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THE ROLE OF TAJAN RIVER IN TOURISM DEVELOPMENT OF SARI

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ABSTRACT

The purpose of this paper is to use the SWOT technique to identify potential and existing bottlenecks in Tajan River and ways to improve their role in the development of tourism in Surrey. The study was a descriptive - analytical method is library and athletics. A survey conclude of experts and professionals in the field of tourism, the city of Surrey, and 30 of them have been selected as the sample size. The results showed that the weaknesses and opportunities in Surrey Tajan River strengths and threats it is over. So the best strategy for getting out of the situation and the development of tourism in the city of Surrey is adaptive strategy. This strategy seeks to reduce the weaknesses, take advantage of opportunities.

Keywords: tourism, Tajan River, SWOT technique

INTRODUCTION

Tourism is a multidimensional concept that is associated with several factors. Eco-tourism is one of the subdirectories of this feature is the tourism industry, and mutually influenced by multiple factors that impact (Zahedi, 2011, 133). In order to use the beauty of nature

tourism ecotourism called (Leader, 2000, 17). Tourism and the environment are interdependent. The development and management of tourism in a way that is compatible with the environment, an essential factor in achieving sustainable development

into account (**Altinay & Husain, 2005, 274**). Tourism should be part of the natural, cultural and human resources to maintain their balance, because a large part of recreational activities are directly dependent on natural resources in the destination (**Dolnicar & Leich, 2008, 672**). Tourism makes up 11% of world GDP and more than 200 million jobs worldwide support that 8% of total employment includes (**Rita, 2000, 434**), Stability in the tourism sector (**Sebele, 2010, 137**). Among the natural attractions, attractions, which are the basis of water resources, including beaches, seas and oceans, rivers and springs of great interest to tourists from all over the world, especially the Western tourists (**Ranjbarian and Zahedi, 2012, 142**).

One of the tourist attractions in the world's rivers is Large and small rivers in the world today are a source of employment and revenues in tourism. Iran has thousands of small and large rivers with unparalleled views the endless and smokeless industry Millennium minimum income to domestic and international level. Rivers, large and small, wet and low water, as long and wide as Iran Karun, River, Siminehrood, Zarineh, Aras, Atrak, Gorganroud, Tajan, Sefidrud, And thousands of other small rivers of the pleasant and relaxing environment and the

creation of thousands of farm, garden, grass, woods, forests, valleys, wetlands, swamps, plains, Rural and urban areas for the journey and leisure have created (**Abosadeqy, 2007, 1**). The ecotourism and given the capacity and capabilities of the tourist, the home is becoming more important. Ecotourism River has many advantages that can be a good option for earning and make positive changes in employment and income in urban areas to be considered. The most basic yet most important step in any plan for tourism development having knowledge of the situation and is planning to improve the current situation (**Salehi, 9387, 5**).

Tajan is constant over about 140 km from Mount Ali Khani, D. Mount, and thousands of acres of mountain, mountainous area on the northern slopes of the Alborz mountains stems And traverse the East Sari (Province), near Farahabad at 25 meters below the open water flows into the Caspian Sea. Tajan river for placement in mainstream tourists passing (transit road from Tehran to Mashhad), A permanent water and beautiful natural landscape plays a significant role in attracting tourists to the city of Surrey. The purpose of this paper is to analyze the use of SWAT model to assess and identify strengths, weaknesses, opportunities and threats in their Tajan River and suggestions for promoting

the development of tourism in the city of Sari provide Tajan River.

Review of Literature

Hosni Seal and Wild (2011) in an article entitled "Identification of potential sites suitable for ecotourism river basins as Case Study: Shafarood Gilan" and tourist attractions to the conclusion that this area of study, and does not identify specific planning is done at the margin. If you are planning to identify potential and actual development and prosperity in the region can be.- **Salehi (2014)** in his article entitled "The role of the river in the city's tourism development" has come to the conclusion The river and its banks have an important impact on attracting domestic and foreign tourists, But the lack of security and lack of facilities and reducing the length of stay of tourists has led to discontent.

F. M., et al (2010) in a study based on the SWOT model to provide appropriate strategies for the development of tourism in the Lake Zarivar Including the use of water for water sports such as water skiing and ... boom have and have concluded that the threshold of the high vulnerability of the lake for tourism and revisions and provide appropriate policies to address the limitations and capabilities and its capabilities.

Kingsnake Ardjany (2009) in an article entitled "The introduction of the basin's

potential for ecotourism development Shafarood Gilan" come to the conclusion that West Gilan province, especially in river basins, including basin Shafarood Located in the beautiful and magical city Rezvanshahr with nature, mild climate, with an area of 349 sq. km with placement, as well as colorful vegetation along the national road Anzali - Astara and an average elevation of 1250 meters above sea level And annual rainfall of 956 mm, and the mechanism of internal and external processes, especially (in appreciable transit route - Asia (CENTO) which passes through the area, and the potential is enormous. If you keep the existing resource management through land use planning projects with investment in ecotourism, can be expected the basin as the focus of regional development programs for employment, and also typical for other areas of the West Basin province and be considered a priority.

Optical and descent M. (2010) in an article entitled "Investigation and development of ecological tourism in the Lake Gohar concluded based on SWOT" Lake vulnerability threshold for the high tourist and revisions and providing appropriate policies and use its features and capabilities, such as the use of the lake for water sports competitions.- **Abu Sadeghi (2007)** with a thesis entitled "Study of the tourist attractions

of Rahim Abad Roodsar Plvrvd River" The River of tourist attractions in the study, and came to the conclusion that the introduction of tourist attractions and incentives to attract investment can play an important role in tourism development.

Research

Type of research in this descriptive - analytical and this study is based on applied research. Methods of data collection are library field. The population consisted of experts from the field of tourism city of Sari; the number 30 has been selected as the sample size. For data analysis, presentation of tourism development strategy, SWOT analysis is used.

RESULTS

Strategic analysis of the strengths and weaknesses of existing Tajan River in Surrey tourism development techniques using SWOT In order to present the strategies and policies for sustainable development of tourism in the city of Surrey, Four factors SWOT model eliminate the weaknesses and threats, strengths and opportunities for improvement Tajan River is considered inevitable that the following factors have been studied:

Analysis of internal factors

To organize and classify internal factors (strengths and weaknesses), In order to evaluate the response of the system to the

management and specific factors, Given the importance of the expected strengths and weaknesses of ecotourism in Tajan river Surrey investigation and analysis of their effects separately in **Tables 1 and 2** are:

According to the data in **Table 1**, the most important strengths Tajan river views and specialists to develop tourism in Sari There is thus a suitable place to stay for tourists, there is easy access for On the road edge facilities and places for fishing with the ultimate factor 0/052, 0/051 and 0/050 respectively.

At the same time, according to **Table 2**. The main weaknesses Tajan River Surrey

As water pollution and waste disposal and sewage in the river, Pollution caused by the impact of tourists on the riverbank and efficient use Of existing facilities such as rubber dam, with a final ratio 0/076, 0/064 and 0/057 . The final factor is the sum of strengths (0/34) and weaknesses of Tajan River Surrey (0/51) in **Tables 1 and 2** shows that the more weaknesses than strengths.

External Factors

Opportunities and threats facing the organization of external factors in the system, Using the calibration factors and considering the importance of the opportunities and threats And with respect to the effect of each of these functions, the development of Sari calculated and presented in **Table 3 and 4**

are: The results are given in **Table 3** increase private sector investment, Diversification of public services, increase access roads and the local festivals in Tajan river report on the opportunities for tourism development in the City of Surrey.

The results in **Table 4**, the safety factor is low at night due to poor lighting,

Intensification of land use change and negative effects on the environment of the river in order to increase the number of tourists to the ultimate factor 0/076, 0/052. And 0/051 Tajan is the biggest threat on the river. Comparison of Total Factor final opportunity (0/49) and threats in Tajan river (0/39) In **Tables 3 and 4** show that a total of Tajan river with more opportunities to develop tourism in the face of threats facing the City of Surrey.

Selection Strategy

Swot matrix formulation allows four different strategies (defensive, adaptive, conservative and aggressive) provides. Based on these results and considering **Figure 1** final ratio Weaknesses Opportunities and final factor is the most factors, so the best strategy for getting out of this situation would be adaptive strategy. This strategy seeks to reduce the weaknesses, take advantage of opportunities.

Analysis of strategic factors

Analyses of strategic factors are chosen based on type of strategy the study of the adaptive strategy. We should take advantage of opportunities to eliminate weaknesses. This purpose should be based on the results of component opportunities and weaknesses according to **Table 5** in the short and medium-term and long-term plans Measures to revive the development of ecotourism in Tajan river operations.

Table 1: Results of the analysis of internal factors (strengths)

final factor	Rank	Weighted average	Strengths
0.030	2	0.015	Natural landscapes and beauty Tajan
0.052	3	0.017	Good place to stay for tourists
0.032	2	0.016	A permanent climate of four seasons
0.050	3	0.016	good places for fishing
0.048	3	0.016	places of great vertical excursion Sacred Defense Museum and Park
0.032	2	0.016	children's play park
0.051	3	0.017	easy access to the road edge features
0.048	3	0.016	Beautiful cable bridge in Glen Tajan
0.343		0.131	Collection strengths

Table 2: Results of the analysis of internal factors (weaknesses)

final factor	Rank	Weighted average	Weaknesses
0.048	3	0.016	Lack of sanitary facilities
0.032	2	0.016	Unbiased function

0.013	1	0.013	Lack of tourist parks and landscaping insufficient margin
0.076	4	.019	Improper disposal of waste water and sewage pollution in river
0.030	2	0.015	Lack of infrastructure for tourism development (home, road access (...)
0.045	3	0.015	Advertising inappropriate to introduce tourist attractions in the area of nature and abroad
0.057	3	0.019	The lack of efficient use of existing resources such as rubber dam.
0.064	4	0.016	Pollution caused by the impact of tourists on the riverbank
0.509		0.129	collection of Weaknesses

Table 3: Results of the analysis of external factors (opportunities)

final factor	Rank	Weighted average	Opportunities
0.054	3	0.018	Local festivals in the vicinity of river
0.057	3	0.019	Diversification of public services
0.076	4	0.019	Due to increase private sector investment
0.048	3	0.017	Increasing the number of incoming tourists in town
0.051	3	0.017	Create Amkat sports such as sailing and fishing
0.054	3	0.018	Increased access roads (trails and cycling)
0.036	2	0.018	Eliminate subjectivity of insecurity in the area of police and emergency
0.018	1	0.018	Encourage people to participate in local development projects
0.048	3	0.016	Officials tried Cultural Heritage, Handicrafts and Tourism
0.048	3	0.016	Located on the main axis of transit through the city
0.493		0.178	Gathering opportunities

Table 4: Results of the analysis of external factors (Threats)

Final factor	Rank	Weighted average	Components threats
0.076	4	0.019	Low safety factor at night due to poor lighting
0.048	3	0.016	Inappropriate treatment of servants with tourists
0.048	3	0.016	Lack of necessary infrastructure in place for tourist accommodation
0.048	3	0.016	Destruction of river ecosystems and natural landscapes
0.030	2	0.015	Lack of liberalization and violating privacy
0.051	3	0.017	Negative effects on the environment by increasing the number of tourists river
0.026	2	0.013	Negative effects on water pollution and increase recycling
0.052	4	0.013	Intensification of land use change
0.397		0.126	Gathering threats

Table 5: The results of the analysis of strategic factors

Long term	Functions		final factor	Strengths	
	Medium-term	Short term			
		*	.054	Local festivals in the vicinity of river	Opportunities
		*	.057	Diversification of public services	
	*		.076	Due to increase private sector investment	
		*	.076	Diversification of public services	
*			.076	Improper disposal of waste water and sewage pollution in river	Weaknesses
	*		.030	Lack of infrastructure for tourism development (home, road access(...)	
		*	.057	The lack of efficient use of existing resources such as rubber dam.	
		*	.064	Pollution caused by the impact of tourists on the riverbank	

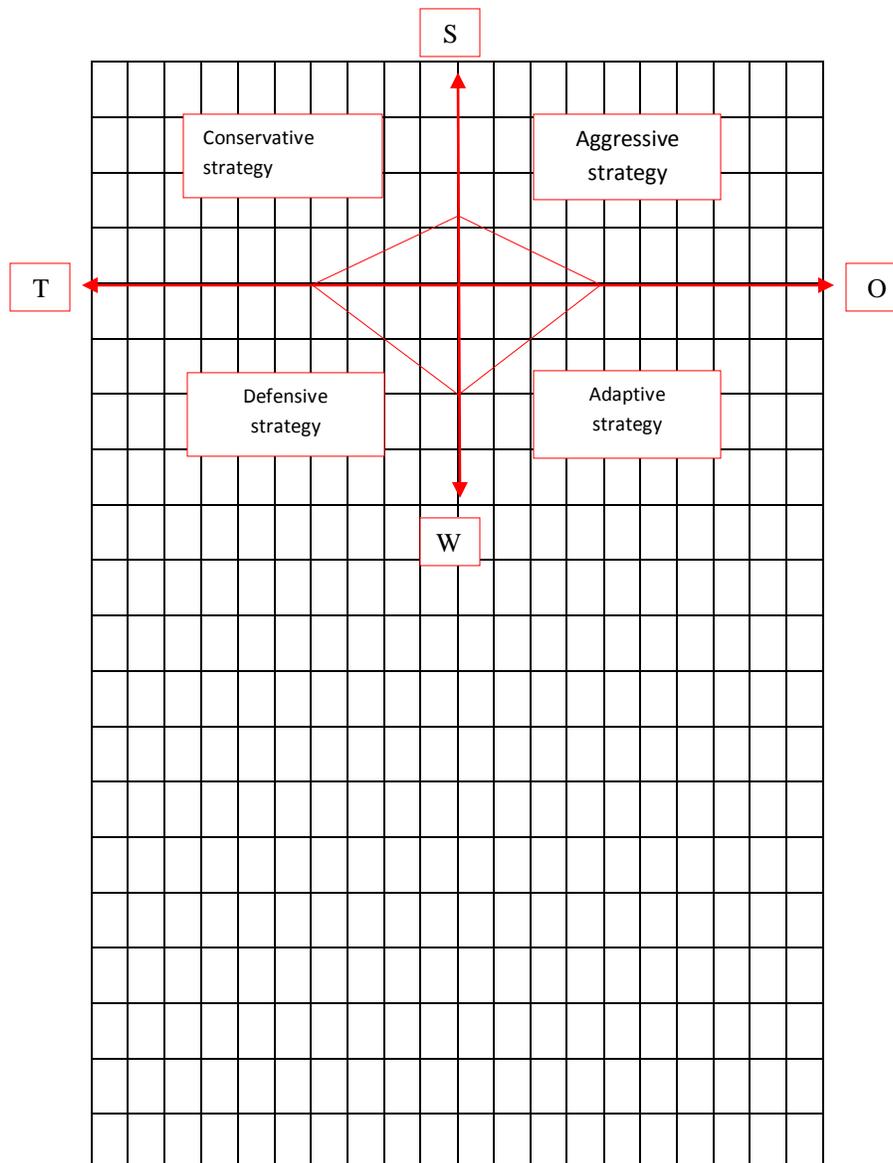


Figure 1: Matrix Strategic SWOT technique for assessing the strengths and weaknesses of Tajan river tourism development in Surrey

CONCLUSION

Tajan River in Sari, like many areas in Mazandaran has relatively good capacity for tourism. Although the opportunities in Tajan river was more of a threat However, the current tourist places, the most important constraints to the development of this industry

has been the lack of infrastructure facilities, especially accommodation and convenient access to local roads, It was not enough to stop the clock security, sanitation, waste, water pollution and the environment among them. The current situation is due to the lack of management plans of the major

weaknesses of the industry. The destruction of natural ecosystems and land conversion and pollution of the area can be a major threat. For this reason, the development of tourism in sari requires the selection of an adaptive strategy is to use the opportunity to resolve the weaknesses of the action Tajan River It's important to realize the need to develop a comprehensive strategic plan for tourism in Surrey is Tajan. Based on the results of SWOT analysis and adaptive strategy offers the following suggestions:

(A) The exploitation of opportunities:

1. Tourism Development Master Plan for the city of Surrey and Tajan
2. Facilities for water sports due to the constant presence of water and a rubber dam
3. Due to regulate the private sector to invest in tourism offices and their financial and moral support
4. Increased access roads (trails and cycling)
5. according to reports of traditional festivals and even regional and national
6. Construction nighttime residence

(B) Reducing weaknesses:

7. Coordination of Cultural Heritage and Tourism Organization to develop programs tailored to the TV and radio

advertising to promote better tourism capacity Tajan River

8. Create a dim view (site) for the introduction of the tourist potential of the northern area of Tajan
9. The development of parks and green space suitable for the volume of tourists
10. To develop appropriate training programs in the form of brochures, films, and television and radio programs to educate tourists to maintain provincial natural environment
11. Formulate and enforce appropriate laws to change according to Tourism
12. Impose heavy fines for water pollution
13. Organize a complete waste transfer sari and prevent channeling Tajan River

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