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RATING SUITABLE AREAS OF TOURISM IN IRAN, CASE STUDY: KERMAN PROVINCE

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ABSTRACT

Create and development of areas of tourism can be one of the dynamic factors and income-generating in the country. In Iran, the suitable area of tourism is said to a region to have attractions near the historical, cultural, religious, natural tourism in the country and are determined based on the capacity of four international, national, provincial and local levels. Investment for development of tourism can have an important influence on various aspects of tourism. More than 1000 prone areas of the country has been identified and the province of Kerman is one of the prone areas in tourism among 41 regional tourism. This study aimed to rating the areas of the province using TOPSIS Model, and 13 main indexes and selection of 20 regions of the prone province have received less attention by investors. Applied analytical - descriptive is used as research method. The population of this study consisted of experts and planning expert of tourism (150 experts) in areas related to tourism requires familiarity with sample areas. Volume of samples was determined using Cochran formula about 102 individuals. Finally, the ranking is done, The results show that investment in the areas of Keshit, Kerman, Bibi's Hayat, Gha'e Dokhtar castle, Vameqabad, Bondar Honza, has a high priority and investment in prone regions of Sandal, Sekonj, Tarz, Davaran and Ayub cave were relatively evaluating and investing in other regions has no economic justification and should be close to the ideal situation. Thus, in the present state, it is not logical to invest in these areas.

INTRODUCTION

Tourism is one of the largest economic drivers and is an economic tool in present century, so that followed by the industry composition and the concurrent use of internal and external resources, Social benefits, economic, cultural, environmental sources [1]. Tourism is important to the extent that World Tourism Organization has predicted in 2020 the number of tourists reached 1.5 billion people [2]. This has led many managers and planners of local, regional and national levels anywhere in the world plan and attempt for its development [3]. If we want the tourism industry in different geographic areas improvement in the country should emphasize on the potential that the results cause more profits. Some geographic areas are diverse and unique potential as one of the most important aspects of these areas, Tourism is their ability [4]. The areas with environmental laws and regulations and maintain natural areas and environmentally are created based on a variety of issues and approved the tourism facilities and services. In Iran, the prone tourism region is said to a region that is created in the range of historical, cultural, religious and natural tourism attractions in the country and is determined based on the capacity of the four levels of international, national, provincial and local levels. Each area has service centers, welfare, culture, tourism, including accommodation units, reception, buy produce and handicrafts, cultural, artistic, recreational, Sports, parks and other tourism services [5].

KEY WORDS

political Tourism, Tourism areas, TOPSIS model, Kerman province.

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Due to the area required for the construction of tourist facilities, including the accommodation and catering infrastructures needed in this geographic area are classified in terms of capacity and surface area of the areas of the four sections. These areas are classified according to the criteria, given the level of services and invest determined by the organization to determine the geographic and mapping the region by taking a set of factors that select the area as a tourism impact, basic and detailed studies are needed. The results of the study, the areas as an investment opportunity available to Domestic and foreign investors will be the regions are divided into four levels:

A. sample of international tourism, an area which is designed and will be equipped to attract foreign tourists the minimum area of 300 hectares.

(B) The areas of national, regional Iran aims to attract tourists from all over the country and is designed and equipped the minimum area of 100 hectares.

C. areas of the province, an area that Tourism is designed and equipped to attract and the minimum area of 50 hectares.

(D) The areas of local, regional with one or more of the city that is designed to attract tourists is a minimum area of 30 hectares [6]. Which is based on the development of these areas can have a significant impact in various aspects of tourism in the country; and to achieve integrated management of Scientific studies are needed in this field is impressive.

Many of the world of Iran research and evaluation of tourism potential, which can be referred to:

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In a research entitled "potential tourism of Parmak Mountains" they found that in line with better use of the potential of mountainous areas, we can produce a tourism program that Balance based on "the principle of conservation-use" is. That in addition to protecting assets in the mountainous area, you can select a new approach that New options such as Geo-tourism and sustainable tourism, Cultural tourism, and tourism is to consider the nature [7].

In a research entitled "Performance Evaluation of Taiwanese tour". The survey questionnaire based on scale 9 option For 48 of the best tour to get ideas sent. 12 Criteria communication, interpretation, emergency, polite, friendly, clean, space, help, money, caution, vigilance and Honesty were classified in three aspects [8]. Combining models of ANP and TOPSIS In this study, assessment of Taiwanese tour performance was achieved. Consider the region as a whole [9].

[10] A study on the identification of potential tourist of The Republic of Macedonia to the conclusion that potential in the tourism sector on the set of policies, prepare action plans and competitive tourism sector In the context of sustainable development. In this research, the tourism sector in a variety of capacities and is known as one of the inhomogeneous potential, it is necessary in the preparation of measures and it is considering the development of tourism facilities [11].

[6] prioritize capacity rural tourism city that would be paid the results show, villages (Saqqezchi, Shiran, Viyand-e-kalkhoran, Borjlou, Golestan, Gugarchin) are higher priority.

[12] to analyze the degree of development cities of East Azarbaijan province by using AHP and TOPSIS technique are discussed. The study showed that the city of Tabriz Since the administrative center of the province's political In terms of health indicators in the first place and Malekan city at this level than any other cities is in last place.

[13] in their research and evaluation stratification attractions, historical and cultural city of Neyshabur have, also for the level tourist attraction Multi-criteria decision-making techniques have been used. Final results of the study show that the attractions of the city there are three levels of priority.

[5] studied the effect of tourism in the region deprivation Uramanat using participatory appraisal methods and capabilities, Uraman regional capabilities in the areas of employment and consequently paid deprivation, the components of Expected in 7 groups and 71 subgroups on The tourist attractions in the region Uraman deprivation Based on the average importance score, the components, capacity building in the region and average total.

The Kerman province has 41 regional tourism is the ninth in the number of areas. The province has a diverse climate, beautiful mountains, rivers full of water, beautiful mirage, a variety of vegetation, rare ecosystems, ranging from ancient monuments different periods and different traditions, always eager tourists from home and abroad to attract. Given the importance of tourism and tourist attraction areas in the country and given that one of its goals is to develop tourism and study Stimulate the development in the areas of tourism In this study, we try to prioritize the areas of Kerman Decision-making and selection of the top priorities when the principle that Based on the scientific method is adopted. Considering the set of indicators and the use of multi-criteria decision in this regard you can optimize the use of resources and Tourism facilities necessary to attract tourists.

MATERIALS AND METHODS

To achieve the goal of this research study ranking areas of Kerman province, TOPSIS technique is a multi-criteria decision-making techniques. It uses one of the methods for selecting model Select a top destination for tourism. The sample size of specialists and Tourism is planning experts 20 region of the areas of the province have the necessary understanding, which is equal to 102 using the Cochran formula specified. With respect to each of the stages of investigation achieve the research objectives, Sample questionnaire was designed and the survey was presented to the experts. The questionnaire was used to rank the 13 indicators. The results of the evaluation and ranking of the samples were obtained.

RESULTS

Study area: Kerman in southeastern plateau between 54° 21' to 59° 34' east longitude and 26°, 29' north latitude 31° 58'. The area is 183,285 square kilometers, and more than 11.5% of the country's area is allocated. From North to South Khorasan province of Kerman and Yazd, South of the province, and the province of East and West of the province of Kerman. The province limited until the end of 2010 has 23 city, 58 districts, 64 cities and 151 villages (Statistical Yearbook of Kerman, 2011). [Fig. 1] shows the location of the Kerman province of Iran.[Fig. 2] shows the distribution areas of the province.

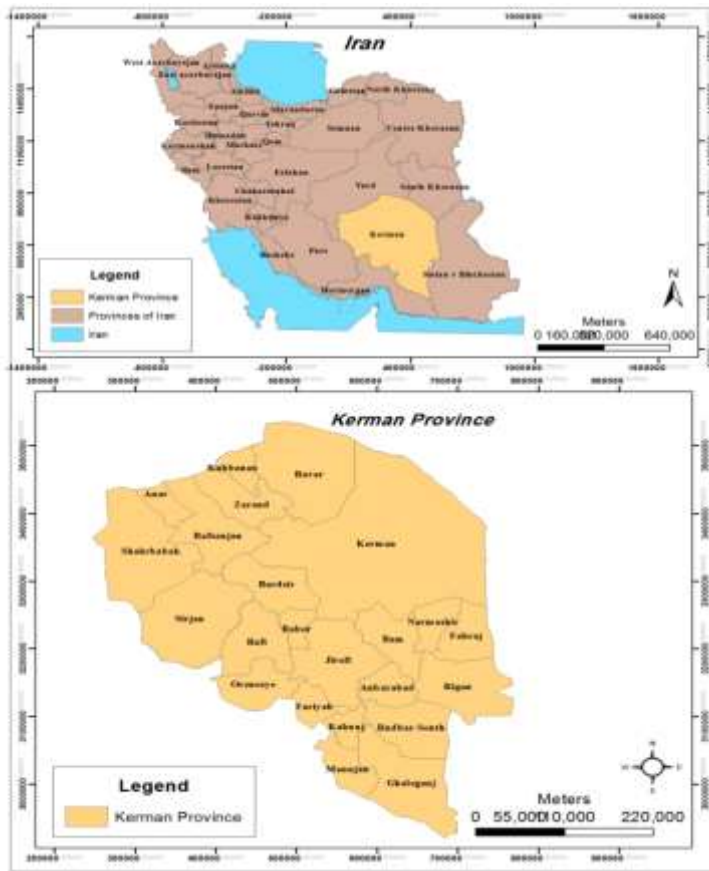
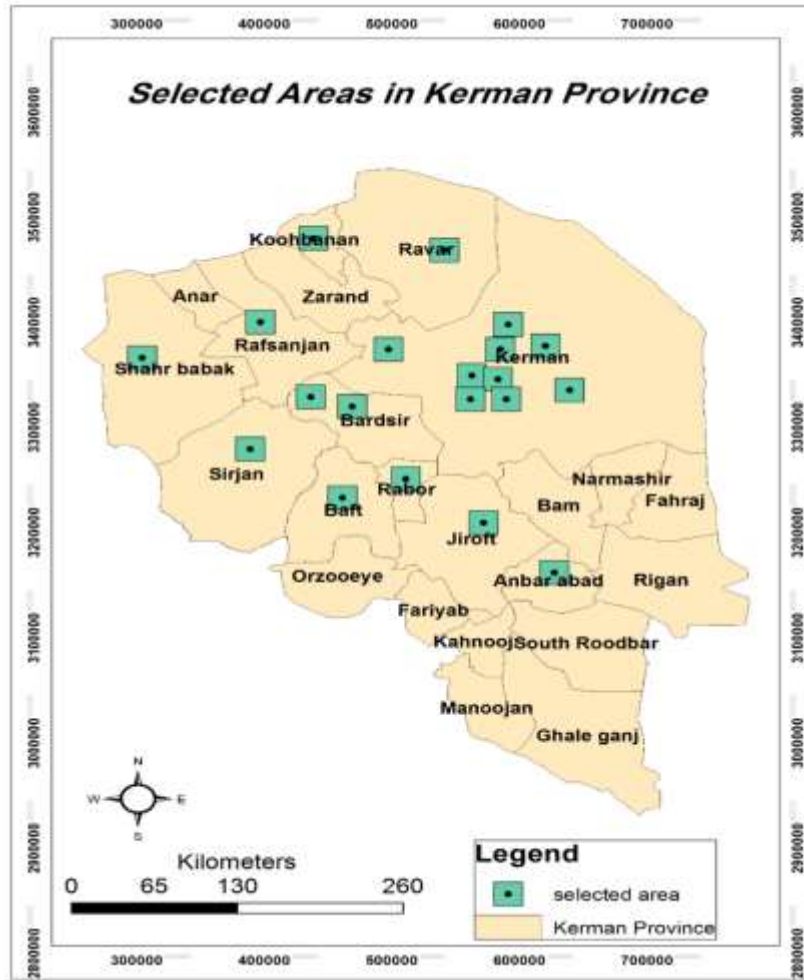


Fig.1: Location of Kerman province.

A total of 20 regional tourism less attention Investors in the tourism sector have been of the 41 districts in the province have been selected by the author.

In [Table 1], the characteristics of these regions are presented. Rankings were used based on the 20 regions and 13 indexes are shown in [Table 2].



Source: author

Fig. 2: Distribution of sample areas of tourism in Kerman province.

Table 1: Selected characteristics of the 20 regional tourism

Row	Region Name	Geographical Location	Ownership Area	Existing infrastructure	Distance to city center	Available variety of attractions	Field of investment
1	Ghal'e Dokhtar castle	Kerman	Housing and urban development	Water, roads, electricity, telephone, gas	-	Despite the rocky landscape of fountains, the surrounding mountains	Residential, recreational, cultural, commercial
2	Keshit,	Kerman city Golbaf district	Natural resources	Water, roads, electricity, telephone	140km	Existence of historic castles and cultural landscapes	Residential, recreational, cultural, commercial
3	Kenar Sandal	Anbarabad city	Natural resources	Water, roads, electricity, telephone	10km	Existence of agricultural production and the nature of the four seasons	Residential, recreational, cultural, commercial
4	Bondar Honza,	Rabar city	Natural resources	Water, roads, electricity, telephone	29km	Existence of natural areas and handicrafts	Residential, recreational, cultural, commercial

5	Bagh-e-Sangi, and Ghal'e Sang	Sirjan city	Natural resources	Water, roads, electricity, telephone	21km	Nearly free zone	Residential, recreational, cultural, commercial
6	Sirch	Kerman city, Shahdad district	Natural resources and proof of ownership	Water, roads, electricity, telephone	60km	Existence of shrines and old castles	Residential, recreational, cultural, commercial
7	Ayub cave	Shahr Babak city	Natural resources	Water, roads, electricity	72km	Existence of Ayub cave and Wildlife	Residential, recreational, cultural, commercial
8	Gughar rural district	Baft city	Natural resources	Water, roads, electricity, telephone	44km	Existence of rural landscape and Fusilli's Hill	Residential, recreational, cultural, commercial
9	Lalezar	Bardsir city	Natural resources	Water, roads, electricity, telephone	75km	Existence of spa and medicinal plants	Residential, recreational, cultural, commercial
10	Sarvestan	Kerman city	Personal	roads, electricity	19km	Mountain scenery and natural beauty	Residential, recreational, cultural, commercial, and 5 stars hotels
11	Tarz	Raver city	General governmental and private	Water, roads, electricity, telephone	38km	Historical and natural attractions	Residential, recreational, cultural, tourism
12	Tooba	Kerman city	Personal	Water, roads, electricity, telephone	15km	Mountain scenery and natural beauty	Residential, recreational, cultural, commercial, and 3star hotels
13	Zibatapeh	Kerman city	Personal	Water, roads, electricity, telephone	55km	Taking over the communication Kerman, Bam and water resources and beautiful hills	Residential, recreational, cultural, commercial
14	Water Mills	Kuhbanan city	Governmental, personal	Water, roads, electricity, telephone	1km	Kuhbanan and historical attractions Existence of close to town and 2 spa	Residential, recreational, cultural, commercial, Tourism and hydrotherapy centre
15	Bibi Hayat	Central part of Kerman city	personal, consecrated	Water, roads, electricity, telephone	85km	Existence of shrine	Residential, recreational, cultural, commercial
16	Bidkhan	Bardsir city	Natural resources, personal	Water, roads, electricity, telephone	36km	Natural attractions, forests, rivers, mountains	Residential, recreational, cultural, tourism
17	Davaran	Rafsanjan city	Natural resources, personal, consecrated	Water, roads, electricity, telephone	27km	Unique natural attractions and pleasant weather and shrine	Residential, recreational, cultural, pilgrimage
18	Sardoeie	Jiroft city	Natural resources	Water, roads, electricity, telephone	90km	Pleasant weather, waterfalls, natural attractions	Residential, recreational, cultural, pilgrimage
19	Sekonj	Central part of Kerman city	Natural resources, personal,	Water, roads, electricity, telephone	50km	Pleasant weather, waterfalls,	Residential, recreational, cultural,

			consecrated			natural attractions and the tomb of Sheikh Ali Baba	pilgrimage
20	Vameqabad	Kerman city	Natural resources, personal, consecrated	Water, roads, electricity, telephone	32km	Pleasant weather, natural beauty and proximity to the city of Kerman	Residential, recreational, tourism and construction ropeway

Source: Organization of Cultural Heritage, Tourism and Handicrafts, Kerman, 2010.

Row	Index	Factors
1	Located on a feature or Tourist attraction features And harmony with the surrounding area attractions	Historical attractions: Tomb of the old fort, historic and special place ... And natural phenomena: mountains, forests, springs, beaches and... Cultural attractions, historical sites, art exhibits, original habitat, museums and more.
2	Absorption of specific regional climate (climate suitable for tourism)	Thermal effects: temperature, humidity, wind and ... Physical effects: Walnut annoying dust, rain and continuous ... Aesthetic effect: the optimal sun exposure, beautiful clouds, a good amount of sunshine and....
3	visual status of areas, and attractiveness of	Landscape, number and type of area attractions.
4	Enough space tourism target area	Sufficient land for investment and development areas
5	availability status of facilities and services	Access and quality of roads, the distance to the center of the province or city, the distance to the nearest town Facilities, health care, accommodation, mail, freight and ...
6	The availability of infrastructure or Practical areas of infrastructure development	Drinking water, electricity, telephone, gas, roads....
7	Scarcity	Number of similar places in the area and the uniqueness
8	Number of visitors per year	Capabilities On place to attract visitors
9	Community awareness of the beauty of the place	Intended to inform the public of the location of different ways: brochures, press, advertising sites, etc.
10	Environmental impact	Lack of water pollution, air and noise, ecological problems, damage to archaeological sites, environmental risks and problems of land use
11	Economic Impact	Income level, direct employment, indirect employment
12	Quality indicators Security	Security, economic, social, political, and cultural life....
13	Investment incentives	Parameters that are desired On place to attract investors to build infrastructure and investment barriers

DISCUSSION AND CONCLUSION

Ranking in selected areas of TOPSIS method is conducted in the Kerman province. This method in 1981 by Huang and Yon were presented. The method or the m option by an individual or group of individuals Decision- making evaluated. This technique is based on the concept that each choice factor of the minimum distance The ideal factor positive (most important) and The distance to the negative ideal (Least important factor) is In other words, this method With an ideal distance of the positive and Negative measured and this criterion classification and prioritization factors [12]. These steps include:

Step One: Create a matrix of decision:

At this stage, the matrix will be drawn on line options (sample areas of tourism) and on the last column of the row indices and weights each indicator is given, and on intersection of rows and columns, the importance of each respondent for each of the options With respect to the index is brought [Table 3] Decision Matrix N).

Table 3: Decision Matrix N

Options	Indices			
	C ₁	C ₂	...	C _n
A ₁	r ₁₁	r ₁₂	...	r _{1n}
A ₂	r ₂₁	r ₂₂	...	r _{2n}
⋮	⋮	⋮	⋮	⋮
A _m	r _{m1}	r _{m2}	...	r _{mn}

W_j	W_1	W_2	...	W_n
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Source: Author

Point's option is the index of the jth and ith index is weighted. **Table 4** shows a matrix of decision research. The matrix arithmetic average of the opinions of all professionals and experts. A matrix values on the areas of tourism and C values are indicators of the study.

Table 4: Decision matrix N in research

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
Index type	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
A1	4.71	1	4.78	4.71	4.14	4.14	4.42	4.14	1.78	3.14	4.14	2.42	3.42
A2	4.78	2.14	4.14	4.42	4.35	4.14	4.42	4.42	3.14	3.42	3.35	3.42	3.42
A3	4.14	1	4.14	4.42	3.42	3.14	1.78	3.14	3.42	3.14	2.42	3.14	2.42
A4	3.14	2.14	4.35	4.35	4.14	4.42	1.42	2.42	2.14	3.07	2.42	2.42	4.42
A5	4.143	1	1	1	4.429	1.786	1.357	3.429	1	3.429	2.143	1	4.429
A6	4.429	1	1.071	1	4.143	3.143	1.429	3.429	1	4.357	1.357	1.429	4.357
A7	4.143	2.143	2.143	1.357	4.429	3.429	1.357	3.143	1.357	3.429	1.357	2.143	3.429
A8	4.429	1.357	1.357	1.357	3.429	4.214	1.357	2.143	1	3.429	1	2.214	4.286
A9	4.143	1.357	1	1.357	4.429	1.786	1	2.357	1	4.143	2	2	4.143
A10	3.143	1.357	1.357	1	3.786	2.786	1	2	1	3.143	1.357	1	4.214
A11	4.429	1.429	1.357	1.429	4.429	3.357	3.429	2.429	2.357	4.143	1.786	1.714	3.429
A12	4.143	1	1	1.357	4.786	2.143	1.786	2.143	1.786	3.143	1.786	1.357	4.143
A13	4.429	1	1.357	1	4.429	2.786	1.786	1.5	1.786	2.786	1	1	3.786
A14	4.786	1	1.071	1	3.786	2.143	1	2	1.357	3.214	1	1.643	3.857
A15	3.786	4.429	4.786	4.429	3.786	2.786	2.357	3.786	1.786	3.786	2.786	1	4.429
A16	4.214	1	1.429	1	2.786	3.143	1.786	3.071	2.143	3.786	1.714	2	3.429
A17	3.786	1	1	1	3.143	2	2.786	1.643	3.786	2	1	2	4.143
A18	3.143	1	1	1	4.143	3.929	1.857	1.643	2	3.786	2.357	2	3.429
A19	3	1	4.429	4.786	3.429	3.786	2	3.429	2	3.786	2.5	2	3.429
A20	4.429	2	4.429	4.714	3.786	3.429	2	3.786	2	3.786	3.786	2.571	3.857
Weight	0.077	0.077	0.077	0.077	0.077	0.077	0.077	0.077	0.077	0.077	0.077	0.077	0.077

Source: Author

Second step: The normalized decision matrix (normalizing):

To be comparable values, decision matrix converted using Equation 1, the normal matrix or matrix scale (N_1).

N_1).

$$n_{ij} = \frac{r_{ij}}{\sqrt{\sum_{i=1}^m r_{ij}^2}}$$

(1)

[Table 5] shows the matrix scale:

Table 5: Scale Matrix N1

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
A1	0.257	0.134	0.379	0.37	0.232	0.287	0.44	0.316	0.195	0.202	0.411	0.266	0.199

A2	0.261	0.286	0.328	0.347	0.244	0.287	0.44	0.338	0.343	0.22	0.333	0.376	0.199
A3	0.226	0.134	0.328	0.347	0.192	0.218	0.178	0.24	0.374	0.202	0.241	0.345	0.141
A4	0.171	0.286	0.345	0.342	0.232	0.307	0.142	0.185	0.234	0.197	0.241	0.266	0.257
A5	0.226	0.134	0.079	0.078	0.248	0.124	0.135	0.261	0.109	0.22	0.213	0.11	0.257
A6	0.241	0.134	0.085	0.078	0.232	0.218	0.142	0.261	0.109	0.279	0.135	0.157	0.253
A7	0.226	0.286	0.17	0.106	0.248	0.237	0.135	0.24	0.148	0.22	0.135	0.235	0.199
A8	0.241	0.181	0.107	0.106	0.192	0.292	0.135	0.163	0.109	0.22	0.099	0.243	0.248
A9	0.226	0.181	0.079	0.106	0.248	0.124	0.099	0.18	0.109	0.266	0.198	0.219	0.24
A10	0.171	0.181	0.107	0.078	0.212	0.193	0.099	0.152	0.109	0.202	0.135	0.11	0.244
A11	0.241	0.191	0.107	0.112	0.248	0.232	0.341	0.185	0.257	0.266	0.177	0.188	0.199
A12	0.226	0.134	0.079	0.106	0.268	0.148	0.178	0.163	0.195	0.202	0.177	0.149	0.24
A13	0.241	0.134	0.107	0.078	0.248	0.193	0.178	0.114	0.195	0.179	0.099	0.11	0.219
A14	0.261	0.134	0.085	0.078	0.212	0.148	0.099	0.152	0.148	0.206	0.099	0.18	0.224
A15	0.206	0.592	0.379	0.347	0.212	0.193	0.234	0.289	0.195	0.243	0.276	0.11	0.257
A16	0.23	0.134	0.113	0.078	0.156	0.218	0.178	0.234	0.234	0.243	0.17	0.219	0.199
A17	0.206	0.134	0.079	0.078	0.176	0.138	0.277	0.125	0.413	0.128	0.099	0.219	0.24
A18	0.171	0.134	0.079	0.078	0.232	0.272	0.185	0.125	0.218	0.243	0.234	0.219	0.199
A19	0.163	0.134	0.351	0.375	0.192	0.262	0.199	0.261	0.218	0.243	0.248	0.219	0.199
A20	0.241	0.267	0.351	0.37	0.212	0.237	0.199	0.289	0.218	0.243	0.376	0.282	0.224

Source: Author

Third step: To obtain a weighted matrix scale:

To obtain the scale of weighted matrix (V), the scale of the matrix (obtained from the second step)

multiply in asquarematrix ($w_{n \times n}$) the main diagonal elements of the weights of indicators and other elements are zero.

$$V = N_1 \times w_{n \times n} \tag{2}$$

[Table 6] Shows the matrix scale weighty.

Table 6: Scale weighty matrix V

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
A1	0.02	0.01	0.029	0.028	0.018	0.022	0.034	0.024	0.015	0.016	0.032	0.021	0.015
A2	0.02	0.022	0.025	0.027	0.019	0.022	0.034	0.026	0.026	0.017	0.026	0.029	0.015
A3	0.017	0.01	0.025	0.027	0.015	0.017	0.014	0.018	0.029	0.016	0.019	0.027	0.011
A4	0.013	0.022	0.027	0.026	0.018	0.024	0.011	0.014	0.018	0.015	0.019	0.021	0.02
A5	0.017	0.01	0.006	0.006	0.019	0.01	0.01	0.02	0.008	0.017	0.016	0.008	0.02
A6	0.019	0.01	0.007	0.006	0.018	0.017	0.011	0.02	0.008	0.022	0.01	0.012	0.019
A7	0.017	0.022	0.013	0.008	0.019	0.018	0.01	0.018	0.011	0.017	0.01	0.018	0.015
A8	0.019	0.014	0.008	0.008	0.015	0.022	0.01	0.013	0.008	0.017	0.008	0.019	0.019
A9	0.017	0.014	0.006	0.008	0.019	0.01	0.008	0.014	0.008	0.02	0.015	0.017	0.018
A10	0.013	0.014	0.008	0.006	0.016	0.015	0.008	0.012	0.008	0.016	0.01	0.008	0.019
A11	0.019	0.015	0.008	0.009	0.019	0.018	0.026	0.014	0.02	0.02	0.014	0.014	0.015
A12	0.017	0.01	0.006	0.008	0.021	0.011	0.014	0.013	0.015	0.016	0.014	0.011	0.018
A13	0.019	0.01	0.008	0.006	0.019	0.015	0.014	0.009	0.015	0.014	0.008	0.008	0.017
A14	0.02	0.01	0.007	0.006	0.016	0.011	0.008	0.012	0.011	0.016	0.008	0.014	0.017
A15	0.016	0.046	0.029	0.027	0.016	0.015	0.018	0.022	0.015	0.019	0.021	0.008	0.02
A16	0.018	0.01	0.009	0.006	0.012	0.017	0.014	0.018	0.018	0.019	0.013	0.017	0.015

A17	0.016	0.01	0.006	0.006	0.014	0.011	0.021	0.01	0.032	0.01	0.008	0.017	0.018
A18	0.013	0.01	0.006	0.006	0.018	0.021	0.014	0.01	0.017	0.019	0.018	0.017	0.015
A19	0.013	0.01	0.027	0.029	0.015	0.02	0.015	0.02	0.017	0.019	0.019	0.017	0.015
A20	0.019	0.021	0.027	0.028	0.016	0.018	0.015	0.022	0.017	0.019	0.029	0.022	0.017

Source: Author

Step Four: Determine the ideal of positive and negative ideal:

On this stage should be set by the respondents as the most important and most minor factors have been identified. In other words, the index is positive, the positive ideal and negative ideal value of v is the smallest value of v, as well as for negative indices, ideal for the smallest positive value of v and v is the biggest negative ideal. Equation 3 and 4 states.

$$A^+ = \left\{ \left(\max_i V_{ij} \mid j \in J \right), \left(\min_i V_{ij} \mid j \in J' \right) \mid i = 1, 2, \dots, m \right\} = \{V_1^+, V_2^+, \dots, V_n^+\}$$

Positive ideal:
(3)

$$A^- = \left\{ \left(\min_i V_{ij} \mid j \in J \right), \left(\max_i V_{ij} \mid j \in J' \right) \mid i = 1, 2, \dots, m \right\} = \{V_1^-, V_2^-, \dots, V_n^-\}$$

Negative ideal:
(4)

On this relationship, the indicators are positive and negative indicators. **Table 7** shows the positive and negative ideal.

Table 7: Positive and negative ideals for each index

Criterion	Positive ideal	Negative ideal
C1	0.02	0.013
C2	0.046	0.01
C3	0.029	0.006
C4	0.029	0.006
C5	0.021	0.012
C6	0.024	0.01
C7	0.034	0.008
C8	0.026	0.009
C9	0.032	0.008
C10	0.022	0.01
C11	0.032	0.008
C12	0.029	0.008
C13	0.02	0.011

Source: Author

Fifth step: Calculate the distance from the ideal positive and negative:

At this stage, the distance between each of the options Positive and negative ideal of perfect 5 and 6 will be determined according to the relationship.

$$d_i^+ = \sqrt{\sum_{j=1}^n (v_{ij} - v_j^+)^2} ; i = 1, 2, \dots, m$$

ith distance from a positive ideal option: (5)

$$d_i^- = \sqrt{\sum_{j=1}^n (v_{ij} - v_j^-)^2} ; i = 1, 2, \dots, m$$

ith distance from a negative ideal option: (6)

Distance each of the positive and negative ideal options is located on the **table 8**.

Sixth step: Calculate the vicinity of each of the ideal of positive and negative ideal:

The proximity of each option is ideal for both positive and negative ideal (CL_i) is obtained according to equation 7.

$$CL_i = \frac{d_i^-}{d_i^- + d_i^+} \tag{7}$$

Table 8 shows the values for each option.

Step Seven: Ranking options:

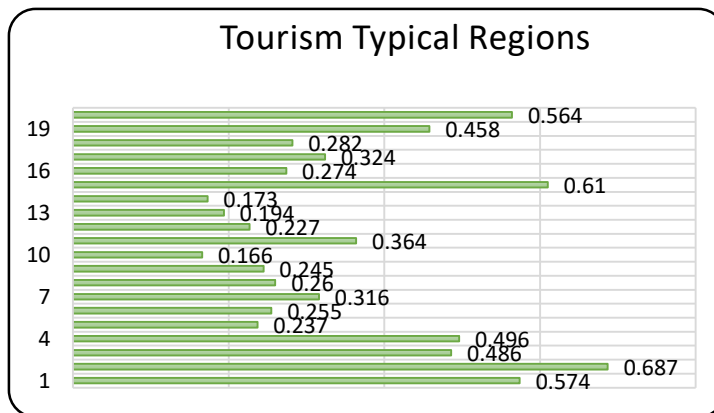
The options are based on the ranking, i.e. any option that will gain a higher ranking. [Table 8] , ranking options (Sample areas of tourism Kerman province).

Table 8: Ranking options (sample areas of tourism the province)

Row	Options	Distance to Positive ideal	Distance to Negative ideal	CL_i	Rank
1	A1	0.041	0.055	0.574	3
2	A2	0.026	0.058	0.687	1
3	A3	0.046	0.044	0.486	6
4	A4	0.042	0.041	0.496	5
5	A5	0.066	0.02	0.237	16
6	A6	0.065	0.022	0.255	14
7	A7	0.054	0.025	0.316	10
8	A8	0.062	0.022	0.26	13
9	A9	0.063	0.02	0.245	15
10	A10	0.067	0.013	0.166	20
11	A11	0.052	0.03	0.364	8
12	A12	0.062	0.018	0.227	17
13	A13	0.066	0.016	0.194	18
14	A14	0.068	0.014	0.173	19
15	A15	0.035	0.054	0.61	2
16	A16	0.059	0.022	0.274	12
17	A17	0.062	0.03	0.324	9
18	A18	0.06	0.024	0.282	11
19	A19	0.048	0.04	0.458	7
20	A20	0.037	0.047	0.564	4

Source: Author

The results of the ranking of the alternatives using TOPSIS technique Suggests that Keshit, Kerman region of giving preference to other options or the area is tourism. [Fig. 3] shows the ranking of sample areas of tourism investment for the show.



Source: author

Fig. 3: Ranking sample areas of tourism in Kerman province.

According to the findings of the study, Investments in sample areas of tourism Keshit, Bibi's Hayat, Gale Dokhtar castle, Vameqabad, Bondar Honza, are on top priority is a flourishing port and investment in regions with Sandals, Sekonj, Tarz, Davaran, and Ayub cave Intermediate and investment in other areas of economic justification not much closer to the ideal situation. Thus, in the present state investment in these areas is not logical.

CONCLUSION

According to the findings It can be concluded that, firstly, Diverse tourism potential There is a study area, Secondly, it is a good plan In the areas of development If funds are limited and Directed towards the attractiveness of the More positive results for Both tourists and local residents Bring. To facilities and infrastructure the supply area attractions and more for tourists, especially the younger generation and Funded education. Also using Statistical analysis was performed and ratings TOPSIS model in [Table 8] and [Fig. 1] It has been shown, it can be concluded that Investments in the areas of Keshit, Bibi's Hayat, Gale Dokhtar castle, Vameqabad, Bondar Honza, are in a high priority and investment in regions with Sandals, Sekonj, Tarz, Davaran and Ayub cave average assessed and investment in other areas of economic justification not much closer to the ideal situation. Thus, in the present state investment in these areas, it is not logical.

The recommendations with respect to the objectives of the study can be represented as follows:

- The province with 41 regional tourism component 9 Superior in terms of the areas of the Tourist attractions that the capacity should be appropriate investments made on these areas. Half of these regions in terms of development in the poor and therefore these areas are coordinated and with more effort placed on the development of regional tourism.
- Review the investment and distribution facilities, Services and tourist facilities in the area, and prioritize the allocation of these types of facilities in the areas of medium and high functionality. Areas which are backward in terms of infrastructure also see the need to invest more.
- Build and repair roads and areas Tourist spots and also equip these places Signs for easy access to tourist attractions, natural, historical, and
- Provide adequate equipment for camping mountain Welfare tourists to the areas of the Geo-tourism capabilities and mountain sports travel.
- Inform and introduce a more specific area attractions.
- Celebrations, festivals and Local Conferences Cultural and natural attractions of the area are presented and Tourists are attracted to the name of the region.
- Establish residence and reception centers in accordance with the wishes and Lifestyle and consumption behavior of people and tourists planning for the preparation of rural houses for the reception of tourists.

CONFLICT OF INTEREST

Authors declare no conflict of interest.

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