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Impact of ecotourism of Gelyan village on leisure time of Shirvan city's citizens

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ABSTRACT

In recent years, tourism as a fledgling and influencing industry in all fields of development has had significant impact on strengthening fundamentals of societies economic. The role of tourism as a new source of employment, income and strengthening social infrastructures that in turn will lead to the development of other industries has been confirmed in numerous studies. Regarding specialty of a natural place such as a giant waterfall is mainly associated with its geographical location; there is an important relation between geography and tourism. Specialty of a natural place can help attract tourists and therefor one form of tourism is either natural tourism or excursion in nature. The Gelyan village in Shirvan city has great natural, cultural and historical attractions, capabilities and potentials for industry of tourism and for this that is why it has had significant share on filling citizens' leisure time. This research using the analytical-descriptive research method and survey considers attractions and potentials of Gelyan village in the field of tourism development and then presents practical and executional ways to attract more tourists and filling leisure time of citizens in Gelyan village as well as possible.

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INTRODUCTION

In present century, various improvements of the technology has led to progress of communication, transportation and relative increase in travel speed and comfort which in turn has contributed to great revolution in the industry of recreation. This progress was followed by development of tourism centers and its related services so that in recent years external tourism has been a considerable source for meeting currency needs and providing employment in many countries and as one invisible form of exports has had significant role in worldwide business so that nowadays it is the third worldwide export industry, after oil and automotive industries.

One of the sources which can convert existing threats into opportunities is available tourism resources in the villages. Overall, in rural tourism, leisure time should be used as a way to reach rural development.

Agriculture is the first aspect to be considered. It should be considered in connection with natural scenery, tourist attractions and local culture. Rural tourism provides benefits to farmers. However it does not only focus on nature and the environment, but also tries to attract customers as well as tries to provide ideal services for visitors. In this regard, Shirvan city (Gelyan district) with an abundance of natural attractions is one touristic area of Iran. In order to propose guidelines for the development of the tourism industry, this research aims to explore the tourist attractions of the Gelyan district.

Problem description:

Nowadays tourism industry, in particular nature tourism, is the third largest industry in the world in terms of income, and many countries such as Iran have attempted to identify and optimally plan for their suitable tourist activities. Tourism systems involve multiple complex sectors such as residential centers, attractions, transportation, infrastructures, organizational elements, domestic and international markets and etc. which their effectiveness and performance are interacting. In fact, tourism is not consisted of attractions, hotels, airlines and other elements as separate things, but it is a system and totality of the various components which are dependent and closely related on each other. Two main areas of developing tourism system are supply and demand. Demand factors include international and domestic tourism markets as well local residents which use tourism attractions and services. On the other hand, supply factors in the tourism system include attractions,

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accommodation units, transportation, services and tourism facilities, infrastructures and organizational elements that planners and managers should make efforts to achieve their success (World Tourism Organization, 1379, pp. 16-14).

Shirvan city in North Khorasan province has beautiful natural places including Gelyan village. This village is one of the best 365 tourism villages in Iran, and also is one of the best three touristic villages in city of Shirvan. Gelyan is located at a distance of 24 km south of Shirvan and regarding its capabilities in the field of tourism it can be very effective in filling the leisure time of Shirvanian's citizens.

Now the main question is that: natural capabilities (or ecotourism) of Gelyan village to what degree has been effective in filling the leisure time of Shirvanian's citizens?

The importance and urgency of the problem:

Diversification of the economic and determination of complementary strategies such as tourism besides agricultural activities and other economic activities create many job opportunities in the province and the city and with respect to the focus of tourism activities in specific seasons these activities often provide temporary jobs which have greater guarantee than traditional agricultural activities for many years. Regarding exclusion of Shirvan city and consequently Gelyan village as well as the percent of youth unemployment in this area it is necessary to use all the features and capabilities to eliminate this exclusion, make employment and income from different possible ways of acting. Development of tourism as an industry which is in interaction with various fields such as economics, agriculture, culture, environment, and service is very important and the experiences of other regions has shown that it leads to economic growth and social development in the region. Therefore it can be regarded as one of the main tools for development in Shirvan city and Gelyan village. Regarding that 110 thousand people live in Shirvan city and also lack of green space and leisure in the city as well as touristic potentials of Gelyan village it could with its traditional function have significant role in filling the leisure time of citizens.

Research topic:

Investigating effects of ecotourism (Gelyan) on leisure time of Shirvan city's residents.

The overall objectives of the research:

The purpose of this study is to evaluate the impact of ecotourism (Gelyan) on leisure time of Shirvan city's citizens as well as to help the authorities to make proper decisions and plans in the future.

Other research objectives:

- 1- Awareness of the Impact of ecotourism (Gelyan) on leisure time of Shirvan city's citizens
- 2- Awareness of the impact of existing infrastructure and tourism services in the Gelyan village on leisure time of Shirvan city's citizens
- 3- Awareness of the impact of the existing potentials (e.g., beautiful and unique landscapes, sport and recreation attractions, aqueducts and springs of the city of the Gelyan village) on leisure time of Shirvan city's citizens
- 4 - Awareness of the impact of existing barriers and weaknesses of Gelyan Village on leisure time of Shirvan city's citizens

Assumptions:

- 1- It seems that there is a significant relationship between ecotourism (Gelyan) with leisure time of Shirvan city's citizens.
- 2- It seems that there is a meaningful and significant relationship between existing infrastructure and tourism services in rural Gelyan with leisure time of Shirvan city's citizens.
- 3- It seems that there is a meaningful relationship between existing potentials (e.g., beautiful and unique landscapes, sport and recreation attractions, aqueducts and springs) of the Gelyan village with leisure time of Shirvan city's citizens
- 4- It seems that there is a meaningful relationship between existing obstacles and weaknesses of Gelyan village with leisure time of Shirvan city's citizens

Literature:

There have been researches similar to the subject of this paper within Iran:

- 1- In 1384, Mrs. Maryam Ghasemi on his master's thesis investigated the potentials of the tourism in Ahmedabad sector of Mashhad city. In her study, income and employment have been considered as the main factors impeding the development of the Ahmedabad sector and concluded that as fast as possible the non-agricultural sectors in Ahmedabad must be activated.

2- In 1384, Ms. M. Hafez Rezazadeh in her PHD thesis entitled to "examining the role of tourism to create employment opportunities in cities of Iran" has concluded that advertising is an effective factor in attracting tourists and advertising professionals can help people to be introduced to the tourist areas.

Foreign background:

1- Mr. Donaldrid in an article entitled "Tourism, schedule for increase revision times of rural" in 2001 (Planning for growth, reviewing rural tourism opportunities) referring to the situation in rural areas and the need for social and economic rebuilding has concluded that in these areas due to reduced investment and government services as well as threats to their natural resources, tourism development is the only way of rural development in this area and insist that the current shift is towards "growth of tourism" in rural areas.

2- Mr. Holland J. in 2003, in an article entitled "Tourism development in poor rural areas, diversification of production and extension of benefits for villages in Uganda, Czech Republic and Slovakia", after expressing the major features of rural areas including extension of poverty in these areas in recent years as well as the challenges facing the development of villages stresses on the development of tourism in poor rural areas which have the potential to attract potential tourist.

Methodology:

The present study in terms of goal is functional and in terms of nature is descriptive and survey and is carried out in a broad field.

In this study, data collection is carried out in two ways: library and field.

The validity and reliability of tools:

1. Validity of tool:

In this study, the researcher after studying books and dissertations and considering corrective comments of professors and qualified experts began to set the questionnaire.

To evaluate content and factitious validation of questions, we have used comments of professors from Department of Geography and qualified experts from Cultural Heritage and Tourism Office of North Khorasan and according to them the validity of the questionnaire was confirmed.

2. Validity or reliability of tool:

In this study, Cronbach's alpha method is used to find out whether the questions of designed questionnaire have acceptable reliability or not? In this respect and through implementation of a pilot project 30 questionnaires were distributed among 30 participants randomly and the results analyzed using SPSS software. Through this analysis the Cronbach's alpha coefficient for the questionnaire was $\alpha=0.77$. This indicates that the questionnaire has the required reliability to be implemented.

A) Descriptive statistics:

B) Inferential statistical method

Area of study:

- Thematic territory: "Investigating the effect of Ecotourism (Gelyan) on leisure time of Shirvan city citizens."
- Locational territory: City of Shirvan.
- Time territory: academic year of 2013-2014 is regarded.

Research limitations:

Regarding that the method of data gathering is through questionnaire it is possible that participants answer to questions inattentively and uninterestedly.

Terms and basic concepts of research (terminology):

Leisure time: Leisure times could be considered the most important and most pleasant times for all the Human beings. Leisure time for believers is a time for prayer and worship, for scholars is a time for thinking, for artists is a time for innovation and it is for some ones boring rather than exciting times (Sharifiyan, 1997, p. 5).

Ecotourism is a short term for Ecological-Tourism which in Persian literature is known as environmental tourism or outdoor recreation in natural environment. Although in Persian literature no difference between environmental tourism and tourism as recreation in nature is considered, but scientists of these field distinguish between them and consider the ecotourism as a subset of recreation in nature. However, without entering into philosophical discussions, we consider these two words with a degree of connivance the same.

Generally, recreation in nature is defined as: "all types of tourism that take place in the context of nature and its aim is an interaction between tourist and the environment so that it does not harm the environment." (Saremi Nain, M. H., 2003: 1).

The word tourism is derived from the word tour which means to roam around, traffic between the origin and destination and rotation that in turn has transferred from Greek to Spain, then to France and finally to England (Saghaei referring to Oxford Dictionary, 1970, pp. 189).

Tourism refers to a journey which includes departing from an origin towards a destination and then returning back to that origin (Saghaei referring to Webster's Dictionary, 1973, p. 1218).

Usually, tourism goals include: spending leisure time, recreation, entertainment, relax, visit with friends and family, job and professional activities, medical treatment and religious, pilgrimage and cultural motives.

Types of Tourism:

There are several types of tourism and understanding different types of it is crucial in the planning activities because requested demands and services of all tourists is not the same. For example, tourists who intend to visit relatives and friends usually do not need hotels and even restaurants, but do use other facilities and services. In contrast, for tourists who are planning to travel for trade it may be important to have facilities like hotels and accommodation facilities, and may have no interest in local markets.

In another division, tourism is categorized in 3 categories of cultural, natural recreation and adventure which in turn include following subsets: 1- cultural tourism, 2- art tourism, 3- historical tourism, 4- leisure and recreation tourism, 5- marine tourism, 6- natural tourism, 7- commercial tourism and business, 8- town tourism, 9- rural tourism, 10- ethnic and tribal tourism, 11- religious tourism, 12- sport tourism, 13- adventure tourism, 14- health tourism, 15- education and scientific tourism and symposium, 16- work tourism (Fathi cited by Kazemi, 1385, p. 25).

Rural tourism:

Rural tourism can be defined as follows:

"Rural tourism is defined as activities and different types of tourism in different environments of villages and around them which have different negative and positive effects for the rural environment, humans and nature." (Young and Saghaei, 1383, p. 112)

Natural and morphological conditions, climatic factors along with the economic, social and cultural environments of the villages make different and diverse forms of villages which each of them are distinguishable physically, architecturally and in terms of housing, pattern of living, kind of living and customs. These distinguishing features of villages are creator of touristic attractions and make tourists interested to visit those areas from time to time (Rezvani 1995, p. 5).

Other effects of rural tourism are mentioned in the following case:

- 1- Create jobs for surplus laborers and create activities for surplus work.
- 2- Diversifying the rural economy alongside other economic sectors.
- 3- Raising the income levels of rural households.
- 4- Create demand for agricultural products, handicrafts and other products processed from agricultural processes (Paply Yazdi and Saghaei 2009, p. 202).

Shirvan city having potentials such as: suitable geographical locations, the existence of different ethnic groups, ancient civilization, rich culture and natural resources has a special status in attracting tourists. Placing in the path of pilgrims of Imam Reza (A.S.) and the road passing next to the Caspian Sea has created a special position that if be used in planning and proper management can draw a clear vision in this field. Shirvan region regarding its special geographical features characteristics including its mountains and valleys filled with water has a very good climate and scenic countryside. Tourism attractions of Shirvan city can be divided into two categories of natural and religious.

Town Shirvan as the center of the city of Shirvan is located at coordinates 37° and 23'N and 57° and 54'E and average height of the 1110 m upper than the level of open waters. It is located within 195 kilometers northwest of Mashhad and 52 km Bojnourd center of North Khorasan province. The city covers an area of approximately 50 square kilometers, or approximately 5,000 hectares. Shirvan is among the most ancient cities of province and its history dates back to before Islam. According to the administrative divisions of Shirvan in 1937 became a part and in 1960 became center of the city and its own governor created (Armed Forces Geographical Organization, 2005, p. 21).



Divisions map of North Khorasan province



Divisions map of Shirvan city 2013

City	Center of city	Divisions	Center of division	District	
Shirvan	Town Shirvan	Central		Vicinity	
				Ziyarat	
				Zoram	
				Sivcanloo	
				Gelyan	
		Sarhad	Lojali	Takmaran	
		Qushkhaneh	Yenge Ghaleh		Jirestan
					High Qushkhaneh
				Down Qushkhaneh	

Source: government of Shirvan, 2013

Division map of North Khorasan province; picture by mapping organization of the country Iran (Internet)



Division map of Shirvan city- position of Gelyan (2013)



Introducing rural district Gelyan:

Rural district Gelyan is one central division of the Shirvan city. The rural district is located south of the city and including 18 villages has incorporated a population of over 30 thousand people within itself.

Village Gelyan is one out of 365 best touristic villages of Iran and also the one of the three best touristic villages of the city of Shirvan in the northern Khorasan province. Gelyan is located at a distance of 23 kilometers south of Shirvan. It is limited from north to village Molla-Bagher, from the south to the village of Estakhri and Bolghan, from the East to the agricultural land of Faroj city and from the West to the village Borzoli. Village of Gelyan is located at a good climate valley and has a concentrated residential context. Most of the homes in this village are adjacent to each other. The main materials used in the construction of most homes include stone, wood, brick, thatch and wooden beams. Today, in order to strengthen buildings, materials such as brick, stone, cement, gypsum and iron is also used. Gelyan beautiful village with a temperate climate is located at a beautiful and up-country valley and the river of Gelyan with its abundant springs is flowing in the south of it. Mass gardens of grape, walnuts and cherries are some of its interesting scenic natural esplanades. Green spaces around the river and extensive gardens of walnut, unique and exceptional perspectives of the natural environment and high mountains around the village are other natural attractions of it.

Every year in favorable seasons, many tourists from across the province and other areas travel to the village for recreation and spending their leisure time and benefit from its natural climate and gifts. Mosa-khan castle with four towers is built on the heights above the village and overlooking gardens surrounding countryside. Tomb of Baba-Tavakol with dimensions of six meters to six meters and a height of about 9 meters is made. Facade of tomb is made of stone and stucco with a Qibla made of brick and it has a wooden box. Baba-Tavakol is a mystic and poet of the fourth century A.H. and is well respected by people of the village. Tomb of Amir Shamseddin Mohammad Ebn Amir-Nezam was located in the north of the tomb of Baba-Tavakol. People unearthed his tombstone from the destroyed debris and placed on the grave of Baba-Tavakol. This grave stone is a rectangle-shaped black marble stone on which is written lyrics which date back to 930 AH.

Cave of Kafar-Ghaleh is an inhabiting one which in the past times has been used as a human habitat. This cave at a height of 50 meters in the southwest valley of the village is located. Several antique objects and manuscripts have been found in this cave, but their history is yet unknown. Among other valuable historical monuments of the village we cannot go to Gabr-khaneh that visiting it as an historical monument is interesting. In this village, like other villages, national and religious Eids such as Nowruz, Fitr, Al-Adha, Ghadir, birthday of Islam Prophet and Imams holds with great happiness. In Eid of Nowruz by taking new clothes, making sweets and cooking a variety of foods as well as cleaning houses people prepare themselves for celebrating and welcoming the New Year. In the days of Ashura and Tasooa and other funeral rites, residents of village establish Takaya and make mourning groups.

Clothing in this village is typical. Village men put on suit with shirt and hat. Women dressing is typical and the same as other villages in the province. The most popular sport in the village is local wrestling that is called "Chookhe". This exercise is particularly for men and rural youth. Weaving types of rugs and carpets with local plans are major crafts of the village. The use of musical instruments at weddings and celebrations are common. Fiddle, Dutar and Qoshmeh are the most popular musical instruments in this village. The local village foods include a variety of soups, broths, roast and buttery-bread (Moghimi, 1991, pp. 473-476).

Estakhry village:

One of the most beautiful villages in Northern Khorasan is the village of Estakhri within the division of Gelyan which is located at a distance of 28 kilometers south of the city of Shirvan. This village is formed on the slope of a mountain valley and has a very beautiful and flourishing nature. On floor of valley of Estakhry its rivers that are fed by several springs is flowing and in its journey there is a cascade with high of approximately 20 meters which forms a very agreeable sight.

A view of Estakhri cascade of the Shirvan city (2013)



Gelyan region roads status:

Touristic region of Gelyan is located in the south of Shirvan city. At present, all its communications are through a rural and sideway asphalt road with length of about 23 kilometers which branches from the main road of the province, i.e. the Bojnourd-Shirvan road.

In this study, four hypotheses have been considered and the researcher using inferential statistical indexes (e.g. Pearson correlation coefficient and univariate regression) has decided to accept or reject them. Following we have referred to two out of them:

- 1- It seems that there is a significant relationship between ecotourism (Gelyan) with leisure time of Shirvan city's citizens.
- 2- It seems that there is a meaningful and significant relationship between existing infrastructure and tourism services in village Gelyan with leisure time of Shirvan city's citizens.

The main test hypothesis:

The main hypothesis of this study is: "It seems that there is a significant relationship between ecotourism (Gelyan) with leisure time of Shirvan city's citizens."

Table 5-4: the relation between ecotourism of Gelyan village with leisure time of Shirvan city's citizens

Ecotourism (Gelyan) & leisure time	Abundance	Pearson correlation coefficient	Square of correlation coefficient (determination coefficient)	Level of significance
	110	0.706	0.540	0.0005

Interpretation:

According to Table (5-4) which shows the relationship of correlation coefficient of two variables, it can be said that because the correlation coefficient at confidence level of 95% and with freedom degree of 110 is equal to $r = 0.706$ and is more than correlation coefficient in critical table (i.e., $r = 0.185$) as well as because the significance level in table (0.0005) is less than five percent (0.05), thus hypothesis 0 is rejected and the research hypothesis that there is a significant and positive relationship between ecotourism (Gelyan) with leisure time of Shirvan city's citizens is confirmed. In other words, increasing the existing potentials and tourism infrastructure and services in Gelyan (e.g., beautiful and unique landscapes, sport and recreation attractions, aqueducts and springs) increases the amount of leisure time which Shirvan city's residents spend in the village of Gelyan. In order to determine the minimal effect of the independent variable (Ecotourism of village Gelyan) on the dependent variable (leisure time), the ANOVA test analysis and the coefficient of determination (univariate regression) are employed. In this test, the square of the correlation coefficient is equal to 0.54 indicating that the independent variable can predict about 0.54% of the variations of the dependent variable.

The second hypothesis of this study is: "It seems that there is a meaningful and significant relationship between existing infrastructure and tourism services in village Gelyan with leisure time of Shirvan city's citizens."

Table 5-1: the relationship between infrastructure and tourism services with leisure time

infrastructure and tourism services & leisure time	Abundance	Pearson correlation coefficient	Square of correlation coefficient (determination coefficient)	Level of significance
	110	0.193	0.037	0.043

Interpretation:

According to Table (5-1) which shows the correlation coefficient relationship of two variables as well as a similar explanation to above we conclude that statistically there is a positive and significant relationship between existing infrastructure and tourism services in village Gelyan with leisure time of Shirvan city's citizens. In other words, whatever the existing tourism infrastructure and services in village of Gelyan increase, commensurate with that the amount of leisure time which Shirvan city's residents spend in the region of Gelyan would increase.

Table 4-28: reviewing the strength, weakness, opportunity and threat points of village Gelyan in attracting tourists

Title	Strength points	Weakness points	Opportunities	Threats
Economic	capability and readiness of the region to invest and plan for attracting tourists and filling leisure time, existence of diverse agricultural products and abundant ponds of fish, existence of a good market for selling salmon	lack of planning and public and private investments, lack of awareness of tourism as a new source of financial economics, lack of sufficient attention of authorities to the economy of tourism	closeness of Gelyan village to the city of Shirvan, existence of a good road and relational network, earning income through conversion of the lands around the river to the regional park	Anonymity of touristic attractions of area for tourists, lack of adequate security for investment, low income due to short duration of stay of tourists

Social and cultural	high security of Gelyan area due to existence of the police station there, existence of numerous monuments, good geographical location of village Gelyan, existence of numerous religious places, existence of local and traditional cultures, traditions and customs	inappropriateness and inadequacy of health, service, accommodation and welfare facilities, lack of trained experts to help and guide tourists, conflict and difference between culture of tourists with that of residents of the village	the safety feeling of tourists, specialization of a number of practitioners in tourism sector, creating centers at the region level to strengthen handicraft	lack of skilled human resources in the field of advertising, informing and tourism, lack of adequate training in the tourism sector, weakness of people of the region in communicating with tourists, anonymity of traditions and customs as well as local and traditional culture
Ecological	existence of scenic landscapes with green spaces and gardens, high mountains for Mountaineering sports, existence of waterfalls, springs and diverse attractions	pollution because of valley structure of the Gelyan division and movement of pollutants from the highlands into the valley by wind power, inappropriateness of environmental and physical infrastructure (such as roads and sewers)	having a diverse and suitable climate and weather conditions, closeness to Zoram village of Shirvan	danger of flood and falling stones from the mountain, discarding rubbishes by tourists in the river, pollution of river water by materials and fertilizers that are dumped into fish ponds
Institutional	authorities believe in employment making through expanding tourism industry in the region	unfamiliarity and lack of training in how to deal with tourists and visitors	development of tourism industry and subsequent increase in income and employment	the loss of job opportunities and income due to the non-development of tourism industry

Summary:

Having interesting scenic locations is not sufficient for tourism development, but it needs to develop the required infrastructures for attraction of tourists. In other words, if we do not provide the proper accommodation, catering and traveling facilities in potential touristic areas, tourism would not be a choice to travel there.

According to the results achieved through our survey in the village of Gelyan, it was concluded that so far the required infrastructures and facilities for development of tourism in the region are not provided so that even some touristic locations lack a proper way for travel of tourists.

Factors such as potential and actual touristic capacities of the region, great capacities in the field of tourism attractions including natural attractions (e.g., beautiful nature, mountains, good climate, waterfall of Estakhri, Lane Gardens, the unique vegetation and springs) and a variety of historical, cultural and art monuments, requests of tourists, employment making and increased income for the people, recent improvement of the tourism industry specially rural tourism and selection of this village as the target village for tourism, existence of the appropriate roads and passing of transit road of North from the area all indicate that through providing the necessary and required investment of the private sector, introducing tourism attractions, restoration and reconstruction of historical monuments, creating tourist recreation centers, forest parks, gardens and in particular through attention to accommodation facilities and connection roads of the area we can expect significant improvements in filling the leisure time of tourists and consequently increased income of the region residents.

According to a survey in the District of Gelyan, tourism is promoted over recent years dramatically, but this promotion has not yet been able to cover a large percentage of leisure time of Shirvan city's residents. The income of most people of the region is from farming and agricultural businesses. In this context, weekly markets selling agricultural products and local crafts can be useful in attracting tourists and filling their spare time. Also, such existing accidents and shortcomings of the district prevent absorbing tourists to the village and most importantly, anonymity of some part of the region and lack of official support deteriorates it. In this area, there are many natural and historical attractions which are unknown to many people of Shirvan. These unknown attractions can be very effective in attracting tourists and filling leisure time of tourists. Most tourists use personal tents for relax and entertainment and there is no place for tourist accommodation so that the village Gelyan (especially Gelyan Valley) as the main center of tourism lacks adequate reception facilities. Existing potentials such as beautiful and unique landscapes, sport and entertainment attractions, aqueducts, waterfalls and pristine nature of the area have great effect in the development of tourism.

So we can say: there is a significant and positive correlation between the ecotourism of the village Gelyan and the leisure time of Shirvan city residents. In other words, whatever infrastructures, tourism services and existing potentials (e.g., beautiful and unique landscapes, sport and recreation attractions, aqueducts and waterfalls) in the district of Gelyan increase, commensurate with that, the amount of leisure time which Shirvan's residents spend in the district of Gelyan also increases.

Suggestions:

- 1- Awareness and participation of local people in tourism investment
- 2- Providing the required infrastructures in tourism areas without taking money from the private sector and only by help of the government
- 3- Creating the required field for economic activities of the informal sector in tourism regions
- 4- Participation of banking facilities in providing tourism facilities especially in rural tourism
- 5- Providing the required fields for absorbing the private investment with giving the more importance to local residents
- 6- Giving higher priority to the rural tourism plans which have higher employment making
- 7- Identification of the potential tourism markets
- 8- Providing guidance map and determining how we can have access to the tourism attractions of the region Gelyan
- 9- Installing boards introducing tourist areas on the main roads of the region Gelyan
- 10- Informing, education and promotion of tourism culture in the region Gelyan
- 11- Making many alcoves in the valley of Gelyan
- 12- Building a swimming pool in the vicinity of the waterfall of Estakhry

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