

Studying Tourism Potentials and Effects in Koh Khajeh

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Abstract- By increasing the amount of impure national production, Tourism and especially eco-tourism and historic tourism can be considered as one of the sources in our time that can earn a significant amount of outcome and finally increase the national outcome at international level. This industry has turned into a very good outcome source for the Touristy countries, as nowadays, only the outcome of tourism and eco-tourism in countries such as France, The United States of America, Spain, China and Germany is more than the national outcome of some undeveloped countries.

Religions attractions, pantheons and Holy places annually attract a large amount of tourists. Koh Khajeh is the only natural prominence of Sistan and Baluchistan flat, which is located in the middle of the international lagoon of Hamoon. This mountain (Koh Khajeh) has an exclusive and legendary location, also its historical and architectural structure has created a lot of tourism capabilities in this region.

In this research by the application of questionnaires, Interviewing and SWOT model, the tourism capabilities of Koh Khajeh were analyzed. The results indicates that this sight has a significant capabilities in the field of tourism and extend of tourism in Koh Khajeh will result in the founding of work, outcome, awakening handcrafts and extending jobs beside Agriculture, stopping or decreasing of immigration, attracting investors, creating social-economical mobility, attracting the attention of people and authorize in order to preserve historical remnants and also preserving natural resources and environment.

Keywords- SWOT, Koh Khajeh, Tourism

I. INTRODUCTION AND OBJECTIVES

Religions attractions, Pantheons and Holy places annually attract a large amount of tourist. Sistan and Baluchistan province by its original, visit able and attractive nature and its rich culture is full of tourism capacities and potentials, which identifying and expertly programming them can have a great effect on improving the economic and cultural states of this region and the whole country. Koh Khajeh is the only natural prominence of Sistan and Baluchistan flat, with an approximate height of (595 meters) above the sea level, longitude of 61 degree and 55 minutes and latitude of 31 degree and 28 minutes is located about 30 kilometers from the south-eastern

of Zabol city in the middle of Hirmand plain. Sacrosanctity of this mountain for the followers of the Islamic, Christian and Zoroastrian, beautiful outlooks around Koh Khajeh, existence of lagoon plain (HAMOON), surrounding flats, clean and healthy weather, starry sky, existence of abundant lands, remnant with antiquity of 2000 years, surrounding villages and tribes around this mountain are some of the attractions of this region. By the exact analyzing of potentials and introducing the capabilities of Koh Khajeh, we can improve the sick economy in this region which caused the inhabitants of this region to move to another points of this country and we can create a multi-dimensional economy beside agriculture by using the tourism attractions in this region, and create opportunities in order to improve this region. So, the question of this research is either or not Koh Khajeh has a tourism potentials?

Based on these objectives, the goal of this research is to analyze the tourism capacities and bottlenecks of Koh Khajeh.

Theoretical bases: In the Persian culture and literature, Tourism means to travel around the world (Alvani,1993-1370), Travelling toward the farthestmost places in the world in order to have fun, taking a tour, visiting and travelling to a point and returning afterward to place where you live, are some of other meanings of tourism in Persian literature (Kazami 2000). In the law of extending tourism industry (approved by parliament of Islamic council (1990)), Tourism is defined as follow: Tourism and taking tours in Iran is consist of any type of individual or group tour which last more than 24 hours and its purpose is not earning money (Damad researcher, 1996) By considering the purpose of tourists for traveling, time of the tour types of installation which are used, season of traveling and also the way of organizing the tour, we can separate different types of tourism from each other. Dr. Kazimi in his book "Tourism management", define different types and purposes for taking tours, social or sportive tours, commercial tours, cultural tours, Health-hygiene tours, religious tours, Generic tours, adventure tours and naturalism (seeking in the nature) tours.(Kazimi 2005).

A. Research history

Khan (2007) –Classifying the echo-tourism activities and their different types in different locations in Pakistan-(Abeden 1999) Extending systematic echo-tourism in historical, natural and cultural places of Malaysia- Fasele (2007) Echo-tourism attractions in different parts of Italy by emphasizing on parks

and protected areas (Rocknaldin Aftekhari and et al)(2004) The ways of expanding rural tourism by using SWOT model (schema) in lavasanvill. Parsai 2009 Feasibility of apt regions for expansion of echo-tourism in Koh-kiloeah and BoierAhmad province. Ghorbani and et al 2009 – studying natural tourism in the valley of Simin in Hamadan. Zolfaghari 2002 opportunities and bottlenecks of religious tourism in Iran. Mohammadi 2007 The rule of pilgrimage tourism in social-economic expansion of rural pantheons. Taghvae and et al (2009) The rule of religious places in attracting tourists and its effect on expansion of (Noorabadmemenseni) – Ghasemi (2009) – Analyzing the religious tourism in Mashhad. Ebrahimzadeh and et al (2009) Analyzing the overall status of Sistan tourism places in Koh Khajeh and its surrounding regions. Ovaisi (1998) Introducing Koh Khajehas a promenade plain. Mohammad Khani (2008) analyzing archaeology and creating the database of Koh Khajeh and its surrounding regions.

B. General forms of tourism in Koh Khajeh of Sistan

The existence of Koh Khajeh in the middle of Hamoon lake, have made it like that it is a mysterious island and it has created one of the most natural and beautiful places of our country. Those people who are interested in mountain climbing can use this mountain (Koh Khajeh= mountain of Khajeh). Also there are a lot of historical remnants from the Achaemenian period till the early Islamic period, the above mentioned facts have the potential to attract domenic and foreign researchers, archaeologists, Tourists and photographers. The followings are the different tourism forms that can be existed in Koh Khajeh:

TABLE I. DIFFERENT TOURISM FORMS THAT CAN BE EXISTED IN KOH KHAJEH

Rural tourism	Rural regions around Koh Khajeh
Historical and ancient tourism	More than 2000 historical and ancient remnants were discovered in places such as Shahr-Sokhte, Koh Khajeh and Dahan-gholaman
Religious tourism	Visiting Holy places such as cemetery of KhajehGoltan and Pir-gandom-berian in the first days of a year and zoroastians consider the Hamoon lake as a holy place
Natural tourism	Hamoon International lagoon and the existence of Koh Khajeh in the middle of Hamoon lake
Sport tourism	Special topography of Koh Khajeh with the existence of huge rocks has turned this place to a very attractive place for mountain-climbing and other sport activities such as swimming, boatmanship and hunting in the lake

C. Special features of Koh Khajeh:

- The existence of a ceremonial tendency among the people of this area about visiting this place
- Existence of natural and cultural potentials
- Existence of accessibility

- Existence of economic activities such as hunting, animal husbandry and matting (in the rainy seasons)
- Special topography of Koh Khajeh and its availability for sportive activities
- The importance and location of Koh Khajeh and Hamoon lake in the thoughts and believes of followers of Islam, Christian and Zoroastrian.

II. GEOGRAPHICAL LOCATION OF ZABOL:

Zabol city with the area of 15,197 km is located on the North-eastern of Sistan and Baluchistan province and its distance from the center of province is 213 km. This city is located on the geographical coordinates of 30 degree

and 7 minutes, North latitude of 58 to 61 and 50 minutes of eastern longitude. From west and north it is connected to Khorasan province, and from east, north and eastern north it is connected to Afghanistan. Its population was estimated about 137,722 people around 2010, the altitude of this city is 498/2 meters above the sea level, and is located on a flat which is surrounded by plane lands.

KOH KHAJEH is located on the geographical location with longitude of 61 degree and 16 minutes and latitude of 30 degree and 56 degree. In the southern hill side of this mountain there are monuments which belong to Parthian period and on their time these monuments were very significant. The life of Zabol depends on the water of Hirmand River which comes from Afghanistan. This dependence caused a lot of destructions (unemployment and immigration) from (1946-1969-1998 till 2002) (ebrahimzadeh 1999). From the weather point, this city has a cold and dry winters and hot and dry summer, which based on (copen) classification it is considered a desert and very hot and dry climate.

TABLE II. THE STATICS OF KOH KHAJEH VISITORS FROM THE YEAR 2007 TILL 2012

Year	2007	2008	2009	2010	2011	2012
April	45000	5300	106750	105550	124900	108700
May	2500	5000	7900	6000	6500	9100
June	1800	4500	6500	4200	6200	6100
July	1700	1700	6500	3200	5000	6500
August	1400	1500	5350	2278	3200	3600
September	1700	1500	1900	2900	5000	
October	1900	1700	3600	4000	5902	
November	1850	2500	5000	5000	8400	
December	1500	2500	8800	5300	7000	
January	2500	4500	4700	4700	7500	
February	2700	4500	4200	3700	6300	
March	3700	4500	10630	4900	18200	
Total	68250	39700	171830	151728	204102	134000

Source: museum and handcraft of Zabol, 2012

The numbers indicates the importance of historical-religious aspect of Koh Khajeh for visitors and tourists. Increasing rate of tourists into Koh Khajeh has created a different economy, because the main source of economy in this province is agriculture. In case of Managing and protecting tourism, this frontier part of the country can have an increasing rate of economy, outcome and job opportunities. This fact can create a motive economic force in south-eastern part of Iran. So, by schemized and exact programming in good seasons we can attract a lot of tourist into this area. For instance in windy days (120 days) we can attract a researcher. (Karimi- 2011)

III. MATERIALS AND METHODS

Research method is analytical-descriptive, and for gathering information we can use questionnaire and interviewing. The goal of research is to evaluate the internal environment of Koh Khajeh, in order to identify its strong and weak points and also its opportunities and threats. First, after studying and investigating among the native inhabits, active economics, experts and influencing factors were identified and classified in two categories. Internal factors which include strong and weak points and external factors, which include opportunities and threats. By considering the positive and negative existing points of Koh Khajeh and positive and negative effects of tourism on Koh Khajeh we can conclude that there are 14 positive and internal points (strong points) and 14 negative points (weak points) in Koh Khajeh, and from other side we can observe 15 positive and external points (opportunities) and 5 negative points (threats) in Koh Khajeh. Table 5 indicates the 29 positive points (strong points and opportunities) and 19 negative points (weak points and threats) as obstacles which are in the way of expanding tourism in Koh Khajeh. Then questionnaires were designed based on 4 groups. Total factors and SWOT scales were considered priorities in the questionnaire of experts. Evaluation scale for each factor was classified based on (likert Spectrum) on hill sides as (very much) and (very few). Statically population was 200 people, and 10 percent of them were chosen randomly and questionnaire was given to each and every one of them, these people were researchers, university professors, economical benefactions (in Europe, Asia and Australia) and local authorities.

After gathering information the details were entered in software. This software was SPSS.19.0. Then the first and second coefficients, rate and final coefficient of Internal and external factors were estimated and datas were prepared for being analyzed.

A. SWOT model:

SWOT model is one of the strategic tools in order to accommodate internal system strong and weak points with external system strong and weak points. From this model viewpoint, an appropriate strategy is a one which maximizes the strong points and opportunities and minimizes the weak points and threats. For this purpose strong and weak points, opportunities and threats were attached in four different forms (WT, ST, WO, SO) and strategically option was to be chosen from them. The analyzing of SWOT in case of Koh Khajeh echo-tourism indicates that in case of historical-ancient components (with this in mind that many of tourists enter Sistan in order to visit Rostam birthplace, Jacob Lais which are considered as national treasures) with final coefficient of 0/326, rate of 4 and secondary coefficient of 0/816 were considered as the most important Internal strong point and after that, the Holy-religions attraction of Koh Khajeh for the followers of Islam, Christian and Zoroaster with final coefficient of 0/322 and rate of 4 and secondary coefficient of 0/807 was in second place of expanding echo-tourism activities in Koh Khajeh. Proximity component with Pakistan and Afghanistan with coefficient of 0/049 and rate 1 and secondary coefficient 0/495 were considered the least important Internal strong point in expanding echo-tourism activities in Koh Khajeh.

SWOT analyzing about echo- tourism in Koh Khajeh indicates that, component which is about shortage of substructural installations (Restaurants, roads and ...) with final coefficient of 0/327, rate 4 and secondary coefficient of 0/819 was considered as the most important Internal weak point and after that decreasing the amount of water in Hamoon lake as a natural potential with final coefficient of 0/327, rate 4 and secondary coefficient of 0/819 was considered second in expanding echo-tourism activities in Koh Khajeh. Sanctorum law of ancient remnants with final coefficient of 0/048, rate 1 and secondary coefficient of 0/468 was the least important internal weak point in expanding echo-tourism activities in Koh Khajeh.

Analyzing tourism opportunities in Koh Khajeh mentioned on Table3.

Analyzing SWOT in case of echo-tourism activities in Koh Khajeh indicates that the component of creating job opportunities (Hotels, Restaurants, Camps, handicrafts store, transportation and etc.) with final coefficient of 0/281, rate 4 and secondary coefficient of 0/704 was the most important external opportunity and after that investors from inside and outside the country with final coefficient of 0/278, rate 4 and secondary coefficient of 0/696 was second in the program of expanding echo-tourism activities in Koh Khajeh.

TABLE III. TOURISM OPPORTUNITIES BASED ON FINAL COEFFICIENT

Column	opportunities	primary coefficient	secondary coefficient	rate	final coefficient
O1	creating job opportunities (Hotels, Restaurants, Camps, handcrafts store, transportation, etc)	89	0/704	4	0/281
O2	Attracting investor from inside and outside the country	88	0/696	4	0/278
O3	Creating motive for tourists in order to visit Sistan	87	0/688	4	0/275
O4	Increasing the outcome of native people	85	0/673	4	0/269
O5	Increasing transportation services	83	0/657	4	0/263
O6	reviving and expanding the art of handcraft	82	0/649	4	0/259
O7	self-governing the villages by expanding economy and its variety	97	0/768	3	0/230
O8	attracting natural credits in order to protect historical remnants	89	0/704	3	0/211
O9	Creating an opportunity in order to register KohKhajeh as an International remnants	79	0/704	3	0/211
O10	Increasing cultural exchanges with other cultures	84	0/665	3	0/199
O11	Rising the tourism industry (Historical tourism- coastal-religious- village- tribal and etc)	84	0/665	3	0/199
O12	Increasing security in the area	83	0/657	3	0/197
O13	Creating an appropriate bases in order to change the wrong cultural picture and increase people proud and happiness	81	0/641	3	0/192
O14	Creating educational, scientific, research and sport bases	86	0/601	3	0/180
O15	Being close to Pakistan and Afghanistan	66	0/522	3	0/156
	Total	1263	1		3/39

TABLE IV. TOURISM THREATS IN KOH KHAJEH BASED ON FINAL COEFFICIENT

Column	threats	primary coefficient	secondary coefficient	rate	final coefficient
T1	Destruction of historical-remnants	79	0/260	4	0/104
T2	Being exposed to open environment and destruction of herbal cover and animals in the area	77	0/254	4	0/101
T3	environmental pollution	62	0/204	3	0/061
T4	Increasing social violation by increasing tourists	46	0/151	3	0/045
T5	Increasing the prices of lands	39	0/128	2	0/025
	Total	303	1	3/2	0/336

IV. ANALYZING TOURISM THREATS IN KOH KHAJEH

Analyzing SWOT in cases of echo-tourism activities in Koh Khajeh indicates that destruction of historical-remnant with final coefficient of 0/104, rate 4 and secondary coefficient of 0/260 was the most important external threat and after that being exposed to open environment and destruction of herbal cover and animals with final coefficient of 0/101, rate 4 and secondary coefficient of 0/254 was second in expanding echo-tourism activities in Koh Khajeh. Increasing the prices of lands with final coefficient of 0/025, rate 2 and secondary coefficient of 0/128 was the least important external threat in expanding echo-tourism activities. Evaluating location matrix and strategic actions for tourism in Koh Khajeh.

TABLE V. EXTERNAL AND INTERNAL FACTORS OF TOURISM IN KOH KHAJEH BASED ON FINAL COEFFICIENT IN SWOT MODEL

	Primary coefficient	secondary coefficient	average rate	final coefficient
strong point	1151	1	3/29	3/34
weak point	1111	1	3/07	3/11
opportunities	1263	1	3/40	
threats	303	1	3/2	0/336

Unlike defensive guideline which (reactive) the competitive guideline is (proactive), in such situations we should use opportunities by applying strong points. (Gakar 2004). On these bases the following guidelines were suggested in order to expand tourism in Koh Khajeh. Analyzing strategically factors: In this model by analyzing external and internal factors and combining them, the most important strategically factors for tourism in Koh Khajeh were presented. Actually by analyzing strategically factors, programmers who make strategically decisions, can narrow down strong points, weak points, threats and opportunities in to a fewer factors. This task is completed by re-analyzing the values of each external and Internal factor. In fact the most important values in these two tables should be transferred to the table of analyzing strategically factors (Honer and willan 1986)

Programming, managing, guiding, coordinating, control and adjustment of programs are the main factors in the cycle of tourism management. (Karimi 2011). Now, by considering the high points in strong points and opportunities, we will began to formulate the competitive-invasive guideline.

Formulating guidelines in order to expand tourism in Koh Khajeh:

- 1- Creating job opportunities (Hotel, restaurants, camp, handcraft store, transportation and etc.) by considering historical-ancient records of Koh Khajeh
- 2- Providing investors from inside and outside of the country by considering religious- Holy attractiveness for the followers of Islam, Christian and Zoroastrians.
- 3- Creating motivation in tourists in order to pick Sistan as their destination by considering historical-ancient remnants which belong to achemaninan, Partian and Islamic period.
- 4- Increasing the outcome of native people by considering the existence of Hamoon International lagoon and lack of existing such echo-system in east of the country.
- 5- Increasing transportation services by considering that the Koh Khajeh is located on the floor of Hirmand and there is a lot of coastal-watery outlooks.

V. CONCLUSION

The obtained results indicated that historical-ancient records, existence of religious- Holy attractiveness for the followers of Islam-Christian and Zoroastrian are strong points for expanding echo-tourism activities in Koh Khajeh, and shortage of substructional installations (Hotels, roads and etc.), decreasing the amount of water on Hamoon lake as a natural source, are weak points of expanding echo-tourism activities in Koh Khajeh. The results also indicate that creating job opportunities (Hotel, Restaurant, Camp, Handcraft store, transportation and etc.), attracting investors from inside and outside of the country, as the most important external opportunities in order to expand echo-tourism activities in Koh Khajeh. Also destruction of ancient- remnants, being exposed to open environment, destruction of herbal cover and animals, were the most important external threats which stands in the

way of expanding echo-tourism activities. The results obtained from SWOT model and graphic diagrams indicates that SO guidelines or maximum or competitive-invasive. The following guidelines were given to expand tourism in Koh Khajeh. By considering historical-ancient records, existence of religious-Holy attractiveness for the followers of Islam, Christian and Zoroastrian, we can attract investors from inside and outside of the country and create job opportunities (Hotel, restaurant, Camp, handcraft store, transportation and etc.). By considering historical-ancient attractiveness's which belong to the Achaemenians, Partian and Islamic period, we can attract tourist and make them choose Sistan as their destination. By considering the existence of Hamoon International lagoon and lack of such echo-system in east side of the country, and existence of coastal-watery outlooks, we can revive the industry of handcraft and transportation and increase the outcome of native people. By considering the high capacity of constructing substructures, we can create industrial variety and make the surrounding villages self-governed. The results indicates that this sight have a very important capabilities for the industry of tourism and expanding tourism will result in creating job opportunities, increasing outcomes, reviving handcraft industry and expanding job other than agriculture, stopping or reducing of immigration, attracting investors, creating social-economical mobility, attracting the attention of authorities and people in order to preserve historical-remnants and environmental-natural sources. It seems that cultural obstacles are the most fundamental obstacles that stand in the way of expanding tourism. Cultural demurral, economical poorness, illiteracy in the past and other aggressive cultures caused disgrace toward wildlife, nature and cultural heritage. Accepting all the obstacles is the first step toward expanding tourism. The first guideline is programming, also direct and indirect education and creating councils can be very helpful.

VI. SUGGESTIONS

So, we can suggest the above programs:

A. Long-term programs

- 1- International pursuit in order to revive Hamoon lagoon.
- 2- Providing consonant expanding design and prorating the goals of expanding tourism in the south-eastern part of the country.
- 3- Expanding sub structions and roads between villages.
- 4- Creating star observatory.
- 5- Creating corridor history museum.
- 6- Providing Multilanguage books and documentaries in order to introduce the investing opportunities in Koh Khajeh.
- 7- International enrollment of Koh Khajeh.
- 8- Approval of celebrating national festival of tourism in Sistan and Koh Khajeh.

B. Short-term programs

- 1- Reparation and improvement of relational roads.

- 2- Founding cheap rural residence.
- 3- Founding Security Council formed by native authorities and people.
- 4- Condescension of temporary residence to the native people in order to manage it.
- 5- Supporting the handcraft production of the surrounding villages of Koh Khajeh.
- 6- Holding periodic cultural, tribal and native sports in the surrounding villages and areas, also supporting the festival of (12 of Farvardin - 31 of March).
- 7- Increasing the knowledge of native people and stating that if the Koh Khajeh, Internationally get recorded it will cause the increasing of the people outcome and improve the economic status of Sistan and Baluchistan province. It seems that improving factors of Sistan are tourism, commerce, and trade (not agriculture, because of the drought), so by considering the studied tourism capabilities in Koh Khajeh, we can consider this mountain as a shining symbol and a winning card for Sistan province.

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