

Utilizing Multi-Criteria Decision Making Models in Evaluating Tourism Potential (Case study: Semnan Province)

Ahmad Pourahmad

Professor, University of Tehran. Tehran, Iran.

Ahmad Shahbazpoor

M. A. Student of Urbanism, University of Tarbiat Modares, Tehran, Iran.

Mohammad Ali Khaliji*

PhD Candidate in Urbanism, Young Researchers and Elite Club, Bonab Branch, Islamic Azad University, Bonab, Iran.

Extended Abstract

Introduction

Today tourism industry is as an important source of income in the world and yet effective factors which are contributing to the cultural exchange countries has the largest movement of people in peace time and one of the most promising development activities that are referred to as the gate of development. Tourism is a complex and contradictory phenomenon. It's a beneficial industry, balanced economic development in the regions. In recent decades the development of the tourism industry make it as one of the main economic activities of developed countries, have led planners to increase tourism income, paying attention to two important issues: first the satisfaction of tourists and to promote the enjoyment and quality of the tourism experience and second trying to protect the interests of host communities. Currently many countries get their economic and social benefits from tourism and used tourism revenues for infrastructure development in the region. Tourism is one of the most developed industries in the second half of the twentieth century and is often used as a key for economic growth in both developed and developing countries. In fact the main objective of the internal and external tourism development is the socio-economic development of target areas. The importance of tourism in the modern era, more than anything, depends on the economic cycle which has a high potential in terms of dynamic, local and international economy. The criteria for determining the center of tourist areas and a needed infrastructure and adjusting the inequalities is among the region. In 2000, about 700 million tourists have visited around the world. According to the latest report of World Tourism Organization (WTO) France is the most visited in terms of the issue among international travelers (75million tourist) and the United States with (\$74.5 billion) has the highest tourism income in the world. Mediterranean country such as Turkey has the highest record in past four years. Tourism industry can bring many benefits for different communities. These five main interests include: infrastructure development, transportation, energy and communications, processing and supporting area for the development of industry, agriculture construction, nutrition and services, attracting direct and indirect foreign investment, paving the ground for an increase in national income, the development of employment opportunities and creating positive changes in the other parts of the economy using multiplication factor of tourism industry. The appropriate atmosphere of tourism in production and reproduction of region influence on economic and cultural development. For better understanding the atmosphere, the constructive process of physical including infrastructure and tourist services (hotels, restaurants, stores, etc.) visiting places (monuments, recreation, cinema, theater, museums, religious places, etc.) social and cultural characteristics and behavioral area is very important. This study is aimed to rate the cities of Semnan province in terms of tourism infrastructure and investigate the influential factors in attracting urban tourism. Factors include accommodation facilities, including hotels, inns, and restaurant catering units between roads, the offices of passenger

* Email: ma.khaliji @srbiau.ac.ir

services, the number of commercial cultural and artistic exhibitions, public parks and tourist area among Semnan province which has been analyzed. Tourism is presented as a multi-purpose activity. In this study is to pay attention to tourism infrastructure and their spatial distribution within the cities of Semnan province rather than rating and ranking the city in terms of tourism. In this way we can realize the comparative comparison and tourist attractive and the performance of tourist atmosphere. Besides the spatial pattern of tourism infrastructure provided for balanced development.

Materials and Methods

With an emphasis on systematic approach, in this paper the analytical method was used. This means that at first the required information and statistics related to the tourism infrastructure among the cities of province were collected. Then through MCDM models, we ranked the cities and determining the important coefficient of infrastructure criteria

Discussion and Results

This study is aimed to rate the cities of Semnan province in terms of tourism infrastructure and investigate the influential factors in attracting urban tourism. Factors include accommodation facilities, including hotels, inns, and restaurant catering units between roads, the offices of passenger services, the number of commercial cultural and artistic exhibitions, public parks and tourist area among Semnan province which has been analyzed. Tourism is presented as a multi-purpose activity. In this study is to pay attention to tourism infrastructure and their spatial distribution within the cities of Semnan province rather than rating and ranking the city in terms of tourism. In this way we can realize the comparative comparison and tourist attractive and the performance of tourist atmosphere. Besides the spatial pattern of tourism infrastructure provided for balanced development.

Conclusion

In this paper, according to urban infrastructure and services used by tourists in the host society paid attention to rating and ranking of cities of Semnan province on one hand to tourism. On the other hand its way presented a model to strengthen the centers and areas which has low tourist attractions. We found that residential infrastructure such as hotels, motels and other residential units and catering, travel agencies, the number of bus companies, cultural and artistic exhibitions, public parks and recreational areas have an important role in tourism development.

First identifying tourism infrastructure for each city and then prioritization was based on VIKOR models. In fact in the first stage only with regard to the role of infrastructure in attracting the attention of tourists, ranking these three places respectively; Shahrod, Semnan and Damghan. Then with regard to all standard and the comparison of paired criteria ranking the cities of Semnan province is as follows. Finally based on Kapland methos Shahrood was place first and then Semnan, Damghan , Garmsar and Mahdishare as placed in next order respectively.

Keywords: Ranking, Tourism potential, Decision making models, Semnan.

References

1. Abunury, Abbasali, Akbari, Zahra (2014). Classification of factors affecting Eco Issue performance indicators foreign tourists case study countries, geography and Development Volume 12, Issue 34, pp 33-56.
2. Akbarpoor Saraskanroud, Mohamad, Rahimi, Mohsen Mohammadi Fazel, (2011). Measuring the impact of tourism on sustainable development aspects of the case study city Hashtrud, Regional Planning Journal, Volume 1, Issue 3, pp 93-104.
3. Asgharpour, MohamadJavad, (2004). Multi-criteria decision-making, Tehran University Press.
4. Bidokhti Amin, Zargar, Seid Mojtaba, Nazari, Mashalah (2010). Strategic marketing mix in the tourism industry, strategic management studies, Volume 3, 49-68.
5. Bin, Li, Suocheng, Dong, Mei, Xue (2008). Ecotourism Model and Benefits of Periphery Regions in Western Sichuan Province, Chinese Journal of Population Resources and Environment, Volume 2, Issue 6, pp 80–86.
6. Boers, Bas, Cottrell, Stuart (2007). Sustainable Tourism Infrastructure Planning: A GIS-Supported Approach, Tourism Geographies: An International Journal of Tourism Space, Place and Environment, Volume 9, Issue, pp 1-21.
7. Ertugrul, Irfan, Karakasoglu, Nilsen (2007). Performance evaluation of Turkish cement firms with fuzzy analytic hierarchy process and TOPSIS methods, Expert Systems with Applications, Volume 36, Issue 1, pp 702–715.
8. Fallon, D.Liza. Kriwoken, K.Lorren (2003). Community involvement in tourism infrastructure, the case of the Strahan Visitor Centre, Tasmania, Tourism Management, Volume 24, Issue 3, pp 289-308.
9. Ghanbari, Abolfazl (2014). Rankings based on the Azerbaijan province city urban tourist infrastructure with multi-criteria decision-making methods. Geography and urban planning - regional, Volume 4, Issue 12, pp 89-112.
10. Hussein, Ali, Pourahmad, Ahmad, Arooji, Hasan, Alizadeh, Mohammad (2013). Priority assessment of cultural tourism development strategies in the region of Alamut, Human Geography Research, Volume 45, Issue 3, pp 1-17.
11. Inskip, E. (1991). Tourism planning: an integrated and sustainable development approach, Van Nostrand Reinhold. New York.
12. Jadidi, O., Hong, T.S., Firouzi, F., Yusuff, R.M., Zulkifli, N., 2008, TOPSIS and fuzzy multi objective model integration for supplier selection problem. Department of Mechanical and Manufacturing Engineering, Journal of Achievements in Materials and Manufacturing Engineering, Volume 31, 762-769.
13. Jafari, Ahmad, Khobreh, Shima (2013). Tourism effect on human development, planning and development of tourism, Volume 2, Issue 7, pp 11-24.
14. Khaliji, Mohammad Ali, (2014). Application of multi-criteria decision-making models in Urban and Environmental Sciences, Tabriz: Foruzesh
15. Khaliji, Mohammad Ali, Zarabadi, Zahra Sadat (Saide) (2015). Analysis of the industrial park location using multi-criteria decision-making models (case study: the city of Tabriz), Regional Planning Journal, Volume 5, Issue 19, pp 101-114.
16. Lee, T.H, Liu, R. T. (2011). Strategy formulation for the recreational areas of Central Taiwan: An application of SWOT analysis, Journal of Hospitality Management and Tourism, Volume 2, Issue 3, pp 38-47.
17. Madhoushi, Mehrdad, Niazi, Isa (2010). Examine and explain the development of tourism in the province, Knowledge and Development, Volume 17, Issue 30, pp 135-162.

18. Malek Mohammad. (2008). Ranking Compression model multi-objective optimization of reservoir border with ELECTRE, Proceedings of the Third International Conference on Water Resources Management, Tabriz, Iran. Iran.
19. Mazidi, Ahmad, Safarzadeh Mahdi (2011). Identify and rank the factors affecting land use residential uses MADM techniques Case Study: Yasouj, Journal of Geography and Development, Volume 9, Issue 21, pp 81-96.
20. McGehee, N.G, Nancy (2004). Factors predicting rural Residents' Support of Tourism, Journal of Travel research, Volume 43, Issue 2, pp 131-140.
21. Moreno, Alvaro, Amelung, Bas (2009). Climate Change and Tourist Comfort on Europe's Beaches in summer: A Reassessment. Coastal Management. Volume 37, Issue 6, pp 550-568.
22. Mowforth, M., Munt, I. (1998). Tourism & sustainability: New tourism in the third world. London: Rutledge.
23. Murphy, Peter.E (1983). Perceptions and Attitudes of Decision Making Groups in Tourism Centers, Journal of Travel Research, Volume 21, Issue 3, pp 8-12.
24. Opricovic, S., (1998). Multi-criteria Optimization of Civil Engineering Systems. Faculty of Civil Engineering, Belgrade.
25. Opricovic, Seraphim, Tzeng, Gwo-Hshiang (2004). Compromise solution by MCDM methods: A comparative analysis of VIKOR and TOPSIS, European Journal of Operational Research, Volume 156, Issue 2, pp 445-455.
26. Papy Yazdi (2007). Tourism nature and implications, Second Edition, Tehran: Samt.
27. Pourahmad, Ahmad, Khaliji, Mohammad Ali (2014). The survey of municipal services by using VIKOR (case study of BONAB), spatial planning, Volume 4, Issue 2, pp 1-16.
28. Roy, Bernard (1991). The Outranking Approach and the Foundation of ELECTRE Methods”, Theory and Decision, Volume 31, Issue 1, pp 49-73.
29. Shahabadi, Abolfazl, Sayah, Ali. (2013). The Eco Issue mic impact of tourism infrastructure, developing countries and developed comparative panel data approach, Journal of Tourism Planning and Development, Volume 2, Issue 7, pp 25-43.
30. Statistical Yearbook of Semnan province, 2010-2011.
31. Tavary Mojtaba, Sukhkyan MohamadAli, Mirnejad SeiedAli (2008). Identify and prioritize factors affecting labor productivity using techniques MADM, Journal of Industrial Management, Tehran, Volume 1, Issue 1, pp 71-88.
32. Tsai, Hui-Yin, Huey Huang, Bao, Wang, an S (2008). Combining ANP and TOPSIS concepts for evaluation the Performance of Property-Liability Insurance Companies, Journal of Social Sciences, Volume 4, Issue 1, pp 56-61.
33. UNWTO: United Nation of World Tourism Organization, 2014, International Tourism to continue robust growth.
34. Uysal, Ülke Evrim (2013). Urban Tourism Promotion: What Makes the Difference? Journal of Social Sciences, Volume 5, Issue 1, pp 17-27.
35. Yu, W., (1992). ELECTRE TRI: aspects methodologies ET manuals utilization. Document du lamsade”, University Paris- Dauphine. Issue 74.
36. ZangAbadi, Ali, Mohammad (2006). Domestic tourism of the city, Journal of Geography and Development, Volume 4, Issue 8, pp 131-156.
37. Zangi Abadi, Ali, AbdullahZadeh, Mahdi, Mobaraki, Omid & Pooreidivand, Laleh (2011). An analysis of the tourist areas of the city of Orumiyeh, geographical space Journal, Volume 12, Issue 39, 77-93.