Slow Tourism Development Using Ecological Potentials in Case Study of Naein Town, Iran

Majid Rahmani Seryasat[1,*], Mohammad Salmani[2], Mojtaba Ghadiri Maesoum[3]

[1.] Ms.c Student, Geography and Tourism Planning, University of Tehran, Tehran, Iran
[2.] Accosiat Prof. Geography And Rural Planninng , University of Tehran, Tehran, Iran
[3.] Prof. Geography And Rural Planninng , University of Tehran, Tehran, Iran
[*]Corresponding Author Email: Ma.Rahmani@ut.ac.ir

Abstract: The great importance of tourism in economic, political, and cultural field as well as the ever-increasing growth of destruction of subterranean and natural resources have made the existence of slow tourism significant as a filter to prevent from their destruction, since slow travelling is coordinated and consistent with some of the purposed values in ecotourism and there is no doubt that sustainable growth and development of tourism requires the flourishing of this tourism type in Iran and the world. The current research has been carried out in Naein, Iran and with enjoying a lot of potentials and capabilities, this area is one of the regions which can be employed for slow tourism. The current investigation is intended to examine the slow tourism development through local potentials in the region. Methodology of this study is descriptive- analytic and the given data were collected through questionnaire and its face validity and reliability were confirmed with Cronbach's alpha of 0.80. Also, data were analyzed using SPSS software and statistical tests were conducted. The results indicated that using some variables such as historical buildings and houses (mean value of 4.56), citizens participation with host community in tourism growth of region (mean value of 4.83), using camel as vehicle for transportation (mean value of 4.65) that have the highest mean values have resulted in increasing and developing occupational and financial opportunities for the host community at mean value of 4.56. The simple linear regression analysis indicates that economic predictor variable in the studied region (0.735) might interpret variance of development dimension of slow tourism by the means of the potentials in the studied region, beta coefficient is 0.735. In other words, the dependent economic variable will change up to 0.735 per unit change in independent variable of slow tourism.

Keywords: Tourism, Slow Tourism, Ecological Potentials, Naein, Iran.

Introduction:

Presentation of subject and research importance:

Paying attention to tourism suggests this fact that this issue leads to a series of economic, cultural, and social and even ecological impacts and changes in any country (Perace; 1989:89). This servicing activity has created 215 million jobs throughout the world and it includes about 7.4% of total global employment (Tosun; 2002:89). Tourism may be noticed as a focus point and as an efficient catalyst for reconstruction, development, and elimination of economic and social challenges in outskirt rural areas, and or the villages, which are exposed to reduction in traditional agricultural activities (Sharply; 2002:233). The countries and communities have ever-increasingly found this fact that they should take initiative to improve their own economic conditions and tend to find new solutions for this purpose (Navabakhsh & Rafieifar; 2010:117). Tourism industry has presented the potential for affecting on process of balanced and rational development throughout the world as an activity in the modern world and it has been noticed by a wide spectrum of policymakers and planners in political and systems and MBA in all nations of the world (Sharbati; 2010:55). Rather than possessing the qualification for tourism capacity and touristic destinations and in order to succeed in this trend, we should seek for planning to attract tourists and to introduce our facilities and conditions better to tourism markets (Papli Yazdi & Saghaei; 2006:18). Iran is considered as one of the susceptible and competent countries in tourism field. Inter alia, Naein Town is characterized as one of the most susceptible touristic and geologic, and geomorphologic regions in this country (Iran). With having such a potential, probably no type of tourism is necessary and useful for this region like slow tourism. This investigation is mainly purposed to examine developing slow tourism by means of local potentials in Naein Town.

Theoretical bases:

As a dynamic and developing phenomenon, tourism has been currently turned into a pioneer and sustainable industry in many countries with faster growth compared to other economic sectors and

through creating new job opportunities (Zahedi, 2006:80). This activity has caused proliferation of the major part of great and various servicing sources for workforce (Copper & Pigram; 1984:3) and it will lead to creating about 234 million direct and indirect jobs (8.7% of total global jobs) in the future (WTO; 2007:54). Developing of tourism industry may cause economic sectors for mobility and transformation and eventually it may provide directly and indirectly many job opportunities (Heydari Chiyaneh; 2004:77). The slow tourism is a relatively new approach and it is focused on slow travelling (Lo Madsen; 2001:76). The slow trip is a novel concept in which the tourists may determine their travelling destinations and they prefer to reside there for longer period of time. In this type of tourism, tourists move slowly toward other destinations (Dickinsonat et al; 2012:43). The slow tourism provides this opportunity for the passenger to be involved in and related to various and local strata in their path more than ever and to be concerned with them and their issues and conditions from near viewpoint and to experience their real life. The slow tourism means the perception and feeling of life in local community and treating them from close view and or living in their lifestyle during the given trip. This type of tourism may pursue two main principles i.e. considering time and dependency on a certain place; in other words, in this trip you should look at anything instead of seeing it and you should

experience a region instead of tolerate this region (Hall; 2007:92). In fact, slow tourism means encouragement and supporting from tourist's cordial inclination in enjoyment and living among the given inhabitants and the living people in various regions instead of exclusively sightseeing from certain regions and monuments in different places (Heitmann; 2011:89). Likewise in this context, rather than focus on a certain city and or village as destination of the trip, all path of trip and cities and villages among this route make up the important part of trip so the passenger no longer passes this path quickly. The slow tourism and trip is going to be increased extremely. Some features like sustainability and slow trip are the key elements in slow tourism. The slow tourism has affected on very busy life of people so that comfort and enjoying by passing time is assumed highly valuable (Venesmäki; 2009:40). The slow tourism may be linked with many sections and types of tourism such as sustainable tourism, cultural tourism, ecotourism, and rural tourism. But despite of many advantages, which can be assumed to tourism, if no proper planning is done in this field developing tourism may be followed by negative biologic- ecologic, cultural, social, and economic effects and under such conditions, it will not be purposed as a prolific activity, but as a hazardous and adverse activity. In Table (1), some advantages of this type of tourism are implied.

Table (1): The resulting benefits from slow tourism

Benefits of slow tourism		
Economic benefits	Social benefits	Ecologic benefits
❖ Addition of value for products in the host community ❖ The presence of rivals in competition market ❖ Rising of opportunity for income ❖ Creation of new jobs	❖ Increased loyalty in tourists to destination ❖ Interaction and participation of the host community with guests and vice versa ❖ Improving quality, capability, and capacities of host community ❖ Growing satisfactory tourism ❖ Improvement of healthcare and treatment	❖ Reduced greenhouse gases ❖ Protection from environment

Reference: Heinonen; 2002:62

Among them, rather than focusing on natural and man-made attractions, slow tourism emphasizes on subject of local community as well as cultural and ecologic values, which are typically assumed as value-added, strengthening, and complementary values for slow tourism and they include historical and cultural, ecologic , economic, and aesthetic values etc. Destruction of environment as well as increased industrial and economic pressure on human's life may essentially affect on human's motive for life among the nature and natural features and it has increased demands for tourism in natural and geologic environments. This high volume of

demand has caused the tourism institutes and authorities to take measure for presentation of these attractions along with appropriate tourism services (Dickinsonat; 2009:23). Hence, in addition to focus on preservation of natural and man-made attractions, the main reasons for importance of the current investigation in this field may emphasize on subject of local community as well as cultural and ecologic values, which lead to developing of slow tourism by means of local potentials. Likewise, the conducted investigations about this subject can be seen in Table (2).

Table (2): The relevant conducted studies to development of slow tourism

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Tiia, Soininen	Present and future of slow tourism	In this thesis, the researcher examines the present and future status of this type of tourism as well as customer's behavior in slow tourism. The sponsors of tours and accommodation agencies and providers of slow tourism products and services have been studied as target group for observational researches. The researcher concludes at the end of this thesis that this type of tourism has high potential for growth since it is focused on ecofriendly activities, which are prevalent in today tourism as well as acquiring comfort in today fully busy world.	2011
Pahkuri, E	The effect of slow tourism on the surrounding network of Nasinjarui Lake in Finland	Slow tourism is less known in this region and it is still defined as new concept for the local people and also the people are not sure how to employ slow tourism.	2009
Hossein Hataminejad, Majid Rahmani Saryast, Taghi Karimian	Introduction of slow tourism and its effect on tourism	It is for the first time in Iran where the present essay introduces slow tourism fully with its dependent kinetics and at last the given results include slowness of travelling rather than different dimensions of tourism in sustainable development and it causes improvement in quality of trip for tourist as well as earning income for the host community.	2012
Yam Jou	The transportation techniques in slow tourism within urban tourism in Hong Kong	In this dissertation, Yam Jou examine the impact of slow tourism in relation to developing the use of public transportation vehicles in the city and he concludes that the entering tourists are highly interested in employing public transport vehicles during their trips and on the other hand encouraging for using public transport vehicles may play essential role improving the quality and urban sustainable development	2012
Yortson et al	Types of slow tourists	In his essay, Yortson explores the features of types of slow tourists and their interests during trip. For this purpose, he conducted his empirical studies on tourists in the Sharifiard Region in Turkey that it is one of the slow touristic cities in this country. According to his findings, the tourists in that region were divided into three main classes: The exclusive, interested, and random slow tourists.	2011
Jorjia et al	Slow tourism as a tool for sustainable development of tourism	In this article, they investigated into effect of slow tourism and its role in sustainable development of tourism in rural areas in Romania. They intended to identify this point that how much the Romanian tourists were familiar with concept of sustainable tourism and slow tourism. This study was an exploratory research and based on a survey that was conducted on 224 tourists in 2012 the results indicated that the concept of slow tourism and slow nobilities (kinetics) has been still less known and there are few number this type of tourists so this type of tourism has been inappropriately encouraged.	2012
Lamesdon and MacGeras	Developing a conceptual model for slow tourism	In this essay, slow tourism is examined from cultural- social aspect and its basic issues and subject have been explored. The results of exploratory studies included in-depth interview with 23 practitioners and academics and they have indicated that The basic needs in slow trip have been focused on reduced acceleration, trip experience, and ecological awareness. The findings of this study showed that this type of tourism is going to grow and it is some part of sustainable tourism paradigm.	2010

Source: Findings from authors

Research methodology:
The current research is a type of quantitative studies, which have been carried out by means of descriptive- analytical methodology and it is type of field survey based on the standardized questionnaire. To determine the validity of research tools, face validity was utilized and after several stages of revision and correction, the given questionnaire was confirmed by advisor teachers and the relevant experts and also to determine reliability, initially the primary field study (pretest 1) was done with 30 persons, who were living in the studied region and this value was derived 0.80 by calculation of Cronbach's alpha coefficient. Finally, after several references to this region, 100 forms of questionnaire were filled out by tourists. In order to analyze and infer the data, depending on the research and type of the existing data for descriptive findings, some

descriptive statistical techniques were used like frequency, percentage and mean, and to test research hypothesis and inferential findings, the analytical statistical techniques were employed in SPSS software environment.

Introducing the studied zone:
Naein town is situated in geographic eastern longitude (52°, 35' - 55°, 2') and latitude (32°, 30' - 34°, 15') in 145km distant from eastern side of the center of this province. With population of 38'077, Naein Town is limited from the north to Semnan Province, from the eastern side to Khorasan Province, from the south to Yazd Province, and at westward to Ardestan and Isfahan Towns. With area over 835.927 km², this town is the widest town among the cities in the given province (ICHTO Organization Website, Isfahan Province, 2014).
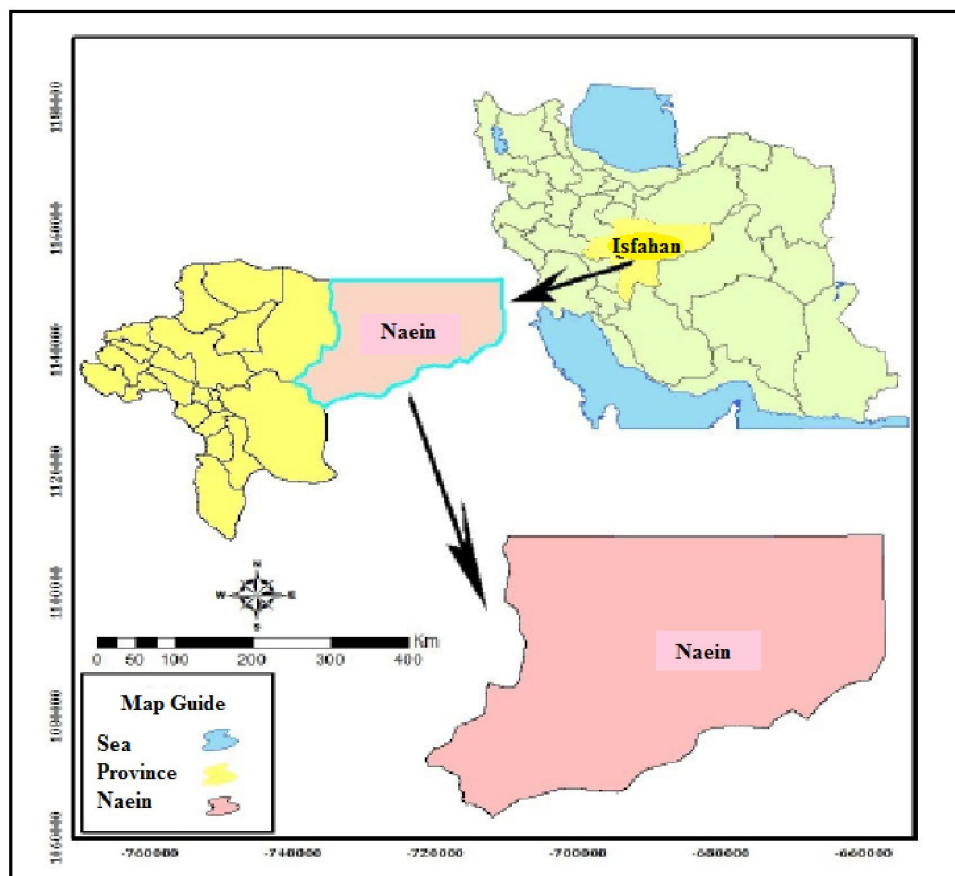
Map No (1): The situation of the studied zone

Source: Authors

Findings:
The research findings comprise of two classes of descriptive and analytical findings, which we deal with them in the followings.

Descriptive findings:
a) Attributes of sampled population
In Table (3), the descriptive traits for demographic characteristics in the studied population

can be seen and based on the acquired data, 25% of members of this population are of the married group and 75% of them are single. Of total asked population, 65% were males and 35% rest was females. Most of the members in sampled population

had educational degrees at BA, AA, and MA levels. The related data to occupational status in respondents indicate that the maximum number of participants (i.e. 50%) had free job.

Table (3): Frequency distribution of respondents based on demographic features

Parameters	Marital status		Gender		Age (Year)				Occupational status					Arte of income					Education					
	Single	Married	Female	Male	18-24	25-34	35-49	50 & older	Free job	Unemployed	Householder	Student	Retired	Less than 5 million Rials	5-10 million Rials	10-15 million Rials	15-20 million Rials	Higher than 20 million Rials	Under high school diploma	Diploma	AA	BA	MA	Doctorate
Frequency	75	25	25	65	19	55	23	3	50	10	10	27	3	5	34	30	24	7	0	5	27	37	31	0

Analytical findings: The derived findings from tourists' questionnaire

As it implied above, tourists' questionnaire is composed of 4 classes of parameters including economic parameter, servicing parameter, and socio-cultural parameter and eventually ecologic parameter where each of them also consists of some variables, which are placed within scope of either of these subjects. The condition of derived statistics for each of their variables and mean values is explained in the followings.

Findings of economic parameter:

As you observe in Table (4), variable of increased income in host community with total mean value 4.56 has the highest mean value among all variables in economic parameter. This mean value

may indicate that there is a direct relationship among coming tourists in this region and increased income for the host community. The next variable is the increase and improvement in job opportunities for the host community with mean value (3.70) and this also shows the economic importance of regional tourism and this fact that this factor increase job opportunities in this community. Variables of increase and improvement of job opportunities for the host community with mean value (3.70) and reduced migration by inhabitants in host community (mean value: 3.56) and also improvement of life level for women in the host community (2.30) have devoted the least mean values to their own respectively.

Table (4): The results of economic parameter in the studied zone and its variables from tourists' viewpoint

Economic parameter	Likert spectrum (%)					Mean
	Very high	High	Average	low	Very low	
Increased income for the host community	45	37.5	12	5.5	0	4.56
Reduced migration of inhabitants from the host community	42	28	23	2	5	3.56
The increased level of life standards in the host community	26	34	13	20	7	2.30
The increase and improvement in job opportunities for the host community	37	33	20	8	2	3.70
Improvement in life level for women in the host community	15	34	34	5	12	2.20

Findings of servicing parameter:

As it observed in Table (5), to examine the servicing effects of slow tourism in the studied region, the variable of using caravanserais and historical buildings and houses for touristic and entertainment applications has the highest mean value (4.56). This is due to the fact that this region possesses capability and potential in this respect since desert tourism may be assumed as an appropriate platform to develop tourism in these regions with its several capabilities such as caravanserais and historical buildings and houses etc. the variable of the roadhouse residential and recreational facilities in the region is the second variable with mean value (3.83) has the highest mean. Servicing and welfare facilities are considered as some important factors to attract tourists and their satisfaction with the region and they may cause improving economy of the region and employment in the region following to this trend. Variable of importance and availability of public transport facilities for travelling of slow tourists in desert regions with mean value (3.70) and variable of the existing communication utilities such as telephone, internet, and post office (3.56) have respectively the highest mean values after variable of using caravanserais and historical buildings and houses. The lowest mean value belongs to variable of the existing infrastructures in desert areas (2.26) and this is because of this fact that the infrastructural factor can never meet the requirements for slow tourists since it is one of the factors for attraction of tourists in infrastructural subject, which along these attractions, welfare services and appropriate behavior of the host community etc may develop tourism in a region.

Table (5): The results of servicing parameter in the studied zone and its variables from tourists' viewpoint

Servicing parameter	Likert spectrum (%)					Mean
	Very high	High	Average	low	Very low	
Using caravanserais and historical buildings and houses in desert regions for touristic and entertainment applications	47	33	6	4	10	4.56
Roadhouse residential and recreational facilities of the region to meet requirements for tourists	13	19	9	37	22	3.83
Desert regions in terms of communication facilities like telephone, internet, and post	9	15	13	34	29	3.30
The existing communication facilities including telephone, internet, and post	43	27	10	12	8	3.56
The existing infrastructures in desert areas accountable for requirements of tourists	12	47	3	18	20	2.26
Availability of public transport utilities for travelling of slow tourists to desert region is crucially important.	49	35	6	2	8	3.70
The shortage of appropriate entertainment and accommodation centers in desert areas has caused reducing tourists' inclination to visit these regions.	42	28	14	12	4	2.60

Findings of socio-cultural parameter:

As you can see in Table (6), the rate of participation by the host community in growing tourism in the desert regions, particularly as slow tourism is the highest mean value (4.83) in order to examine socio-cultural effects of this variable. The humans have increased rate of attracting tourists every time and everywhere by the appropriate treatment and behavior of the given host community and subject of tourism is not exception to this rule. The appropriate participation by the local people with community of tourists in the region may cause good empathy and sympathy and creation of intimate relationship among two communities and finally it leads to attraction of tourists in the region and eventually growth in slow tourism and their longer residence in the given region. The variable of improving appropriate skills among planners for suitable planning in the course of growing slow tourism with mean value (4.43) and also variable of training the expert workforce and tourism guides for exploitation from slow tours in desert areas (4.21) were also included in variables with higher means. Employing and training the expert manpower for growing slow tourism as well as training of expert workforce as touristic guides for exploitation from tours in slow tourism may be fruitful in growing this type of tourism.

Table (6): The results of socio-cultural parameter in the studied zone and its variables from tourists' viewpoint

Socio-cultural parameter	Likert spectrum (%)					Mean
	Very high	High	Average	low	Very low	
Increasing number of slow tourists by holding festivals, ceremonies, rites and customs	34	46	14	6	0	4.01
Improvement and attraction of cultural slow tourists by cultural and historical ceremonies and costumes	36	34	8	12	8	4.16
Preparatory for cultural interaction among host and guest communities	47	33	12	6	2	3.30
Reduction of social problems including theft and anarchy	32	42	23	3	0	3.70
Balancing of conflict and dispute among host and guest communities	24	33	21	10	12	2.60
Participation of citizens of host community as an effective in growing slow tourism	24	31	11	20	14	4.83
Attraction of slow tourism by promotion and encouraging for local attractions and potentials in the region	54	36	10	0	0	3.26
Distribution of promotional scientific brochures regarding importance of revival and preservation of local potentials in the region among tourists and local community	56	34	7	3	0	3.30
Training of the experts and tourism guides in the course of exploitation from slow tours for tourism in desert areas	44	31	15	10	0	4.43
Improving appropriate skills among planners for appropriate planning in line with growing slow tourism	47	40	3	0	0	4.21

Findings of ecological parameter:

As you see in Table (7), in study the effects of ecologic parameter of slow tourism, the highest mean value belongs to variable of camel as the living transportation device in desert regions (4.65) that contributes to ecologic sustainability in these areas. The camel is the only animal which can be useful for human in desert areas since it purposes the most efficient quality to human with consuming the least quantity of foods. Similarly, the camel may be employed as transportation vehicle in desert area since this animal can very appropriately navigate even when sand storm occurs and causes rescue of human. Among them, holding camel- riding tours is one of the most fascinating attractions for tourists in this region. With respect to local potentials in desert regions like camel, caravanserais, aqueducts, watercourses, and geomorphologic sites etc, variable of growing of slow tourism with mean value (4.60) as well as variable of slow tourism as the factor for reduction of vulnerability of natural and man-made resources (4.56) had the highest means.

Table (7): The results of ecologic parameter in the studied zone and its variables from tourists' viewpoint

Ecologic parameter	Likert spectrum (%)					Mean
	Very high	High	Average	low	Very low	
It necessitates slow tourism to be encouraged to preserve biologic and animal diversity in the studied slow touristic region.	34	46	13	4	3	3.56
Slow tourism may cause reduced vulnerability of natural and man-made resources.	23	31	12	32	12	4.56
The presence of slow tourists reduces air pollution and audiovisual noises	27	24	13	24	12	3.30
Slow tourism causes revival of local potentials such as camel, caravanserais, aqueducts, and watercourses etc.	32	41	21	5	1	3.70
Local potential of the region such as camel, caravanserais, aqueducts, water, and geomorphologic sites etc. cause growing in slow tourism.	33	27	13	17	10	4.60
Variety of plant and animal species and the existing geomorphologic site in desert region may attract slow tourists.	44	23	17	15	1	3.83

The camel can be employed as transport device in desert regions for developing slow tourism.	22	32	26	13	7	4.26
With respect to physiological and biologic characteristics of camel, it is employed as transportation vehicle in desert areas	46	30	10	14	0	4.30
Due to lack of link road for access to attractions of desert areas, the camel is the best transportation vehicle.	33	23	19	4	21	4.16
As a transportation device in desert areas, the camel contributes to ecologic sustainability in these regions.	67	12	21	0	0	4.65
The climatic conditions in desert regions cause attraction of slow tourists during various seasons of a year.	23	32	25	12	8	3.70
Tropical and dry climate in desert regions during summer season causes reduction in number of slow tourists compared to other seasons of the year.	36	44	16	2	2	3.30
The slow tourism causes protection from environment in desert areas.	45	34	21	0	0	3.13
Lack of the efficient planning for control of ecological adverse effects	35	33	17	13	2	3.56
Unplanned civil activities and constructions are in conflict with ecological potentials.	23	32	25	12	8	3.16

As it clarified, the ordinal type data are placed in analytical group of nonparametric tests so that the nonparametric tests should be used to analyze and test them. There is a basic value (which this basic value is derived by sum of all variables in the same dimension) for calculation of significance level for each of variable of the studied parameters; thus, the available data, which are of ordinal types, should be added within the format of any variable and they should be introduced as an independent variable in order to make it possible for us to use Pearson's correlation test. In Table (8) in the following the correlation test has been provided for respondents to questionnaire in this study.

Table (8): Pearson's correlation coefficient to determine significance level among development of slow tourism and local touristic potentials in the region and its variables

Variables of slow tourism	Quantity	Correlation rate	Significance level
Economic parameters	100	0.598 **	0.000
Servicing parameters	100	0.495 **	0.000
Socio-cultural parameters	100	0.720 **	0.000
Ecologic parameters	100	0.664 **	0.000

The given results from Table (9) indicate that there is a significant relationship among each of four variables of slow tourisms in this study in the related questionnaire of tourists' population at level 99%. For giving response to the first hypothesis in the second part in that is concerned with development of slow tourism and local touristic potentials of the studied region, it requires using a test thereby the derived means from the variable can be analyzed.

Table (9): Single sample T-test for determination of significance of the relationship among development of slow tourism and local touristic potentials in the region

Variables of slow tourism	Quantity of sample	Quantity of questions	Degree of freedom	mean	Standard deviation	T-value	Significance level
Economic	100	5	149	2.140	0.241	9.57	0.000
Servicing	100	7	149	8.46	0.129	5.76	0.000
Socio-cultural	100	10	149	11.08	0.130	8.84	0.000
Ecologic	100	15	149	5.46	0.190	11.96	0.000

In Table (9), the studied dimension of slow tourism has been examined in single sample t-test and from tourists' viewpoints. According to the given results the highest value of variable of ecologic parameter has been 11.96 and the minimum value was calculated for servicing variable as 5.76 for

group of tourists. Whereas calculated p-value is less than the error level 0.05 with 0.095 confidence (alpha level) thus there is a significant relationship among development of slow tourism and local touristic potentials in this region and finally it can be claimed with 99% level of confidence to existing direct relationship among two variable of developing slow tourism and local touristic potentials of the region as a result research hypothesis is approved and null hypothesis (H0) is rejected in this study that it refers to lack of relationship among these two variables.

The simple stepwise linear regression has been utilized in the following to identify the most affected variables of slow tourism by means of local touristic potentials. The stepwise regression method is a technique in which strongest variables enter one by one into the equation and this trend is continued until the testing significance error reaches to 5% so the most affected variable will be revealed and this technique has been done to test the above hypothesis as follows where a matrix- physical dimension has been calculated for five variable in Table (10).

Table (10): Test of simple linear regression to identify the most affected variables of slow tourism by means of local potentials

Variables of slow tourism	Beta- value	T-value	Significance value
Economic	0.735	18.46	0.000
Servicing	0.612	15.53	0.000
Socio-cultural	0.401	12.04	0.000
Ecologic	0.596	14.19	0.000

Source: Author

Analysis of slow tourism dimension with simple linear regression from tourists' viewpoint signifies this fact that the predictor economic variable in the studied region may interpret 0.735 of variance of slow tourism dimension by means of the potentials in the studied region. The significance test indicates this interpreted variance is significant at level 0.001. As it observed Table (10), beta coefficient (that is used for prediction of variances) is 0.735; namely, the economic variable will change 0.735 per one unit change in independent variable of slow tourism. The result of linear regression indicates that development of slow tourism may be effective on economic parameter in the studied region ($\beta = 0.735$; $t = 18.46$).

servicing variable. The result of linear regression indicates that development of slow tourism affects on economic parameter in the studied region ($\beta = 0.735$; $t = 18.46$). Finally, Iran is considered as one of susceptible and competent countries in field of tourism. The occurrence of historical, cultural, geologic, processes and climatic conditions has left multiple groups of natural and man-made forms and resources among them Naein Town is known as one of the most amenable touristic, geologic, and geomorphologic regions in the country. With possession such a potential, no other type of tourism may be useful like slow tourism for this region and the study is required for it.

Conclusion:

The countries and communities have ever-increasingly found this fact that they should take initiative to improve their economic conditions and they should tend to find new solutions for this purpose. As an activity which has been capable to affect on balanced and rational development process at global level in today world, tourism industry has been noticed by a wide spectrum from policymakers and planners of political systems and MBA (business administration) in all countries of the world. Variable of increasing income for the host community has the highest mean value with total mean (5.56) among all variables of economic parameter. The variable of using caravanserais and historical buildings and houses for touristic and entertainments applications also has the highest mean (4.56). According to the given results and also for the group of tourists, the highest mean value belongs to ecologic variable (11.96) and the lowest calculated value is 5.76 for

Suggestions:

❖ Introducing marvelous attractions in Naein Regions to foreign tourists by promotions

❖ Creation of residential and accommodation facilities and other touristic services

❖ Making effort by ICHTO Organization in this town and the related organizations to introduce potentials in this region

❖ Construction of road with appropriate pavement (sub grade) to facilitate access to touristic regions

❖ Construction and creation of touristic routes among attractive and sightseeing points in rural areas

❖ Developing communication infrastructures and removal the existing deficiencies in transportation networks

❖ Training of expert workforce and tourist guides for exploitation from slow touristic tours

- ❖ Participation of local people in touristic activities
- ❖ Diversification of promotional programs to introduce this type of tourism
- ❖ Training and public communication in community about positive impacts of this type of tourism

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