

Assessing Possibility of Tourism Development by Using Tourists` Viewpoints (A Case Study of QouriQal`ah Cave – Iran)

Dr. Nafiseh Marsousi¹, Eghbal Pakhdeh², Edris Babak Hanzadeh³

^{1,2}Department of Geography, Payam Noor University, Iran

³M.A in Geography and Urban Planning, Isfahan University, Iran

ABSTRACT

The village QouriQal`ah one of the deprived villages in Kermanshah province, located in west of Iran, which following exploring a cave with the same name nearby and allocating funding, it is, at the present, one of the aimed villages for tourism in the province, and one of the most important places popular for tourists in the region as well. In spite of magnificent attraction of this national site, however, because of weak advertisement, it is unknown for most of tourists outside the province. The survey aims to assess possibility of tourism development of the complex based on local tourists` comments. We utilized descriptive-analytic methodology, and due to accumulate data, documental and field resources in the form of questionnaire were used. The statistic community of the study was 150 tourists which were selected according to simple accidental estimation formula. Results indicate that there is a meaningful relationship between natural attractions and tourists` needed facilities in the complex and tourism development. Finally, using tourists` viewpoints in order to access sustainable tourism development in the QouriQal`ah cave complex, and talking about vulnerable points, we presented strategies.

KEYWORDS: Rural tourism, Natural attractions, sustainable tourism, QouriQal`ahCave

INTRODUCTION

An increase in population and the outcomes caused by industrial life has increased humans` need to naturally manifested recreational areas in order to refresh oneself from mechanized life and obtain peace of mind (Zarqi& et al, 2009). Tourism and going on a trip is regarded as one of the greatest industries and economical parts in the world, as well as, one of the most important resources for foreign exports and occupational opportunities (Asadi& et al, 2011; Asadi, 2011,; Asadi&etal, 2012). Additionally, ecotourism is known as a resource for development in many developing and developed countries (Azimi, 2005). According to Gorman, archaeological characteristics, cultural heritage, traditions and natural attractions are the most important factors for attracting tourists to Iran (ZamaniFarahani& et al, 2008). Iran is the cradle of one of the richest civilizations in the world which presents plenty of archaeological, historical and cultural attractions for tourists. The remnants of Achaemenians, Sassanians and Islamic culture, gorgeous museums, traditional and popular arts, spectacular perspectives, mountain and coastal resting places, and hunting are some of the most important examples of these attractions (Chakraborty, 2007,). In terms of tourist attractions, Iran is one of the 10 top countries, and in terms of ancient relics it is one of the 5 top countries, possessing Eco tourist attractions and variety of herbal and animal species. Moreover, in terms of handicraft, it is one of the 3 top countries (Zangiabadi& et al, 2006; Tajali, 2006; Zarabi& et al, 2011; Babakhanzadeh, 2010; Taleb& et al, 2008; Asadi& et al, 2011). What is more, Iran owns the biggest world lake in the north, 1200-kilometer coastal line of Persian Gulf in the south, 50 lakes inside the country, 18 of which belong to Ramsar International Convention Lakes, and also Orumiyeh Lake as one of the fifty-nine earth biological reserves. International ponds, caves, waterfalls, mineral water springs, villages with specific attractions (e.g. Kanduvan and Masouleh), and finally, Iran anthropology with diverse peoples are all some of unique attractions and capabilities of ecotourism in Iran, while some of them are international ecotourism centers in the world (Akbari& et al, 2008). One of the most prominent ecotourism attractions of Kermanshah province in the west of the country is QouriQal`ahCave (the biggest water cave in Asia and one of the seven national, natural relic of the country) located in a village with the same name. The importance of this natural phenomenon regarding development of Kermanshah tourism industry is so noticeable that Iranian and non-Iranian mountain climbers, spelunkers and all visitors and skillful speleologists refer to it as the biggest, most splendid and fabulous water cave in the world (Mirzaie& et al, 2011). The study aims to investigate assessing possibility of tourism development of the cave based on tourists` opinions, which considering the aim, its main questions are as follows:

- How much tourism development related facilities does the QouriQal`ah Cave complex possess?

- How much effective is the natural attractions of the QouriQal`ah Cave complex in regard to tourism development?

Proportional to these questions, we can go through the following hypotheses:

- There is a meaningful relationship between the existent facilities in the QouriQal`ah Cave complex and tourism development possibility.
- There is a meaningful relationship between the existent natural attractions in the complex and tourism development possibility.

An introduction to the examined area

QouriQal`ah Cave located in 25 kilometers from the east of Paveh county, 87 kilometers from the west of Kermanshah province, behind Paveh-Kermanshah main road, and on the way to QouriQal`ah village. Since QouriQal`ah Cave has a view of QouriQal`ah village, it has been known so. This cave is the biggest water cave in Asia and the longest cave in Iran (Khaledimaki, 2004). The cave was discovered by three teams of English, American and French spelunkers in 1336, 1345 and 1363, so that the three teams penetrated to the depth of 550 meters. In 1368, Kermanshah spelunkers explored it to the depth of 3140 meters. Thus, the cave revived (Khaledimaki, 2004; Pahkideh, 2011). Registered as one of the seven national, natural relics of Iran, the cave dates back to 65 million ago (Zarabi & et al, 2011). Since late 60's, officials paid more attention to the cave. And after expertly investigating inside and outside of it, its executive performances were started. Finally, its first phase with the length of 550 meters was exploited in June 1999. Since then; it has been visited by local and foreign tourists. At the present, it is known as one of the most important rural tourist attractions of Kermanshah province, and also host for thousands of people from the remotest corners of the country each year. Considering its existing facilities, this recreational-tourist complex has turned into one of the main rural, tourist centers of Kermanshah. The reasons contribute to the importance of the village and the complex as attractive places for tourists in the west of the country include attendance of local, regional, national and even extraterritorial (generally from Kurdistan of Iraq) tourists - because of uniqueness of this complex and the cave - and also their neighborhood to other attractions of the region such as Javanroud border mall (23 kilometers far from them), the beautiful Saraab (spring) of Ravansar (25 kilometers far from them), and provincial attractions like TaqBustan complex in Kermanshah and historical complex of Bistoon as well. In general, concerning the tourism of QouriQal`ah cave complex we can say:

- The natural, national relic of QouriQal`ah Cave is one of the seven natural relics of the country which is known as the biggest water cave in Asia.
- It is one of the most important natural and rural attractions of Kermanshah province, so that 80.6 % of the tourists who visited the complex have introduced it as an attractive place for tourists (Zarabi & et al, 2011).
- Tourists who visit it are mostly local ones especially from Kermanshah, Kurdistan, Azerbaijan Gharbi and Elam. The most important foreign tourists who visit the complex are from Kurdistan of Iraq; with a noticeable increase in their number during the last two years.
- Tourism harbinger of the complex is the first six months of year, especially Nawrooz (New Year) and summer holidays.
- Considering the existing facilities in the complex and its nice perspective, it is one of main non-provincial tourist residence (in the form of tents).
- During Nawrooz (New Year) holidays and throughout summer, the Red Crescent Road Aid and Rescue Base is deployed in the complex.
- In recent years, considering leading Rahyan-e Noor caravans to the region, it is regarded as one of visited places.
- In spring, this complex is also regarded as one of the most important visited places for pupils` and university students' camps.
- The complex is the most magnificent resort for residents of the village and even those of neighboring villages.
- This national relic along with Saraab (spring) of Ravansar are referred to as tourist centers of the region in most of research plans (Pahkideh, 2011; Taheri & et al, 2007; Pahkideh & et al, 2012).

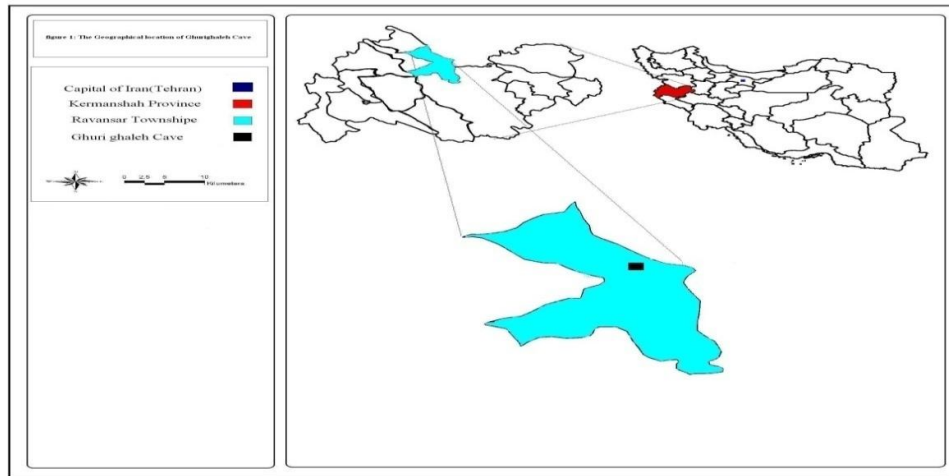


Figure 1: the geographical location of QouriQal`ah cave complex

METHODOLOGY

Based on the aim, our methodology is practical, and according to descriptive- analytic method. Data were collected in two ways: documental (in the form of articles, books, journals, theses and research studies) and also field (in the form of questionnaires). The statistic community of the study contains all those tourists who visited the cave during spring and summer 2012 (Tourism harbinger of the complex) (early June until middle of September), that based on model volume, 150 people from them were selected according to simple accidental method. The researchquestionnaire contains 30 questions, specialized ones of which were composed according to likert spectrum.

Theoretical fundamental principles

Rural Tourism

Nowadays, the tourism industry is the key of economy in most of the countries, especially in the third world countries, insofar as the tourism is of priority over other development programs in these countries(Kaffashi, 2009). Tourism is commonly used as a tool to stimulate marginal economies and to promote development through the jobs and incomes that it can foster (Liu, 2006). Millions of people travel to see and experience natural environments each year and the scale of such movement leads, inevitably, to some disturbance or damage to visited sites (deng, 2002) More tourists are beginning to visit the countryside and seek vacation in rural areas and these new destinations are receiving more attention. Rural areas with their distinctive characteristics, such as pristine environment, beautiful landscape, wide varieties of flora and fauna, village communities and their cultures, provide unique experiences for visitors(Sugiarti, 2003).One of the strategies which has been recently focused on, especially in developed countries, and has had positive consequences is tourism development in rural areas and using various rural natural, cultural attractions as a source of income for villagers as well as sustaining rural unique natural, cultural sources and attractions (Jum`ehpoor& et al, 2011). Rural tourism is such a tourism that for the first time in England and Europe in eighteenth century AD was put forward as an efficient catalyst in order to confront growing imbalance between the supply and demand of labor force, and consequently, as a view of intensification of rural unemployment, prevalence of agriculture and producing local handicraft, improvement of bioenvironmental circumstances, preservation of cultural-native heritages and local ceremonies in villages, decrease of unrestrained emigrations to towns and cities, and so on (Sajjadyan& et al, 2011). Rural tourism is a multilateral activity, and not solely based on agricultural tourism. It includes holidays based on agriculture, interest in nature and ecotourism, hiking, mountain climbing, jockeying, adventure, sport and health, hunting and fishing, scientific, artistic, and historic travels, and – in some areas-ethnic tourism (Akca, 2006).Rural tourism is also defined as a diverse activity of tourism in various rural environments which contains positive and negative effects on villages` environments, humans and nature (Muti`ieLangroudi& et al, 2011). Rural tourism, which is known as a substituting procedure for reaching rural sustainable development, considering increasingly process of the destruction of villages and decline of agriculture, attempts to present new strategies to revive rural areas bydeveloping supplementary activities or evolving this areas according to their natural and human sources (Ghaniyan&etal, 2010). In many countries, rural tourism has enjoyed substantial encouragement, support and, in some cases, directs financial assistance from both the public and private sector (Sharply, 2002). Rural tourism is a special kind of tourism which provides a lot of advantages (e.g. decrease of poverty and making jobs) for promoting villagers` lifestyles,

especially villages with enriched culture (Azimi& et al, 2011). Rural tourism is a multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, art and heritage tourism and, in some areas ethnic tourism (Akca, 2006). Rural tourism is very important for economic development because it has an important role on rural development and therefore planners and experts focus on it (Azmi, 2011).

Sustainable Tourism

Nowadays almost everyone has heard about sustainable development. One of the most referenced definitions of this term is that given by the Brundtland Report in 1987 (Fortuny, 2008). Each year, millions of people travel to visit and experience natural environments. However, such actions, however, cause disorders and losses to these places (Deng, 2002). Since the 1980s, due to severe bioenvironmental crises, the theory of sustainable development was concentrated on by international communities. Additionally, it is emphasized that the existing models and politics of development cannot answer needs, features, and requirements of human life. Thus, a universal attitude about growth and process of development should evolve (Hashemi, 2010). The concept "harmless or sustainable tourism" was put forward through negative outcomes of tourism development in mountainous areas in the late 1970s. Prior to this, tourism development was done regardless of the effectiveness of tourism on nature, weather, water, lands, herbs and animal covering, people and target perspectives (Akbarpoor Saraskanroud & et al, 2011). Sustainable development of tourism is a process that meets the needs of current tourists and host areas. Meanwhile, it supports and promotes future opportunities (Ruknaddin eftekhari & et al, 2011). Sustainability in tourism is defined in different ecological, social, physical and economical levels. Furthermore, sustainability in tourism depends on the quality of the tourists' experience and residents' benefits (Sanayegoldus, 2009). At present, there has not been a universal agreement about the definition of STD (Tepelus, 2005). A general approximation to what STD may be, according to Weaver is: A tourism product that seeks to avoid or minimize environmentally irreversible impacts and preserves cultural heritage at the same time as providing learning opportunities and contributing to the maintenance or improvement of local community structures, including positive benefits for the local economy (Fortuny, 2008). Sustainable tourism development should be seen as an adaptive paradigm, a part of the parental concepts of development and sustainable development, and it should aim at contributing to objectives of sustainable development and development in general by determining specific principles in the light of its parental concepts (Tosun, 2001). Sustainable tourism development is comprehensively considered by researchers like Bramwell & Lane (1993), Owen et al (1993), Murphy (1994), Harris & Leiper (1995) and Tosun (1996) - (Tosun, 2001). In 1988, World Tourism Organization (WTO) explained sustainable tourism principles as follows:

A movement towards management of resources within the framework of removing economical, social and ethical needs, as well as, sustaining cultural consolidation, necessary ecological processes, biological variety, and life sustainable systems (Esmail Zadeh & et al, 2011).

The study Results

The examination of questionnaire analysis results shows that respondents were 74.7 men and 25.3 women. Also, the examination of their ages indicates that 54.7% of them were below 35, and all of them were young. Moreover, 60.7% of them were married and 39.3% were single. The examination of occupational situations of the tourists visiting the complex were as follows: 30.7% self-employed, 25.3% employees, 12.7% students, 10% unemployed, 9.3% housewives, and 2.7% have other occupations. The respondents' education situations were as follows: 35.3% (N=53) under diploma, 31.3% (N=47) BA, 22% (N=33) diploma, 6% (N=9) primary school students, 4.7% (N=7) MA and upper, and one person did not respond to this item. The examination of income situations of the tourists visiting the complex shows that 34.7% had an income under 250,000 Tomans, 27.3% from 250,000 up to 500,000 Tomans, 24% from 500,000 up to 750,000 Tomans, and 5.3% more than 750,000 Tomans per month. And 13% did not respond to this item.

The examination of the tourists' places of residence indicates that 20.7% reside in Kermanshah, 16.7% in other counties of the province, and 62.7% in different provinces of the country. The tourists, who visited the complex from other provinces, were mostly from neighboring provinces (Kurdistan & Elam), and also from big provinces like Tehran, Isfahan and Khuzestan.

Additionally, the examination of the respondents' company situations shows that 47.3% (N=71) with their families, 30.7% (N=46) with their married friends, and 22% (N=33) were single. More, the examination of visit repetition indicates 48.7% (N=73) for the first time, 22.7% (N=34) for the second time, 14.7% (N=22) for the third time, 14% (N=21) more than three times. In addition to the incredible beauty of the cave, one of the most important reasons for travelling to the area is that there are necessary facilities for tourists (i.e. drinking water, parking lots, sanitary services, bowers, and concrete platforms for night stay).

How tourists get familiar with the complex:

The examination of this factor shows that 45.3% (N=68) via their friends and acquaintances, 29.3% (N=44) via mass media, 13.3% (N=20) by passing, 8% (N=12) via Internet, and 4% (N=6) via books and journals got informed with the complex and the cave. What is more, one hundred percent of the visitors said yes to the question "Do you suggest visiting the complex and the cave to your friends?"

The examination of tourists` vehicles for travelling to the area or visiting the QouriQal`ah cave complex indicates that 65.3% (N=98) used private vehicles, 28.7 (N=43) used buses and other public vehicles, and 5.3% (N=8) via tours and travel agencies. It should be said that one person did not answer the item.

The answers for the question "Which season is the best one for visiting the complex?" were respectively as follows: spring (54.7%), summer (33.3%), autumn (8.7%) and winter (3.3%). Considering wonderful elegance of the areas nature and vicinity of the complex in the winter, we can say that the best season for visiting the complex is winter.

Roles of the attractions in the QouriQal`ah cave complex in attracting tourists:

Natural attraction is one of the most important tourism development indexes in Awramanat region. And the QouriQal`ah cave complex is one of the most popular places for tourists, which because of its matchless attractiveness acts as a host for thousands of people from the remotest corners of the country each year. According to tourists, the elegance of the cave is an important factor to attract tourists to the site; so that with the average 4.14 has earned the highest rank. The cool and ideal weather of the complex with the average 4.04 has earned the second, and it'sfascinating outlooks along with inner parts of the cave with the average 4.04 has earned the third rank. Natural and intact perspectives, as well as, constructing the complex using native materials, have doubled its elegance. The complex closeness to Shaho Mountain and virgin jungles around it is other features of its attractiveness; so that with the average 3.93 it is in the fourth place. Presentation of garden (mulberry and walnut) and animal products for sale by native inhabitants is another factor for attracting tourists to the complex; so that with the average 3.90 it is in the fifth place. Handicraft and native productions of the area, other parts of the province, and even neighboring provinces are other features of the complex attractiveness; so that with the average 3.51 it is in the sixth place. Generally, according to Table 1 we can say that the existing natural attractions of and around the complex have had an important role in attracting tourists, among which the internal elegance of the cave has been the most important factor.

Table 1: Roles of the most important tourist attractions of the complex in attracting visitors

Attractions of the QouriQal`ah cave complex in tourists` viewpoints	Very little	Little	Medium	Much	Very much	Average	Rank
Elegance of inner parts of the cave	-	0.7	14	56	29.3	4.14	1
Weather of the complex and the area around it	-	2	32	25.3	40.7	4.04	2
Fascinating outlooks of the complex internal parts of the cave	-	3.3	28.7	33.3	34.7	3.99	3
Mountains and jungles of and around the complex	-	3.3	32.7	31.3	32.7	3.93	4
Garden and animal products	-	7.3	24.7	38	30	3.90	5
Handicraft and native productions	3.3	20	27.3	20.7	28.7	3.51	6

Source: extracted information of the questionnaire

Existing tourism-related conditions and facilities in the QouriQal`ahcavecomplex:

In order to examine tourism-related facilities and bases in the QouriQal`ahcavecomplex, nine factors were used. The selected factors were usually those needed for all tourists. The results are as follows:

Entertainment facilities in the complex: According to visitors, the existing entertainment facilities in the complex were in an ideal situation, so that with the average 4.19 earned the first rank. There are five restaurants in the complex which serve visitors and passengers most of time. One of the noticeable points regarding its entertainment facilities is that most of intercity restaurants and entertainment units are situated in this complex and around it.

Cleanliness of the complex: This factor, with the average 4.01, is in the second place. Enough garbage cans and amassing them has led to the satisfaction with cleanliness of the complex by 68% of visitors.

Access to healthful water: Tourists` access to piped, healthful water is one of important requirements. This factor, with the average 3.88, is in the third place.

Interconnecting conditions led to the complex: The examination of the factor shows that, according to tourists, interconnecting condition led to the complex (with the average 3.42 and being in the fourth place) is in an ideal situation; so that 58% of visitors asserted this factor as good and very good.

Parking and related services: There are two parking lots in the complex which caused 58.7% of visitors asserted this factor as good and very good, so that with the average 3.70 it is in the fifth place. Since most of visitors travel to the complex by private vehicles (65.3%), more parking lots are needed.

Ticket price for visiting the complex and the cave: Visitors were satisfied (29.6%) with ticket price for visiting the complex and the cave, which was in an average level of satisfaction (i.e. they ticked this item as good and very good). Even though, in comparison with similar places (e.g. Ali Sadr Cave in Hamadan and Sahoulan in Mahabad) the ticket price is not high, however, most of visitors were not fully satisfied with it. This factor, with the average 3.66, is in the sixth place.

Stay facilities: One of vulnerable points of the complex is the lack of standard stay facilities. Financial gravity of the inhabitants, the government's disinterest in financing on the case, and a decline in tourist activities in second six months of year, are three important reasons for neglecting this problem. Yet, small rooms for rent and concrete platforms for tenting in the complex gives birth to an increase in the number of visitors in summer nights, especially during holidays. This factor, with the average 3.38, is in the seventh place.

Sanitary services: Due to high rate of the tourists visiting the complex, level of satisfaction with the factor is not ideal, so that 34% of visitors showed dissatisfaction with the problem. This factor, with the average 3.14, is in the eighth place.

Keeping people posted about and introducing the cave: Results indicates that most of visitors were dissatisfied with the case; so that, with the average 3.03, it is in the ninth place. Being open for one decade, the cave unfortunately lacks systematic propaganda via mass media (the country's national channels).

Table 2: Existing tourist-related conditions and facilities of the complex in attracting visitors

Considered indexes	Very bad	Bad	Medium	Good	Very Good	Average	Rank
Entertainment facilities (restaurants)	-	3.3	20.7	29.3	46.7	4.19	1
Cleanliness of the complex	1.3	5.3	25.3	26.7	41.3	4.01	2
Access to healthful water	0.7	9.3	24.7	32	33.3	3.88	3
Interconnecting condition led to the complex	-	9.3	32.7	34	24	3.72	4
Parking and related services	5.3	12	24	24.7	34	3.70	5
Ticket price for visiting the complex and the cave	5.3	12	23.3	0.3	29.3	3.66	6
Stay facilities (rooms for rent, etc.)	12.7	15.3	20.7	24	27.3	3.38	7
Sanitary services	11.3	22.7	24.7	22.7	18.7	3.14	8
Keeping people posted about the cave	16.7	22	21.3	21.3	18.7	3.03	9

Source: extracted information of the questionnaire

Situation of the complex regarding possibility of tourism development:

In order to examine the QouriQal`ahcavecomplex regarding possibility of tourism development, six indexes were utilized. The results are, according to Table 3, as follows:

Security of the complex and the cave: Considering inhabitants` cultural differences with tourists, being located in a border area, and incorrect propaganda about the inhabitants, it is absolutely vital to provide security for the tourists and visitors who come and stay in the area. Examining the factor shows that most of visitors (82%) were satisfied with the security of the area. This index, with the average 4.27, is in the first place.

Satisfaction with local inhabitants: Examining the factor indicates that 75.4% of visitors was completely satisfied with local inhabitants; so that with the average 4.08, it is in the second place.

Tourists` tendency to stay in this complex: Considering visitors` access to necessary facilities in the complex and ideal security in it, most of visitors from other provinces prefer to stay in the complex. The examination of tourists` tendency to stay in the complex shows a very good rate; so that with the average 4.02, it is in the third place. And other cases were respectively as follows: the average for tourists` tendency to visit the cave was 3.98% and in fourth place; no clash among visitors and inhabitants were found, and the average was 3.91 and in fifth place; and management of the complex with the average 3.66 was in the sixth place.

Table 3: Indexes situations regarding possibility of tourism development in the QouriQal`ah complex

Considered indexes	Very little	Little	Medium	Much	Very much	Average	Rank
Security of the complex and the cave	-	1.3	16.7	35.3	46.7	4.27	1
Satisfaction with local inhabitants	-	4	20.7	38.7	36.7	4.07	2
Tourists` tendency to stay in this complex	0.7	6.7	18.7	38	36	4.02	3
Tourists` tendency to visit the cave	-	7.3	25.3	29.3	38	3.98	4
No clash among visitors and inhabitants	-	5.3	32	28.7	34	3.91	5
Management of the complex	0.7	16	23.3	36.7	23.3	3.66	6

Source: extracted information of the questionnaire

Inferential findings

First hypothesis: There is a meaningful relationship between facilities in the QouriQal` ah cave complex and possibility of tourism development.

In order to test this hypothesis, Pearson`s Statistical Test was used. For examining the existing facilities in the complex, we used the indexes mentioned in Table 2 (stay facilities, entertainment, parking, sanitary service and so on), and also in order to assess possibility of tourism development we used the indexes mentioned in Table 3 (security, satisfaction with local inhabitants, management of the complex, and so on). And the conclusion is mentioned in Table 4. Since, the meaningful calculated level (Sig = /005) is less than the meaningful considered level (a = 0/01), we can say that the zero hypothesis is disproved based on no relation between the two variables, however, the conclusive hypothesis is proved (Table 4).

Table 4: "Pearson`s r Test" for examination of existing facilities in the complex and possibility of tourism development

Variable title	Coefficient title	Tourism development
Tourism facilities of the complex	Pearson Correlation	.228**
	Sig.(2-tailed)	.005
	N	150

** Correlation is Signification at the 0.01 level (2-tailed)

Second hypothesis: There is a meaningful relationship between natural attractions in the complex and possibility of tourism development.

In order to test this hypothesis, Pearson`s Statistical Test was used. For examining natural attractions in the complex, we used indexes mentioned in Table 1 (weather, internal elegance of the cave, outlook of the complex and the mountain, and so on), and also in order to assess possibility of tourism development we used the indexes mentioned in Table 3 (security, satisfaction with local inhabitants, management of the complex, and so on). And the conclusion is mentioned in Table 5. Since, the meaningful calculated level (Sig = /013) is less than the meaningful considered level (a = 0/05), we can say that the zero hypothesis is disproved based on no relation between the two variables, however, the conclusive hypothesis is proved (Table 5). According to the earned data, we can say the entertainment complex of QouriQal` ah Cave possesses plenty of potentiality concerning natural attractions for tourism development. Accordingly, it is of immense importance to sustain and focus on them.

Table 5: "Pearson`s r Test" for examination of natural attractions in the complex and possibility of tourism development

Variable title	Coefficient title	Tourism development
Tourism attractions of the complex	Pearson Correlation	.203**
	Sig.(2-tailed)	.013
	N	150

** Correlation is Signification at the 0.05 level (2-tailed)

Conclusion

Considering suggested discussions, earned results from questionnaire analyses, and also the authors` repetitive field observations on the complex, one can conclude that most of tourists who visited the complex were youth, married and self-employed or employees. Educationally speaking, most of visitors had under diploma and diploma degrees, and financially speaking, their incomes were below 500.000 Tomans per month. Geographical distribution of visitors` places of residence indicates that they were mostly from Kermanshah, Kurdistan, AzerbaijanQarbi, Tehran and Karaj, Ahwaz, Elam, Isfahan and other provinces. Tourist visited the complex mostly with their families, and they all (100%) recommend their friends to visit the cave. The main stimulus of more than fifty percent of tourists was to visit the cave. And the way of their familiarity with the cave was mostly through their friends and acquaintances. Most of tourists used private vehicles to visit the complex, and preferred spring and summer as the best seasons of visit. Elegance of the cave and weather of the complex, and also its beautiful perspective were pointed to as the most satisfactory parts of natural attractions in the area. As well, entertainment facilities, cleanliness of the complex, and access to healthful water were pointed to as the most satisfactory parts of tourism-related facilities and bases in the complex. Also, the most dissatisfaction was in regard to getting familiar with the cave, sanitary services, and stay facilities.

According to visitors, security of the complex and satisfaction with local inhabitants were in a high level. These factors and others resulted in an increase in visitors` tendency to nigh stay in the complex. Additionally, the examination of hypotheses tests shows that there is a meaningful relationship between possibility of tourism development and tourism-related facilities and bases and natural attractions. Generally, according to its facilities and incredible elegance, this complex can be one of top centers for rural tourism in this province and even the west of the country.

Suggestions

- To introduce QouriQal`ah Cave as the biggest water cave in Asia via mass media (national group media and provincial channels of the country);
- To seek to attract government sector investments in order to present necessary services to visitors;
- To encourage private sector to invest in the stay part of the complex;
- To accelerate in fulfilling the second phase of the cave by Kermanshah Cultural and Tourism heritage Organization;
- To identify tourism aim market and recognize its needs precisely;
- To pay special attention to foreign tourism of the complex (i.e. Kurdistan if Iraq) and plan for it;
- To organize peddlers of the complex;
- To supervise and control prices (especially in crowded days) and sanitary affairs carefully;
- To stay in touch with the tour and travel agencies of the country and the area in order to lead tourists and visitors to the complex;
- To establish a pathology and assessment committee on the process of developing tourism performances of the complex in Cultural Heritage Organization;

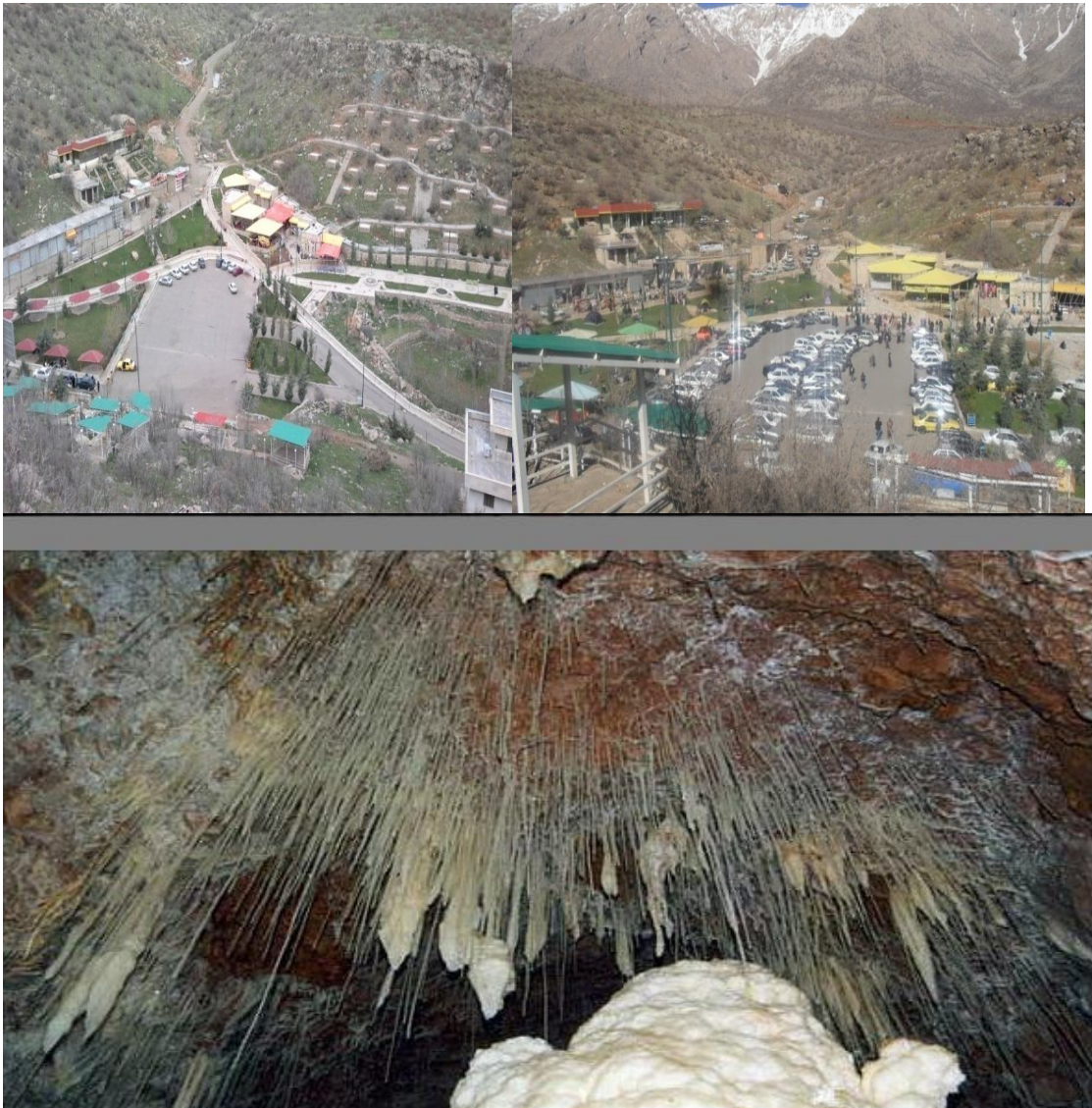


Figure 2: QouriQal`ah cave complex

REFERENCES

- 1-Acka, H (2006), Assessment of Rural Tourism in Turkey Using SWOT Analysis, *Journal of Applied Sciences* 6(13), pp. 2837-2839.
- 2- Akbari, S. Bemanian, M. R (2008), rural ecotourism and function in sustainable development kandovan village, *Village and Development Magazine*, 11th year, vol 1, Pp 131- 150
- 3- AkbarpoorSraskanroud, Rahimi,M.Muhammadi, F (2011), An Assessment of the Effects of Tourism Prevalence on aspects of Sustainable Development, a Case Study:HashtroudTown, *Regional Planning Magazine*, first year, No 3, pp. 93-104.
- 4- Asadi, R.Daryaei,M.Babakhanzadeh, E (2012), An investigation of domestic urban tourism by using statistical models(A case study of Kermanshah City), *Journal of American Science*, 8(10), Pp 667- 674.
- 5- Asadi, R.Daryaei, M (2011), Strategies for Development of Iran Health Tourism, *European Journal of Social Sciences*, Vol. 23, pp. 329-344.
- 6- Asadi, R (2011), Strategies for Development of Iran Cultural Tourism, *Australian Journal of Basic and Applied Sciences* 5 (8), pp. 1021- 1034.
- 7- Azimi, N (2005), the Economics of Tourism-Maximising the Benefits of Ecotourism for the Locality, *Environmental Sciences* 9, pp. 43-52.
- 8- Azimi, A. Imani, B.Mohammadjani, M (2011), Habitants Attitude of Vakilabad Village About Tourism Profit for Local People, *Geography and Environmental Planning*, 21th year, Vol. 40, No 4, pp. 105-116.
- 9- Babakhanzadeh, E(2010), An Investigation into Tourist Attractions in Awramanat Region and Its Role in the Region's evolution, the thesis of MA in Geography and Urban Planning, Isfahan University, Literature and Humanities College.
- 10- Chakraborty, A. Chakravarti, B.K (2007), *Global Tourism*, APH Publishing Corporation, New Delhi.
- 11- Deng, J. King,B.Bauer,T (2002), Evaluating Natural Attraction for Tourism, *Annals of Tourism Research*, Vol. 29, No 2, pp. 422-438.
- 12- Esmaeilzadeh, H.Sarvar, R (2011), Analysing the Impact of International Conferences on the Growth of Nature Based Tourism, *Geographical Journal of Tourism Space*, Malayer Branch, first year, No 1, pp. 115-144.
- 13- Fortuny, M.Soler, R. Canovas, C. Sanchez, A(2008), Technical approach for a sustainable tourism development Case study in the Balearic Islands, *Journal of clear production* 16, Pp 860-869.
- 14- Ghanyan, M.QadiriMasoum,M.MutieLangroudi,S. H.Zarafshani, K (2010), Analysis of Rural Tourism Aspects with Gender Procedure from the Viewpoint of Host Community (a Case Study of Awramanat Region), *Women in Development and Politics Magazine(Women Research)*, 8th period, No 3, pp. 93-109.
- 15- Ghanyan, M. Khani,F.Baghaie, L (2011), An Investigation into Entrepreneurship Environment in Rural Tourism, a Case Study: Awramanat Region), *Rural Research*, second year, No 3, pp. 99-123.
- 16- Hashemi, S. M, Husseinpoor, S. A (2010), Revising and investigating Tourist-accepting Effects of Rural Areas in a meta-analysis procedure emphasizing fields of prevalence of Tourism Industry, *Urban Management Magazine*, No 26, pp. 207-224.
- 17- Hashemi, N (2010), Role of Ecotourism in Rural Development, *Village and Development Magazine*, 13th year, No 3, pp. 173-188.
- 18- Jumeipoor, M.Ahmadi, Sh (2011), The Effectiveness of Tourism on Sustainable Rural Livelihood, a Case Study:Barghan Village - Sawjabalagh Town, *Rural Research*, second year, No 1, pp. 33-63.
- 19- Kaffashi, M (2009), the Role of Education in Tourism Industry Boom and Tourist Satisfaction in Iran, the *Journal of Modern Thoughts in Education*, Vol. 7, No 4, pp. 141-164.

- 20- Khaledimakki, M (2004), *Awramanat Tourism Attractions (Qouriqal'eh Cave: the Biggest Asian Water Cave)*, Kawsar Cultural-Artistic Publishing Corporation, 1th edition.
- 21- Liu, A. Wall, G (2006), *Planning Tourism Development: A Developing Country Perspective*, *Tourism Management* 27, pp. 159-170.
- 22- Mirzaie, R. Sam Aram, E. A.Khaksari, A (2011), *The Role of Tourism Industry in Occupation and Comparing It with Other Economic Parts, a Case Study: Awramanat Region, Kermanshah Province*, *Welfare Planning and Social Development Magazine*, No 4, pp. 1-34.
- 23- MotieeLangrudi, S.H.Nosrati, M(2011), *Tourism development in rural areas of karganrud based on tourists opinions*, *Geography and Environment planning Journal*, 22th Year, Vol 41, No 1, Pp 69-84.
- 24- Pahkideh, E (2011), *Spatial Analysis of Cultural-Natural Tourism Potentiality inAwramanat Region Using GIS*, Grant's Research Plan, PayamNoor University.
- 25- Pahkideh, E.karimi, J (2012), *an Investigation into Tourism Potentialities and Capabilities in Awramanat Region Using GIS*, the First Geography and Tourism Congress in the third Millennium, Azad Islamic University- Najaf Abad Unit.
- 26- RuknuddinEftekhari, A. R.Mahdavi, D. Pourtaheri, M (2011), *An Assessment of Tourism Sustainability in Iranian Historical-Cultural Villages Emphasizing Tourism Sustainable Development paradigm*, *Tourism Research Magazine*, No 14, pp. 1-39.
- 27- Sajjadyan, N. Sajjadyan, M (2011), *Rural Ecotourism Capabilities in Mazandaran (zonation , Preservation and Development Management)*, *Urban Management Magazine*, No 27, pp. 59-78.
- 28- Sanayegoldouz, S.Makhdoum, M(2009), *Appraising psychosocial carrying capacity of Ecotourism in Sacred and Energetic Sites(Case Study: Takht-e SoleimanThrone of Solomon, iran)*, *journal of Environmental Studies*, Vol 35, No 51, Pp 13-16.
- 29- Sharpley, R (2002), *Rural Tourism and the Challenge of Tourism Diversification: the Case of Cyprus*, *Tourism Management* 23, pp. 233-244.
- 30- Sugiarti, R. Ernawati,D.Birtles, A (2003), *the Potential for Developing Ecological Sustainable Rural Tourism in Surakarta, Indonesia*, *Asian Journal on Hospitality and Tourism*, Vol. 2, No 2, pp. 78-90.
- 31- Taheri, K.Khalesi, F.Pahkideh, E.Taheri, M (2007), *Tourism Development Model of Ravansar Town Based on Geotourist Performance*, 26th Earth Sciences Conference.
- 32- Tajali, M (2006), *An Investigation of Economic Impacts of Tourists in the Islamic Republic of Iran*, the thesis of MA in Economic Sciences, Alzahra University, Tehran.
- 33- Taleb, M.Bakhshizadeh, H. Mirzayi, H (2008),*Theoretical Foundations of rural social participation in planning rural tourism in Iran*, *Village and Development Magazine*, 11 th year, vol 4, Pp 25- 52.
- 34-Tepelus, C. M. Cordoba, R. C(2005), *Recognition schemes in tourism- from "eco" to "sustainability"?*, *Journal of Clear Production* 13, Pp 134-140.
- 35- Tosun, C (2001), *Challenges of Sustainable tourism development in the developing world: the case of turkey*, *tourism management* 22, Pp 289- 303.
- 36- ZamaniFarahani, H.Ghazali, M (2008), *Residents Attitudes and Perception toward Tourism Development: a Case Study of Masoole – Iran*, *Tourism Management* 29, pp. 1233-1236.
- 37- Zangiabadi, A. Mohammadi, J.Zirak bash, D (2006) *Analysing the market of internal tourism of Isfahn city*, *Journal of Geography and Development*. No 8, Sistan and Baluchistan University, Iran Pp: 131-156
- 38- Zarghy,A. H. hosayini, S.H.Ejtehadi, H. Melati, F (2009), *The effect of ecotourism on plant biodiversity in Tandore National Park*, *Biology Journal, Garmsar Azad Islamic University*, Vol 6, No 3, pp 47-54.
- 39- Zarabi, A.Muhammadi, J. Babakhanzadeh, E (2011), *Analyzing Tourism Abreactions and Facilities in Awramanat Region* , *Geography and Environmental Planning Journal*, 22th year, Vol. 43, No.3, pp. 35-52.