CHAPTER VI
CONCLUSION AND SUGGESTIONS

6.1 CONCLUSION

A. Geography:

Province has four counties (Garmsar, Semnan, Damghan, and Shahrood), 14 districts, 29 villages and 17 towns, considered as one of the average provinces which are in ideal geographic situation. From tourism perspective, its accessibility to main transportation centers such as; Tehran, Mashhad, Esfahan, and northern regions and passing of transportation transit road from Semnan province and its proximity to national development centers such as; Tehran and Mashhad will provide the appropriate opportunity for development of tourism in Semnan province.

The overall geographic situation and condition of Semnan province is providing a favorable condition for development of tourism which can be utilized, however as stated in SWOT analysis section from the geographic perspective, for development of tourism in Semnan province the following issues are of high importance.

1. Attempt to increase the stay period of passer by tourists in the province, especially in cities and tourist attraction regions.
2. Presenting capabilities of the province to different tourism markets in National and International level.
3. Building necessary culture for using geographic places in order to develop general and professional education and training in the province.

B. Economy:

Semnan province produces about 7 percent of total Gross national product, while it contains only 8.5 percent of country population, therefore the average per capita income in this province is lower than the whole country and according to current
information, the Hotels and Restaurants' section (Tourism) produces only 0.52 percent of Semnan's Gross domestic product and this amount comprises only 3.41 percent of country’s total revenue from tourism.

It is clear that the tourism section comprises very little portion of Semnan's total production. This issue leads to limited and low participation of this section in the economy of Semnan province and the region. There are also very prospective potentials in the province for development of tourism, hence taking necessary measures and improvements for development and flourishing of tourism in the province, will have an immense economical effect on the economy of Semnan and can rectify most of the problems and weaknesses in Semnan such as production, low per capita income, unemployment etc.

These measures and improvements are as follows:

1. Developing and equipping information broadcasting systems in the province.
2. Allocating more funds for renovation and development of tourism product and more participation of private sector in this industry.
3. Presenting new products such as; conferences, leisure camps etc.
4. Creating a practical marketing system for tourism section by utilizing modern communication tools.
5. Establishment of scientific parks and specialized centers in Semnan.

C. Socio – Cultural:

From among the issues and problems which is the result of transition from tradition to modernity in Iran, similar transformation is also seen in Semnan province. It is facing the phenomenon of moving toward cultural integrity and life style, and extinction of socio cultural diversity due to different communication channels especially TV Programs. Another problem which Semnan is facing is the immigration of rural population to cities which decreased 17 percent of rural population and the trend is continuing.
Semnan province possesses suitable grounds for attracting tourists because it is located on the way of pilgrims and tourists. Semnan numerous historical and religious monuments and buildings, and mental fitness of people in the context of high levels of literacy in the province very possible that if the appropriate policies and national and local level, and careful planning, and promotion of tourism will improve in this area, also regard it is better to pay more attention to the following suggestions.

1. Officials attempt and plan for building culture in attracting domestic and foreign tourists.
2. Revival of native and traditional rituals and methods for national, native, cultural and religious ceremonies in the province.
3. Conducting training courses and creating the necessary facilities for educating and training human resources.
4. Organizing programs in order to utilize the existence of tribes and training human resources.
5. Organizing programs in order to utilize the existence of nomad's life and their living style in order to attract tourists.

D. Environment:

The area of Semnan province is 9.5 million hectares, comprising of 5.6% of country’s total area. Among the natural characteristics of Semnan province, the various climate conditions, many eco systems, various types of flora and fauna, can be mentioned.

These regions possessing natural characteristics have various attractions for natural tourists and nature lovers (Ecotourism)

According to environmental experts opinion and with regional to zonal classification which can be done on quadruple environmental regions, an area of about 20% can be exploited directly as a ecotourism and recreational activity. However for realization of this matter preparing and implementing of this matter in a form of
comprehensive plans to manage environmental regions and proper investment for preparing the sites and places which tourists will use, are of high importance.

With regards to many benefits of exploiting natural resources for development of tourism it is suggested that:

1. Nature tourism will be considered as one or two important bases for development of tourism in the province.
2. For each and every principal unit such as eco systems, protected reserves, detailed plans of environmental tourism development should be prepared and proposed as tourism centers.
3. Design, plan and implement nature tourist attraction centers in the province in order to direct and host tourists.
4. Utilizing capacities existing in Kavir desert and jungle for development of sport and recreation for local people in Semnan and neighboring provinces.
5. Preparing and implementing ecotourism exploitation projects in the form of comprehensive plans for management of regions for each quadruple environmental regions with the aim of sustainable exploiting and preserving the ecology and development of eco tourism industry in Kavir-e-Garmsar National Park, Parvar reserve, Shahrood Touran National Park and wild life reserve, and also Shahrood Khosh yeilagh wild life reserve.
6. Zonal classification of each region and identifying a central natural core which encompasses the prominent types of nearby ecosystems with a view to sustainable development and expansion which remains as a full protected and untouched regions, and also to determine the absorbent regions around the Central natural core and interstitial regions for compatible and permitted activities and to support and protects Natural lands which include, research education and training on environments ecotourism and recreational activity.
7. Design, plan and establishment of centers for visitors in concentrated and pervasive forms in the regions for short and long period stays of ecotourism depending on the capacities of each region.
Designs and create hiking routes, horse riding paths and creation of outdoor camps depending on the type of ecotourism exploitation in appropriate sites proportionate and equal to nearby environment.

E. Infrastructures and transportation:

The accessibility condition of prepared tourism resources of Semnan province to infrastructures such as, road, railway, air transportation networks and the fleet and related facilities, health care service, communication and information technology are not in a good condition and they are assessed below average and face lots of deficiencies which among these can be named as low ratio of accessibility level of tourism resources to infrastructures and transportation, non-standardization of roads and connecting centers, low quality of transportation fleet along with poor and inefficient services, lack of advanced communication and information technology networks, lack of modern air networks, low rate of health care centers and providing poor health care services and the low rate of necessary services in roads need to be improved. These factors, in fact are considered as challenges which the tourism industry in the province is facing with. However along with these weaknesses the tourism in Semnan province possess some strengths and opportunities which were mentioned in previous chapters, therefore revival and flourish of tourism industry in Semnan province also depends on a serious focus on infrastructure and transportation sections and there should be more investment in these sections to increase the accessibility ratio of tourism resources and the quality of services and to promote the tourism indicators of Semnan province with regard to the analysis of strengths and weakness of infrastructure and transportation sections, the following suggestions will be the basis for planning in second and third levels:

1. Providing necessary facilities in order to stop and temporary stay in passer by tourism in the province.
2. Reinforcement of mobile antenna accessibility and to make the northern and southern regions open to tourists by preparing transportation, accommodation facilities and especially publicity for this issue.
3. Determine tourism centers and design and prepare plans for equipping them in a form of comprehensive and detailed plans for development of tourism in special centers such as: Kavir Park, Abrisham Road, ecosystem reserves in the province, Cloud Jungle and the others.

4. Starting domestic and international tours by motivating the managers and directors of these tours in the country and in the world.

5. Controlling and preventing epidemic diseases such as: tuberculosis and diarrhea in the province and informing people about the same.


7. Equipping the prepared tourism resources according to the sociological and economic priority level with an emphasis on solving problems and giving essential services such as water, electricity, health care, communication network and urban and rural sewage system.

F. Human resources organization structured a study on organizational structure related to tourism in the province and revealed that the “Iran's Tourism and cultural heritage organization” and “Iran's Tourism and Cultural heritage organization” and “Iran environment organization” are the main organizations in charge of tourism in the Semnan province. A study on human resources working in these organizations reveals that the their education level of the workers in both organizations are relativity high, but the field of education expertise is not related to tourism and there are few people working in these organizations who hold degrees related to tourism, and this matter is the main weakness of this organization.

In Semnan province there have not been any fine and continuous training courses which educate students and train them in tourism and only the following temporary courses and event were held in relation to tourism.

1. Scientific and educational conference on ecotourism.

2. Abrisham Road Conference.

3. Native tour guides training courses designed for guides of antiquities in Semnan.

   In this course 50 people participated and the course duration was 74 hours.
When the programs organized are envisaged there were only three tourism training programs were organized in the last five years.

Therefore it is obvious that the condition of tourism education and training courses and the number of well – trained people are not satisfactory and enough. Hence we can conclude that the expertise of people working in tourism section in Semnan province is very weak. Therefore in order to improve the quality of human resources working in tourism section and also the improvement of organizational structure related to tourism section in the province, implementation of the following items are necessary.

1. Policy making and correct, rational, coherent, and long term management.
2. On-the Job training of human resources working in different sections of tourism.
3. Establishment of fine, continuous training courses at different levels.
4. Defining and determining the internal organization structure of “Iran's tourism and cultural heritage organization” according to the objective needs and development strategies.
5. Strengthening the organization and private sector structure active in tourism section in order to promote quality of products and services in this section.
12.1. SUGGESTIONS

In order to implement appropriate strategies for development of tourism in Semnan province and consequently for offering necessary plans and projects in this regard, from the total analysis of the present condition of tourism in Semnan province we reached the main guiding framework which are represented in a form of following suggestions. These suggestions are the basis for creating future suggestions and strategies:

1. Preparing the suitable ground for increasing the stay period of passer by tourists from the province.
2. Paying attention to nature tourists as a main basis for development of tourism in the province.
3. Employing a comprehensive development plan for tourism in intended tourist counters especially from ecotourism perspective.
4. Modification of tourism management system in a way that a constructive interaction between different organizations is guaranteed and preserving and revival of resources and suitable exploitation of resources and suitable exploitation of them are considered stimulating.
5. Established and reinforcement of tourism information system and feedback system from markets and tourists in such a way that it creates a Dynamic interactional information system.
6. Paying attention to priority of equipping prepared tourism resources according to attraction level with a possibility of development of tourism.
7. Strengthen and reinforcement of telecommunication networks (Mobile, Television) accessibility to tourist attractions.
8. Special consideration to condition of health care in development of tourism in Semnan province.
9. Strengthening the organizational structure of government and private organization and paying special attention to training human resources.
10. Develop cultural and educational interactions and information in the province and creating bilateral contact and communication of Semnan with other national tourism centers and existing international capacities.

11. Bringing a Major League team in sports such as football, volleyball, basketball being raised for province in the media and increase come and go Athletes teams to travel in the Semnan provinces.

12. Advertising of accommodation for short term (1 or 2 days) pilgrims of Imam Reza in Semnan Province and visit the tourist attractions.

13. Manufacture and distribution of documentaries, news and advertising about tourist attractions in the province and broadcast it on TV and radio in, the national channel and international channel.

14. Priorities for restoration works and historic buildings and preparing them for tourists visit according to budgetary constraints.