

RESEARCH PAPER

Production progress and its role in nomadic ecotourism: A case study of active nomadic ecotourism centers in Fars province, Iran

Masoud Yosefi ¹, Ehsan Tamassoki ^{2*}, Erfan Tamassoki ³

¹Department of Desertification, Faculty of Agriculture and Natural Resources, University of Hormozgan, Hormozgan, Iran

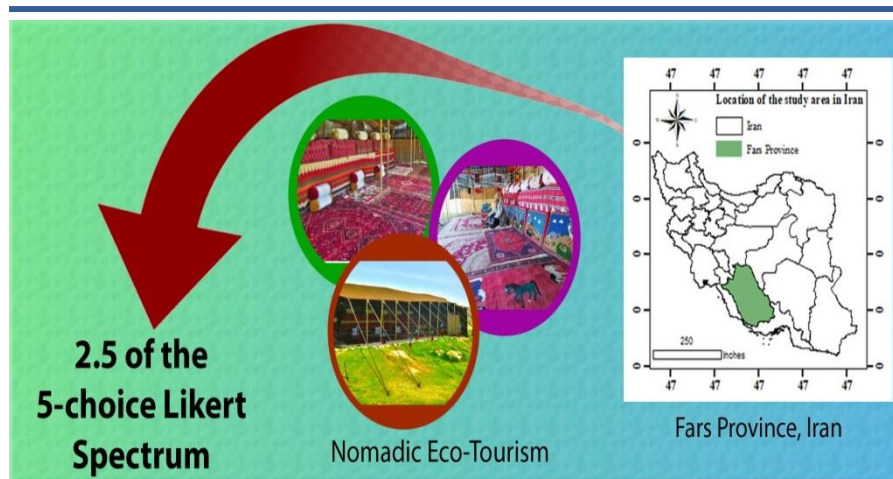
²Department of Watershed Management Science and Engineering, Faculty of Agriculture and Natural Resources, University of Hormozgan, Hormozgan, Iran

³Department of Civil Engineering, Islamic University of Harsin, Harsin, Iran

Highlights

- The tourism industry is so important for the development of third world countries that it is the most promising and alternative industry that the countries have in front of them for their development.
- Nomadic ecotourism and tourism, can play an important role in the growth and development of the country's economy.
- In this research, the descriptive-analytical method was used to express the importance and role of mutation in the production of nomadic tourism and ecotourism.

Graphical Abstract



Article Info

Receive Date: 24 December 2021

Revise Date: 27 January 2022

Accept Date: 23 February 2022

Available online: 01 March 2022

Keywords:

Ecotourism center
Nomadic tourism
Production leap
Fars province

Abstract

Ecotourism and nomadic tourism, and thus nomadic ecotourism as one of the components of tourism, can play an important role in the growth and development of the country's economy and the realization of the slogan of production leap declared and chosen by the Supreme Leader. We can interpret the production leap to mean better utilization of existing capacity. The nomadic ecotourism in terms of the potentials and good capabilities of nomadic tourism according to the nomadic community and nomadic products, which is indeed a clear example of the resistance economy. It can play a colorful role for the prosperity and jump in the production. Therefore, by taking practical measures within the framework and respecting the necessary standards and balanced development of all tourist areas, the establishment of tourist facilities in model tourist areas, the creation of tourism infrastructure in tourism potential, a good jump in production, sustainable employment, the elimination of dependence to produce and sell oil and confidence in the ability of the young and revolutionary generation. The purpose of this study is to investigate the role of production leap in nomadic tourism and the extent of social acceptance capacity and the potential and production potential of the nomadic community in nomadic tourism. The results of the study show that the average production potential is more than 2.5 in the middle of the 5-level Likert spectrum. Thus, the production capacity in tourism is above average. If this part of the capabilities and opportunities can support and expand tourism and ecotourism can help increase the income of the nomadic community and develop employment along with livestock. Therefore, nomadic ecotourism with its capacities can be considered as a fundamental solution for sustainable development and a leap in production.

© 2022 Published by CAS-Press.



[doi 10.22034/CAJESTI.2022.01.02](https://doi.org/10.22034/CAJESTI.2022.01.02)

E-ISSN: 2717-0519

P-ISSN: 2717-4034

*Corresponding author: ehsantamasoki@yahoo.com (E. Tamassoki)

1. Introduction

Most countries that consider tourism as one of their ways of development, along with all the positive social and cultural features, consider the most critical place for the tourism economy. It is the primary motivation of the planners (Gunn and Var, 2020). The most important economic aspects of tourism development are GDP, job creation, increasing tax revenues, providing currency and improving the balance of payments, investing in infrastructures such as airports, transportation, and even restoring ancient monuments and destinations. However, it must be acknowledged that the economic dimension of the tourism industry is the result of management and planning in the hidden layers and background of this industry, in which governments have a pivotal role to play (Petrova and Hristov, 2016). Although it is evident that governments' primary focus and priority for investing and policy-making in this sector is to achieve maximum economic benefits, none of the governments, exploits and political and socio-cultural interests are overlooked. The depth of influence of governments in the tourism industry is so great that without government intervention and investment, especially in developing countries, the growth and development of this industry would not be possible (Lordkipanidze et al., 2005). On the other hand, the tourism industry is so essential for Third World countries that Turner four decades ago considered it the most promising, complex, and alternative industry that countries have for development (Turner, 1976). Like many developing countries, Iran faces several challenges to tourism development, including political approaches (Khairabadi et al., 2020).

The history of ecotourism dates back to 1965; When the word ecotourism was coined from the acronym Ecological and Tourism and is defined in the general sense as follows: Ecotourism is a journey to entire or unpolluted natural areas to study, observe and enjoy indigenous beauties, plants, and animals, or cultural landmarks. These places are (Ghoddousi et al., 2018). Ecotourism means respect for nature and the past and present culture of people who have lived in a particular ecosystem for many years. According to the latest definition provided by the International Ecotourism Society in 2015, ecotourism is a journey responsibly to natural attractions to enjoy, appreciate and appreciate nature and to accompany the cultural features of the past and present so that the preserver of life It is an environment and causes the stability of the quality of life of the people of the region (Tiberghien and Xie, 2018). In general, and concerning the subject of this research, it can be said that ecotourism creates an excellent opportunity to invest in many natural attractions. The development of ecotourism as one of the tourism options should be done on a small scale and within the activities of local owners (Cater, 1995).

Nomads of Fars province, with 12.5% of the country's nomadic community, are considered the center of the country's nomads and therefore have a significant role in economic developments in Fars province from the perspective of ecotourism and tourism (Karim, 2019). This society has its biological landscapes that nature has provided them, and their type of livelihood is directly derived from the nature around them (Störmer et al., 2019). Having colorful clothes, famous and ancient handicrafts, livestock products, and healthy and almost organic dairy products are the attractions of the nomadic community that spend different seasons of the year in summer and winter (Kalian et al., 2018). Nomadic life has an exciting and arduous world; the sale of Gabbeh, dairy products, local clothes, and nomadic handicrafts to tourists empowers the economy of this group of Iranian nobles. The officials of the Travel Services Company must have a group of Iranian nomads living in a city, be more original, and be a nomadic tourism pilot (Fletcher, 2011). The main goal is to create and develop this nomadic ecotourism resort with a local identity and structure to achieve sustainable development (Adriana Tisca et al., 2016). Most of these residences are run by family members. They are not only residential but also offer a variety of activities such as providing local food and drink, producing and selling handicrafts, performing plays and traditional music, holding local events, tours, and ecotourism activities. The most critical principle observed in this type of ecotourism is the participation of members of the host family (owner of the residence) and the local community of the destination in all tourism activities of the residence (Redkin and Otto, 2019). Estimates suggest that ecotourism, with more than 5% annual growth, will have the highest growth, and this growth is expected to continue because natural areas, following the growth of urbanization, act as a magnet

in attracting tourists (Cucari et al., 2019). Ecotourism, which is a subset of tourism, is also growing rapidly as a dynamic global industry. Considering the prominent feature of nomadic tourism as one of its most popular forms, it can be expected that this industry contributes to economic growth and diversity of nomadic activities and, on the other hand, by creating surplus manpower to create employment and income nomadic community.

2. Materials and methods

In this research, using the descriptive-analytical method, the importance, and role of the mutation in the production of nomadic tourism's ecotourism, especially in the case of active nomadic ecotourism centers, has been investigated. The field was obtained using a researcher-made questionnaire in ambulatory ecotourism centers in Fars province, distributed among 200 people. The questionnaires of this research were distributed using the snowball method until the theoretical saturation stage was reached (Tamassoki et al., 2021). The nomads of Fars province (Fig. 1) include three large Qashqai, Khamseh, and Lor tribes (Mamasani and Boyer Ahmad Olya) and eight independent tribes that have played a significant role in the province. Of the province's 8.5 million hectares of arable land, about 5.7 million hectares (67%) are nomads. This productive community, by breeding and maintaining more than 3 million head of light livestock, annually produces 20,000 tons of red meat (30% of the red meat produced in the province), 260,000 tons of agricultural products, and more than 57,000 square meters of fine handicrafts (44% of the province's handicrafts) in non-tropical and qishlaq areas (Chelan et al., 2018).

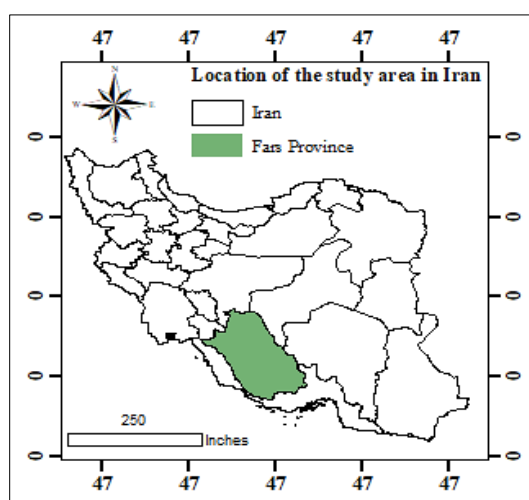


Fig. 1. Location of the study area in Iran.

3. Results and Discussion

In general, the findings indicate that Fars province can consider tourism as one of the pillars of its development; However, in order to plan for tourism development, it is necessary to compare and analyze the distribution of these attractions in the active nomadic ecotourism centers of the province with the ways of access, infrastructure and also the distribution of accommodation centers around these attractions. Findings show that using nomadic capabilities such as natural, cultural, and social environment can improve nomadic ecotourism and, if combined with rural ecotourism, can lead to greater efficiency. Based on the results and review of the obtained data, the level of significance of the test regarding the production jump variable in nomadic tourism ecotourism and the production capacity of nomadic community with a value of t statistic equal to 125.3 is less than the error level of 0.05% and the average production potential of 2.5 The average of the Likert scale was 5 more options. Therefore, production capacity and social acceptance in tourism are above average. The concentration of a significant part of the province's tourist attractions around the villages has led to the expansion of rural tourism and the involvement of rural people in tourism activities, which can be very positive if the harmful effects of tourism are appropriately managed. But unfortunately, the evidence shows

that the expansion of tourism in the villages in Fars province has been done without planning and supervision (Figs. a, b, and c).



(a)



(b)



(c)

Fig. 2. Nomadic ecotourism centers in Fars province.

4. Conclusions

To achieve its goals, tourism depends on the sustainability and protection of the environment, the economic recovery and stability of communities, and the development of small-scale tourism trade. Achieving these goals is possible as long as there is a regional approach to land management in the integration of tourism activities to identify potential areas and different types of tourism, the necessary solutions to explain the areas of tourism development. Today, each type of tourism is defined in specific spatial patterns, one of which is nomadic tourism. On the other hand, the category of nomadic ecotourism is of great importance, and the international community has allocated significant investments to it. Dedicated by the United Nations in 2002 as the International Year of Ecotourism in environmental, social, cultural, and economic dimensions. Ecotourism in Iran is still a long way from the global caravan, and there is a lot of work to be done in this regard so that ecotourism in Iran can develop and find its prominent place. To realize the central slogan of the production leap, codified and medium-term and short-term planning and training of human resources and workflow smoothing and to attract investors and to support the private sector, and providing low-interest facilities play an essential role in realizing the central slogan of the production leap in tourism and ecotourism can have.

Rural and nomadic habitats as summer and resort spaces and places for tourists to spend their leisure time and the production of food products and handicrafts offered to tourists are considered as ecotourism capabilities and play a significant role in attracting tourists. Employment and income increase. Also, advertising and marketing at national and international levels are crucial in developing nomadic and rural tourism and

ecotourism, which is less considered today and is largely neglected by the tourism industry, having extensive advertising and marketing programs. Selecting the target markets of the provinces, purposeful presence in domestic and foreign tourism exhibitions, production of scientific marketing content and its exhaustive presentation on social networks, highlighting the annual tourism exhibition in the WTO calendar for planning and the presence of foreign tourists and enthusiasts in the exhibition, using capacity Indigenous and local festivals for the development of tourism culture, etc. are among the necessary measures that, in addition to paying attention to the vital issue of education at two levels of expertise for tourism and public activists for the general public in the form of teaching hospitality to tourists and culture of dealing with tourists. It can drive the tourism engine more quickly towards the intended goals.

References

- Adriana Tisca, I., Istrat, N., Dumitrescu, C.D., Cornu, G., 2016. **Management of sustainable development in ecotourism. Case Study Romania.** *Proc. Econ. Finance*, **39**, 427-432. [https://doi.org/10.1016/S2212-5671\(16\)30344-6](https://doi.org/10.1016/S2212-5671(16)30344-6)
- Cater, E., 1995. **Environmental Contradictions in Sustainable Tourism.** *Geogr. J.*, **161**(1), 21-28. <https://doi.org/10.2307/3059924>
- Chelan, M.M., Alijanpour, A., Barani, H., Motamedi, J., Azadi, H., Van Passel, S., 2018. **Economic sustainability assessment in semi-steppe rangelands.** *Sci. Total Environ.*, **637**, 112-119. <https://doi.org/10.1016/j.scitotenv.2018.04.428>
- Cucari, N., Wankowicz, E., De Falco, S.E., 2019. **Rural tourism and Albergo Diffuso: A case study for sustainable land-use planning.** *Land Use Policy*, **82**, 105-119. <https://doi.org/10.1016/j.landusepol.2018.11.050>
- Fletcher, R., 2011. **British imperialism and 'the tribal question': desert administration and nomadic societies in the Middle East, 1919-1936.** *Oxford University.* <https://doi.org/10.1093/acprof:oso/9780198729310.001.0001>
- Ghoddousi, S., Pintassilgo, P., Mendes, J., Ghoddousi, A., Sequeira, B., 2018. **Tourism and nature conservation: A case study in Golestan National Park, Iran.** *Tour. Manag. Perspect.*, **26**, 20-27. <https://doi.org/10.1016/j.tmp.2017.12.006>
- Gunn, C.A., Var, T., 2020. **Tourism planning: Basics, concepts, cases.** *Routledge Taylor Francis.* <https://doi.org/10.4324/9781003061656>
- Kalian, M.G., Peruccio, P.P., Bistagnino, L., 2018. **Systemic Approach in Iran, Pars Abad.**
- Karim, M.E., 2019. **Exploring the Lessons from an International Rural Environmental Project in a Developing Country through Observations of the Community: A Case Study of the 'Conservation of Biodiversity in the Central Zagros Landscape' Project.**
- Khairabadi, O., Sajadzadeh, H., Mohammadianmansoor, S., 2020. **Assessment and evaluation of tourism activities with emphasis on agritourism: The case of simin region in Hamedan City.** *Land Use Policy*, **99**, 105045. <https://doi.org/10.1016/j.landusepol.2020.105045>
- Lordkipanidze, M., Brezet, H., Backman, M., 2005. **The entrepreneurship factor in sustainable tourism development.** *J. Clean. Prod.*, **13**(8), 787-798. <https://doi.org/10.1016/j.jclepro.2004.02.043>
- Petrova, P., Hristov, D., 2016. **Collaborative management and planning of urban heritage tourism: Public sector perspective.** *Int. J. Tour. Res.*, **18**(1), 1-9. <https://doi.org/10.1002/jtr.2019>
- Redkin, A., Otto, O., 2019. **The role of tourism in sustainable rural development.** *Int Conf Sustain Dev Cross Border Reg. Econ. Soc. Sec. Challenge.*, 993-996. <https://doi.org/10.2991/icsdcbr-19.2019.202>
- Störmer, N., Weaver, L.C., Stuart-Hill, G., Diggle, R.W., Naidoo, R., 2019. **Investigating the effects of community-based conservation on attitudes towards wildlife in Namibia.** *Biol. Conserv.*, **233**, 193-200. <https://doi.org/10.1016/j.biocon.2019.02.033>
- Tamassoki, E., Mohammadi Kangarani, H., Ashtariyan, K., Holisaz, A., Naderi, F., 2021. **Problemology of Iran's Environmental Policy-making.** *Public Policy*, **7**(2), 109-125. [In Persian] <https://doi.org/10.22059/jppolicy.2021.82650>

Tiberghien, G., Xie, P.F., 2018. [The life cycle of authenticity: Neo-nomadic tourism culture in Kazakhstan. J. Tour. Cult. Change, 16\(3\), 234-247. https://doi.org/10.1080/14766825.2016.1258408](#)

Turner, L., 1976. [The international division of leisure tourism and the third world. Ann. Tour. Res., 4\(1\), 12-24. https://doi.org/10.1016/0160-7383\(76\)90050-5](#)



© 2020 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

How to cite this paper:

Yosefi, M., Tamassoki, E., Tamassoki, E., 2022. [Production progress and its role in nomadic ecotourism: A case study of active nomadic ecotourism centers in Fars province, Iran. Cent. Asian J. Environ. Sci. Technol. Innov., 3\(1\), 10-15.](#)