

The study of effective factors on the development of tourism industry of Ardabil ProvinceAkbar Ghasemi Yalguoz Aghaj¹, Salim Panahi Shurbolagh²

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Abstract: An economy based on tourism industry can keep and preserve its own potential situation in local communities when the dwellers tend to establish themselves in the related process. The attitudes of people and their perceptions and understandings should be frequently assessed in terms of the impacts of the tourism industry on their life. Any communities have its own complexities considered as the most essential resources for the process of tourism. According to the new attitudes and orientations about this case, the participation of the local communities is the most crucial coordination in tourism plans and programs. These communities do not get affected only by tourism industry but also they react to the related process making their own profits from the same opportunities as well. Due to the importance role of a society in planning and obtaining the tourism development, the conscious of local and native people from the results and consequences of the tourist participation into their life can make a necessary viewpoint in this regard. Finally, the patterns of developing local areas should have supplementary optimization interacting together reflecting and providing their own requirements in this regard. Hence, if we want to discuss in a statement, it can be stated that the mega-management of Ardabil Province Experts are able to talk about this case as well but in terms of executive affairs and investment fields, they can be considered as only legislative, supervisor and supporter of the private section giving the service affairs to the same private section in this case. So, we will observe the high quality and dynamic tourism industry along with high income benefits in this regard.

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Key words: tourism industry, local communities, host communities, comprehensive attitude

Introduction:

The development of urbanization and city construction space is a process that tries to build and plan the most suitable construction prosperity through relying on the exploitation activities in a long term to provide the high quality level at the users' life in this regard. The tourism industry increases the cultural and social interactions and private investors can also reach to their targets by this way reducing any social criminals as well; in other words, it conduct a city towards the best point and high potential climax in this case. The appearance of the modern cities and development of the urbanization has made many different changes in terms of the social, cultural and economical structures of the countries; the motorization of the transportation systems and the recovery of the fundamental construction affairs as well as the development of the urbanization concepts among people have made the most outstanding growth in this case; in addition, we are facing with the emergence of the non-oil export products and the healing of tourism industry these days. (Youefi 2011). The diversity and the degree of the tourism impacts have been originated from many various factors in this regard. The most essential factors related to the process is subjected to the host

and guest communities and the nature of tourists activities as an intercultural difference in this regard. According to Bronze and Holden's theory (1995:65) if the host community and the source community exist together, the possibility of the highest impact will be happened, too. The process of occupation-making opportunities is one of the most important positively factors on the tourism industry; the renovation of the undeveloped areas or non-industrial zones, rehabilitation of the artistic affairs and local techniques as well as traditional activities, recovery of the social life and local community cultural issues, reconstruction local traditional architecture and increasing the attention to the bio-diversity topics and preserving the high luxury aesthetic locations are the most crucial factors should be paid attention seriously. Moreover, the tourism industry particularly in developing countries has been originated from different factors in terms of type and the degree of tourism impacts in a one source such as the impacts of guest and host communities and the nature of tourist activities when there is high difference between the source cultures. In addition, this makes the agriculture industry increased towards the service industry healing the social motivation and high wages along with better occupational opportunities in future

generation as well (Ziaiee and Torabian 2010). However, the tourism is very well-known for having terrible and catastrophic impacts on a society and local cultures of the host. Tourism can make rush areas in the entertainment locations and this crowded population can make pressures on the host community mentally and spiritually. In locations where the tourism is the main economical activity, it can also reduce the traditional activities such as agricultural issues. In very intense cases, these locations can be very dependent to tourism industry.

Questions:

- 1- What are the most effective factors influencing on the tourism industry in Ardabil Province?
- 2- What indices have the highest impact on each factor?

Research methodology:

This study has been established in the category of descriptive analysis research in terms of research grouping due to the collected data method. Of researches categorization based on the method, this study can be evolved field based studies as well as the discovery of the interrelation variables. The present research has been carried out during 2011 to 2012. In this step, about fourteen effective factors have been extracted in relation to tourism and its recent literature that they were totally given to the related experts. These also were measured by Likert scale and in continue the viewpoints of the specialists were measured in this regard. Finally, five important factors as the greatest mean were recognized in this case. Also, more than thirty indices (in relation to tourism) were extracted from early research literature and given to the experts. The viewpoints of these experts were asked about the five indices importance and the low level means were eliminated in this case. In the next step, the present level of these impacts was questioned from local people based on Likert Scale. For the reason, the comments of the local community were determined from the tourism impacts in the related area. Then, the most acceptable level of the impacts due to the local community viewpoints was also determined for the same area using the same questionnaire. Finally, the recent level of the impacts was compared with the acceptable levels and the impacts going towards the beyond of this were also determined in this regard.

Community and research statistical sample:

- 1- The dwellers are originally from Ardabil Province touching the touristic and tourism impacts.
- 2- The nobles, experts, specialists and tourists as well as any organizations are related to the tourism fields.

The statistical community of the present study is subjected to the whole tourism and recreational

centers established at Ardabil Province. Due to the distribution of these centers in different areas of the city taking too much time to reach to the related zones and due to the inequality of the statistical community in the recent research, the related process is different for each area. Hence, we got forced to divide the number of the questionnaires due to the statistical community and accidental sampling method was used in this regard. The non-probability accidental sampling method is suitable than categorization sampling method; in this method, a certified proportion of people in different groups was selected as well. One of the most essential reasons of taking the non-probability accidental sampling method is that when the participation of minority people is important in a study, the process will be so beneficial in this regard. (Sekaran 2002, 302).

The tables of Kerjesi and Morgan were applied to determine the sample volume. Due to the number of visitors 1834 people, by referring to these tables the related number reduced to 330 ones; then, the related questionnaire was distributed among these people and about 320 questionnaires were collected efficiently. In order to consider the related proportions, the relative categorization sampling method was efficiently applied in this case. Finally, 21 people were interviewed in the field of tourism.

Research tool:

By studying the literature and background of the research, the effective factors were evaluated from experts' viewpoint. In this research, the whole variables studies and evaluated from others viewpoint were put into a framework to determine the variables and indices of the present study as well. Then, according to the related experts' viewpoints, those factors had topical coordination were selected as the most suitable variables. To determine and measure the validity of the questionnaire, Cronbach alpha coefficient was calculated, 78%.

Also, the used questionnaire was given to 9 people to determine the reliability of the questionnaire that they were master of tourism and marketing field and finally, it was confirmed in this case.

Overview:

During the growth of the tourism industry, the related industry has assisted to the growth of the economical activities in the whole USA and the world. The consequences of the main activities of tourism can be seen in many different locations and small and large communities as well. These economical activities often happen in many countries; however, these activities are not taking place everywhere like the impacts of tourism. The tourism impacts can be divided into seven groups as following:

- 1- Economical
- 2- Environmental
- 3- Cultural and social
- 4- Population and accumulation
- 5- Services
- 6- Tax
- 7- Social attitudes

Every collection has its own positive and negative remarks in this regard. The social administrations and officials should make an interactive positive and negative balance regularly among the dwellers in an area. These should also avoid any sensitive positions in relation to the tourism industry. The tourism officials should make a balance through opportunities and chances as well as challenges having both positive and negative remarks (geographically and socially issues) in the related process. In contrast, the sensitivity of a community to the tourism industry is subjected to the avoidance of any criminals in the industry. The local tourism industry and the officials should pay attention to this point that the social problems cannot be solved alone while the tourism welfare opportunities should be developed for expanding the strategic planning in this case. The dominant regulations and tax limitations cause the tourism opportunities to get reduced in this regard.

The development of stable tourism:

The appearance of the environmental problems in 1980s and 1990s and the representation of these catastrophic events as one of the most important green social movements (Berri 2001) caused to increase the social consciousness of the mankind from the environment, increase of the morality sensation towards the environment and the emergence of the stability in the field of the development process. Although the concepts such as the economy, preservation and maintenance have been paid attention but the entrance of these concepts to the economical, social and cultural equations is a new basic understanding in relation to the sustainable development (Rnajbaran and Zahedi 2006). Due to

the high potential application of the sustainable development, this word has been described as different forms considering the diversity process of the relations between systems, social, economical and natural processes. It should be mentioned that based on the application of the related word, it has been popularized according to the countries, continents, races, classes, gender and life longs for the present and future times (Pouyan 2000). Since the tourism activities using the natural and humanistic resources have destructive features, there should have been designed an approach in relation to the application of the sustainable development (Hall and Richards 2000). For the reason, in 1960s after the publication of Bronland for the first time and then in 1987 the world commission for environment and development (WCED) represented the concept of the tourism (Eskes Pender, Koori 2005). The world tourism organization also published the sustainable development as a guideline for the resources management in tourism industry in 1988. Based on this guideline, in 2002 the participants of the seventh commission of the sustainable development defined the tourism as following:

‘The sustainable tourism is a kind of development providing tourists requirements at present time and preserving the whole resources and making opportunities for future application in this regard’ (Soleimanpour 2006).

In this definition as acceptable for the whole groups in relation to the tourism, the main purpose of the sustainable development is to make recovery of the dwellers’ local life quality through the economical, social and cultural benefits. (Canary 1999). However, the sustainable tourism has been originated from the sustainable development and there have been some basic differences in this regard. As shown in the below table, the ability and the power of distribution in a community have been highly emphasized because providing the most suitable conditions for the tourism sustainable development is necessary in this case.

Table 1: the comparison of the sustainable development and tourism sustainable development in terms of

Dimension	Tourism sustainable development	Sustainable development
Social	Recovering life quality Increasing social prejudice Sharing fairly the roles of men and women Establishing managerial organizations	Developing national coordination Social justice Suitable life quality Active social organizations
Cultural	Encouraging the acceptance of cultural differences Encouraging cultural interactions Organizing development process in national culture	Formal and informal educations Transferring culture to next generation Preserving the culture

cultural and social dimensions

Research background in the field of tourism impacts:

Since the impacts of social tourism on local communities have been evaluated in this research, the carried out background of the studies have been also reviewed in relation to tourism impacts that are given

in the related table. The most sophisticated point carried out in relation to the impacts of the social tourism is that the perception of people has been established as the main measuring criteria in this regard.

Table 2: carried out researches in the field of tourism impacts

Variables															
Name of researcher															
Green wood	1989	■													
Adams	1990	■													
E.P	1990			■		■									
Pizam et al	1993			■		■	■		■						
Gartner	1996	■	■	■	■		■	■						■	
Lee	1997							■		■					
Halley et al	2005			■		■	■		■						
Andrek et al	2005			■		■	■	■							
Mc Key	2006										■	■	■	■	
Hesso	2006										■	■	■	■	
Total			3	1	4	3	3	5	3	2	1	2	1	1	2

Tourism relationship and economical growth:

The exploitation of economical resources is the first main reason of tourism industrial development in many countries; hence, tourism has both directly and indirectly impacts on the economical growth.

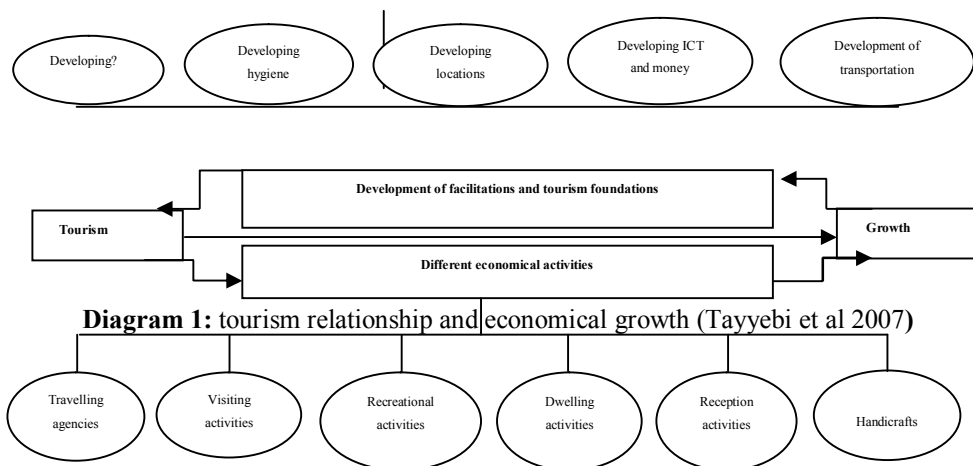


Diagram 1: tourism relationship and economical growth (Tayyebi et al 2007)

Determination of hidden opportunities of tourism in the province and its impacts on the Community:

In our province, Ardabil, there are many different tourism opportunities that they have never been paid attention in this regard. The mega-management should find opportunities related to tourism industry in the province and try to evolve these comprehensive plans and investments as well in this case. In this industry, it can be pointed to a healthy tourist causing people to make travelling without considering and deadline at receiving their

medical services and hydrotherapy. Other forgotten opportunities can be pointed to the existence of the mountains, rivers and lakes surrounded around the province. Investors can include the process of occupation-making issues in this regard avoiding the immigration of the rural dwellers into the cities.

The Mount Sabalan:

The related Mount is one of the most famous volcanic Mounts after Damavand in Iran that the summit of Sultan Savalan with 4811m height belongs to it; there is also a cone-shaped volcanic opening at top of the same summit elegantly covered with

gigantic ice and snow during the whole year. The heights of Baghro (Talesh), Salavat Dagh, Khroosloo are also belonged to this Mount.

Important rivers of the province:

The rivers of Aras, Ghara Su, Darreh Roud, Khiav Chay, Namin Chay are the most sophisticated opportunities for investing in these local districts as well.

Shourabil Lake:

This lake was already so salty but these days' fresh waters coming and streaming into it making the lake so fresh as well so that a species of fish is being nurtured there. This lake has many recreational, sport and cultural facilities such as yacht riding, running, cycling, zoo, luxury hotels and so on.

Blue Neor Lake in the province: this lake is located in 48km of south-east of Ardabil province towards Khalkhal County into one of Baghiroo Valley at 2500km of the sea height with 210 Hectares area and 5m deep as one of the most outstanding locations in this zone. At present, a species of trout is being nurtured here where many people come to visit the place annually. Other well-known lakes of the province are as following:

Shoor Gel, Noshahr, Aloocheh, Kamiabad, Molla Ahmad and Ghelarloo; these rivers have also high potential to be as the most outstanding touristy areas in this regard.

Details of tourism impacts:

The real understanding of the tourism industry from many consequences and complex impacts and results leading by the local officials and native people can conduct the growth and development of the tourism industry in this case. An accurate planning can help optimizing the related industry with the lowest expenses increasing social lifestyles there. Any perspectives along with the process can solve many problems in this issue as well.

Economy:

Tourism can increase many occupational chances and opportunities and the most professional situations at the management and technical fields. This process can optimize high income of the local and native people lifestyles particularly at rural areas. The tourism process can make too many investment opportunities increasing the recovery of public services as well. The related process can also increase the other public services such as water, sewage system, pedestrians, parking systems, public WCs, and landscapes. Tourists and other local people can get profited equally from these services. Hence, tourism encourages the recovery of the transportation infrastructures, and as a result, the optimization of the airports, public transportation and non-traditional transportation systems can also get optimized in this regard.

Table 2: economy: (Allen, L.R, P.T.Long, R.R.Perdue and S.Dieselbach 1988)

Increasing commodity prices and services Increasing housing and land prices Increasing life expenses Increasing potential of entering job Increasing of infrastructures such as water, medical cares Increasing maintenance expenditures Making risky seasonal tourism for unemployment issues Competence between other related cases having high value economically Obtained profits may come from other non local people The occupations may pay low wages
Negative impacts
Leading to income and standard life Recovery of local economy Recovery of investments, developing infrastructure expenses Increasing tax incomes Recovering public infrastructures such as water and electricity Recovering transportation infrastructures Increasing purchase opportunities Economical impact in a community Making occupational chances
Positive impacts

Environmental:

Areas with high value of the natural resources such as oceans, lakes, waterfalls, Mounts, plant and animals can increase the touristy attractions in this regard. Since people know the value of these natural resources, they tend to preserve the related areas themselves. This is the land developing and expanding the recreational activities for visitors. The tourism income can be utilized for the preservation of

the historical monuments and their rehabilitation as well. The recovery of the local areas' appearance and the public arts such as wall paintings, water wells and historical buildings can be beneficial for the whole visitors and tourists. The process of tourism can reduce the environmental hazardous impacts such as air contaminants and other pollutants. The representation of the touristy services can change the perspective of the appearances.

Table 3: environmental

Positive impacts	Supporting natural environmental selections or prevention of environmental issues Preserving monuments and historical buildings Recovering area appearance (aesthetically) Clean industry (without any air contaminations)
Negative impacts	Pollution (air, water, sounds, extra materials, solid and visual debris) Losing natural landscape and agricultural lands through tourism development Losing open space Eliminating plants and animals Destroying the perspectives, monuments and historical buildings Water shortages Introducing bizarre species Destruction in the zoo behavior and its life cycle

Social and cultural:

The social and cultural consequences can be considered as the most terrific losses or profits into a community. The growth of the tourism can be effective along with various values on the behavior and lifestyles of people potentially penetrated. For the reason, people should assist tourists to devote the touristy behaviors. The bilateral effect of local people and tourists can make positive and new opportunities and eliminate the new limitations in this regard. The increase of tourism can conduct a community towards devoting various pressures and morality issues such as the understanding of male and female relationships (positive) and increasing the banned use of narcotics (negative) issues. The safety and hygienic facilities also point to the increase of the related problems and criminals in this case. The usual events and festivals can be great substitutions for the

recovery and rehabilitation of the lost interests of tourists. The social organizations can be recovered in relation to these issues. Catastrophic events such as natural events, the lack of energy, tourism, political issues, disease prevalence, and leakage of chemical materials and or the negative ads about tourism can stop tourism activities suddenly. Any increase of the number of attractive touristy areas can also increase the life quality of local people there as well. Tourism can make the opportunity of visiting people together and new learning chances can be evolved in this case. Tourism can make various experiences in regard to different cultural issues and increase the hygienic opportunities in this case. These programs can assist the native and local people to keep their hygienic issues along with tourists as well optimizing their life standards as well. (Lee John 1999).

Table 4: social and cultural

Negative impacts
Drinking more alcohol, addiction to gambling Drink of low ages Criminals, narcotics and prostitution Increasing smugglings Language and cultural impacts Unexpected changes at lifestyles Moving dwellers to develop their life Negative changes in values and culprits Exile of local people from natural resources New groups of social structures Natural catastrophic events and political issues
Positive impacts
Recovering life quality Facilitating visiting session and experimental training Positive changes in values and culprits Publishing cultural interactions Understanding different community recovery Cultural identity of host community Increasing demands for historical and cultural exhibitions Tolerating more than social differences

Population and crowd:

Gathering people around the attractive areas can develop the tourism issues in the whole areas as well. However we avoid expanding these kinds of crowd districts in this regard. The historical buildings and monuments can be helpful for the process of tourism; these may slightly get disappeared and new concepts and perspectives should be considered in this case.

As you know, crowded areas can make high stressful stimulants for people bringing negative attitudes towards them avoiding tourists to meet and visit their interests in this case. The construction of the tourism particularly hotels may be considered in an unsuitable scale and perspective. In some areas making villas and touristy nests can share many different benefits between the landlord and the tourists.

Table 5: population and crowd

Negative impacts
Accumulation and crowd with other occupations More population than area capacity Controversy Overcoming by the size of the building
Positive impacts
Distribution gets minimum Concentrated touristy facilitation Old and historical buildings for reuse in tourism issue

Services:

Tourism makes an opportunity for the development and expanding the new facilities and recreational issues; the expectations of the tourists can increase the level of the local services, shops, restaurants, trading issues and other sections as well. The compression and crowd of tourists can provide

suitable opportunities for police and medical cares being useful for the whole citizens in this regard. Traditional services may get out due to the market competence. In this regard, temporary or seasonal and intense shortage may happen in this case such as the shortage of water, electricity power, fuel and other related resources.

Table 6: services

Negative impacts
The lack of attention to non-facilities of tourism recreations
Competence impact
The lack of services and commodities
Increases pressures at infrastructures
Positive impacts
Increasing recreational centers for tourists
Standard services better than shops and restaurants
Recovery of preservation against firing issues
Recovery of preservation in police issues

Taxes:

In order to increase the retail selling of the restaurants and touristy purchasing as well as provincial and local buying, the tax on income can be increased. The dwelling location of the tax income

and the counties should try to get this process to increase the whole taxpayers as well. The increase of tax leads to expand and develop of the infrastructures and public services in this regard.

Table 7: tax

Positive impacts
Provincial selling and extra income on tax
Dwelling in tax income towards towns or government
Negative impacts
Increasing the property of the tax

Social attitude:

The interests of visitors and their satisfaction in the society make the local community honorable prejudice; observing the interests of visitors appreciate the local dwellers for having outstanding resources; therefore, tourism makes too much enjoy for the existence of facilities in local people viewpoints. The tourism activities and events bring

the process of life tendency among local and native people. However, any social tensions and community discrepancies can make a big gap between the supporters of tourism activities and non-supporters. People often feel too much stresses in relation to the construction of a new society. They may pretend better results or even worst consequences in this case.

Table 8: social attitude

Negative impacts
Intensifying the society
Increasing tensioned community and personal life
Making artificial ethnography
Exile feeling of the cultural issues
Feel of losing future control in the society
New styles of success buildings suitable for the community
Positive impacts
Intensifying social prejudice
Appreciating the natural resources
High facilitations and their availability
Interest location for the life

Impact resources:

Knowing the nature of tourism impacts does not produce automatically solutions in this regard. Probably, the interactions between citizens and tourists are important factors in relation to the determination of the impacts in this regard. These

resources have been categorized into two groups: tourism and target-based factors.

Tourism factors are those ones that guide tourists to reach to their destinations including the elements of demographical features, social issues and discrepancies as well as number of visitors. In the other hand, target-based factors are subjected to those

ones who are responsible for the relationship between

the trip and local acceptance from a local location.

Table 9: effective factors on the interaction between tourists, dwellers and host community

Target factors
Local and economical status
Economical diversity
Degree of intervention at tourism
Attitudes of tourism leaders
Space features of tourism development
Survival of host culture
History of social solidarity
Environmental frangibility by tourists
Options of public transportation
Touristy factors
Type and number of visitors
Duration of stay
Enter and exit
Link to dwellers
Race-ethnographical features
Economical features
Selected activities
Ability of speaking into local language
Effects of tourism demo

The obstacles of tourism industry growth in Ardabil Province:

Although Ardabil is one of the most famous provinces in terms of tourism issues but many reasons made the related province not to be progressed in terms of tourism industry in compare to other provinces in Iran; experts have considered many different reasons for the avoidance of the related province progression at this field. Now, we'd like to briefly describe some of these reasons as following:

1-the lack of Macro-management in tourism industry:

One of the hottest topics in relation to the tourism industry is subjected to the Macro management subject. Due to the fact that this cannot be responsible for the whole issues in a short time, so the governmental management and other administrative and executive systems should consider their short term plans to meet the related requirements in this pavement. In tourism industry, the necessary infrastructures can raise the fundamentals of the tourism issues as well. In this province, the tourism industry is treated at governmental section. Thus, in order to increase and make a dynamic atmosphere in these issues as well as making a competitive setting, the services sections such as hotels, transportation systems and airports should be devoted to private sections because these can provide the best services and the results will be highly potential in this industry along with positive consequences, too.

2-the lack of attention to human resource development:

One of other problems that we are facing with is subjected to the lack of human resources development. The most applied resources are not scientifically related to the same tourism subject and this industry has been treated without paying attention to its beneficial applications in this regard. This also increases the expenses and brings main negative impacts and the related process of tourism never gets enriched in the province as well. The establishment of technical high schools in relation to tourism industry, e c will be able to teat many experts and high potential human forces in this case; this also makes the people familiar with the tourism industry. Holding seminars and symposiums can be very effective for the related managers to use other province experiences in this pavement.

3-The lack of information and advertising at tourist attraction:

The lack of information in the field of tourist attraction is one of the most essential factors in this case. Unfortunately, organizations and other committees as responsible for tourism affairs are not familiar with this topic as well. Therefore, tourists cannot take the name of Ardabil into their touristy lists because of their unfamiliarity with the name while other provinces such as Isfahan, Mashhad and even Kish absorb too many tourists with vast advertisement issues having high income annually in this industry. Hence, the related organizations should

hold many advertisements through TV channels and documentary clips in this regard.

4-situation of marketing and advertisement:

The galore of advertisement centers and the lack of having a united branch in the marketing and advertisement is one of the most crucial obstacles in the development of tourism industry. In tourism marketing, the marketers and agency offices do not have any governmental sections and they never get supported financially in this case. These agencies rely only on the brochures and catalogues or websites to conduct their foreign travelers in this pavement, unfortunately.

5-develop standards and technical regulations:

Every settlers, hotels, recreational centers should equally work to be able to give better quality in this regard.

6-the necessity of recognizing capacities and touristy areas:

The lack of recognizing the touristy locations, historical monuments, natural attraction on the websites domestically and internationally is another disastrous subject in the province tourism industry. However, new positive steps have been conducted newly in this case.

7-the lack of human forces and experts:

The lack of experienced human force and experts in the tourism affairs established in tourism and Iran-touring agencies as well as the lack of conscious of staffs made the level of tourism low avoiding other related services in tourism industry. These problems should be solved by hiring and employing professional agencies and translators immediately.

8-hand-made and artificial attractions: (handicrafts)

Like huge skyscrapers, long bridges, under-water tunnels, big aquariums and the combination of new technologies with natural attractions make handicrafts attractions to be effective in tourism industry.

9-the lack of tendency towards privatization and investment:

The lack of tending to invest in this section is one of the most crucial obstacles and barriers in this regard. The lack of governmental support and the subjective imitations of non-officials made the industry unprofitable in this pavement. The government should reduce its own responsibility in tourism industry and in turn it should give the industry to the private section providing the correct orientation and facilitation to eliminate ant barriers along with the private investment trying to increase the resources for expanding tourism industry in this regard.

10-mechanization and technology:

A tourist should be able to reserve his or her ticket and hotel through the internet and use a credit card; if he cannot apply these affairs, he will lose his motivation for travelling in this regard. This issue should be followed by officials seriously. Although the early infrastructures of fulfilling these affairs entering to electronic tourism such as connecting to electronic banking issues is not achieved in the country yet, but the human resources and forces familiar with information technology (IT) have been increasing these days that they only need a cohesive management in this case. The electronic tourism is highly paid attention by officials due to its availability and accessibility easily everywhere in our country.

The lack of planning and suitable strategy:

The lack of planning and strategically programs as well as unexpected targets and policies in tourism and Iran-touring agencies in a comprehensive framework and the ignorance of implementing consultants' decisions and the Iranian cultural officials roles and the lack of Iranian ambassadors' role made the fact that any tourists are not going to be tended to travel our country in this regard. Therefore, serious and harsh strategically programs should be devoted to the related agencies by the tourism officials and administrators to eliminate these obstacles in relation to tourism affairs immediately.

12-the lack of continuation and cohesion at services:

In provincial ranking in terms of tourism attractions in the country, many resources should be paid attention but these resources should also transfer to a product. In a competitive market of the tourism, the only attractive thing is subjected to the services and their cohesion. We should make this kind of cohesion to be able to provide and meet the whole tourists' requirements in this case. Therefore, the volume of the tourism and tourists making affairs can be increased potentially.

Research results:

Question 1: what are the most effective factors in Ardabil province tourism industry?

Along with the details and literature review of early researches, the most effective factors of tourism were evaluated from different experts' viewpoints. In this research, the represented variables by other researchers were firstly evaluated into a discovery based framework to determine the research variables and finally, the economical, environmental, cultural and social, service and population factors had the maximum mean, respectively; these were considered as the most effective factors in Ardabil tourism industry.

Question 2: what indices (positive and negative) have the highest impact from each main factor?

Relying on the literature review and early background of the research and the interviews of

experts and specialists (local and non-local experts), the related indices of each negative and positive factor were determined efficiently in this regard. These have been given in the table:

Table 10: main factors and their related indices

No	Effective factors	Positive indices	Negative indices
1	Economical	1- Increasing occupational chances 2- Making new job opportunities 3- Increasing tax incomes	1- Increasing commodity prices and services 2- Increasing maintenance expenses of the roads and transportation systems 3- Increasing the land prices
2	Environmental	1- Supporting natural settings and avoiding the reduction of environments 2- Preserving monuments 3- Recovering the area appearance	1- Losing open space 2- Noise at wild life 3- Losing natural landscapes and agricultural resources
3	Cultural and social	1- Publishing cultural interaction 2- Increasing demand for monuments exhibitions 3- Moving dwellers for developing their life	1- Crime, narcotics and prostitution 2- Increasing smuggling 3- Moving dwellers for expanding their life
4	Population and crowd	1- Distribution reduces 2- Reuse of old buildings by tourists 3- Concentrated facilitations for tourists	1- Intervention with other jobs 2- More crowd in an area 3- Controversy
5	Services	1- Increasing and availability of recreational areas 2- Increasing standards by shops and restaurants 3- Recovering police services	1- The lack of attention to non recreational facilities 2- The lack of commodity and services 3- Increasing pressure at infrastructures

Conclusion and suggestions:

The achievements of the tourism industry growth than other main local requirements and limitations can increase some extent tourism value and it can be also transferred into a sustainable industry. Many small communities have got the necessary skills and abilities to be success at the field of tourism industry. The construction of a local tourism industry is not a challenging task but the real tourism structures require task-based works in this regard. The construction of a successful industry and sustainable tourism lead to a sustainable economy. The main aim of the research is to determine the impacts of tourism industry in Ardabil province areas increasing the positive impacts and reducing the negative influences of the industry and making a balance between the development and determination of the resource and finally reaching to a sustainable development in this pavement. Along with this planning in different levels (local and provincial), it is necessary to apply the partnership cooperative approaches to recognize the potentials in this case; this recognizes tourism capacities in both seasons at every area due to its geographical situations providing the most success targets estimation along with local people and encouraging occupational opportunities for these areas and people as well.

Therefore the following suggestions can be most promising and helpful according to the writer of the research:

- 1- Using advertisement and marketing for making people familiar with the province areas and its attractive locations
- 2- Making and establishing tourism recreational zones around te gardens and natural attractions
- 3- Developing mountainous tourism areas as the ability of the province
- 4- Preserving and rehabilitating tourism attractions
- 5- Holding festivals and ceremonies in tourism and holiday seasons

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