Community Based Tourism (CBT) Planning- A Mechanism for Socio-Ecology Survival: A Case Study of Lake Urmia IRAN

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Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Science
in
Tourism Management

Eastern Mediterranean University
February 2018
Gazimağusa, North Cyprus

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ABSTRACT

The current study aims to assess the benefits and advantages of developing CBT in Lake Urmia region. Although Lake Urmia and the settlements around the Lack have various tourism potentials such as natural, cultural and historical tourism attractions, this area still remained un-known for tourists, and the settlements around the Lack suffer from unemployment and poverty. On the other hand, due to lake of water for irrigation, agriculture situation in the area is deteriorating and the current situation has forced communities around the lake to leave their settlements. While, improving tourism industry in the region and involving communities in tourism activities can be a suitable alternative and supplement for agriculture.

Unfortunately, Lake Urmia has suffered decline due to mismanagement of water resources that fed the lake. Once the world's sixth largest saltwater lake, Lake Urmia, lost in the desolate mountains of north-western Iran, has begun shrinking. As the lake has dried up and its shores have started to recede, the surrounding land has begun to die, causing an unprecedented ecological disaster. Located near the Turkish border between the provinces of East Azerbaijan and West Azerbaijan, Lake Urmia has been vanishing for three decades. This study is an attempt to provide an investigation into the surrounding communities and come up with possible solution to the dire situation. The transformation of the lake and its environment can be translated to advantages for CBT. The remaining of the lake with its new features has the potential for tourism and especially for nature-based tourism. For the purpose of this study, a qualitative research will be applied to explore and understand the concerns of the surrounding communities for involvement in CBT. Because without understanding the

community's views, it will not be possible to strategize the processes of CBT. Convenience sampling and in-depth interview with the local communities will be furnished. The tourism industry in Iran has very high potential for growth and development. According to the World Tourism Organization, Iran ranked tenth of the ancient and historical attractions and ranked fifth in the world's natural attractions. According to experts the industry does not enjoy the development that it deserves. The reason for this is the lack of adequate and scientific investigation towards policy making process. Knowing the fact, community involvement is fundamental to the successful of alternative tourism ventures. Community-Based Tourism is one of the ways to develop tourism in communities that are faced with transiting to a new economy. The CBT that is envisaged in this study must consider the ecological integrity of whatever is left from the previous ecosystem. It is also said that this type of tourism can preserve and strengthen the culture, heritage and traditions of the local community. Another goal is to protect the natural heritage of the indigenous community.

ÖZ

Mevcut çalışma, Urmia Gölü bölgesinde TDT'nin (Topluma Dayalı Turizm) gelişmesinin yararlarını ve yararlarını değerlendirmeyi amaçlamaktadır. Urmia Gölü ve çevresindeki yerleşimlerin doğal, kültürel ve tarihi turizm cazibeleri gibi çeşitli turizm potansiyelleri bulunmakla birlikte, bu alan hala turistler tarafından bilinmemektedir ve çevresindeki yerleşim birimleri işsizlik ve yoksulluk yüzünden acı çekmektedir. Öte yandan, tarım durumu kötüleşmekte ve mevcut durum göl çevresindeki toplulukların yerleşim yerlerini terk etmesine neden olmuştur. Bölgede turizm endüstrisinin geliştirilmesi ve toplulukların turizm faaliyetlerine dahil edilmesi tarım için uygun bir alternatif ve ilave olabilir.

Maalesef, Urmia Gölü, gölü besleyen su kaynaklarının yanlış yönetilmesi nedeniyle düşüş gösterdi. Dünyanın en büyük altıncı tuzlu su gölü olan Urmia, kuzey batı İran'ın ıssız dağlarında kaybolmaya başlamıştı. Gölün kuruması ve kıyıları gerilemeye başlayınca çevredeki topraklar ölmeye başlıyor ve benzeri görülmemiş bir ekolojik felaket yaratıyor. Doğu Azerbaycan ve Batı Azerbaycan arasındaki Türk sınırının yakınında bulunan Urmiye Göleti, 30 yıl boyunca yok oluyor. Bu çalışma çevredeki topluluklar hakkında bir araştırma yapmak ve korkunç duruma olası bir çözüm bulmak için yapılan bir girişimdir. Gölün dönüşümü ve çevresi TDT için avantajlara dönüştürülebilir. Gölün yeni özellikleri ile geri kalan kısmı turizm potansiyeline ve özellikle doğa tabanlı turizm potansiyeline sahiptir. Bu çalışmanın amacı, TDT'ye katılmak için çevredeki toplumların endişelerini keşfetmek ve anlamak için niteliksel bir araştırma uygulanacaktır. Çünkü topluluğun görüşlerini anlamaksızın, TDT süreçlerini strateji oluşturmak mümkün olmayacaktır. Kolaylık örneklemesi ve yerel

topluluklarla derinlemesine röportaj yapılacaktır. İran'daki turizm endüstrisinin büyüme ve gelişme potansiyeli çok yüksek. Dünya Turizm Örgütü'ne göre, İran, eski ve tarihi mekanların onda birini ve dünyanın doğal cazibeleri arasında beşinci sırada yer aldı. Uzmanlara göre, endüstri, hak ettiği gelişime sahip değildir. Bunun nedeni, politika oluşturma sürecine yönelik yeterli ve bilimsel soruşturmanın bulunmamasıdır. Aslında, topluluğun katılımı, alternatif turizm girişimlerinin başarılı olması için temel önemdedir. Topluma Dayalı Turizm, topluluklarda yeni bir ekonomiye geçişle karşı karşıya olan turizmin geliştirilmesinin yollarından biridir. Bu çalışmada öngörülen TDT, önceki ekosistemin geriye kalanının ekolojik bütünlüğünü göz önüne almalıdır. Ayrıca, bu tür turizmin yerel topluluğun kültür mirasını ve geleneklerini koruyabileceği ve güçlendireceği söyleniyor. Bir başka amaç, yerli halkın doğal mirasını korumaktır.

Anahtar Kelimeler: Toplum temelli turizm (TDT), Alternatif turizm, Topluluk katılımı, Sosyo-ekolojik bütünlük, Urmiye Gölü.

ACKNOWLEDGEMENT

I wish to extend my special gratitude to Assoc. Prof. Dr. Habib Alipour for his effort, understanding, shared knowledge and contribution, which was a great help in rounding up of this thesis.

I would equally thank all my professors and the following friends who were beside me whenever I needed help.

My sincere thanks go to my beloved family, and relatives for their constant support all through these years. Even though they were far from me, but could still feel their love and care which provide strength for me to overcome my numerous difficulties.

With an inexhaustible feeling for my mother.

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Chapter 1

INTRODUCTION

1.1 Introduction

Tourism is one of the greatest emerging phenomena in the world and affiliated with a large part of the global economy, especially when economic recession is one of the worldwide concerns. During the last six decades tourism has had an ongoing growth and variegation to emerge as one of the vastest and fastest-growing industries all around the word (World Tourism Organization, 2016).

It is difficult to define such a phenomenon with simple words. Because this phenomenon is blended with the lives of people and states in terms of economic, social, cultural and environmental conditions. Tourism has always been praised for its high ability to create and enhance the components of national, regional, urban and rural development.

The growing urbanization and the geography of leisure in recent decades have attracted the attention of many countries to the importance of tourism as the largest and most diverse industry, and also as a goal to be achieved in the process of sustainable development. Many countries see this phenomenon as a means of social, cultural and balanced development. On this basis, the emerging phenomenon of tourism is now of great interest to economic and social planners.

In the last decade of the twentieth century, many planners in Europe have introduced tourism as a surefire way with a clear vision for the development of cities and rural areas, especially the most deprived ones. The nature of the tourism industry is to create employment and income, diversify the economy, social participation and use of local resources.

Recently, tourism industry has focused on the locals and their contribution in the tourism plans in the concept of Community Based Tourism. According to (Tribe, 2010) tourism industry requires Community based (CBT) as one of the influence factors. As (Hall, 1996) argued CBT focuses on the participation of locals in order to create and improve a sustainable tourism especially in the field of economy. The concept of CBT was started by Murphy (1985), which emphasized on the contribution of communities in tourism plans. Community-based tourism is not a new and innovative concept. It's even possible to say that this is one of the oldest ways of developing tourism in the world. For decades, this sustainable and constructive way of developing tourism has been forgotten. It has been about three decades that many efforts have been made to revive this tourism management and planning process. All these efforts are based on the fundamental belief that this method can solve many of the social, economic and environmental problems in rural and marginal areas. Although this approach has shown to be an empirical approach to reach the sustainable tourism but unfortunately there is no significant attention on this approach in developing countries. Lake Urima of Iran is a good example of this claim. Despite all tourism potentials of Lake Urima, unfortunately, people who are living in the cities around the lake are suffering from an economic recession due to drought. In such

situation, community-based tourism can be considered as an alternative economic approach for the region.

1.2 Statement of Problem

Recently, the participation of the local communities, as one of the important parts of decision-makers, in tourism planning process has attracted the attention of researchers and planners. As (Kim et al., 2012) stated the impact of tourism on the local's welfare and quality of life.

Although the attitude of tourism-related official such as planners and decision-makers has changed toward the participation of locals in tourism planning, there are still many policies which are not related to social and local participation in the process of decision- making. (Desbiolles, 2006). This problem is more evident in developing countries such as Iran.

On the other hand, the influence of alternative tourism on the local communities has been proven by many researchers. Alternative tourism is a complex phenomenon that requires tourists to take risks for travel and exploration in abandoned, alien, virgin, and often in less developed countries. This is not a new phenomenon, because for many years, tourists have plans to travel to surrounding countries and visit wildlife conservation areas and other prominent destinations.

While, alternative tourism has known as one of the best solutions to improve deprived areas, governments and other tourism-related communities of Iran do not pay appropriate attention to this phenomenon. Lake Urima as the largest permanent water catchment area in western Asia and as one of the coolest and most niggling natural

habitats of animals in Iran is a good has been neglected by tourism decision-makers in both alternative tourism and community-based tourism.

1.3 Aim and Objective

The aim of the current research is to investigate alternative tourism development with regard to the Community Based Tourism (CBT), providing peripheral settlements of Lake Urmia with an economic boom. This research aims to revive ignored potentials of drought Lake Urmia. Also, the main objective of the research is to identify the environmental, social, cultural, and economic factors of sustainable development in the above-mentioned region and to recognize the tourism potentials of the region and use the potentials to improve the peripheral settlements of Lake Urmia.

1.4 Research Question

 The research questions are presented as follows;

- What are the touristic potentials of the region?
- How the drying up of the Lake Urima impacts the region economy?
- How to revive the economy, society and environment of the region?

1.5 Research method

The research method used for the current research is qualitative and statistic research method to consider alternative tourism development for community revival in Lack Urmia. As (Riley & Love, 2000) argued, qualitative research method refers to the events which naturally occur and deals with real life conditions. Qualitative data refers to issues related to society, circumstances, and objects. In the research this research method was chosen because it concerns on smaller samples without any limitation of variable, also the results will be in the form of explanation (Huberman & Miles, 1994).

1.6 Organization of the study

The current thesis consists of six chapters. Chapter one includes introduction that covers topics related to general tourism concepts. The emphasis is on the concepts of community-based tourism (CBT) and CBT explanation. Chapter two contains a review of the literature that includes an overview of the development of tourism, history and types of tourism, its changes and evolution. Chapter three focuses on the analysis of the situation in Lake Urmia. In addition, it indicates the geographical situation, politics and other general information of Lake Urmia, such as environment, tourism resources, economic and socio-cultural issues. Chapter four focuses on CBT strategies. This chapter begins with the definition of the concepts of development and society when explaining the relationships between societies / tourism and emphasizing the lack of growth of the community, independently of the tourist activities. This chapter also defines CBT, and its implications as positive and negative impacts.

Chapter five illustrates the methodology of the investigation and the process of data collection, together with the method of data analysis to reach the aim of the research. Chapter six continue the study with discussions and conclusions, as well as the results of the study.

Chapter 2

LITREATURE REVIEW

2.1Tourism development

2.1.1 Tourism Definition and History

According to WTO, tourism contains the activities in which individuals move to other locations out of their hometown as a vacation, leisure time, or other specific purposes. In other word tourism is related to traveling activities to a location for different aims as well as a business for providing travellers with different services such as restaurants, tours, hotels, etc. According to Manila (1980) tourism is known as an important economic and social activity for the benefit of all countries.

As a history of tourism, it should be mentioned that traveling started since the existence of human being when people travelled to different places for different purposes. But in the new concept tourism can be seen when individuals travel enjoying their time, as an example of history, the Aristocracies in Britain travelled to Europe in eighteenth century. As a means of tourist transportation, first organized tour was led in 1841 by Thomas Cook. Tourism in Europe was known as internal traveling in year 1950 including specific travelling to European countries. After First World War this kind of traveling was improved to the tour operators and was recognized as an instrument for creating income and job opportunities.

2.1.2 Tourism Growth

The World Tourism Organization's new report suggests an average 6% increase in

international tourism in the first four months of 2017 compared with last year. According to WTO, between January and April 2017, international tourism has grown by 6% over the same period last year to the highest level of business confidence in the last decade; also Sustained growth has been associated with major tourist destinations. In the first four months of 2017, a total of 369 million international tourists -tourists who spent at least one night on a destination- travelled around the world, 21 million more than last year's figures.

2.1.3. Tourism development impacts

In recent years, tourism has known a smoke-free industry, a source of incomes in the global business, and an important element in improving and regulating trade and balance of payments in many countries. This industry is considered a unique economic industry and has many fans. The remarkable tourism development in the last fifty years has shown the great economic and social significance of this phenomenon. Movement plays an important role in gross national product, which balances the balance of payments, which represents the international transactions of each country. Lewis Terner considers tourism to be the most promising and most complex industrial phenomenon facing the Third World and believes that tourism has the greatest potential for replacing other income-generating industries (Lee, 1999: 1). Tourism development boosts economic growth and reduces poverty. It also has a significant impact on increasing incomes and reducing unemployment, thereby improving people's quality of life and increasing social welfare. In addition, tourism is a factor in making relations between nations and states more balanced and closer to intercultural and civilizational dialogue and politically.

Although according to three sector theories, tourism is the third sector (or service sector) in the economic sector (Mohanty & Lakhe, 2001) but it affects first and second sectors. As an explanation, an increase in the number of tourists will increase the need of food and other goods and products and this will have a positive impact on agriculture and manufacturing. On the other hand, employees of hotels, restaurants and shopping malls spend money in the local shops, and tourists put money in the local's pocket and through this multiplier impact; economy in the tourism destinations will be improved. Figure 2.1 indicates the multiplier impact of tourism.
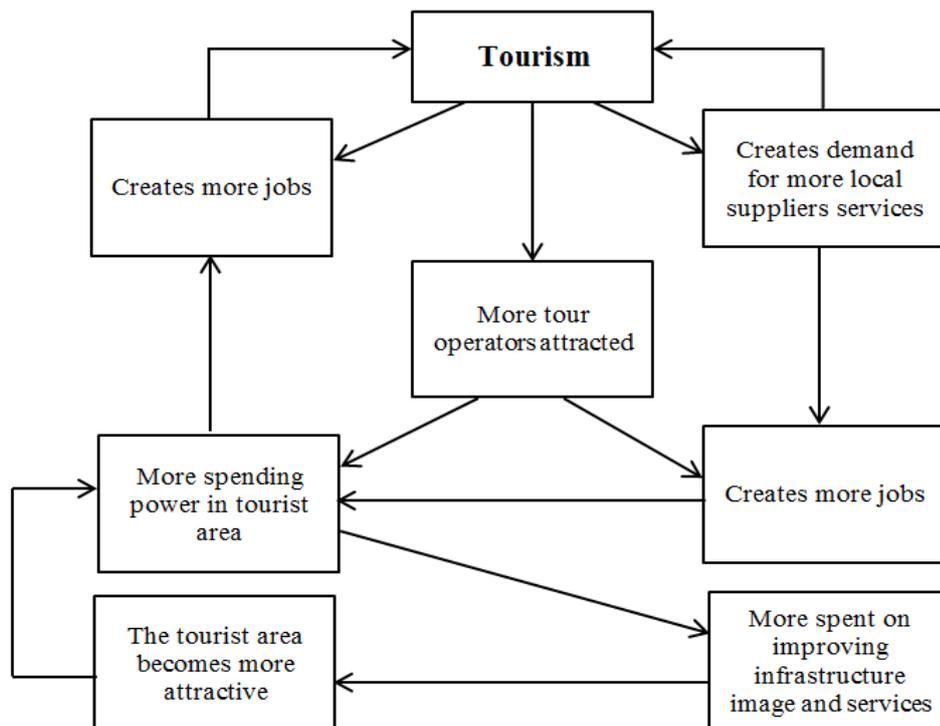
Figure 2.1: (The multiplier impact of tourism development)

2.2 Mass tourism

2.2.1 Mass tourism definition

Tourism has different types and the recognition of different types of tourism is important for planning in the field of tourism. Because the demands and services

required by different tourists are not the same; accordingly, international experts have provided various categories of tourism according to different criteria. For example, mass tourism and alternative tourism can be mentioned.

"The term Mass Tourism is briefly used for pre-scheduled tours for groups of people who travel together with similar purposes (recreation, sightseeing etc.) usually under the organization of tourism professionals" (Sezgin and Yolal, 2012). Figure 2 illustrates the location of mass tourism in the tourism network.
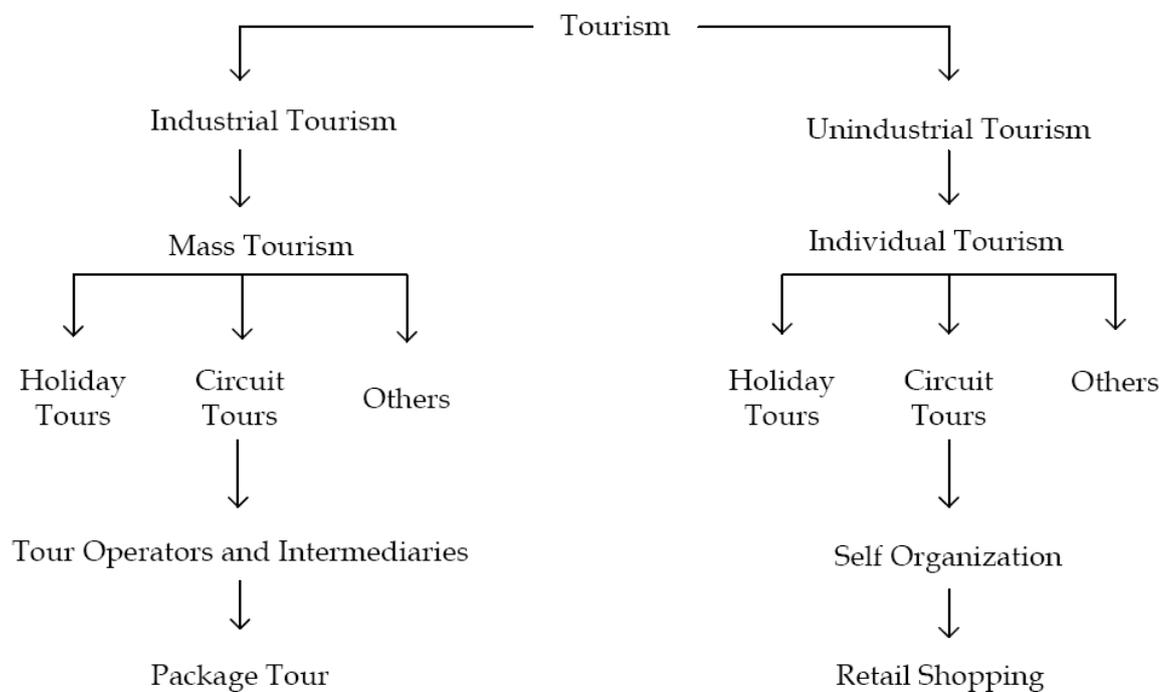
Figure 2.2: (Mass tourism in tourism network, Sezgin and Yolal, 2012)

The package traveling is one of the main reasons for mass tourism. Mass tourism focuses on well-known tourism places and pays little attention to host communities. In other word, Mass Tourism is known as a kind of tourism which includes a group of people traveling to the same tourism destination, often at the same time. It is the most well-known type of tourism; also, it is almost the cheapest way to travel.

According to Malia Hom (2015), Thomas Cook, on July 5, 1841, organized the first major group tour. He set up a recreation tour for a group of 57 people at a cost per person one shilling for railroad employees, who travelled from Leicester to Log Bouro at a distance of 11 miles. Soon, others came to emulate him (such as the Polytechnic Tourism Association, Dean and Dawson, etc.), and as a result, this type of tourism grew rapidly in the UK. In the Victorian era, the main growth of mass tourism was among the middle classes of the community who were on leave to work and could go on holiday trips and even stay on a business trip. Their accommodation was also provided by employer organizations under the heading "Administrative Housing". One and a half million workers in the year (1925) enjoyed this privilege. Mass tourism has brought positive and negative effect in three domains including economy, socio-culture, and environment). The positive and negative impacts of mass tourism will be discussed as follow.

2.2.2 Impacts of mass tourism

Although the economy in tourist destinations will be boosted and locals will reach to job opportunities due to increasing the number of tourist by mass tourism, many scholars are in the believe that mass tourism is correlated with Fordism (Ioannides & Debbage,1998; Hiernaux-Nicolas, 2003; Shaw & Williams, 2004) and McDonaldization (Ritzer, 1998; 1999) which defines as "mass consumption, absence of class- and life-style distinction, economies of scale, standardization, efficiency, predictability of quality, low prices, the transformation of authentic tourism places into standardized 'non-places', and disenchantment of consumption" (Oztürk, and Terhorst, 2016, 477).

- Socio-cultural impacts:

One of the positive impacts of mass tourism on cultural issues can be defined as revivifying the local handicrafts and other forgotten cultural issues such arts and rituals. While, this is the fact that the negative impacts of mass tourism are more than its benefits. The more visitors arrived to the tourist destinations the more tension can be seen among locals. Tourists can be a threat for the culture, traditions and code of behaviours in different ways:

- Drinking alcohol and being rude and aggressive.

- Disregarding local costume codes.

- Increasing prosecution and incidentally crime.

- Harming local languages by speaking too much on

- Devaluating the worship places and holy places.

- Also, it is likely for mass tourism to bring multiculturalism.

Besides, according to many researches have done in this field the reservoir lands mostly suffer from mass construction and human movement which leads to an environmental problems and carbon foot prints (Eduful & Shively, 2015; S_anchez-Ríos, 2008; Van der Wulp, 2009; Weaver, 2001). Above mentioned activities will put the tourist destinations to unsustainable development including illegal construction, and disharmonious between housing, urban fabric, and landscape (Dwyer & Childs, 2004; Garcia, Hernandez, & Ayuga, 2006; Gallent & Tewdwr-Jones, 2000; Jeong, García-Moruno, & Hern_andez-Blanco, 2013).

- Environmental impacts

There are not reported many environmental advantages caused by mass tourism,

except ecotourism which has provided some opportunities for tourists to know about ecosystem and to support environment. On the other hand, as (Eagles, McCool, & Haynes, 2002; Such Climent, 2003, Jeong et al, 2016) argued the rapid growth of mass tourism, especially in reservoir regions is harmful for environment and local's quality of life. Some of the most important damages caused by mass tourism can be counted as; damaging important habitats such as mangroves and rainforest, providing hotel constructions, overusing of water resource, pollution by sewages and rubbishes, destructing the wildlife by safari, hunting and fishing tourism, air and noise pollution and traffic congestion.

2.3 Alternative tourism

Alternative tourism is a kind of tourism that has been developed in response to the disastrous development of mass tourism in the 1970s and 1980s and aims to employ new ways of tourism in the place of destructive tourism. Mass tourism and its negative consequences encouraged Ecumenical Coalition of Third World Tourism (ECTWT), to promote a better form of tourism with a clear gaol. According to (ECTWT), "Alternative tourism is a just form of travel between members of different communities. It seeks to achieve mutual understanding, solidarity, and equality amongst participants." (Holden, 1984). Emphasize in this form of tourism is to facilitate and develop communications between local communities and tourists, rather than focuses on actual improvement of facilities. McGehee (2002) in an empirical study defined alternative tourism as encouraging organized social actions. Also, he argued that "social movement organizations may recognize the potential power and influence of alternative tourism for its ability to facilitate recruitment, retention, motivation, and mobilization efforts" (McGehee, 2002). According to all above mentioned definitions of alternative tourism it can be said that alternative tourism is a

complex phenomenon that requires tourists to take risks for travel and exploration in abandoned, alien, virgin, and often in less developed countries. Alternative tourism in its characteristics is not a new phenomenon, because for many years, tourists have plans to travel to surrounding countries and visit wildlife conservation areas and other prominent destinations. This type of tourism has been developed over the last years and has become a sentimental one into an industry.

In 1980, Reid predicted that in the coming decades, specific tourism would be the most important part of the tourism industry. Thus, the prevalence of alternative tourism, which is a combination of various types of special trips, has rooted form this prediction.

Expanded travel agencies started to develop and organize alternative tours to complete their services. The Earth-watch Institute is one the companies which promoted some type of alternative tourism (McMillion 1993). The travel type of this organization creates a type of alternative tourism (Romeril 1994; Wheeler 1992).

According to all above, it can be concluded that more improvement of mass tourism not only will not lead to sustainability, both it also will be a threat for locals and environment. So, considering an alternative form of tourism is the one of the best ways to adopt a systematic strategy for specific interests. Such strategy can lead to the multiple advantages such as economic improvement, long-term sustainability, and improvement in the local's quality of life, culture development, protection of local history and cultural heritage, and above all environmental protection (Agaliotou, 2015). To sum up, it should be mentioned that ecotourism, thematic tourism, rural

tourism, and adventure tourism, and also community-based tourism are among the main forms of alternative tourism.

2.4 Community-based tourism (CBT)

2.4.1 CBT definition

Nowadays, most of tourists prefer to be integrated into host community and experience the culture, customs, language and life style of the host community during their journey. Also, tourism related officials have shifted their attention from large scale economic profits for big investors to locals. As Ritchie and Inkari (2006) argued the main purpose of tourism improvement is to improve positive effects and decrease the negative effects of tourism activities to locals. This kind of tourism is improving in the new contexts of tourism such as cultural tourism, heritage tourism, and rural tourism etc. all above mentioned types of tourism can be considered as community-based tourism (CBT). CBT considerably focuses on high levels of community involvement in tourism activities. This kind of tourism involves a high level of participation of communities in the process of development and tourism planning. This is often confronted with massive and large-scale tourism that was only managed by companies and limited economic interest for the host community. In mass tourism, local communities were employed in low-income jobs, but in CBT development of local tourism is creatively created by individuals and groups of host societies, business owners, Small promoters, local communities and governments. (CBT) theory started in 1983, aiming to encourage tourism industry to consider this fact that tourism is exactly related to the host society and their culture. According to Monteith (1988) development will happen when the environment be sustainable, and improvement in different aspects be distributed among communities. CBT is a respond to negative effects of Mass Tourism. In the contrary to mass tourism which is held by

governments, external investors and big companies, CBT mostly focuses on host involvement, thus tourism improvement, locally and creatively is held by different groups of local communities, owners of small local businesses, local NGOs and so on (Houghton, 1999). According to GNWT (1983), CBT is performed to provide maximum benefits for locals, especially for small and medium size societies.

2.4.2. CBT Gaols and impacts

The goals of CBT development can be counted as follow; "Community-based tourism (CBT) has been proved to provide multiple benefits to the host destination communities and to act as a development tool" (Mbaiwa, 2005). CBT brings social stability to the indigenous community, because tourism activities mostly perform by members. In addition, earnings directly will be obtained by local communities. The secondary purpose of CBT is respecting to the culture, heritage and traditions of the local community in this way. It is also said that this kind of tourism can preserve and strengthen the culture, heritage and traditions of the local community. Another aim is to preserve the natural heritage of the indigenous communities.

The main question raised is why CBT has been considered in indigenous communities? There are several factors Including the fact that in this type of tourism, economic tourism expectations for indigenous people are realized, leadership and guidance occur by innovations of individuals and group of indigenous people, their natural and cultural heritage is better protected, occupation opportunities grow for young people, indigenous women, and finally, in this type of tourism, cooperation and coherence between people for the development of tourism takes shape in societies. Smith has defined four elements related to indigenous tourism including:

1. Geographical location (natural heritage);

2. The customs of the indigenous community (cultural heritage);

3. Historical work;

4. Handicrafts available to tourists;

He defines these elements as a community-based tourism development platform (Telfer, D. and Sharpley, R, 2008). Given the fact that CBT has many positive points, small-scale tourism operations may face some challenges. Clourdon and Kallisch (2000) argued that one of the biggest challenges for CBT is the threats and competition which might happen by the large-scale tourist destinations of the surrounding countryside. Before expanding the concept of CBT, the tourism services provided in the villages were limited to providing tourist accommodation and limited participation in daily social activities. But with the spread of this collaborative approach, the services and products of the village have been developed. The promotion of residential centres, nature tourism tours, handicrafts, the sale of dairy products and rural agriculture have provided more opportunities for participation and activity in the field of tourism. This has led to expectations of CBT.

Chapter 3

The CASE OF LAKE URMIA

3.1 Political and Ecological Geography of Lake Urmia

3.1.1 Location, scope and political divisions

Lake Urmia is the name of a lake in the northwestern part of Iran. According to the national divisions of Iran, this lake is located between the two provinces of West Azerbaijan and East Azerbaijan province. The total area of the lake in the summer of 2015 was about 6,000 square kilometers, which is in line with the 25th largest lake in the world in terms of area. Lake Urmia is the largest domestic lake in Iran and the second largest lake in the world. The lake's water is very salty and is fed mostly from different rivers including the Zarrinehroud, Siminroud, Taleh Rood, Gaud, Barandoz, Chahar, Nazlou and Zola rivers.

Figure 3.1: (The location of Lake Urmia)
(https://fa.wikipedia.org/wikimedia/File:Lake_urmia_1984.jpg. 03.12.2017)

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Lake Urumieh is a rectangular pit that is drawn from the north to south in the west of the Azerbaijani plateau and attracts a large area of 52,000 square kilometers of water from the Azerbaijani plateau, causing the natural division of Azerbaijan into eastern and western parts. The lake is located approximately between 37 degrees, 38 degrees, 30 minutes north latitude, 45 degrees and 46 degrees east, and at an altitude of 1274 to 1278 meters from the free seas. Lake Urumia contains about 103 small and large islands, the largest of which is called the Islamic Isle of Man, has now become a peninsula due to lack of lake water. Other important islands are Kabudan, the Ashk Daghi, and Yughun Daghi, and Espear.

3.1.2 History of lake Urmia

The name of this lake is today Lake Urmia, which is named after Urmia city, the capital of the Azerbaijani province of Azerbaijan. In the 1930s, during the reign of Reza Shah, the lake was named after Lake Rezaiah in honor of him. After the Islamic Revolution of Iran in 1979, the name of the lake was returned to its former name, "Lake Urmia". In turkish is called Urmo Gulu. In the ancient Persian language, the lake is called "Chichest" with the meaning of "brilliant". In the middle of this period, the lake is also known as the Kabudah (Kabudan), which is named after the Azur word "azure" in Persian or կապույտ or "Kapuyt / Gabuyd" It is said in Armenian. In Latin, this lake is named Lacus Matianus. From the earliest references to Lake Urmia in the inscriptions of the 9th century BC in Shlmensar III (monarchy between 858-824 BC), two names were mentioned in the Lake Urmia: Persawa (meaning Persians or Persians) and Matati (or Mitany). It is not yet clear that these names refer to the region or tribe or link that exists between a group of names of people with kings. The lake was the center of the kingdom of the Menaians. The probable place of residence of the Mana'ians was on the "Hasanlu" hill in the south of the lake. Mana'ians were overcome

by the group called Matian, different Iranian people known as the Scythians, Sermatians, or Kimry. It is not clear that the people took their name from the lake or the name of the lake was taken from the people around it, but it was called the ancient city of Matian, which was named after the Latin lake. Over the past 500 years, the areas around the lake have been inhabited by Iranian peoples, including Azerbaijanis and the Kurdish people.

3.1.3 Biodiversity

According to the biodiversity list of Lake Urima National Park in 2014 and 2016, the Lake Urima National Park accommodates 62 species of bacteria and arkoebacter, 42 species of microscopic fungi, 20 species of algae, 311 plant species, 5 species of two-level mollusks (islands rivers) , 226 species of birds, 27 species of reptiles and amphibians and 24 species of mammals. At least 47 species have been fossilized. This ecosystem has been internationally registered by UNESCO as a protected area. The Iranian Environment Organization has identified most of its lake as a national park. The lake is home to more than 100 small migratory islands, including Flamingo, Pelicans, Katechnook, Akras, Lakelka, Pseudo Ducks, Nutcrackers, Chalupas, and Nowruz Chicken. Because of the excessive salinity of the lake, no fish live in this lake. However, the Lake Urmia is one of the most important habitats of Artemia. This hard skin is one of the main sources of feeding migratory birds, including flamingos. Earlier in 2013, Artemia Center for Orphan Studies, argued that Artemia was extinct in the lake. This comment has been rejected by some other experts. In February 2012, the head of the Artemia Research Center of the country noted that there are no live artemia in the Lake Urmia. Another related officials added that in the first three months of this year, due to the presence of water and enough entry into the Lake Urmia, in the estuary

of its rivers, Artemia began to live, which, unfortunately, was destroyed by the summer droughts.

3.1.4 Catchment area

Lake Urmia is the largest permanent water catchment in western Asia, northwest of Iran's plateau. The catchment area of Lake Urmia is 51.876 square kilometers, equivalent to more than 3% of the total area of Iran. The pond is powered by a total of 60 rivers, 21 of which are permanent or seasonal, and 39 of them are periodic. Among these, Zarrinehroud, Simina Rood and Aji Chaei are the main entrances to Lake Urmia. This basin is one of the most important centers of agriculture and animal husbandry in Iran, with its plains such as Orumieh, Tabriz, Bonab, Mahabad, Miandoab, Naghadeh, Salmas, Piranshahr, Azarshahr and Oshnavieh.

3.1.5 Reasons to dry

The lake has dried up since the mid-2000 and is now in danger of being completely dry. Surveying satellite imagery shows that in 2015, the lake lost 88% of its area (previous reports only noted the loss of 25 to 50 percent of the lake area). There are many reasons for drying the lake, including droughts, the construction of highways on the lake, and the excessive use of water resources in the catchment area of the lake. A recent study by several researchers in North America shows that droughts only reduce 5 percent rainfall in the catchment area of the lake, and human factors include ambitious economic-water development projects along with a 15-kilometer highway construction on a lake with a small 1.2 Kilometer put the lake to crisis. By 2012, more than 200 dams on the rivers in the catchment area of the lake were in the ready-made stage, or the end of the design phase. Based on the surveys, in November 2013, the water level of Ormiyeh Lake was 1270.04 m, which was 40 centimeters less than the same period of the previous year. The Daily Newspaper Pouya in the guilty editorial,

noted that the people of Urmieh are dying and the representatives of the people who demanded the transfer of water from the rivers flowing to the Urumieh Lake to other parts of the country in order to satisfy the agricultural and domestic needs of Azerbaijan. They asked the government to supply the water of these rivers to meet the needs of the Maragheh gardens And other cities of the province, also, locals with much pressure on the officials applied the Crossbow Plan of the Lake Urima. According to this theory, in order to save the Lake Urmia, instead of drying aras and destroying fertile land, water should be reduced and the Ministry of Energy allowed to leave the rivers that have naturally flooded to the lake again to abandon it.

3.1.6 Risks of drying the lake

Experts have noted that, if this lake is dry, the temperate air will turn into tropical weather with salt winds and change the environment of the area. In addition to salt, many pollutants, including heavy metals used in the industry and toxic substances used in agriculture, penetrate the surface waters and subsoil associated with the lake. In the case of the drying of the lake, most of the aerobic toxic substances and risks of respiratory diseases The ecosystem and the people of the region. However, there is still no serious effort to save the lake. Experts and environmental activists believe that the risk of drying Lake Urmia to a radius of 500 kilometers of the lake threatens.

3.1.7 Revival plan of lake Urmia

One of the plans to save Lake Urmia is the transfer of water from other catchment areas, including the Aras river. According to the representative of Urmia in the parliament, the only way to save the Lake Urmia is the Aras River and the city of Piranshahr. But this idea is in opposition. In August 2011, the Islamic Consultative Assembly did not agree with two urgencies on the transfer of water to Lake Urmia, which is likely to worsen the situation of the lake. In addition, it is expected that in the

event of a possible drying of the lake, neighboring provinces will face salt rain, it will result in the displacement of 13 million people. Rescuing the Urumieh Lake was emphasized from the current crisis after the formation of the government of Hassan Rouhani, and the Lake Urima Rescue Task Force was set up under the approval of the first vice president. Issues such as confronting the micro-organisms, the agricultural situation, and the pattern of cultivation in the area and the large number of wells have been investigated. Some experts believe that the restoration activities carried out in this period, along with popular support, have reduced the process of destruction of Lake Urmia and in some areas have improved the conditions. With rainfall in the fall of 2015, more than 700 square kilometers of southern Urumia Lake, which dried up last year, was dewatered.

Failure to save lake Urmia

However, despite the plans of the National Working Group, the status of the Lake Urmia has not stabilized, and now the lake is approaching the 1270.04 blue level on the verge of the most critical situation in a century.

3.2 Prepheral sttlements of lake Urmia

Sttlements around Lake Urmia are devided to two parts including Esthren Azerbaijan and Westhern Azerbaijan. Azerbaijan has long been one of the most important political and economic centers of the country and has been influenced by different ethnic groups and the place of conflict between the ancient empires and contemporary countries. Many tribes entered it, and some remained there, and its ethnic, linguistic, and religious composition varied greatly. Turks and Kurds are among the major groups in the province, and small communities of Armenians and Assyrians live in a number of

villages and towns. Azerbaijan is in the middle Persian language of "Aurupatkan", in ancient Persian writings "Azarabadgan" and in Greek "Atropatne".

3.2.1 Eastern Azerbaijan

Eastern Azerbaijan Province with a total area of 45490.89 square kilometers and allocating 2.76 percent of the country's land area, located in the northwestern corner of Iran's plateau between 45 and 05 minutes west longitude, 48 degrees and 22 minutes east longitude, 36 degrees 45 minutes North latitude and 39 degrees 26 minutes south latitude. East Azerbaijan Province has 235 km of common border with the Republics of Azerbaijan and Armenia. The province is neighboring with the west of Ardebil province, the east with West Azerbaijan province and the south with Zanjan province. Based on the latest political divisions in 2014, East Azerbaijan province has 20 cities, 44 districts, 62 cities, and 142 rural districts. In the general population and housing survey in 2011, the population of the province was 3724620 people (50.5% male and 49.5% female), which was 66.6% higher than the general population. The percentage of urban and rural population was 69.2% and 30.8%, respectively (Statistical Centre of Iran, 2015).
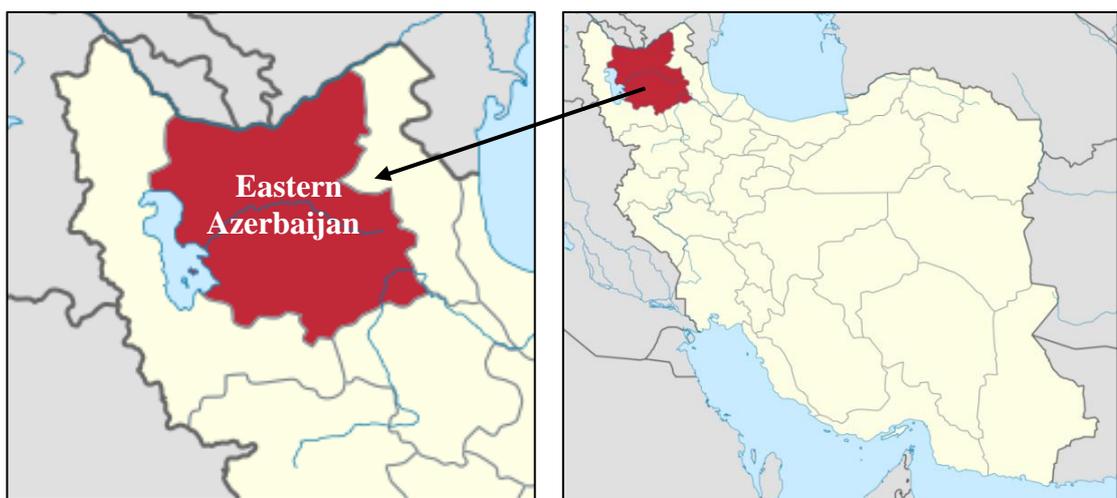
Figure 3.2: (Location of Eastern Azerbaijan)

3.2.1.1 Socio- economic condition in Eastern Azerbaijan

Regarding the economic situation, it can be said that large industries and agricultural and commercial exploitation in Eastern Azerbaijan is significant, compared to other provinces of the country. This province has a significant production capacity, so that most of its economic units are large scale. The combination of economic activities in the urban areas of the province, despite the development of the industrial sector, indicates the prosperity of services relative to other sectors. In the rural areas of the province, there is also a dominant aspect of the agricultural sector and the services are thereafter. In total, the services sector, agriculture and industry are the main economic sectors of the province. Due to the social, economic and cultural structure of Eastern Azerbaijan, it is one of the important centres of the country's handicrafts. Carpet weaving is one of the important handicrafts of the region. The industry is being developed in urban areas in a workshop and in villages in an integrated manner. Among the other handicrafts of the region, we can mention clay and Jajim, pottery and ceramics, leather and woolen, and silk fabrics, needlework, silverware, towels and cotton bags, cotton sheets, baskets, production of silk and shawl fabrics. Regardless of the large industries and workshops and handicrafts industries that play a significant role in the economic and social life of the province, Eastern Azerbaijan has many mines, including sandstones, constructional and decorative gems, salt, refractory soil, Poke, kaolin, coal, diatomite and polythene. The weather conditions, soil characteristics and water abundance of Eastern Azerbaijan have become a suitable and prone area for agriculture and agriculture. In this vast land of products such as wheat, barley, rice, legumes, vegetables, groats, industrial plants, forage products, varieties of garden products, onions, potatoes and dried fruit, some of which are exported outside the region and the country. The natural and climatic conditions of the province and the

presence of relatively rich meadows and lush greenery have provided a good place for honeybee and livestock breeding. Therefore, this province is one of the most susceptible areas for livestock production in Iran. On the other hand, the livestock activities of the nomadic peoples of the region have also increased the importance of the province's livestock economy. In addition to traditional livestock, semi-industrial livestock, which is mainly located around large cities, is based on the use of foreign noodles, is of particular importance in the production of milk. Poultry farming is widely used in three industrial, semi-industrial and traditional ways. Based on the results of a general census of agriculture in 2014, 237,196 agricultural utilities were counted in the form of a typical household, non-resident, non-resident household and official company/public institution. These operators are at least one of the activities of agriculture; horticulture, greenhouse cultivation, breeding Livestock and poultry farming have traditionally been engaged in bird breeding, silkworm and fish farming. Also, the majority of these utilities belonged to the ordinary household, which accounted for 85.2%. Also, in the general census, among the major agricultural activities, the most active farmers in the province were agriculture and horticulture, which were 165.395 farmers and 127.353 gardeners. Based on these results, the area under cultivated land was about 1198697 hectares, of which 25% (300.124 hectares) were related to water crops and 75% (898573 hectares) of Rainfed.

3.2.2 Western Azerbaijan

Western Azerbaijan Province, without considering Lake Urmia, with an area of 37412 square kilometres is located in the northwest of Iran. The province is limited to the north by the Nakhichevan Autonomous and Republic of Turkey, from the east to the province, from the south to Kurdistan province, and from the West to Turkey and Iraq. According to the country divisions of 2011, the province of West Azerbaijan has 17

cities, 40 districts, 42 towns, 113 rural districts and 4531 villages (3266 residential villages, and 1265 vacant villages).
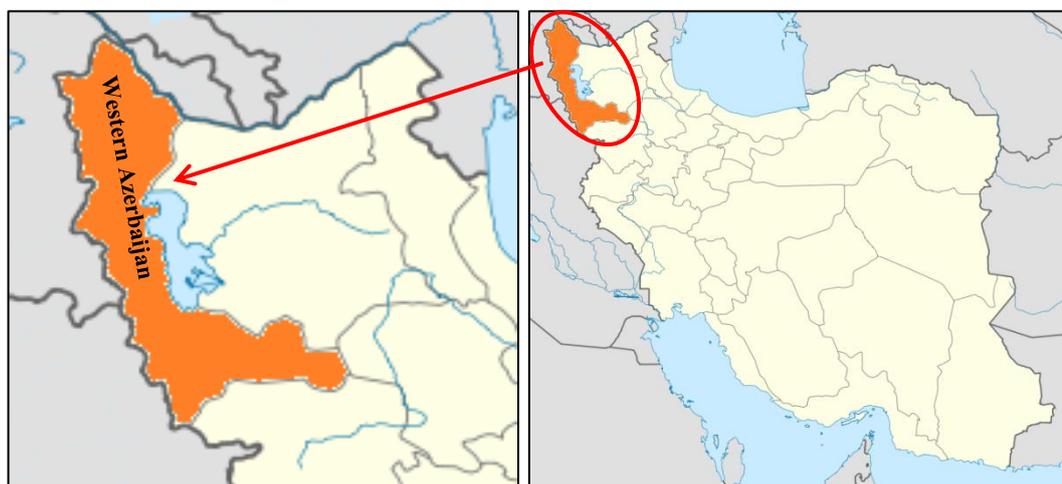
Figure 3.3: (Location of western Azerbaijan)

3.2.2.1 Socio- economic condition in Western Azerbaijan

Based on the results of census in year 2014, the number of 200502 agricultural crops was identified. In this census, 199945 agricultural exploitation was identified that involved at least in one of the activities of agriculture, horticulture, greenhouse cultivation, livestock breeding, traditional breeding, beekeeping and fish farming. It should be mentioned that 99.85% of these operations are done by farmers and stockbreeders and 15% is managed under the management of farmers or agricultural institutions. The statistics shows the importance of agriculture in the region under study (Statistic Centre of Iran, 2015). According to related officials of Western Azerbaijan, the providence is suffering from different shortages. For example, the per capita income in Western Azerbaijan has declined by 43% per capita after year 2007, which is below half the country's per capita income. Also, in terms of Health index, it was reported a shortage of more than 1,000 hospital beds in the province and stated

that in this indicator, we are among the last provinces of the country, and the Urmia of the Western Azerbaijan province between the provincial centres is ranked second among the provincial centres in the treatment index. To sum up, the region under study is suffering from the lack of different social and economic indexes including Health index, Social Indicator, Education Indicator, Environmental Index, Cultural Index, and Judicial Index. According to officials related in this field these shortages comes from several reasons such as lack of strategic planning and lack of human reassures.

3.3 Problems of the region under study

3.3.1 Problem of lake Urmia

Lake Urmia is the second largest lake in the world. Unfortunately, this Lake is near to dry and its status has been the most prominent example of the impact of climate change on the environment in Iran in recent years. Once upon a time, this lake was the location of the ferry boat and boosted tourism in the ports and surrounding towns.

Recreations such as sailing and swimming in the lake had created tourist complexes that have been closed now. Environmentalists have been protesting against governmental policies over the lake. They believe that the construction of a road on the lake and the excessive use of water resources is the reason to dry it. But government officials say environmental policies have improved the lake's status in recent years.

Some international research institutes have stated that, based on their research, given the severe or even moderate climate change, current plans to revitalize Lake Urmia are not enough. Many thinks that due to this year's rainfall, the Lake Urmia will be in good condition, but the main problem of this lake is the end of its underground freshwater storage, so rainy weather cannot solve this problem. The reason for this is the climate

change situation, the construction of the dam and the decline in rainfall. This has caused the people of the country to worry about the conditions of this lake.

In recent years, due to the drying of Lake Urmia, many of the recreational and tourist sites around the lake have lost their fans. According to related official's large complexes were built around the lake of Urmia that had their activities based on Lake Urmia have lost their fans due to drying of the Lake. Lake Urmia water condition is appropriate, but natural tourists still do not travel to this lake and have removed it from their tourist destinations. There are hopes that the Lake Urmia will be more favourable to be placed in the list of tourist destinations.
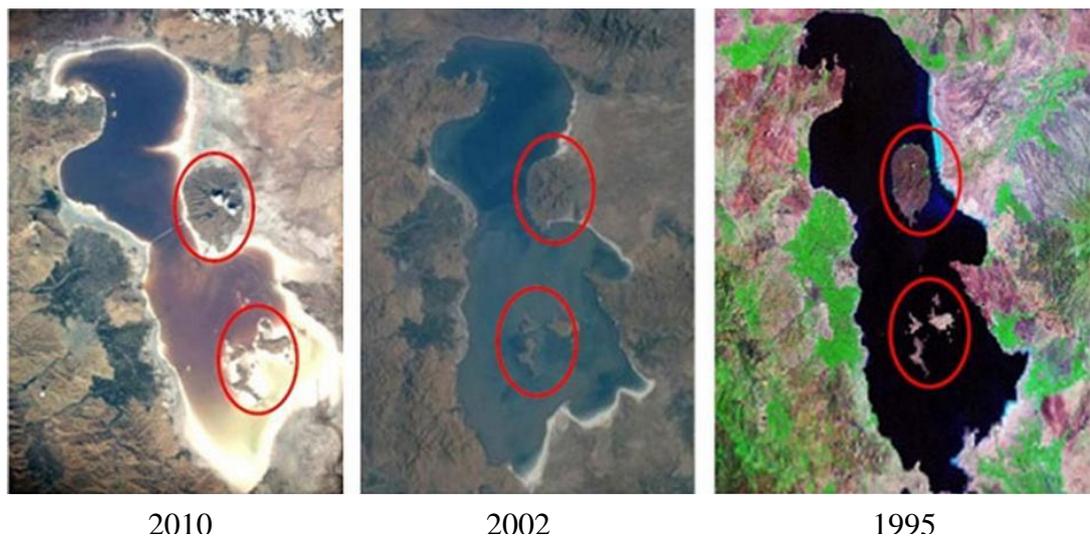
2010   2002   1995
Figure 3.4: (The situation of Lake Urmia during 15 years)

According Rescue Committee of the Lake, by drying the Lake, a massive mass of 8 billion tons of salt and toxic substances and heavy metals will remain on Earth and its negative consequences will be uncontrollable to 100 kilometres radius.

3.3.2 Problems in the peripheral settlements

The impact of extensive human activities on natural ecosystems has led to widespread

environmental problems. Destruction of forests and rangelands for rural, urban and industrial development in a contingency regardless of talent and potential have caused to degradation of land, reducing vegetation and permeability of water in soil, declining levels of groundwater aquifers, rivers, and increasing the frequency of floods, Increasing agricultural droughts, landslides and soil erosion, land degradation, reduced production and increased production costs and, ultimately, food security threats.

According to municipality of Urmia the occupation of nearly all rural people around Lake Urmia is agriculture. Although agriculture is a valuable occupation, this source of income has become harmful for the ecosystem because of excessive exploitation of grasslands as agricultural land. Peripheral settlers around Lake Urmia have used most of grasslands around the Lake for agricultural issues. Grasslands are important because of their role in protecting water and soil, moderating the climate, preserving its nature and protecting the environment and human activities. Also, in the process of agricultural development, the sustainability of grassland exploitation has become increasingly important for the continuation of production of meat and other livestock products, while excessive use of grasslands for the purpose of gardening and agriculture not only put the ecosystem in the danger both it also will reduce the Possibility to use of grasslands and Rangeland for livestock breeding. Also, extensive use of lands around Lake Urmia for the agricultural purposes and excessive use of water for this aim is one of the reasons which have led the Lake to drought. According to director of Urmia Lake Recovery Planning, 90% of the basin water of the Lake is consumed in the agricultural sector, along with the drought occurrence around the lake in the Zarrinehroud Basin, during six years, 16,000 hectares increased.

On the other hand, the big change in the ecosystem of Lake Urmia has put agriculture sector of the region under study to deterioration. The salt storms caused by the drying of Urmia Lake threaten agriculture in settlements around the lake. Gardens and pastures surrounding the Lake Urmia have been declining for a long time after the drought crisis, causing a great environmental risk for the surrounding inhabitants. Urmia Rural Water and Wastewater Directorate announced the salinization of 100 villages in the city. He called the cause of recent droughts and the drying of Lake Urmia, saying the government is about to replace the source of water.

As evidences showed the problems occurring for the Lake are related to each other like a systemic cycle. According to above mentioned problems:

- Excessive exploitation of grasslands for agricultural issues harmed the environment around the Lake

- Excessive use of water for agricultural purposes has led the Lake to the drought.

- Drought in the Lake harmed the agriculture and put settlers to hardship.

- Drought have forced settlers to become jobless and to migrate form their villages.

- All above mentioned situation have put the region under study to a social and environmental unsustainability.

Figure 3.5: (salinization and drought in the region under study)

Lack of strategic planning

It is clear that development is bound to have long-term and strategic plans and needs a community of elites and advocates for the management of affairs. What is happening in the Western Azerbaijan province is the lack of proper planning and the use of provincial elites on the one hand, and on the other hand, the very weaknesses of authorities, including provincial and parliamentarians, who have failed in the short, medium, and long-term planning of a country, including the annual budget plan , 5-year development plans, and today they have been openly criticizing the lack of development of the province, ignoring the fact that one of the main reasons for the lack of development of the province should be the performance of the related officials.

Lack of human resources as the main assets of the country

Undoubtedly, people in a community are considered the first and most important assets, and of course this depends on the point of view of the authorities. Whether they consider crowds and manpower as a factor in development or prevent it. Certainly, each of the two above-mentioned ideas will be different in planning and managing the affairs of the country. But what is clearly seen today is that in the province and even in our country, human capital is not considered. We value our country's human

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resources for oil, gas and mines, which means the beginning of error and mistake. If such thinking dominated a society, it is clear that we will no longer invest in education in large scales. Today, with a younger generation, Iran is in a good position to have such an opportunity for many years to growth. But unfortunately, governments do not pay appropriate attention to human resources. Implementing preventive plans on the margin of the lake, such as the creation and development of green space for mosaic cultivation and the use of day-to-day knowledge and technology by interaction with eco-system experts in the world, can reduce the degradation process caused by the reforestation of lake waters.

3.4 Tourism resources of lake Urmia

3.4.1 Natural attractions

Lake Urmia is the largest water level in the country, located between the two provinces of West Azerbaijan and Eastern Azerbaijan. The average length is approximately 140 kilometres and the width are between 16 and 63 kilometres. The size of the lake in terms of satellite images in 1990 was 5263 km2, but the average lake area is estimated at about 5500 km2. The average depth of the lake is 4.5 meters and the maximum depth is 13 meters in the north of the lake and its approximate volume is 31 billion cubic meters.

Lake Urmia consists of two water and drought environments:

1. Aqueous medium

2. Drought conditions

The Importance and Value of the National Park:

- Protective value for having a variety of wildlife species

- Protective value due to the presence of various species of vegetation at the island level

- Establishing a natural balance in the Azerbaijan area

- Value of tourism, recreational and social

- Have titles like: National Park, Endo, Biosphere Reserve and International Wetland

- Medical value (sludge treatment)

- Biosphere reserve

International wetland (registered in the Ramsar Convention)

Islands of National Park of Urmia

The National Park of Lake Urmia consists of 102 large and small islands, the most important of which are:

Kaboudan Island (Qooyon Daghi) with an area of 3125 hectares

Isle of Ashk with 1250 hectares area

Spire Island with 1250 hectares of area

Wish Island with an area of 800 hectares

Nine Islands (Birds Laying Point)

Specifications of Lake Urmia watershed

Area Coverage: 51876 square kilometres

The most important constituent parts

Hills 21%

Mountainous areas 0.3%

Plateau and Terrace top 2/11%

Lake Urmia Water Resources

21 permanent rivers and 7 rivers of seasonal seas and 39 rails

 Springs in the lake

 Rain and rain direct rain

Biomedical Properties of Lake Urmia

 1- Lake Urmia basin is one of the divisions of WWF and IUCN plants.

2- In the ecological basin of Lake Urmia, 546 species of plants have been recorded.

The main plants are:

Pseammaphytic

Xerophytic Plants

Hydrophic plants

3. Urumia Lake contains a lot of abundant green-algae algae.

The high production of these algae forms the basis of the food chain.

4. In the ecological zone of Lake Urima, there are 27 mammal species, 212 bird species, 41 reptile species, 7 species of amphibians and 26 species of fish.

5. Lake Urima is a winter habitat for large groups of aquatic birds (especially waders). In addition, the largest colonies of reproductive flamingos in Iran, as well as white pillikh, are accepted.

6. Two types of mammals were exposed to the destruction of the islands of the National Park of Lake Urima and their population increased there. These two species are the Iranian yellow deer Dama Mesopotamica and Armenian owl Ovis Orientalist Gimelini.

7. The most important aquatic invertebrate of Lake Urima is Artemia, which is an indigenous strawberry species. This beast is a crustacean species and serves the food of many important species of birds (flamingos).

8. In Lake Urima, there are many aquatic and drought habitats. 17 critical sites including the lake itself, some important drought habitats and lagoons around the lake are considered as the most important areas for protection and protection management. Exposed threatened birds in the ecological zone of Lake Urmia (2000 IUCN)

Small oak - Oak duck - Small white frontal goose - Cole Dashti cock - Goose bride - Chicken ewe - Marmalade duck - Meta Paskhro - Duck sorefid - Little fox.

Sylvana region: The region of Sylvania is among 19 regions in the world with pure oxygen as one of the tourism destinations in the Western Azerbaijan province and Iran. The existence of springs and lakes created from the natural melting of snow in the highlands creates a beautiful area. The features of this region are the most productive natural honey produced in Iran by bee-keepers in this region.

Figure 3.6: (Sylvana region)

Marmishou Lake: One of the spectacular attractions of the West Azerbaijan province is "Marmishou Lake", which is far from Urmia, and because of this still preserves its pristine beauty. The lake is about 45 kilometres west of the city of Urmia and among the mountains adjacent to the Iranian-Turkish border.

Figure 3.7: (Marmishou Lake)

Dalamper Mountain: Dalamper Mountain is located at the zero point of Iran, Turkey and Iraqi border, so that the summit of this mountain belongs to these three countries, and above all, the territory of the three countries is visible from this mountain. This mountain, which is one of the most sacred parts of the country, has several thousand-year-old glaciers and natural lakes, including the lakes Dalamper, Mama Sheikh, Banchul, Dimehak and others.

Shamalkan and Shalmash waterfalls: These waterfalls are located near the village of Shamalkan in Urmia. The slopes of Shamalkan waterfall are well-maintained and suitable for the season. They are also a mountain vegetable called Sheng (Yamilya).

Figure 3.8: (Shalmash waterfall)

Ashk Island: Ashk Island is one of the islands of Lake Urmia, which is considered as one of the most beautiful attractions in Iran. The island is a habitat for migratory birds such as tuna, anchovy, cayenne and chicken. Persian yellow deer is one of the island's beekeeping species, which is one of the rarest species of deer. The island is located within the National Park of Urmia Lake.

Ski resort Khoshako: Khoshako is one of the parts of Urmia, which has attracted many people due to the mountains and landscapes. This beautiful mountainous area has facilities for a variety of winter sports such as skiing and tobogganing.

Figure 3.9: (Ski resort Khoshako)

Tatman cave: Tatman cave is one of the oldest human settlements in the northwest of Iran, in the province of Western Azerbaijan. An American anthropologist in 1949 found that the cave was inhabited 40000 years ago. The crater of the cave is triangular and its length is 35 and a half meters.

Figure 3.10: (Tatman Cave)

3.4.2 Historical Attractions Urmia Historical Market

Urmia Historical Market, a market where the architectural style used in it represents the main culture and taste of Azeri-Iraniya. The "old market of Urmia" is located in the old fabric and in the south-eastern corner of the city; the oldest parts of this bazaar belong to the Safavi period; alongside this historic market there are baths that historians know that from the Zand and Qajar era. With the influences caused by the industrial revolution and modern life in the urban fabric of Urumia, many parts of the old fabric, especially the commercial district of the city, were destroyed, or the connection of them is broken up.

Figure 3.11: (Urmia Historical Market)

Monument to "Three Domes"

In the south-east of the city of Urmia, there is a rotary and historic gate called "Three Domes", one of the remnants of the Seljuk period, in the form of a cylinder with two types of stone and brick materials. The entrance to the tomb is decorated with a Kofi line, which according to the time of building and similarity with other Seljuk monasteries it seems that the mausoleum or the tower of three domes is likely to be the burial place of one of the elders of the Seljuk period.

Mar Sargiz Church

This church is located on the slopes of Mount Garris. This church is located about 12km far from the city of Urmia, with a great religious value, and is a common shrine of Christians, including Assyrian and Armenians. This building is one of the stone works of the province, and all the walls and its roof are very elaborate and ultimately

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rugged with irregular gems. This church, which is the shrine of Christians, is based on the architectural style of the Assyrian historians' books, which was related to the pre-Islamic period.

Figure 3.12: (Mar Sargiz Church)

3.4.3 Other attractions

Urmia Museum

The museum consists of two sections including archaeology and anthropology, which holds different periods of the history of this land, especially the very old objects of prehistoric times. The museum also features local embroidered dresses, crochet velvet and linear books and fine miniature works, and so on. In the archaeological arena, the most exquisite artefacts from the ancient hills of the province are from the beginning of the Neolithic period to the end of the Qajar period. The anthology of the native and traditional culture of the region is exposed from the late Safavid to the present day.

Bari Coastal Complex

The Bari Complex is located next to the beautiful beach of Lake Urmia, which has a tourist, entertainment and cultural entertainment complex. From the viewpoint of the

weather and natural scenery, it is one of the best areas. One of the things that make this collection unique is that it is the first and only nationally implemented village health plan in the country.

Figure 3.13: (Bari Coastal Complex)

Coastal Village "Chi Chast"

One of the beautiful and spectacular areas of Urmia, which hosts thousands of Iranian and foreign tourists, especially in the spring and summer, is the coastal village of Chi-Chast. Recreational Village Complex is built to provide the pleasures and facilities for healthy recreation. This village has so many attractions such as: The 3 star Flamingo hotel with a capacity of 108 people, Sports Sets, Salt chambers similar to salt caves (under construction), Children's playground, Train of joy, Ice hockey, pool, Tennis tables on the table, Foosball, Flight site, Remote control radio planes, Radio Control Vehicles, Motorcycle Rides, Car Rally, Museum of Natural History, Car racing, Coffee Shop, Outdoor amphitheatre with a capacity of 1200 people and can be upgraded to 8000 people for concerts and festivals, A very clean restaurant with a variety of Iranian cuisine and a capacity of 250 people, Traditional Café, Hall of Flamingo with a capacity of 200 persons for holding a conference and wedding ceremony and wedding ceremony.

In line with the development of this recreational village, authorities have started to construct an artificial lake, especially for men and women, as well as plans for the planning of beach volleyball and car racing in the field of sports.

Figure 3.14: (Coastal Village of "Chi Chast")

3.4.4 Possible tourism development strategies for the region under study

In line with the tourism typology in Lake Urmia, it is necessary to improve development strategies to reach the tourism industry in terms of its intended purpose in this region. In the meantime, taking into account all dimensions of the tourism industry, supply and demand of the product, Socio-cultural effects, sustainability of resources and increasing levels of comprehensive development can be useful. First, in terms of supply and demand, development strategies should be based on increased tourism services and facilities, and increased reliability and efficiency. The related activities of the various types of tourism and, in general, the increase of the quality of tourism products D and should try to increase tourism capacity in this area along with the facilities needed.

Basically, in order to provide the product of tourism, strategies such as increasing capacity and accommodation, accessibility to attractions, increasing the quality of the

current Extraneous and recreational elites, estimation of official and informal jobs, encouragement of private investment in the industry, given the high coefficient of capital accumulation and its short-term return, awareness and training of local residents about The necessities and goals of the development of the tourism industry and planning attitudes with a sustainable tourism approach should be taken into consideration. In the context of tourism demand or, in general, consumers of the tourism industry, the first is the recognition of markets, along with marketing and the estimation of demand in potential domestic and foreign markets. Tourism marketing involves recognizing the dynamics of the tourism system and analysis Tourism as a business activity is based on a structural understanding and the need for management in a complex market. Marketing in this area can include activities such as setting marketing goals, formulating marketing strategies, preparing and implementing a program for promotion and provision of services Includes tourism information. These activities can be based on strategies such as market identification, tourists' analysis, and advertising for tourism. Meanwhile, marketing by the private sector active in the field of tourism trade can, along with government marketing, increase the demand for tourism in this the area will be affected.

Other strategies that shape the development of the tourism industry in this area can be different in a variety of fields and apply in a general setting in the field of sustainable tourism. Sustainable tourism can be a philosophy that is rooted in sustainable development is to respond to the practical results of the needs of the negative effects of the tourism industry in the destination regions 42 and has three important uses in the region: 1. Improvement of the quality of life of hosts, 2. Making high quality tourism experience for visitors; 3. Maintains the environmental quality in relation to

the human and natural environment;

In order to achieve sustainable tourism, it is necessary to consider the capacity and the threshold in the region as an economic context for the sustainability of resources. Sustainable tourism routes in Lake Urmia can be used to protect the sustainability of vital resources (cultural, social, Natural) and sustainability in long-term productivity with the participation of the people and the preservation of the diversity and variety of tourism, along with the increase of the general level of welfare.

In planning for the development of the tourism industry in the lake of Urmia, it is necessary to consider a regional perspective; a view taken in the framework of an integrated whole from a tourism area, with a greater emphasis on the Urmia lake, and with regard to the existing requirements for it and considering the regional relations between the cities and the surrounding villages can achieve the desired solutions for development. This can be achieved by considering the existing capabilities and fast and low returns of investment. The desirability of tourism in the context of regional development can be a step towards strengthening the economy of the villages and intermediate. In addition, the flow of outward migration will be reduced by creating employment and rising incomes. Traffic within the framework of regional planning has the potential to catalyze, by transferring the purchasing power of regions large cities and industrial centers to less developed areas help reduce inequalities within the regional context.

Chapter 4

COMMUNITY-BASED TOURISM STRATEGY

4.1 Community-Based Tourism Strategy

Tourism development until the 80's was often accompanied by approaches that only made profit for the tourist invesors, without turning the the attention back on the locals and improving their social and environmental well-being. This method has had harmful consequences for local communities, including waste of resources, environmental damage and unbalanced development of tourist destinations. With the ever-increasing tourism development, tourism planning approaches also evolved, and new theories and paradigms in tourism were formed that focused more on the current use of tourism resources, wit the right to benefit from future generations. These ideas ultimately evolved in the framework of the concept of "sustainable tourism," whose main objective is improving the life quality of indigenous peoples through economic, social and cultural benefits. Shaffer (1989) argued that development must involve the creation of well-being. Also Floral et al. (1992) noted that development of societies are conected with empowerment and vigure of communities, improvment of the rural areas, and capacity building communities. In this approach, there are accepted criteria that withouth paying attention to these criteria no fundamental principle of sustainable tourism will be realized, and that is the participation of the local community in all the planning and tourism activities. Because on the basis of this principle, no one can act better than the people living near it to maintain a source. One of these approaches is community-based tourism. The concept of community-based tourism is also rooted in

sustainable tourism and sustainable development, and is considered to be a solution to these goals in less developed and developing countries and societies. Community-based tourism refers to tourism, which emphasizes the three principles of ownership, management and participation of the local community at all levels of the destination tourism system.

In community-based tourism, tourism planning is designed and implemented not only for the local community, but also with the participation of the local community. In this way, the local community manages the resources and attractions of tourism, and it benefits from the use of tourism resources by playing various roles such as the host, guide and owner. In general, community-based tourism considers socio-ultural, and environmental sustainability and is managed mostly by local community and aims to enable visitors to increase their knowledge and understanding about society and ways of life in it. Unlike mass tourism, where visits and participation in local community activities are low and local culture is known through an intermediary and an informed source of information, in CBT, the tourist's perception of the local community occures through purposeful observation, interaction and intercourse with Members of the community. The participation of the traveler in the activities of the local community is high, the length of stay to the knowledge and understanding of the lifestyle of the local community extends and there are a lot of cultural exchanges between the hosts and the guests.

4.1.2 The relationship between CBT and Sustainable Tourism

Although scolars from the 1980s on the concepts of sustainable development have widespread attention in world development writings, Since the 1960s, sustainable tourism has been recognized by identifying the potential impact of mass tourism and

the impact of tourism activities on the economy, the environment and the culture of tourist destinations in the host regions. In fact, ecological sustainability ensures that development is compatible with the preservation of basic environmental processes, diversity and resources of biological species. Social-cultural sustainability ensures that development is consistent with the culture and values of the people affected and maintains the identity of the community. Economic sustainability ensures that development is economically efficient, and that resources should be managed in such a way as to support future generations. Consequently, the new concept of sustainable development is based on all aspects of social, economic, cultural and other human needs, and the most important attraction of sustainable development is its exuberance.

If tourism industry develops just according to economic values, there will certainly be plenty of destructive effects, and after a short time it will be stimulated by nature and a society whose cultural and human values are weak. As a result, tourism must be expanded, but not just in the base of economic benefits, but it should focus on balanced, and according to sustainable development of tourism, in a way that minimizes damage and maximizes productivity. In this case, we will achieve sustainable development of tourism. Sustainable tourism regulates the relations between the host society, the tourist destinations and tourists, as this relationship may be dynamic, constructive, or destructive.

Sustainable tourism also seeks to moderate the pressure and the crisis between these elements to minimize environmental and cultural damage, provide visitor satisfaction and help the region's economic growth. In other words, the sustainable tourism approach examines tourism on most of the borders and establishes a triangular

relationship between the host society and its destination and resources on the one hand, and the tourists, on the other hand, with the tourism industry, and moderates the pressure and the crisis between the three sides of the triangle. It creates a balance during this time.
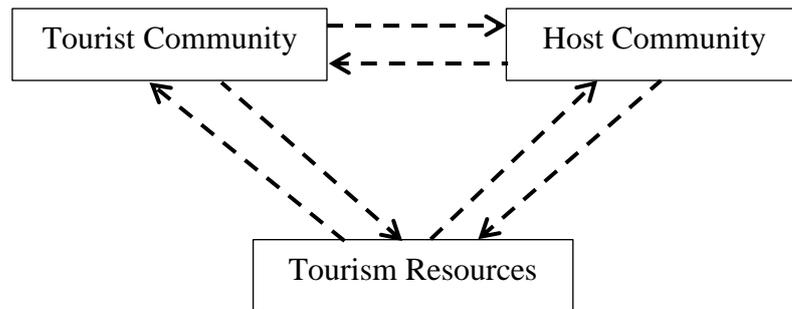
Figure 4.1: (The triangular relationship between the key components of sustainable tourism development).

Today, the community-based tourism is modeled in the framework of such an approach which involves the implementation of changes from mass tourism to Local tourism is based on the local economy and the minimum energy consumption. This kind of tourism, in addition to benefiting local communities, leads to environmental sustainability (Price, 1996: 173). Community tourism is a tool for the preservation of natural and cultural resources, the development of society through empowerment and in close relation with ecotourism; therefore, sometimes Community-based ecotourism is also called community-based (Harris & Vogel, 2002: 5 -6). From the point of view, community-based tourism is a kind of tourism that focuses on cultural, social, and environmental sustainability, and is managed locally by communities. Also, this kind of tourism increases the income of the local community and, consequently, it will be a stimulate to protect resources. Of course, community-based tourism goals are not always focused on protecting natural resources in relation to economic development, and in many cases, protecting culture, empowering the community or generations,

reducing poverty, and increasing and improving stakeholder participation are also among the primary goals.

Because community-based tourism has a central role in development, small-scale development and local communities are the focal point of tourism development, the community is viewed from a geographic perspective. In confirmation of this, Local Declaration also states that people living in a common geographic region are more or less consistent in responding to participation in the development process of tourism (Hall and Richard 2000: 67). In addition, local community support for success of Long-term tourism development plans are essential and the need for community involvement in all tourism activities is felt in management planning related to tourism (Gadfary & Callerak, 2000: 5). Also, in the guidelines for achieving sustainable development in the year 1991 was designed in England, cooperation between the tourism industry and indigenous residents in the target community is considered. (Sharley and Sharpley, 997: 74). Local control also often results in inappropriate development, because non-native individuals have sufficient knowledge of the destination. Consequently, a large part of the benefits of development are transmitted outside the native area. In a report for the 21st century, UNESCO calls for sustainable development to be the transition from individualist membership to society to democratic participation of the people on the scene (UNESCO, 1996: 13), for sustainable development, there is no sustainable development without having the functions to deepen democratic participation.

4.3 CBT Model and Theories

4.3.1 Levels of participation

With regard to Arnestein (1969), cooperation of locals of the Lake urmia according to CBT can be considered by power distribution. Arnestein introduces a "ladder of community participation" to indicate the important steps which shaps three levels of slight evolution. These levels are known as "Without – participation", "degrees of tokenism" and "degrees of power of citizens". This ladder includs eight rungs including "manipulation" which the power owners use involvement in activities which are related to public. The second one is "Therapy" in this level the point of views and attitudes of the locals will be modified to be in accordance with the power of larger society. The thrid one is "informing" in this level will be informed about their responsibilities, interests and ideas and rights. "consultation" as the fourth level let locals to become out of their ideas. İn the fifth level "placation" there will be a slight improvement of locals impact but still it is dominating by tokenism. İn the sixth level "partnership" a negotioation between citizens and power holders will occure. So, there will be a kind of redistribution of power, responsibilities, and practices in the proccess of decision making and planning.

The seventh step is "Delegated power" which will be an achievement for locals to dominate in decision making. And finally the last step is "citizen control" in this step locals will catch the complate power and control over the managing and policy making (see figur 4.2).

As this model helps planners to undrestand the respect of locals in tourism planning process regarding to tourism destinations and degrees of cooperation of locals in the tourism development in the region under study, this model can be used in the tourism development proccess of Lak urmia.
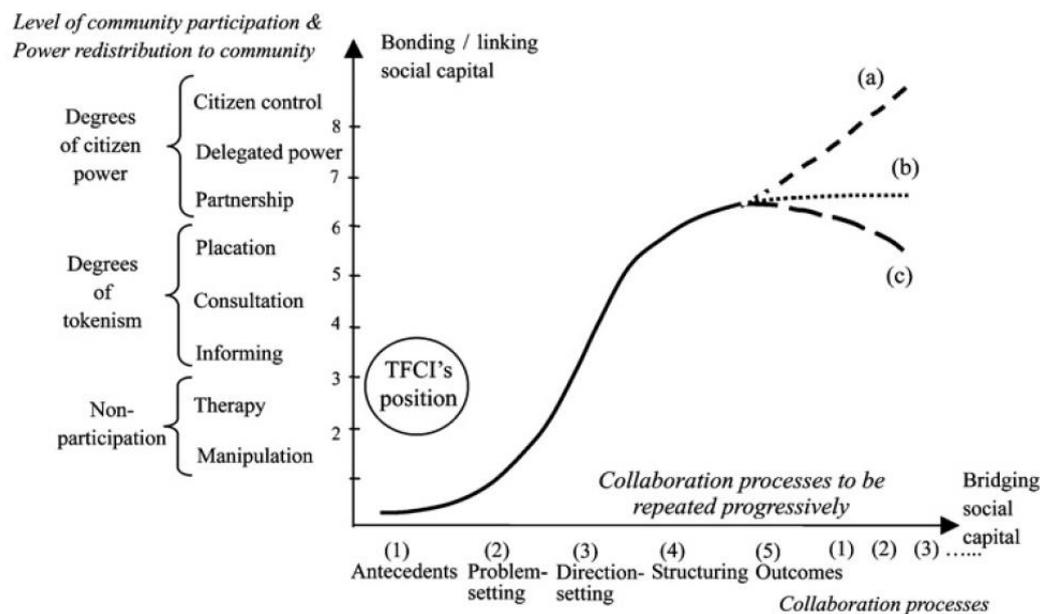
Figure 4.2: (CBT Model)
Source: Steps and facilitating conditions introduced by Arnstein et al. (1969)

4.3.2 Collaboration process

According to Gray (1985) collaboration is an important element to secure advantages and benefits and to resolve issues among stakeholders. So, collaboration can be known as a way to solve conflicts among stakeholders in public and privet sector in the proccess of decision making (Jamal and Getz, 1999). In terms of CBT, collaboration theory is known as a process of combined decision making among stakeholders with regard to inter-organizational tourism issues, however collaboration may face obstacles due to unequal power reations (Gezt and Jamal, 1994).

4.3.3 Social capital

The common characteristics of many of the definitions of social capital is that they focus on social relationships that have productive advantages. Today, along with human and economic capital, another capital, social capital, has also been taken into

consideration. Social capital, or the spiritual dimension of a community, is a historical heritage that occures by encouraging people to "collaborate" and "engage" in social interactions. İt is able to overcome a greater degree of problems in the community, and to move towards growth and development Economic, political, cultural, and so on.

In fact, social capital can be considered as part of national wealth along with economic and human capital, which is considered a suitable basis for utilizing human and physical capital (material) and a way to succeed. Social capital brings life to one's meaning and makes life easier and more enjoyable. So, in general, the more social capital of a nation, the more prosperous and richer the nation will be.

Social Capital has an important role in the economic growth. So, this concept must be adopted in accordance with tourism development of Lake urmia. Although there is no an clear definition it can be commonly defined as networks and norms that helps people to be included in a group (Sato et al., 2001).

Accordingly, the above mentioned figure of tourism life cycle indicated the conection between different levels of power redistribution, community involvement, social capital, and collaboration process.

4.4 Impacts of (CBT)

The consequences of the CBT are usually divided into three groups: first, socio-cultural effects, Second,economic effects; Third, environmental impacts (Kathleen all et, 2005). These three groups of impacts will be discoussed as follow.

4.4.1 Social Impacts

Mirbabayev and Shagazatova (2002) argued that in destinations where tourism is

growing, the positive cultural-social effects of tourism in indigenous and local communities are: self-empowerment and the strengthening of the local economy, greater respect for the local community and their culture especially in international and national tourism, reinvesting tourism in cultural resources, enhancing the continuity of cultural traditions, increasing the level of understanding and tolerance among cultures, especially through music, the supply of resources and local arts, the kind of native life, housing and other life experiences. On the other hand, the exclusion of some welfare benefits for the host society, especially in the seasonal traveling, demand pressure for scarce resources, excessive dependence of host areas on tourism, inappropriate behavior and cultural insensitivity of tourists, inappropriate activities include: the use of drugs, The abusive use of women and children, the imbalance of economic benefits and benefits for neighboring areas of poverty can have negative socio-cultural impacts on tourism (Iran Tourism Organization, 2000).

The proper development of community based tourism can lead to an increase in residents' incomes. It can help to generate gross domestic product or domestic production, create employment directly or indirectly, help in government revenues, as well as the impact of the increase factor in the target community. Social involvment between visitors and host communities can enhance a mutual understanding, tolerance, family union respect, appreciation, awareness. İn community based tourism educating of the locals usually occures in their homtown, so tourists can learn diverse cultures. CBT, also, can provide locals with social infrastrucures including internet, educational and health institutions, transportation and so on.

4.4.2 Economic impacts

The positive and negative economic impacts of tourism can be tax revenue, increased

job opportunities, additional income, tax pressure, inflation, and local government debt.

On the one hand Inconsistent planned and developed tourism can create problems. The demand for tourism may conflict with the needs and desires of indigenous inhabitants of a region (Ritchie & Goeldner, 2009). if tourism is attracted by excessive manpower from other economic sectors due to higher wages and better labor conditions, occupational deviations may occur. In areas where tourism is developing rapidly, local land prices and some of the goods and services may become inflated, and this will place a heavy burden on residents. According to Sanchez (2009) tourism serves as a feature: the place of production and consumption is one, and this is the destination of tourism, but this destination is not designed for tourists, and the first place is where people live, the destination of tourism is the place of living. As the World Tourism Organization emphasizes in the ethics of the World Tourism Organization, local communities should be involved in tourism activities and equally benefit from cultural, social and economic benefits, especially for direct and indirect employment. All actors need to benefit from tourism in order to be successful in a sustainable and sustainable way. At the same time, the tendencies of these groups are somewhat competitive. Seeking maximum use of destinations with the least cost. While businesses and traders are looking to maximize profits (in the short run), host communities are interested in earning long-term earnings and hiring as net benefits from the industry. Ocpco (2002) stated that in order to achieve sustainability in tourism, all those involved in the industry (government, private sector, nongovernmental organizations, and local people) should be fully interlinked and integrated in all sectors of development Participate in it (Titus all et, 2012). Community Based Tourism is significantly known

as a local economic development strategy. Business-related trades are creating employment, bringing new money into the local economy, and can the basis of the local economy be diversified. Due to the shortage of extraction and production resources in the long run, economic diversification is indispensable for success. (Shields & Hughe, 2006). However, many studies have been done to show that local communities in Third World Countries may benefit from little tourism profits because they have little control over how the industry is developing. They do not have the ability to compete in terms of available capital resources against foreign investors, and their attitudes and opinions are rarely heard (Chap, 2010). The only varieties of local participation that are capable of changing the patterns of power and unequal development, are the forms that have been formed within the community itself (Munt & Mowforth, 2003,). Local communities play a major role in tourism development, as they are very important role in providing the appropriate environment for tourists. The role of local communities in influencing tourism development activities have become more prominent. McCainter states that local communities should be inclueded at all levels, they organize to play a more effective role in development, as well as in communication with the government and actors at all levels. local communities should play a very active role in order to ensure the positive benefits of tourism. Broadly cooperate with nongovernmental organizations to educate others in the community to consider tourism development projects (Aref et all, 2010). It is widely believed that a participatory development approach implements the principles of sustainable development By passing control and management to the local community, decision-making is based on consensus and equal flow the benefits to all those affected by development.(Wall & Lorio, 2012).

4.4.3 Environmental impacts

Today, the close relationship between tourism and the environment and the importance of environmental planning and sustainable development planning have increased the focus on these approaches. The Manila Declaration, as the most comprehensive declaration consistent with the goals of modern tourism, has also highlighted the importance of natural and cultural resources for tourism as well as the need to use and protect them for the local community and tourism.

Following Manila's statement, the Joint Statement by the World Tourism Organization and the World Environment Organization, which pursues intergovernmental coordination and cooperation in the field of tourism and the environment, states that: Protecting, upgrading and strengthening the various elements and components of the human environment is a prerequisite for the balanced development of tourism. Accordingly, rational and logical management of tourism will lead to the preservation and development of the physical environment of human history and culture, thus improving the quality of life. The importance of national and regional tourism planning as a technique for sustainable conservation and development were also highlighted in the United Nations Environment Program and the World Tourism Organization in 1983.

There is a very close connection between environment and tourism, which is in three forms:

1. Some forms of physical environment are attractions for tourists.
2. The tourism facilities and infrastructure were part of the built environment.
3. The development of tourism and the use of tourists from an area create environmental impacts.

The environmental impact of tourism is mainly due to the development of these activities in environments that are sensitive and fragile. Such as the small islands, beaches, mountainous regions, highlands, alongside historic and ancient sites, because these types of places form important resources and tourist attractions.

If tourism planning is done correctly, it will be able to focus on important environmental issues and establish the basis for protecting the environment. The relationship between tourists, host societies, tourist attractions and the environment are a cross-cutting and complex relationship. And each element must continue to coexist with others through beneficial and positive bilateral relations.

Tourism can be very effective in justifying the importance of protecting the areas as well as the development of parks and protected areas and attracting tourists. Without a tourism approach, these areas may be further developed for other purposes, or even the natural environments of the region will decline. In areas where residents receive little benefit from their environment by developing tourism and observing the interest of tourists in their natural environment, the desire and interest of residents to protect these resources and create a successful economic environment through their knowledge of the environment will increase. Whenever a conscious and sound society aspires to develop tourism in a destination, the development process will happen more quickly and more easily, with less negative effects.

4.5 Chalanges of CBT

Considering that community-based tourism has many positive points, small-scale tourism operations may face serious challenges. Clourdon and Kallisch (2000) argue that one of the biggest challenges for community-based tourism is the threats and

competition that the large-scale outings of the surrounding countryside have for these communities. Larger operations, given the available resources and marketing techniques, have more potential for business than small-scale operations. The key challenge for the tourism industry and policy makers of this industry is to find a way for large and small companies to work together as part of an integrated local economic development policy.

Another important point in this regard is that tourism planning is in the public interest and should be involved in the process of tourism planning and development in their regions. Through this partnership, tourism development will show people's consensus from what they want. Also, if residents participate in development and planning decisions and realize their benefits, they will probably be more likely to support it. The main question now is how do indigenous people participate in the planning process? In national and regional tourism programs, a common approach to attracting indigenous people is the creation of a procurement committee. The committee guides the planning team and reviews its work, especially draft reports, policy suggestions and planning. This tourism procurement committee is generally composed of representatives of government agencies affiliated with the affairs of tourism, the private sector, and social, religious, and other related organizations.

Public openings can also be held. In these meetings, individuals will be given the opportunity to comment on the tourism information plan. When the plan is completed, another common method is to hold a regional and national tourism seminar. The seminar will give the participants and people the awareness of the importance of

controlled tourism development and suggestions for the plan. Such seminars are often widespread in mass media (World Tourism Organization, 2005).

According to Rahnemaee (2010) about the challenges of CBT in tourism, the participation of the host society or the local community in tourism with the requirements of sustainability is the subject of discussion, the host society in the destination can be divided into two groups: the first group is the ones that are called them as local people or communities; these people in terms of the legal rights of the hosts are informal, meaning they have no official responsibility as hosts. On the other side, the second group (those who are officially working, such as hoteliers, officials and other providers of tourism services.

If the host society is divided into these two groups, the focus of planning in all studies is to manoeuvre only on the part of hoteliers and official hosts and ... and not focused on people or local communities. The official hosts of their communication with the guest community and their familiarity with the guest community, and mechanisms and communication with the community of origin have been entrusted to them.

A part of the host community, which is the local people, is far from the focus. The people themselves or the national communities are divided into three groups:
1. The first group of tourism-related activities (those who have a direct relationship), such as those who, alongside the restaurant or the establishment, set up a store or a place for the sale of a product. There is no any place has been defined for this group in the tourism industry; not in the   hosts nor in the guest communities.

2. A company that brings up some kind of informal hosts and has not been given any place in the destination development program.

3. People who are indirectly involved: The example of a grocery grower that is pushed up by the popularity of its sales community, that is, the increase in demand in the host community, also provokes some irrelevant business. None of these jobs are defined for serving tourists.

4.6 Two successful Samples of CBT in Malaysia (Harris. R W., 2001, 2009, 2011)

4.6.1 Bario/Kalabit highland, Sarawak

 Barrio, home to the people of Kalabit, the smallest ethnic minority in Malaysia, is a remote village in the Kelabit Highlands of Sarawak, and the idea of a traveller's home in this area was originally proposed by the son of village's Chief to provide a means to offset the financial implications of additional guest hospitality costs. Tourism in Barrio, which has accelerated in the late 1990s, is mainly owned by the local community. The main accommodation option for the travellers is provided by local families in traditional homes. In addition, members of the local community serve as guides for marching routes or provide transport and food to visitors, and handicraft shops and an art gallery sell local artists' works.

Using the Internet in Marketing

The Barrio community also participated in a research project to bring the Internet to the local community. The goal was to help improve living standards by increasing local access to the Internet. Meanwhile, a major benefit of the local community access to the Internet was the increased marketing of Barrio. Tourism in Barrio is organized, monitored, and promoted by a rural council, which also allows for local participation

in decision making. In addition, community participation has led to the best experiences for tourists, rather than the competitive participation of local people in tourism activities. Finally, the focus of tourism initiatives in Barrio is not exclusively economic, but as a rebirth of local social and cultural life.

As a result, the local community is the main beneficiary of positive economic injections from the business. Also, since small businesses of the new scale have begun by members of the local community, it has allowed the use of employment opportunities, especially for the population of women who have not presented their abilities. Increasing employment opportunities has, of course, also contributed to maintaining a younger population in the local community. On the other hand, the use of forest land as a source for skidding activities is an example of environmentally friendly behaviour against the destructive effects of wood felling.

4.6.2 CBT in Negeri Sembilan

Beside Barrio, Negeri Sembilan is another state where the Malaysian government is keen on improving tourism and benefiting from the benefits of the tourism sector. In the same vein, the village of Compagne-Pelakon began its home-based home-help program with a few home-based camps in 1996, followed by an increase in the number of guests from 500 passengers per year in 1997 to 900 in 2003 and 1,633 in 2004. A case study focused on stakeholder interests and concerns about the development of a rural tourism product in a survey of the 2005 home-made program. This case focused on the influence of socio-oriented tourism stakeholders on the home-based program, showed that groups or individuals with little or no resources for exchanges have little power and thus imagine themselves immortal. Perhaps this is why people enter a deal that feels that they are likely to benefit from the deal; while there is not enough

partnership if there is no support for the community-based tourism program, then social-oriented tourism will fail. To avoid this, a study will begin with a stakeholder map that will identify all groups benefiting and contributing to the community-based tourism program. This mapping leads to the involvement of key stakeholders, including two central and local government officials, nine Compagne-Pelakon residents who have been granted a Passenger Passage Certificate, two members of the Compagne-Pelakon House Campers Committee, three of Compagne-Pelakon members who are members of the Program Committee in the Passenger House are not from Compagne-Pelakon, the 5 guests are interviewed by the Campaign Compagne-Pelakon Pass Traveller Program, the two organizers interviewing the Compagne-Pelakon Travel Plans and the travel industry, and two tourists involved in the Compagne-Pelakon Home properties. These stakeholders are different from the interests, strengths and degrees of independence, as well as the contribution and interest that they think they are developing.

Government officials felt that the community-based travel plan was an important element for the tourism industry, claiming that some residents had more than 1000 ringgits a month from their home-grown products. The campaigners and members of the Compagne-Pelakon House Traveller Committee expressed their satisfaction with how the program contributed to the improvement of the countryside and how the program's positive results are greater than its negative outcomes. In fact, they advised the authorities to intensify promotional activities to attract more tourists to the passenger home program. The guests of the Compagne-Pelakon program enjoyed the experience of the traveller's program enjoyable and rich. They understood the lifestyle of the villagers and the local culture and were influenced by the warm hospitality of

the hosts and organizers. Organizers also expressed the need to improve facilities through multi-purpose halls and improve means of transport from one place to another, and tourists were not affected by the promotion and sale of passenger packages, as the program was not yet fully developed.

As a comparison with Lake Urmia, it should be mentioned that above mentioned areas in Malaysia faced same situation. The two above mentioned areas are among deprived areas in Malaysia. Despite the fact that the areas enjoy lots of tourism potentials, locals in the area suffered from unemployment and economic recession. While, using Community-Based program not only have been useful to reduce poverty and to increase job opportunities and economic boom in the area, but it also helps to improve welfare for locals by establishing internet and other social facilities in the mentioned areas. As can be seen these two small villages -with same situation as villages around Lake Urmia- have been able to face an economic boom and to reach a social welfare by involving locals in tourism program, while settlements around lake still are suffering from unemployment and poverty, despite having various natural, cultural and historical attractions. Accordingly, applying CBT programs in lack Urmia can lead the settlements around lack to an economic boom and welfare for communities around the lack.

Chapter 5

METHDOLOGY AND DATA ANALIYSIS

5.1 Methodology

Qualitative research was used for the current study because it is usually used for natural happenings which events take place. To clarify the issue the characteristics of this type of research will be discussed as follow.

Qualitative research uses qualitative data such as interview data, collaborative observation, documentation, questionnaires, and others to understand and explain social complex phenomena. The emergence of qualitative research relates to the existence of a human factor. In this way, the value of the views of the subjects being investigated is considered by the researcher and the researcher in their mutual relations, both describing and explaining, and relying on the statements and behaviours of individuals to collect the data.

Qualitative Research Features include using qualitative data such as data from observations, collaborative interviews, documents, etc., major attention to social and cultural phenomena, emphasis on human existence and the meaning that humans intend, emphasizing the relationship between the researcher and the subject of research.

Characteristics and Qualitative Research Approach (Van Maner, 1977)

• The assumption is that the social world is always made of man, not human discovery, so interpretive action tries to obtain the reality as seen and experienced by respondents;

• He tries to interpret meaningful human behaviours and interpretations that people make of themselves and others;

• Read a small group of respondents;

• The purpose is to study reality from inside, and not from the outside; generally, it does not use small variables and sizes;

• Does not use random sampling techniques;

• Tries to face reality without any preconditions;

• Considered the researcher and the reader as two important and equal elements of a situation;

• Try to obtain reality through mutual action;

• Uses methods to generate descriptive data as respondents express by themselves;

• Tries to understand people and understand them not to measure them;

• Tries to provide complete information, not quantitatively and statistical analysis;

• Interpretive search will ultimately be a moral search;

• Tries to discover the meanings and rules of social action.

5.2 Data analysis in qualitative research method

After preparing the responses of interviewees, the process of exploring the explicit content of the data obtained from the statements and writings begin. The goal of this process is to discover the interconnectedness of the components and elements of the data, to achieve the true intention of the interviewee, to find the conditions and environment that is relevant to the data, and ultimately to provide realistic results. As Gilham points out, the data analysis process involves identifying the key words and

categorizing them according to the categories (Gilham, 2000, p. 59).

By identifying and clarifying, the researcher can easily identify the essential points in each of the interview texts. Then, by choosing the categories, researcher can categorize the basic statements of each category in each of the interview texts together. The set of categories should be comprehensive and preventable. Comprehensiveness means that the main categories and subcategories for each variable or interview question are considered to cover all the different titles or dimensions of the variable in question, and the purpose of the obstruction is to say an idea that relates to a category does not really belong to any other category.

In analysis of the text, the components of the textual structure of the interview, such as words, concepts and their relationship between the number of repetitions, the number of words, phrases, idioms and terminology used in sentences and their frequency, are counted and evaluated to make patterns available in the statements. The advocates of this type of analysis use various techniques and methods, including the method of communication analysis. In this way, the researcher seeks to identify and introduce relationships between topics and issues. The basic assumption of analysing relationships is that the words and phrases that individuals make on their own do not have an intrinsic meaning, but meanings through the analysis of relationships, that is, the discovery of links and relationships between concepts, words, or phrases within the text. According to Wilkinson and Birningham, the seven-stage relationship analysis model is as follows (Wilkinson & Burningham, 2003): 1. Deciding on the question: The question that is carefully and skilfully prepared can limit the number of issues, issues and subcategories that should be investigated, and

allow the overall management of the analysis process to be possible.

2. Determining the analysis framework: When the question is determined, it is necessary to determine for the analysis how many interviews or interviews with which interviewees should be analysed.

3. Decisions: Decisions should be made on what kind of relationship should be investigated. To investigate the relationship between words, phrases or other units of analysis, one can use approaches to extract extraction, similarity or similarity analysis, and to draw up a cognitive map.

A. Extracting Effect: An analysis of the relationship based on the effect, includes an emotional evaluation of the statements and issues raised. In this analysis, emphasis is placed on words and expressions that indicate emotions to describe the emotional statements of the speaker and the discovery of the language used. For example, in one of the interviews published in Health Services Management, published in Appendix 2, the term for the first time indicates the positive emotion of the interviewee in relation to the plan, and the term otherwise, and the pay-as-you-go problem indicate his concern over the spread This is a problem from the railway section to the state hospitals.

B. Investigating similarity or proximity: In this analysis, the text is examined for the discovery of words or statements and their closeness to other predefined terms or terms that are relevant to research questions. In this approach, the researcher first studies the text to be analysed in order to look for the existence of these terms carefully. Finally, it identifies and counts similar terms in terms of meaning. It then makes a meaningful difference between the terms using the numbers. For example, in Appendix 2, words

or concepts that are closely related to the term management and its sub-categories, such as pay words, managers, hospital management, and performance are identified in the text.

C. Drawing a cognitive map: In this approach, the researcher, instead of addressing the internal elements, offers a pattern for the apparent content of the written text.

4. Coding and categorizing the text: Deciding on the type of analysis will determine what words or concepts should be codified and categorized.

5. Detection of Relationships: At this stage, the researcher indicates links and relationships between words and concepts by examining the place of the words and concepts in the text, the number of times that they have been used, along with the main problem or issues in the research.

6. Encryption of relationships: At this stage, the researcher encrypts the text with the communication codes, for example, the codes indicating the positive relationship (positive numbers) and the codes indicating the negative relation (negative numbers).

7. Relationship analysis: At this stage, information analysis is done using statistical techniques such as matrix, mapping and correlation coefficient calculation. For example, in the research, the researcher can count all positive or negative ciphers, by examining their number, find links between concepts and words, or investigate their direct and indirect relationships, then the relationships are presented in the form of a presentation diagram.

5.3 Interview questionnaires

The questionnaire is used as one of the most common means of collecting information in survey research. It is a series of targeted questions that measure the responsiveness of a person by using various scales. The purpose of the questionnaire is to provide

specific information on a specific topic. The greatness of the group or community studied is one of the important reasons for using the questionnaire, which allows for the study of large examples. The quality of setting up the questionnaire is very important for getting the right information and the generalizable information. According to the methodology of the questionnaire and the type of questionnaire, it can be divided into different categories including: An opened-ended questionnaire: We have open questions in this type of questionnaire. Here, the respondent can and does not have to comment on any question he has in mind. In such questions, the information is more accurate, complete, and more valuable, but the classification and conclusion are more difficult than the experience. And Closed-ended questionnaire: Closed-ended questions are provided in this type of questionnaire. Here, responses can be quickly written, and it's easier to analyse and categorize responses, but information is not an accurate and complete open questionnaire.

Also "snowball sampling (or chain sampling, chain-referral sampling), is a non-probability sampling technique where existing study subjects recruit future subjects from among their acquaintances. Thus, the sample group is said to grow like a rolling snowball. As the sample builds up, enough data are gathered to be useful for research. This sampling technique is often used when it is difficult for researchers to access the targeted population." (Goodman, 1961).

As stated this in this research questionnaires were filled by interview with locals and experts in this filed. Interview is a common tool for collecting information through direct verbal interaction between the interviewer and the interviewee. The interview can be done individually or collectively for three main purposes:

Interview can be used as a tool to identify variables and their relationships and suggest hypotheses before starting the main research process. Interview can be the main tool for research. In this case, the interview will include questions that are relevant to the research objectives and by providing access to what within the minds of individuals, measure what one knows (knowledge or information), what one likes or it does not (values and preferences) and what one thinks (attitudes and beliefs).

Interview can be used as complementary to other tools in an on-going research, and it is possible to follow unexpected results, validate other methods, or deeper insight into the motivations of respondents and the reasons they provide for their responses (Cohen and Mann, 1986).

The interview is divided into three main sections of the structured, semi-structured interview, open or non-structured interviews. The structured interview contains a set of predefined categorized questions and responses and should be asked verbally from the respondent. For all respondents, the questions are the same, and the respondent chooses only one of the answers provided. In this interview, which is used for quantitative research, seldom open questions are used.

In an open or unstructured interview, the interviewer should thoroughly investigate the mind of the respondent about a number of predefined issues. In this interview, there are no standardized questions and no predefined responses. Instead, the interviewer examines several aspects of the interviewees' views as they are in the conversation. He uses his initiative to create new hypotheses and test them through interviews.

Semi-structured interview is an interview in which interview questions are predefined

and all respondents are asked similar questions; but they are free to respond in any way they want. Of course, the interview guide does not mention the details of the interview, their way of expressing and arranging. These are determined during the interview process (Bobby, 2005).

5.4 Data Collection

In current research semi-structured and open-ended interview was used. Also, questions were prepared according to the literature review to find out the importance of community-based tourism in the region under study. In this research it is tried to provide questionnaires, containing 20 questions, for two different types of respondents including experts and officials in the field of tourism and local communities. Then it was tried to set an appointment with respondents. It should be mentioned that data collection took about 2 mounts from August 20 to 20 October of 2017.

Firstly, it was tried to set appointment with related officials of municipality of the Urmia who were working in the field of tourism. Although setting appointment with the officials was time-taking, but they welcomed to answer the questions and they pointed out their own approaches about the issue. Finally, 20 questionnaires were collected from experts and officials and every interview took time around one hour. Then we tried to get in touch with locals in the most problematic villages around Lake Urmia such as Keshtiban Village, Pol Changhar Vilage, Mir Shekarlo Vilage, and Torkaman Vilage. Firstly, locals hesitated to answer the questions, but after explaining the gaol of research and talking about the benefits of the research they finally trust us and agreed to answer the questions, so we could gather 40 questionnaires from locals in four vilages. During the interview we found that locals are so eager to attend tourism programs.

5.3 Data analysis

In this stage of research, in order to investigate the effect of popular participation on tourism development, the rate of popular participation in four sections (economic, socio-cultural, environmental, and physical) was measured according to experts and residents.

Based on the findings of expert questionnaires, more than 90% of the responses are based on the existence of valuable natural and historical resources for tourism in the region, and more than 90% of respondents considered desert receptive status appropriate. In general, resources approved the range in terms of tourist attraction. However, according to experts, the condition of facilities and amenities, accessibility and communication and the status of advertising in the field of tourism were inappropriate; in that more than 70% of the responses to the situation of the facilities of tourism were inadequate and very irresponsive. Table 5.1 shows the results.

Table 5.1: (Investigate expert opinion on the current status of the study area)

Responds Existent situation	good	Average	Poor
The status of available natural and historical resources in terms of attracting tourists	91%	9%	-
The status of the Lake Urmia and other tourist resources of the studied area	90%	6%	4%
Tourism Facilities and infrastructures	8%	15%	77%
The status of accessibility, transportation and transit services	19%	45%	36%
Advertising status in the field of tourism in the study area	-	12%	88%

Evidence indicated that local residents show a high degree of willingness to cooperate and participate in attracting tourism activities. As the table 5.2 shows, more than 80% of people have shown a high interest in cooperating with government agencies in various fields related to tourism, while unfortunately, according to experts, government has not invited locals to cooperate tourism development activities.

Table 5.2: (Investigate local's opinion about the extent of their willingness to participate in tourism)

Responds / Questions	good	Average	Poor
Participation in optimizing the environmental conditions of the studied area	85%	12%	3%
Participation in economic affairs related to tourism (investment and ...)	83%	11%	6%
Participation in socio-cultural affairs related to tourism	82%	14%	4%
Participation in the optimization of the physical conditions of the studied area	69%	21%	10%

In order to examine the views of local people and experts on the impact of tourism on the study area, questions related to the impact of tourism on the four sectors were prepared and questioned. According to experts and locals, the positive impact of tourism development on the study area was reviled. As more than 70% of the responses are related to the high impact of tourism development on the area. Table 5.3 clearly shows the results of the survey.

Table 5.3: (Investigate the opinion of questioners on the extent of the impact of tourism development on four sectors: economic, socio-cultural, physical and environmental)

Responds / Questions	good	avarage	Poor
The positive impact of tourism on the environmental conditions of the studied area	74%	17%	9%

The positive impact of tourism on the economic conditions of the studied area	83%	8%	9%
The positive impact of tourism on socio-cultural conditions in the studied area	68%	20%	12%
The positive impact of tourism on the physical conditions of the studied area	62%	22%	16%

5.3.1 Environmental impact of CBT on lack Urmia

In order to evaluate the impact of CBT on the environment of the region under study it was tried to make questions exactly related to the most important environmental problems of the region including overuse of rangelands for agricultural purposes, overuse of groundwater caused by Irrigation of cultivated land (Which is one of the reasons for the drying of Lake Urmia), as well as protecting the Lake Urmia and other environmental factors of the region.

As can be seen from the table 5.4, most of the residents around the Lake Urmia (8%) stated that they will leave rangelands and will start to make a living by cooperating in tourism activities, if they found an opportunity to be involved in tourism programs. Also, nearly all of respondents were eager to be involved to protect the Lake Urmia from drought. Besides, 59 percent of respondents are in the belief that shifting agricultural incomes to the tourism sector will be helpful to save groundwater and resulting in help Lake Urmia from drought.

Table 5.4: (Environmental Impact of CBT on Lack Urmia)

Responds / Questions	good	average	poor
How far do you agree to leave agriculture in the rangelands if you can make a living in tourism?	80%	12%	8%
To what extent are you ready to participate in the development and restoration of Lake Urmia and other environmental resources in the event of a tourism boom?	98%	2%	-
Do you think the CBT is an environmentally friendly movement?	67%	18%	15%
To what extent do you think changing agricultural activities to tourism will be helpful to conservation of groundwater?	59%	28%	13%

5.3.2 Economic Impact of CBT on Lack Urmia

In order to assess the impact of Tourism activities and CBT on the economic boom in the region it was tried to ask three main questions. As results shows more than 80% of respondents believe that tourism can provide job opportunities for locals. Recently as results of drought in the region most of the locals have lost their jobs in agriculture sector, so cooperating in tourism activities can be helpful for locals to create new jobs in tourism sector. Besides, all locals agree that increasing the number of tourists in the region will increase their local's markets such as handicrafts and local souvenirs and indigenous products (agriculture and livestock). As can be seen from the table 5.5, all respondents strongly believe that including locals in tourism activities will increase economic situation in the settlements around Lack Urmia.

Table 5.5: (Environmental Impact of CBT on Lack Urmia)

Responds / Questions	good	average	poor
To what extent tourism can create new job opportunities for your city/village?	81%	15%	4%
To what extent cooperating locals in tourism activities can help increase in local's income?	97%	2%	1%
To what extent tourism can be helpful for the markets of your region to sell local handicrafts and local souvenirs and indigenous products (agriculture and livestock)?	92%	8%	-

5.3.2 Socio-cultural impact of CBT on lack Urmia

One of the most important factors of the sustainability in the region under study is immigration caused by drought and losing job. Since the occupation of most of the people in the villages around the Lake Urmia are agriculture, due to recent drought in agricultural lands, the people of the region have dried up and the people have become unemployed and forced to migrate from their cities and villages because of unemployment. One of the most important questions we asked of the locals was that "whether they will stay in their towns/villages, if they have opportunities to find alternative jobs in tourism sector?" And the responses showed that more than 80 percent of people are eager to stay in their city, and they have been forced to emigrate just because of unemployment. People said that "they would never leave their town and village if they had a job".

Also, most of the locals (nearly 100%) believe that they can improve they knowledge about their culture (even forgotten customs and cultures) and they are eager to share their culture to the tourists if they have chance to be included in tourist activities. Besides, locals mostly are eager to improve their education in the field of tourism to be able to have a better cooperation in tourism sector.

Table 5.6: (Socio-cultural Impact of CBT on settlements around Lack Urmia)

Responds / Questions	good	Average	poor
To what extent do you think local's cooperation in tourism activities can improve the knowledge of both locals and tourists about the culture and traditions of the tourism destination?	95%	5%	-
To what extent do you think local's cooperation in tourism can increase the levels of education among locals?	65%	20%	15%
To what extent do you think local's cooperation in tourism can reduce the immigration from the region under study?	75%	18%	7%

5.3.2 Physical impact of CBT on the settlements around lack Urmia

Another important issue related to the sustainability is improvement in physical fabric of the settlements. Accordingly, in this research it is tried to evaluate the impact of local's cooperation in tourism sector on physical fabric of the cities/villages around Lack Urmia. Accordingly, locals were asked about the impact of their cooperation in tourism sector in improving infrastructures, ancient buildings and new constructions. Most of respondents believe that locals cannot have an effective impact on developing in infrastructures, because it is in the responsibility of government and their impact can be just by cooperating with NGOs to force government to improve this section. But locals mostly are eager to cooperate to survive and revive the ancient buildings and renew their old constructions to make more attractive place for tourists. Table 5.7 shows the result of the survey in this field.

Table 5.7: (Physical Impact of CBT on settlements around Lack Urmia)

Responds / Questions	good	average	poor
To what extent do you think local's cooperation in tourism activities can improve infrastructures of the settlements? (roads, …)	53%	21%	26%
To what extent do you think local's cooperation in tourism can be helpful to survive and revive ancient buildings of settlements around Lack Urmia?	73%	20%	7%
To what extent do you think local's cooperation in tourism can improve renew or rebuilt new constructions in the region?	57%	25%	18%

5.4 The level of CBT in lack Urmia

Although the importance and value of the public participation strategy has been proven, but unfortunately, according to experts 'and officials' statements, the extent to which local participation in the study area has been very limited. According to the authorities, government agencies have only enjoyed a limited participation in the executive sector and very little of the participation, and the activities carried out by local residents, spontaneously and due to the residents' interest in the development of tourism and the environment. Field studies and research findings suggest that residents of the study area have a strong tendency to cooperate and participate in different sectors, especially the four tourism-related sectors, as more than 80% of residents willing to participate with government agencies, in various fields, economic, including land allotment, financial investment, the formation of public institutions for the preservation of the environment and restoration of valuable historical materials, etc. However, the use of government bodies for the participation of the public is very limited to short-term executive activities (such as construction).

5.5 Findings

The finding of the research strongly shows the positive impact of Community Based

Tourism in the Lake Urmia and its peripheral settlements. As can be seen, the distinction between the participation of all members of the community, the full ownership of the resources, the role of community management, the possibility of broadening the benefits and the degree of interaction with the local community are quite noticeable in this type of tourism. This is because, due to the necessity of achieving sustainable tourism development through community-based tourism, tourism will be inevitably failed unless using local communities (Tason, 2005). On the other hand, the problems caused by tourism development are due to poor planning and inappropriate attitudes in development and management (Goodfreny, 2000). The community-based ability to generate profits is often closely linked to the basic policies of government agents, commerce, international policies, and even protection laws in other sectors. For this reason, attempts to promote and support community-based tourism to a more comprehensive understanding of political concepts for inter-sectorial communication it requires the consideration of changes in political frameworks. Although it is important to develop tourism for communities, only the attention to creating employment and income causes the negative effects of tourism in society (Gadfari, 2000). Therefore, community-based tourism is not a simple tourism business with the goals of increasing capital gains, but its emphasis on the impact of tourism on society and natural resources. Chart 5.1, shows the impact of community-based tourism development on four sectors (economic, socio-cultural, physical and environmental) in the region under study.
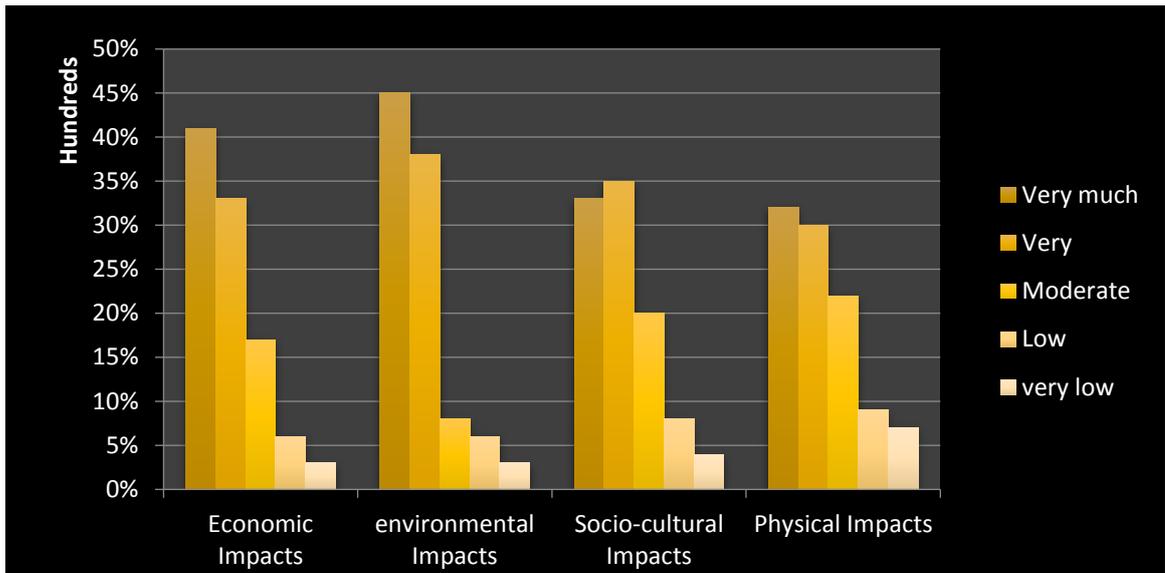
Figure 5.1: (The impact of tourism development on four sectors: economic, socio-cultural, physical and environmental)

5.6 Demographic data of respondents

In current research, respondents were chosen among locals and experts (including related officials and academicians). According to the table 5.8, about 87% of respondents were in the age between 18 to 40 and 13% above 40, and 48% of respondents were female and 52% were male. Also, 32% of respondents had official occupations which mostly were experts and academicians and the rest 68% were locals mostly with the occupation of agriculture or related to the agriculture. Locals had mostly high school education by 52% and the rest had university education by 31% undergraduate and 17% in graduate levels.

Table 5.8: (demographic Data of respondents)

Education Level			Occupation		Gender		Age	
graduate	undergraduate	High	Private	official	Male	female	Above	18-
17%	31%	52%	68%	32%	52%	48%	13%	87%

5.7 Pilot study

To evaluate the levels of understaning of the topic to be discussed a pilot study was used. Using pilot study is helpful to make researcher sure that instruments are well designed and appropreate. This is also helpful to identify questions which might be uncomfortable for respondents. Result of pilot study indicated that there was no need to change issues and questiones of the discussion. Althogh the main goal of the pilot study is to be sure about issues of conversations and interviews, pilot study was also beneficial for researcher to measure the time for conducting interviews with respondents.

Chapter 6

DISCUSSION AND CONCLUSION

6.1 Discussion and Conclusion

The emergence of the idea of sustainable development, with the growing emphasis on increasing the role of local communities, facilitates the movement towards sustainable tourism development. Considering the characteristics of Community-Based Tourism and its role in empowering the local community, the prosperity of this kind of tourism can play an effective role in achieving sustainable tourism development, especially in developing countries.

Local community participation may simply be considered as the ability of the public to participate in decision making for tourism development planning with the aim of benefiting from tourism development. The participation of the community in the development of tourism can be viewed from two perspectives of participation in the decision-making process and the benefits of development.

The participation of communities in the development of tourism in many developing countries is the only people's contribution to increasing financial profit from increased employment and encouragement for small businesses, not giving them opportunities to participate in the decision-making process. In developing countries such as Iran, Local community participation may simply be considered as the ability of the public to participate in decision making for tourism development planning with the aim of

benefiting from tourism development. The participation of the community in the development of tourism can be viewed from two perspectives of participation in the decision-making process and the benefits of development.

The participation of communities in tourism in many developing countries is the only people's contribution to increasing financial profit from increased employment and encouragement for small businesses, not giving them opportunities to participate in the decision-making process.

In the less developed countries, though the poorest groups are forming the majority of society, they have the least power and rarely able to express their views. In these countries, the real problem is the lack of opportunities for direct people to participate, because government development plans take the view of elite and preferred groups. While local communities should have the opportunity to determine the extent and type of tourism development.

As it is stated, the Lake Urmia, with its considerable capabilities, is capable of becoming one of the most important hotspots of tourism on the national and international levels. Most of all, in the tourism approach considering different types of tourism for development in the framework of strategies; CBT is presented to the Lake Urmia. The potential of this lake for tourism is ecotourism, and local tourism.

Local communities around Lake Urmia are an example of such situation. Although, studies showed that local communities around Lake Urmia are so eager to be involved in tourism activities, government and other related officials do not pay enough attention to locals. While studies showed that communicating locals in tourism

activities can bring advantages for the region and the most social and environmental advantages can be counted as follow:

- Creating alternative job opportunities (shifting from agricultural jobs to tourism activities).

- Increasing income among locals and preventing from migration.

- Protecting the rangelands around Lake Urmia by decreasing agricultural activities in rangelands and shifting job opportunities to tourism activities.

- Protecting groundwater by decreasing agricultural activities.

- Using NGOs to protect Lake Urmia to be completely drought and encouraging government to pay more attention to the Lake Urmia as an international heritage.

To sum up, the development of sustainable tourism in the region should be based on community-based tourism. In this approach, tourism and community involvement in the planning and development process, and the advancement of all types of tourism, will create the benefits for both local communities and environment. With this approach, the benefits of tourism development for local residents are guaranteed.

6.2 Limitations

As the research method was snowball sampling there were little control over the sampling method and the people who be examined was depend on people who have already been inquired. Sample selection representative was not guaranteed and the researcher has no idea about the correct distribution of population and sample. Also, in this type of research there are the fears of excessive bias in sampling, when using this method.

Initial people tend to introduce their acquaintances, as a result, they may be similar in traits and other characteristics, and the example that the researcher achieves is limited to a small group of the whole society.

Also, another striking limitation is that the authorities and the members of the community are in a place where it is difficult to convince themselves and build themselves to spend time to read the emails and answers, so the process of data collection was time-taking. To achieve a review/and assessment of the process of planning, it will be practical for organizations/institutions, especially the public sector, to collaborate and express their ideas about important issues.

6.3 Implications and future studies

First of all, government and related officials must pay more attention on community involvement in tourism programs. They should organize a community program for educating and informing locals about how to involve in tourism programs. It is believed that CBT will bring more environmentally friendly jobs and reduce recession in peripheral settlements of Lack Urmia. This will increase the level of living recommended by the United Nations for less developed countries. They must ensure that all communities participate in the planning, programming and decision-making process. The government and related officials must provide stimulant for companies involved in developing new tourism initiatives in Lack Urmia. This will stimulate local investors to support tourism business. Governments should involve locals to protecting programs of Lake Urmia because it is believed that locals are the best and the most aware people about their environment. NGOs should be set up by locals to protect rangelands and ground waters and finally to define strict programs to protect Lack Urmia.

For a successful and sustainable tourism established in the region, it is necessary to convert the tourism sector into an important part of sustainable programs. Government must improve tourism in Lack Urmia, with the view that there is a great opportunity for both environment and locals to be protected. A professional marketing strategy is required for the CBT to be recognized as a necessity for protecting Lake Urmia and its peripheral settlements from drought and unsustainability. Future research on the effects of CBT should take into account as a key idea for sustainability in the region under study. Also, the benefits of the CBT programs should be analyzed in the future studies. Besides, in the future studies it should be taken into account that to what extent CBT can influence on sectors such as horticulture/agriculture, and other environmental issues in the Lack Urmia.

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APPENDIX

Questions:

1. To what extent do you think the available natural and historical resources are appropriate in terms of attracting tourists?

2. To what extent do you think the Lake Urmia and other tourist resources are attractive for national and international tourists?

3. To what extent do you think Facilities and infrastructures of the Lake Urmia is enough for attracting tourists and developing tourist industry?

4. To what extent do you think accessibility, transportation and transit services are appropriate for tourism industry?

5. To what extent do you think advertising in the field of tourism is enough to attract tourist?

6. To what extent do you think Participation in optimizing the environmental conditions of Lake Urmia is appropriate?

7. To what extent do you think Locals Participation in economic affairs related to tourism (investment and ...) is improved in the region?

8. To what extent do you think Locals Participation in socio-cultural affairs related to tourism is improved in the region?

9. To what extent do you think Locals Participation in the optimization of the physical conditions is improved in the region under study?

10. To what extent do you think tourism has positive impact on the environmental conditions of Lack Urmia?

11. To what extent do you think tourism has positive impact on the economic conditions of the peripheral settlements of Lack Urmia?

12. To what extent do you think tourism has positive impact on the socio-cultural conditions of the peripheral settlements of Lack Urmia?

13. To what extent do you think tourism has positive impact on the physical conditions of the peripheral settlements of Lack Urmia?

14. How far do you agree to leave agriculture in the rangelands if you can make a living in tourism?

15. To what extent are you ready to participate in the development and restoration of Lake Urmia and other environmental resources in the event of a tourism boom?

16. Do you think the CBT is an environmentally friendly movement?

17. To what extent do you think changing agricultural activities to tourism will be helpful to conservation of groundwater?

18. To what extent tourism can create new job opportunities for your city/village?

19. To what extent cooperating locals in tourism activities can help increase in local's income?

20. To what extent tourism can be helpful for the markets of your region to sell local handicrafts and local souvenirs and indigenous products (agriculture and livestock)?

21. To what extent do you think local's cooperation in tourism activities can improve the knowledge of both locals and tourists about the culture and traditions of the tourism destination?

22. To what extent do you think local's cooperation in tourism can increase the levels of education among locals?

23. To what extent do you think local's cooperation in tourism can reduce the immigration from the region under study?

24. To what extent do you think local's cooperation in tourism activities can improve infrastructures of the settlements? (roads, …)

25. To what extent do you think local's cooperation in tourism can be helpful to survive and revive ancient buildings of settlements around Lack Urmia?

26. To what extent do you think local's cooperation in tourism can improve renew or rebuilt new constructions in the region?