Presenting an Integral Model for Prioritizing the Infrastructures of Tourism Development:  
Case study- Towns of Chahrmahal and Bakhtiari Province

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Extended Abstract

Introduction

Today, development and growth of tourism requires making special economic, social and cultural conditions. Old history, cultural and historical precious heritage, religious places, amusement etc, aren’t only sufficient for the success of each region in tourism development. It also requires suitable infrastructures and rational management in political, cultural and social areas. Optimum exploitation of infrastructures and finding inequities in rating the tourism regions are essential for tourism development. Better tourism management can be obtained through recognizing infrastructures and rating them in the region level.

Having various tourism attractions, Chahrmahal and Bakhtiari province is one of the most beautiful provinces of the country which has placed on southwest of Iran on the top of Zagros Mountains. With regarding to significant tourism attractions in this province, the number of the tourists who visit its attractions hasn’t been significant. On the other hand, despite the variety of tourism places in this province, most times tourists just visit its special places and in some towns of this province, number of the tourist is very small. If we study the effective factors on this trend, no doubt we find lack of facilities and in general tourism infrastructures. In the present investigation, it is tried to make some efforts toward tourism regarding to tourism infrastructures and their spatial distribution among the towns of Chahrmahal and Bakhtiari. Then, comparative comparison, tourist attraction and efficiency of tourism spaces can be obtained and on the other hand, spatial pattern of tourism infrastructures can be presented for balanced development.

Methodology

The method of this study is developmental-applied and descriptive-analytical. With regarding to the subject of investigation and defined aims, field and library methods have been used for collecting the data. Statistical society is Chahrmahal and Bakhtiari province in term of its towns in 2015. In order to prioritize, 5 criteria in the form of 58 sub-criteria were used. In order to analysis the data, TOPSIS, VIKOR, ELECTRE techniques were exploited. After obtaining the final results of these methods, Copland method has been used. In the following, structure of each model has been referred.

Discussion and results

Rating the towns in term of tourism infrastructures by using Copland method

This method is reform of win method with the difference that in priority beside the number of wins, number of losses is also computed for each option. Options are prioritized based on difference among number of wins and losses. Table 1 shows the results obtained from rating the towns of this province based on Copland method. According to Copland method, towns: Saman, Shahrekord and Ben have most enjoyments and towns: Boroujen, Ardal and Koohrang have least enjoyments. This difference among the towns is resulted from imbalance in enjoying from tourism infrastructures and regional inequity. Because of placing near Zayanderood River, Saman is

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considered as one of the most important tourism focus. Zamankhan Bridge cultural recreational complex and its surrounding gardens, Farahdiba Palace complex which today has been transformed into hotel, Zagros villa complex and beautiful perspectives around Zayanderood are among its tourism attractions. With regarding to tourism capabilities and presence of natural capacities, this town has been introduced as tourism focus of Ch&B and many tourists visit it each year. Because of many tourism centers of this town in comparison to other towns, it is more considered by authorities in term of tourism infrastructures and state investments especially private department play the most significant role.

Table 1: Rating the towns of Ch&B based on Copland method

<table>
<thead>
<tr>
<th>Town</th>
<th>Saman</th>
<th>Shahrekord</th>
<th>Farsan</th>
<th>Bejan</th>
<th>Kiaran</th>
<th>Lordegan</th>
<th>Boroujn</th>
<th>Koohran</th>
<th>Ardal</th>
</tr>
</thead>
<tbody>
<tr>
<td>(\sum C)</td>
<td>8</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>(\sum R)</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>(-\sum R \sum C)</td>
<td>8</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>-2</td>
<td>-4</td>
<td>-6</td>
<td>-8</td>
</tr>
<tr>
<td>rank</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>

4. Conclusion

In the present study, first the infrastructures related to tourism for each town were identified and prioritizing was done based on TOPSIS, VIKOR and ELECTER. In the following, with regarding to this fact that results obtained from implementing the mentioned methods aren’t consistent in some cases, then Copland technique has been used in order to attain a general consensus. According to the results obtained from Copland method, three towns in Ch&B are placed in deprived town group. Despite being capital of the province, it is expected that Shahrekord is placed in the first order of development and in the obtained rating, it is placed in the second order following Saman. Lack of balance and regional balance in this province, injustice in distribution of infrastructures and structures and increasing trend of environmental and social problems in tourism regions of the province make the necessity of planning toward removing imbalance and enhancing infrastructures and solving the problems clear more than before. Applying new management methods and changes in its structure help the existing condition. Then with regarding to the characteristics of Ch&B, new spatial organizations can be obtained which give preference to planning in tourism.

**Key words:** priorities, infrastructure, tourism, Chaharmahal & Bakhtiari Province, Copeland.
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