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## The Physical Variables of Tourist Areas to Increase the Tourists' Satisfaction Regarding the Sustainable Tourism Criteria: Case study of Rudsar Villages, Sefidab in Rahim Abad

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### Abstract

Today, travel and tourism are known as a cultural and economic activity in different societies. Regarding the importance of tourism, in the present study we attempted to evaluate the effective indexes and criteria by recognizing the effective variables on tourist's satisfaction with the recreation services. The area studied in the current investigation is the mountains of Rudsar in North of Iran. The research was applied, and it was a survey research, research data were collected using questionnaires and library technique. The results showed, among aspects of tourists' satisfaction, nature has the greatest impact on clients' satisfaction.

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*Keywords:* Tourists' motivation; evaluating the quality of environment; satisfaction; stable tourism

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### 1. Introduction

Of the social changes taking place in contemporary society, is considering leisure as one of the necessities of life dominated by technology (Shie & Aliporeshliki, 2010). To have such a change, the role of tourism as a new source

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of employment, income, more tax receipts, attracting foreign exchange and improving social infrastructure that leads to the growth and development of other sources, is verified in several studies. So that today the development and promotion of tourism, especially in developing countries is widely accepted and placed on the agenda of governments (Bansbardi & Asadi & Mahmodi, 2013).

Since the natural environment is particularly important in the tourism, priority is given to the environment. Experts believe that if tourism would want to use the natural environment, it must consider environment protection. Stability is gained when a balance between natural environment requirements and development requirements is made (Zahedi, 2006)

Fundamental provisions for all human activities are:

- Compatibility with local and environmental conditions
- Compatibility with future needs and required goals. Flexibility related to changes
- Not destroying human life-saving systems such as water, soil weather, etc. (Zahedi, 2006)

Given the above to determine more precisely the scope of this study the following questions arise:

- Considering the special environment of the area, is the satisfaction the main factor in the environment?
- How can the architectural design of spaces in the environment improve tourists' satisfaction?
- Which parameter is more effective for improving satisfaction: individual parameters or qualitative parameters?

It is expected to find out that which parameters can increase the number of tourists and their satisfaction from the spaces, by the chosen strategy.

The aim of this article is determining the effective factors in tourists' satisfaction and for doing that, some of physical factors of tourist area and the methods for improving each of them in order to increase tourists' satisfaction and eventually achieving stable improvement of tourism are discussed. For that, 70 Questionnaires containing 48 questions that were evaluated according to Bartlett test were collected from tourists and other users of Sefid Aab area that is one of the most important tourist sites in Guilan province, and the data was analyzed using SPSS software.

Analyzed parameters included performance, security, readability, performance quality, availability, and permeability.

## 2. Theoretical framework

### 2.1. Sustainable tourism

Sustainable tourism is programmed and performed using stable development concept which is "tourism that answers the needs of current generation, without spending next generation's capacities", in a way that it does not have negative effects on environment, economy, and the culture of host society (Zolfaghari, 2010)

Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment, and shopping. It can be related to travel for leisure, business and what is called VFR (visiting friends and relatives) (Peeters P., Dubois G. 2010). There is now a broad consensus that tourism development should be sustainable; however, the question of how to achieve this remains an object of debate. (Peeters P., Gössling S., Ceron J.P., Dubois G., Patterson T., Richardson R.B., Studies E. 2004).

Stable tourism is referred to tourism that manages all of the resources, in a way that maintains environmental processes, environmental diversity, and life support systems while respecting cultural values. In order to do that, some indexes must be introduced to evaluate stable tourism. These indexes include the following fundamental fields:

- The relation between tourists and environment
- The effect of environmental factors on tourists
- The effect of tourism on the environment

Tourism planners with determining the special level of each index in tourism area or destination, can perform and plan for defining desirable criteria.

One of the most important ways to assess the quality of tourism is measuring the satisfaction of tourists about the environment. There are great limitations in studies of tourism cognition because of a criterion for residents and also deviance in analyzing methods. For instance, tourists' preference is not only affected by their individual traits, but also each area is of importance because of unique properties (Shie & Aliporeshliki, 2010). Tourism development

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