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**Original article**

## **Evaluation of the role of services and facilities in the development of urban tourism (case study of Ramsar city)**

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### ABSTRACT

Facilities and services in the cities are the most important indicators in the development of urban tourism. For this reason, the necessity of evaluating the role of these services and facilities in the development process of urban tourism is of immense importance. Due to the necessity of research and recognition of natural facilities and potentials available in Ramsar city, introduction, recognition and targeting of these natural powers are required. Ramsar is one of the coastal towns of Mazandaran province which is of considerable importance in tourism in terms of its specific geographical situation and location near the Caspian Sea with the soft sandy beach, having hot and cold mineral springs, lush and beautiful forest environment and the Caspian region which attracts numerous domestic and foreign tourists every year. The present study is aimed at increasing the power of ecotourism in the city of Ramsar, identification of tourist facilities and services, and increasing the satisfaction rate of urban tourists in the study area. The research method is of descriptive-analytical type, and the field and library methods were used for data collection. Using Cronbach's alpha method 242 questionnaires were considered and were conducted for completion by the tourists present in the recreational places of Ramsar city which have been analyzed by means of inferential statistics of Chi-square

test after the data is addressed in SPSS software environment. The most important research findings have been pronounced to be the dissatisfaction of tourists with the cleanliness of the beaches and parks, lack of appropriate and adequate toilets in tourist spots, high price of goods and brightness at night. The factors most effective in attracting tourists in the city of Ramsar were stated by those questioned to be the sea and the beaches of the city of Ramsar, hot mineral springs, waterfalls, and at last mountains and forests in order.

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## **1. Introduction**

Today the category of tourism, as a smokeless industry, has become an activity quite familiar in scientific and research and public circles and has been investigated from various perspectives and is offered to human communities through various media. Meanwhile, its dimension of ecotourism is increasingly pioneering in the tourism industry planning and is counted as one of the highest-paying areas of the world tourism market. Relying on the profitability of ecotourism, many countries invested considerable capitals for its revival and survival. Ecotourism in the international level is proposed as a concept which has its roots in protection of natural resources and sustainable development. Based on this, among the western cities of Mazandaran province the city of Ramsar is counted as one of the coastal towns of this province. This city has an area of 18.80 square kilometers and a population of 32294 individuals based on the general census of the housing population of 2011 which is one of the factors effective in tourist attraction due to its specific geographical position and location near the biggest lake in the world with soft sandy beach and hot mineral water and Caspian temperate climate and lush and beautiful forest environment, and every year a great number of domestic and foreign tourists enter this city in order to make use of the natural attractions.

The study area is a tourist attraction all through the year specifically in the spring and summer seasons. Despite beautiful scenery and natural attractions: in terms of facilities and services, such as air transportation which is not yet completely in connection to all airports in the country despite having an airport with a history of many years; in terms of services, lack of rubbish bins in proper places, lack of meeting venues, inattention to urban sanitation in tourist attraction areas, coastal areas of the city and forest parks; disregarding health standards in hot mineral water springs which do not have an acceptable standard and lead to harm to the urban environment. Another problem is the seasonality of the visitors' using of ecotourism places at the peak of demand which hits saturation limit; therefore, a peak toleration capacity must be calculated and designed for these periods. The necessity of this research has been due to the study and investigation of negative points and eventually informing the municipal authorities and related organizations and our study is aimed at improving and optimizing the capabilities of the city of Ramsar. Subsequently, we will present optimal solutions for development of tourism in this city. In this study it will be studied whether in terms of tourism services and facilities are effective in development of tourism in the city of Ramsar. It is inferred that coastal and forest areas of the city of Ramsar can have a proper capacity in development of ecotourism at the local, national and international level.

### **Research questions**

#### **The main question**

Are the services and facilities of the city of Ramsar effective in the development of its tourism according to the tourists?

#### **The minor questions**

1. What are the most important services and facilities of urban tourism in Ramsar?
2. Are tourists satisfied with the urban facilities and services in Ramsar?

### **Research hypotheses**

#### **The main hypothesis**

Apparently tourists believe that the services and facilities of the city of Ramsar have a basic role in development of its tourism.

#### **The minor hypotheses**

1. It seems that residential and recreational places are one of the most important services and facilities of tourism in the city of Ramsar.
2. It seems that tourists aren't satisfied with the urban facilities and services of Ramsar.

### **Research objectives**

#### **The main goal**

-Increasing the ecotourism power of the study area

#### **The minor goals**

1. Identifying ecotourism facilities and services
2. Increasing the satisfaction rate of urban tourists in the study area

### **Research methodology**

The present research method is of descriptive-analytical type and the data collection tools include the questionnaire, draft, table, interview card, observation card, topographic maps, etc. Thus, in order to determine the reliability and recognize the validity of this questionnaire by means of interview with respectable experts and professors, the study has been conducted and by collection of their views and based on the theoretical studies and definition of the variables the final questionnaire was regulated and prepared in order to determine the reliability and validity; the research regulated questionnaire has been divided among 242 individuals of the considered population and after their collection the results obtained have been analyzed after being addressed in SPSS software environment by means of the Chi-square inferential statistics test. In order to determine the validity of the questionnaire Cronbach's alpha index has been used such that when the amount of this index is nearer to 1, the internal consistency between the questions will be more and consequently the questions will be more homogeneous. According to the 23 questions of the questionnaire that follow Likert's spectrum, in Cronbach's alpha test the amount of Cronbach's alpha index equals 0/834 which expresses the reliability of the questionnaire items acceptably.

### **Research background**

1. BahramRanjbaryan and Mohammad Zahedi (2000) in translation of the book "tourism planning at the national and regional level" written by Andy Dram, thus explained the most important headlines of this book: importance of tourism planning, tourism planning methods, tourism planning process, considerations related to the policy-making and planning of the structure, plan execution and monitoring over them, tourism development financing. The study of this work helps to the tourism authorities, planners, students and scholars of tourism in recognition of issues and finding strategies, and at the end of such a process it is hoped for realization of potential capacities of the country to lie in tourism.

2. Rahim HeydariChianeh (2008) in a book entitled "Basics of tourism industry planning" enumerates the titles: principles of tourism industry, development of tourism industry, tourism industry management and marketing. The study of this work indicates that the country of Iran is adopting a kind of conscious approach and attitude to the whyness and howness, location and time of proper and sustainable

development of tourism industry; an industry that can help Iran in achieving the goals of local, regional and national development.

3. Mohsen Ranjbar (2002) in a book entitled "an introduction to the ecotourism planning and management" enumerates the titles of: the role of society in ecotourism, protected areas and ecotourism, key considerations of ecotourism expansion at the local level. In the studies of this work, ecotourism requires the protection of natural and cultural resources for growth. In order to manage and protect natural areas, governments increase non-governmental organizations (NGOs) while local societies protect their countries through attraction and development of ecotourism. Tourism brings about a set of threats and opportunities and must be evaluated before any decision-making regarding implementation of the plan of development of common ecotourism and tourism.

4. Mojtaba ShakeriRavesh et al. in a paper entitled "investigation of the quality of services offered to the visitors of urban areas using the SERVQUAL model in the case study of the urban area of the city of Mashhad" stated that: the quality of urban services is of special importance, and creation and implementation of evaluation and monitoring systems of customer satisfaction as the most important index in improving the quality of services and promoting performance, is counted as one of the basic needs of modern organizations. The results of this study have been indicative of the existence of a gap between the expectation level of visitors and their perception of the mode of performance in urban areas.

#### **Introduction of the study area**

City of Ramsar is located in the far west of Mazandaran province in the north of Iran and in the southwest coast of the Caspian Sea. Regarding the geographic coordinates of Ramsar, it can be said that it is located at the north latitude of 36 degrees and 32 degrees to 36 degrees and 59 minutes and the eastern longitude of 50 degrees and 20 minutes to 50 degrees and 47 minutes of the Greenwich meridian and its average height from the sea level is 20 meters. Its total area is 80/18 square kilometers. The distance from the city of Ramsar to the center of the province (the city of Sari) is 261 kilometers. Based on population and housing census of 2011 the city of Ramsar has a population of 32294 people.

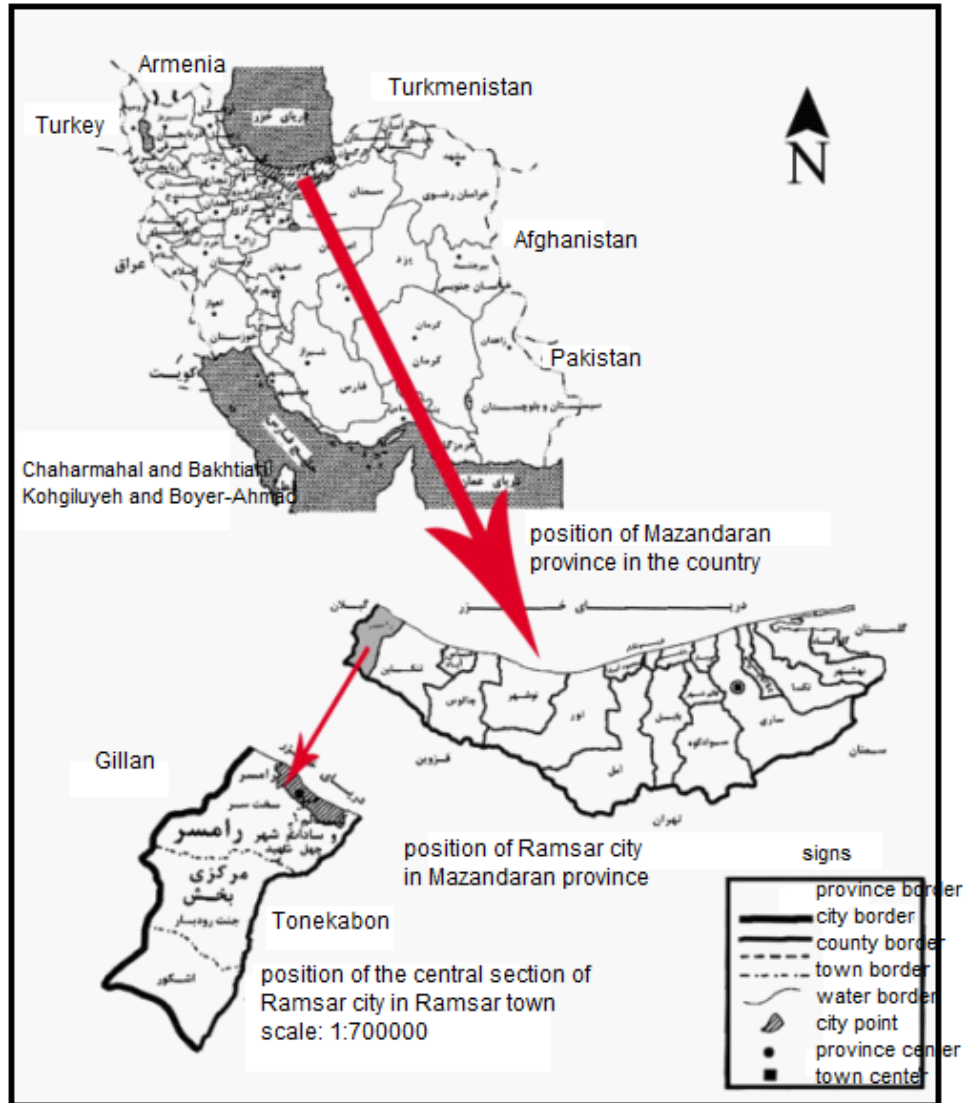


Fig. 1. position of the city of Ramsar and political divisions.

### Climactic characteristics

The topics of annual and seasonal precipitation of the study area indicate the rate of precipitation and partly how it is distributed; yet as the rain of every season is the result of its three-month precipitation and also according to the difference in the climactic falls of each of these months compared with one another, by monthly investigation of the rate of precipitation in Ramsar, we observe that usually in the months March, April, September and October it has been more than other months of the year and based on this estimate, the rainiest season in the city of Ramsar is fall and the least rainy season there is spring (Ramsar Meteorological Bureau, 2011).

### Research findings

The endowments and natural attractions in every area rest on its geographical position and these attractions are one of the main elements causing the motivation and travel of tourists. In explication of natural resources and attractions as the factors for prosperity and development of tourism industry, the

relationship between the natural environment and the tourism industry and following that the relationship between human and nature are realized, which are indeed the natural and geographical factors of tourism. The city of Ramsar is considered as one of the prone and potential areas regarding ecotourism and every year it welcomes a lot of domestic and foreign tourists.

This city has abundant resources, unique ecological conditions, diverse vegetation, and a rich nature for development of tourism and specifically ecotourism. The natural attractions and capabilities of the city of Ramsar have been classified into the two major groups of water-coastal and forest resources and water-coastal resources are the first priority and the tourists who enter this city are motivated to watch and enjoy the sea and the coast.

#### **Water resources (rivers, springs, waterfalls)**

##### **Safarood (sevirood, esverood, sefidrood)**

Safarood River with a length of 25625 meters originates from Simrood River, the springs and waterfalls of Javaherdeh heights and during its path toward the plain it oscillates from a width of 30 to 300 meters. It should be noted that this river is a perennial river and has continuous flow all year round. As Safarood River is the most important water supply source of rice farms, therefore many small rivers are split from the mainstream.

##### **cold mineral water of nei-dasht**

This spring is located in 12 kilometers south of Ramsar in a valley beside Safarood River and has been recognized to heal the liver disease and indigestion and also to be immensely useful for regulation of the digestive system.

##### **Darre-lasheh waterfall**

It is placed 12 kilometers from the Ramsar exit to Javaherdeh and is especially eye-catching with a relatively high elevation (image 1).



**Fig. 2.** Darre-lasheh Waterfall.

#### **Ecotourism attractions of the city of ramsar**

Natural endowments and attractions of every area; in explaining natural resources and attractions as the factors of boom and development of tourism industry the relationship between the natural environment and the tourism industry and therefore the relationship between human and nature are realized which are indeed the natural and geographical factors of tourism. The city of Ramsar is considered as one of the potential areas prone in the field of ecotourism and every year it welcomes a great number of domestic and foreign tourists. This city has abundant resources, unique ecological conditions and diverse vegetation. The natural attractions and features of the city of Ramsar have been classified into the two major groups of water-coastal and forest resources and water-coastal resources are the first priority for tourists who enter this city; having said this, in what follows we will introduce the tourist attraction areas of the city of Ramsar.

#### **The municipal beach**

The beach is located at the end of the 20-meter street and in a beautiful area with new atmosphere and has handicraft, delis, coffee houses, restaurants and alcoves on water.

#### **The water park of Ramsar**

The water park of Ramsar is the largest collection of the country's coastal and marine sports which is situated on the west side of the city of Ramsar with an area of about 25000. Facilities of the water park include marine sports club (jet skiing, water-skiing, etc.) and coastal sports club (four-wheeled engines paste (ATV), fast food restaurants, coffee shops, handicraft and art shopping malls) (image 2).



**Fig. 3.** Water park of Ramsar.

#### **Hectare garden**

The 30-hectare garden of Ramsar has been constructed in the first Pahlavi period opposite the old hotel of Ramsar which is directly connected to the sea through a boulevard and more than several types of unique plants have been planted in this garden and this garden is now used as a cultural and recreational space.

#### **Ramsar chairlift**

This chairlift is located in a distance of 10 minutes from Ramsar which starts on the side of the beech and by crossing amidst the trees and according to the existence of carting paste and shopping malls and coffee shops and recreational centers, has brought about a happy and perfect environment.

#### **Safarood forest park**

This park is located 5 kilometers of Ramsar exit to Javaherdeh and has healthy mineral water spring and is also a space for the rest of the passengers distanced for Javaherdeh. By placement of existing stairs, access to the down-valley river is also provided for passengers.

#### **Abegarm-shah (hotel and surrounding areas)**

There are many hot mineral water springs in Ramsar and the springs and in the springs water is boiled off from the heart of the earth as a pot boiling on fire and is scorching hot and is effective for different diseases such as rheumatism and neuromuscular pains. The temperature degree of some of the springs is to such an extent that their heat can't be tolerated for more than a few minutes.

#### **Effective ecotourism attractions of ramsar suburbs**

##### **Javaherdeh rural district**

Javaherdeh is located at an elevation of 1800 meters above sea level, and its access route the west side of Ramsar Length of 27 km. passing through the mountains covered with trees And along the Safarood river, The summer area is Show off and be seen. Javaherdeh village in summer Regard to the having cool climate greeted by domestic and foreign tourists. Accommodation is also provided in this area for tourists. Village Javaherdeh In addition to the beautiful nature, has a historical as well. Having the cemetery Gabry in this area. The claims to historical of the area.

##### **Markouh peak**

MarKouh Peak is part of Alborz mountain range and is located 6 kilometers east of Ramsar and 3 kilometers of the beach and the communicational link from Tonekabon to Ramsar. This peak, with an area of 600 thousand square meters, is covered with kinds of shrubs including hazel, oak, boxwood and medlar trees. The height of this peak from the sea level is about 500 meters. Above this peak, there is a castle dating back to the era of Hassan Sabbah which having 365 stairs on the southern side has made it easier to climb it. As this peak is on an open surface and can be observed from different distances, it acts as the mast of telecommunications and television for the area and by reliance on the same factor it has an elegant vision from downstream lands, the beach of surrounding cities (Shiroud) and Ramsar exit to Gilan.

#### **Statistical analysis and research hypotheses test**

In order to evaluate the role of services and facilities in development of urban tourism according to the tourists in the case study of the city of Ramsar a questionnaire including some items has been used in distinction of environmental, cultural and infrastructural effects which has been completed by the tourists (242 individuals). In this study, it has been attempted to investigate and evaluate the situation of tourism attractions and the tourists' rate of satisfaction with the facilities and services available in the city of Ramsar as well. In this regard, 242 of the tourists present in the city of Ramsar were asked to respond to the relevant questions. Eventually, analysis of the data obtained has also been conducted in the descriptive and analytical method according to the nature of the research subject which will be explained and interpreted in what follows. Among a total of 242 responders 149 are men and 93 are women, and among this number 173 individuals (71.5%) are married and the other 69 individuals (28.5%) are single. Also, in the investigation conducted regarding the education level of the responders some information was obtained. 65 responders (26.9%) have a diploma, 81 (33.5%) have a BS/BA and 60 (24.8%) have an MS/MA and more. When an area typically has a special potential for attraction of tourism, it usually leaves some marks as well. These effects can be physical and environmental, economic, social-cultural, etc.

In the present study that was undertaken with the goal of evaluating the role of services and facilities in development of urban tourism according to the tourists in the case study of the city of Ramsar,



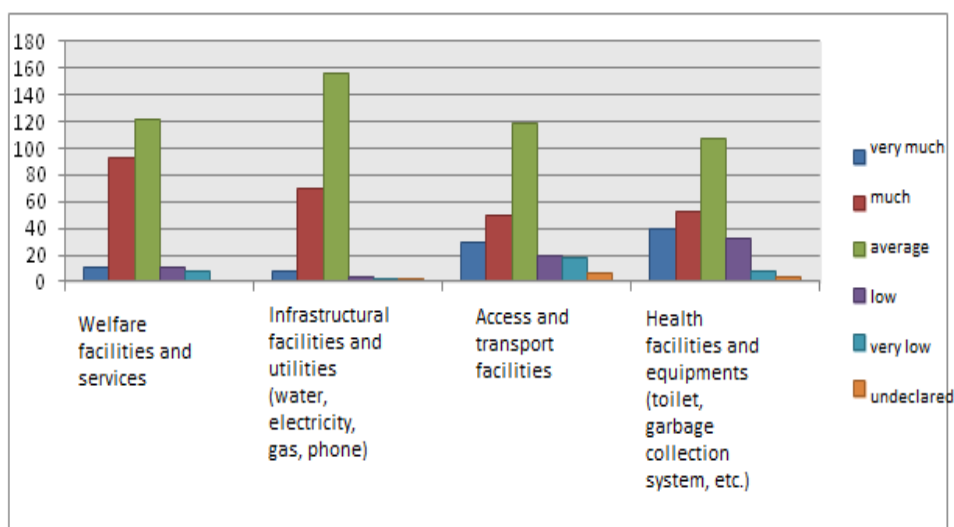
according to the statistical data based on questioning the tourists present in recreational and ecotourism places of the city of Ramsar, we have the following hypotheses:

**The first hypothesis**

In order to prove the first hypothesis, the tourists believe that the services of the city of Ramsar play a basic role in development of its tourism. In order to investigate and test this claim and the extent of relationship between the items (table 1) and the satisfaction rate of tourists, H0 was determined against H1 , and also data collection and hypothesis test were conducted the results of which have been shown (in table 2).

**Table 1**  
descriptive statistics of the first hypothesis

| Title of item   | Very much | much  | average | low   | Very low | undeclared |
|---|-----------|-------|---------|-------|----------|------------|
| Welfare facilities and services   | 4.13      | 38.43 | 50.00   | 4.13  | 3.31     | 0.00       |
| Infrastructural facilities and utilities (water, electricity, gas, telephone) | 3.31      | 28.93 | 64.46   | 1.65  | 0.83     | 0.83       |
| Access and transport facilities   | 12.40     | 20.66 | 48.76   | 8.26  | 7.44     | 2.48       |
| Health facilities and equipment's (toilet, garbage collection system, etc.)   | 16.12     | 21.49 | 44.21   | 13.22 | 3.31     | 1.65       |



**Fig. 4.** descriptive statistics of the first hypothesis items.

**Table 2**  
results of Chi-square test for the first hypothesis.

| Title of item   | Statistic-value | Degree of freedom | Significant level | result    |
|---|-----------------|-------------------|-------------------|-----------|
| Welfare facilities and services   | 244.653         | 4                 | 0/000             | confirmed |
| Infrastructural facilities and utilities (water, electricity, gas, phone)   | 370.833         | 4                 | 0/000             | confirmed |
| Access and transport facilities   | 146.373         | 4                 | 0/000             | confirmed |
| Health facilities and equipment's (toilet, garbage collection system, etc.) | 114.143         | 4                 | 0/000             | confirmed |

**Confirmation of the first hypothesis**

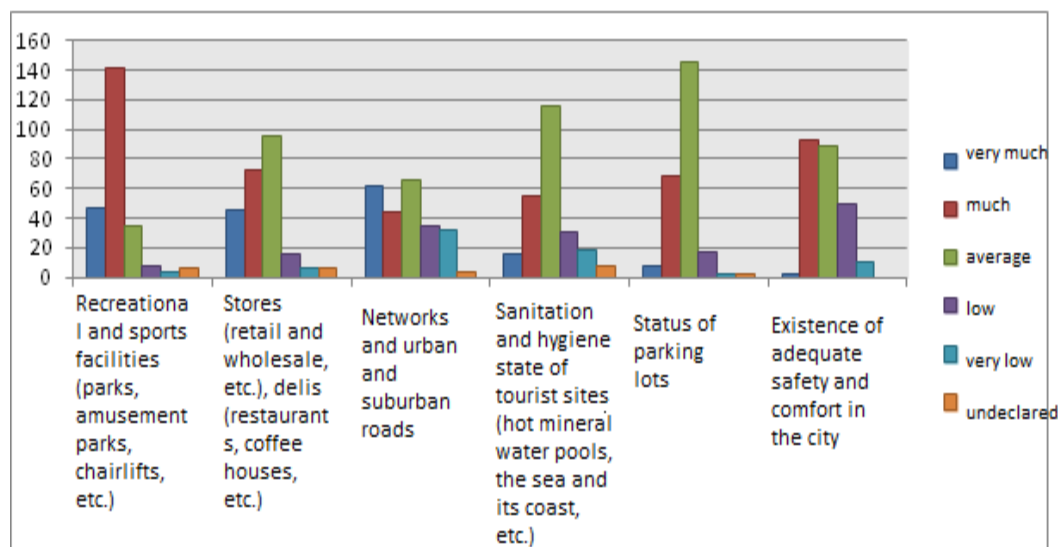
As can be inferred from (table 2) with 95% confidence of the view of tourists according to the calculated possibility which is smaller than the rejection area at the 0/05 level, we reject the H0 hypothesis in favor of H1.

**The second hypothesis**

In order to prove the second hypothesis, the tourists believe that the residential and recreational places of the city of Ramsar play a basic role in development of its tourism. In order to investigate and test this claim and the extent of relationship between the items (table 3) and the satisfaction rate of tourists, H0 was determined against H1 , and also data collection and hypothesis test were conducted the results of which have been shown (in table 4).

**Table 3**  
descriptive statistics of the second hypothesis.

| Title of item<br>range   | Very<br>much | much  | average | low   | Very low | undeclared |
|--|--------------|-------|---------|-------|----------|------------|
| Recreational and sports facilities<br>(parks, amusement parks, chairlifts,<br>etc.)                        | 19.42        | 58.68 | 14.46   | 3.31  | 1.65     | 2.48       |
| Stores (retail and wholesale, etc.),<br>delis (restaurants, coffee houses, etc.)                           | 18.60        | 30.17 | 39.67   | 6.64  | 2.48     | 2.48       |
| Networks and urban and suburban<br>roads   | 25.21        | 18.18 | 27.27   | 14.46 | 13.22    | 1.65       |
| Sanitation and hygiene state of<br>tourist sites (hot mineral water pools,<br>the sea and its coast, etc.) | 6.61         | 22.73 | 47.93   | 12.40 | 7.44     | 2.89       |
| Status of parking lots   | 6.61         | 22.73 | 47.93   | 12.40 | 7.44     | 2.89       |



**Fig.5.** descriptive statistics of the second hypothesis items.

**Table 4**  
results of the Chi-square test according to the second hypothesis items.

| Title of item  | Statistic-value | Degree of freedom | Significant level | result    |
|--|-----------------|-------------------|-------------------|-----------|
| Recreational and sports facilities (parks, amusement parks, chairlifts, etc.)                            | 265.653         | 4                 | 0/000             | confirmed |
| Stores (retail and wholesale, etc.), delis (restaurants, coffee houses, etc.)                            | 121.246         | 4                 | 0/000             | confirmed |
| Networks and urban and suburban roads  | 19.605          | 4                 | 0/001             | confirmed |
| Sanitation and hygiene state of tourist sites (hot mineral water pools, the sea and its coast, etc.) . . | 147.149         | 4                 | 0/000             | confirmed |
| Status of parking lots   | 301.792         | 4                 | 0/000             | confirmed |

**Confirmation of the second hypothesis**

As can be inferred from (table 4) with 95% confidence of view of tourists according to the calculated possibility that is smaller than the rejection area at the 0/05 level, the H0 hypothesis is rejected in favor of H1 hypothesis.

**The third hypothesis**

In order to prove the third hypothesis, it appears that tourists aren't satisfied with urban facilities and services of the city of Ramsar. In order to investigate and test this claim and the extent of relationship between the items (table 5) and the satisfaction rate of tourists, H0 was determined against H1 , and also data collection and hypothesis test were conducted the results of which have been shown (in table 6).

**Table 5**  
descriptive statistics of the third research hypothesis.

| Title of item  | Very much | much  | average | low   | Very low | undeclared |
|--|-----------|-------|---------|-------|----------|------------|
| Existence of adequate safety and comfort in the city           | 0.83      | 38.43 | 36.36   | 20.25 | 4.13     | 0          |
| Failure to monitor and control prices by city officials        | 0         | 14.88 | 31.82   | 27.69 | 24.79    | 0.83       |
| Satisfaction with advertising and guiding facilities           | 1.65      | 40.50 | 30.58   | 7.85  | 3.31     | 16.12      |
| Rate of satisfaction with local people's treatment of tourists | 19.42     | 22.73 | 50.41   | 4.13  | 1.65     | 1.64       |
| Possibility of swimming  | 14.46     | 26.03 | 41.32   | 14.88 | 2.48     | 0.83       |
| Quality of services offered in coastal beaches                 | 7.44      | 23.97 | 28.51   | 30.58 | 7.02     | 2.48       |

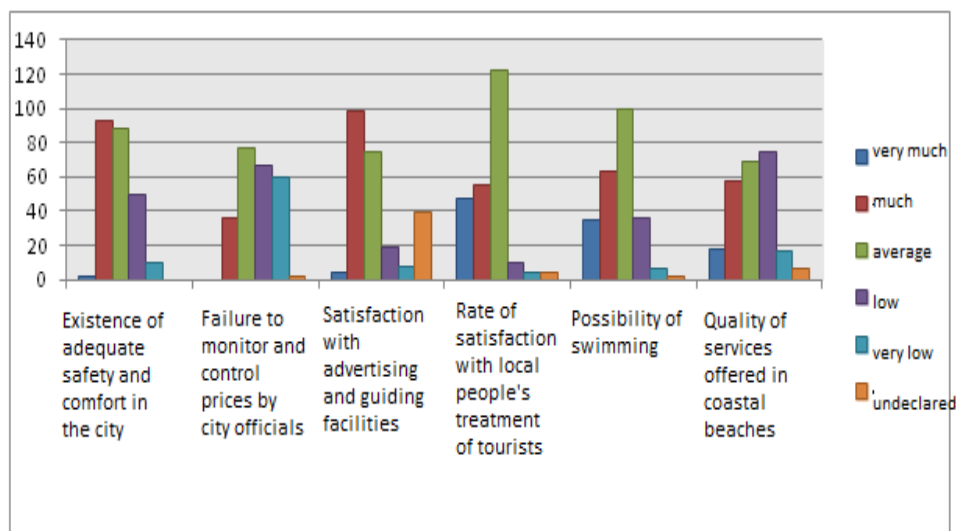


Fig. 6. descriptive statistics of the third hypothesis items.

**Table 6**  
results of Chi-square test hypotheses of the third hypothesis items.

| Title of item  | Statistic-value | Degree of freedom | Significant level | result    |
|--|-----------------|-------------------|-------------------|-----------|
| Existence of adequate safety and comfort in the city           | 148.455         | 4                 | 0/000             | confirmed |
| Failure to monitor and control prices by city officials        | 15.233          | 3                 | 0/002             | confirmed |
| Satisfaction with advertising and guiding facilities           | 199.700         | 4                 | 0/000             | confirmed |
| Rate of satisfaction with local people's treatment of tourists | 104.292         | 4                 | 0/000             | confirmed |
| Possibility of swimming  | 59.792          | 4                 | 0/000             | confirmed |
| Quality of services offered in coastal beaches                 | 65.144          | 4                 | 0/000             | confirmed |

**Confirmation of the third hypothesis**

As can be inferred from (table 6) with 95% confidence of the view of tourists according to the calculated possibility which is smaller than the rejection area at the 0/05 level, we reject the H0 hypothesis in favor of H1.

In the survey conducted the rate of importance and attraction of the tourist areas of the city of the city of Ramsar was questioned and meanwhile the prioritization of attraction components according to the tourists are the mountain and the forest "with 55%", waterfall and rivers "with 45%", the sea and the coast "20%" and the hot mineral water springs "17%" in order.

According to these mentioned statistics "the mountain and the forest" and "the waterfall and the river" were allocated the highest attraction of the city of Ramsar, and "the sea and beaches" and "hot water springs" were the second priorities due to average services and facilities. For the attraction of the sea and the beaches and the hot water springs in the city of Ramsar to increase and lead to an increase in the number of tourists in this city, more efficient consideration of the available services and facilities and promotion and improvement of the necessary cases in the section of the sea and beaches and hot water springs of the city of Ramsar must be put top of the agenda of the planners and authorities of this city. In investigating the third hypothesis: "lack of satisfaction of the tourists with urban facilities and services" some parameters were considered in the questionnaire and the prioritization of satisfaction rate with the components of: recreational and sports facilities and services (78.1%), fuel supply sites (54.13%), stores and restaurants (48.76%), and status of toilets (37.6%) in order led to the confirmation of this hypothesis.

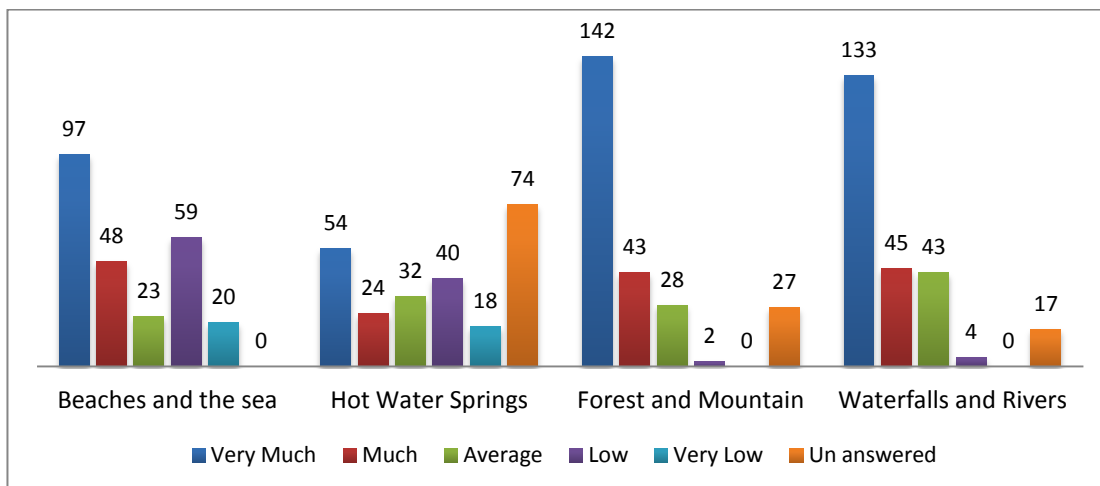


Fig.7. components of tourist attractions in the city of Ramsar.

## Conclusion

Ecotourism is a modern approach in the tourism industry. Beautiful landscapes and views of nature are among the touristic centers and attractions of this type of tourism; thus, valuing its role in protecting the environment in order to access the development of tourism is necessary. Not only does the development of ecotourism industry in Iran lead to the circulation of many residential centers all over the country, it will also create jobs for a large number of people along with the boom in tourist tours and also the need of Eco-tourists for several facilities. Ecotourism leads to the eradication of poverty, improvement of the life standards of people and decrease of rural-urban migration. Ecotourism is only a branch of tourism that is in fundamental need of participation of local communities since the best and most capable tour guides of natural tourism are the natives residing in these areas that can easily take on the responsibility of guiding such specialized tours.

In the present study that was conducted with the goal of evaluating the role of services and facilities in development of urban tourism according to the tourists in the case study of Ramsar city, based on the observation of some shortages in the facilities of the study area, the nature of this city always draws the attention of tourists. In this regard, by reliance on the questionnaire and survey of the population (the tourists present in the city of Ramsar) results were obtained. We will expand on them as follows.

A) The first hypothesis: the effectiveness level of services and facilities in development of tourism in the city of Ramsar was proposed and according to the analysis of data obtained through the determined Chi-square test a significant statistical difference is observed between the mean of set of questions of indexes of urban services and facilities of Ramsar in development of tourism; that is to say, the individuals taking part in the study consider the role of indexes of services and facilities in the development of tourism in the city of Ramsar to be more than 65.17% and its existence to be effective.

B) The second hypothesis: residential and recreational places were proposed to be among the most important services and facilities of tourism in the city of Ramsar and according to the analysis of data obtained through the determined Chi-square test a significant statistical difference is observed between the mean of set of questions of indexes of urban services and facilities of Ramsar in development of tourism; that is to say, the individuals taking part in the study consider the role of indexes of services and facilities in the development of tourism in the city of Ramsar to be more than 83.7% and its existence to be effective.

C) The third hypothesis: lack of satisfaction of the tourists with the urban facilities and services of the city of Ramsar was proposed and according to the analysis of data obtained through the determined Chi-square test a significant statistical difference is observed between the mean of set of questions of indexes of urban services and facilities of Ramsar in development of tourism; that is to say, the individuals taking

part in the study consider the role of indexes of services and facilities in the development of tourism in the city of Ramsar to be more than 54.65% and its existence to be effective.

Despite observation of some shortages of the facilities of the study area, the nature of the city of Ramsar has offered such beauty and gifts for the tourists that with accurate management it can be of the utmost benefit. Surely this important task won't be taken on only by tourism organizations and environmental protection agency; rather, it requires the management and supports of other sectors including: industries and mines, construction, education, cultural, health sectors and the media (national TV and press) in a collective movement and national commitment. In fact, by a comprehensive management in the field of ecotourism in addition to the protection of forests and ranges the identification of the beauties of the city of Ramsar for the people in the world, creation of national income, appropriate exchange technology and the country's economic organization can be helped. The services and facilities transport system of the city of Ramsar that has a quite old airport is not yet connected to the all airports of the country and requires the attention of most authorities.

In the end, existence of institutions and equipment's affects the natural environment; infrastructural factors, access roads, parking lot for vehicles, recreational and entertainment resorts, water resources, health services, means of waste disposal and so forth are such examples that are the environmental barriers of the study city. This is why in order to prevent and cut down on negative environmental effects, when preparing comprehensive and detailed plans, the agents, planners and designers of tourist facilities must on the one hand predict the basic ecotourism needs and on the other hand think of the positive and negative effects that they directly and indirectly have on tourist facilities and the environment. Indifference and negligence in this regard lead to extremely serious risks for wildlife communities and plant species and also other natural problems, and may create ecological changes in the environment and ultimately lead to the undermining of tourism in the city of Ramsar.

### **Suggestions**

1. More and more identification of different areas that have the potential for reproduction of nature tourism; in this case, there is a considerable need for accurate planning in order to create different resorts and parks in them and meantime protection of the environment and native identity and culture of these areas must be taken into consideration.
2. Creation of culture for domestic tourists by holding tourist festivals and fairs, with the goal of protection of the environment of tourist areas and optimal use of the available natural facilities and powers.
3. Planning regarding the attraction of domestic and foreign tourists through proper advertising and informing the tour guides of tourism of creation of accountable foreign tours for visiting the study area and this will be also effective in cultural interaction and transfer of the rich Iranian culture to the rest of the world.
4. Accurate utilization of the resources such that the natural and cultural tourist resources can be protected and used for the future generations.
5. Restoration of communication paths leading to tourist areas (the beach, hot water springs, parks, etc.) by improvement of the current situation and increase of facilities such as brightness, parking lot, stays, quality of asphalt.
6. Possibility of communication of the airport of the city of Ramsar with other airports of the country for development of tourism.
7. Construction and presentation of cheap and convenient residential places in order to prevent from installing tents and destruction of the appearance of recreational places and eventually in order to protect the security and safety of the tourists themselves.
8. Embedment of drinking water taps in the beach, establishment of the urban sewage system, and installment of proper garbage bins and so forth that lead to the reduction of pollution in tourist areas.
9. Installment of guiding signs regarding the observation of cleanliness and health of the area, protection of plant and animal species, control and prevention from fire, collection and

delivery of personal wastes at the entrance of the sea beaches, parks and forests, public and health places.

10. In hot water springs, some cases are of considerable importance which include: embedment of washing showers and also creation of chlorine pool for access to more cleaning before using the pools, and also creation of a proper space for the dressing room and provision of proper toilets.
11. Evaluation of the effects of the tourists on the tourism areas of the city of Ramsar regularly and populated time intervals and using of the results obtained for removal of the present problems and offering better services to the majority of the users of the nature of Ramsar city.

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