The Evaluation of an Organizational Structure of the Islands to Develop Ecotourism and their Change into Tourism Poles through Local Architecture and Environmental Protection Approach

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Abstract. Ecotourism is a type of tourism that is mainly based on special interests of natural history of an Area. The islands are one of the areas of Ecotourism and tourism development. Island tourism development is a tool that gives islands a new life as well as causing their development. On the other hand, tourism development of the islands will have irreparable damage and losses without having proper planning framework. Therefore, according to capabilities and environmental characteristics of the island, a particular kind or a combination of approaches and strategies have to be used for their tourism development. The purpose of this study is to investigate the impact of the construction of tourist centers with environmental approach in order to recognize the importance of creating welfare facilities for tourist attraction and facilitate their travel. So, after examining the concepts of ecotourism, local architecture and the existing potential of the island, we have tried to assess how an island is capable of becoming a tourism area with minimum damage to the environment. Accordingly, SWOT is used to determine the weaknesses, strengths, opportunities and threats in the island and draw conclusion. The findings of the study show that thinking about sustainable development with designing urban space can attract attention and provide local identity, new urban development, youth generation training and more important than all attachment feeling that cause quality promotion of mankind life environment and protect life ability which is final target of urban designing as well as main bases of sustainable urban development.

Keywords: Ecotourism, Islands, local architecture, SWOT analysis, strategic Strategies

1. INTRODUCTION

Nowadays tourism has got a different concept as well as taking place for different purposes such as pilgrimage, having fun, and spending leisure time. Tourism activity is based on resources that the natural environment and mankind provide them with. It is worth mentioning that using the natural environment for tourism purposes both needs appropriate facilities and conditions as well protecting the environment. These two above mentioned can be achieved through evaluation of environmental capabilities, determining serving capacity, and estimating tourism demands (Alvani and Pirozdokht, 2006: 12)

Ecotourism is a type of tourism that is mainly based on special interests of natural history of an area. These interests represent suitable replacement to mass tourist pattern throughout the world with social and environmental conditions. Ecotourism is among the activities which if it takes place well can lead to environment protection against destruction of natural sights, wildlife life threat, creating different pollutions and finally, dimensioning native and local communities (Rezvani, 2003: 143).

In this Article we have tried to investigate the ecotourism centers in the islands based on local orientation and environmental Approach. Therefore, firstly the necessity of creating local orientation urban space has been evaluated and then through investigating the recognition of an urban space and local orientation concepts, cultural features and behavioral patterns of the islands with method analysis and through investigation of available patterns as a case study at format of physical, functional and Meaning criteria have been offered.

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Methodology
This research has tried to investigate the available potential at the islands as well as evaluating how an island can have the capability of becoming a tourist attraction. In this respect the study is considered as qualitative one. In order to analyze the situation of the island's tourist, SWOT analyses have been applied.

The definition of ecotourism
Tourism has always been a factor to economic growth. This industry can make economic and social changes. Tourism affects country’s economy through national income, employment, price change and national trade balance (Ranjbarian and Zahedi, 2000: 66).

The perspective of some scholars on the definition of ecotourism
Ecotourism is a travel to nature while protecting the ecosystem and respecting local communities. In this definition in addition to natural resources, the values of local people and the necessity of balance creation between natural resources, tourism, local society and tourists have been paid attention to as well (Tisdell, 2000: 534)

Hector Sebvas Lazkuri is one of the firsts who provided a clear definition for ecotourism in the year 1980 which are as follows: "Ecotourism is the travel to untouched natural areas in order to learn, praise and use natural sights, wild life as well as taking benefit from ancient culture and current local people" (Blangy and Mehta, 2006: 123). International union of nature protection has defined ecotourism as “responsible travel to somewhat untouched areas in order to enjoy the nature as well as not leaving negative impacts on it and providing social-economic participation of local population.

Ecotourism's Triple Aspects
Ecotourism has to emphasize the following basic axes based on scientific, social and economic triple aspects (Goeldner et al., 2000: 12):

- **Scientific**: 1. Good recognition and paying attention to natural capacity of ecosystems in order to guarantee the better protection, rebuilding or their optimal and sustainable production. 2: Protection of natural, cultural and religious heritage. 3: Valuing the heritage through providing the tourist and local people with information, as well as permanent education

- **Social**: 1: Recognizing and respect to the very important role of people and local communities as well as involving them in decision making, planning and the implementation of the projects. 2: Respecting the livelihood needs and local communities’ dependence to forest, arena and forest resources. 3: Positive exchange between tourists and host local communities and promoting the culture of natural and cultural heritage protection among tourists and hosts. 4: Life quality promotion and scientific awareness of local communities.

- **Economic**: 1. Income to local communities and fair share of the revenues. 2: Assigning some parts of the incomes to heritage management and protection. 3: Economizing ecotourism to its organizers as well as paying close attention to receive positive results in projects implementation.

Different Types of Ecotourism
Since now different and several classifications have been proposed about ecotourism. The current study has tried to provide some of the main and more famous classifications below: (Amin Zadeh, 2008):
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Hard and Soft Ecotourism

Lirman and Darset, were among the first individuals who considered the difficulty degree of the ecotourism respectively. In soft or easy ecotourism, more facilities have been considered for the eco-tourist. In hard or professional ecotourism, there are more interactions between eco-tourist and natural environment as well as using the least support facilities (Amin zadeh, 2008). Ecotourism would be harder if the support facilities were fewer respectively.

Tourists who choose soft and easy activities are having less adventure as well as taking less risks, but tourists who welcome hard and adventurous activities are having more tolerance and may accept the possible risks.

Table 1. The comparison made between soft and hard Ecotourism.

<table>
<thead>
<tr>
<th>Ecotourism soft (easy)</th>
<th>Ecotourism hard (technical)</th>
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<tbody>
<tr>
<td>Large groups</td>
<td>Specified travel to the nature</td>
</tr>
<tr>
<td>Diverse travel experience</td>
<td>Long and deliberate exposure to nature</td>
</tr>
<tr>
<td>Accidental exposure to nature</td>
<td>strong interest and commitment</td>
</tr>
<tr>
<td>Average interest and commitment</td>
<td>Visiting the pristine and untouched areas</td>
</tr>
<tr>
<td>Visiting reformed and favorable areas</td>
<td>Benefiting Few tourism services</td>
</tr>
<tr>
<td>Benefiting plenty of tourist</td>
<td></td>
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</tbody>
</table>

Active and Inactive Ecotourism

In an active ecotourism, the emphasis is on the activities which lead to changes in tourists’ behavior and consequently leads to environment protection, but in an inactive ecotourism, the emphasis is only on tourists’ satisfaction and welfare.

Right and False Ecotourism

In ecotourism, integrity, sustainability, beauty of environmental set is considered as something good, and the opposite is not acceptable at all.

Principles of Ecotourism

In general, the main principles of ecotourism in some cases can be explained as follows (Goeldner, 2000: 500):

- Diminishing the negative cultural and environmental effects
- Educating the tourists about the importance of environmental protection
- Straight income creation to protect and manage natural resources and areas under protection
- The emphasis on using social studies and basic environment as well as controlling and supervision on long term plans
- Maximizing the economic resources for the host country, local businesses and local society particularly those who live in the nature and areas under protection.
- Emphasis on infrastructures which are designed in coordination with the environment
- Minimizing fossil fuels use and protecting wild life

Sustainable Ecotourism

Sustainable ecotourism in terms of ecology is an ecotourism which responds to current eco-tourists’ needs as well as protecting and developing opportunities for future eco-tourists. The main motivation of traveling to nature, in sustainable ecotourism, is to visit natural attractions of an area including its physical features and local cultures (Zahedi, 2006: 76).
Society oriented Ecotourism

Society oriented ecotourism means that society has required control as well as being involved in ecotourism projects. So far, three main types of ecotourism have been identified which the first type suggests the ownership and management of society to the related projects. The second type includes the presence of families and groups in the society and the third one suggests cooperation between society and families with foreign business colleagues (Mahalati, 2011: 44).

The impact of ecotourism on islands

Nearly under developed countries had dramatic effects on the environment and culture due to tourist attraction which is much higher than developed countries. Many of these small countries are the islands which rely on natural resources, climate and landscape in attracting tourists. Mostly sun, sea and sand have given these islands a competitive mode for tourism activities (Mahalati, 2011: 66). These activities are centered in coastal areas which causes changes to the natural environment.

Local-oriented Architecture

The issue of local-oriented architecture was seriously paid attention to in 18th century and 1960s is considered as an utmost importance in this regard. After 1960s due to modern architecture growth, spread and the appearance of its shortages, the doubts about modern architecture were raised. It was also after 1960s which local architecture was looked at as an architecture for finding solutions in getting rid of these shortages. Therefore, the aims behind conducting local-oriented architecture studies is to investigate and identify its features and find ways to recreate its governing logical principles. This cannot be done through just copying its appearance but through identifying its main governing principles.

The social - cultural benefits of ecotourism on the islands with Local-oriented architecture approach

- If the economic benefits of tourism is well shared in the island, the living standards would increase and help improving social services and facilities
- The possibility of cultural exchange between the locals and tourists.
- Local people’s feelings when their culture is praised and acknowledged by tourists.
- Maintaining the customs and traditions of the old, traditional context of the Island, Games and local events.
- Raising the level of general well-being of the indigenous inhabitants of the island and involving local communities in tourism
- Preserving and protecting traditional landscapes and ancient monuments.
- Reviving old customs, the local language, local markets, dance, music and local customs of the island, arts and crafts and protect cultural and historical heritage.

The analysis of the findings based on SWOT

Regarding the great effect of tourism on economic, social and cultural realms in today communities, there should be a wise management and right planning in order to spread tourism (Mahalati, 2001: 6). This study has tried to point out its strengths and weaknesses through using SWOT analysis.
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Determining the existing weaknesses, strengths, opportunities and threats in the island in order to change into poles of tourism with Local approach

Table 2. The existing Weaknesses, strengths, opportunities and threats in the island order to change into poles of tourism with Local approach.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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| • Lack of local recreational space  
• Inappropriate Construction  
• Construction without a permit or coordination with the Municipality, institutions, organizations.  
• Disturbance in the rules and ignoring the topography and natural features of the islands  
• Inappropriate construction with the shape of the land and natural identity loss of area  
• No public arena for conflicts and social movements  
• Lack of readability and identity in new developments.  
• Slight slope to the sea  
• Wide streets in the islands site  
• No noise pollution in the islands site  
• Clean air and the silence in the islands site  
• The maximum neighborhood of the islands site with nature (the sea, mountains and pristine natural spaces)  
• Natural environment, river, hills, mountains in the islands site  
• Open and vast fields and unspoiled natural lands within the island site | • The ability of taking Advantage of favorable winds on the island site  
• The ability to protecting the buildings against the wind  
• The ability of improving local people's lives and improve the services and facilities  
• The possibility of cultural exchange between locals and tourists  
• Protecting Traditional sightseeing and protection of monuments and antiquities  
• Reviving old customs, Local language, local markets, Dance, music, culture and local Crafts.  
• Engaging local communities in the island’s tourism  
• Strengthening and supporting local services such as public transportation and Health care | • The existence of valuable monuments on the island  
• Lack of adequate water supplies on the island  
• Jeopardizing the cultural and historical resources of the society due to continued visit tourists  
• Ignorance lack of funds for restoration and maintenance of historic and ancient sites  
• Population increase on the island  
• Traditional-cultural Conflict between tourists and locals. |

Discussion, Interpretation of results and mining the strategies

Based on the obtained results in the previous section, generally four types of competitive/offensive strategy SO, variability based on ST, Revised based on WO and the defensive based on WT can be designed in order to analyze all strategic factors (opportunities, threats, strengths and Weakness) in development of ecotourism industry. The existing guidelines would be analyzed in each of the strategies:
Competitive / aggressive Strategies SO

The strategy shows the desired status, and movement from every location in SWOT matrix to this status is ideal which by relying on we can use all positives points, advantages and fitness in order to maximize situations, demands and opportunities. It will be interpreted as follows:

- Strengthening and increasing facilities at tourism resources with national and international importance in islands.
- Development of recreation and entertainment spaces through tourism attraction development in order to increase accommodation time span of tourists, especially foreign tourists.
- Planning in order to attract tourists from other countries will lead to an increased investment in other areas as well.
- Planning in order to spread Handcraft industry and other related careers in in order for job creation purposes as well as sustainable income.
- less restrictions for foreign tourists (Especially Visa And Religious Issues)
- Using the experienced experts in order to create cooperative organizations as well as islanders education about tourism
- Creating coordination between institutions and different related sections in order to consolidate the Ecotourism functions by holding meetings and implementing management measures.
- Private sector investment in tourism industry through transparent building policies of the government and the locals.
- Major focus of tourism activities on exploitation of resources And available attractions

Variability Strategies based on ST

The aim of this strategy is the maximum exploitation of the strength and inside part benefits in order to oppose with bottlenecks, threats and confronting external problems (environmental) as well minimizing them. It is all done through the following strategies:

- Increasing the allocated budget to the development of tourism attraction and creating transparent management in order to achieve tourism development.
- Increasing advertisement at media as well as getting rid of bad effects of tourism in people’s mind.
- Strengthening the physics of the city, increasing visual quality of spaces and ecotourism attraction in the islands.

Revised Strategies based on WO

The aim of this strategy is to reduce and minimize weaknesses and to maximize the opportunities, situations and strengths. It is all done through the following strategies:

- Strengthening transportation inside and outside the islands as well as increasing transportation services to tourism attractions.
- An effort to identify and record the tourism attractions in national and international lists in order for more recognition as well as creating tourism centers with regard to the island's capability.

Defensive Strategies based on WT

The aim of these strategies is to minimize weaknesses as well as the threats and external problems. In this state which is the most worried strategic position, there is a need for reevaluation, reform and strengthening the structure, performance, goals and strategic policies.
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- An effort to depict a good picture of an island in international level as well encouraging people in order to participate in formation of non-governmental Organizations (NGO).
- Taking good care of the city and preventing any insecurity in the host island, especially old localities.
- Application of good and effective management at tourism planning in order to increase investment on tourism industry.
- Educating people how to greet sightseers
- Developing especial laws and regulations for optimal use of attractions and prevention from any destruction and pollution

Conclusion

Tourism is the most important factor of development, foreign exchange gaining activity which lead to economic and social development in the region as well as fair distribution of income and creating employment. In this process, the tourists turn to the nature which is mostly coming from artificial life and frustration arising from the crowded habitations, interest and a growing desire to discover and identify wide range of values, activities and cultural exchanges. These all have depicted an interesting and valuable issue known as tourism. A growing desire to know the characteristics of natural and cultural heritage, monuments and indigenous communities, the values which may native inhabitants even be deprived of. The findings of this study show that tourism has both positive and the negative impact on the host island. The amount and intensity of the effects are determined through some factors such as the possibility of tourism expansion, flexibility of ecotourism, patterns and the amount of facilities development as well as the of the host country, island and the tourists. Underdeveloped countries had somewhat significant effects on their environment and culture as a result of tourism, which is higher than developed countries. Many of these small countries are the islands which rely on natural resources; climate and attractive landscape in order to attract tourists. Activities are concentrated in coastal areas and consequently cause changes in the natural environment. It is worth mentioning that the tourism industry is often one of the main foreign exchange generators in these small countries. So it is no surprise that the government is trying to attract more tourists through promoting camps and tourism facilities in air and sea units. "Capacity or non-acceptance" means that when the effects of tourism on the environment and society were analyzed, they are usually referred to. No one has "measurable threshold capacity" which is useful for all or some countries, while there is no general definition of the capacity to include all issues of society. Cultural and historical tourism, though so far had the dominant role in the tourism industry and has many irreplaceable advantages, has limited market than other branches of tourism. Ecotourism development through local architecture in the region with the aim of protecting the environment doesn't require vast investments in infrastructure facilities such as hotel and roads. Ecotourism needs human resources more than welfare and accommodation facilities. That’s why there is no need for big investment, while on the other hand can provide job opportunities, and its benefits are directed to indigenous peoples and poor host community of the island. According to what was said, we can say that the development of tourism in the island with local approach and through providing new employment opportunities for the people of the island is a means which gives them a new life as well as leading to its development. On the other hand, the island's tourism development without proper planning framework will lead to irreparable damage and losses. In the research through considering the capabilities and characteristics of the island's environment, strategic strategies were provided in order to transform the islands into tourist poles that seeks specific type or a combination of approaches and strategies, especially strategic planning for the development of islands' tourism.
REFERENCES


