



Assessing the feasibility of developing tourism industry for sustainable development of Mokran coasts: A case study of Jaask Zone

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Abstract. Tourism industry has gained more and more significance in global economic world and it is considered as one of the most lucrative and competitive industries in the world. Numerous studies have shown that this industry has an important role in creating jobs, improving the environment and sustainable development, etc. In this line, for making use of the potentials and capabilities of different areas within the country, the development of tourism industry becomes highlighted. Hence, coasts are one of the most important tourist attraction spots which attract lots of tourists. Tourism, as one of the most dynamic economic activities in the new era, plays an important role in coastal sustainable development. This industry brings about economic, social, environmental and cultural benefits for geographical locations through simultaneous combination of domestic and foreign resources. Nowadays, the institutions which run tourism industry worldwide admit to the value of nature tourism affairs and the necessity to take care of the environment more than before. The coasts of Mokran are among the coasts which have unique tourism attractions nationwide and within the region. Among the most important attractions which can be a step toward sustainable development of Mokran coasts, the geomorphosites of this region especially the risen coast of Jaask, flower-like formations, wind-like shapes, tidal marshes, gulfs and also natural, historical and cultural attractions. Hence, geomorphological phenomena have led to the formation of diverse shapes through wind, water and coastal processes which are considered as potential capacities for sustainable development of tourism industry in Mokran coasts and Jaask zone. The present research has used descriptive-analytical method due to the theoretical nature of the subject. Therefore, the library method was used for taking note of the data and information resources. The aim of this research is to know the tourism attractions of Jaask zone in order to gain sustainable development for Mokran coast and assess the feasibility of developing tourism industry in order to create jobs, increase income, eliminate poverty from Jaask zone in order to achieve sustainable development for Mokran coasts.

Keywords: Tourism industry, tourism, sustainable development, planning, Mokran coasts, Jaask zone

1. INTRODUCTION

Tourism is a multi-purpose industry which has been considered as one of the resources for sustainable development by many countries. In order to come up with a comprehensive and sustainable development and also replace new sources of income instead of oil revenues, all potentials and capabilities ought to be used. Accordingly, developing the industry of tourism, as the third dynamic and growing economic phenomena after oil and automobile industries claimed by economists, is a fundamental need for the country (Madhooshi and Naserpoor, 2003).

In addition, as a fledgling industry in recent years, tourism has had many effects on economic, social and cultural situation of the world. Creating jobs, producing foreign currency incomes, making regional balance, attracting investment for cultural heritage, improving environment and preventing the demise of population are among the advantages of this industry (Sadr Musavi and Dakhil Kahnemooee, 2004). According to released statistics by the World Tourism Organization, each bed (for each tourist) creates one to two jobs; however, the available statistics in Iran indicates that each bed creates 4 to 5 jobs. Therefore, tourism is known to be the most job-creating industry since it requires little investment for creating jobs and it is able to create tens of jobs. In recent decades, the significance of tourism internationally has been increasing in terms of number of tourists and bringing foreign currency incomes and it is

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predicted that more than 1 billion tourists worldwide will travel annually until 2010. As a result, policy makers and planners in every country must take appropriate measures for increasing income gained through tourism and at the same time be careful that such an expansion would not jeopardize tourism's sustainable development (Papatheodorou and Haiyans, 2005). Also, as far as sustainable development is concerned, tourism leads to sensitive environmental effects like preserving natural resources, avoiding the destruction of resources as well as many social and cultural influences such as involving people in planning, increasing cultural interaction and increasing social insight. In order to have sustainable development in tourism industry, an integrated and capable management and also coordination between governmental and private sectors are very important (Madhooshi and Naserpoor, 2003).

Nonetheless, Iran needs to use all of its capabilities and potentials since it is one of the developing countries whose oil resources, as the main source of income, are going to finish in near future while it need to achieve a comprehensive sustainable development and replace new sources of income instead of oil. Furthermore, the border and coastal areas of south have noticeable differences from other populated areas of the country in terms of welfare and development due to being far from the center, and being geographically isolated and underdeveloped. Such spatial and regional differences and imbalances have had a lot of effects on coastal and borderline areas which necessitates that authorities pay more attention to Mokran coasts in order to have sustainable development for tourism industry there.

Consequently, the UNESCO has proposed its solutions for resolving the issue of sustainable development in 6 related fields:

1- developing human resources in tourism industry, 2- Identifying the status of tourism within every country's economy, 3- environmental management of tourism, 4- infrastructural expansion and investment in tourism, 5- facilitating travelling and tourism, 6-national and regional cooperation.

2. RESEARCH METHODOLOGY

The present research is of descriptive-analytical type due to the theoretical nature of the issue. Hence, the library method was used for taking notes from data and information resources. This research aims to pinpoint the tourism attractions of Jaask zone and at the same time assess the feasibility of developing tourism industry for creating jobs and increasing income so that poverty in this region would be uprooted and finally its sustainable development could be achieved.

Theoretical bases

Within the universal system of economy, tourism industry has gained more importance. This industry has so much importance in social and economic development of countries that economists refer to it as invisible export (Rezvani, 2006). Although tourism industry in the new era has kept it distance from the previous formula of tourism in the 18th century which was called Sun-Sand-and-Sea and it is moving toward arranging for purposeful and travelling holidays which could fulfill travelling and mental needs together (Nekuee Sadri, 2009), coasts are still the main destination for tourists and planners try to design and administer facilities for meeting tourists' requirements near coastal areas. Coastal tourism management and planning can be carried out through a deeper understanding of social and environmental systems and their relationships (Cachadi, et al, 2002). Water resources create beautiful and amazing hydrologic perspective and can attract a lot of tourists for hydrotherapy, mud therapy and water sports (Ghadimi Masoom, et al, 2010). Coasts and areas which are dependent on sea are among the main tourist attractions worldwide for playing water sports, getting sun tanned, swimming,

boating, windsurfing, water skiing, hovering in the air, diving, exercising and fishing. These attractions can attract both types of tourists: the ones who have a general inclination and are looking for respite and recreation and the ones who have a special motive and are looking for special activities like diving and fishing (Zargham Boroojeni, 2010).

Tourism is divided into two main branches: coastal and marine, the former attracting more tourists (Papoli Yazdi, et al, 2009). Coasts, lagoons, seas and oceans have a special importance due to being between a body of water and land. They are considered as the most appealing places for attracting tourists. Coastal areas is the intersection of water and land and comprise two ecosystems with separate characteristics (Deleh Kar, et al, 2005). Those parts of coast are more successful in attracting tourists which have the potential for developing a diverse cultural milieu and high quality residential natural attractions with reasonable prices and dependable access to these facilities (Coastal Tourism Working Group, 2001).

In addition, marine tourism is one of the most important subcategories of tourism industry which has been attended to insufficiently in Iran. Although Iran has beautiful beaches in north and south, the absence of required facilities and equipments for tourism and lack of marine transportation vehicles and recreational complexes near seas have led to lack of response to applications from hundreds of domestic and foreign tourists for using marine tours. Arranging marine tours, jet ski, diving, etc can lead to prosperity and development of islands (Ghazanfarpoor and Kamandari, 2012). There are capabilities in marine and island tourism that can be envisaged as an opportunity for achieving sustainable development. Marine tourism has been neglected as an activity and its revival can be very effective on tourism (Ghazanfarpoor and Kamandari, 2012). The tough task of tourism planners at lake areas is to be hopeful about the advantages of tourism while minimizing its negative effects on the environment and the disruption that it can bring about for local communities in order to maintain the interest of tourists, esp. those who reside there for short-time or long-time periods (Sharpoli, 2001).

The Concept of tourism

The term of tourism was initially introduced in 1811. This term meant travelling for visiting historical monuments and seeing natural sceneries for enjoyment. The definition of this concept became more precise and special at the time passed (Management and Planning Organization, 2005). Landburg defines it as follows: " tourism is an activity in which people travel outside of their hometown for recreational or economic purposes and provides services and goods to them which entails some costs for travelers which ought to be paid or their presence incurs such costs" (Landburg, 2004). In the view of World Tourism Organization, tourism refers to an individual's action which includes going to travel and staying outside of one's hometown for less than a year for recreation, trade and other purposes (WTO, 2000). Other aims of tourism include: visiting kinships, therapy, visiting holy shrines, seeing historical monuments and artistic-cultural centers, participating in competitions and seeing them, visiting commercial exhibition and taking part in seminars and symposiums (ibid).

Besides, in Oh's view, tourism industry can have an important effect on increasing employment and its incomes related to residential places and governmental revenues of countries. Hence, tourism can affect economic growth both directly and indirectly.

A) Direct effect: Since tourism industry is one of services, its income is considered as a part of gross domestic product of the hosting country and can directly affect its growth and development.

B) Indirect effect: Tourism can affect economy indirectly since it indicates a dynamic effect on whole economy in form of overflowing effects. The following graph indicates the indirect effect of tourism on economic growth and development.

Achieving development in tourism depends on factors like appropriate organizational structure, planning and training human force, the laws and regulations of tourism and attracting investment. In order to come up with sustainable development in tourism industry, there must be a capable and consistent management and also coordination between private and public sectors. Governments usually shoulder different responsibilities: coordinating policies, planning, preparing statistics and doing research, identifying tourism standards and regulations, creating the motive for investment, doing some marketing services, planning and training human force for tourists and building and expanding infrastructural facilities. On the other hand, private sector is responsible for developing trade and building and managing tourists' resorts while providing other tourism and marketing services for these places and facilities (WTO, 2000).

Hence, since tourism industry requires using different data and information resources from numerous parts, information technology must be incorporated into development. At the same time, because tourism is a multifaceted activity, there should be the maximum level of coordination between tourism organization and all other public and private organizations. Through forming an advisory committee which consists of representatives from tourism organization and all private and public organizations, such coordination could be achieved. According to what was mentioned, efficient management of tourism requires attending to some elements which include:

A- Establishing a proper organizational structure, esp. for public tourism offices and the tourism cooperatives of private sector based on special conditions of every country

B- Compiling and ratifying the rules and regulations of tourism including of specifying standards and issuing licenses for hotels and traveling-recreational agencies

C- Compiling educational and apprenticeship programs and establishing educational institutions for preparing individuals to work in tourism industry

D- Providing financial resource for developing tourist attractions, facilities, services and infrastructural equipments as well as paving the way for attracting investment

E- Compiling marketing and advertizing programs for introducing a country or region to tourists and providing facilities as well as giving information in tourism destinations

F- Providing traveling facilities like visa processing, custom's and giving other services in the entrance or exit points of a country (Madhooshi and Naserpoor, 2003)

F- It should be mentioned that while strategies are devised for sustainable development of this industry and its management, the social, cultural and economic conditions of each area ought to be taken into account

Development and sustainable development

Development is the process of improving all people's quality of life (Ismaelzadeh, 2003). Nowadays, there are lots of definitions for this term. It can be considered as perfecting level of life and achieving ideal conditions in economic, social and cultural fields which is accompanied by materializing the concepts of freedom, justice, social dynamism, human development and social-cultural-economic development. Besides, development is considered as discovering the methods for achieving a perfectionist movement which balances social-cultural-economic phenomena and provides new conditions for socio-economic dynamism and materializes social justice (Zahediasl, 2002). As a matter of fact, development encompasses the changes that positively affect our lives. The ideal aim behind development is improving people's quality of

life in all of its social, economic, cultural, environmental, structural and spatial aspects (Asayesh and Estelaji, 2003). Lexically, sustainable development can continue endlessly within a definite time limit. It is a procedure which aims at improving social, economic, cultural and technological conditions toward social justice and avoids contaminating ecosystem and natural environment (Maleki, 2003). Sustainable development also refers to incorporating environmental, economic and social objectives for maximizing current humans' welfare without damaging next generation's capabilities in fulfilling their needs. The United Nation's Environment program defines sustainable development as improving humans' quality of life while attending to preserving the capacities of life-providing system on the earth through fulfilling the requirements of present generation without damaging the interests of the earth and hindering the fulfillment of next generation's requirements (Aghili, 2009). Sustainable development entails the fulfillment of present society's needs without jeopardizing the meeting of next generation's needs (Naderi, et al, 2009). In fact, sustainable development is the balance between development and ecosystem. This concept was initially introduced by Brandtland in 1987 within "Our Shared Future" report (Maknoon, 1997). In this report, the objective behind sustainable development is tackling the needs of present generation without violating the capabilities of future generations for fulfilling their requirements. A document from the United Nations about environment and development as a roadmap for sustainable development in 21st century was extracted out of this simple, yet ambiguous definition (Roseland, 1997). The main objective behind sustainable development is maintaining or increasing the natural, human or social properties for future generations alongside minimizing the consumption of limited resources and lack of violating the tolerable capacity of ecosystems (Gerakusian, 2003). In fact, humans are the main characters in sustainable development and human development is an inseparable part of this process. Sustainable development is an intrinsic, balanced and harmonious movement within every dynamic system toward perfection and increase of quality which relies on spiritual and materials resources. It is a continuous movement which encompasses the goals through an organic and balanced relationship. The aim of sustainable development is providing the possibilities for the growth and elevation of people and increasing quality of life while attending to humanitarian exalted values (Mossayebi, 2012). In other words, it can be stated that the concept of sustainable development includes a development that is environmentally non-destructive, technically appropriate, economically durable and socially acceptable. As a result, sustainable development within a country or environment can be materialized by attending to demographic capability of human force, technology and financial resources of that country or environment and its durability can be guaranteed by coordinating the 4 abovementioned factors (Darvish and Rahbar, 2005). Generally, it can be claimed that numerous definitions have been suggested for sustainable development. However, the most comprehensive definition belongs to the global commission on environment and development which is known as Brantland Commission which states that "sustainable development is the development which responds to present needs and does not jeopardize the capabilities of future generations with regard to fulfilling their needs and desires (G Haughton C Hunter, 1994). Finally, it can be mentioned that the new thought behind sustainable development states that all elements within environment must be explored according to systematic and organized reflection and in relation with each other (Rahimi, 2001). Principle policies of sustainable development are: 1- minimizing the consumption of non-renewable natural resources like fossil fuels and mineral resources, 2- regularizing the consumption of non-renewable natural resources like underground waters, soil and plants, 3- preserving the limit of producing garbage and waste materials at the level of local and global capacity like greenhouse gases, chemical substances which destroy the Ozone and poisonous waste , 4- fulfilling the basic human and social needs such as accessing life means, having choice, participating in deciding over social fate and accessing a health environment with basic services (Hardoy, 1992). Sustainable development has a close relationship with environmental shortcomings and damages, psychological and social pressures and abnormalities, urban economy and lifestyle, urban milieu and form and urban residents' culture. In fact, urban sustainability or non-sustainability can be detected to some extent through having a cursory look at urban transportation system or the physical

structure of cities as well as issues like pollution of city air and even the daily behavior of city residents (Safaeepoor, et al, 2012).

Research setting

Mokran coasts and the zone of Jaask Port

Mokran is a coastal region that is located in south east of Iran and south west of Pakistan which extends along the Oman Gulf from Raas Alkooh in east of Jaask to Las Bala in south east of Baloochestan province. Up to now, these coastal areas have been neglected due to excessive concentration on Persian Gulf coasts despite the fact that these coasts have a lot of value and importance in terms of geopolitical, geostrategic and geoeconomic potentials. In addition, this region has appropriate potentialities for establishing commercial ports, oil terminals, free trade zones, industrial and tourism areas, etc (Zarghani and Gholizadeh, 2012). Accordingly, the three ports of Chabahar, Jaask and Konarak, which are located linearly along Mokran coasts, are known as Iranian ports with access to high seas which have special importance.

The county of Jaask, whose capital is the city of Jaask, is located in the eastern end of Hormozgan Province and 330 kilometers away from Bandar Abbas with the geographical coordination of 57 degrees and 10 minutes to 59 degrees and 16 minutes of eastern longitude, 25 degrees and 23 minutes to 26 degrees and 13 minutes of northern latitude. This county is in neighboring of Sistan Baloochestan Province from east and eastern north and of Bashagard county from north while from west north to Sirik county and from south to Oman sea. The county of Jaask extends 11141.42 square kilometers, has two districts, 1 city, 5 villages and 178 countrysides (158 with residents and 29 without residents). It contributes to 15.5 percent of all land areas of Hormozgan Province which is the vastest county of the province. Its weather is hot and dry and has a hot summer and a cool winter. The temperature rarely reaches to zero while it decreases from south to north. Generally speaking, this county has a dry-very dry-cool-very hot climate and the degree of dryness increases from south to north. Among the most important permanent rivers of the county with drinkable water are Jegin and Gabrik. The population of this county was 52882 individuals according to 2011 census among which 27415 are male and 25467 are female (Hormozgan Statistical Almanac, 2011). The port of Jaask is the last important port of Hormozgan Province and is the capital of Jaask county. Jaask comprises of 3 parts: coast, plain and mountain. Jaask had numerous names in the past. Once it was known as Jaask Albarkanan, ALbarkaman or Laaft due to being a part of Gheshm Island and the rulers governing in it. In some writings from past, the port of Jaask was named Jaashk or Jaasem. There is a lot of fish in waters near Jaask port, Gheshm Island, Hengam, Laarak and Hormoz and also the main occupation of people in Jaask is fishing. There is also the possibility that the name of Jaask comes from a kind of local fish called Jashk or Jash (Nourbakhsh, 2003). The port of Jaask is located in the very south east of Hormoz Strait in Oman Sea within the Gulf of Jaask within 325 kilometers east of Bandar Abbas. The main job of its people is fishing and a few of them also engage in agriculture. The people were deprived of port facilities before building wave breaker and the new waterfront and were able to use the already damaged waterfront which had been built about 20 years ago (The Organization of Ports and Shipping, Bi Ta). Jaask had noticeable facilities once the city of Hormoz (Old Hormoz) was booming. In past documents, it has been called the Port of Jaask or Jaashk. The port-coastal city of Jaask has had the same strategic location as other coasts of Hormozgan so that it was taken into attention by military experts and authorities in domestic and foreign policy. Throughout the past century, the geographical location of Jaask compelled the Englanders to use it as a base for protecting the East Indies interests. During the years 1969 to 1973, building roads, waterfront, custom's office and fishing facilities in this county led to its prosperity and booming. The port of Jaask is like a peninsula at the very south point of Jaask. Currently, Jaask has a unique status militarily and commercially. The new port of Jaask had limited facilities and was unable to fulfill most of the

requirements of local people and fishermen; however, after the revolution in Iran, this port went through a lot of changes and finally in February, 1983, the new port of Jaask was launched (Noorbakhsh, 2003).

3. DISCUSSION AND RESEARCH FINDINGS

Tourism and tourist attraction potentials in Mokran coasts and Jaask zone

Jaask zone is a costal, port city with a population of 50000 people, an intact nature, beautiful beaches, and abundant historical and cultural attractions can play a pivotal role as one of the tourism destinations in the south of country and be influential in sustainable development of Mokran coasts. Hence, the most important tourism and tourist attraction potentials within these coastal areas will be elucidated in what follows.

Natural attractions and geomorphosites

Due to the sliding of Indian Ocean plate under the pplate of Mokran, the coasts of Mokran are among the young and active coasts. The oceanic lithosphere of the western pplate is moving toward north and goes under the Afghan-Helmand Loot and Block PPlate. The speed rate of the Arabic coast and Mokran coast within geodetic measurements has been measured to be 1.9 centimeters per year. Such descending movement is the reason for most of technical phenomena in Mokran coasts, especially the raised coasts and flower-like shapes in this region (Ahrari Roodi, et al, 2011). Meanwhile, in addition to geostructural activities, diverse corrosive systems, including coastal phenomena, have an effective role in the formation and diversification of geomorphologic features of the region.

Raised coasts and corrosive formations

Raised coasts have been coming up from 30 to 50 thousands years ago in Iran and their amount of rising has been estimated to be 1 to 3 centimeters per year. These coasts are visible in Iran from the vicinity of Jaask Port to Guatr Gulf with spectacular and unique landscapes. Generally, the amount of rising has been increased from west to east so that it reaches to about 1 meter from Jaask Port, more than 100 meter around Chabahar Port and about 500 meters from Karachi Port in Pakistan (Negareh, 2004). The main ingredient of these formations, especially in Jaask Port, is Conglomerate and the residues of seashells belonging to Paleoquaterter era (Nouheghar and Yamani, 2006).



Picture 1. The raised coasts in Jaask Port along the coasts of Oman Sea.

The formations created by wind corrosion are among the prevalent shapes in the region. This geomorphosite is the outcome of the intervention and displacement of floating sands. Once sand-armed winds attack profusely to the bottom of dunes which have been shaped from low-resisting rocks, the lower part of the dune gets corroded while its tip is safe from corrosion (Mahmoodi, 2004).



Picture 2. Mushroom-like formations resulting from wind corrosion between Jaask and Minaab.

Mud-flush formations and tidal lagoons

These formations are natural phenomena which are shaped when underground waters gush out in muddy masses (Alaee Taleghani, 2004). The main regions for these formations in Hormozgan Province are located between Minaab and Jaask on Mokran coasts (ibid). Such formations are generally categorized into two main groups of volcanic/hot and cold/tectonic. Among their main applications, their shape and morphology, the manner of activity and gushing out of mud, the significance of mud therapy and forming small ecosystems of creatures and plants, correlation with oil and gas resources and pottery for natives are mention worthy (Negaresh, et al, 2009).



Picture 3. Mud-flush site of Ganan in Jaask County.

Tidal lagoons have generally covered the eastern coast of Hormoz Strait around low-steep river deltas (Lohegar and Yamani, 2006). The vastness of these geomorphosites depends on the slope of post-strand and tidal amplitude which changes when sea water comes toward coastal areas (Yamani, 1999).



Picture 4. Tidal lagoons in Minab-Jaask, north of Hormoz Strait.

Bashagard Mountain chain and sand cliffs

The mountain chain of Bashagard in Jaask County is in form of number 8 and has created two separate mountain chains called Eastern Bashagard (in Kahnooj, Kerman) and Western Bashagard (in Minaab). These mountains are among the beautiful and seeing-worthy places in this county. The highest mountain tip is in Western Bashagard with a height of 2046 meters. Lots of rivers originate from it and flow toward Oman Sea like Jegin River.

One of the features of Jaask County is the existence of sand and rocky areas which have created beautiful sand hills and attract every viewer's eyes. Most of these sand hills are located on the road between Minaab and Jaask which provide natural sceneries and continue their path toward Chabahar (Al Ahmad, et al).



Picture 5. Bashagard Mountain chain.

Jegin River

This river originates from Bashagard Mountains and flows toward sea after joining some other rivers. It has drinkable water and a dam has been built in it with 200 million square meter capacity (Al Ahmad, et al, 2012).

Western and Eastern Jaask Gulfs

These gulfs are located beside the Oman Sea. When the height of sea waves reaches to 1 meter, no menacing wave is seen in them and they are very calm. They are among the best areas for water sports and attraction of tourists (Al Ahmad, et al, 2012).

Harra Jungle

One of the natural, beautiful attractions of Jaask Port is Harra Jungle which attract lots of tourists. This jungle is continuously confronted with regular high/low tides so that at the time of low tide, the trees on the its muddy bottom come out of water and appear as scattered islands while at the time of high tide, they go under water and disappear. Beautiful, rare birds like Gilan Shah, big Agrat as well as pelicans and flamingoes create spectacular sceneries. Within the Jaask zone, Harra trees are called Tamr. These jungles are mainly in the outskirts of Jaask city (Looran Gulf) and are seen as scattered on its western part which are extended along khor (Al Ahmad, 2012).

Pooraf and Sedij hot water springs

Coastal springs and spas are abundantly found in this region, esp. in Jaask which are sacrosanct and respectable for local people and have therapeutic effects. One of the most known and awe-

inspiring springs of this kind is named Pooraf within 20 kilometers in east of Jaask on the coast of the sea. This region has enormous Harra jungle which comes out of water like a beautiful island against Khoorpooraf and create a pleasant panorama. Hot-water springs, sea, immigrant birds, beautiful coasts and a special area for fishing are among the most important attractions for travelers (Al Ahmad, et al, 2012). Hot water spring is of phosphorous kind and is located along the Jegin River and south of Bashagard mountains. Its water is very useful for rheumatism pains (A Ahmad, et al, 2012).

Historical and Cultural attractions:

The land of Mokran has been the habitat for different people and cultures since its appearance so that people and cultures of different kinds have lived together there. The existence of historical monuments from pre-historic populations are testimonies to the rich culture and history in this region. The most important of these monuments are pointed out in what follows (WWW, hchto.ir):

- Sassanid rooms: At the very last part of Mobarak Mountain, there are two stone-carved rooms which belong to Sassanid era.

- Amir Divan holy shrine: The tomb of Amir Divan is one of the most important religious monuments in Jaask which is visited by local people, esp. the Baluchies.

- Black and White tower: This tower is located on Motahari Street within 52 meters away from the sea and belongs to Ghajar era.

- cemetery and crypt: there are a legendary crypt and a cemetery within the central part of Jegin, Gabrik village and Jegin village (which goes back to the first millennium before the birth of Christ) within 15 kilometers away from northeast of Jaask which is estimated to belong to pre-Islam era.

- Telegraph House: several monuments were built at the time when East Indies Company ruled over in Jaask, among which telegraph house is mentionable. This monument was built by Englanders in 1869. The red building nearby was also built by Hollanders in 1877.

- Sadermand Cave: This cave is located within Old Jaask, Gazdan village, 30 kilometers away from Jaask County in form of two caves with two thresholds. Its date of construction is not clear but the pottery pieces found inside the cave belong to the Sassanid-to-early-Islam era which indicates that the cave was built before Islam and was used until Islamic era. This long cave has a lot of pillars and there are several niches on its corners (Al Ahmad, et al, 2012).



Picture 7. Sadermand Cave.

Artistic and handicraft attractions

The land of Mokran has numerous artistic attractions, esp. handicrafts, gipsy spaces, local music, architecture; etc some of which are pointed out to in what follows. In addition, the people of Jaask County used to live self-sufficiently and they had special jobs like fishing, herding, farming, as well as making handicrafts. Although the popularity of handicrafts has become less now, they are made by humble and friendly people of Jaask which can potentially assist in creating employment and boosting the economy of the region if due attention is paid by authorities.

- Weaving straw mats: The raw materials for weaving straw mat is palm leaf and the wastes of palm tree. After being turned into thin strips, they are put temporarily in the sun to become soft and then different kinds of straw mats are woven by them.

- Weaving bear-like carpets: A special kind of carpet with protruded texture and limited color is made from wool and its basic structure is horizontal.

- Weaving Chanteh: Chanteh is like a small bag or saddlebag which is made from goat wool and hair according to mental sketches and is decorated with colorful beads, seashells and decorative tassels (Al Ahmad, et al, 2012).

5-2- Appropriate management and planning for tourism industry as a pre-requisite for sustainable development in Mokran coasts and Jaask zone

In order to achieve sustainable development through developing tourism industry, every country requires some preliminary parameters. Aside from human factor which includes tourists, one of the other influential and important factors is appropriate management and planning regarding tourism for coastal areas. In its most comprehensive definition, planning involves organizing the future for achieving definite goals. Consequently, there is a strong element of prediction in every planning since it tries to define the future in a comprehensive manner in advance. This comprehensiveness, which is brought about by a lot of factors, is not exactly predictable (Zargham, 2010). Planning started once humans acted toward solving their problems and fulfilling their needs and also wanted to identify their surrounding environment and facilitate their life (Shia, 2000).

5-3- The role of tourism industry development in Mokran coast in the sustainable development of Jaask zone

Tourism has a balancing role in the logistics of every land and leads to social justice and efficient distribution of incomes and regional balance. It not only helps local economy, but also improves the condition of local communities (Fleischer, 1997). In addition, it promotes local people's quality of life and enhances the consistency of the hosting community's socio-cultural structures. Hence, tourism fulfills the recreational needs of tourists and the requirements of present generation in a regions while guarantees future generation's enjoyment of the benefits (Ayaft, 1996). In addition to the abovementioned factors, some others contribute to the development of tourism such as security, discipline in giving services, hygienic and health-related factors, transportation systems, information systems and developing the infrastructures of tourism industry esp. hotels and restaurants (Papoli Yazdi and Saghadee, 2006). Tourism is given a lot of attention in developing countries in which other forms of economy such as production and extraction of minerals are not economically justified or do not have a significant role in commerce and merchandise (Sobooti, 2008). Tourism industry can be very conducive in countries like Iran whose main part of foreign currency resources depends on oil while enjoy

potential capabilities and numerous social, cultural and historical attractions (Beikmohammadi, 2000). Consequently, tourism industry can bring about sustainable development for southern coasts of the country if the southern ports and coasts are improved through an economic attitude based on developing the infrastructures of these regions and qualitative and quantitative improvement of roads by having a comprehensive outlook. In case these conditions are met in these regions, economic growth and development would happen in industry and services sectors and accordingly provides employment for the young and active work force within the region and other neighboring regions. Creating new employment opportunities leads to the improvement of professions, reduction of poverty, corruption and joblessness and finally sustainable development of the region and the country would be achieved in the aftermath of improving economic, social and cultural parameters. Furthermore, other communicative and transportation ways (air, sea, rail, and road) would be created outside of the port and coastal boundaries which can give rise to other opportunities and lead to the development of the country's transportation network in different parts and sustainable development.

All in all, the findings of the present research within the adopted research method framework indicate that the tourism infrastructures and investments are currently at a low level. This was achieved through scientific analyses and explorations. Meanwhile, this issue requires more investment and evaluations of regions like Mokran Coast which have a lot of potential opportunities for progressing the country locally, regionally and nationally. In what follows, some of the most important challenges ahead of sustainable development of tourism industry in this region are pointed out:

4. CONCLUSION

Natural attractions have affected most tourism markets nowadays which is the result of this issue that most tourists are seeking to see the attractions that are natural and unique compared with other attractions. The attractions of Mokran sea coasts are among the potential regions that have a lot of potentials for attracting tourists while having special climatic and geomorphologic conditions. However, the tourism potentials of this part of the country have not been appropriately used. The phenomena created through geomorphologic processes are among the cases with a high potential for attracting tourists to southern regions of the country. On one hand, this region ought to be taken into special account due to having numerous potentials in realms of having diverse biological and animal species, special formations on the surface of land and suitable climatic conditions in some seasons. On the other hand, each natural attraction in the country requires its own special planning and has its own methodology for knowing its geomorphotourism values. In this paper, the tourism capabilities of some geomorphosites in Mokran coasts, alongside its natural, cultural and historical attractions were investigated. The results of this research show that developing tourism in the explored sites requires paying attention to its different scientific, aesthetic and survival aspects. In other words, developing these phenomena is in line with their comprehensive research methodology. Accordingly, some solutions and suggestions are put forward for developing tourism industry in order to provide sustainable development for Mokran coasts.

5. SUGGESTIONS AND SOLUTIONS

- Precise and correct policy making, planning and executing the developmental programs within coastal and borderline regions by policymakers and authorities in tourism
- Special attention by the law-making institute and the organizations related to 5-year developmental plans and country's opportunities in tourism at borderline and coastal regions

- Advertising widely and heavily in mass media by authorities and investors regarding the significance of investing by private and public sectors in coastal area in order to attract tourists
- Protecting, maintaining and, if necessary, reconstructing tourism resources and attractions by getting help from public and private sectors
- Establishing and enhancing transportation network and communications within coastal areas regarding sea, air, rail and road fields by getting help from private and public sectors
- Qualitative and quantitative promotion of transportation systems in sea, air, rail and road fields
- developing and improving the condition of residential, recreational and servicing areas by governmental and private sectors through domestic and foreign investment within coastal areas and their vicinities
- Public training to people about tourism culture, the manner of behaving with tourists esp. in provinces that are near water and coastal borderlines of the country
- Launching sport projects esp. for water sports within coastal areas for attracting tourists to sports like swimming, diving, jet skiing, windsurfing, etc
- Participation of people and private sector in decision making and executing tourism programs within coastal areas
- Providing comprehensive security within coastal and borderline areas for tourists by governmental organs and offices
- Paving the way for attracting domestic and foreign investors to coastal areas and tourism areas around them for establishing the infrastructures of tourism like hotels, restaurants, costal parks, etc
- Paving the way for establishing international markets within coastal areas and providing all legal and common services for tourists
- Executing tax and customs exemption for investors and tourists as much as possible
- Preparing comprehensive and detailed tourism plans within country's national development programs
- Establishing wide green and diverse plants belt as a tourist attraction in the country's southern coastal strip
- Running attractive music concerts and theatrical shows for tourists in a way that they fit with their religious beliefs and Iranian customs in order to disseminate Iranian culture

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