

Analysis of the Impact of Commercial Tourism on the Physical-Spatial Development of Urban Areas (The Case Study: City Of Zahedan)

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ABSTRACT: *Today, tourism is one of the major issues affecting the economy and one of the leading causes of communication, social and cultural consideration is globally Tourist flows can be different ways of economic and social aspects of the country's foreign exchange technology, regional economic development, economic development, job creation and cultural contacts affected. In countries that have tried to develop this industry with rational and right planning they have been able to gain a high share of national income in this way. Tourism can have different effects on different places and cities are one of these places. This study is to evaluate the impact of commercial tourism on the physical-spatial development in Zahedan. The method of collecting data is through questionnaires and they have been analyzed by statistical methods of T-test and Pearson correlation. The results show that commercial tourism will effect on all dimensions of the physical-spatial development of Zahedan city.*

KEYWORDS: Commercial Tourism, Physical-Spatial Development, Tourism, Urban Land Use.

INTRODUCTION

Tourism in the 21st century due to the expansion of economic infrastructure, health, security and communication has become an unavoidable fact. Travel to other sites with different incentives for tourism in this century, is part of the essentials of life. The fact that the current national and international borders are hitting approach is beyond the nation-state (Papoli Yazdi, Saghaei; 2007: 7). Therefore tourism in the world, especially in the economic dimension is very important. So that tourism consumption, public and private investment in tourism and export growth in 2004 is equivalent to 5/9 of about 5/5 trillion dollars is (Chiang Lee, 2008: 180).

The many benefits of tourism as economic activity improves quality of life of residents in different areas of employment, revenues, and increase understanding of the location, the development is considered to be an important parameter. The local authorities in the areas of enhancing competitiveness, attracting investment and tourism, social welfare and development of tourism markets based on redistribution of wealth associated with the management of technological modernization act (Saghaei, 2007: 8).

Competitive power market in different regions, tourism strategies and policies for local authorities on the one hand and on the other hand, is dependent on the ability of tourism in

different regions. This means that in the first place should be studied in different areas of tourism potential. And the identification of appropriate capabilities and tourism market, with regard local authorities initiatives suited to strategies is obtaining.

Today the phenomena of tourism are considered to a valuable source of revenue for many countries and hence more investment must be done in this sector for its improvement (Tremblay, 2006: 34). Tourism can be an alternative source of income especially when other sectors a falling short in term of revenue generation (Papoli Yazdiand, Saghaei, 2007: 82).

Tourism have different types and forms depending on different environmental conditions (Cater, 2002: 43).

Commercial tourism is one kind of tourism that is done with business objectives. The traveler will participate in gatherings, conferences, exhibitions, councils, missionary religious planning, professional or technical work and the commercial tourist will travel in all seasons of the year because his work is not depended on the seasons and he will prefer to stay in hotels more. One of the most visible phenomena in the commercial tourism is its versatility. This means that travelers can meet several objectives by one trip. For example, when someone travels with his wife for the purpose of business or when the family vacation or business travel or participation in the seminars will be coincided with each other, he does a multi-purpose travel. Countries such as America, Germany, Japan, and Britain will attract the largest number of the commercial travelers and 25% of travelers are commercial tourists in America. Having located in trade route to central Asia, Iran has the possibility for utilizing of commercial tourism because it has port facilities and it has been located in commercial route with Turkey and it has a good position to enter the market of Afghanistan, Iraq, and Central Asia. Iran can provide the conditions for developing of this branch of tourism by providing appropriate facilities to hold conferences in Tehran, Mashhad, Tabriz, Isfahan, Shiraz and several large cities in addition to facilities such as accommodation and transportation but unfortunately, most business travel is from the inside out due to economic and political situation of the country.

In terms of geographical, political, commercial location, Sistan and Baluchistan province has a special place because it has located in southeast of the country and it has a long border with Pakistan and Afghanistan and a long maritime border and Zahedan as the provincial capital with a hundred year residence history, its initial formation was created as a political and administrative function but it has become one of the major cities of Iran by attracting of other sectors such as business services, trade, finance, education, immigration and other military craft although it has not a long history. Although zahedan has been located in a unique geographical location and has a growth higher than other cities and has a special commercial and political situation and it has been located in transit road of Asia to Europe but it has a lot problems such as physical development and urban land use. On the other hands because a lot of goods will imported into city illegally or legally via borders in border cities and a large number of jobs will be created by importing these goods via borders and the business progress of the city will be followed by it and the city of Zahden is not excluded from this fact. According to the mentioned issues and the importance of commercial tourism and urban physical spatial development, this research is to study the impact of commercial tourism on Physical-spatial development of the city of Zahrдан.

The Goals of the Research

1. Reviewing and clarifying the role of commercial tourism on the physical-spatial development of Zahedan
2. Reviewing and clarifying the importance of commercial tourism on economic development of Zahedan
3. Reviewing the political, social, cultural and religious role of commercial tourism on the physical-spatial development of Zahedan
4. Reviewing and clarifying the role of commercial tourism on improving the infrastructures of the city of Zahedan

The RESEARCH questions

In this research, the researcher of the hypothesis is not conceived so the following questions for research will be used instead.

1. To what extent the commercial tourism is effective on urban land use in the physical space of the city of Zahedan?
2. To what extent the commercial tourism is effective on increasing of housing construction in the physical space of the city of Zahedan?
3. To what extent the commercial tourism is effective on increasing of residential centers in the physical space of the city of Zahedan?
4. To what extent the commercial tourism is effective on increasing of urban population in the physical space of the city of Zahedan?
5. To what extent the commercial tourism is effective on increasing of commercial complexes in the physical space of the city of Zahedan?

Theoretical Research

"Tourism and the Greek origin of the word is getting around the Tour means Greek to Spanish and French and has finally found its way to England the following definitions are used in the Oxford Dictionary:

- 1) The place or places where the short travel a lot to see.
- 2) Pass a short trip somewhere.
- 3) Means that large amounts of money through the tourism industry, with foreign tourists who come to earn some countries are.

In general, the word tour is derived from the word tourism means a trip back to the spot and follow a specific itinerary (Ali Asgari, 1997) « Tourism (Tourism) is the activity or activities that people can relax, work or other reasons outside of their usual travel and at least one night stay for a maximum of one year in succession where the chosen".

"Tourism is a phenomenon of the distant past, societies have been considered According to the different needs of economic, social, historical, and ... The momentum has continued This phenomenon since the Industrial Revolution, particularly during the last century, has expanded dramatically, Underlying science and technology in international relations and economic development of nations "(Ali Asgari, 1997).

When "Thomas Cook" of London launched his first tour, about 150 years ago, this action over a century and a half of ups and downs and changes, the largest social movement in human history became here goes the next century, the greatest economic, social and cultural wellbeing. In total, a staggering increase in tourism due to improved communications, increased wealth and prosperity and more leisure is (Bonnie Face, 1995, 15) Tourism or tourism industry since 1950 with great changes that some have called it a revolution tourism this led to the development and maturation of "mass tourism" and in the near future "quality tourism" will become. We have a strong and professional tourism activity worldwide is great So that before the first oil, then placed in a row and then above it is growing.

"According to the World Tourism Organization, which is affiliated to the United Nations, tourism is the largest industry in the world" (Lund Berg and others, 1995, 3) the first travel in most countries and regions to exploit its economic interests. The World Tourism Organization statistics that show offers an important impact on tourism in the global economic system, the third largest industry after oil and automobile industries, dynamic and growing industry is the only industry where the introduction. "As a force for social change, tourism has been the impact of the Industrial Revolution. In less than three decades, tourism has transformed the world's view of business ". Today tourism has become one of the greatest levers of economic social change in human history So that the number of international tourists in 1950, which did not exceed 25 million in 1992 have been to over 594 million people. According to the World Tourism Organization predicts the number of tourists in 2010 to one billion people in 2020 to 6/1 billion people will increase. The magnitude of tourism to create jobs and income is not limited. If the thought of planning and development, direct and indirect benefits of tourism to the economic, social, cultural and political environment and make a significant contribution to play in national development In other words, to promote social justice indicators, improved living standards, prosperity and regional balance lead. In some cases, regional economists, tourism as the only resource deployment and development of less developed regions have seen "(Mansoori, 2003: 10).

"Cultural environment - social media activity is tourism. Thus, culture and tourism community interact with each other. This discussion is related to two aspects:

- Impact and influence on each other's culture and society, culture and tourism community.
- The impact of tourism on culture and society.

"The benefits of tourism to the local community and cultural patterns and also bring problems. Social work - cultural tourism, including tourism development in each region are the most important considerations, however, measure the impact of the economic and environmental impact is far more difficult. In countries that are still socially and economically very traditional, very critical of these works are important. Although the incidence of social tourism - cultural, but it should be remembered that in principle lead to the development of any new changes are sought. Tourism is the only source of change in society "(World Tourism Organization 1994: 78-79). Economic consequences usually

measurable and manifest contrast, only some of the social costs of tourism are obvious, but in other cases not. In the past, the Dutch capital of Amsterdam was the center of attraction hippie and drug addicts. The city's reputation was tarnished, which is a social cost (Lund Berg and et al, 1995: 83).

The Situation of the Area under the Study

Zahedan is located in the province of Sistan va Baluchestan in southeast of Iran. It is bordering Afghanistan and Pakistan. Zahedan is the center of the province with an area of 5771 hectares and 2000 meters above the sea level. The area which Zahedan is situated on does not have identical topographical features. Hence, many urban problems are associated with the topographic of the region. Zahedan's topographic is mainly influenced by the surrounding mountains and vast plains. According to the detailed plan of the city in 1991, Zahedan was divided into 3 regions, 20 Regions, and 85 localities.

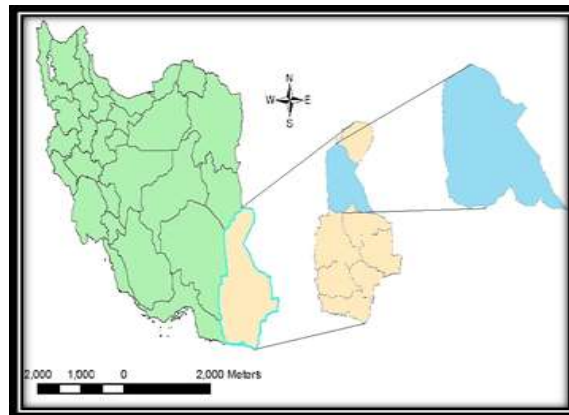


Figure (1): Location of the study area: Source: research results

RESEARCH METHODOLOGY

This research which its ultimate goal is the impact of commercial tourism on the physical-spatial development of Zahedan, it is a descriptive research while it can be correlation research. The goal of the study of correlation is reviewing the changes in one or more variables from one or more variables.

Discussion and conclusion

To what extent the commercial tourism is effective on urban land use in the physical space of the city of Zahedan?

One-sample t-test was used to answer the above questions which results are shown in Table 1.

Table 1: Results of the one-sample t-test under the component of Land use

Variable	Number	Average	The standard deviation	T value	Degree of freedom	Significance Level	Average difference	Test value
Land use	75	3790	18/10	71/6	74	5/000	90/7	30

Source: research results

The results of table above shows that the mean of the studied sample ($M=37.90$, $SD=10.18$, $t(74) = 6.71$, $p < .01$) is more than standard average of questionnaire ($M=30$) significantly. It will be concluded that to some extent the commercial tourism is effective on urban land use in the physical space of the city of Zahedan.

To what extent the commercial tourism is effective on increasing of housing construction in the physical space of the city of Zahedan?

One-sample t-test was used to answer the above questions which results are shown in Table 2.

Table 2: Results of the one-sample t-test under the component of housing construction

Variable	Number	Average	The standard deviation	T value	Degree of freedom	Significance Level	Average difference	Test value
housing construction	75	24/81	7/90	4/65	74	5/000	3/81	21

Source: research results

The results of table above shows that the mean of the studied sample ($M=24.81$, $SD=7.09$, $t(74) = 4.65$, $p < .01$) is more than standard average of questionnaire ($M=21$) significantly. It will be concluded that to some extent the commercial tourism is effective on housing construction in the physical space of the city of Zahedan.

To what extent the commercial tourism is effective on increasing of residential centers in the physical space of the city of Zahedan?

One-sample t-test was used to answer the above questions which results are shown in Table 3.

Table 3: Results of the one-sample t-test under the component of residential centers

Variable	Number	Average	The standard deviation	T value	Degree of freedom	Significance Level	Average difference	Test value
residential centers	75	18/99	5/12	6/734	74	5/000	3/99	21

Source: research results

The results of table above shows that the mean of the studied sample ($M=18.99$, $SD=5.12$, $t(74) = 6.734$, $p < .01$) is more than standard average of questionnaire ($M=21$) significantly. It

will be concluded that to some extent the commercial tourism is effective on residential centers in the physical space of the city of Zahedan.

To what extent the commercial tourism is effective on increasing of urban population in the physical space of the city of Zahedan?

One-sample t-test was used to answer the above questions which results are shown in Table 4.

Table 4: Results of the one-sample t-test under the component of Population increase

Variable	Number	Average	The standard deviation	T value	Degree of freedom	Significance Level	Average difference	Test value
Population increase	75	21/25	6/04	4/662	74	5/000	3/25	18

Source: research results

The results of table above shows that the mean of the studied sample ($M=21.25$, $SD=6.04$, $t(74) = 4.662$, $p<.01$) is more than standard average of questionnaire ($M=18$) significantly. It will be concluded that to some extent the commercial tourism is effective on population increase in the physical space of the city of Zahedan.

To what extent the commercial tourism is effective on increasing of commercial complexes in the physical space of the city of Zahedan?

One-sample t-test was used to answer the above questions which results are shown in Table 5.

Table 5: Results of the one-sample t-test under the component of commercial complexes

Variable	Number	Average	The standard deviation	T value	Degree of freedom	Significance Level	Average difference	Test value
commercial complexes	75	33/48	6/25	13/122	74	5/000	9/48	24

Source: research results

The results of table above shows that the mean of the studied sample ($M=33.48$, $SD=6.25$, $t(74) = 13.122$, $p<.01$) is more than standard average of questionnaire ($M=24$) significantly. It will be concluded that to some extent the commercial tourism is effective on increasing of commercial complexes in the physical space of the city of Zahedan.

Other and more Results

Is there a significant correlation between the components of land use, commercial complex, housing construction, residential centers, population increase and physical space of the city of Zahedan?

Pearson correlation has been used to answer the question above that its results have been shown in table 6.

Table 6: The results of the correlation coefficient between the components of land use, commercial complex, housing construction, residential centers, population increase and the physical space in Zahedan

Variable	1	2	3	4	5	6
1. land use	1					
2. commercial complex	.983**	1				
3. housing construction	.988**	.973**	1			
4. residential centers	.981**	.977**	.973**	1		
5. population increase	.971**	.964**	.985**	.960**	1	
6. physical space of the city of Zahedan	.996**	.989**	.994**	.987**	.985**	1

**p<.01

Source: research results

The results of the correlation coefficient show that there is a significant and positive correlation between the components of land use, commercial complex, housing construction, residential centers, population increase and physical space of the city of Zahedan.

CONCLUSION

In recent years tourism as a clean industry has been become a good source of income in world trade and an important element in improving the balance of trade and balance of payments of many countries. The industry is a unique economic industry and has many proponents. Significant and outstanding growth of this industry in the last fifty years shows that it has economic and social importance. Tourism plays an important role in GDP and makes the balance of payments of each country that represents that country's international transactions. Louise Turner knows tourism industry as the most promising and the most complex industry which is facing the third world. He believes that tourism has the greatest potential to replace other profitable industries.

The study of the economic impact of commercial tourism on the economy of the cities such as employment, income, land prices and housing is one of the criteria in this research. Talking about commercial tourism in the city is usually focused on the standard economic analysis of supplying, demand, market prices and profit estimates and their main focus is on offering facilities that the obtained income from them will be replaced the income that has been obtained from some traditional activities are not systematic and planned such as industrial activities, port and trade and services that have little attraction In this case tourism will be as an opportunity for renewal, operating income, create jobs, create additional infrastructure equipment.

In this regard, Iran has been located in the trading route to Central Asia and the warm waters (Indian Ocean) in one hand and on the other hand it has relation with Turkey from East and it has a good opportunity to enter the markets of Afghanistan and Iraq, etc so Iran has the potential to utilize commercial tourism. In addition, facilities such as exhibitions and conferences in major cities of the country and welfare facilities such as transportation can provide the conditions for development of this branch of tourism.

Sistan and Baluchestan province has a special place for business tourism boom due to its special geographical position and neighboring with Pakistan and Afghanistan and as the watery border of Persian Gulf littoral states and as the only way of the country to open seas outside the Strait of Hormuz and Zahedan as the provincial capital has all of these economic and strategic features and it has received good markers by importing good legally or illegally.

SUGGESTIONS

- ❖ Distribution of commercial complexes in Zahedan and appropriate facilities such as parking and public health services, and....
- ❖ Strengthening border markets across the province and facilitating the transportation from these complexes to commercial complexes of Zahedan
- ❖ Making Suitable parking around the commercial complexes especially in market

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