



## Investigation and analysis of natural tourist effect on physical development of Farah abad coastal town

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### **ABSTRACT**

The main objective of this study is to review and analyze the effects of natural tourism on the physical development of the coastal city of Farah Abad, which was conducted as a case study in Farah-Abad city. The research was descriptive - analytical survey method and questionnaire with 0.83 reliability was used to collect information. Research population consisted of all households in the city of Farah-Abad who lived in the city in 2013, that according to Morgan table, 300 of them were selected as sample population. Investigation supports the hypothesis of a significant relationship between tourism and the development of the coastal city. Also, there is meaningful relationship between Independent variables of natural tourism, social development and economic development and cultural development. In addition to this hypothesis results showed that among the independent variables, gender, marital status and duration of residence there is a significant relationship with the dependent variable physical development and this hypothesis is confirmed. But the relationship between the age independent variable and the dependent variable of physical development didn't observed. Our explanation claim in this research is that coastal, natural tourism, according to many attractions has failed to attract a large tourists and didn't cause coastal city's physical development. The real question is that, why tourism (ecotourism), in spite of having numerous attractions in the seaside town could not be successful in the physical development? The research is based on the device's integrated model and hypotheses have been drawn from theoretical models. Research method was survey. Data collection was done by questionnaire. data analysis performed by SPSS software and the technique of Pearson correlation coefficient, single regression was used to analyze the data .also, single regression coefficient's fixed rate was equal to 96/11 respectively. it Also indicates that the variable has a greater share related to explaining other variables physical development.

### **Keyword:**

tourism, coastal city, natural tourism, physical development, Farah Abad city

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## INTRODUCTION

Tourism is a multipurpose activity which takes place outside of normal tourist and tourist's travelling didn't take for more than one year and the objective of recreation is business or other activities. If coastal areas and the marine environment be used in order to carry out such considered activities it is called coastal tourism. Coastal tourism involves traveling from one location and a focus on marine environments. in this definition marine environment is indicated from two views: from the biological view it contains regions with marine features (salty water, tide) and from physiological points of view involves drought and water intersection as coastal areas that can be considered in the framework of coastal cities. (Gharakhlou et al., 2010: 3). Today, Ecotourism as a model approach to tourism spatial pattern in nature, has attracted considerable attention .as a fledgling industry in recent years, it had a large impact on economic, social and cultural world. (Sadr Mousavi, 12,2008). indignation to urbanization and fast increasing in population growth that is the normal effects of cities` economic and industrial growth caused many problem, which leads to population density in some cities and creating problems such as facility and services and physical development, housing shortages, ugly and chaotic growth of city, the destruction of agricultural lands. Urban physical development as a spatial concept can be defined as a means of changes in land use density levels, in order to meet the needs of residents in housing, transport, leisure, etc. . (Mashhad Zadeh, 1994). In this type of tourism aesthetic factors have great influence on the natural tourist attraction. noticing that farah abad coastal city has beautiful natural regions and natural, historical and social values, beautification give city beautiful view and special identity that has the potential of attracting tourists from all over the country and beyond it in addition to citizens` use, which has effect on the security and the development of cultural, social, economic, physical development of seaside town. That's why a natural settlements and changes in its context, such as buildings, streets, and major facilities are considered to provide appropriate physical elements as physical elements of the space occupied plasticizers. . Provision of life necessary facilities in accordance with the time requirements is considered the main factors for complex biological survival. The rise of the city in its current location and the location and method development in the context of development of the city, especially the coastal city has a variety of reasons. . Understanding these reasons, in detection of the formation and urban physical Structure is important over time and location context. Each city has been changed within itself similar to its` growing in size. . As a result, urban development will have many changes to the physical structure of the developments and changes can be found in the economic sector, services, transport and communications performance. Security is one of the things which must be confirmed. Comfort, convenience and security are important issues that attract tourists to different parts of the world stems. peoples progress and welfare by means of developing a global discipline in the shadows of security that can leads to peaceful development of other countries and use their experiences and abilities as much as possible.( tajic 2001,4). Always, security has paramount

importance to attract foreign tourists, and given the survey which was conducted in 1994, 66% of leisure travelers said that while selecting a country or place, the issue of security has the highest priority is. It seems that seaside town lighting is an issue which can create value and increase the attractiveness of tourist attractions. Tajan River and Khazar beach lighting, in addition to urban regeneration in the evening and the creation of appropriate mental memory in tourists, can be exploited via the effectiveness in security and also increasing tourism time in the case of suitable utilizing as a tourist attraction. (Taghvaei, understanding, heir 2010, 7). ) Because there are positive and appropriate natural tourism potentials in coastal city in line with the physical development which has physical, social, cultural and economic results and so on. Therefore, in this article we have tried to approach the coastal city of Farah Abad physical development and its results can be used as a base for planning. issues considered in this study, although contain a case on behalf coastal city of Farah Abad, but the results are generalized to all of our coastal cities and even entire coastal cities in developing countries, which are faced with the increasing trend of urbanization.

### Research hypothesis:

#### Main hypothesis

It seems that there is a meaningful relationship between natural tourism, of Farah abad coastal city and physical development.

#### Secondary hypothesis

It seems that there is a meaningful relationship between natural tourism, of Farah abad coastal city and social development.

It seems that there is meaningful relationship between natural tourism, of Farah abad coastal city and economic development.

It seems that there is a meaningful relationship between natural tourism, of Farah abad coastal city and cultural development.

### Research background

#### Studies which are done in the country

So far, research in the field of natural tourism role in farah abad coastal city's physical development didn't observed. However some studies that have relevance to the subject as follows

#### Internal investigations

1. Nafisa (2009): geographical analysis of the impact of Social Ecology Project on the Mashhad physical development. The purpose of this paper is to analyze the impact of migration on the economic conditions of the inhabitants on the social structure, social ecology city of Mashhad and its` physical expansion using one of the techniques such as gis interpolation software and the using population and physical data. results shows that migration plays an important role in how to distribute spatially mashhad`s social groups and physical development.
2. 2. Nasser Rahmani, (2010): In his article titled "Analysis of the spatial organization of the Qahderijan urban structure" examines various issues, including ways to prevent the conversion of agricultural land to build residential and shape of constructing and also protecting values . He concluded that noticing to issues

related to organizing especially in this regard is so important and also because of lack of attention to observing quality especially in residential contexts, more cooperation between public offices about construction in agricultural land is necessary.

3. Shie, Ismail (2010): the Project of analyzing the environmental quality of coastal tourism, according to the Ramsar criteria for sustainable tourism based on research objective, by focusing on the most important factors in the quality of the environment coastal tourism from the perspective of tourists, based on specified parameters and identifying their priority in the satisfaction of the coastal environment. To study these scales questionnaire was used. Coastal tourists asked to state their views about the environmental quality and the findings was analyzed using statistical methods and in ordered variables frame.

#### Foreign studies

nowadays, The foreign research conducted in conjunction with ecotourism less considers the effective factors on physical development, because most of the advanced countries in the field of ecotourism industry, consider themselves successful, for this reason know we see change in their research. External research about Ecotourism, focuses more the effect and influences of ecotourism. .researches such as ecotourism or ecotourism issue at international level has attracted a lot of attention, because using methods and models of profits and fees can be so useful in order to achieve sustainable development.

- 1-Blangyand mahta referred to the important role of regions ecological revival in the field of ecotourism and consider it as an important insight for tourism planning, and suggested that ecological restoration has the most important roles in ecotourism which leads to fast growth of tourism activity and sustainable development in different dimensions. (233, 2006, Blang Mehta )
2. Vior and loton don't consider ecotourism as an academic field because of the reason of classification in different parts and its lack of unity and claim that still it is in the level of youth and ecological, social, cultural, economic influences must be considered systematically. ( 68 weaver lawto)
- 3-Tsaver And colleagues at their study considered reasonable criteria match your Lh (local inhabitants, tourists and resource management, economic, social and environmental) to analyze the relationships between resources, community and tourism and evaluated sustainable ecotourism from different dimensions of ecotourism . Iran has long been considered. (24, 2006Tsaur)
4. -given that kevin Lynch and Loid Rodvin emphasize the physical development of cities in theory of communication system. Lynch and Rodvin had tried to describe the rationale in the analysis of growth and physical development of their cities and in this context formulated their goals and trends. and it can be concluded that city's growth and physical development neither is created randomly nor is apart from social and economic activities, moreover by influencing from them has defined and special direction. These two person described cities in formulation process by observing facilities capacities and their growth direction

and made clear the role and importance of urban planning in the form of guided navigation and urban development.

5. From The "Burgess" viewpoint: urban growth is done based on physical expansion and the difference in the atmosphere, is carried out. Most experts believe that urban planning urban growth and development of the car, causing uncontrolled growth of towns, residential areas and increasing lack of principles and different levels of urban inequality. In fact, on the one hand, it can be due to the dense in population and on the other hand, sheer construction now and in the future, regardless of the requirements, , in other words increasing residential use and the minimum per capita allocation and spaces relative to other applications.

#### Theoretical foundations:

##### Tourism

Tourism word is Persian equivalence word of tourism in the English language. this English word was taken from The French root (tour), and has rotation means such as moving, action-taking, the, feed the circulation. The word tourism was used for the first time in 1811 in an English sport magazine and its definition became more accurate during the time. Based on the definition of tourism global organization, tourism is referred to all activities of persons who go to places outside their common place to spend leisure time, doing work and all purposes for less than one year. . So With this arrangement, tourism tripses goes beyond just vacation and is far greater than a few days to see friends and family and visit the most attractive areas.

##### Ecotourism:

Ecotourism is composed of two words ecology and tourism and is the kind of tourism which is related to pristine natural environment as well as protected areas. Ecotourism is respected for natural resources and indigenous values of local communities and helps to preserve ecosystems. (Zahedi, 2006: 29-28)

##### Tourism in Nature (Nature tourism)

Nature tourism is another tourism spatial patterns formed in a postmodern age .this spatial pattern includes tourists approach to natural environments with different motivation that tourist considers from traveling to natural environment. so spatial expansion of this pattern contains natural environment which can be such as beach, forest, mountain and like this., This spatial pattern of tourism contains different types of tourism, that experience tourism in this space, . These can include ecotourism, marine tourism, and sports tourism and like this.

. In this issue the important point is the distinction between tourism in nature as a spatial pattern and ecotourism as a kind of tourism. This is while both of these two words are synonym and often are considered as a single word. tourism in nature is a kind of tourism's spatial pattern and forms a text which can be read due to traveling to natural regions with different motivation by tourists.

##### Coastal tourism:

Natural and cultural resources that form the basis of tourism on the coast, including major issues such as: 1. Water and aquatic vegetation 2. vegetation 3. topography 4. geology and soil 5. climate 6. Historical features 7. Racial characteristics, information and Directories 8-

construction activities 9-industry engineering. Coastal area:

Although coastal area can be divided based on purposes and special policies but all definitions of coastal area indicate reciprocal action between two drought and water component. such that French refer to areas of the earth that accept sea influence and areas of sea that accept coastal activities as coastal area. Allison also see the coastal area as the product of direct impact of drought and land use on processes and applications of water and knows the processes involved in the formation of the coast are very dynamic and will change in time and space. . The most important forces shaping beaches can be fluctuations in sea levels, sedimentation, destructive processes (such as faults, falling rocks, earthquakes, destroyed by the waves, chemical dissolution).

#### **Coastal cities:**

generally coastal cities definitions specially pay attention to these cities condition . This can include all cities apart from water bed but their location is such that are affected by sea.(han vian1999 m.) . coastal cities are referred to all to all the cities or provinces shore located in the coastal region (9 p. 226). but distinction between coastal cities and offshore cities is not just their access to marine resources, rather they have key roles in their economic-social and political roles and act differently with each other. a key feature of the coastal city is the interaction of two rich and complex subsystems, one of which is natural and the other is artificial.

#### **Urban Development:**

Urban development in the modern sense began with the Industrial Revolution and based on the records in hand, urban sprawl and urbanization has begun since 4,000 years before the birth of Christ. . most countries of the world are faced with the spread of urbanization, and during the time, production methods changes and improvement of technology caused migration of people from villages to cities. existing cities became larger and new ones formed. In the literature of economic cities, this phenomenon is considered as urban development (farahmand and others, 2007: 165). Urban development process is influenced by economic factors, environmental, social, political and demographic which has gone through various phases in history. (Sheikh, 2000: 249).

#### **Physical Development:**

In literature of urban design, the word city form (form) can be synonymous with City body .in other words city form is defined as "physical manifestations " (Mir Moghtadaei, 2006: 22).

Due to the development of the urban fabric, as a basic necessity in urban development plans, suggests the importance of this issue to strengthen the cultural, social and physical city. in Iran one of the most important urbanization process is rapid expansion of the Urban body. Increasing uncontrolled urban growth and its uneven due to irregular migration and population growth, is a major problem of urban network . Now one of the problems of all cities, urbanization growth and

consequently tentacles creeping expansion of urban land in peri urban , That had consequences such as: marginalization, destruction of agricultural land, overpopulation in the cities, the lack of accountability of services and users in the city, tissue dissociation physical, environmental problems, especially pollution and misery urban landscape. (Brave and vigilant, 2006 : 44) Chaotic and uncontrolled physical development of cities and urbanization in is one of the problems of the city in modern times. in addition this caused changing the structure of cities in recent decades, had a large impact on cities imprinting and future compatibility have obscured the physical development of cities.

from urban geographic view it seems that spatial urban development is the proper term for the process in which urban body grows and also activities and applications in this process change and some changes happen in around environment. Urban development process:

Urbanization is a global trend. It is predicted that in the new century more than half the global population live in urban areas. The process of urbanization in Third World countries compared to industrialized countries, has been accelerated. For example, in Iran based on the prediction of "global governance institutions", according to World Bank calculations, the consolidation of the country's population will be 169 million people that the majority of the population in towns and small cities will be settled. (hosseinzade dalir, 2006: 216). In urban issues we are always faced with three categories: urban growth, urbanization and urbanism that each of them has different meanings in them. Urban growth is considered just in statistical view and consisted from the amount of increasing and population quantitative growth in one urban area, but urbanization is a process in which social changes, focus on population and reformism is happened. also has two specific feature of people migration from rural areas to urban areas and cause transformation in people`s lifestyle. However, the concept of urbanism can be interpreted as a way of life in view of loeozorth that can be detected from the life style type of urban residents. (Jamali, 2005: 121). ) According to these two separate concepts it can be concluded that a country or region may have a greater share of urbanization, but urbanization at the bottom of them. Urbanization in the broad sense, refers to all the features of political, economic and social urban lifestyle. And, contrary to urbanization, is not a process of social development, but it is considered as the final stage the consequence of urbanization and is associated with five major characteristics : social binding contracts, Permissive, alienation, anonymity and deviant behavior. (Shakuie, 2000: 153).

#### **Research Methodology:**

The survey method was used to obtain information and views. Survey method is a method in which certain groups of people will be asked to answer some questions and these answers form research information collection. Survey is the most general kinds of social research which (Baker, 1377: 196) ensures the accuracy and openness and credibility of questionnaires and then

(pretest) pilot test is used for probable mistakes of questionnaire .

Those who have been in this survey, are residents of farah abad coastal city and the most important concepts tested are natural tourism, physical development. In this research questionnaire is used to collect information. The aim of this study is "applied research" .

since this study explains sample variables and identifies their relationship, it is descriptive in categorizing research designs and it is analytical because of cause and effect relations among variables. survey method and questionnaire will be used To collect information .Introducing the study area:

Farah Abad is an ancient coastal town. One of the main factors that attract the tourists. Monuments and religious buildings that are rooted in the faith and beliefs of the people. All these works (historic and religious) are amazing and incredibly unique for other people.

And also represents Islamic culture and civilization .usually if there must be discussion about safavi age and its architecture, the first thing which is indicated is isfahan and its safavi age architecture and except isfahan some other cities like qazvin and kashan are also indicated.

. But one of the most important and biggest cities in Iran in the Safavi era which is considered another isfahan , rom or qostantanie (recent istanbul) because of prosperity, breadth, significance and architecture, is Farhabad city in Mazandaran. in farahabad city of sari which all of its buildings is registered in unesco and has determined history in some east-defining books such as piter delaviye is similar to the Imam Mosque in Isfahan, Works like a super great and glorious Safavie mosque (Imam Hassan (AS)) that is similar to the Imam Mosque in Isfahan, the world's largest royal palace facade (which unfortunately has not taken steps to revive it and merely limits people to access it ), Seven Springs Safavi bridge that desperately need renovations, installations of Farah Abad Ben tower wall which became ruins, safavi mansion hill (wife of Shah Abbas palace), Qajar bathroom (which is collapsing and being destroyed) and a bathroom Safavi that is new discoveries of cultural heritage. Farah abad is on of the coastal cities of Caspian Sea in Mazandaran province .farah abad city is located in 28 kilometers north of the Caspian Sea and 2 kilometers south of the mazandaran sea. Tajan river that originates from Dodangeh and Chahardangeh areas, after passing through rainforests and traverse of sari, finally crossed the Farhabad pours into the sea. . Farahabad is a new city consists of farah abad, taheer abad,and hamid abad villages (expandable to SOOTEH villages, Sharif Abad, and nabi Abad and valiAbad) located in sari 22 km to sea that is fully

connected to sea from the north. . once it was a larg and beautiful city and abbas kabir king selected it as its second capital and managing the country was done often in it. this city has more than 50 thousand people. .farah abad is one of the most beautiful cities of iran where swamps, sea, beach and lawn and landscape intersect with each other and create exquisite landscape. . This city has the capabilities and potential that by more focusing on it can cause obtaining to the goals of solving the problems of natural coastal tourism planning and promotions for marketing purposes. this city has more weakness due to less attention to natural tourism planning field and the number of foreign tourists who visit this city are much lower than other coastal areas in the world.

Figure1. farahabad geographic location



Figure2. farahabad tourism coast view



#### Analyzing findings

In order to analyze the relationship between variables statistic test related to variables measurement level was used. Two dimension Table 1 analysis was done and the result was in this form: V Kramer: 0.46, significance level 0.00 kaskor 60.12, and since the significance level was lower than 0.05 so H with 0.99 probability can be rejected by 99 percent probability. There is meaningful relationship between sex and physical development and the intensity of relationship is about 0.46 which shows a relative strong relationship.

**Two dimension table 1 in view of respondents: the relationship between sex and physical development**

Physical development	sex		General
	male	Female	
Unsuitable general sex physical development	124	36	160
	77/5%	22/5%	100/0%
	73/4%	31/6%	56/5%
	43/8%	12/7%	56/5%
Suitable	45	60	105
	42/9%	57/1%	100/0%
	26/6%	52/6%	37/1%
	15/9%	21/2%	37/1%
Relatively suitable	0	18	18
	0%	100/0%	100/0%
	0%	15/8%	6/4%
	0%	6/4%	6/4%
general	169	114	283
	59/7%	40/3%	100/0%
	100/0%	100/0%	100/0%
	59/7%	40/3%	100/0%

Resource: the results of questionnaire 92

**Two dimension table 2 in respondents view: the relationship between age and physical development**

Physical development	age				general
	Lower than 30	30-40	41-50	51 and more than it	
Unsuitable Age physical development	52	67	27	21	167
	31/1%	40/1%	16/2%	12/6%	100/0%
	53/6%	63/2%	60/0%	58/3%	58/8%
Relatively suitable	45	39	0	15	99
	45/5%	39/4%	0%	15/2%	100/0%
	46/4%	36/8%	0%	41/7%	34/9%
	15/8%	13/7%	0%	5/3%	34/9%
suitable	0	0	18	0	18
	0%	0%	100/0%	0%	100/0%
	0%	0%	40/0%	0%	6/3%
	0%	0%	6/3%	0%	6/3%
General	97	106	45	36	284
	34/2%	37/3%	15/8%	12/7%	100/0%
	100/0%	100/0%	100/0%	100/0%	100/0%
	34/2%	37/3%	15/8%	12/7%	100/0%

Reference: the results of questionnaire,92

The significance level of 0.895 , gamma correlation coefficient: 0.011 was obtained. Since the significance level was more than .05, so null hypothesis can be

rejected means that there is not meaningful relationship between age and physical development variables.

**Two dimensions table 3 based on respondents view: the relationship between residence time and physical development**

Physical development	Time of residence			
	Less than 10 year	11-15	16-20	21-25
unsuitable	15	21	9	12
	9/9%	13/9%	6/0%	7/9%
	62/5%	36/8%	100/0%	66/7%
	5/5%	7/7%	3/3%	4/4%
Relatively suitable	9	18	0	6
	9/9%	17/1%	0%	5/7%
	62/5%	31/6%	0%	33/3%
	5/5%	6/6%	0%	2/2%
Suitable	0	18	0	0
	0%	100/0%	0%	0%
	0%	31/6%	0%	0%
	0%	6/6%	0%	0%

general	24 8/8% 100/0%	57 20/8% 100/0%	9 3/3% 100/0%	18 6/6% 100/0%
	8/8%	20/8%	3/3%	6/6%

References: the results of questionnaire,92

Kramer V: 0.58 , the significance level 0.00 Kscore 81/36 was obtained. Since the significance level is lower than 0.05 and k score is bigger than table k score so null hypothesis with 0.99 can be rejected buy 99 % probability, it means that there is meaningful

relationship between the time of residence and physical development and the intensity of relationship is about 0.58 which indicates that relationship is relatively strong.

**Two dimensions table 4 based on respondents view: relationship between marital status and physical development**

Physical development	Marital status		General
	Single	Married	
Unsuitable	81	86	167
Physical development	48/5%	51/5%	100/0%
Marital status	77/1%	46/5%	57/6%
general	27/9%	29/7%	57/6%
Relatively suitable	24	81	105
	22/9%	77/1%	100/0%
	22/9%	43/8%	36/2%
	8/3%	27/9%	36/2%
Suitable	0	18	18
	0%	100/0%	100/0%
	0%	9/7%	6/2%
	0%	6/2%	6/2%
General	105	185	290
	36/2%	63/8%	100/0%
	100/0%	100/0%	100/0%
	36/2%	63/8%	100/0%

Reference: the results of questionnaire,92

V Kramer: 0.47, the significance level 0.00 of k score 29/24, since the sig is lower than 0.05 that obtained k score is bigger than table`s so null hypothesis with 0.99 can be rejected by 99% probability, it means that there is

meaningful relationship between two variables of marital status and physical development and the intensity of relationship is about 0.47 which shows it is a relatively strong relationship.

**Two-dimensions table (5) based on respondents view: the relationship between education and physical development**

Physical development	Education level				
	Cycle degree	diploma	Associate degree	Bachelor degree	Master degree
Unsuitable	18	70	21	36	9
	11/3%	43/8%	31/1%	22/5%	5/6%
	85/7%	76/9%	63/6%	40/0%	21/4%
	6/4%	24/7%	7/4%	12/7%	3/2%
Relatively suitable	3	21	12	36	33
	2/9%	20/0%	11/4%	34/3%	31/4%
	14/3%	23/1%	36/4%	40/0%	78/6%
	1/1%	7/4%	4/2%	12/7%	11/7%
suitable	0	0	0	18	0
	0%	0%	0%	100/0%	0%
	0%	0%	0%	20/0%	0%
	0%	0%	0%	6/4%	0%
general	21	91	33	90	42
	32/2%	32/2%	11/7%	100/0%	14/8%
	100/0%	100/0%	100/0%	20/0%	100/0%
	7/4%	32/2%	11/7%	6/4%	14/8%

**Reference: the results of questionnaire,92**

The significance level 0.00 gamma correlation coefficient : 509/0, since significant level was less than 05/0 so the null hypothesis with 0.99 can be rejected by 99% probability. means that there is meaningful relationship

between education and the physical development and the intensity of the relationship is about 50/0 that illustrates the relationship fairly "strong.

**Two- dimensions table (6) based on respondents view: the relationship between ecotourism &physical development:**

	1/00	Ecotourism 2/00	3/00	General
Unsuitable Physical development Relatively suitable	60 76/9% 21/8%	56 43/8% 20/4%	36 52/2% 13/1%	152 55/3% 55/3%
	18 23/1% 6/5%	54 42/2% 19/6%	33 47/8% 12/0%	105 38/2% 38/2%
	0 0% 0% 0%	18 14/1% 6/5%	0 0% 0% 0%	18 6/5% 6/5%
General	78 100/0% 28/4%	128 100/0% 48/5%	69 100/0% 25/1%	275 100/0% 100/0%

Reference: the result of questionnaire,92

Gamma correlation coefficient: 0.27, 0.001 significance level, since a significant level is less than 0.05, therefore H0 can be rejected with 99 percent probability. it means that there is meaningful

relationship between natural tourism and physical development and the intensity of the relationship is about 0.27 that is relatively "low.

**Two-dimension table (7) relationship between ecotourism and cultural development**

		ecotourism		general
	unsuitable		suitable	
Relatively suitable Cultural development	6 7/7% 2/1%	0 0% 0% 0%	9 11/4% 3/2%	15 5/3% 5/3%
	72 92/3% 25/3%	128 100/0% 44/9%	70 88/6% 24/6%	270 94/7% 94/7%
	78 100/0% 27/4%	128 100/0% 44/9%	79 100/0% 27/7%	285 100/0% 100/0%

**Reference: result from questionnaire.92**

Gamma correlation coefficient: -0.02,the significant level 0/4, since a significant level more than 05/0 was obtained. So H0 can not be rejected indicates that there is a relationship between two variables of natural ecotourism and social development

tourism and cultural development. And correlation intensity is low and negative.

**Two-dimension table (8): the relationship between**

		Ecotourism		general
	unsuitable	Relatively suitable	suitable	
Social Unsuitable	6 7/7% 2/2%	0 0% 0% 0%	0 0% 0% 0%	6 2/2% 2/2%
	63 80/8% 22/9%	74 57/8% 26/9%	42 60/9% 15/3%	179 65/1% 65/1%
	9	54	27	90



	11/5% 3/3%	42/2% 19/6%	39/1% 9/8%	32/7% 32/7%
General	78 100/0% 28/4%	128 100/0% 46/5%	69 100/0% 25/1%	275 100/0% 100/0%

**Reference : the results of questionnaire.92**

Gamma correlation coefficient: 0.42, significant level of 0.000, since the significant level is less than 0.05 so, H0 can be rejected with 99 percent probability, indicates that there is a meaningful relationship between natural tourism and social development. the intensity of the relationship is about 0.42 that is fairly "strong".

**Two-dimension table (9): the relationship between ecotourism and economic development**

		Ecotourism		general
	unsuitable	Relatively suitable	suitable	
Unsuitable economic	6 7/7% 2/1%	0 0% 0%	0 0% 0%	6 2/1% 2/1%
Relatively suitable	6 7/7% 2/1%	6 4/7% 2/1%	0 0% 0%	12 4/2% 4/2%
suitable	66 84/6% 23/2%	122 95/3% 42/8%	79 100/0% 27/7%	267 93/7% 93/7%
General	78 100/0% 27/4%	128 100/0% 44/9%	79 100/0% 27/7%	285 100/0% 100/0%

**Reference: result of questionnaire,92**

Gamma correlation coefficient : 0.76, the significance level 0.000, since the significance level is lower than 0.05 therefor H0 can be rejected with 99 % probability, indicates that there is meaningful relationship between ecotourism and economic development and the

intensity of relationship is about 0.76 which shows that the correlation is very strong. In other words, by improving natural tourism it is unlikely that farah abad physical development be improved.

**Table (10) Pearson correlation coefficient of the relationship between natural tourism and cultural development**

Significance level	frequency	R	variables
0.000	300	0.34	Natural tourism and city cultural development
$-1 \leq r \leq +1$		R Pearson correlation coefficient, variation range	

**Reference: authors**

Value obtained for calculated R for table 4-55 at 99% reliability and 1% error probability (P-Value = 0/000), and the frequency (300), is bigger than the critical value of R , so observations approved Relationship between these two variables , And with 99% reliability we claim that there is meaningful relationship between variables

of natural tourism and farah abad coastal city cultural development. In other words, by improving natural tourism it is unlikely that cultural development of the coastal city of Farah abad will be improved.

**Ta**

**ble (11) Pearson correlation coefficient test considering the relationship between natural tourism and social development**

Significance level	frequency	R	variables
			Natural tourism and social development
$-1 \leq r \leq +1$		R Pearson correlation coefficient, variation range	

**Reference: authors**

Value obtained for calculated R for table 4-56 in 99% reliability and 1% error probability (P-Value = 0/000), and with the frequency (df = 400) is bigger than that of critical table so , confirms relationship between natural tourism and social development and with 99% reliability claims that there is meaningful relationship

between natural tourism and social development , in other words by increasing natural tourism, probably the condition of social development will be improved.

Table (12) Pearson correlation coefficient for considering ecotourism relationship with economic development

Significance level	frequency	R	variables
			Ecotourism and economic development
$-1 \leq r \leq +1$		R Pearson correlation coefficient, variation range	

Reference:

Value obtained for calculated R for table 4-57 in 99% reliability and 1% error probability (P-Value = 0/000), and with the frequency (df = 300) is bigger than that of critical table so , confirms relationship between natural

Table (13) Pearson correlation coefficient test to consider natural tourism relationship and physical development

Significance level	frequency	R	variables
			Natural tourism and physical developmen8
$-1 \leq r \leq +1$		R Pearson correlation coefficient, variation range	

Reference: authors

Value obtained for calculated R for table 4-58 in 99% reliability and 1% error probability (P-Value = 0/000), and with the frequency (df = 300) is bigger than that of critical table so , confirms relationship between natural tourism and physical development and with 99% reliability claims that there is meaningful relationship between natural tourism and physical development, in other words by increasing natural tourism, probably the condition of physical development will be improved.

**Table (14) summary of univariate regression model of natural tourism and physical development:**

R	R-squar	Adjusted Rsquar	F	Sig
0.196	0.039	0.035	10.94	0.001

Refrence : authors

**Univariate analysis of the physical development and ecotourism:**

To investigate the effects of independent research (natural tourism and its` indicators) on the dependent variable (physical development) univariate regression was used. In this study, in order to perform univariate regression, simultaneous method (Enter) was used that is reported below. Data shows that the multiple correlation coefficient (R) equivalent to 0.196 was calculated which indicates that the natural tourism variable is correlated 0.196 and related to farah abad coastal city physical development. The coefficient of determination (R2) of is calculated to 0.038, indicates that about only 3 percent of changes in physical development of farah abad coastal city is explained through this variable. And the remaining 97% is owned by other factors outside the investigation. observed F ratio is calculated based on the significance test of determination coefficient equivalent to 94/10 that is statistically significant at very high levels (o.oo1 <P). , And shows the impact of the most influencing index of natural tourism on development of the city`s physical context.

tourism and economic development and with 99% reliability claims that there is meaningful relationship , in other words by increasing natural tourism, probably the condition of economic development will be improved.

authors

**Table(15) effect coefficient defining ecotourism and physical development**

model	B	Bet	T	Sig
Fixed amount	11/96	-	11/96	0/000
Ecotourism	0/518	196	11/96	0/000

Reference: authors

in order to determine that what is the contribution of ecotourism independent variable in defining and predicting dependent variable means farah abad physical development, regression table should be referred. in order to obtain Relative importance of independent variable in explaining the observed changes of dependent variable in the amount or weight of regression coefficients . The minus sign included raw values or non standard and standard coefficients indicates negative and reverse impact of independent variables on physical development. Natural tourism independent variable is meaningful and its` weight is significant. Standard effect coefficient shows that natural tourism variable with standard regression coefficient (0.196 Beta =), can predict dependent variable. For writing the regression equation, the beta (Beta) or standardized coefficient is used, because the weight factor of beta represents variable effect on the whole model. . Based on this issue, the Regression model of current study includes the physical development of coastal city = 96/11 + 196/0 The results of data analysis which is extracted using SPSS statistical software, is presented in two parts: descriptive and inferential. In the descriptive part of respondents` general profile there is relationship between sex, years of residence, education level and physical development. But there was no relationship between age and physical development. also there is relationship between natural tourism , economic development and social development. But there is no relationship in two dimension test between natural tourism and cultural development but meaningful Pearson correlation coefficient is presented using

statistical data analysis means that there is a relationship.

The inference part and research hypothesis is tested and showed a positive and meaningful correlation between natural tourism and physical development. univariate Results showed that independent natural tourism variable is more effective on physical development. Conclusion:

The aim of this study was to analyze natural tourism on physical development of farahabad coastal city . research population consists of all residents of farahabad coastal city which among them, 300 person were used in this study. A questionnaire was used to survey. Data analysis was performed using SPSS software. The results imply that there is relationship between the natural tourism and physical development. As well as the relationship between economic development, social development and cultural development of the ecotourism has been confirmed. in addition, secondary hypothesis results showed that there is meaningful relationship among the independent variables, gender, marital status and duration of residence with physical development dependent variable. and this hypothesis is confirmed. but there was no meaningful relationship between age independent variable and dependent variable of physical development. farah abad coastal city did not located in a proper condition in terms of physical development indicators and the status of coastal city physical development is far from the ideal status. independant variables included natural tourism, gender, time of residence, marital status, and education level. dependent variables consists of physical development, cultural development, economic development and social development that economic one has the most contribution. in fact, For realization of ideal physical development, the spread of tourism, particularly interconnected with physical development, we must to have special attention to the above factors. The imagery of the desirable coastal town is one of the important factors in this field. To fulfill the physical development of desirable urban development, physical development projects have heavy duty in allocation of space and determination of control, based on the recognition of potential and actual activities. Without a doubt, tourism, both in terms of volume of activities and also in terms of the spatial and infrastuctural needs will influence environment in the future that it's aspect of economic must be considered in socio economic development projects and its` physical area. One of the problems of the basic problems in the cities of Mazandaran province, was lack of suitable managing toward their physical development. that works such as destruction of lands, agriculture, etc. the integration of the villages in the air cities, the problems of environmental and natural hazards, increasing the cost of infrastructure and services, urban and non optimal use of the earth and... that should be followed in economic, physical, cultural and social. In the meantime, Farah Abad, in terms of geographical location and natural monuments, etc. has various attractions of tourism and natural ecotourism.

So that in terms of natural attractions and ecotourism has many natural , and environmental capacities, that are like a treasure under the earth so far from they didn't used in order to develop ecotourism. . natural Tourism, which exists naturally and artificially in farah abad city for the special geographic condition is unmatched in order to reach the physical development. .And whatever tourism expand more, the expansion of other urban land uses will be expand. As described in the literature, there was not a research that directly consider the relationship between ecotourism and physical development , in order to develop physical coastal city, the participation of all sections of society in the development process is needed, whereby we contribute to all the coastal town . public sector (municipal) government inability and lack of funding caused the loss of infrastructure, urban services and environmental conditions in the coastal town that has a cast shadow on the development of the urban fabric of the city and act as a barrier to achieving physical development of the coastal town . Recommendations Based on the research results:

- Farah Abad is one of the most important natural tourist attractions and, of course, is one of the most attractive tourist centers of Mazandaran and even country. It is fair to provincial managers and Farahabad Tourism Organization managers be valued as a national asset and eliminate oppression and deprivation and isolation dust from her lovely face and provide the situation for survival of it from treasure of forgotten ruins and ruins .
- 1-releasing antiquities from houses artefacts and complete restoration based on maps and pictures from the last.
  - 2.performing approved farah abad coast 40-acre projects
  - 3-organizing free beaches, the continued implementation of the liberalization of the coast,
  4. Health and security and welfare care of Farah Abad Coast
  5. Enable the relevant sites in the field of farah abad tourist-historical collection
  - 6-preservation of cultural heritage to a person motivated with strong historical information and geological value
  7. identifying potential natural areas for efficient use and conservation of it
  - 8-favorable image of coastal city including important factors to achieve optimal physical development
  - 9-declaration of farah abad city and establishment of it`s municipality
  10. -using accurate statistics of all products cultivation based on investment separation of large and small factories, and its employment statistics, statistics on the status of livestock and poultry, domestic and industrial, crafts and rural statistics, demographics resolution of required, Statistics of dual urban and rural populations and in many cases, are considered parts of urban population because of presence in the city, , The statistics of service centers and a variety of shops and stores, Statistics of the number of cars, trucks, trailers, buses, minibuses, cars, taxi, tractor, Taylor and statistics of blades fishing, public places and companies Statistics of private, data warehouses and cold storage facilities and production factories located in the

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industrial zone and scattered Statistics, Statistics of beaches and recreational facilities, cinema, shops and green spaces based on them, all are required for planning.

#### **Practical suggestions:**

1. Creating information offices for natural tourism and running natural tourism information bank, that information of tourism can be delivered to tourists through it. also by connecting this information bank to international internet networks and satellite, these information can be delivered to audience all over the world.
- 2- Strengthening and development of advertising and marketing schedules
3. publishing articles in the foreign press, printing guidebook to introduce the role of ecotourism in Farah Abad, holding conferences and festivals regularly and inviting writers and newspapers that are active in the field of ecotourism
4. Use of Multilanguage devices that deliver all information related to cultural buildings and cultural attractions to tourists.
5. using prepared people, people who pass the hospitality course based on this fact that individuals are activating in this centers that obtained much experiences but they didn't pass these courses today, so it is suggested that one training course be held for them in each month.
- 6- raising the culture of people in dealing with natural tourism, this can be done by holding seminars in cities where people are free
- 7- built entertainment centers and green spaces around monuments and cultural attractions;
8. The establishment and construction of buildings such as guesthouses and mountain huts in places that are farther in surrounding attractions ;
9. Providing inexpensive place for natural tourists who does not have an income
10. establishing and creating Health services around the cultural attractions of Tourism and maintaining them.
- 11- increase road safety percent and communication routes
12. Use of health officials repeated visits to the hotels and resorts;
13. And most of all the foregoing, scheduled maintenance and repair works to preserve ancient monuments and cultural attractions against natural disasters. I suggest that an academic conference be held about farah abad identification to resolve this exclusion, because farah abad needs special survival and it couldn't be neglected.
15. Increasing international cooperation, foreign direct investment and partnerships with public and private sectors at all levels.
16. development schedules: including training and educational planning which encourage people to participate in tourism in nature and enable local and native societies in order to develop and suitable use of ecotourism. Investors the contribution of investors in the development of tourism and protection of natural heritage will increase in order to develop environmental protection, natural and cultural heritage.

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