CHAPTER I
INTRODUCTION

1.1 PROLOGUE

Traveling especially for recreational and leisure purposes has been regarded as one of the human beings’ needs. The phenomenon of tourism is dedicated to $\frac{1}{10}$th of the world population. It is the biggest reason for moving people moving to different peaceful places. Technological, transportation and communication advancement, expansion of exports and industrial products, increase of income, globalization and its related factors, increase of leisure time, improvement of pension, improvement of public health and other factors have caused drastic changes in industrial countries, especially cities. It has made tourism an important motive for economic development in the third millennium. It is also one of the three most influential money making industries in the world along with oil and auto industries.

The tourism industry more than the other ones has speeded up the movement of capital, stock and money exchange in local, national and international scales in a way that tourism income can be well-directed and planned as an invisible export. Tourism is the most vital industry in terms of intake of money which plays an important part in creating employment opportunities, while there is a lot of unemployment, distribution of wealth, removing local equilibrium, eradicating poverty, improving living standards, and positive cultural interactions.

Based on the statistics from World Tourism Organization, income from this industry has comprised 6 percent of the NGP, 10 percent of the workforce i.e., tourism has provided about 231 million people with work. It this figure came up to 11.5 percent (about 385 million people) in 2006. Tourism industry brings about interesting economic, biological, cultural and social changes in different dimensions. Although governments’ literature indicates positive effects of this industry on employment opportunity, money making and so on, the governments should not overlook the negative consequences of this industry in economy and especially inflation in the host countries. In addition to its
negative economic effects, tourism industry can bring in negative biological, cultural, social and environmental consequences in which biological and natural place are considered as the most important targets.

With increasing competition in tourism, recognizing operation of this activity is more important, because it has important social, eco-environmental and political effects in addition to economic aspects. Tourism creates significant changes with changing population distribution, changing center of commercial activities, creation of extraordinary changes in spatial structure and geographical perspectives of urban and rural centers as well as restoration and renovation of historical works and it creates marvelous progresses with increasing incomes resulting from tax and strengthening government budget, propounding society and creating an opportunity for progress and also acceptance and learning other languages in order to communicate with tourists. The influence of tourism in improving quality of life for people quality, foreign exchange income, national gross income, creation of job opportunities, inter-sector effects and development of other sectors such as agriculture and industry, improvement and development of infrastructures, just distribution of wealth, creating fields of development in under-developed regions, cultural interactions, increasing the level of people's awareness, establishment of peace and strengthening international relations is undeniable (Zirakbash Diba, 2007).

Moreover, tourism can effectively play a role in preventing natural wastage of resources wasting and keeping cultural values. This industry can also have a part in improving the culture, motivating national pride and protecting historical monuments. However, experts should not ignore the negative cultural effects it can have on the host community in the form of cultural conflicts and social dualities.

What seems to be essential is to have stable and long-lasting programs in tourism in which the tourists should pay full attention to the quality of life in the host community, environment, cultural values and people’s business and jobs. This significant job requires local people’s cooperation and observing justice. It should be noted that stability should be maintained in different dimensions such as environment, culture, society and economy and that requires constant cooperation, collaboration, and monitoring.
1.2 TOURISM IN IRAN

According to Farzin (2007), the first organization concerning tourism in Iran was set up in 1935 and was called ‘Attracting Tourists and Advertisement’. But from that time till now, the responsible organization for tourism in Iran has confronted many changes from its name and its structure to its objectives and policies. For the first time, in the fourth developmental program (1962-1966) of Iran, a special place was allocated to tourism. This was continued till 1978. After the victory of Islamic Revolution of Iran in 1978 and the starting of the imposed Iran-Iraq war, tourism industry of Iran was badly damaged due to the political crises and war. But from the first developmental plan of the country after the Islamic revolution, tourism was taken into consideration once again (Farzin, 2007). In short, the objectives of tourism development in the four Five-year Socio-cultural and Economic Development Plans of Iran (after Iran-Iraq war) were: introducing the culture and civilization of Islamic Iran, increasing the foreign exchange of the country - stimulating local commerce and industries - generating a favorable worldwide image of the country completing the literature review - some international.

In Iran, research in the field of tourism is not suitably conducted. However, recently some actions have been taken and attention is being paid to conducting research in tourism. Most of the papers in tourism are not rich enough in terms of literature and they are mostly descriptive paying little attention to analysis. Perhaps the best study, which was done in tourism, is the one by counseling engineer in tourism on the nationwide comprehensive plan of tourism in 1972. In this plan the country, Iran, was divided into 11-tourist district based on recreational places, tourist attractions, rate of travels, and so on for the national and international tourists.

1.3 THE SOCIO-CULTURAL EFFECTS OF TOURISM

Tourism should not be economically investigated and looked up on because it guarantees spirit and develops world ideology and exploration of the societal culture; thus, it should not be considered as an economic phenomenon. In the sixties and the seventies, tourism researchers investigated it from different social, economic, political,
cultural and psychological perspectives. The findings are indicative of the fact that need for leisure time and activities is as significant as the need for work, shelter, and it is also one of the vital needs of mankind.

In today's world, especially in urban or industrial societies where man's activities are too many, continuous, steady, and technical, which cause tiredness, fatigue and physical or mental tension, disturbance and erosion, tourism, strongly speaking, is the only way to refresh the tired spirits.

Tourism promotes human quality and lifts spirits. It makes one perfect, moderate, calm and soft, in every sense of the word. It helps one make changes in his lifestyle, architecture, economy, social interactions, etc. for the better (Ghazi, 2005).

It also helps to get to know the history of his own and other countries, more appreciate his own culture and respect other's, promote relationships with other people from around the world and get rid of many abnormalities and inappropriate behaviors.

1.4 TOURISM FROM POLITICAL PERSPECTIVE

Tourism is one of the best modes of elevating the national satisfaction. On one hand, the government can promote the tourism facilities, create job opportunities, flourish the national economy, and on the other hand, she, by devising valuable planning for her people's leisure time and vacation, can prove more efficient. Moreover, social freedom, individual rights, social rights, and political understanding and appreciation get more promoted and more noticeable.

1.5 THE IMPACT OF TOURISM ON THE ECONOMY

The World Travel and Tourism Council (WTTC) estimated that for 2005, travel-and tourism (including all forms, not just holiday and vacation) was directly generating 67,232 jobs (or 2.9% of national employment) and contributing to 3.7% of GDP (Gross Domestic Product) (WTTC, 2005).
Tourism can affect economic development in a variety of ways notably through its impact on the balance of payments, inflation and employment and its multiplier effect.

Regarding its impact on the balance of payments (Roe et al., 2004) note that it is hard to measure the industry's contribution to GDP since it is not traditionally measured in national accounts. They further argue that accurate data is unlikely to be reliable in poor countries.

Nonetheless, tourism can play an important role as an exported commodity generating foreign exchange (Mihalich, 2002; Gaitner, 1996; Archer, Cooper and Ruhanen, 2005; Ghosh, Siddique and Gabbay, 2003, Mules, 2001) even though the balance of payments may be negatively affected by imports and leakages.

These leakages of foreign exchange out of the country can, at times, prove to be excessive as in the case of Fiji (56%), the Cook Islands (50%), or St. Lucia (43%) (Brohman, 1996). In countries where black market earnings are underestimated, however, leakages may be overestimated (Shah and Gupta, 2000).

Whereas leakages are one of tourism's main negative impacts on the economy, the multiplier effect is seen as one of its main positive impacts (Cooper et al, 1998). An economic multiplier can be defined as the sum of first-round spending plus indirect economic impact (Gartner, 1996). In other words the impact of one tourist dollar is multiplied as it passes hands within the local economy from, say, the restaurant owner to the fisherman, to the net-maker...etc. A further element, known as induced spending comes.

Into play as increasing consumer spending results from increased personal income due to tourism (Mihalich, 2002).

Claims that tourism's multiplier effect depends on the type of tourism, Highly concentrated, large scale foreign-owned tourism complexes will have a lower multiplier effect whereas dispersed, smaller scale, locally owned operations will have higher multipliers. It could easily be argued that the relation of leakages with these different types of tourism is inversed (Brohman, 1996).
A very visible economic impact of tourism is inflation. As Mihalich (2002) notes, foreign tourists bring in additional financial resources into the host community as well as an increased demand for certain goods. If the supply of goods cannot adapt rapidly enough the prices will rise resulting in inflation. This undermines local economic security (Ashley, Boyd and Goodwin, 2000) and has been found by various studies to be an important impact of tourism on local host communities (Brown et al., 1997; Walpole and Goodwin, 2001; and Haley and Haley, 1997).

The last major economic impact of tourism is on employment. Though Cukier (2002) remarks that there has been a relatively small amount of research done on tourism and employment in developing countries, a number of authors note the importance of tourism in development at a community, regional or even national level (e.g. Ngece, 2002; Ntshona and Lahiff, 2003; Wunder, 2000; Meyer, 2003; Cattarinich, 2001; Cukier, 2002). Furthermore, employment has been recognized as a primary path out of poverty (Elliot and Mann, 2005).

Job creation resulting from tourism falls in three categories. Direct employment occurs through job creation within the tourism infrastructure such as hotels, bars, restaurants, tour operators or travel agencies. Indirect employment happens through the creation of jobs in areas which serve the tourism industry such as construction workers, farmers, fishermen or doctors. Finally, induced employment results from tourism's multiplier effect and increased revenue (Cukier, 2002). The additional employment can also be either formal (hotel staff for instance) or informal (such as beach boys selling trinkets) (Mihalich, 2002).

Scheyvens (1999) warns against the risk of seasonality within the tourism industry where jobs may be available during peak tourist season but not during the off-season. This is contested by Cukier (2002) who argues that, in the case of developing countries at least, tourism jobs have a relatively higher pay than other sectors and are therefore more desirable - even when seasonal.

Though the impact of tourism on employment is clearly of an economic nature, it may also have indirect socio-cultural effects as new types of jobs may change the balance of power, gender division of labor, and social structure (Cukier, 2002).
1.6 THE UNDESIRABLE EFFECTS AND PROBLEMS OF TOURISM

1.6.1 Different Type of Natural Environmental Pollutions:

The harms of tourism in the environment originate from the excessive involvement of tourism in the area. Gradual elimination of seashores, pollution of seashores, pollution of seas, elimination of farms and farming fields to construct houses, tourist camps, etc., are all destructive and undesirable effects of tourism.

1.6.2 The Socio-Cultural Effects of Tourism:

The socio-cultural effects of tourism are harder to measure than the economic ones as they are much more subjective and not easily quantifiable (Cooper et al, 1998). Changes brought about by tourism range from measurable impacts, such as the outbreak of a particular disease, to some which are much harder to measure such as changes in customs or conduct (Hashimoto, 2002). Another problem when trying to assess the socio-cultural impact of tourism are changes to the host community, especially cultural changes, are often not solely due to tourism but also the result of other factors such as globalization or mass media (ibid). Nonetheless, various authors have identified a number of socio-cultural impacts that can be attributed wholly or partly to tourism.

One of the main criticisms of tourism is its potential for seriously deteriorating local culture. This falls in two broad categories, traditions and behavior. A community's cultural traditions are such things as customs, festivals, crafts, ceremonies, whilst its cultural behavior refers to attitudes, dress and code of conduct amongst others.

Cultural heritage and traditions (along with natural heritage) are often cited as an asset which poor or marginalized countries, regions and/or communities may have to attract tourists and reap the benefits of tourism (Roe and Urquhart, 2001; Mowforth and Munt, 2003; Ashley, Roe and Goodwin, 2001, WTO-OMC, 2002). Indeed, tourists are often attracted to a specific destination because of its cultural value. Accordingly, host communities share their culture with the tourists. This may at first take the form of tourists witnessing a local festival but as more tourists visit the host community, the local population is likely to start staging traditional dances and ceremonies for their visitors. Archer, Cooper and Ruhanen (2005) argue that the issue of "staged authenticity" is
important as host communities can convince tourists that the spectacles in the front regions (such as hotels, restaurants or tourist villages) are authentic and can therefore protect the real back regions (homes and 'real-life' areas).

There is, however a risk that staged authenticity turns into a 'co - modification' or 'commercialization' (Hashimoto, 2002) of culture. Co - modification occurs when culture, be it traditions, crafts or even local populations posing for photos in exchange for money, becomes a tradable good. This can eventually lead to strong traditions being ignored and eventually lost as they become modified products (Gartner, 1996). In other words "the local way of life degenerates into a commercially organized effigy of its former self (Archer, Cooper and Ruhanen, 2005).

Inversely, in some cases tourism can make a beneficial contribution by helping preserve culture. For instance, numerous UNESCO World Heritage Sites are maintained thanks to the income generated by tourism. Similarly many proponents of tourism as a tool for development argue that host communities feel pride due to the visitors' interest in their culture and heritage (WTO-OMC, 2002; Ashley, Boyd and Goodwin, 2001; Ashley and Wolmer, 2003).

The second category, cultural behavior, is somewhat more complex as it includes the host community's code of conduct, ethics, morals, attitudes, beliefs, and general 'way of life'. It has been suggested that the cultural change here comes about when one culture - that of the visitors - overpowers another culture - that of the host community. This is known as acculturation theory or the demonstration effect (Gartner, 1996).

It is hard to disentangle what is cultural change and what is social change (Archer, Cooper and Ruhanen, 2005) as the two are so intertwined. As members of the host community get attracted to what is seemingly the tourists' lifestyles (Gartner, 1996) the abandonment of their own culture will have a number of social impacts and vice-versa. As Gartner (1996) writes, local youths may get attracted to the tourists and enter the informal tourist sector through pandering or prostitution. This may then result in them not going through the long apprenticeships necessary to learn traditional crafts which will eventually get lost.
One of the biggest criticisms of the demonstration effect is its adverse impact on moral standards of the host community (Gartner, 1996, Archer, Cooper and Ruhanen, 2005). This decline in moral standards may be due to more than just the demonstration effect as it can also be a bi-product of a clash between two cultures leading to resentment. Tourism is often accused of provoking crime, prostitution, drug use and other anti-social behavior (Archer, Cooper and Ruhanen, 2005, Hashimoto, 2002, Gartner, 1996, Mbaïwa, 2002).

Many undesirable socio-cultural changes amongst host communities are blamed on tourists. Tourism, however, is not the only cause for these changes. Other causes might include globalization forces and international media (Hashimoto, 2002). One such accusation is the blame placed on tourists for contributing to the spread of sexually transmitted infections - Sexually Transmitted Infection (STIs) and HIV/AIDS (Archer, Cooper and Ruhanen, 2005). Their contribution, in reality, is probably very small (Cravero, 2000). There is drily limited and brief discussion of the relationship between tourism and STIs and HIV/AIDS.

A lot of the socio-cultural changes which result from tourism can fall under the category of modernization. This change in lifestyle is often denounced as 'cultural imperialism' (Hashimoto, 2002). Socio-cultural changes brought by tourism can, at times, be positive. As we have seen in the previous section tourism's impact on employment can bring about changes in the balance of power, gender division of labor and unjust social structures. It can promote the empowerment of those who may have been discriminated against previously such as the poor, women, and other marginalized people (Ashley, Roe and Goodwin, 2001; Scheyvens, 1999; Scheyvens, 2001, ESCAP, 2003; WTO-OMC, 2002).

Whilst discussing the effects of ecotourism on the empowerment of communities, Scheyvens (1999) has elaborated a framework to determine whether an ecotourism venture has empowered or disempowered affected communities. She identifies four types of empowerment: economic, psychological, social and political. She then identifies which factors can be identified to determine whether a community has been empowered or disempowered by tourism. According to the framework economic empowerment is
determined on the spread and spending of revenue. Psychological empowerment depends on the community's self esteem, confidence, and the improvement of the status of disadvantage groups such as women. Social empowerment requires steady community equilibrium and increasing Cohesion. Finally political empowerment represents a more traditional meaning of empowerment where the people of the community have a greater say in decisions that affect them. This framework was set up to examine the potential of ecotourism to empower, yet it also holds true for tourism in general.

This framework concentrates on empowerment at a community level, though tourism can also contribute to empowerment at an individual level. Tourism is likely to impact individual members of a host community differently depending on variables such as class, age, ethnic affiliation and gender (Scheyvens, 2000).

Scheyvens (2000) argues that tourism can be a strong force in disempowering women. In many areas women are traditionally responsible for the gathering of certain natural resources such as water and wood (Sass, 2001). As a result women are often the worst affected by newly restricted areas such as game reserves which have been set aside for tourism (Scheyvens, 2000, Ashiey, 1998). Furthermore, Scheyvens (2000) argues that, as a result of traditional gender roles; women will not have similar employment opportunities as men within the tourism industry.

As with most potential effects of tourism what holds true in one area may be reversed in another. Though there is a risk of tourism disempowering women, there is also a lot of potential for the empowerment of women. As we have seen, studies have found that tourism is, in fact, an area where there are employment opportunities for women (Ashley, Roe and Goodwin, 2001; Ashley, Boyd and Goodwin, 2000). Vander, Cammen (1997) relates the story of Masaii women in Tanzania who were eventually able to secure the right to employment within the tourism industry (through running campsites, selling bead-crafts and even guiding walks). These women were able to retain the income they generated and put pressure on the men. This was done despite an initial reluctance by the men to allow the women to work with tourists. There are also many cases where women’s groups start and own community tourism ventures.
Another way in which tourism can directly assist to empower communities and individuals is through training and skill development (Williams, White and Spenceley, 2001; Cattarinich, 2001; Roe and Urquhart, 2001). Further empowerment can be the indirect result of tourism. One example of this is education (Brohman, 1996). Income generated by tourism has allowed paying for individual school expenses and even the building and improving of schools (Ashley, 1995; 1998; WTO-OMC, 2002, Spenceley, 2002, Spenceley and Seif, 2003). There are also many cases where private tourism businesses invest in local development such as schools, clinics and water supply (Spericely and Seif, 2003).

Tourism's impact on education is particularly important as it has long term consequences. It allows those who benefit from education to be in a better standing for future employment. Furthermore, if we accept Foucault's premise that power is intrinsically linked to knowledge (Foucault, 1980), it is clear that education can play a key role in empowering both individuals and communities.

1.7 STATEMENT OF THE PROBLEM

Today the phenomenon of tourism is considered as a generating and main industry which provides a large sum of income for the developed countries, those countries with a lot of tourist, historical and natural attractions and also countries with tourist facilities.

It was predicted that the number of tourists in the year 2010 would come up to 1,560 million in which each tourist will averagely spend about 800 dollars five days a week. Therefore, countries, which succeed in attracting tourists, will earn a large amount of income through tourism. Although our country, Iran, is considered as one of the top ten countries benefiting a lot of tourist attractions in the world, it has not emerged successful in tourism industry and has not earmarked any income in this respect. Accordingly, Semnan province has shared a small portion of profits from tourism, while the province contains a great number of potential and unknown capacities in the arena of tourism in the national and international scale.
Semnan province benefits special geographical and historical features having a high potentiality in attracting tourists worldwide. The province has cities, which are marvelously, located on the sides of the main roads and passages through which millions of tourists annually pass. Furthermore, the province is situated between the two cosmopolitan cities of Tehran, the capital city, and Mashhad, which are of tourist attractions. Thus this paves the way for the province to make plans for attracting tourists because the province’s share is lower than the county’s per capita. The table below can report this fact.

<table>
<thead>
<tr>
<th></th>
<th>Local Tourists</th>
<th>Foreign Tourists</th>
<th>Total</th>
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<tbody>
<tr>
<td><strong>Semnan</strong></td>
<td>1.14</td>
<td>1.84</td>
<td>1.15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2.13</td>
<td>2.49</td>
<td>2.17</td>
</tr>
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</table>

*Source: Iran Tourism Organization*

Considering the above-mentioned facts, it seems necessary to make plans, take up some strategies and take action in a way that the province’s tourism share can be promoted. On the other hand, the attitude towards developing tourism in the province should be based on the principle of constantly using the resources, increasing the share of tourism demands by the local, national, international tourists.

1.8 RESEARCH LIMITATIONS

- There is not a comprehensive research about the tourism of Semnan so great effort was made for data collection considering the shortage of time?
- Information must be primary data which needs extensive field work and interview with all the stakeholders including officials involved, people, host community and tourists themselves.
- There was limited documented data about Semnan tourism in this province.
- It seems some tourism managers had many information but they didn't put it at my disposal easily.
- There is no data bank related to tourism.

1.9 STUDY AREA

1.9.1 General specifications of Semnan Province:

Semnan Province with the area of about 97492 Km² includes 5.9 percent of the total country’s land area. Thus, it is the seventh wide province. This province includes 0.84% of the total 589742 country’s Population with the density of 6 persons per square kilometer and has been located in the geographical area of 51°and 51’ to 57°and 03’Eastern longitude from Greenwich meridian and its latitude is 34°and 13´ to 37°and 20´ north of equator (fig.1).

From north, it is limited to North Khorasan, Mazandaran and Golestan Provinces, from east, it is limited to Razavi Khorasan Province, from south, it is limited to Yazd and Isfahan Provinces and from west it is limited to Qom and Tehran Provinces. Semnan Province has four counties (Garmsar, Semnan, Damghan, and Shahrood), 14 districts, 29 villages and 17 towns.

Figure 1.1: Situation of Semnan province

Source: www.google map
1.9.2 Climatic conditions:

According to the data obtained from 98 meteorological stations, the province indicates diverse climatic conditions in different parts of this region. This diversity is due to various factors such as topographical differences, the direction of air flows, and proximity to the sea. That makes arid and semi-arid climate predominate over 80 percent of the province regions.

According to available statistics, during recent 15 years average annual rainfall has been more than 176 mm in the Eastern region and about 90 mm in western regions. Also, during this period, average rainfall at southern most points has been reported as less than 50 mm and at North high points is more than 500 mm so that total Province average is about 141 mm(as statistics of thirty years). Total province temperature also decreases from south to north and from west to east.

Natural phenomena expansion is such that Elburz altitudes influence the province’s northern parts and mountainous climate dominates on it and through desert and salt marshes expansion, the southern regions have turned into arid desert region.

The uppermost part of the province has been located northernly and by moving southwards, the region general altitude descends at a gradient of about 0.008-0.01. This has divided the province into two parts: mountainous at north and the flat part of large central desert at south. The province’s topographical status has also a descending gradient from west to east.

Figure 1.2: Desert of Semnan Province

Source: Environment Organization of Semnan
For the adjacency of Elburz altitudes with central desert, there are various points in the province that create high-bar and low-bar thermal centers leading to airflows. For this reason, two important types of winds flow in the province area that turn into local winds in different areas:

- West winds that are usually humid and flow from the west to the northwest in the early months and also known as (Toorane) and are often rainy.
- Desert winds that blow from desert areas mainly in hot months and increase the air temperature and dryness of some areas such as Semnan and Damghan.

1.9.3 Altitudes:

Two main morphological units, Elburz altitudes at north and central desert at south have influenced all natural phenomena and created very beautiful and pleasant landscapes. The most important natural phenomena are various peaks of Elburz altitudes.

1.9.4 Forests:

Semnan Province has 352245 hectares of forests of which 150,000 hectares are needle trees and 50,000 hectares consist of broad leaved trees.
Rivers: Available Rivers are often as seasonal and dried-rivers and when there is much rain, they form torrents, which finally lead to Kavir Desert. The most important province rivers from West to East include:

**Hable Rood River:** It originates from Elburz Mountains and is the most important water supply of Garmsar Plain and the only province permanent river of the province. This river has various branches, of which the most important one is Namrood River that supplies about half of the river water. At 30 Km of Garmsar Plain, by passing through salty units, the quality of this river decreases.

**Gole Roodbar River:** It originates from Shahmirzad northern altitudes and irrigates a wide zone of Semnan Plain by receiving some branches from Soufian and Shahmirzad villages near Mehdishahr band and connecting other secondary branches at the North of Darjazin.

**Cheshmeali River:** This River originates from the southern valleys of Gorgan Shah Kooh and after passing through the west of Damghan, it is discharged in a Plain.

**Tash River:** This River originates from the southern valleys of Gorgan Shah Kooh and Tash and Majan altitudes and feeds Shahrood Plain after being connected with several secondary branches, of Shoor River: This originates from the Northeast

**Kal Shoor River:** This originates from northeast mountains of Mayamei in the county of Shahrood and after passing under Abrisham Bridge located in Shahrood -Sabzevar path; it enters into the desert at the east of Mayamei.

1.9.5 History:

Semnan has been divided into sixteen sectors from the old days of Avesta. During the Medes and Achaemenid periods, it accounted for being one of the largest provinces of the Empire. During the Islamic era, Semnan was part of the historical region of *Gomess or Komesh*, and the Silk Road paved its way from the midst of this region. Needless to say, the province was witness to numerous wars. The cultural Historical Heritage Organization of Iran lists 470 sites of historical and cultural heritage such as palaces, forts, castles, caravanserais, Abanbar, and Badgirs, in Semnan. In addition to these there are various religious and sacred places.
1.10 OBJECTIVES

Any research is baseless without its objectives and goals making the efforts useless. In the present study, the following objectives have been formed:

➢ To identify status quo of tourism potential in Semnan province.
➢ Finding out relationship between beautification of landscape and the impact on tourism industry in Semnan province.
➢ To evolve new scheme of education pattern and advertisement strategies in tourism industry.
➢ Finding out effect of national and international funds on tourism industry in Semnan province.

1.11 HYPOTHESES

The following hypothesis has been framed to suit the objectives of the present study.

It is hypothesized that,

➢ The tourism potentiality has not been properly harnessed in Semnan Province.
➢ The beautification of landscape in the province can boost tourism.
➢ If tourism education and advertisement are promoted naturally tourism flourishes.
➢ Through mobilization and channelizing government and international funds tourism industry can progress in Semnan province.

1.12 METHODOLOGY

In general the research procedure is classified into descriptive and analytic parts. In the descriptive procedure, the capabilities of phenomena are taken into consideration and in the analytical part one needs to carry on the research based on the collected and available data.
1.12.1 Data collection:

The data for this quantitative study was collected from primary and secondary sources in which the Primary data was collected from a survey of questionnaires; Secondary data was mainly based on government publications, documents, and reports, library collections and also with the help of Internet usage. The recipients followed by the field test mainly base survey Questionnaire Development on the pilot test to ensure understanding and ease of administration. Survey Questionnaire Validity analysis contains three types of validity content validity, predictive validity, and construct validity: For the purpose of this study, content validity the most critical is utilized for this research. The analytic procedure is concerned with the data analysis to achieve the main objectives in the respective research, which includes:

1.12.2 Data Analysis:

This section explored the significance of each of the objectives as they relate to their assigned research questions. Important data, used in this research, are as follows; Data are obtained through the Questionnaires from various levels like general public, Governmental Organizations and experts.

In the analytic procedure SWOT model and SPSS Software were used.
1.13 **SWOT MODEL**

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable for achieving that objective.

On the basis of this model, an appropriate strategy increases strengths and opportunities to the maximum level and decreases weaknesses and threats to a minimum one. For this purpose, internal strengths, weaknesses, opportunities and threats come out in four options of WT, ST, WO, SO that are interrelated selecting and creating strategy (Harrison, Jeffrey, John, Karun, 2002).
The SO strategies relying on internal strength attempt to make use of the environmental opportunities. The goal of WO strategies is to decrease internal weaknesses using available environmental opportunities. The aim of ST strategies is to reduce the effect of threats coming from the environment and finally the goal of WT strategies which is the worst condition is to reduce internal weaknesses and avoid threats from external environment (Frizzy David, 2000).

**Figure 1.5: The SWOT Matrix of threats, opportunities, weaknesses, strengths**

![SWOT Matrix](image)

1.13.1 The role of SWOT analysis:

Although SWOT analysis is one of the best-known and most frequently used tools within the marketing planning process, the quality of the outputs often suffer because of the relatively superficial manner in which it is conducted. There are several ways in which SWOT analyses can be made more rigorous and therefore more strategically useful (Richard Wilson, Colin Gilligan 2004).

1.13.2 How to Use SWOT Model?

As displayed in figure 1, the general matrix of SWOT was illustrated. This matrix has nine boxes. As can be seen, four boxes with main agents showing four strategies represent a white or empty house (the right top box). The four boxes representing
strategies are SO, WO, ST, and WT. After completing these four boxes having main agent (boxes S, W, O, T), these boxed are formed. To build a SWOT matrix, eight processes should be covered:

- A list of the environment opportunities should be produced.
- A list of the major threats in the environment should be presented.
- A list of internal strengths should be schemed.
- A list of internal weaknesses should be created.
- Internal strengths should be compared with environmental opportunities and created strategies should be written in SO box.
- Internal weaknesses should be compared with environmental opportunities and the produced strategies should be written in WO box.
- Internal strengths should be compared with environmental threats and created strategies should be written in ST box.
- Internal weaknesses should be compared with environmental threats and produced strategies should be put in WT box (Frizzy David, 2000).

**Table 1.2: The SWOT Matrix of threats, opportunities, weaknesses, strengths**

<table>
<thead>
<tr>
<th>Always white</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>opportunities</td>
<td>SO strategies</td>
<td>WO strategies</td>
</tr>
<tr>
<td>threats</td>
<td>ST strategies</td>
<td>WT strategies</td>
</tr>
</tbody>
</table>

**1.13.3 Features of SWOT Model:**

SWOT Model is one of the important tools of strategic management is used in the process of environmental and internal analysis and creating strategies to suit environmental conditions. Although this model is commonly used in strategic planning in production and service organizations, its unique feature provides this chance of analyzing different topics beyond organization level.
These features are as follows:

1) Comprehensiveness: This model considering the environmental and internal factors and comparing them as well as helping to create strategies to suit them is more comprehensive than the other strategic management tools.

2) Flexibility: This model is used in production companies, service companies, nonprofit and governmental organizations, analyzing major issues of a community and country, and analyzing different topics.

3) SWOT Model helps to solve a fundamental question in choosing a strategy. The main objective of a strategy based on this model is to use a strong position or to overcome a weak position (Pierce and Robinson, 2000).

4) SWOT Model has the ability to display the relation between the various factors. As the number of factors and complicated communication increases SWOT can be used to analyze this communication (Ahmadi Hossein, 1988).

5) SWOT Model is a very simple concept and using it is very easy and possible with high speed and it is of course beneficial (Brayson N, 1998).

1.14 ORGANIZATION OF THESIS

This thesis was written in six chapters: first chapter is introduction this chapter gives on overview to this research. The second chapter is devoted to definitions of tourism theory and literature. Chapter three covers whole study areas in terms of geographic location, climate, topography and Vegetation is described. The chapter four tries to explain the potential of natural and historic to region in Semnan Province. Chapter five identifies the potential of using the SWOT model to review existing tourism facilities. In the last chapter, conclusion and suggestion needed for the development and prosperity of tourism industry in Semnan province is offered based on the research findings.
Figure 1.6: Organisation Chart

- Chapter I: Introduction
- Chapter II: Definition & Review of Literature
- Chapter III: Study Area
- Chapter IV: Potential of tourism in Semnan province
- Chapter V: Data analysis & Finding
- Chapter VI: Conclusions & Suggestions