paply Yazdi and the Saghaei, 1385, 18). Iran, the country is capable and the competent in the field of tourism. The city of Nain is one of the most talented touristic and geological and the geomorphologic areas in Iran. By having such potential, it is essential to evaluate the slow tourism in this area. The main objective of this study was evaluating the development of slow tourism by using native potential of Nain. These hypotheses for study are:

The first hypothesis (H1): It seems that there is the more impressionable indexes at slow tourism development by using native potential in the southeast areas in four examined dimensions.

## 2. THEORETICAL PRINCIPLES

The development of the tourism industry can make to economic sectors to move and change and, ultimately, directly or indirectly provides many job opportunities (Heidari Chyaneh, 1383: 77).

This activity has caused a large part of the large and diverse services for labor, be spread (Cooper, Pygram: 3,1984). This activity create jobs in the future directly or indirectly up to about 234 million (7/8 of total jobs in the world) (WTO: 2007, 54). Tourism is a dynamic economic and developing phenomenon. Now in many countries to grow faster than in other economy sectors and create new and sustainable employment opportunities has become a leading industry (Zahedi, 1385, 80). Slow tourism almost is a new approach and focuses on slow travel (Lomedson, 1380,76). Slow trip is emerging destinations to visit and longer choose to stay. In this type of tourism there are slowly moving towards other purposes (Dickinson at all: 2010, 43). Slow tourism gives passengers the opportunity to have better relationships with local people and closely become familiar with them and their real-life problems.

Slow tourism means understand and touch the lives of the local community and close encounter or even life such as their form during the trip. This type of tourism will follow two basic principles: taking the time and belonging to one particular place, you should see the look on a trip to the region, rather than tolerate, experience it (Hall: 2007,92).

The slow tourism means encourage and support the heart's desire of tourists to enjoy life between residents and people in different areas rather than just visit parts and special effects in several areas (Heitmann: 2011,89). In this context, rather than relying on a town or village as well as a travel destination, and town and village along the way, the importance of travel and other passengers is passing quickly. Slow travel and tourism is increasing rapidly accelerated. Travel features such as stability and calm are the key elements in accelerating a slow tourism. Slow tourism is effective on people jobs that comfort and enjoy the time takes a high value (Venemäki: 2009, 40).

Slow tourism can link with many sectors and types of tourism, such as sustainable tourism, cultural, natural and rural. But despite the many benefits that can be attributed to tourism, if

proper planning is not done in this field, development of tourism, the negative environmental, cultural, social and economic effects will happen, and in this case, not as an high profits and interest activity, but also as harmful and undesirable activities will be discussed. Slow tourist in addition to emphasis on the preservation of natural and man-made attractions emphasize on native issue ecological and cultural value that they are reinforcing and complementary tourism and includes historical, cultural, environmental, economic, aesthetic value, and so on. Environmental degradation and natural resources, as well as industrial and economic pressure had a significant impact human life, human motivation to live among nature and natural events and has increased demand for natural environments and geological tourism. This volume of demand has led institutions and tourism officials and try offer the tourist attractions, along with quality services (Dickinsonat: 2009,23). Therefore, importance of this study is one of the main reasons in addition to the emphasis on preserving the natural beauty and manufactured, the issue of the indigenous community, as well as cultural and ecological values emphasized on development of slow tourism using native potential. In Table 1 we can see the research in this field.

**Table 1.** Performed research related to tourism development by using tourism potential and slow tourism.

Authors	Title	Study summery	Year
Maghsoudi, M., Alizadeh, M., Rahimi, S., Hedayati, M.	Assessment of the tourism Geomorphosites in Desert National Park	The results showed that among the studied Landform dunes have the highest ratings with a score of 14.38 comparing the other sites. It also proposes a method of planning and the development of tourism in the future by respect to issues that are more sustainable should be done.	1391
Kiaheirati, J., Alkaabi, O., Kmali, M.	Identifying existing potential in the deserts of Iran and their impact on economic development	The results show for using existing capabilities in the deserts, should identify existing resources by experts and for correct use of it and apply operation with regard to the importance of agriculture, natural resources, environment and industry.	1385
Dadvarkhani, F., Niksirat, M.,	Strategic planning of desert ecotourism in rural areas (Case study: Village Kharanaq)	Results show existence of natural and desert in study village, is related to historical and cultural attractions.	1389
Hataminejad, H., Rahmani Sariasat, M., Karimian, T.,	Introducing the slow tourism and its impact on tourism	For the first time in this paper introduces a slow tourism and related movements and finally as the result of a slow trip in addition to compliance with various aspects of sustainable tourism development, the promotion of quality of travel and tourism revenue for the host community occurs.	1391
Kallonen	The impact of slow tourism on surrounding network around lake of Finland	Slow tourist in the region is unknown and still has a new definition for the locals And also people are link with ecotourism but not sure how to deal with this concept.	2008
Liu and Var	Attitude of people to the effects of tourism in Hawaii (Case study: Hawaii in America)	Tourism development has positive cultural and economical effect, but it is doubtful about environmental. The positive effects of tourism in the region, such as rising income levels, the number of jobs and negative impacts such as increased crime and environmental pollution is left.	1986
Tiia, Soininen	Slow tourism in future and now	This book introduces the various slow tourist. In addition, explains the rise of tourism, the tourism market, slow tourism and emergence of slow tourism.	2011

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This study is among the few studies that have been conducted using descriptive analytical research and in terms of data collection; field survey is based on a questionnaire. To detect the validity of the survey instrument, face validity was used and the supervisors and experts approved multi-step scale of the revision. To determine the reliability, A preliminary field study (pre-test) from 30 people who lived in the study area was calculated using Cronbach's alpha values, obtained value was 0.80. Finally, after several visit to the region, number of 100 questionnaires were evaluated from tourists. To analyze and make inferences, Depending on the type of available data for the purposes of research and descriptive statistical methods such as frequency, percentage, mean, and to test the hypotheses and findings inferential statistical analysis, SPSS software was used. Table (2) shows indexes and items of present survey were.

**Table 2.** Items and Indexes of slow Tourism.

<b>Index</b>	<b>Items</b>
<b>Economical</b>	Increase the income of the host- Reducing migration of residents in the community Increase living standards of the host- Enhance and promote employment opportunities for the host population Promotion of women's lives in the host society
<b>Services</b>	Using the inn, historic buildings and homes wilderness areas for use of tourism, catering and accommodation Accommodation and facilities for rest in a region Favorable to desert areas for communication facilities such as telephone, mail and more- The importance of communication facilities including telephone, mail, etc. in the desert- Existing infrastructure in desert Importance of the availability of public transport facilities
<b>Socio cultural</b>	- Effective participation in tourism development in desert areas - Appropriate skills among planners - Cultural interaction of host and guest, as well as the export of cultural- Reducing socio problems such as theft, chaos and ... - Moderated conflict and conflict between the host and guest by the presence of slow tourists- Perform festivities and rituals and customs of the locals - Promoting the potential of local attractions and the region- Distribution of advertising brochures about the importance of restoring and preserving indigenous potential - Training of experts and mentors - Historical and cultural traditions and rituals
<b>Environmental</b>	Conservation of biodiversity and fauna Reducing vulnerability of natural and man-made resources Reduce air pollution, noise and visual pollution Reduction native potential such as camels, caravanserais, aqueducts, cisterns and ...- Use the camel as a means of transportation and pristine wilderness areas to stay in these areas - Camel is the best means of transport due to lack of road car - Having a variety of species of plants, animals and available Geomorphosites - Camels and wilderness areas as transportation assistance to environmental sustainability - Environmental protected areas - Hot and dry desert climate in the summer - Conflict reconstruction and construction activities by potential environment

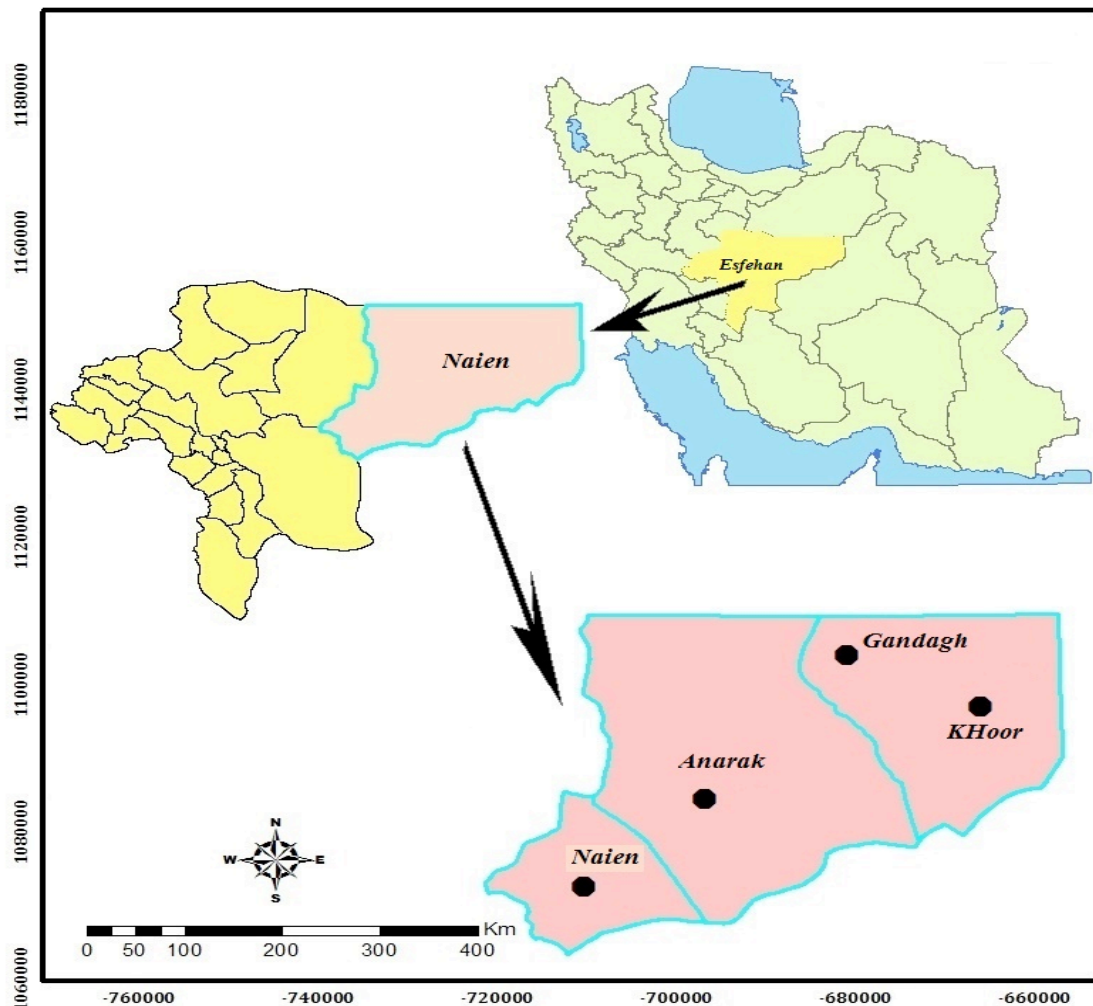
### 3. INTRODUCING THE STUDY AREA

POUR AHMAD·GHADIRI MAESOUM·SALMANI·DADVAR KHANI·HATAMI  
NEJAD·RAMANI SERYASAT

City of Nain is located in geographical location of 52 degrees and 35 minutes to 55 degrees 2 minutes east longitude and 32 degrees and 30 minutes to 34 degrees and 15 minutes latitude from 145 km of the east of the center of the province. Nain city with a population of 38,077 people is limited to Semnan province from north, Khorasan province from east, Yazd province from south, and Isfahan and Ardestan from the west. This city is the largest city in the province with an area of 35927/8 square kilometers. Nain city attractions are listed briefly in Table 3.

**Table 3.** historical and architectural attractions of Naien

<b>Mosques</b>	Of Mohammadiye, Bafran village, Sheykh Maghrebi, Sare Koukkeh mosque of Mohammadiye, Ghadiman, Baba Abdallah, Naein, Anarak
<b>INNS</b>	Inn of Balabad, Inn of Neyestanak
<b>Imamzadeh</b>	Soltan Seyyed Ali Imamzadeh, Soltan Mouseleh Imamzadeh
<b>Castles</b>	Narin Castle, Aashourgah Castle, Yabarzou Castle of Neyestanak
<b>Bathes</b>	Old historic bath of Noabad, historic Bath, Kelvan old bath, Imam Reza bath



**Map 1.** location of studied area (reference: authors)

#### 4. FINDINGS

The findings included two descriptive and analytical findings that will be discussed:

##### The descriptive findings

##### A) The characteristics of the sample

Table (4) describe the demographic characteristics of the studied population. According to the data, 25% of the populations are singles and 75 percent are married. 65% of respondents were male and 25% female. Most of sample population have a bachelor's degree, master's or associate degree. Related data shows nongovernmental Jobs are the most population with 50%.

**Table 4.** Distribution of respondents according to demographic characteristics

		earnings					Employment status					age				gender	
5	Diploma	7	24	30	34	5	3	27	10	10	50	3	23	55	19	65	male
0	Under Diploma	More than 200000 toman	1500000 up to 2000000 toman	1000000 up to 1500000 toman	500000 up to 1000000 toman	Less than 5500000toman	Retired	student	housemaker	Unemployed	Nongovernmental	More than 50 years old	35- 49 years old	25-34 years old	18- 24 years old		

As mentioned above, the tourists' questionnaire includes 4 categories which are: economic index, services index, cultural and social factors, environmental factors, each of them consists of variables that are within the scope of each of these issues. Describe the situation of statistics for each variable, and their average is discussed in follow.

#### 5. THE ECONOMIC INDEX

As shown in Table (5) the variable of "increase the income of the host society" with a mean value of 56.4 is the highest average value among all economic indexes. These data show that the average value of the direct relationship with the tourists variables increase and improve employment opportunities for host communities with an average reduction of 3.70 and reducing

migration of host community residents with an average 3.56 and improve the lives of women in host community with a mean average of 2.30 is the least.

**Table 5.** Results of economic indicators and variables in the study area in terms of tourists.

Economic index	Percent Likert					average
	Very high	High	Moderate	Low	Very low	
Slow tourism growth increase income of the host population	45	37.5	12	5.5	0	4.56
Increasing income from slow tourism activity reduces the migration of residents of the host society.	42	28	23	2	5	3.56
Increasing income from slow tourism reduces the migration of residents of the host society.	26	34	13	20	7	2.30
Slow tourism increase employment opportunities for the host community.	37	33	20	8	2	3.70
Slow tourists improve the lives of women in the host society.	15	34	34	5	12	2.20

The services index findings

To investigate the effects of tourism services in study area, as shown in Table 6 variable of the inn, historic buildings and homes wilderness areas for tourism and hospitality applications, allocated the highest average (4.56). This is due to the capabilities and potential of the area in this regard. The desert tourism as a feature such as inn, building, historic homes, etc., can be fertile ground for the development of tourism in the region. Accommodation and facilities for rest in the region is the second variable that has the most average with 3.83. Service features and amenities of the area is an important tourist attraction and satisfaction, which can subsequently lead to economic development and job creation in the region. Variable of "importance of and availability of public transport facilities for slow tourists heading into desert" has average of 3.70 and variable of "communication facilities such as telephone, Internet post" has average of 3.56 that have the most average from using inns, buildings and historical homed view.

The least variable is infrastructure in desert regions with 2.62, the reason is that no single factor cannot meet the needs of the slow tourist infrastructure. Because one of tourist attraction factors is infrastructure that near attractions, facilities, suitable host community and can cause the development of tourism in the region.

**Table 6.** Results of the study area and data services in terms of tourists.

Services index	Percent Likert					average
	Very high	High	Moderate	Low	Very low	
Using inn, historic buildings and homes wilderness areas for use by tourism, catering	47	33	6	4	10	4.56
Residential facilities and the rest of the way to meet the needs of tourists	13	19	9	37	22	3.83
Desert areas in terms of communication such as telephone, mail, etc.	9	15	13	34	29	3.30
Existence of communication facilities	43	27	10	12	8	3.56

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including telephone, mail in desert areas						
Infrastructure to meet the needs of tourists in the desert.	12	47	3	18	20	2.26
The availability of public transport facilities for tourists heading to the desert regions of low acceleration is very important.	49	35	6	2	8	3.70
Lack of suitable accommodation and catering facilities in wilderness areas tend to reduce the tourists to visit these regions.	42	28	14	12	4	2.60

## 6. THE RESULTS OF SOCIAL AND CULTURAL INDICES

As shown in Table 7 in order to evolution of the social and cultural effects, variable of host community citizen participation in tourism development in wilderness areas, particularly slow tourism has the highest average (4.83). Always and everywhere, people are attracted to the area that the host society has suitable deal. Appropriate participation of local people in the community that attend slow tourists, cause empathy, encouragement and create an intimate relationship between different communities that eventually attract tourists to the region and the growth of tourism in the region and Longevity.

Variable of "appropriate skills among planners for adequate planning for slow tourism development " with average of 4.43, and variable of "training of experts and tourist guides in order to exploit the low acceleration in desert tourism" with average of 4.21 has the most averages. Use and training specialist human resources for slow tourism growth, and training of specialists in the field of slow tourism as tour guides for the utilization of slow tourism can be useful in the development of this type of tourism.

**Table 7.** Results of socio-cultural factors and variables in the study area in terms of tourists.

socio-cultural index	Percent Likert					average
	Very high	High	Moderate	Low	Very low	
Celebrations and rituals and customs of the people increase the slow tourists.	34	46	14	6	0	4.01
Historical and cultural rituals and customs can be a very attractive for slow tourism.	36	34	8	12	8	4.16
Slow tourism provides the field of cultural interactions and cultural exports between the host and guest.	47	33	12	6	2	3.30
Slow tourists reduce social problems such as theft, chaos and a further.	32	42	23	3	0	3.70
Slow tourist reduce conflicts and clashes between the host and guest.	24	33	21	10	12	2.60
Citizens of the host society can participate effectively in tourism development, particularly slow tourism in wilderness areas.	24	31	11	20	14	4.83
Promoting the potential of local attractions can be very useful for slow tourists.	54	36	10	0	0	3.26



Broadcast advertising brochures to express the importance of restoring and maintaining the potential of local tourists and the local community.	56	34	7	3	0	3.30
Tourism specialist training and guidance in order to exploit the slow tourism in desert areas	44	31	34	10	0	4.43
Appropriate skills among planners for adequate planning in order to growth of slow tourism	47	40	3	0	0	4.21

## 7. THE RESULTS OF ENVIRONMENTAL INDEX

As shown in Table 8, it can be seen for evolution of effects of environmental indices of slow tourism the greatest average pertains to camel variable as a means of transportation in desert (4.65) that can help the stability of environment in this area. Camel is only the animal that can be useful for people in desert because it can be useful with lowest food consumption. Camel also can be used as a means of transportation in the desert because sence of direction of camel is very good in sandstorm and can protect human life. In the meantime, camel-riding tours that hold in Nain is one of the most interesting attractions for tourists in this region.

Slow tourism growth variable according to native potentials of desert regions as camels, caravanserais, aqueducts, cisterns, Geomorfosites and etc, with average of (4.60) and "slow tourism cause reducing the vulnerability of natural and man-made resources" variable with average of 4.56 are in high ranges. Desert with beautiful attractions, pristine and spectacular as aqueducts, water storage, inns and Geomorfosites can attract tourists and develop them and create jobs for the host community. In the meantime, this kind of tourism, means slow tourism causes less harm to the region and preserve natural resources. This point is very important and if construction activity does not have any planning according to environmental potential and in contrast with them with average of (3.16) In the not too distant future it will destroy the pristine natural environment, which unfortunately have not been observed in these study area.

**Table 8.** Results of environmental variables in the study area and in terms of tourists.

Socio-cultural index	Percent Likert					average
	Very high	High	Moderate	Low	Very low	
It is necessary to maintain biodiversity and animal species in the region, slow tourism become prevalent	34	46	13	4	3	3.56
Slow tourism reduces vulnerability, natural and man-made resources.	23	31	12	32	12	4.56
The low tourists accelerated reduce air pollution, noise and the visual pollution.	27	24	13	24	12	3.30
Slow tourism restore native potential such as camels, caravanserais, aqueducts, reservoirs and geomorphosite	32	41	21	5	1	3.70
The potential of the region such as camels, caravanserais, aqueducts, water, etc. geomorphosite growth slow tourism.	33	27	13	17	10	4.60

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Camel can be used for transportation in wilderness area in development of slow tourism.	44	23	17	15	1	3.83
The use of camels as means of transportation in wilderness areas could help it to be pristine.	22	32	26	13	7	4.26
Because of the lack of car roads to access the attraction desert, the camel is the best means of transportation.	33	23	19	4	0	4.30
Camel as a means of transportation to the environmental can help sustainability of these areas.	67	12	21	0	0	4.65
Desert climate attracts tourists in different seasons.	23	32	25	12	8	3.70

In order to assert the first hypothesize of study stepwise linear regression analysis method is used.

First hypothesize (H1): it seems there are more impressible indexes in slow tourism development using native potential of southeast regions in four dimensions.

**Table 9.** Linear regression analysis to test the effectiveness of most economic indices of the development of low-momentum variables

Respondent	Economical indexes variables	$\beta$	T	meaningfulness
tourists	Increase the income of the host society	0.698	31.80	0.000
	Reduction migration of residents of the host society	0.483	23.29	0.000
	Increase the living standards of the host society	0.399	19.83	0.000
	Increase employment opportunities for the host population	0.369	17.92	0.000
	Promotion of women's lives in the host society	0.569	8.72	0.000

As mentioned in the introduction of the fourth test, in Table 9, the analysis of economic indicators was performed using a stepwise linear regression and the following results were obtained. Analyzing economical dimation from tourists viewpoint by single linear regression shows that increasing revenue predictor variable in host community has the value of 0.698 from economical dimension in development of tourism in study area. Meaningful test shows that this amount of variance is meaningful in error set of 0.05. As can be seen in Table 9,  $\beta$  coefficient (which can be used to predict changes) is equal 0.698, it means that for a unit change in independent variable of slow tourism development, dependent variable of increasing revenue of host community will change about 0.698. Linear regression results indicate that the development of slow tourism has the most effect on increasing revenue of host community ( $\beta=0.698$ ,  $t=31.80$ ).

**Table 10.** Linear regression analysis to identify the most effective range of services in the development of slow tourism.

Respondents	service indicator variables	$\beta$	T	meaningfulness
tourists	Attracting sloe tourists by using inn, historic buildings and homes wilderness areas for use by tourism, catering and accommodation	0.574	24.39	0.000
	Residential and rest facilities among the way to meet the needs of slow tourists	0.529	22.32	0.000
	Favorable access of desert areas in terms of communication facilities such as telephone, mail, etc	0.430	23.63	0.000
	The importance of communication facilities including telephone, mail, etc. in desert	0.363	21.45	0.000
	Existing infrastructure to meet the needs of tourists in the desert regions	0.314	15.35	0.000
	Importance of the availability of public transport facilities for slow tourists for heading into the desert.	0.492	8.78	0.000
	Reduction tendency of tourists visiting the region due to lack of reception and stay centers in desert	0.301	13.76	0.000

Table 10 shows the analysis of the services using the stepwise linear regression analysis and the following results were obtained. Analyzing services dimation from tourists view point by single linear regression shows attracting slow tourists predictor factor has the value of 0.574 by using inn, historic buildings and homes wilderness areas for use by tourism, hospitality and residential area of southeastern desert from changing in services dimation in development of slow tourism in study area. Meaningful test shows that variance is meaningful in the error of 0.05. As can be seen in Table 10, the  $\beta$ coefficient (which can be used to predict changes) is equal to 0.574, meaning that for a unit change in independent variable of tourism development, dependent variable of architectural style will change about 0.574. Linear regression results indicate that the development of slow tourism with attracting slow tourists by using inn, historic buildings and homes wilderness areas for use by tourism, catering and accommodation in this area is effective.

**Table 11.** Linear regression analysis to identify the most impressionable variable Socio-cultural factors in the development of low acceleration

Respondents	service indicator variables	$\beta$	T	meaningfulness
Tourists	Effective participation in development of tourism in desert area especially slow tourism by citizens of the host society	0.529	22.42	0.000
	Reinforce Appropriate skills among planners for adequate planning of tourism development in slow tourism	0.507	22.26	0.000
	Slow tourism is the field of cultural interacting between host and guests as well as cultural exports	0.495	21.20	0.000
	Reduction of social problems such as theft, chaos and ... because of slow tourists	0.362	16.74	0.000
	Moderate conflict and conflict the host and guest by the presence of slow tourists	0.377	8.31	0.000
	Increasing number of slow tourists by festivities and rituals and customs of the native people	0.378	5.89	0.000
	Attract slow tourists by promoting gravity and potentials	0.402	8.61	0.000
	Playing scientific advertising brochures on the importance of restoring and maintaining the native potential to tourists and local community	0.387	6.42	0.000
	Training specialists and tourism guidance in order to exploit the slow tourism in desert areas	0.381	5.66	0.000
	Attracting cultural slow tourists according to cultural and historical rituals and customs	0.415	5.90	0.000

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Table (11) analyzes the socio-cultural indexes using stepwise linear regression analysis. Obtained results are: socio-cultural analysis from tourists' viewpoint by single linear regression shows cultural slow tourist attraction predictive index has value of 0.529 from changing in socio-cultural dimension in slow tourism development through effective participation of citizens of the host society in tourism development especially in slow tourism. Meaningful test shows that a meaningful amount of variance in the error set of 0.05. As can be seen in Table 11, the beta coefficient (which can be used to predict changes) is equal to 0.529, means that for a unit change in the independent variable of slow tourism, dependent variable of tourism growth will changes about 0.527 units. Result of linear regression shows tourism development has some effects on effective participation in growth of tourism especially slow tourism by citizen of host study population ( $\beta=0.529$ ,  $t=22.42$ ).

**Table 12.** Linear regression analysis to identify the most effective environmental variable factors in the development of slow tourism

Respondents	Environmental indicators variables	$\beta$	T	Meaningfulness
tourists	Necessity of slow tourism promotion to maintain biodiversity and animal species in study area	0.414	17.09	0.000
	Reduce the vulnerability of natural and man-made resources through the development of slow tourism	0.529	18.32	0.000
	Reduce air pollution, noise pollution and visual due to the presence of slow tourists	0.530	15.63	0.000
	Slow tourism causes the resuscitation of native potentials as camel, inns, aqueducts, cisterns	0.663	21.45	0.000
	Slow tourism growth according to native potentials of camels, INNS, aqueducts, cisterns, geomorphosites	0.714	29.45	0.000
	Attraction of sloe tourists because of variety in plants, animals and geomorphosites species,	0.492	18.78	0.000
	using camels as a means of transportation in desert regions for the development of slow tourism	0.670	25.76	0.000
	using camel as a means of transportation in pristine desert regions due to the physiological and biological characteristics of these areas and saving it intact.	0.535	21.68	0.000
	Camel can be used as the best means of transportation due to lack of road access to the attractions of the desert regions	0.401	12.87	0.000
	Camel as a means of transportation in desert area and contribute to environmental sustainability	0.387	12.87	0.000
	Attract slow tourists due to climatic conditions of desert regions	0.362	13.50	0.000
	Reduction of slow tourists in summers compared to other seasons according to hot and dry climate.	0.271	2.685	0.000
	Environmental protection of desert regions by slow tourism	0.406	10.23	0.000
	Lack of effective planning to control the adverse environmental effects of tourism and reduce the vulnerability of the desert	0.301	2.87	0.000
Conflict between reconstruction activities without any planning and environmental capabilities	0.387	3.50	0.000	

In Table 12, the analysis of the environmental indexes was performed using a stepwise linear regression analysis and the following results were obtained. Analyzing environmental dimension from tourists' viewpoint with single linear regression shows slow tourism development predictor index shows value of 0.714 from changing in environmental dimension is slow tourism development according to native potentials as camels, INNS, aqueducts,

cisterns, and Geomorfosites. Meaningful test shows that this amount of variance is meaningful in error set of 0.05. As can be seen in table 12,  $\beta$  coefficient (that is used for changing prediction) is equal 0.714. That means for a unit change in independent factor of slow tourism, dependent factor of slow tourism grows is changed 0.574 units according to native potentials as camels, INNS, aqueducts, cisterns, etc. Linear regression results indicate that the development of tourism has some effect on slow tourism growth according to native potentials as camels, inns, aqueducts, cisterns, etc in southeast deserts ( $t=29.35$ ,  $\beta=0.714$ ).

The first hypothesis in Alpha level with accuracy of 0.095 is lower than error set of 0.05, so there is a meaningful relation between slow tourism development and native touristic potential, influence of each variable on slow tourism. In addition, this table analyses slow tourism factors using linear regression by stepwise method, the following results were obtained.

**Table 13.** Simple Linear regression test to identify the most effective components of slow tourism development using native tourism potential

The body and the physical component	$\beta$	T	Significance level
Economic	0.725	18.46	0.000
Services	0.612	15.53	0.000
Social - cultural	0.401	12.04	0.000
Environmental	0.596	14.19	0.000

Physical-physical analysis from tourists' viewpoint with single linear regression shows economic predictor factors in the study area with 0.735 from changes in slow tourism development dimension using potential of study area. Meaningful test shows the variance is meaningful in error set of 0.001. As can be seen in Table 13, the  $\beta$  coefficient (which can be used to predict changes) is equal to 0.735, meaning that for a unit change in independent variable of slow tourism, economical depended variable will change about 0.735. Linear regression results indicate that slow tourism development is effective for the economic index of the study area ( $\beta=0.735$ ,  $t=18.46$ ).

## 8. CONCLUSION

Tourism industry as a effective activity that can affect on balanced and intellectual development in all of the world considered by a wide range of policy-makers and planners, political systems and executive management in all countries. Countries and communities have increasingly recognized the fact that they need to improve their economic situation and must make Initiative and find new ways. "Increasing income of host community" variable has the highest mean value between all variables by 4.56. The inn, historic buildings and homes wilderness areas for use by tourism and catering has the mean of 4.56. According to the results of the tourist group maximum value is related to "environmental" factor by 11.96, the minimum is related to "services" by 5.76.

There are increasing revenue in host society predictor variable from the economic dimension ( $\beta=0.698$ ,  $t=31.80$ ), variable of using inns, historic buildings and homes in wilderness areas for tourism, hospitality and residential usage in the southeast desert ( $\beta=0.574$ ,  $t=24.39$ ) from changes in the service dimension and predictor variable of "slowing cultural tourism through effective participation in tourism development in wilderness areas particularly in slow tourism by citizens" ( $\beta=0.753$ ,  $t=18.46$ ) from changes in socio-cultural dimensions. Linear regression results indicate that slow tourism development has some effects on the economic index of the study area ( $t= 18.46$ ,  $\beta= 0.714$ ). Finally, Iran is one of the capable and competent countries in

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the field of tourism. Occurrence historical, culture, geological and climate processes remained a variety of natural and man-made forms and processes, which based on this, Naein is known as one of the most vulnerable areas in tourism, geological and geomorphologic purposes. With such potential, perhaps slow tourism has the most importance in order to check and evaluate compared with other types of tourism.

### 9. SUGGESTIONS

- ❖ Planning for participation of local administrators and local residents as the main stakeholders in the planning of tourism
- ❖ Support of local communities due to infrastructure and development of amenities and facilities
- ❖ Introducing the amazing attractions of Naein and Anarak regions to foreign tourists through advertising
- ❖ Development of accommodation and catering facilities and other tourism services
- ❖ Trying to promote the capabilities of the region by cultural heritage of Naein and related organizations
- ❖ Construction of access roads with the proper infrastructures to facilitate access to tourism areas
- ❖ Construction and creation of tourist routes between the attractive and picturesque villages
- ❖ development of communications infrastructure and overcome deficiencies in the transport network
- ❖ training of experts and tourist guides in order to exploit the slow tourism
- ❖ participation of local people in tourism activities

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