

Development of Cultural Tourism for Declining the Negative Impacts of Eco tourism in Guilan Province Based on Sustainable Paradigm

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Abstract— over the last two decade especially after the end of Iran-Iraq war in 1986 the standards of living condition in Iran has improved. This improvement can be seen in the substantial increase in the rate of car ownership and the rise of family incomes. This condition has led to the surge of tourism activities. Under the general tourism policy of government, and lack of clear tourism planning in the past years, there has not been adequate investment in tourism sector, consequently, the development of different touristic sites have been limited. As a result, people for spending their leisure time have mainly been attracted to the natural environment, thus, eco tourism has considerably been expanded. However, this trend was occurred unplanned subsequently, the ecotourism has changed to mass tourism in Guilan and the nature is getting under huge pressure. For illustration, recent statistics from Iran's Protection Environment Organization indicates that about 85% of Guilan's natural resources are in real danger because of tourism activities (IPEO, 2009). Tourism policy now searches for softer and locally integrated models of tourism development. The need to protect the environment, the gradual expansion of alternative tourism and the promotion of 'locality' in planning constitutes basic priorities of tourism policy. The purpose of this paper is to provide an assessment between ecotourism as a dominant shape which has change to mass tourism and other alternatives based on local circumstance.

A growing concern exists that without finding new alternatives controlling these impacts on the environment will not be possible and the expansion of mass tourism often functions as a serious obstacle for local awareness. Also It is really essential to improve this high potential tourism shape to minimize seasonality and unplanned of the tourist flow to make a proper plan and strategy to achieve better usage of the country's resources including natural and cultural resources. To alleviate the existing trend of mass tourism and its negative environmental impacts, we attempts to explore the possible opportunities for different kinds of tourism activities in Guilan province; therefore, I have tried to plan other shapes of cultural tourism like Bazaar tourism.

Keywords- Rasht metropolis; Bazaar tourism; Tourism planning; eco tourism; cultural tourism

I. INTRODUCTION

The tourism industry is arguably the most rapidly growing industry in the world (Mbaiwa et al, 2009). With increasing mobility of people, information, and capital on a global scale, the world has seen strong growth in tourist flows, foreign direct investment and collaborations between regions in tourism industry. Governments are becoming increasingly aware of the positive benefits of tourism in terms of generating foreign exchange revenues, attracting investment, creating employment opportunities, not to mention the spillover benefits to other segments of the economy. As global competition heightens, countries, particularly developing countries, are working hard to promote tourism as a main driver of development. Today, according to the World Travel and Tourism Council (WTTC), tourism is the world's largest industry. It generated 235 million jobs in 2009 and real GDP growth for the travel and tourism economy is expected to be 0.5% in 2010, up from -4.8% in 2009, but to average 4.4% per annum over the coming 10 years (WTO, 2010). However, tourism worldwide is facing a growing number of challenges in developing, managing and marketing their products in a competitive, complex and rapidly changing environment. The generation and use of knowledge to feed innovation and product development is crucial for the success of both tourism destinations and enterprises (Albino et al, 2010). In recent years, improving the environmental performance of tourism has received increasing attention in all over the world (e.g. DITR, 2002; TQ, 1997; UNEP IE, 1995), the trend which need to be sustainable in all aspects-environmentally, socially and economically. Tourism can be a powerful economic engine, which, if properly managed, can lead to increased welfare at lower environmental and social costs in comparison with other economic sectors. However, when poorly

developed it can also lead to the collapse of the resource base it uses, with negative consequences for destinations, surrounding regions or even entire countries (Dinica, 2009).

Concepts imbedded in such terms as ‘sustainable tourism’, ‘responsible tourism’ and ‘ethical tourism’ aim to address environmental impacts of the tourism. Hence, sustainable development became a buzzword within the international development community (Ahn et al, 2002). There are a myriad of definitions for sustainable tourism, including eco-tourism, green travel, environmentally and culturally responsible tourism, fair trade and ethical travel. The most widely accepted definition is that of the World Tourism Organization. It defines sustainable tourism as “*tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.*” (WTO, 1996).

Sustainable development evolved from maintaining natural resources for present and future generations to emphasizing values associated with cultural and community diversity, concern for social justice and fairness, and a strong orientation towards stability. Sustainable development has, as a result, been applied to tourism, particularly tourism that relies on natural resources and involves human beings and their cultures. The sustainable development approach to plan tourism is important because most tourism development, involving stakeholders such as tourists, tourist businesses and community residents, depends on attractions and activities related to the natural environment, heritage and culture (Ahn et al, 2002). Although there is not accurate accepted definition applicable to all visitor attractions (Leask and Fyall, 2006; Swarbrooke, 2002), sustainable tourism was designed not to stop tourism, but to manage it in the interests of all three parties involved - the host habitats and communities, the tourists and the industry itself. It seeks a balance between development and conservation and finds the best form of tourism for an area taking into account its ecology and its culture. Sustainable tourism desires to integrate tourism into a balanced relationship with broader economic development. That is the way in which sustainable tourism fulfils its requirement to think holistically, and is one of the approaches to responsibility in business, not just a business for its own sake. All in all, sustainable tourism should not adversely affect the environment. However, it should be acceptable to the community; profitable for businesses also satisfy the visitors.

Situated in northern part of Iran, Guilan province is known as the most famous destination for eco tourists from all over the country due to having sea, forests, mountains, rivers, wetlands, and so on. Basically, tourists come to Guilan province for

using nature and the increasing rate of this activity is threatening the natural eco system.

Over the last two decade especially after the end of Iran-Iraq war in 1986 the standards of living conditions in Iran have improved. Some aspects of this improvement can be seen in substantial increase in the rate of car ownership and the rise of family income. For instance, the number of private cars annually registered in the country surged from 65620 in 1991 to 1170581 in 2009 (Table 1). In this respect also we can see the share of family travel cost from total living expenditures has increased from 8.5 percent in 1991 to 17.5 percent in 2008 (SCI, 2010). This condition has led to the tremendous increase in tourism activities in the country.

TABLE I. ANNUAL REGISTERED VEHICLE IN IRAN (1991-2009)

Year	All Vehicle	Private Car
1991	142027	65626
1996	164899	109552
2001	451984	271886
2005	2054322	831829
2006	1932608	896483
2007	2183221	889213
2008	1888514	1007403
2009	2005475	1170581

a. Source: Statistical Center of Iran (SCI), 2010

Under the general tourism policy of government, and lack of clear tourism planning in the past years, there has not been adequate investment in tourism sector, consequently, the development of different touristic sites have been limited. As a result, people for spending their leisure time have mainly been attracted to the natural environment, thus, eco tourism has considerably been expanded. However, this trend has occurred unplanned subsequently, the ecotourism has changed to mass tourism in Guilan and the nature is getting under huge pressure. For illustration, recent statistics from Iran's Protection Environment Organization indicates that about 85% of Guilan's natural resources are in real danger because of tourism activities (IPEO, 2009). To alleviate the existing trend of mass tourism and its negative environmental impacts, this article attempts to explore the possible opportunities for different kinds of tourism activities in Guilan province.

II. METHODOLOGY

The survey on which this paper reports was undertaken in Guilan province, Iran. Two types of data have been employed in this research, primary data (field survey), and secondary sources including reports and previous studies. The results of this paper are based on the analysis of the field data and the content analysis of previous studies on tourism activities in similar regions.

A questionnaire was designed to collect information mainly on the travel destination of tourists arriving in Guilan province. Questions were related to the goals sought by travelers, their travel motivations and attractions that draw the travelers to Guilan Province. Survey was conducted in three separate periods, July and August in the years 2007, 2008 and 2009. A total of 1200 individuals were interviewed in each period.

III. INTRODUCING THE STUDY AREA

Guilan province are situated in the north of Iran, Guilan with 13,952 km² is the second smallest province in the country. This province borders with Ardabil province from the west, Zanjan and Qazvin from the south, Mazandaran from the east, and the Caspian Sea and the Republic of Azerbaijan from the north. The provincial capital city of Rasht as the largest city in southern Caspian coasts has over 600,000 residents. Other important cities in the province include Anzali, Langerud, Lahijan, Astara, and Talesh. As a second largest city in the province, Anzali is also the biggest port in north of Iran.

The climate of the province varies from mild in the plain and coastal areas to semi arid in the south end and cold in mountainous sections. The climate of the region is influenced by surrounding mountains and the Caspian Sea. Mountains in the west and south serve as barriers for withholding the humidity which causes the highest amount of rainfall in the country. Due to a very high annual precipitation (more than 150 cm), there are many rivers originating from the northern slopes of Alborz Mountains and terminating into the Caspian Sea. Having wonderful natural beauty, a pleasant climate, high mountains covered with lush vegetation and luxuriant forests. Vegetation covering the province includes the heavy forest of altitudes and permanent grasslands and meadows in lowlands and higher altitudes. The greenery has brought natural beauty for Guilan as we can see in Anzali Wetland which is one of the wonderful natural attractions of the region. Enjoying eye-catching views and rare landscapes of this wetland are very important both from visual and recreational points of view. Due to its ecological characteristics and biological diversity,

Anzali Wetland is one of the invaluable ecosystems of the world.

In a relatively small, but diverse region Guilan province comprises a variety of cultural groups including Gilaks, Azaris, Taleshis, Ghaleshis and Kords. The different environments have led to the appearance of different livelihoods in the region like cultivation, animal husbandry, fishery, silkworm farming, wood working, handcraft, etc. Such conditions have required the need for trade between places which has led to the emergence of various permanent and temporary bazaars where economic and social interactions have been taken for a long time. The province has a strong culinary tradition, from which several dishes have come to be adopted across Iran. This richness derives in part from the climate, which allows for a wide variety of fruit, vegetables and nuts grown in the province. Seafood is a particularly strong component of Guilani cuisine. Sturgeon, often smoked or served as kebab, and caviar are delicacies along the whole Caspian littoral. Other types of fish such as Mahi Sefid, Kuli, Kulmeh, Caspian Salmon, mahi Kapur and many others are consumed or ashpal is widely used in Gilaki cuisine. Traditional Persian stews such as ghalieh fish stew and ghalieh shrimp stew are also featured and prepared in a uniquely Guilani fashion.

Variety researchers believe Guilani costumes date back to over 4,000 years. It comprises the headscarf, a long dress, a vest, a skirt, pants and a covering wrapped around the waist. "Aljaqba" is a clothing woven from velvet or the colorful checkered cloth called "chador shab" are sported by women in the eastern mountains of Guilan and Qasemabad region. "Shaliteh" or "Koutah Touman" is a short-plaited skirt, which is also called "Gard-e Touman". "Deraz Touman" refers to long-plaited skirts used in central and eastern Guilan. In western Guilan, the people of Talesh call this skirt "Shelar". Women of Guilan wrap a long piece of cloth around their waist when they are picking tea leaves or citrus fruits, or when they are obliged to work for hours in a bent position on paddy-fields. This helps Guilani women avoid backaches and keep warm. They also use this cloth around their waist to hold their baby while working.

Each piece of the costume worn by women of Guilan has a certain function, which has gradually vanished with the passage of time. Because of the beautiful and colorful nature surrounding them, the women of Guilan, except the elderly women, rarely use black color in their clothing. In the past, the people of Guilan would wear old clothes in mourning ceremonies and refrained from dressing in black

Since long time ago, Guilan province has been in direct contact with Russia and accordingly with Europe and one of the two main roads which linked western world to Asia, passed through Guilan through Anzali port (Bandar-e-Anzali). After World War I, Guilan came to be ruled independently of the central government of Tehran and concern arose that the province might permanently separate at some point. Prior to the war, the people of Guilan had played an important role in the Constitutional Revolution of Iran. The movement of Mirza Kouchak Khan Jangali in late 1910's, known as Jangalis (or the constitutionalist movement of Guilan) is glorified in Iranian history, which had effectively secured Guilan against foreign invasions (Britannica website).

While Guilan province constitutes less than 1 percent of the Iran's territory, with 2.45 million residents, it includes about 3.5 percent of population of the country. Based on last census in 2006, 50.6 percent of the province lives in urban areas and 49.2 percent in rural areas (S.C.I., 2007). Except, Tehran province, Guilan is the most densely populated province in Iran.

IV. MASS TOURISM AS A DOMINANT SHAPE OF TOURISM IN GUILAN PROVINCE

Ecotourism is nature-based travel that embraces principles of sustainability thus is managed to conserve the natural environment on which it depends, provides economic benefits to the local community and tourism industry, and educate and satisfy the tourists. Researchers from more than a dozen disciplines have addressed the basic question of whether ecotourism is successful from the perspective of particular stakeholder groups of ecotourism. For example, many have examined ecotourism's effects on the natural environment (e.g. Jacobson & Lopez, 1994; Jim, 2000; Obua, 1997; Sherman & Dixon, 1991) and on local communities (e.g. Alexander, 2000; Belsky, 1999; Carballo-Sandoval, 1999).

Over the past years, the term ecotourism has come into vogue, has been variously defined and is still being debated (Lindberg & McKercher, 1997). It is one of the fastest growing sectors of tourism and has been promoted to complement and/or supplement development opportunities (Hvenegaard, 1994.) Since the advent of ecotourism, the natural environment has been the core of the ecotourism product, but there has been growing concern that ecotourism could have greater detrimental impacts on the environment as activities occur directly in natural areas which have limited resistance to the pressure of use (Butler, 1991; Wall, 1997).

As with any type of economic development, tourism creates changes that threaten the quality of life. Changes in the host community's quality of life are influenced by two major

factors: the tourist host relationship and the development of the industry itself (Ratz, 2002). These concerns are evident in Guilan province for ecotourism have changed to mass tourism and many tourists come to this place unplanned as we can see in the rising number of domestic tourist travelling to Guilan Province from 10299077 in 2005 to 16953047 in 2009, an increase of 64 percent during five years (Table 2).

Natural resources have been the main tourism attractions in Guilan province from the past until now, because Guilan is part of the exclusive region in southern

TABLE II. NUMBER OF TOURIST ARRIVAL IN GUILAN PROVINCE (2005-2009)

YEAR	Tourists based on person/travel
2005	2054322
2006	1932608
2007	2183221
2008	1888514
2009	2005475

Source: Iran Cultural Heritage, Handcrafts and Tourism Organization

Caspian Sea in north of Iran with mild climate. In general northern part of Iran is known for summer and other holidays. Moreover, most resorts in the southern Caspian region have been developed as a destination for mass tourism and a great number of tourists come to enjoy the sun, sea, sand, forests, rivers that Guilan offers all of them together (Table 3).

In the past, the manipulation of environmental resources by the Iran's tourism industry has not always followed orthodox routes. The tourist load of some areas has been exceeded, and their tolerance is under considerable threat. As a result, the landscape of some parts has notably changed. For example, parts of Bandar Anzali wetland with international important, has been transformed into urban development, and it loses its authenticity due to ecotourism activities. The concentration of unplanned tourists in the province, the lack of planning, uncontrolled building construction, inefficient waste management system and inadequate infrastructure have resulted in serious aesthetic and environmental pollution.

Mass tourism can be contrasted with what might be called selective or alternative tourism. These terms cover a wide range of options. Holidays may be tailor-made for the individual traveler, or packages that include visits to places of interest (broadly defined) in the area visited. Alternative tourism would include, for example, cultural tourism and bazaar (market) tourism. The alternative forms of tourism may be beneficial to a country, especially if mass tourism is a

threat for environment due to the lack of planning or rules. It is likely that some alternatives for ecotourism activities would produce less ecological impacts.

In this research, to find out the objectives of arriving tourists and their distribution pattern in Guilan province, field survey was conducted in three periods (July and August 2007, 2008 and 2009). A total of 1200 individuals were interviewed in each period (table 3). The result indicated that the main purpose of arriving tourists to the province is nature based. Cultural tourism is the second important objective that shows its potential significance as an alternative attraction for tourists which could bring a kind of balance in tourism activities.

TABLE III. THE MAIN OBJECTIVES OF TOURISTS IN GUILAN PROVINCE

Main Goals	2007	2008	2009
	%	%	%
Tourists seeking mainly for natural sites (Sea, forest, mountains, wetlands, etc)	85.0	83.1	78.5
Tourists seeking mainly for cultural and religious sites	9.2	12.0	16.8
Tourists seeking mainly to participate in sport and events	0.7	1.6	0.5
Other goals	5.1	3.3	4.2
Total	100	100	100

V. AN ALTERNATIVE FOR ECOTOURISM IN GUILAN PROVINCE, BAZAAR TOURISM

Urban sociologists, urban planners and designers generally explain the bazaar as the heart of Iranian city. At socio-economical level, although the main part of the famous bazaars is formed by retail, the bazaar is not entirely a retail cluster. Iranian bazaar is a unified, self-contained building complex of shops, passageway, and caravanserais, interspersed with squares (Meydan), religious buildings, public baths, and other public places. Moreover, bazaar is a place to celebrate an important political event, or refusing to celebrate such an event to express political disagreement. Bazaar was not only the commercial centre of cities but also the centre of social, cultural, political and religious activities as Falamaki (1992) describes it as a centre of social representation of city like piazza for European cities during the Middle Ages and Hiroba in Japanese cities. The traditional Bazaar is one of the touristic sites for many tourists and attracting a lot of people specially women. (Masoudi Nejad, 2002)

Besides the permanent bazaars in Guilan province, there are temporary bazaars which play important role in retail sector both in cities and rural areas. Known as *weekly bazaar*, they

usually operate on weekly base and each of them has its own special day and is known for the specific day of the week which they operate e.g. Saturday Bazaar, Sunday bazaar, etc. Weekly bazaars have a long history in the region and some believe that early cities and urban areas in northern parts of Iran originated based on the activities of these bazaars

Weekly bazaars usually are held in open spaces in which all kinds of goods according to the tastes of customers are sold. Various items such as clothes, dishes, handcrafts, food stuff, fruits, toys, even livestock are offered in competitive prices. In these bazaars men and women in beautiful local apparels offer their goods for sale which make them an interesting place to visit by tourists. When they are held, weekly bazaars are the most bustling areas in Guilan province. Usually, each weekly bazaar has its own influencing area, but some of them are well known enough to attract people from a wider area even beyond the boundaries of the province. Table 4 illustrates 39 main weekly bazaars presently held in Guilan province based on their operating days.

TABLE IV. Important weekly bazaars in Guilan Province, 2010

Saturday bazaar	Sunday bazaar	Monday bazaar	Tuesday bazaar	Wednesday bazaar	Thursday bazaar
Masal	Somieh sara	Kapur Chal	Pareh sar	Rezvan Shahr	Seyed Sharaf Shah
Anzali	Gasht Rood khan	Ziabar	Foo man	Kasma	Taher Goorab
Lasht Nesha	Khom mam	Shaft	Lasht Nesha	Zeedehe	Goorab Zarmeekeh
Deh shal	Peer bast	Sangar	Amlash	Chukam	Jomeh Bazaar
Lange rood	Lulman	Hind khaleh		Peerbast	Astara
	Kooch esfahan	Khosk beejar		Lulman	
	Rood sar	Astaneh		Kooch esfahan	
		Siyah kal		Lange rood	
		Rahim Abad			

Source: Eslah-Arabani, E. (2001)

Sometimes the location of weekly bazaars is displaced. Changing the roads or construction a new road have been the main causes for changing the sites of bazaar or their permanent closer. Furthermore, some happenings like out immigration, decreasing the agricultural activities and animal husbandry as well as natural hazards like earthquake and flooding have influenced the closer of weekly bazaars in

Guilan. So far 38 weekly bazaars have been closed in Guilan province and their activities after movement have been declined.

On bazaar day the surrounding sites are very crowded. Places like restaurants, public baths, barbers, banks and teahouses are busy which indicates higher social movement and vitality (Eslah-Arabani, 2001).

In addition to weekly bazaars, there are other kinds of markets which mainly are related to tourists like seasonal and pilgrimage bazaars. Historically Guilan province hosts many *Imamzadeh* tombs. Some of them are famous and many people pilgrimage to these holy sites. They are everywhere in the province especially in rural areas and some in remote mountainous regions. When people make Pilgrimage to these places, an opportunity is created for holding bazaar. Since people make pilgrimage in certain times, therefore the timing of these bazaars is related to the timing of pilgrimage. Traditionally every Thursdays plus the anniversary of certain days based of the lunar year are the most busiest days for these bazaar. Some *Imamzades* are located in remote areas, thus people visit them mainly during the spring and summer season (e.g. *Imamzadeh Ebreahim*, *Imamzadeh Eshugh*). In *Imamzade Tora* in addition to ordinary people who come for pilgrimage, Lamenters, entertainers also come and have their business (Eslaharabani, 2001).

VI. THE INTEGRATED MODELS FOR PLANNING BALANCED TOURISM BASED ON SUSTAINABLE DEVELOPMENT PARADIGM

Revolution of 1979 followed by the Iran-Iraq war from 1980 to 1988 impeded tourism development in Iran. In addition, limitations like persisting on 'strict social codes, shortage of adequate accommodation, inadequacy of internal transportation and poor marketing incorporated in lowering tourism activities in Iran. The limited promotional efforts outside the region means that the country remains relatively unknown as a tourist destination globally, even it receives often negative publicity in the media (Zamani-Farahani et al. 2009).

The decade of 1990 was important for national tourism policy in Iran, because the new tourism development models began to be sought after the war. The economic development in Guilan province has mainly been on the basis of ecotourism model. With the start of economic growth, mass tourism has sprung up in most areas of the province instead of planned ecotourism. The basic argument behind this decision was that it produces economic gains and increases local incomes in the province. Therefore, tourism resources could keep pace with the demand for this type of tourism. However, it has resulted in many serious environmental problems in the region.

Over the last two decades, there has been an intense seasonal demand for ecotourism in Guilan province. As Table 3 indicated, more than 70% of the arriving tourists to the region intended towards natural destinations. Firstly, the higher demand on natural destinations by tourist has increased the pressure on the environment. The increasing pollution of beaches, contamination of rivers and surface waters, (e.g. Anzali wetland), damaging the forests and grasslands are examples of recent negative environmental impacts of mass tourism in Guilan province.

The second problem associated with the mass tourism in the area is that the local economy does not benefit enough from the large number of tourists visiting natural sites as most of these visitors return to the cities for their accommodation mainly consume company products in comparison with local products.

The third problem is related to the frequent disregard of proper land-use planning in most parts of the region regarding to the development of tourism facilities. This fact is connected to the intense pressures that tourism development has created in many areas in terms of continuation of building construction especially in coastal areas. It is also related to the state's failure to set up a proper mechanism needed to implement the agreed tourism policies.

The mentioned problems contributed to the wider questioning of mass tourism which led to the search for different development models or upgrading the employed model. Such questioning came from people living in touristic areas who were directly or indirectly involved in the process of planning tourism development, as well as from many researchers who were dealing with tourism sector. The criticism was intended on the inability of the existing tourism policy for adequate growth and efficient management of organized ecotourism.

The outcome was the need to find new models of growth in the province which could be integrated into the local socioeconomic and environmental realities from one side; and upgrading the existing model with concrete measures and interventions on the other side. To improve the local tourism there are other forms of tourism which can be planned based on the characteristics of Iranian society. Bazaar tourism has a strong potential for attracting a considerable part of the arriving tourists to the Guilan province. With respect to the adaptability of bazaar tourism with socio-cultural characteristics of Guilan and its development capability, it could benefit the society and environment in several ways.

A first advantage of bazaar tourism is that the existing facilities in tourism sector in the region can be improved and/or expanded. Tourists who are coming to the province for ecotourism will be encouraged to visit these local bazaars. Consequently, in the future more tourists will be directed

towards weekly bazaar sites which could reduce the excessive pressure on the environmental. Another positive effect is economic impacts through providing jobs for the local people in tourism sector and related fields especially for local young people as well as purchasing local goods.

A third advantage will be financing the incomplete local development projects that emphasizes on the protection of cultural heritage and the environment, develop the countryside and promote balanced tourism development.

While ecotourism is seasonal and temporary activity during the year, Bazaar tourism in Guilan can be as a permanent activity. Through Bazaar tourism more tourists will be in contact with local people who could lead to better understanding of the local cultures by tourists and vice versa. Such impacts could bring more stability for local cultures and their heritage. Through more direct contacts with local people, Bazaar tourism will help in maintain the local customs, wearing, foods and products which already are in decline because of unfair competition with urban values and products.

As a result with proper plan for alternative tourism, the number of tourists can spread in all over the province and the bazaar tourism as a cultural section will work along with ecotourism. Tourists from other parts can see traditional clothes and they can participate in some local ceremonies and buy local products, handcrafts, fruits and vegetables that belong to local areas and never find elsewhere ; therefore, these tourist will benefit Guilan at least in two aspects firstly the local economy will be improved and secondly local culture will be protected .

All of these plans and actions that will contribute to the new type of tourism development in Guilan also they will prove that new models of viable and integrated tourism development should be sought. These models should play a part in the protection of the natural, the built and the cultural environment of these regions. Bazaar tourism could be considered as an alternative for the dominant mass tourism and, at the same time, a kind of energetic protection of the environment which is under pressure by tourists.

Urban sociologists, urban planners and designers generally explain the bazaar as the heart of Iranian city. At socio-economical level, although the main part of the famous.

VII. CONCLUSION

Tourism policy now searches for softer and locally integrated models of tourism development. The need to protect the environment, the gradual expansion of alternative tourism and the promotion of 'locality' in planning constitutes basic priorities of tourism policy. The purpose of this paper was to

provide an assessment between ecotourism as a dominant shape which has change to mass tourism and other alternatives based on local circumstance. There is a need to find a better option for tourism in Guilan province in Iran that we called bazaar tourism to balance the negative impacts of mass tourism. A number of other recommendations also can be made which could improve the situation of tourism in Guilan and similar places and ensure both economic and environmental sustainability for reserving valuable recourses. Also It is really essential to improve this high potential tourism shape to minimize seasonality and unplanned of the tourist flow to make a proper plan and strategy to achieve better usage of the country's resources including natural and cultural resources. A growing concern exists that without finding new alternatives like bazaar tourism controlling these impacts on the environment will not be possible and the expansion of mass tourism often functions as a serious obstacle for local awareness.

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