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Feasibility of creating coastal tourist villages (Case study: Anzali Wetland)

Mohammad Reza Zandmoghadam*
Dept. of Humman Faculty, Geo Raphy, Semnan Branch, Islamic Azad University, Semnan, Iran

Abstract
Tourism has always been important throughout history, but what is now given to this particular dimensional activity is the potential of this activity in the field of employment and sustainable economics. Although tourism has many advantages and potential, there are also disadvantages in terms of moral degradation and the destruction of natural habitats. Bandar Anzali, one of the northern cities of the country, has a lot of tourist attraction that has been a destination for many tourists every year, and eventually it has positive and negative results in this city. The main objective of this study is to analyze the characteristics and capacity of tourism in Bandar Anzali. The research method is based on descriptive-analytic method, which is data collection by desk and field method. Identifying and evaluating these capabilities in terms of weaknesses, strengths, threats and opportunities by studying literature and interviewing experts, and SWOT issues are divided into two categories: internal (including strengths and weaknesses) and external (including opportunities and threats). Therefore, after the formation of the model and the calculation of the geometric mean of the pairwise comparisons of the AHP method, the matrices derived from the collective judgment of the experts entered the Super Decosions software, and the results of hierarchical analysis in the form of software output are obtained from the weight related factors and inconsistency rates of different matrices.

Keywords: coastal tourist villages, Anzali Wetland, Iran

**Corresponding author: dr.zandmoghadam@gmail.com*

Problem statement

Iran is one of the countries most prone to attracting tourism due to having a large civilization and a history of several centuries, diverse climatic conditions and natural landscapes. In these conditions, tourism planning at all levels is essential for the success in tourism management and development. The experience of many of the world's tourism areas in the long run has shown that the planned method for tourism development can bring valuable benefits without creating significant problems and maintain satisfactory tourism markets. Places in which tourism is developed without planning, often encounter social and environmental problems. These issues are detrimental to the citizens and are unpleasant for many tourists, causing problems in trading and reducing economic resources. These uncontrolled tourist sites can not compete effectively with planned tourism areas. The tremendous impact of tourism on reducing unemployment, rising income levels, providing energy resources and prosperity of handicrafts market, which is estimated at 10 million people, is only part of special benefits of paying to the this industry. For arrival of any tourist, two to six, not up to 15 jobs are created directly and with jobs counts in manufacturing and service sectors for each tourist (World Trade Organization, 2006). In recent years, the tourism industry accounted for 5.1% of the world's national income. The geographical distribution of this income is not the same in the world, as 80 percent of income and employment of this industry are assigned to the United States and Europe; from the remaining 20 percent, the share of the Middle East is 5.2 percent, and less than 1 percent is share of Iran from 5.2 percent of Middle East's share (Tourism magazine, 2009: 55). For the arrival of any tourist in the countries, components such as security, providing optimal services, rich cultural and historical heritage, natural attractions, sea and lakes, climate diversity, and easy visa are needed, with the lack of any in these cases, the arrival of a tourist to that country is difficult. According to the

statement, more attention is needed to the development of various tourism sectors, including ecotourism, therapeutic tourism, sports tourism and etc, and it is desirable and necessary for a country that is so rich and has the potential to provide solutions to the rescue of the disease; Though, much of the weaknesses are related to the widespread political propaganda, it also partly reflects on the cultural situation and the trust of Iranians. In the last few years, various policies have been done to physical growth of tourism and recreational facilities as well as to identify areas of tourism sample. The planning of tourism can be done with an appropriate management to increase local employment, improve quality of life, high levels of economic well-being, improve productivity and increase social facilities. Anzali in the province of Gillan is very important due to its lagoon and natural landscape (coastline, the country and forest), as well as its historical, cultural, social and ecological attractions. But despite the considerable potential and power of this region in attracting tourism, there is currently one of its shortcomings in attracting tourists, the lack of installations and residential and catering equipment, which has many problems and pinches for the development of activities Tourism has created in this region. Creating tourism complexes in the form of tourist villages can play an important role in attracting tourists, given that the area uses three factors of the sea, forest and the country. Creating tourist villages can provide the suitable service needs, including accommodation and catering to attract travelers and extend their stay, and the positive trend was considered by attracting tourists to the full development of the region. Tourist villages are places that, in terms of tourist attractions, have the potential to attract tourism and require the establishment of tourist facilities and proper notification. The tourist village, as a residence can be the place for the tourists to focus on domestic and foreign travel, leisure and even holiday accommodation. This focus should have all the special facilities for residents, tourists and those who spend their leisure time in the village. Therefore, the construction of recreational, sports, residential, service, commercial and welfare spaces is at the standard level of today's world and collectors all urban needs in a centralized set of features of the tourist village. On the other hand, feasibility is a type of process of control and recognition of issues, goals, opportunities

and threats, which generally includes project analysis. In fact, this research attempts to create tourist villages based on supply and demand conditions in the Anzali area, and then, based on the quantitative model of AHP, which is a decision-making method for comparative evaluation, several proposed sites have been reviewed and ranked by tourism experts in the Anzali region to create tourist villages, so that the research, in addition to the theoretical aspect, also has operational applications.

Research hypotheses

1. It seems that the abilities and actual potentials of beach of the lagoon, provides possibility to create a coastal tourism village in the region.
2. It seems that by the provision of services and welfare facilities in the form of a tourist village, more tourists will travel to this area in the future.
3. Considering the conditions of tourism supply and demand in Anzali, creating tourist villages in this region is necessary.
4. The best place to build a tourist village is at the city level.

Research background

Wang, Y.J and Wu (2010) intended to determine the factors influenced visitors' decision to see and then re-visit a heritage destination, and identify important factors that are helpful in anticipating visitors' desires to re-visit a destination. The general perception of visitors to their visit showed that this heritage site provided them with enjoyable, satisfying and attractive experiences, and they would be willing to re-visit the destination and would offer a visit to others.

Chen et al. (2010) in their research consider to examine the experience of visiting tourists in a heritage environment and to measure the relationship between the quality of experiences, perceived value, satisfaction and behavioral inclinations. For this review, four sites were selected from the most important heritage sites in Thailand, and the survey was conducted in these sites. The results of the research have shown positive effects of the quality of experiences on perceived value, satisfaction of tourists, and ultimately positive behavioral tendencies.

Hu et al. (2013) tried to investigate the relationship between the characteristics of a heritage destination and general satisfaction of tourists. Their results showed that there is a direct relationship between the characteristics of the heritage and the general satisfaction of the heritage experience of tourists. Also, those who have had previous experience of visit a heritage site have seen higher satisfaction compared to those who did not have such an experience.

In creating tourist villages, researches has also been done so far. Hossein Kiomarsi (2009), in a research on the location of tourist villages using hierarchical analysis and SWOT model on the shore of Kafter lake in Eghlid city by identifying the effective factors in locating and assessing the information layers, the most suitable location for the establishment of the village was determined. Soran Majidi has also introduced the region and its tourism potential in the geographical location book of Nanar historical and tourist village.

Rokneddin Eftekhari, Abdolreza and Davood Mahdavi (2006): Using SWOT technique, presented strategies for developing tourism in the small villages of Lavasan from the villages of Shemiranat city and concluded that the vulnerability of the villages of this region due to the expansion of tourism at a high level and requires the formulation of appropriate policies (Rokneddin Eftekhari, 2006).

Zangi Abadi, Ali and Mostafa Mohammadi dah Cheshmeh (2008): in a research of feasibility of natural tourism abilities in Chaharmahal va Bakhtiari province by SWOT method, present strategies for the development of natural tourism in Chaharmahal va Bakhtiari province and show that this province has many capabilities and opportunities that their development requires comprehensive and extensive planning (Zangi Abadi, 2008).

Jaefari S, Allen et al. (1999): Using the GIS to study land use change in the South Carolina coastal region, they have tried to determine the extent and type of change in the users of this area (Jaefari, 1999).

Kiumarsi, Hussein (2011), in a research using the capabilities of the GIS and the integration of effective layers, have locate the village of tourism on the shores of Kafter Lake in the city of Eqlid and location of the village of tourism has offered on the northern side of the lake.

Analytical Hierarchy Process (AHP)

Determine the weight and rank of the factors studied using quantitative analysis based on the AHP model

In this section, prioritizing the factors and determining their weight are discussed. For this purpose, after determining the goal, criteria, sub-criteria and options, and ultimately determining the structure of the decision hierarchy, a pair comparison is made between them, the comparisons are such that the indicators of each level are compared to their higher levels, that is, the main criteria to the purpose of the problem, the sub-criteria to the main criteria and options to their the higher level are compared, i.e. sub-criteria compared to two- two with each other.

1. a) Then according to the following algorithm calculations are done:
2. b) Normalization of the paired comparison matrix;
3. c) To obtain the average of the arithmetic of each row of matrix to the normalized paired comparison (relative weights);
4. d) Multiplication of relative weights of criteria at lower levels (sub-criteria and sub-indicators);

Final ranking;

In the next step, we measure the "inconsistency rate", so you have to follow the steps below:

Step 1: Calculate the weighted sum vector (WSV): The pairwise comparisons matrix (D) is multiplied in the vector of relative weights and the "weighted sum vector" is obtained.

$$WSV = D \times W$$)**Error! No text of specified style in document.**(٢-

Step 2: Calculate the compatibility vector (CV): weighted sum vector elements are divided on the relative weighted vector and the "compatibility vector" is obtained.

Step 3: Calculate the largest special value of the pairwise comparisons matrix (λ_{max}):

To calculate the largest special value of the pairwise comparison matrix, the mean of the compatibility vector elements is computed.

Step Four: Calculating the Inconsistency Indicator (II):

The incompatibility index is calculated using the following equation:

$$II = \frac{\lambda_{max} - n}{n - 1}$$)**Error! No text of specified style in document.**(٢-

Step Five: Calculating the Inconsistency Rate (IR):
The inconsistency rate is obtained from the following relationship:

$$IR = \frac{II}{IRI}$$)**Error! No text of specified style in document.**(٢-

That IRI is a random inconsistency index, which Excerpted from the table below:
Random incompatibility index table

n	1	2	3	4	5	6	7	8	9	10
IRI	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.54	0.51

If the inconsistency rate is less than or equal to 0.1 (IR<0.1), then there is compatibility in the pairwise comparison and can be continued. Otherwise, the decision maker must revise the pairwise comparison.
In the pairwise comparison matrix, row *i* is compared with column *j*. Therefore, all elements of the main diameter of this matrix are number one. Also, any value below the main diameter is inversely the high value of the diameter.
Therefore, we can state the stages of work as follows:
1. After collecting the pairwise questionnaires designed based on standard AHP-based pairwise comparisons and their data gathering, pairwise comparisons done by all respondents at different levels of the hierarchy of study factors, were combined using the geometric mean method and finally, merged matrix of each of the pairwise comparison tables of criteria, sub-criteria and options was extracted. For ease of work and more precision in analyzing and extracting weight of factors, it is possible to use various software such as Expert Choice and Super Decosions that designed to solve hierarchical models based on pairwise comparisons or other software that has programming capability, including Excel, Multi Criteria Evaluation, from the app collection ArcGIS and Matlab software. In the present study, the

power Super Decosions software has been used to solve the AHP problem that it designed exclusively for solving AHP and ANP models.

2. Therefore, after forming the model and calculating the geometric mean of the pairwise comparison, the matrices obtained from the collective judgment of the experts entered into the Super Decosions software, and the results of hierarchical analysis in the form of software output are obtained from the weight of factors and the rate of incompatibility of different matrices.

In this section, the steps for solving the model are described using the software.

Drawing a hierarchical model in the Super Decisions environment

First, to drawing the hierarchy model in Super Decosions software, the levels of purpose, main criteria, sub-criteria and options are plotted. Fig () illustrates the model drawn in the software.

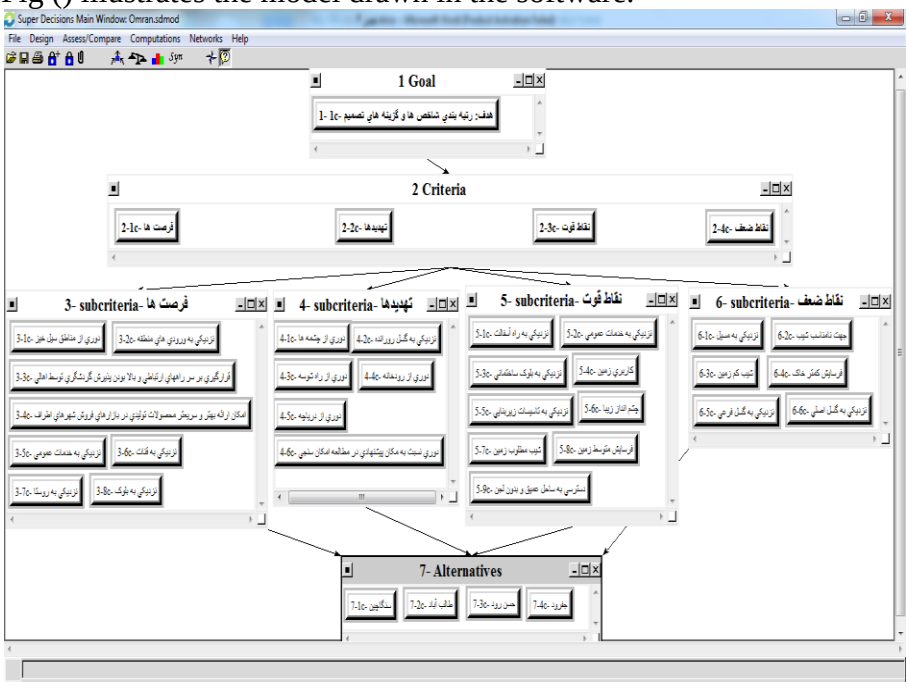


Fig (1). The Analytical Hierarchy Process (AHP), drawn in the Super Decisions software.

1. Complete the pairwise comparison

In this section, the merged pairwise comparison is entered into the software, so that the weight of each criterion relative to the purpose,

the sub-criteria relative to each criterion and options relative to corresponding sub-criteria are obtained in the form of table and shape.

2. Priority checking of the main criteria relative to the purpose

Figure (-) shows the combined pairwise comparisons for the main criteria. Also on the right side of this figure in the bar chart format, the weight obtained for each of these criteria is shown. In order to confirm the judgments, it is necessary to calculate and control the adaptation rate of the judgments. The incompatibility rate associated with these comparisons is shown at the top of the bar graph in numerical form, the value of which is also shown in Table 1.4. Because this value is less than 0.10, it can be said that the done comparisons have the necessary compatibility.

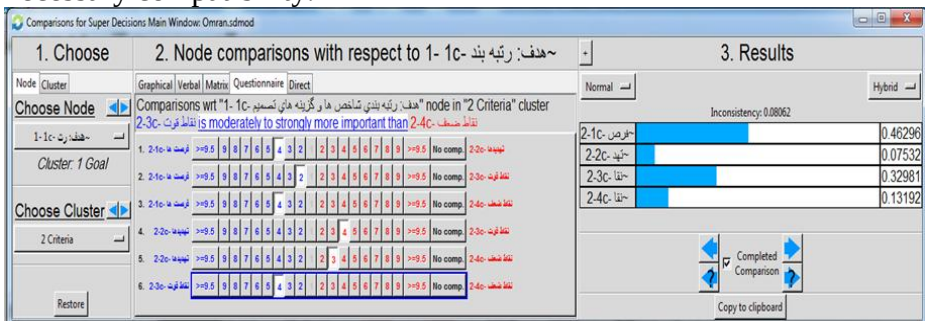


Figure (2).pairwise comparisons and obtained weight for the main criteria (comparative questionnaire mode).

More clearly, the priority factors associated with the above form, along with the numerical value and the rate of inconsistency obtained are given in the Table.

Table 1: Weight table and priority of the main criteria relative to the purpose

Priority of each criterion to purpose	Weight obtained (special vector)	Criteria	Dimension
1	0.46296	2-1c- Opportunities	Main criteria
4	0.07532	2-2c- Threats	
2	0.3298	2-3c- Strengths	
3	0.13192	2-4c- Weaknesses	
incompatibility rate =0.08			

As shown in Table (1), the order of importance of the primary criteria (at the first level) of the hierarchical model is that the criterion of opportunities is ranked first, then, criteria for strengths, weaknesses, and finally the criteria for threats are in the second to fourth positions.

1. Prioritizing Sub-criteria to main criteria

2. Prioritization of factors related to the criterion of opportunities

The sub-criteria for this criterion, along with the matrix of pairwise comparison, are shown in Fig. (3).Also, the inconsistency rate obtained for the comparisons in Table () is clearly presented, that this value is less than 0.1, so comparisons are consistent and reliable.

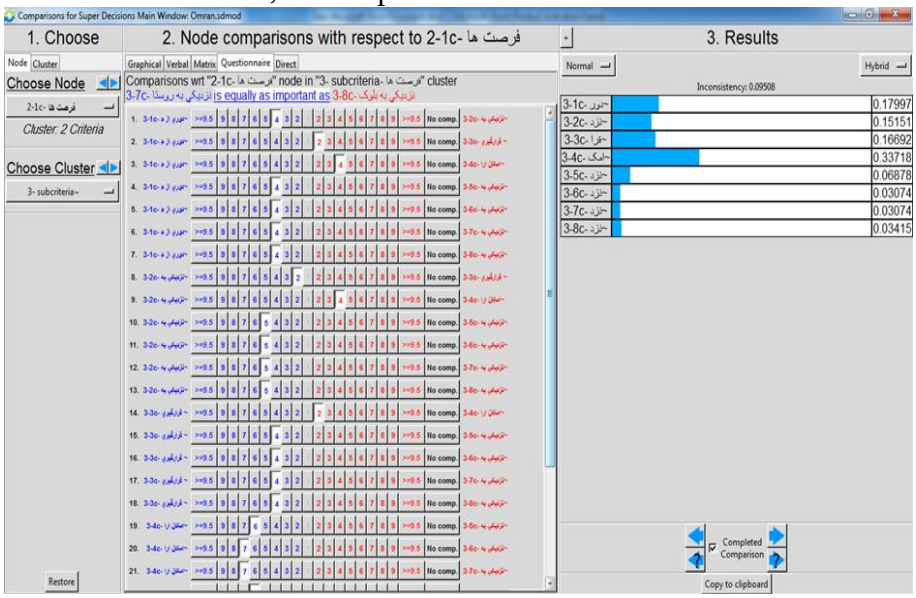


Figure (3).pairwise comparisons and obtained weight for the sub-criteria of the opportunities Group

The more clearly the priority of the factors associated with the above figure, along with the numerical value and the inconsistency rate obtained in Table (2) below.

Table (2). The weight and priority of the sub-criteria of opportunities

Criterion	Sub-criteria	Normalized weights within the cluster (special vector)	Rank within cluster	Total or final weight	Overall or final rank	Sum weight assigned to each cluster
Opportunities	3-1c- Away from flood areas	0.17998	2	0.083322	2	0.462962
	3-2c -Proximity to the entrance to the area	0.15152	4	0.070146	4	
	3-3c- Positioning on communication paths and the high acceptance of tourism by the people	0.16692	3	0.077277	3	
	3-4c- Possibility to provide better and faster products in surrounding towns markets	0.33717	1	0.156099	1	
	3-5c- Proximity to public services	0.06878	5	0.031842	11	
	3-6c- Proximity to the aqueduct	0.03074	6	0.014232	22	
	3-7c- Proximity to the village	0.03074	6	0.014232	22	
	3-8c- Close to the block	0.03416	7	0.015813	20	
Inconsistency rate = 0.095						

Review of priority of factors related to threat criteria

The sub-criteria for this criterion, along with the matrix of pairwise comparison between them, are shown in Fig. 4-4. Also, the inconsistency rate obtained for the comparisons in Table 4-4 is clearly presented that this value is less than 0.1, so comparisons are consistent and reliable.

Figure (4).pairwise comparisons and obtained weight for sub-criteria of the threat group

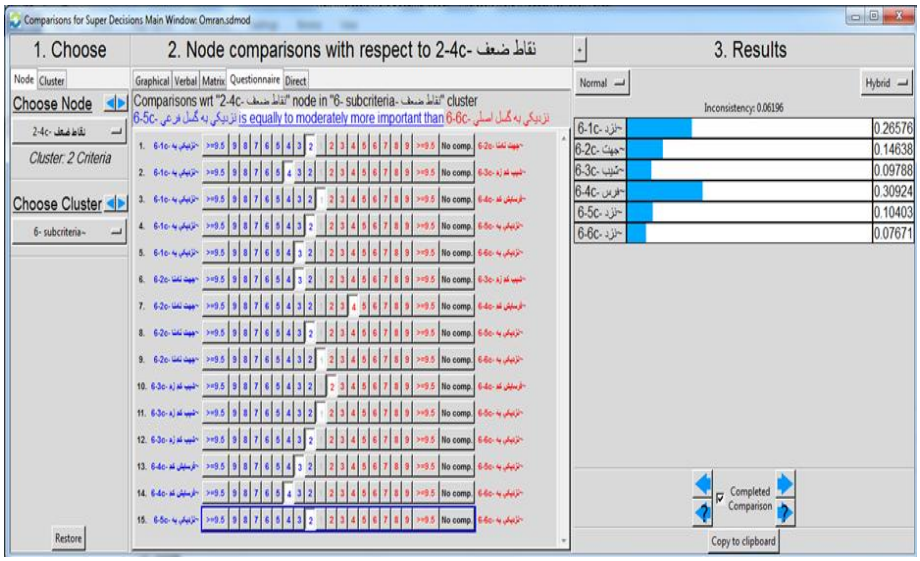
The more clearly the priority of the factors associated with the above figure, along with the numerical value and the inconsistency rate obtained in Table (3) below.

Table (3). Weight and priority factors related to sub-criteria of the threat group

Criterion	Sub-criteria	Normalized weights within the cluster (special vector)	Rank within cluster	Total or final weight	Overall or final rank	Sum weight assigned to each cluster
Threats	4-1c- Away from the springs	0.27332	1	0.020586	17	0.075318
	4-2c- Proximity to thrust fault	0.06544	6	0.004929	28	
	4-3c- Away from carriageway	0.13594	4	0.010239	25	
	4-4c- Away from the river	0.09715	5	0.007317	27	
	4-5c- Away from the lake	0.23512	2	0.017709	19	
	4-6c- Away to the proposed location in the feasibility study	0.19302	3	0.014538	21	
Inconsistency rate = 0.073						

Review of priority of factors related to weaknesses

The sub-criteria for this criterion, along with the matrix of pairwise comparison between them, are shown in Fig. 4-5. Also, the inconsistency rate obtained for the comparisons in Table 4-5 is clearly



presented that this value is less than 0.1, so comparisons are consistent and reliable.

Figure (5).pairwise comparisons and obtained weight for sub-criteria of weaknesses

The more clearly the priority of the factors associated with the above figure, along with the numerical value and the inconsistency rate obtained in Table (4) below.

Table (4). Weight and priority factors related to sub-criteria of weaknesses

Criterion	Sub-criteria	Normalized weights within the cluster (special vector)	Rank within cluster	Total or final weight	Overall or final rank	Sum weight assigned to each cluster
Weaknesses	6-1c- Proximity to the path	0.26576	2	0.035058	10	0.131916
	6-2c- Inappropriate slope direction	0.14639	3	0.019311	18	
	6-3c- Low slope of the earth	0.09788	5	0.012912	24	
	6-4c- Less soil erosion	0.30924	1	0.040794	7	
	6-5c- Proximity to the secondary fault	0.10402	4	0.013722	23	
	6-6c- Proximity to the main fault	0.07671	6	0.010119	۲۶	
Inconsistency rate = 0.062						

Review of priority of factors related to strengths

The sub-criteria for this criterion, along with the matrix of pairwise comparison between them, are shown in Fig. 4-6. Also, the inconsistency rate obtained for the comparisons in Table 4-6 is clearly presented that this value is less than 0.1, so comparisons are consistent and reliable.

Figure (6).pairwise comparisons and obtained weight for sub-criteria of strengths

The more clearly the priority of the factors associated with the above figure, along with the numerical value and the inconsistency rate obtained in Table (5) below.

Table (5). Weight and priority factors related to sub-criteria of strengths

Criterion	Sub-criteria	Normalized weights within the cluster (special vector)	Rank within cluster	Total or final weight	Overall or final rank	Sum weight assigned to each cluster
Strengths	5-1c- Proximity to the asphalt road	0.18341	1	0.060489	5	0.329804
	5-2c- Proximity to public services	0.09346	6	0.030825	13	
	5-3c- Proximity to building block	0.07681	8	0.025332	15	
	5-4c- Land use	0.12161	4	0.040107	9	
	5-5c- Proximity to infrastructure establishments	0.1221	3	0.040269	8	
	5-6c- Beautiful landscape	0.08777	7	0.028947	14	
	5-7c- Desirable land slope	0.06777	9	0.02235	16	
	5-8c- Average earth erosion	0.15177	2	0.050055	6	
	5-9c- Access to deep coast without sludge	0.0953	5	0.031431	12	
Inconsistency rate = 0.094						

Review of priority related to options

Sub-criteria for this cluster with their weight and priority are graphically depicted in Fig. 4-7. Also, the inconsistency rate obtained for the comparisons for this category is the average of the total incompatibility rates for comparing options to all sub-criteria, which is transmitted to the attachment section due to the large number of comparisons and is less than 0.1. It is clearly stated that this value is less than 0.1 for all comparisons, so comparisons are consistent and reliable.

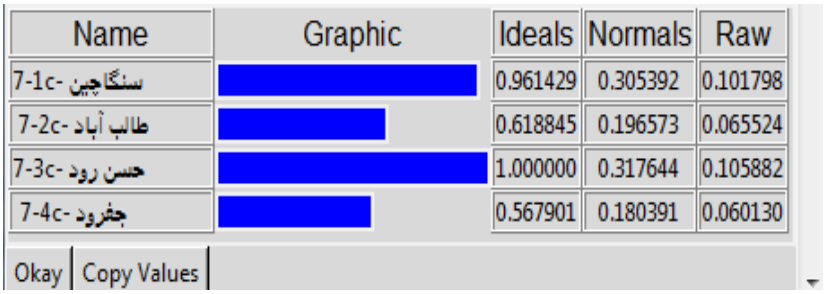


Figure (7). Collective priorities for decision options

As shown in Fig. (7), the results are shown in four columns, the first column is graphically, and the description of the next columns is as follows:

Table (6).Error! No text of specified style in document. Results of collective priorities for decision options

Column name	Description
Normals	This column displays the priority of each option based on the pairwise comparison form and is the most common way to view the results.
Ideal	The values of this column are obtained by dividing the values of each of the Normals column numbers by the largest number of this column, so the numerical value of the option that has the first priority and in fact the selected option is always 1.
Raw	The values of this column are obtained directly from the finite matrix (matrix of pairwise comparison).

The more clearly the priority of the options is listed in the table.

Table (7). Weight and priorities for options

Cluster	Name	Final weight	Final rank
Options	7-1c- Sangachin	0.30539	2
	7-2c- Talebabad	0.19657	3
	7-3c- Hassan Rood	0.31764	1
	7-4c- Jafrood	0.18039	4

Therefore, the Hassan Rod option with the weight of 0.31764 is in the first place. After that, Sangachin is ranked second with a slight difference of 0.30539. Talebabad and Jafrood are also in the third and

fourth priorities, respectively, with a small difference in relation to each other.

The final weight of sub-criteria of sub-indices

In the table, the normalized weight or overall weight of all sub factors is shown.

Table (8). Error! No text of specified style in document. Final weight of main and subsidiary indicators

Criterion	Sub-criteria	Normalized weights within the cluster (special vector)	Rank within cluster	Total or final weight	Overall or final rank	Sum weight assigned to each cluster
Opportunities	3-1c- Away from flood areas	0.17998	2	0.083322	2	0.462962
	3-2c- Proximity to the entrance to the area	0.15152	4	0.070146	4	
	3-3c- Positioning on communication paths and the high acceptance of tourism by the people	0.16692	3	0.077277	3	
	3-4c- Possibility to provide better and faster products in surrounding towns markets	0.33717	1	0.156099	1	
	3-5c- Proximity to public services	0.06878	5	0.031842	11	
	3-6c- Proximity to the aqueduct	0.03074	6	0.014232	22	
	3-7c- Proximity to the village	0.03074	6	0.014232	22	
	3-8c- Close to the block	0.03416	7	0.015813	20	
Threats	4-1c- Away from the springs	0.27332	1	0.020586	17	0.075318
	4-2c- Proximity to thrust fault	0.06544	6	0.004929	28	
	4-3c- Away from carriageway	0.13594	4	0.010239	25	
	4-4c- Away from the river	0.09715	5	0.007317	27	
	4-5c- Away from the lake	0.23512	2	0.017709	19	
	4-6c- Away to the proposed location in the feasibility study	0.19302	3	0.014538	21	
Strengths	5-1c- Proximity to the asphalt road	0.18341	1	0.060489	5	0.329804
	5-2c- Proximity to public services	0.09346	6	0.030825	13	
	5-3c- Proximity to building block	0.07681	8	0.025332	15	
	5-4c- Land use	0.12161	4	0.040107	9	
	5-5c- Proximity to infrastructure establishments	0.1221	3	0.040269	8	
	5-6c- Beautiful landscape	0.08777	7	0.028947	14	
	5-7c- Desirable land slope	0.06777	9	0.02235	16	
	5-8c- Average earth erosion	0.15177	2	0.050055	6	
	5-9c- Access to deep coast without sludge	0.0953	5	0.031431	12	

Weaknesses	6-1c- Proximity to the path	0.26576	2	0.035058	10	0.131916
	6-2c- Inappropriate slope direction	0.14639	3	0.019311	18	
	6-3c- Low slope of the earth	0.09788	5	0.012912	24	
	6-4c- Less soil erosion	0.30924	1	0.040794	7	
	6-5c- Proximity to the secondary fault	0.10402	4	0.013722	23	
	6-6c- Proximity to the main fault	0.07671	6	0.010119	26	
Sum of weights				1		1

According to the above table based on the obtained weight, in this section the most important criteria can be found among all the criteria considered and also the priority of the criteria can be determined based on the weight in the total weight column.

The results show that the index of " Possibility to provide better and faster products in surrounding towns markets" is the most important factor, which has the highest weight. "Away from flood areas "and "Positioning on communication paths and the high acceptance of tourism by the people" are also ranked second and third respectively. The priority for other indicators is shown in the column total or final table ().Another point in the table above is that the total weight assigned to the sub-criteria within each cluster is also found in the last column of the left-hand side of the table.

Compatibility or reliability of pairwise comparisons based on inconsistency rates

According to the standard method of Analytical Hierarchy Process (AHP), to validate the results of the pairwise comparison, an index called an inconsistency rate should be used. The rate of this index should be less than 0.1 for each pairwise comparison table, so that it can be trusted to the comparative results. In fact, if the inconsistency rate is less than 0.1, it means that the comparisons are consistent and reliable. The incompatibility rate related to the pairwise comparisons in the questionnaire, which measures the relative importance of the criteria, some of which are in this chapter, and others due to the length in the attachments section, were less than 0.1 for the comparison of the factors studied in this study. Therefore, judgments can be trusted. The value of this index is graphically depicted in the software output forms, and is shown separately for each of the pairwise comparison tables. All resulting values are less than 0.1. Therefore, comparisons are consistent and reliable.

A hierarchy analysis process to evaluate opportunities, threats, weaknesses and strengths

In this research, a hierarchical analysis process was used to evaluate and rank each of the opportunities, threats, weaknesses and strengths. In order to evaluate and rank each of the opportunities, threats, weaknesses and strengths, using the hierarchical analysis process, from the professors of tourism management, geography and officials of the tourism organization of Gillan province, were consulted.

Main Criteria

The results showed that opportunities with a weight of 0.46296, strengths with a weight of 0.3298, weaknesses with a weight of 0.13192, and threats with a weight of 0.07532 ranked first to fourth.

Factors related to the criteria of opportunities

The results of the opportunity analysis showed that the factor of possibility to provide better and faster products in surrounding towns markets with a weight of 0.337, away from flood areas with a weight of 0.179, positioning on communication paths and the high acceptance of tourism by the people with a weight of 0.166, and Proximity to the entrance to the area with a weight of 0.070 were ranked first to fourth, respectively.

Factors related to the criteria of threats

The results of threat analysis indicated that the factor of away from the springs with a weight of 0.273, away from the lake with a weight of 0.235, away to the proposed location in the feasibility study with a weight of 0.193, and away from carriageway with a weight of 0.135 were ranked first to fourth, respectively.

Factors related to the criteria of strengths

The results of the analysis of the strengths showed that the factor of proximity to the asphalt road with a weight of 0.183, average erosion of the earth with a weight of 0.151, proximity to infrastructure establishments with a weight of 0.122, and land use with weight of 0.121 were ranked first to fourth, respectively.

Priority related to options

The results of the site analysis indicated that Hassan Rood with weight of 0.317, Sangachin with weight of 0.305, and Talebabad with weight 0.196 were ranked first to fourth, respectively.

Suggestions

This research is aimed at identifying the opportunities, threats, strengths and weaknesses in the construction of the tourism village and determining the appropriate site for the construction of the village of tourism, which was reviewed by the experts. In this research, the opportunities, threats, various strengths and weaknesses of the evaluation of the construction of the tourism village were used. After identifying the opportunities, threats, various strengths and weaknesses of tourism village construction, in the second stage, the identified factors and sites were first examined using the hierarchical analysis process model. Regarding the application of the software used in this research, Super Decision software was used to determine the weight and importance of factors and sites using the hierarchical analysis process. According to the outputs and research model, the following is proposed for the construction of a tourism village and for future research:

To tourism development organization it is recommended to focus on opportunities in order to construct a tourism village. The second suggestion is about strengths. The third proposal, according to the results of the research, is trying to pay attention to the weaknesses. In the field of opportunities, it is suggested that the most attention be paid to the possibility to provide better and faster products in surrounding towns markets. In the field of strengths, it is suggested that proximity to the asphalt road is considered by the decision makers. In the field of weaknesses, it is also necessary to pay attention to the lesser soil erosion, and in the field of threats, the away from the springs should be considered more than the other threats by decision makers.

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