

## An Analysis on Sustainable Tourism Development of Roodbar Qasran Region in Tehran

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**Abstract.** Nowadays, the tourism industry is found to be a determinant factor in creating employment, investment and regional development as well as motivation in economy. The present research is a cross - sectional and descriptive-analytic study. Data collection was performed based on -library-documents manner so that the main objective is to analyze the development of sustainable tourism management Roodbar Qasran region in Tehran. At the same time, this research focuses on challenges and drawbacks on tourism in study area. hence, strategic policies to develop sustainable tourism in the region include continuously training people (tourists and local residents) for interactions, provide public services (residential, recreational, cultural, educational), infrastructure, improving security and road network for sustainable tourism, integrated management, planning for sustainable income residents among many others. As a whole, tourism sustainable area can be defined as exploiting potential of natural areas, restoration and productivity in the future, and contribute to the knowledge of customs and lifestyles of local people to gain experience in tourism, taking advantage of the benefits tourism in fair manner from local people and enhance local people's enthusiasm and motivation.

**Keywords:** Sustainable tourism, geographical justice, Roodbar Qasran, Tourism Management

### 1. INTRODUCTION

At present, tourism industry both inside and outside the borders is the main driver for displacement of millions peoples across the world. Tourism and tourism experiences in its modern sense, is product of the present society, a society which in the word of Hegel is formed based on modernism and modernity is the result of the industrial revolution. In other words, a new tourism industry is outcome of industrial revolution. Nowadays, tourism industry is developed in world to large extent and many countries adopted these approaches to improve their status in incredible manner and overcome economic problems such as; low wages; unemployment, lack foreign exchange earnings(Musaiee 2007, 13). Tourism serves as one of the most influential phenomena and product of modernity. Tourism has become a basic need for mankind in the modern life (Robbins, 2002; 73). Tourism industry relies on economy, culture and politics, which vary depending on the human and natural environments because certainly politics, economy and cultural differences in various human societies are substantial (Gharkhloo 2007, 91). Thus, each country and territory can provide the appropriate service activities toward development of tourism (Timothy: 2005, 6). Tourism is perceived as non-pollutant industry and

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cause-effect in the process of globalization (Mowforth: 2003, 8) accounting for global economy and one of the largest industries in the world. In other words, tourism as employment creating industry, provides support cultural local communities, the relationship between culture and the economy, plays an important role in the international community. Tourism in the community is affected by complex and intertwined cultural, economic and geographic factors features that attractive to others. Today, tourism is one of the most promising activities that are referred to as the development gateway (Savarbarg, 1998). In other words, tourism has been proven as a powerful lever for development model (Wawkins: 2007,350) so this research shed lights on sustainable development of tourism management in Roodbar Qasran Tehran. It seeks to determine to what extent this tourism area has manifested its potential for tourists and what are main challenges facing the tourism, so fundamental questions in this research are as follow:

- Does Roodbar Qasran area have enough potential to be touristic region?
- Does Roodbar Qasran faces to challenges and issues in terms of tourism?
- What are principle approaches to sustainable development of tourism in Roodbar Qasran area?

### **Research theoretical framework**

Tourism: tourism industry serves as the most important exporting goods and income source for developing countries and given the rapid population growth in recent years, it is the most profitable industry followed by oil export ( Omidi 2011, 2). Contribution and role of tourism in economic, social and cultural development have made local, regional and national policy makers to take actions on tourism planning (Genning 2008). Tourism industry is process of integration of physical space and the community manifested in new forms of human life as a result of changes in values and attitudes, advanced technology, explosive growth and political forces. Tourism foremost is considered as a form of recreation along with other leisure activities (Pisonero:2011,27). Accounting for 10% of GDP, tourism is biggest industry in the world. tourism is sum of phenomena and communications from the interaction between tourists, investors, governments and host communities, universities and non-governmental organizations in the process of attracting tourists and other visitors(Weaver:2003,3). tourism industry is one of the most popular growing activities followed by oil and automobile industry is the third largest in the world and undoubtedly is the twenty-first century beneficial trade (Fennel: 2003,12) Tourism is one of the most developed industries in the second half of the twentieth century and often referred to as a key to economic growth in developed countries and the developing countries (Fontand Ahjen, 1999: 63). According to practitioners and policy makers, tourism industry development is the fundamental of sustainable development (Sharifzadeh et al 2002, 52). the major achievements for tourism include employment (Holjevac:2003,2), regional infrastructure development (eccles: 1996,44) as well as thriving undeveloped economies (liu:2006,160). There have been many analysis and approaches on tourism. Some are as follow:

### **The dominant attitudes in the tourism field**

#### **Support towards Tourism attitude**

In this view, the tourism industry is as a generator to help the economies and developing countries (Alvani, 2006: 8).

#### **Negative attitudes**

Proponents of this view argue that tourism plans and programs, all in the service of society and culture have the money and foreign exchange income, and the income is obtained in high cost. So it is that ideas and plans for tourism and tourism show of resistance and negative reactions.

### Regulatory perspective

According to such view, in case tourism development is not along with government regulation, it will be conflict to principles of sustainable development and conservation of natural resources, historical, cultural, and human and (81-80).

### Compatibility views

This view was expressed in the '80s. According to this theory, the government tried to adopt appropriate policies for the country's tourism, an adaptation of the materials and the development of mass tourism and to adopt instead of limiting tourism development in harmony with the interests of their country. This approach focuses on the sustainable development of tourism.

### Knowledge-based View

This view dates back since 80s. Scientific approaches substituted to tourism, alternative political and economic perspectives. In this view, political decisions were made about tourism development based on scientific research and adopt reasonable policies, according to a scientific evaluation of the results of the development of tourism, were designed. In the view of knowledge, established colleges and the Institute for Tourism Research and development of tourism were much stressed. According to this view the tourism field as an independent scientific discipline was introduced in the world.

### Sustainable Development of Tourism

Sustainable tourism development is the expansion of the tourism industry and attract tourists to the use of existing resources to meet the needs of business to the economic, cultural and legal norms and expectations of tourists, to unity and cultural identity, health, environment, economic equilibrium destination and their guests are provided a balanced and constantly optimized (Masoomi, 14: 2009). Sustainable development of tourism has two main aspects of cultural considerations and political considerations. So tourism development includes three critical factors: 1) Policy making 2) education, and 3) security. so many planners and policymakers in the development view tourism industry as a key element of sustainable development (Babaei et al., 3 : 2014).

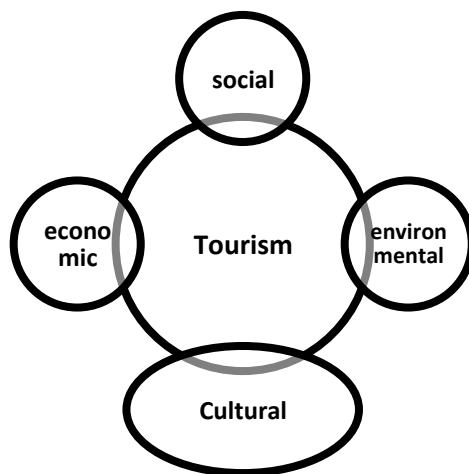


Figure 1. Conceptual model, Authors 2014.

**2. STUDY AREA**

The study site is located at Shemiranat County in northern Tehran. Shemiran city coordinate is 55° 35' N and 40° 51'. It is covered by an area of approximately 1111 km<sup>2</sup> accounting for 9.5 percent of this city so that about 500 km<sup>2</sup> is attributed to Roodbar Qasran. (Mahmoodian Ali Akbar 2002: 58) Qasran Roodbar region is characterized with famous villages such as Oshan, Fasham, Maygoon, Amameh, Garmabdar, Abnik, Zaigun, Ahar, Rudak, Kelloan, Baghbol, Igle, Ruteh Lalun Geirud, Shemshak, Darbandsar, and the beautiful nature as for snow and the beautiful Shemshak and Dizin Gajereh, Hezarpich road and on the other hand Lavasanat area and Latian dam ended to Jajrood country, which caused thriving tourism for Iranian and foreign tourists as well( Vista Consulting Engineers 1998, table 1).

**Table 1.** Touristic attractions of Roodbar Ghasran.

weather	The climate is very pleasant as humid Mediterranean
cave	There are many caves as Osbul ishan valley, Tange Hamloon, Chah zanjir
river	There are seven rivers along with streams
Fauna and flora	Very diverse in flora and as with fauna it includes 28 mammals, 105 birds, 7 aquatic and 38 reptile species
Sport camps	Shemshak ski resort, Darband sar ski resort and water sports and hiking and rock climbing and mountaineering
Antique and religious places	The region is rich historically. There are rich historical and religious attractions, such as palaces, historic homes, historic bridges, castles Keyghobad in the Igle village, castles and Dozd band palaces and Amameh, Mozaffari Oshan castle and historic sites and historic inscription, and 18 shrines

Images (1,2,3,4) different touristic areas for Roodbar Ghasran



**Image 1.** Roodbar Ghasran landscape.



**image2.** Roodak village.



**Image 3.** a schematic of ice climbing resort in Shemshak



**Image 4:** Ski Shemshak resort

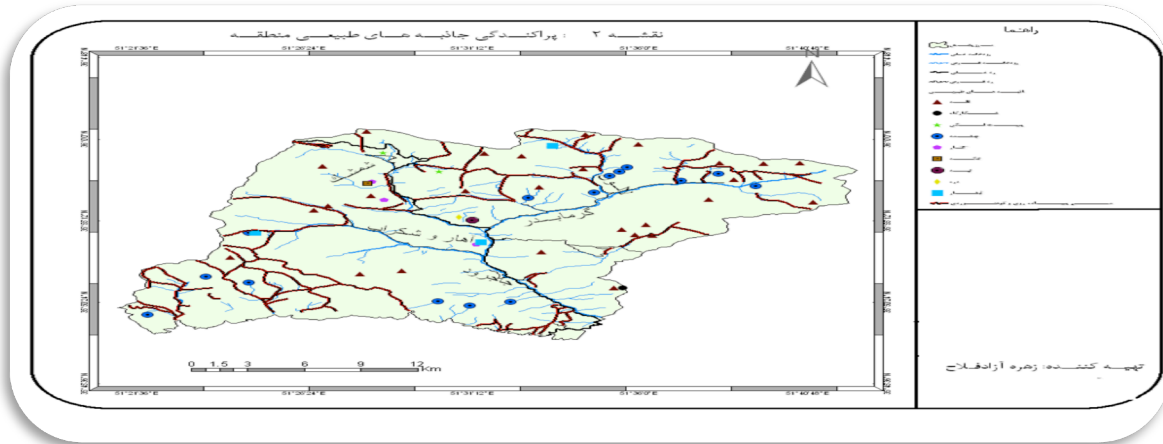
The present research aims to touristic development management on Roodbar Ghasr

**Secondary goals**

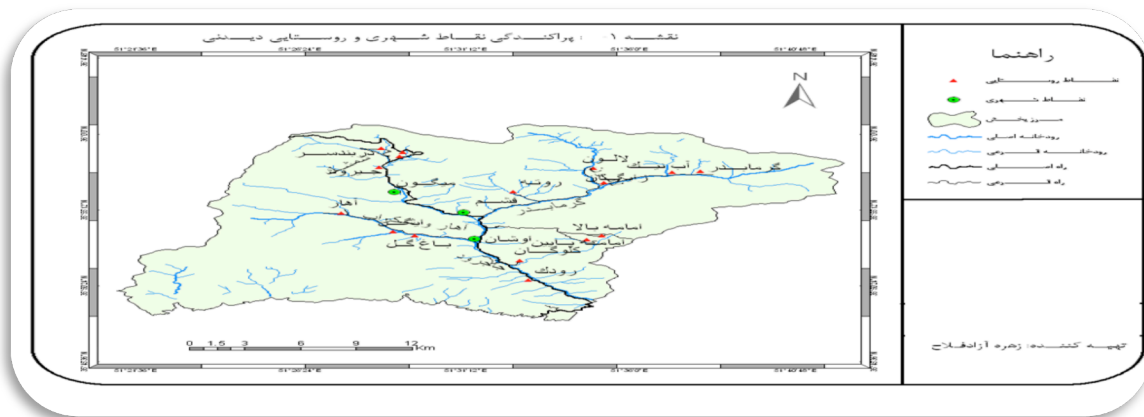
To identify barriers to the development of tourism in the study area, and provide appropriate guidelines and strategies to develop tourism and increase tourism in this area

**Research Hypotheses**

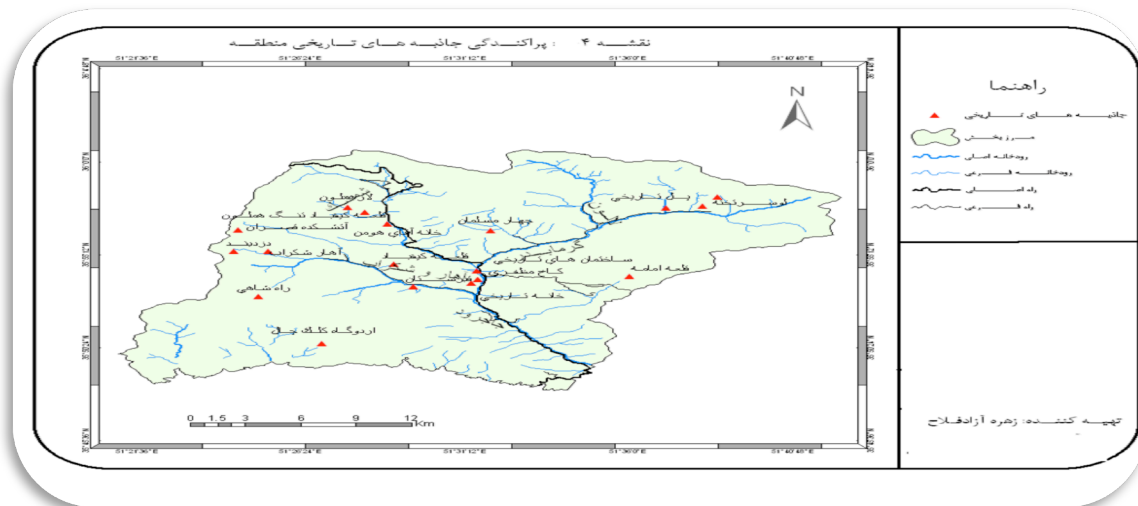
The hypothesis of the research is a sensitive process, because hypotheses are used as guides and scientific activities (Hafez Nia: 2010, 110).



**Map 2.** Distribution of touristic villages in study area.



**Map 3.** Distribution of touristic attractions in study area.



Map 4:

### Research goals

- It seems that deep knowledge on environmental potentials and tourist attractions in study area (Roodbar Qasran Tehran) might help to tourism development.
- it seems that study area touristic potential be exploited in profitable and conservative manner

### Methodology

The present research is a cross-sectional and descriptive-analytic study. Data collection was performed based on library-documents manner so that the main objective is to analyze the development of sustainable tourism management Qasran Roodbar region in Tehran. In other words, in this study two methods were used: 1) the collection of information and documents available on the library's resources and those documents and information from relevant organizations and agencies, including theoretical and general discussions on tourism in the world and Iran, and the geography of the Roodbar Qasran and tourist attractions, and preparation of tourist maps using digital map 2) field studies through interviews with administrators and officials.

### Research Findings

As Roodbar Qasran in Tehran is of great importance in terms of tourism, whether in nature or historical, cultural potential, so findings of this study only deal with main challenges that the region faced in Qasran Roodbar. Because if officials look be not future-oriented, objective-oriented and not compassionate, tourism in the area will be turned into a false tourist with negative sustainable development. The main the challenges and bottlenecks are:

#### A) Communication and transportation issues

- Low road quality in terms of degree and type of coverage, narrowness with relief topography In other words, the passage of Tehran residents with public transportation via this route is bad in this area and passengers prefer to use their own devices when crossing the road.
- Jams, snowy winter road routes, particularly snowy shemshak Darbandsar routs
- An increase in traffic volume, especially in spring and summer, the width of the road in the road sector

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- Unfavorable roads to major recreational tourism centers, unfavorable roads leading to the springs, rivers, hunting, green spaces.

- Failure in the field of transportation and private vehicles as well as problem in traveling to recreation - tourism centers in the region, such as lack of transportation stations and terminals and travelers traveling directly from the centers of Tehran province each attractive centers and the area of interest and lack of means of transportation

- Lack or absence of the way utilities such as fuel stations and gas stations, car repair shop, and replacement of oil change centers, restaurants, shopping malls and shops, hotels, parks, picnic facilities along the road, lighting facilities, road maintenance and patrol motel, especially on snow routes and pass the phone in a way, public toilets, prayer rooms, cafe and tea house, signs, road signs, such as signs -driving signs as well as direction and distance of the cities, visual signs indicating recreational centers.

### B) Residential issues

- Lack of proper accommodation facilities such as hotels and guesthouses in the area that customers and passengers will be able choice different classes

- Inadequacies in residential recreational centers, shrine, hunting areas, such as the lack of hotel and guest house or a villa units, absence or shaded areas and a plan for living for tourists who spend a few hours in these centers, inconsistency and non-compliance areas, sites and motels existing living space, especially around the chamber spacing relative to each other, beautification, architectural style and location.

- Lack of shelter or refuge for the night on their way to mountaineering

- Inadequacies in the vicinity of springs attractive residential, castles and caves and rivers in the region, such as: lack of tents camping or traveling in the vicinity of the springs, lack of space and a flat area, convenient and lush surrounding springs, forts, lack spaces and places for living and resting area

### C) Entertainment issues

- Low quality of existing physical facilities and services, restaurants and other entertainment centers (kebab and grilled) in the Roodbar Qasran so that the grading of restaurants and catering services to meet the demand of passengers touring is not the standard.

- Lack of shopping centers, delicatessen and providing basic necessities pilgrims and holy shrines of pilgrimage centers.

- Lack of shopping centers and supermarkets providing basic goods travelers in the center of the cave, hunting, and all recreation centers, Shemshak and Darbandsar resort.

### D) Social - cultural and family issues

- Deviation from the hospitality tradition, abnormal and unacceptable social behavior of some local people and travelers traveling with each of the major centers of entertainment - Roodbar Qasran of are the most important pilgrimage of social inadequacies in the way of the development of the tourism industry of the city.

- The lack of public security and theft to steal furniture passengers (even cars) in the tourism centers of the region.

- Weakness of tourism culture in the area and its influence and lack of acceptance of foreign tourists and tourism in the region.
- Touring and locals ignorance to issues of environmental protection and natural attractions the beauty and recreation centers - tourism (including the release of waste and garbage into streams, rivers and springs marginal areas and tourism centers)
- Lack of local attention to tourism and recreational aspects of natural resources (such as springs, rivers, orchards and forests) and lack of awareness of the effects of socio - economic - cultural tourism in the region.

#### E) Management and Organizational Issues

- The weak performance of the relevant agencies (Department of Culture, Cultural Heritage Management, and the Department of Religious Affairs) in connection with development centers in the region (lack of caring manager).
- The absence of an office or custodian responsible for recreation centers in the region and having multiple centers of decision making and the lack of program development, several recreation centers - Touring the area.
- Introduce and promote the widespread lack of tourist attractions in the decision-making centers.
- Lack of proper data entry recreational centers - historical - religious as a problem in the planning area.
- Failure in providing comprehensive tourism projects implemented in the region, such as the lack of a detailed study of the tourist attractions and the delayed implementation of the projects has been the development of tourism planning in the region.
- Poor willingness of the private sector to invest in the areas of recreation centers or in other words, lack of capital, Empowerment Zone and overlooking the private sector to the government and relevant agencies to encourage investment on the recreation centers.

Pronged problem in the region was a major recreational management and uncontrolled exploitation of resources in this area returned recreational inclining of administrative verification and rules of the river and construction, as well as man-made resources for public recreational use.

### 3. CONCLUSIONS AND RECOMMENDATIONS

Tourism serves as a clean and non-pollutant industry and as a major economic and in recent years has been a subject of interest. Roodbar Ghasran area in spite of marginality, but it is fraught with touring attractions as one of the richest areas of the province in terms of tourism attractions. The north and northeast curve are considered to locate the most important tourist attraction in themselves. Both sides of Tochal Skirt and Roodbar Ghasran Valley are of the most booming destinations. The most number of man-made tourist attractions of the country is in Tehran naming reserved parks with living animals there, which have been closed to people. The most recent ski area came to operation as a private company in (1982) with the co-operation of forerunners in ski and lovers of ski sport. The area itself is located at Darbandsar village 60 kilometers north east of Tehran. In lifting facilities include a skilift, two Hammer teleskis. The lowest point of the field is 2600m and its highest point is 3050m above the sea level. At this skiing season a great number of ski lovers attend the field. Since areas such as Maygoon,



Zagoon, Shemshak, Darbandsar, Fasham, Oushan and etc lies at Rundbare-Ghasran region; the whole region enjoys a unique and beautiful picturesque nature with varied climate. In the north of Darbandsar, there lies a valley named Taltangeh which is open to skiers. The strategic policies to develop sustainable tourism in the region include continuously training people (tourists and local residents) for interactions, provide public services (residential, recreational, cultural, educational), infrastructure, improving security and road network for sustainable tourism, integrated management, planning for sustainable income residents among many others should be considered. The result is that if Iran Tourism and Touring activities developed in this area should be identified and briefly introduced firstly powers and attractions (On the introduction of attraction can be used in several commercial ones). Secondly, tourism planners and practitioners in the province must develop this activity in the city, people awareness on the effects of these activities as mentioned effects. People can they justify this to the full participation in these activities. Thirdly, in any foreign tourism planning, tourism should be noted, in this regard, the authorities should take due diligence in attracting foreign tourists.

#### **4. PRACTICAL RECOMMENDATION**

- 1) Improvement of tourist resources both in natural and in historical context
- 2) Reconstruction and restoration of the natural and historical resources have almost disappeared or are degrading.
- 3) Optimum utilization of existing resources through proper planning, financing, monitoring and controls necessary to consider the creation of services and facilities and training centers in the field of recreational - tourist centers priority over other uses taking greater is required.
- 4) Creating a vast recreational area with picnic objectives Winter Games - the summer with one and two-day stay is recommended.
- 5) Development of new resorts around other villages such as Lalun Bnyk and most villages has to be.
- 6) To organize the network of roads in the region, and the completion and completed as soon as regional and inter-provincial roads are being built, such as the completion of the connection paths Maygoon and second Rudbar Qasran that is being built.
- 7) To organize the network of roads to recreation centers - pilgrimage - a historical region i such as widening roads as Kamarkhani - Maygoon, regulation and widening the path shrine, create linking networks for providing the appropriate fields to visit caves, cave Keyghobad, cave Asbool, widening and paving the way communication path Maygoon - Fasham and network devices roads to historical attractions such as castles, inscriptions, shrine ends. Organizing and equipping the roads network, water attractions in their name. Improvement of Rudbar Qasran connection paths, road network leading to the construction and development of recreational centers such as springs, rivers, hunting, green spaces.
- 8) To create special stations and passenger services Traveling directly from the center of Tehran province and the city center (Fasham) to each of the centers of attractive and interesting area.
- 9) Preparation of comprehensive development projects shrine and holy shrines in the region by the government and government assistance in the field of investment on them in the right light machine heavy comprehensive plans for the implementation of comprehensive plans and tourism - pilgrimage includes the creation of living spaces, children playground, library, youth sports facilities, green spaces, tree planting, landscaping around the tombs, car parking.

10) Stations, road maintenance and road maintenance equipment as well as providing back and neck, especially in the snowy paths Shemshak - Darbandsar.

11) To EQUIPE recreational centers in the Rudbar Qasran as with welfare services such as health services, construction, construction of the chapel, development of the park and play facilities and entertainment for children and young people, such as the construction of a skating rink, children's entertainment and construction for the reel and .... tennis and ice skating and youth theater, lighting and electricity supply facilities, especially projector to create a spectacular landscape on the way to the cave shrine and areas surrounding it so that the construction of car parking Easy access to the equipment inside the vehicle for passengers are present, the development of Garbage cans and signage warning travelers of environmental protection and beautification.

11) To provide hospitality and entertainment facilities and the development of recreational facilities center

12) Providing welfare facilities around the tourist resources, such as springs, fishing farms, castles and historic attractions (inscriptions, stone arches ) and especially the the facilities, including landscaping, tree planting and green spaces, the development of recreational sites and resorts, providing lighting and power supply facilities.

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