



International Journal of Current Research and Academic Review

ISSN: 2347-3215 Volume 2 Number 4 (April-2014) pp. 94-105

www.ijcrar.com



The capabilities of eco-tourism in Konarack Township by using of SWOT model

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KEYWORDS

Travelling capabilities, eco- tourism, Konarack Township, SWOT model.

A B S T R A C T

The considering of raveling capabilities of the areas is the most important aim in programming system of travelling development in the countries. The studying of these potentials in direction of making priority the travellingsample areas and their potentials in Konarack Township is the aim of present research. The method of this research is descriptive analytic and the sample society for making priority of the travelling sample areas in konarack township is consist of 44 people from functionary of cultural inheritance organization and tourism specialist in province. The sample society for making priority of potentials the travelling sample areas is consist of 56 people from passenger and local residents. The results of this research were shown that there are the various travelling potentials and attractiveness. The travelling sample areas are different together in the case of the indicators of travelling development. In generally, the veriety of attractiveness, their quality, the quality of infrastructure and possibilities and so on and the varity of travellingsample areas are the features of travelling in Konarack Township.

Introduction

Travel and travelling are the old phenomenon but industrial revolution, invention, new exploration, increasing public welfare and humen leisure hours, are

making the main changes in its role, dimensions and importance (Sinaee, 1382, 13). In direction of this case, the travelling is developed as one of the ways to passing

the leisure hours and is transformed to the bases of human life and existence (Papely Yazde and Saghaee, 1382, 38). The considering of nature travelling in each areas, theoretical structure of travelling development and the considering of priorities and capacity of different geographical areas in necessary.

In new world ground, the making variety to economy and increasing the indicators of human development, solving problems arising of industrialize and pollution over the cities standard, increasing in exploitation and efficiency of human power, making employment, cultures correlation and protection of environment and generally, stable development are some apprehensions that the present world is confronted with them and each countries- in every levels of development are attempt to finding the best answer to these problems- in the meantime, the countries which try to make variety in economical and will want separate themselves from single- basis and searching the recognition of capacities or creating the new advantages development, these countries were more successful than other countries. One of these compiled is travelling industry development that some countries which for purposes of local condition are enjoying form these advantages, insert this in self program of national development that by this way they can evolution and acceleration self national development (Shams-Al-Diny, 1381, 96).

Travelling that called it green industry in nowadays world, is changed to one of the most important of industries. Travelling is a social stable and permanent which have a long life time like history and mankind civilization. Letters, diary, remembrance, memorandum and important than other is transfer the culture and civilization from one society to another society that is one of the trances and results of travelling phenomenon in past and present ages that

their values and importance is remained after many ages and centuries and so their validity increasing from day to day (Eftekhari, 1385, 150).

Organization societies especially executive systems are finding that in travelling process is hid the positive effects of economical, social, political, environmental, rechnology and so on. And so the travelling is a complex ectivity and increasingly is developing and need to exist the specialized management for understand all of its capacities (Weaver, 2006, 3).

State of problem

After industry revolution, with invention of express transport means, development and improvement the communication means between the world countries, shorten the time of travel, make and relative increasing of incomes arise from increasing economic of countries is created wonderful transformation in field of touring and travelling. So that today the travelling in international level is more development and is forming one of the main elements of development in rural and urban areas. Further of this, travelling is caused positive effects in reinforcement of area native values, proving the local cultural values, opening the local society on foreign effects and develop of potential power in one zone (Chak, 182).if we want the travelling industry is developing and improving in different geographical areas in our country, must emphasize to potentials that are obtained more results and profit. Some geographical zone have variety and unique potentials so, one of the most important aspects of these areas is their travelling power (Abdol-allahi, 1388, 2).

In these areas by prevention of environment and natural areas laws and regulations and

agreeable with surrounding, on the basis of approved studies can create the travelling topics and installations and related services. In Iran the travelling sample area is called to the limitation that are making in vicinity of country attractiveness of historical, cultural, religious, natural and travelling and it is determining on the basis of the capacities in four international, national, province and local levels. Each area will have the centers of services, welfare, cultural, travelling such as the units of residing, reception, shopping, producing and presentation of manual, cultural, artistic, funny, athletic arts, parks and another travelling services (Tavakoli and et al, 1389, 81).

That in this case the development of these areas can cause important effects in different dimension of travelling in country. Over 1000 travelling sample areas are recognizing in Iran. The portion of Sistan and Balouchestan province is 40 travelling sample areas and this province is the ninth province for purposes of area number. The Konarak township with having the climate various, pretty mountains, juicy rivers beautiful mirage, plant covered variety, rare eco-systems, the various ancient historical trances from different periods and various ceremonies and customs, is attracted eager tourists from in and out of the country always. Now, by pay attention to importance of travelling and travelling attractive areas in the country and by pay attention to one of the government aims for travelling development is studying and making the development stimulant in travelling sample areas. In this process, is tried to making priority of travelling sample areas in Konarak township that take a decision and choose the superior priority of its areas is basic when is adopting on the basis of related scientific methods. By favour to determining the instance

indicators and by using of multi-criterion decision in this field, can take action in best using of travelling sources and possibilities and also attraction of tourist (Mosaei, 1390).

Today, the travelling is proposed as one main part in economic of societies and have more spread. The travelling potentials are various in geographical places. What nowadays is important in local programming is that make actually and by using of these potentials in direction of residential areas development. Programming of travelling development at first degree have a confirmed need to assessment and making priority of travelling potentials. Responsible of societies who are following the travelling development, try to capitalize in tourism part focus on potentials which reach more most profits to host and guest society and acceleration to the stable development (Raji, 1374).

The Sistan and Balouchestan is located in south-east of Iran country. However this province is recognizing with a dry climate but has the attractive, mountainous and rural areas which have the various travelling capabilities and capacities. In addition to, there are areas which have nomadic, cultural and historical travelling capabilities in this province. While the responsible systems of travelling development are encountering with budget limitation and another limitations in the field of tourism programming, so compelled in each travelling area programming and capitalizing on capabilities which have much more priority, i.e, capitalize on them is reaching more profits to the local society, individual and governmental structures (Michael, 2006).

The people in each areas maybe potentials in one area have special quality, customers and adherents. Konarack Township is recognizing as one of the important areas for the aim of travelling. The main aim of this matter is the best and most using of travelling capacities in this areas and focus on capitalizes in direction of tourism expanding. While the travelling potentials of these zones are different, the capitalists (governmental, bazaar and people) are needing to aware of quality and quantity of these potentials to lead their capitalizing to desired and profitable port. So, providing to the making priority of travelling capabilities and potentials in areas of travelling aim in Konarack Township before every programming and capitalizing is necessary. In such direction, the aim of present research is the assessment and making priority of different potentials of the climatic, geo-tourism, eco-tourism, remedy-water, athletic, travelling in mountains, herbaceous covering, historical and desert in different areas is the travelling aim of konarack township.

Pay attention to this matter in the field of tourism travelling and programming are performing very studies in all of the world and from 1970s the studies related to tourism industry- in nowadays content- are obtained a special place among another university sciences and always the topic of tourism is considering with the view of different university sciences that almost is proposed as a interfiled knowledge and in the field of human sciences as the majority in tourism studies (Heidary chapaneh, 1383).

Introduction of studying area

Sistan and Balouchestan province is the second vest country province that is capturing the area over 187502km,

equivalent to %11/4 of the country area. Also, the extent of this province is equal to the total extent of 11 povinces of the country. Konarack Township has 11569 km (%6 area of Sistan and Balouchestan province) area and this township from north is ending to nickshahr, from south to OmanSea, from east to chabahar and from west to Hormozgan province. And this township has 2 towns (konarack and zarabad), 2 districts (central and zarabad), 4 rural district and 174 village and is located near the coasfal areas of Oman Sea and about 45 km of chabahar port. Also konarack is located in geographical position of 60^o and 37['] the eastern and of 25^o and 17['] the northern width in distance of 756 km of the Zahedan south and 2406 km of Tehran (organization of the country cultural inheritance, manual and travelling industries, 1391).

Map's number 1- the position of studying area in Iran and province Islamic Azad University, the unit of Zahedan

The Gepgrapchical University and circumferential programming

Subject: the position of Konarack Township

Professor guide: Fr. Maryam Karimian Bostany

Designer: Ala-Al-Din Roky

Method and Material

This research is a type of applicable-investigate. In determining of the sample volume is used of kokran formula and sampling by method of sharing unprobable and data valuation is performed by lircket spectrum of 5 chooses. In narrative considering of questionnaire is used of figure narrative of the experts and

| Column of inside reasons on ecotourism of konarack township | |
|---|--|
| Positive points | Negative points |
| S1= be talent of the area for travelling programming for using of natural sources and so on. | W1= non talent to capitalizing in travelling part. |
| S2: the existence favourable climate incold seasons of year. | W2: nonexistence of governmental programming andcapitalizing. |
| S3: the existence of localand traditional ceremonies and cusroms and culture and etc. | W3: without any suitable physical, social and cultural connections between valuable traces of naturing. |
| S4: the existence of pretty and unique viewswith... | W4: be unsuitable and unsufficiency of services and facilities. |
| S5: vicinity to oman sea and finding way to the free waters. | W5: nonexistence of specialized and training employees. |
| S6: the existence of shore and hot waters for doing funny exercises such as skiing on water, swimming, boating and etc. | W6: without any guardsman and keeper for prenventing of destruction... |
| S7: the variety of animal nature and planting cover and unique environment. | W7: unsuitable distribution of tourists in different seasons of year. |
| S8: having the sample villages and travelling aim | W8: without any guide signs in township. |
| | W9: be unsuitable of frastructure. |
| | W10: far from of population center and big cities. |
| Column of outer reasons on ecotourism of konarack township | |
| Opportunities | Threats |
| O1: the existence of rendency about naturing development in government part. | T1: increasing land cost and land stock exchange. |
| O2: increasing tendency of individualpart to capitalizing in this area. | T2: any allocation the essential budget for building the nature views and their surrounding place. |
| O3: increasing more tendencies for go to travel and fun between urban and environs people. | T3: increasing the services and possibilities in completitor and funny areas (like chabahar city and ...) in comparison to this area infuture. |
| O: indicating near the airport. | T4: any attention to the shore guiding and natural areas. |
| O5: possibility for absorpion of holiday and hibernal passengers through passing from road of chabahar- Rask. | T5: increasing in social violation with travelling entrance in this area than before. |
| O6: possible of not presenting the suitable services and facilities to tourists in competitor funny area (like chabahar) with the reason of high accumulation in comparison to this area in future. | T6:creating the environmental pollution in shores. |
| O7: increasing attention and support of countr responsible from stable development of urban travelling with employment approach and obtaining income. | T7: ant suitable training bygovernment for inform to the local residents. |
| O8: the existence of communication ways with low traffic and calm place. | |

The matrix column of considering the inside reasons (IFE)

| raw | Positive points (strengths) | Importance efficient | Normal weight | scale | Total Score |
|-----|--|----------------------|---------------|-------|-------------|
| 1 | *talented of area for travelling programming for using of natural sources and its introduction as a pole of naturing. | 9 | 0/06 | 4 | 0/24 |
| 2 | *existence of suitable climate in cold seasons of year. | 9 | 0/05 | 4 | 0/20 |
| 3 | *existence of high awareness and education condition between city people and also the sense of cooperation between them. | 8 | 0/06 | 3 | 0/18 |
| 4 | *existence of local and traditional customs and ceremonies and culture and also visit places. | 9 | 0/04 | 4 | 0/16 |
| 5 | *existence of pretty and unique views with... | 8 | 0/06 | 3 | 0/18 |
| 6 | *existence of shores and hot waters for doing exercise and fun such as boating, skiing on water, swimming, ... | 7 | 0/05 | 4 | 0/20 |
| 7 | *having from sample village and travelling aim. | 9 | 0/05 | 4 | 0/20 |
| 8 | *variety of animal nature and plant covering. | 7 | 0/06 | 4 | 0/24 |
| 9 | *having calm environment and without any voices in city for go to the rest and recreate the nervous and funny. | 7 | 0/05 | 4 | 0/20 |
| 10 | *funny and exercise attraction of this city (like swimming, fishing, walking) | 8 | 0/04 | 4 | 0/16 |
| 11 | *near to oman sea and finding away to free seas. | 7 | 0/05 | 4 | 0/20 |
| 12 | *existence of sandy and stony shores and many pools. | 9 | 0/05 | 4 | 0/20 |
| 13 | *existence of tropical fruits and agricultural crops. | 9 | 0/05 | 4 | 0/20 |
| 14 | *having unique jungle of Herra. | 9 | 0/04 | 4 | 0/16 |
| 15 | *responsible believing to employment by developing of the stable travelling as one of the most important of suitable structures for tourism development. | 9 | 0/05 | 3 | 0/15 |
| | Nagetive points (weaknesses) | | | | 3/02 |
| 16 | *noninclination of city resident for capitalizing in travelling part as different reasons such as increasing the land trade and shopping and buying of land, unaware to travelling industry. | 9 | 0/03 | 3 | 0/09 |
| 17 | *nonexistence of governmental programming and capitalizing. | 8 | 0/03 | 3 | 0/09 |
| 18 | *without any suitable physical, social and cultural connections between valuable travelling traces. | 9 | 0/03 | 3 | 0/09 |
| 19 | *unpossible and unsufficiency of service and healthy facilities. | 9 | 0/03 | 4 | 0/12 |
| 20 | *without any enough welfare possibilities and | 9 | 0/03 | 3 | 0/09 |

| | | | | | |
|----|--|-----|------|---|-------|
| | facilities. | | | | |
| 21 | *nonexistence of the specialized and training employees. | 9 | 0/03 | 4 | 0/12 |
| 22 | *nonexistence of signs and training employees in city. | 8 | 0/03 | 3 | 0/085 |
| 23 | *without any guide and keeper for preventing from destruction of valuable natural traces. | 8 | 0/03 | 3 | 0/085 |
| 24 | *without any guide signs in township. | 8 | 0/03 | 3 | 0/085 |
| 25 | *impossible distribution of tourists in different seasons of year (low accumulation in summer) | 7 | 0/02 | 2 | 0/05 |
| 26 | *unawareness of city people in transition for making ability of economical. | 6 | 0/02 | 2 | 0/043 |
| 27 | *decrease or none local cooperation in investigation to the position of traces and try to growing and developing the travelling of city. | 8 | 0/03 | 4 | 0/113 |
| 28 | *be impossible of the environmental and frame structure (like roads and sewage) | 9 | 0/03 | 3 | 0/96 |
| 29 | *be impossible of funny and exercise installations and mobilizations. | 7 | 0/02 | 3 | 0/74 |
| 30 | *without any possible public and individual tools to the moving to natural views areas. | 8 | 0/03 | 3 | 0/09 |
| 31 | *environmental pollution of manufactures of the can production. | 7 | 0/02 | 2 | 0/05 |
| 32 | *without any guide signs for attraction of passing passengers. | 9 | 0/03 | 2 | 0/06 |
| 33 | *existence of unsuitable usages in area surroundings. | 10 | 0/04 | 4 | 0/16 |
| 34 | *unawareness residents of the area and their untraining about encounter and meeting with tourists. | 9 | 0/03 | 4 | 0/12 |
| - | Totally | 282 | - | - | 2/57 |

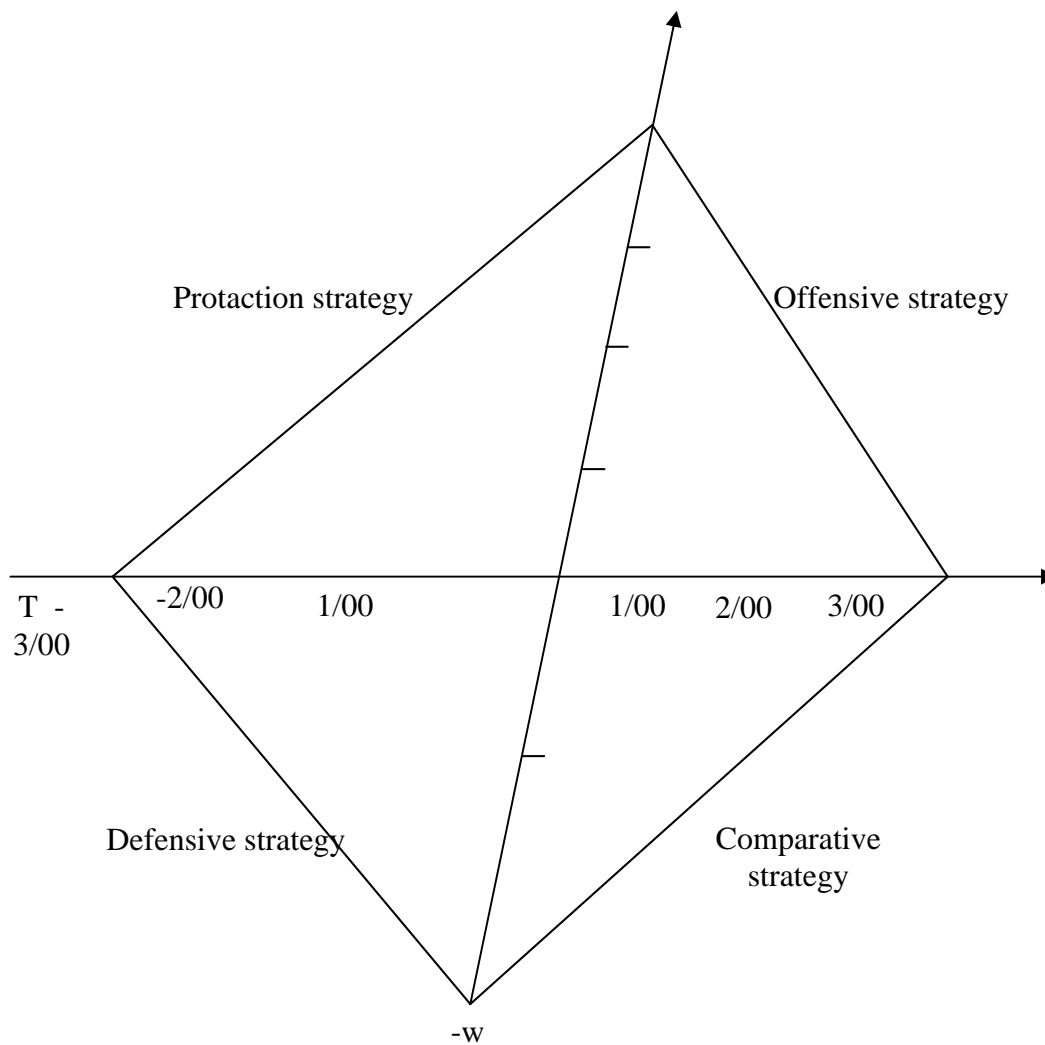
The matrix column of considering the outer reasons (EFE)

| raw | Opportunities (opportunities) | Importance efficient | Normal weight | scale | Total Score |
|-----|--|----------------------|---------------|-------|-------------|
| 1 | *exist of tendency than development of natural in government part. | 10 | 0/05 | 4 | 0/02 |
| 2 | *increasing the motive of individual part to industrializing in this areas. | 10 | 0/05 | 3 | 0/15 |
| 3 | *increasing the more motive for travel and fun between urban people and surrounded its. | 9 | 0/06 | 4 | 0/20 |
| 4 | *indicate near the airport. | 8 | 0/07 | 3 | 0/21 |
| 5 | *possibility to attraction of holding and winter passengers when passing from the road of chabahr- jask. | 7 | 0/06 | 3 | 0/18 |
| 6 | *possibility to notifying by governmental natures. | 8 | 0/04 | 5 | 0/20 |

| | | | | | |
|------|--|---|------|---|-------|
| 7 | *possibility to present the suitable services and possibilities to the tourists in rival funny areas (like chabaha) for the reasons of high accumulation in comparison with this area in future. | 6 | 0/07 | 4 | 0/28 |
| 8 | *exist of low connection ways and availability. | 8 | 0/05 | 3 | 0/15 |
| 9 | *high attention and protection of country responsible from stable development of urban travelling with employment approach and obtain income. | 7 | 0/04 | 3 | 0/12 |
| 10 | *exist of governmental and nongovernmental different organization in province for protection and presentation of different services and possibilities. | 5 | 0/07 | 4 | 0/28 |
| 11 | *exist of specialized and skillful employees near to these areas (in chabaha). | 6 | 0/0 | 4 | 0/24 |
| 2/70 | threats (threats) | | | | |
| 12 | *none enough attention to the economical position. | 9 | 0/43 | 3 | 0/131 |
| 13 | *increasing the land price and stock exchange and also increasing financial for making the possibilities and installation of travelling don't their economical. | 9 | 0/43 | 4 | 0/175 |
| 14 | *non allocation of essential budget for building the natural views and their surroundings. | | | | |
| 15 | *without enough training by government for awareness of the local resident and guide them for their performing for growing and developing travelling. | | | | |
| 16 | *increasing the services and possibilities in funny rival areas (like chabaha city and ...) in comparison with this area in future. | | | | |
| 17 | * increasing the motive and tendency of tourists to travel to another adjacent and competitor funny areas (like chabaha). | | | | |
| 18 | *high extent accumulation of population and crowing of this city in comparison with the competitor city in future. | | | | |
| 19 | *non attention to the keep and guarding shores and different areas. | | | | |
| 20 | *increasing the social violation with entrance of tourists in this area than before. | | | | |
| 21 | *destroy the local and traditional culture (like: language, local customs and ceremonies and type of cloth, architecture, house,...) with increasing of tourists. | | | | |
| 22 | *none attention of tourists in don't destroy to planty and animal covering. | | | | |
| 23 | *exist the high travelling areas in chabaha township and ignore to the naturing areas in | | | | |

| | | | | | |
|----|---|-----|---|---|------|
| | this township. | | | | |
| 24 | *destruction of Hera jungles. | | | | |
| 25 | *creating the environmental pollutions in shores by tourists. | | | | |
| 26 | *none presentation of justification and possibility by government for developing the travelling services, installation and mobilization in this township. | | | | |
| - | totally | 205 | - | - | 2/86 |

Figure.1 matrix of position assessment and performing strategy



comparing with past studies. The permanent of questionnaire is measured by using of korenbakh Alpha. The data analysis is performed by using of SWOT model of statistical arts and technics and strategic performing for analysis the inside positive and negative points and outside opportunities and threats and another statistical technics necessarily.

The analysis SWOT model: the analysis is a term which are performing for recognition of inside positive and negative and outside opportunities and threats that system encounter with them. This model is a strategic tools comparing the intersystem negative and positive points with out system opportunities and threats (Hechmatnia, 1385:293).

Ih this field is considered the eco-tourist potentials of konarack township and also by using of SWOT model are recognized the positive and negative points, opportunities and threats corresponding to under column and totally by using of this column are presented the strategics of inside and outside growing and way strategics. The results of this model is showa that konarack towship is located with view of comparison sterategic, i.e, the system is encounted with different circumferential opportunity and it has very positive points.

By pay attention to above columns are resulting that konarack towhship with having positive point and ooportunity is stated the high potential of this area. That canprogram on its travelling and decrease the negative points and threats of this province that are providing the threshold of damaging in this area and also change this area to a eco-tourism and travelling area. Use of the grading reasons by gave importance to each opportunities and threats for making this columns so far

making these columns, these phases are performed:

The effective inside reasons to naturing in the studying are

The aim of this phase is assessment of the inside environment of the studying organization for recognize the negativeand positive points (aspects which is suitable or preventing for obtaining to the programming aims and performing its duties). In this side, three items of the existence strategies, approaches and resources are attended and considered and as the negative and positive points and in frame of presented dimensions aredivided as below:

Just as are watchingin above column the existence of beautiful and unique views with the virgin and beautiful shores are as most important of positive points in tourists attraction and from one side none anoug welfare facilities and possibilities in konarack township are the important inside negative points.

The effective outer reasons on naturing of studying area

The aim of thi phase is recognition and assessment of the outer environment traces in studying area for recognizing the opportunities and threats which the area is encountered with its in related to nataring. So, we say that the ooportunities are total capabilities and possibilities which are locating on the approach of tourist area directly o nondirectly in out of the area. And also the threats arethe total outer reasons which in none effectiveness have the direct or nondirect effects, in the basis of performed studies and considering position of area surrounding in studying area.

He total exist of opportunities and threats and effective on area with view of naturing according to the under columns are attending and considerin are:

Analysis of the positive, negative points, opportunities and threats

By attention to the matrix columns among total reasons and factors of SWOT which is presented and are obrained in the basis of collected data and information in the case of total weights, their average scales of these weights and relative weight are analysing and for this reason the classification and assessing priority into the different ranges and groups of SWOT are performed. Here ot's necessary to maintain that in this study every positive and negative points, opportunities and threats are considering and assessing according to the questionnaire and is used from its classification and approach in all of the research.

Hust as shown in the matrix column, in studying area the 15 inside positive points, 19 inside negative points and 19 outside opportunity in equal to 15 outside threats are recognized and considered, so totally 26 positive points and opportunity as advantages and 34 weakness and threats as limitations and straits encounter to the area are recognizable.

Discussion and conclusion

In totally and a simple analysis can the damaging threshold of this area is high and need to review and presentation of suitable policies are for elimination of threats and weaknesses by using of negative points and opportunities but here in addition to the above notices, i.e in addition to considering of the negative points and opportunities toward the recognized negative number and

threats, is trying to by the questionnaire of above matters as the major advantages and limitations this area is considered for making priority of chooses. By attention to the presented views and performed assessments on these view is designed the graph for their makingpriority which is stated the totall given weights, scal average and relative weight of eachpositive and negative points, opportunities and threats. The graph of mentioned positive and negative points, opportunities and threatsare showing with the view of responsible, this graph that is regulated in the basis of scale average and relative weight of compilations is shows that the compilations which are located in the first and second square of axis coordinated (negative and positive points), their majoring have the relative weight more than 3 that it is showing that the chosen compilations have the stable and well position and some of them which have the relative weight are 0 to 3, have the suitable position and must improvement, among these the complitions which have weight between 0 to -3, have unsuitable positive that they must change. By attention to the performed considers about the inside positive and hegative points and outside opportunities and threats can say that the strategic programming by SWOT analysis can be a possible way for naturing development in the area and province. The findings of research are showa that the SWOT model is in the basis of obtained scores in a scientific matrix and is obtained the score of each compilation and totally is presented the strategic by attention to these limitations and oopportunities.

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