Ecotourism Role in Tourism Improvement

Ali Rostamian[1*] and Rahele Rostamian[2]

[1,2] *Department of* Geography, *Sari Branch, Islamic Azad University, Sari, Iran.*

*Corresponding Author: *Department of* Geography, *Sari Branch, Islamic Azad University, Sari, Iran*

Abstract: At the recent years echo-tourism category have been considered in a different cycles of tourism industry so that it will advocated to itself such an special setting as an improvement indices at the future time. Echo-tourism is also a kind of tourism and it is a kind of functional practice that is using as a part of zoom and natural sources in the non-consuming form. And it could be provides land employment people and economic welfare by way of keeping and supporting of bare natures area. Among tourism branches, echo-tourism improvement called in such a way that is named echo-tourism century, twenty first century, on 1998 according to the forecast of W.T.O. but it is expected, general growth of tourism industry increase in 4.3-6.7 percent by 2020, and it is increased more in echo-tourism and it is assumed to be about 10-30 percent according to the applied investments.

Introduction

Human beings have enjoyed from observing nature. Trip in natural area and visiting of natural attractions is not only cases for satisfying spiritual and mental needs and presenting an answer to human curious. In the echo-tourism necessity satisfaction must be increased by trying into management decision making and appropriate programming and also by recognizing land people cultures attractions and increasing tourism attraction within creating revenue for the local people. (Hoseini, 1385, echo-tourism role in tourism improvement).

Tourism activity improvement within geographical spaces in view of developing and value-making of natural, historical, technological, and cultural heritage and keeping its improvements is an important discussion of tourism improvements. attention to tourism affaires within national and regional spaces and specially creating green and natural attractions were an influenced factor of creating regional and national advantages, that is finally result in stimuli of publicly cooperation sense and creating social, economic , and environmental advantages and also is obtaining to a relative appropriate conditions that is due to factors in order to increasing mental sanitation level, growth and creative, cooperative mentality and improving family bases and vesting publicly consciousness, increase of environmental sanitation and social welfare and finally obtaining to a social beliefs and leaving from pressures and stress of mental, social crisis and even reducing crimes. (fachri, 1383, wishful view on tourism role in revenue-making of Iran country)

Echo-tourism relationship with tourism industry

At the present era within technology development and life automobile, it is appeared to trip human beings on a natural areas and bare communities. Leaving from crowding urbane areas and saving beside nature considered as an important rates that is designed in tourism discussions as echo-tourism or tourism. (chabazi and his collaborators, 1385, tourism acceptability setting in the north-west area of Iran like ajab-shir).

Echo-tourism provides considerable opportunities for improving a kind of tourism industry. Some of them related to echo-tourism. It is including such advantages for local communities and in fact it is considered as a complex and stable tourism. Relationship and approaches of natural tourism with other kinds of tourism have providing necessity cases for successful presenting of

tourism products and tourism improvements. (Hoseini, 1385, echo-tourism role in tourism improvement).

Eco-tourism is a kind of tourism that is originated so many opportunities for rural development, tourism, management and sources office of kept areas around the world. (monshizadeh and his collaborators, 1380, p. 15)

It is result in close relationship of passengers that is searching to keep and under keeping environments that have a need to help of others. Echo-tourists have a considerable role as tourists and interested on a nature and they are searching to trade off with the host community so that they could help to stable developments. The local community also increase their expectations for obtaining management and playing the role I area tourism. (ranjbar, 1387, p. 11-12)

Ecotourism and echo tourists' characteristics

By increasing people consciousness of advantages and positive effects of direct nature, it is considered important.(zahedi, 1385, p. 19)

The following characteristics include:

1. It is depend on observing and visiting of natural areas.

2. Stable tourism directions presented the best applying solutions.

3. It is including a set of opportunities and appropriate situations in order to recognizing and understanding natural areas.

4. It has a stable, structure and influencing share in land community improvements.

5. It is paid on recognizing and interpreting of different area culture and shows on sensitivity.

6. It is applied on assuming compatible method within customer's expectations. (oladi gadiclai, 1385, p. 66).

On the surveyed researches, echo tourist community TES 2002 announced the following features:

1. They preferred group tripping upper than 60 percent.

2. The mean time of many of them considered in 8-14 days.

3. Sex complexity of echo tourists considered in 50 to 50 and they have no special complexity.

4.eco tourists mostly consumes the money of other countries, since they have trip costs(about 1000-500 dollar) other costs such as buying gifts, Killed animals and flying, paying additional costs to providing dress and local feed, guidance and ….. .

5. They have classified in two groups in respect of age:

A. groups that is searching to adventurousness, visiting bare lands and sport tourism that is considered under the 40 years old.

B. groups that are searching to enjoyment of nature and visiting of zoom and ….. And they are place on 35- 45years old.

Ecotourism programming and tourists developments

Tourism is a multidimensional category that is related to many factors. Ecotourism also is considered as a subordinate of tourism industry and it is include the called rate and it influences of many factors and mutually effect on them. The influence and mutual of it, that is making twofold necessity of programming within ecotourism. If it is leaving on itself, non-programming and controlling infects other sections and increasing negative influences and unwanted results. Therefore programming within ecotourism in reason of complex and multi-aspects communications of the industry with other economical, social, cultural section especially in reason of environment is of important necessity. Programming is a multidimensional activity that is deal with past, current and future and it is taken advantages from the past experiences, and it is resulted from the facts of the current time and by considering expected situation on the future, it is recognizing and determining the aims and the ways. (zahedi, 1385, p. 133)

As we know, information is an important factor of ecotourism development. By considering complex trade off between ecotourism and various factors of economic, social and cultures and environments it can be obtained by aiming in fact information and in time. For programming ecotourism, we need various information about different topics. Some of them included in the following rates:

1. Ecotourits attractions (like mountains, forests, sea, lakes and such a cases).

2. Ecotourists (various interest and different stimuli of ecotourism, bearing of them to the tripping problems, and their expectations …).

3. Economic factor (economic infrastructures, transportation communication nets, banks and assurance institutions and credits).

4. Publicly factors (rules and regulation s related to ecotourism's enter and exit and the special phenomenon and ….).

5. Servicing factors (passenger agencies, hotels, guest-accepting, ecotourism's home).

6. Environmental factors (natural source situations, natural source bearing capacity in ratio to use of human being, variety of environment in area, spices extinction severity and …).

7. Cultural and social factors (available situation in the community, norms and beliefs, acceptable behaviors and values, customs and cultures and …). . 8. Management factors (human source complexity, official and non-official structures related to the topic, systems, applied methods and styles and …).

9. Interested groups (attitudes, tendencies and preference of interested groups to such a non-governmental forms, organizations, land people and pressure groups). (haman, p. 137-138) .

Therefore, ecotourism is searching on add of opportunities and reduce of threads. If the opportunity is recognized, it is conveyed into the advantage and if it isn't avoid of threads, conveyed into the costs. There is no automatic advantage within ecotourism. Its successful depends on controlling and programming as well as.

Programming with the lack of correction and weak performance on ecotourism projects, it is conveyed into the common tourist projects within negative impacts. (ranjbar, 1387, p. 37)

Negative and positive influences of ecotourism activities

For improving ecotourism, it must be focused on attractions and this is possible to be on a local parks or prevented areas. (ranjbar, 1387, p. 57)

Some of the authors focused on positive dimensions of ecotourism activities and in this reason they offered its non-obstacles improvements. Some of the also implied on its negative dimensions and they are believe that positive cases is dominant on negative one. So, we must prevent its improvements. (zahedi, 1385, p. 56)

Their positive influences included in the following texts

1. Prevention from national sources and natural heritage for people and tourists.

2. Creating more mutual understanding in result of contacts between people.

3. Creating employment facility.

4. Increase of revenue.

5. Increase of life standards and improving levels.

6. Creating new appliance of lands in order to preventing natural sources.

7. Exchange of culture.

Negative influences of the called activities included on the following texts

1. Demolition of environment in reason of building and hotels.

2. Disturbing and attack to local animals.

3. Increasing expectation of economics' people.

4. non-considering of governmental, local investment and in some cases.

5. Reducing environmental various.

6. Pressure on environment.

7. non-considering of land application.

8. Production according to the needs of tourists to land and local needs. (Jihad monthly letter, 1383, p. 80)

It is considerable to decide about improving ecotourism places by attention to negative and positive influences and it is also possible to forecast about limited solutions of activities in field of spreading.

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