

QUALITY OF MARKETING EDUCATION AND THE PERFORMANCE OF MARKETING GRADUATES IN NIGERIA: NEED FOR THEORY-PRACTICE SYNERGY

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Abstract

This study surveyed the views of marketing educators, practitioners and graduating students over the increasing gap between marketing theory and practice in Nigeria which has led to the displacement of marketing graduates from marketing positions in many companies across various industries. The survey research design was adopted while a convenience sample size of 180 respondents was used. The respondents were drawn from Marketing lecturers and students in tertiary institutions offering Marketing in the South-east and South-south, as well as industry managers. The study revealed that the level of synergy between marketing theory and practice in Nigeria was poor which results in poor performance of marketing graduates and that the quality of marketing education and methods adopted in teaching the subject matter have high impact on graduates' performance. It was recommended among others that tertiary institutions offering marketing should seek strong linkage, relationship and knowledge coalition with industry players and employers of labour and that NUC, NIMN and institutional authorities should put an eagle eye on the quality of lecturers, materials and learning environment in order to boost the quality and relevance of marketing education.

Key Words: Marketing Education, Theory, Practice, Synergy.

Introduction

Marketing in Nigeria is growing in principle (theory), practice and professionalism. In principle, an increasing number of tertiary institutions (federal, state and private universities and polytechnics) offer marketing as a full-fledged discipline. This is against the sole offer by University of Nigeria, Enugu Campus in 1972 (Okpara, 2012). In practice, the intensity of competition in virtually all sectors of the economy has positioned marketing as an inevitable functional unit in profit-oriented and non

profit-oriented organizations. The horn of marketing has been raised high in the activities of such professional bodies such as National Institute of Marketing of Nigeria, Advertising Practitioners Council of Nigeria, Chartered Institute of Purchasing and Supply, Nigerian Institute of Public Relations, etc. This accounts for the increasing number of marketing graduates and professionals certificated annually. Marketing according to Pride and Ferrel (1985) consists of individual and organizational activities aimed at facilitating and expediting exchanges within a set of dynamic environmental factors. Marketing functions can be performed at the micro and macro levels. The micro functions which are performed within the organizational setting include the following: marketing research, product planning and management, price management, distribution management, sales forecasting, training of sales personnel, market planning, after sales services etc, Anyanwu, (2000). Also, Agbonifoh, Ogwo, Nnolim and Nkamnebe (2007) recognized three sub-sections of the macro functions of marketing as merchandising (buying, selling, standardization, grading), physical distribution (transportation, storage) and auxiliary functions (market information, risk bearing and financing).

In view of these functions, and the science/art debate about marketing, Anyanwu (2000) suggests that marketing should better be seen as a practice and its qualified members regarded as **marketing practitioners**. To achieve this, the call for theory-practice synergy is therefore imperative. Marketing theory emphasis the knowing and the academic side while marketing practice or art emphasizes the doing rather than the knowing. In Nigeria today, Marketing is offered in many tertiary institutions (Universities; private, federal and state, polytechnics of all kinds, colleges of education, etc.). Graduates of marketing come in different categories in Nigeria depending on the certificate obtained. There are National Diploma (ND), Higher National Diploma (HND), Bachelor of Science (B.Sc.), Post Graduate Diploma (PGD), Master of Business Administration in Marketing (MBA), Master of Science in Marketing (M.Sc.) and Doctoral Degrees (Ph.D.).

Statement of the Problem

There is a mismatch in the number of marketing graduates produced and the number of marketing jobs secured by marketing graduates in Nigeria. From the etymological meaning of the subject matter, marketing is more of a practice (art) than theory (Anyanwu, 2003; Okpara, 2012; Pearce & Bonner, 2007). Kotler and Keller (2007) also assert that there has been a constant tension between the formulation side of marketing and the creative side. Marketing educators place too much emphasis on purely academic and theorizing issues, yet our discipline is fundamentally applied. This lopsided and imbalanced training to marketing graduates has led to the performance of marketing functions by non-marketing graduates in leading organizations in Nigeria. This is simply because most marketing graduates are academically sound, but worth very little in practical relevance which is the basic skill employers look out for. Observations show that over 65% of marketing managers in banking, transportation, telecommunication, manufacturing, insurance, pharmaceutical and hotel services are non-marketing graduates. It is embarrassing to note that it has become a culture in most organizations to leave marketing vacancies open for graduates in all disciplines. To worsen it, most graduates, in many instances can hardly justify their certificates in practice when employed. In many tertiary institutions, little or no attention is paid to the

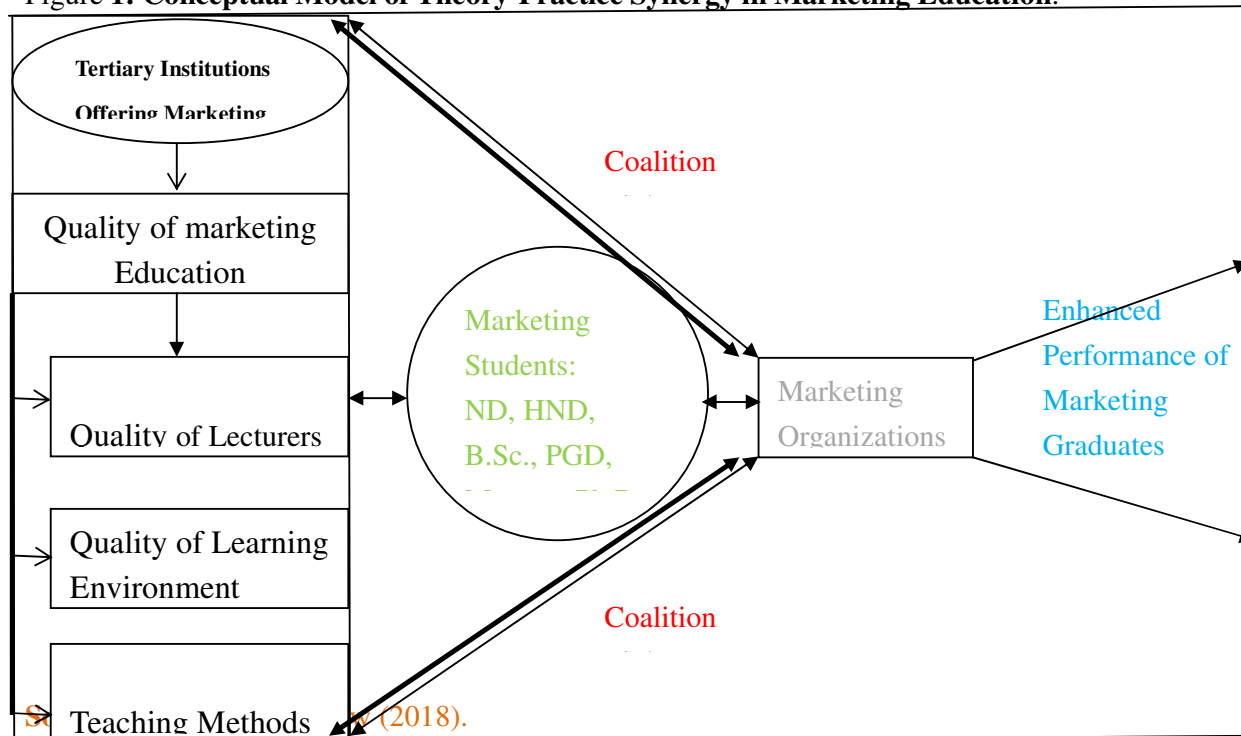
practical aspect. In today's globally competitive knowledge economy, organizations favour graduates that can produce results in the market place. Hence, there is the need to update marketing curricula to capture the existing practical gap. Clark (2001) suggested that university departments will need to change their curricula every two or three years in order to ensure that the content of their teaching reflects the rapid advancing frontiers of scientific knowledge. It is therefore worrisome to note that marketing education has been rated far below expectations in Nigeria when evaluated in terms of labour market absorption and employers assessment of graduates' performance vis-a-vis other graduates. More, reviewed literature shows an obvious lack of recent empirical studies on the link between marketing theory and practice in Nigeria. This study was therefore conducted to find out reasons accounting for the widening gap between marketing theory and marketing practice represented by the teaming number of marketing graduates and the very little number of these graduates securing and occupying sensitive marketing positions in leading industries. To achieve this, the following research questions were raised:

- (1) Does the quality of marketing education influence the performance of marketing graduates in organizations?
- (2) To what extent do the teaching methods adopted by tertiary institutions in teaching marketing influence the performance of marketing graduates in organizations?
- (3) To what extent does the quality of lecturers influence the performance of marketing graduates in organizations?
- (4) To what extent does the quality of learning environment influence the performance of marketing graduates in organizations?

Conceptual Framework

. The figure below shows a conceptual model of synergy between marketing theory and marketing practice:

Figure 1: Conceptual Model of Theory-Practice Synergy in Marketing Education.



Review of Related Literature

Studies have been carried out on the relationship between the quality of education (quality of teachers, quality of learning environment, and method of teaching) and the performance of students. Few researchers have also considered the effect of education quality on the employability of graduates of the system. As observed by Tebabal and Kahssay (2011), the primary purpose of teaching at any level of education is to bring a fundamental change in the learner. To facilitate practice of knowledge transmission, teachers are expected to apply appropriate teaching methods that best suit specific objectives and level exit outcomes (Gayanpfu, 2013). Again, Adunola (2011) maintains that teachers need to be conversant with the numerous teaching strategies that take recognition of the complexity of the concepts to be covered. To prepare students of marketing to be employable in the information technology oriented and highly competitive sectors of the global economy, there is the need to align the teaching methods, the teaching environment and the quality of lecturers with global best practices.

Empirical Review

In a study involving 109 students, Gayanpfu (2013) observed that there is a significant relationship between teaching methods and students academic performance. This is also supported by the empirical studies of Adunola (2011), Tebabal and Kahssey (2011), Luntanya (2014) and Harvey (2005). Above all, Trant (2012) in his study that involved Vietnamese higher students found that a positive relationship exists between teaching systems and the issue of graduate employability. However, Nazi and Can (2010)

discovered in a study involving two groups of accounting students that there was no significant difference in the performance of students who were taught the subject matter using different approaches.

The quality of teachers (lecturers) has been found to have significant effect on the performance of students and their career prospects. Harvey (2005) noted that the nature of teaching and learning practices should aim at developing students to be effective workers. Trant (2012) observed that the main driver of the variation in students learning at school is the quality of the lecturer. Luntanya (2014) asserts that the quality of an education cannot exceed the quality of its teachers. Higgin (2015) observed that students placed with high-performing teachers will progress three times as fast as those placed with low-performing teachers. Finally, a number of scholars have found strong relationship between learning environment and quality of graduates produced. The studies of Higgin (2015) Kamaraddin and Kamarazaman (2001) confirm this. However, Lawrence (2012) found no relationship between the two in his study. From these reviewed literatures, the following research hypotheses were derived:

- H₀₁:** The quality of marketing education does not influence the performance of marketing graduates in organizations.
- H₀₂:** The teaching methods adopted by tertiary institutions in teaching marketing do not influence the performance of marketing graduates in organizations.
- H₀₃:** The quality of lecturers does influence the performance of marketing graduates in organizations.
- H₀₄:** The quality of learning environment does influence the performance of marketing graduates in organizations.

Research Methodology

The survey research design was adopted in this study with the questionnaire, oral interview and observation used in eliciting needed data. Copies of the questionnaire were distributed to a randomly selected sample size of 180 respondents conveniently determined for the study. This number was made up of marketing educators, marketing final year students drawn from ten tertiary institutions offering marketing as well as industrial managers from banking, hospitality, transport, insurance, pharmaceutical and telecommunication organizations within the South-East and South-South states. The hypotheses stated in this study were tested using One Sample t-test in the SPSS version 21. T-test is based on t-distribution and is considered an appropriate tool for finding the significance of a sample mean in case of small sample when population variance is unknown (Kothari, 2012). The reliability of the instrument was determined using the Cronbatch Alpha test which showed a correlation value of **0.72, 0.79, 0.81 and 0.76** respectively for the four variables; quality of marketing education, teaching method, quality of lecturers and quality of learning environment. The content and face validity of the instrument were determined by expert opinion.

Data Presentation and Analysis

All the collected data were analyzed using simple percentages and tables.

Table 1: Administration and Retrieval of Questionnaire

Group	No. Issued	No. Retrieved/ Used	Percentage Retrieved
Educators	60	52	87%
Students (final year)	60	56	93%
Industry Managers	60	43	72%
Total	180	151	84 %

Table one above shows that 60 copies of the questionnaire were administered on each of the three groups, 52 (87%), 56(93%) and 43(72%) were retrieved from marketing educators, marketing final year students and industrial managers respectively. In all, a total of 151 representing (84%) of the 180 copies distributed were retrieved.

Table 2: Analysis of Demographic Variables

To be analyzed here are **the age**; sex, marital status and educational background of respondents.

Options	Frequency	Percentage
Sex:		
Male	83	54.97
Female	68	45.03
Marital Status:		
Married	71	47.02
Single	80	52.98
Educational Background:		
Olevel (final years)	60	37.09
ND	15	10.00
HND	20	13.00
B.Sc	12	8.00
Masters and above	48	31.79
Age Bracket:		
18-30	62	41.06
31-40	32	21.19
41-50	35	23.18
51 and above	22	14.57

The table above shows that 83 (55%) and 68 (45%) were males and females respectively. 71(47%) and 80(53%) were married and single respectively. Also, 56(37%), 15(10%), 20(13%), 12(8%) and 48(32%)

had Olevel, ND, HND, B.Sc and Masters above respectively. Again, 62(41%), 32(21%), 35(23%) and 22(15%) were in the age brackets of 18-30, 31-40, 41-50 and 57 and above respectively.

Table 3: Rating of the Extent of Synergy between Marketing Theory and Practice in Nigerian Tertiary Institutions

Option	Frequency	Percentage	Mean score
Excellent	0	0	0.00
Very good	8	5.30	0.26
Good	26	17.22	0.69
Fair	34	22.52	0.68
Poor	43	28.48	0.57
Very poor	40	26.49	0.26
Total	157	100.00	2.46= POOR

Table 3 analyzed respondents rating of the current synergy between theory and practice in marketing education, none rated it excellent. 8(5%), 26(17%) 34(23%), 43(28%) and 40(26%) rated it very good, good, fair, poor and very poor respectively. The mean value analysis gave a grand total of 2.46 on a six scale option. This means that the synergy between marketing theory and marketing practice is poor.

Table 4: Rating of the Effect of Quality of Marketing Education on the Performance of Marketing Graduates in the Field

Criteria	VH	H	L	VL	Mean score	Result
Quality of educators	83	57	9	2	3.46	High
Quality of teaching						
Materials	48	79	16	8	3.10	High
Quality of learning environment	93	44	11	3	3.50	Very High
Total	224	180	36	13	3.36	High
	49%	40%	8%	3%		

Table 4 shows respondents' rating of the effect of quality of marketing education on the performance of marketing graduates in the industry. The three criteria assessed were the quality of educators with a mean score of 3.46 (High), the quality of teaching materials with a mean score of 3.10 (High) and the quality of learning environment with a mean score of 3.50 (Very High). In all, a total of 224 votes (49%), 180 (40%), 36 (8%) and 13 (3%) were recorded for very high, high, low and very low respectively. The cumulative mean score was 3.36 which means that the quality of marketing education has **High effect** on graduates performance in the field.

Table 5: Rating of the Impact of Teaching Method Adopted on the Performance of

Marketing **Graduates.**

Options	Very high	High	Low	VL	Mean score	Result
Class room lectures	46	40	48	17	2.76	High
Case Analysis	74	72	5	-	3.46	High
Discussion method	52	56	21	22	2.92	High
Group work	63	48	31	9	3.09	High
Seminars/workshops excursions/	88	52	11	-	3.51	Very High
Participation	90	61	-	-	3.59	Very
High Industrial Training	56	64	20	11	3.08	High
Total	469	393	136	59	3.21	High
	44%	37%	13%	6%		

The above table shows respondents' rating of the effect of teaching methods on the performance of marketing graduates. Seven methods of teaching marketing as suggested by Kalu, Agu, and Amaechi (2012) were used. The class room lecture method was rated high with a mean score of (2.76%). Case method, discussion method, group work method, and industrial training method were also rated high with mean score average of 3.46, 2.92, 3.09 and 3.08 respectively. Seminar/workshop methods and excursion/participation methods were rated very high with mean score averages of 3.57 and 3.59 respectively. In all, 469 (44%), 393 (37%), 136 (13%), and 59 (6%) rated the impact of teaching method on the performance of marketing graduates very high, high, low and very low respectively. The cumulative mean score average of 3.21 shows that the teaching method has **High** impact on graduates' performance.

Table 6: Graduates' Performance When Theory-Practice Synergy is neglected

Option	Frequency	Percentage
Very High	7	4.64
High	18	11.92
Low	53	35.10
Very Low	73	48.34
Total	157	100.00

The table above shows that 7 (5%), 18 (12%), 53 (35%) and 73 (48%), rated performance of students when theory-practice synergy is neglected very high, high, low and very low respectively. When a mean score of 1.72, the result shows that graduate's performance will be low when theory-practice

synergy is neglected in the teaching of marketing.

Test of Hypotheses

All the stated hypotheses were tested using the student t-test as disclosed.

Rule: At **0.05** level of significance and an appropriate degree of freedom, if the critical value of t is less than the calculated value of t and the Alpha (0.05) is greater than the p-value, **reject H_0** and **accept H_1** .

The table below shows the results of the four tested hypotheses:

Table 7: Results of Tested Hypotheses

Hypothesis	Source of Date	T-Cal	P-Values	DF	T-Critical	Decision
One	Table 4	3.593	0.004	11	2.201	Reject Null
Two	Table 4	3.222	0.015	7	2.365	Reject Null
Three	Table 4	3.124	0.017	7	2.365	Reject Null
Four	Table 5	6,639	0.000	27	2.012	Reject Null

The test was calculated at an alpha level of 0.05 which was compared with the p-value (sig. 2 tailed).

Summary of Findings

The following key findings were made in the course of this study:

- (1) The study discovered that the level of synergy between marketing theory and practice in Nigerian tertiary institutions was rated poor. The theory-practice gap leads to very poor performance of marketing graduates in the marketplace.
- (2) The study also revealed, from the tested hypotheses, that the quality of marketing education represented by the quality of educators (lecturers), quality of teaching materials (textbooks, teaching aids such as technological facilities etc) and quality of learning environment have high impact on the performance of marketing graduates. In contrast, most of the institutions have very poor learning environment. This is in line with the findings of Gayanpfu (2013), Adunola (2011), Tebabal and Kahssay (2011), Luntanya (2014), Harvey (2005) and Trant (2012), while it contradicts Nazi and Can (2010) findings.
- (3) It was also revealed, from the fourth hypothesis tested, that the teaching method adopted in the teaching of marketing affects performance of marketing graduates to a high extent. The teaching dimensions examined were classroom lecture method, case method, decision method, group work method, seminar/workshop, excursion/participation as well as industrial training methods. However, the impact of seminar/workshop and excursion methods was rated very high on graduates' performance. Nevertheless, classroom lecture accounts for over 80% of the teaching methods presently adopted in tertiary institutions. Most of the institutions have scrapped the industrial training programme while excursions were never in the curricular of most marketing departments. Higgin (2015) and Kamaraddin and Kamarazama (2001) assertions are in line with these findings while the assertion of Lawrence (2012) negates it.

Conclusion

There is an urgent need to rethink, redirect and reposition the quality of marketing education in Nigeria

by ensuring that the gap existing between theory and practice is bridged. When this is achieved, marketing graduates will be sought-after products in the labour market in view of the important position marketing occupies as a functional unit in an organization.

Recommendations

Based on the findings of the study, we recommend as follows:

- (1) That tertiary institutions offering marketing should seek strong linkage, relationship and knowledge coalition with industry players and employers of labour. This will help to identify the modern complementary skills which marketing graduates are expected to possess. Efforts should be made to update the syllabus to include such practical aspects of marketing that will help to build the creative, communication, organizational, interpersonal and reflective skills of the graduates. Our new model can serve as a guide.
- (2) To boost the quality and relevance of marketing education in Nigeria, NUC, NIMN and institutional authorities should put an eagle eye on the quality of lecturers, materials and learning environment in our tertiary institutions. This view is in line with the assertions of Hunt (1994), Dimas et al (2011), Harvey et al (1993), Layland (2012) and Williams et al (2003), that there is the need to assess, evaluate, implement, adapt and assimilate teaching methods, learning activities, institutional materials, resources and technologies to strengthen the effectiveness and quality of education to match institutional studies with the problems of the labour market.
- (3) Efforts should be made to allocate reasonable credit load and pay serious attention to such practical methods of marketing education as case analysis, seminars, workshop, industrial training, project research, group work, discussions etc. This will help in monitoring students' progress and performance with a view to proffering timely corrective measures before graduation.
- (4) Also, employers of labour should provide receptive and friendly atmosphere to students who wish to update their knowledge in the industry through researches, industrial training etc. This will help to reduce the cost of retraining after employment.

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INVESTIGATING THE ROLE OF TOURISM IN THE CONSERVATION AND SUSTAINABLE DEVELOPMENT OF THE ENVIRONMENT: A GEOGRAPHIC APPROACH

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Abstract: Tourism is always embracing economy, social and environmental impacts. For this reason, the policy of sustainable development of tourism is necessary. The general approach is that governments have paid attention to tourism ecologically in the long run. This is approved and financially self-sufficient, and from the perspective of social and moral for local communities is beneficial and promising. The aim of this study is to evaluate the effects of wetland ecosystem conservation and environmental sustainability of tourism in rural areas. The purpose of applied research and in terms of data collection is descriptive and analytical. The study population consists of 3 villages' khawmirabad rural district, Sarkol Zarivar which in the whole 93 villages of this area, a number of villages was selected. Sample households of the village and randomly classified and 12 villages were selected. Cochran formula used to determine the sample size and questionnaire to 330 randomly selected villages were selected among heads of households. The validity of the test Cronbach's alpha was 0.77 percent. For statistical analysis of data from one sample -t-test, chi-square test and ANOVA test in spss software is used. The results show that tourism in economic and socio-cultural aspects have a positive impact on the wetland ecosystem conservation and sustainable rural environment.

Keywords: environment, conservation, sustainable development, geographic approach, tourism

INTRODUCTION

In the present era of tourism, the tourism economy is becoming one of the fastest growth industries in the world, a tool for the creation of national income and one of the main pillars of the global economy; also, of concepts, forms of development considered¹. Natural tourism activity is a complex with other sectors of society and the economy, having in common the effects and consequences of different which should be in the process of planning all its aspects considered the take up of negative factors and threat prevention and the effects of economic, social and environmental aspects related to the increase². Tourism and environment are mutually dependent. Thus, development and management of tourism so that the environment is a key factor in achieving sustainable development is taken into account³. Tourists need to be part of the natural, cultural and human environment, to maintaining the balance between them⁴,

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¹ N. Rattanasuwongchai (1998): *Rural Tourism: The Impact on Rural Communities*, 2. Thailand Food and Fertilizer Technology Center.

² T.K. Reinhold and A. Diara (2000). "The role of tourism in development planning". Department of Business Management.

³ World Tourism Organization 1379, "National and regional tourism planning". Translated by M.A. Zadeh. Tehran: Cultural Research Bureau, p.73.

⁴ M. Altinay, K. Hussain (2005). "Sustainable Tourism Development: A Case Study of North Cyprus". *International Journal*

because the vast majority of recreational activities directly depends on natural resources in the destination¹; the negative environmental impact of tourism including air pollution, soil pollution, water pollution, traffic congestion problems, poured spraying waste, damage to historical buildings, destruction of natural herbs, destruction of wildlife, etc.²

Wetlands are beautiful sights. It is necessary the tourism industry to develop properly planned and managed, as a creator or drive the development process to achieve sustainable development in the local communities and aquatic ecosystems and wetlands.

Wetlands of inertia relative water have been developed among many ecosystems production in the world, comparable to rain forests and coral reefs, which include a variety of species of microorganisms, plants, insects, amphibians, reptiles, birds, fish and mammals³. The regeneration of these natural ecosystems engages the restoration of natural materials and rustic design of the most important research areas and many of the country's executive. The aim of this study is to evaluate the effects of wetland ecosystem conservation and environmental sustainability of tourism in rural areas surrounding the Zarivar, located in the city of Marivan.

THEORETICAL FRAMEWORK

Tourism, as an important form of human activities, has an important impact. The effects in the region of tourism destination interact with the local environment, economy, culture and society is evident. Also, a large part of the activities of tourism planning is done on the effects of tourism⁴. The effects of tourism development, the complex process of change and exchange between tourists and destination host settlements are included⁵.

The environmental dimension of tourism, one of the favorite areas of geographers, is the reason for the implication of geography with a robust approach in the field of human relations and the environment⁶. The analysis of tourism on the environment and resources is an area in which natural and human geographers study problems related to tourism.

Lagoon refers to a place where water is the main factor for the environment, plants and animals, all areas, rivers, lakes, littoral, mangrove forest, hatcheries, channels, etc. where the maximum water depth of more than 3 meters during low tide are not applicable. The need for environmental protection and utilization of natural resources, including sustainable development is a necessity. Park managers, protected areas and wetlands face many decisions that need to be appropriately adopted. Cover and dynamic monitoring of land use and landscape in protected areas and wetlands need to understand how they effect on nature; the process of reconstruction and rehabilitation and that of protection on long term

of Contemporary Hospitality Management, Volume 17, Issue 3, p.274.

¹ Sara Dolnicar, Friedrich Leisch (2008). "Selective Marketing for Environmentally Sustainable Tourism". *Tourism Management*, Volume 29, Issue 4, p.672.

² M. Altinay, K. Hussain, *op.cit.*, p.277.

³ Nejma Danielle Piagentini (2006). *The Science and Policy that Compels the Wetland Mitigation of Phosphate-Mined Lands*. Master of Science Thesis, University of South Florida, p.1.

⁴ Peter Mason (2003). *Tourism Impacts, Planning and Management*. Jordan Hill: Routledge, p.10.

⁵ Y. Yoon (2002). *Development of a Structural Model for Tourism Destination Competitiveness from Stakeholders, Perspectives*. PhD Thesis. Virgin Polytechnic Institute State University, p.14.

⁶ Lisle S. Mitchell, Peter E. Murphy (1991). "Geography and tourism". *Annals of Tourism Research*, Volume 18, Issue 1, p.57.

are very important.

Wetlands are some of the most important ecosystems on Earth. Safe areas for wildlife in these areas are, however, threatened. Wetlands through water are biologically the most diverse ecosystems of the Earth. They have spread across the world and play an important role in the water cycle, control the regional floods, prevent erosion, water treatment and recirculation of nutrients. They also are transitional zones between land and water environments and, as resources, they become attractive. Negative human activities greatly affect the wetland ecosystem¹. Human impacts on wetlands can include physical changes, such as deposition and changes in water flow; also, general biological changes such as loss of biodiversity, the introduction of invasive species and changes in the structure of society².

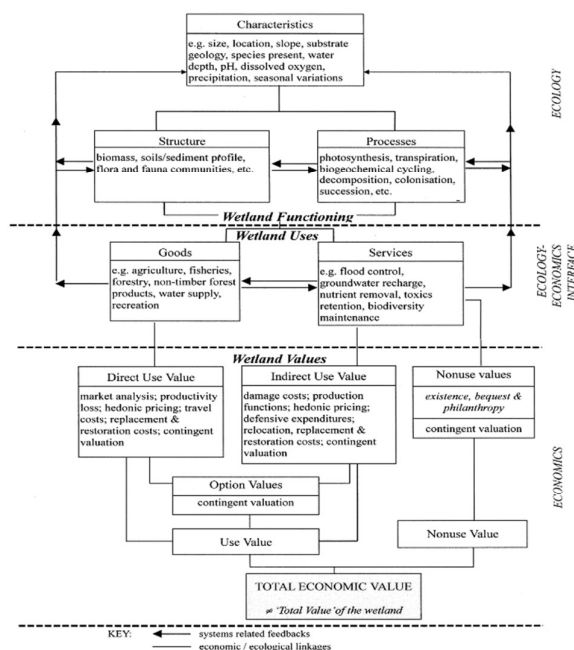


Fig. 1. Connections among wetland functions, uses and values. Source: K.T. Turner (2000)³

Table 1.a. National studies in the field of research

Writer(s)	Subject	Results
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¹ William J. Mitsch and James G. Gosselink (2000). *Wetlands*. Third edition. New York: John Wiley & Sons

² John A. Freeland and Jim L. Richardson (1997). *Soils and Sediments as Indicators of Agricultural Impacts on Northern Prairie Wetlands*. In: S.A. Peterson, L. Carpenter, G. Guntenspergen and L.M. Cowardin (eds.), *Pilot Test of Wetland Condition Indicators in the Prairie Pothole Region of the United States*. Washington DC: US Environmental Protection Agency.

³ K.T. Turner, J. Bergh, T. Barendregt, J. Straaten and E. Maltby (2000). “Ecological-economic analysis of wetlands: scientific integration for management and policy”. *Ecological Economics*, Volume 35, Issue 1: 7–23.

Hassan Ismail-Zadeh et al. (2015)	Sustainable tourism in wetlands ecosystem. (Case study: lagoon city cash)	Results show that a total of 33 variables measuring institutional economics, social, cultural and ecological environmental study sustainable tourism in wetland ecosystems, 3 variables from the perspective of the people and every 33 variables, from the perspective of the authorities about have been confirmed. However, the analysis of two views converge (consistency) in the 3-variable divergence (anisotropy) has been observed in five variables.
Danehkar et al (2012)	Designed to nature-based tourism in the wetland using Spatial Multi Criteria Evaluation (SMCE)	According to the results of the implementation of a hierarchical approach in prioritizing the main criteria tourism, landscape criteria with the highest weighting coefficient allocated to the first priority. With regard to border the lagoon on the development of aquatic plants in the end zone three weights recreation including ecotourism, nature based tourism without physical development and physical development of nature-based tourism in the chaghakhur wetland identification and location.
Saman Gulali Zadeh (2013)	The effect of different methods of natural ecosystems tourism on the parameters of environmental education	Participation in the Environmental Education considerable increases knowledge and considerable changes in their attitudes and behavior. The results show that the difference between the two groups of the tips mentioned in this study influence the environmental education.
Narges Vazin (2014)	Develop a model for strategic	The results show the capacity of ecotourism wetlands was high in the studied area, the capacity of ecotourism

	planning of wetland ecotourism towards wetland ecosystem health and sustainable development of rural communities , the range wetlands Miyankaleh	based on the Likert scale in most parameters determined optimal level of numerical control (number 3) is evaluated and alpha level of 0.05 . Was significant.
Sajad Astani (2013)	Zoning and Wetlands International Tourism Climate Assessment Shadegan using geographic information system and single model	Results indicate that the Tourism Climate Index in April in the northern part of the lagoon Yahoo Messenger has good conditions in the central and southern part an excellent rating. The total wetland area in March compared to the other months of the year shows that the situation is more favorable.
Hosein Negareh (2013)	The feasibility of developing tourism Poldokhtar wetlands based on SWOT analysis	The results showed, for the study area, 21 internal strengths. And external opportunities as regional advantages and weaknesses internal and external threats as bottlenecks 22 feasibility of developing tourism in the region. Conclusion: the threshold of the high vulnerability of wetlands for tourism, which requires review and appropriate politics.
Mohsen Ranjbar et al (2011)	Anzali Lagoon role in sustainable	City Bandar Anzali most points demographic adjacent wetland is a wetland with an approximate length of 33 km and a width of 18 km from the north

	<p>tourism development and sustainable planning</p>	<p>to the city of Bandar Anzali and the Caspian Sea, east to the village of Hasan River, from West to villages shoots ration of the Ali Abad Kaporchal and from the south Handekhale villages and Nokhaleh ends. Proximity to the major cities of Rasht, Anzali, Someye sara roads, as well as a lot of it in terms of tourism has become one of the country's major hubs. Every year a large number of tourists nationwide during the holiday season, especially in spring and summer, travel to the area.</p>
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Source: Findings, 2017

Table 1.b International studies in the field of research

Writer(s)	Subject	Results
Hailun et al.	<p>Lake Wetland Management System Case Study wetland ecotourism compatibility with Jin Yan</p>	<p>Wetland ecotourism sustainable development must rely on the support of local community residents and community involvement of local communities as an important part of the wetland ecotourism management. It must be said that in addition to evaluating the ecological natural phenomenon, the conditions of local communities in all aspects, including capacity development of eco-tourism, financial strength, attitude and understanding of local communities can contribute a prerequisite for the successful implementation of ecotourism.</p>
SONG et al..	<p>The effects on tourism and sustainable</p>	<p>A unique wetland ecosystem of rich biodiversity, functioning and values of environmental,</p>

	development of regional wetland Ning Guy	economic and social lot. Cultural specificity / cultural heritage and biodiversity of wetland ecosystems have added value. Wetlands having unique natural and cultural landscape are appropriate for ecotourism development.
Dong	Check the status of the development of tourism and protection of wetland resources in Dongting Lake	In summary, managing wetland tourism can realize economic development, tourism, and yet can support wetland ecological conservation.
Lili et al.	A preliminary study on tourist behavior in a pond	The kinds of wetland ecosystem services, tourism and science education are very important functions, and wetland ecotourism, and tourism training and new exploitation of wetland resources are applicable.
Liu et al.	Case study analyzes the effects of ecotourism on Sustainable Development Lagoon Jin Yan	Lagoon wetland ecotourism is based on natural resources. In fact, ecotourism wetlands include wetland ecological culture, which is ethical and responsible ecotourism characteristics of wetlands; wetland protection into account and sustainable development of wetlands protection.
Wang	Study the development of tourism and wetland ecosystems	Because of its wetlands rich in biodiversity and cultural diversity, value and function of environmental education tourism is responsible travel to natural environments that protect the environment, and the economy helps Aboriginal people.

		Especially in sensitive and protected areas to reduce the negative environmental effects caused by the operation will be balanced environment.
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Source: Findings, 2017

METHODOLOGY

The purpose of this study in terms of data collection is descriptive and analytical. Data collection in the theoretical part of the documentary and in the field of survey based on interviews and questionnaires were used. The aim of this study was to evaluate the effects of wetland ecosystem conservation and environmental sustainability of tourism in rural areas. The study population consists of villages 3 khawmirabad rural district, Sarkol and zarivar which of the 93 villages of this area, a number of villages were selected. Sample households of the village and randomly classified and 12 villages were selected. In field studies, collecting required data, preparing questionnaire and getting interviews between the villages were the most important part. A questionnaire was designed including household questionnaire. The questionnaire consisted of closed questions. In designing questions, the Likert scale was used. The validity of the test Cronbach's alpha was 0.77 percent. For statistical analysis of data from one sample t test, chi-square test and ANOVA test in spss software were used.

Table 2. Sample villages and distributed questionnaires among them

Rural district	The name of the village	The number of households	Total population	The number of questionnaires
Zarivar	Kani kabod	41	181	7
	siyanav	196	845	33
	Kani Sanan	171	660	28
	Dara tefey	244	924	41
	ney	656	2560	55
khawmirabad	Savjey	280	1152	44
	Anjiran	111	455	22
	Yangijeh	90	362	17
Sarkol	Balek	139	529	24
	Darziyan	112	451	21
	Sharani	113	472	23
	marg	89	365	15
Total	12	41	8956	330

Source: Findings, 2017

RESEARCH AREA

Lagoon flows 3 km West Marivan in Kurdistan province and the tourist attractions of the province. Sweet pond water is boiling and is funded from a number of source floors. In winter the lake freezes completely. The wetlands in longitude '8 ° 46 latitude '32 ° 35 and the height of 1285 meters above sea level is located. During Zarivar Lake about 5 km and a width of about 1.6 km. The extent of wetlands because of changes in the volume of water in different seasons changing and the maximum depth of 5.5 meters. The lagoon's largest and most beautiful fresh water lake west of Iran and one of the most unique freshwater lake in the world and all circumstances considered a wetland of international development. Approximate size pond water is about 30 million cubic meters. Wetland about 22, 5 km and the average rainfall is 786 mm per year. Relative humidity equal to 4/58 percent and average annual evaporation of 1900 mm has been reported (Environmental Protection Agency, 1393). Villages of 200 meters to 3 kilometers lagoon flows have been chosen. The main activity is agriculture and horticulture villages and, in some cases, the work in border markets. Despite the economic situation and the Lake tourists in the villages around, the wetlands have been affected.

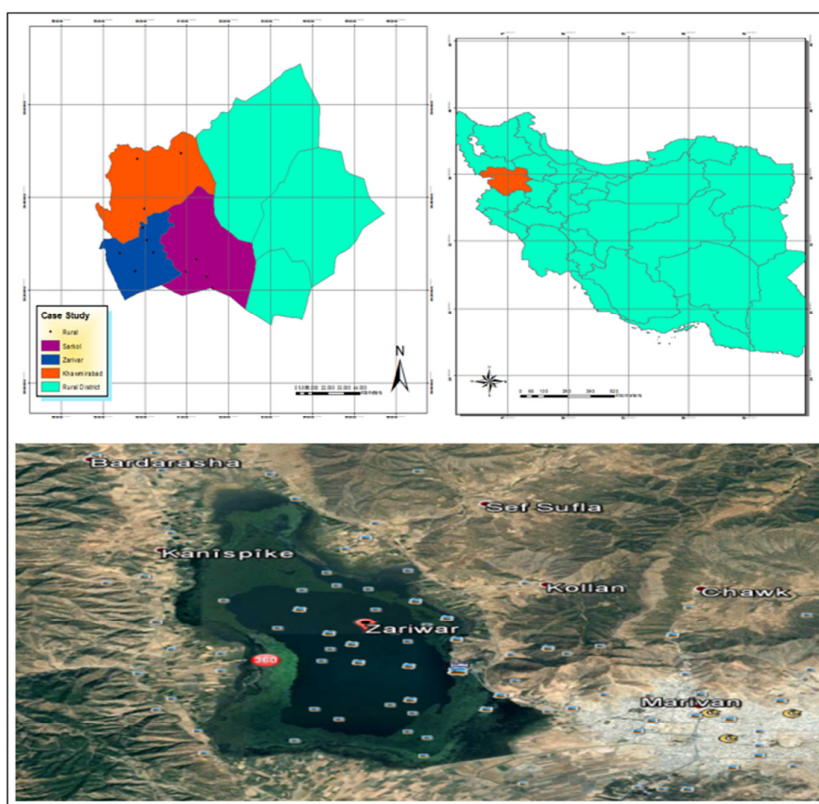


Figure 2. Location of the study area

DESCRIPTIVE FINDINGS

Check the individual characteristics of the respondents indicate that all respondents were male, 15.1% of respondents aged 25-15 years in terms of age, 33.5% of respondents aged 35-25 years, 30.3% of

respondents age 45-35 years, 16.1% of respondents aged 55-45 years and 5.0% in those aged over 55 years have been. In terms of education, 1.8 percent illiterate, 20.6% of subjects at the elementary level, 28.9 percent of people in the middle, 27.1 percent of high school and 21.6 percent of those in upper secondary level. Nearly 80 percent of people have their home at his residence. Job status among respondents are 37.2% of agricultural jobs, 20.2% of public service jobs (shops, taxi driver between rural-urban), 5.5% of government employees, 14.2% of self-employed workers and 22.5% of other work.

Table 3. The individual characteristics of respondents in rural areas, border areas

Individual characteristics of respondents			
Index	Classification	Frequency	Percent
Age	15 - 25	1338	100
	25-35	0	0
	35-45	33	15.1
	45-55	73	33.5
	55 >	66	30.3
Level of education	Illiterate	35	16.1
	Primary	11	5.0
	Guidance	4	1.8
	High school	45	20.6
	High school graduate or higher	63	28.9
Main job	Farmer	59	27.1
	Public services	47	21.6
	Government's employee	173	79.4
	Working	20	9.2
	Dehyaran	25	11.5
	Other	81	37.2
Job Satisfaction	Too much	44	20.2
	A lot	12	5.5
	So much for	31	14.2
	Little	49	22.5
	Very little	1338	100

Source: Findings, 2017

Table 5. Dimensions and indicators measured in this study

Dimension	Criteria
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Ecological-environmental	Diversity of flora and fauna, water resources management, management of wastewater agriculture, organic farming, water pollution lake, nature conservation and biodiversity, the pollution of the environment, increase public participation in protecting ecosystems, use of building materials suitable for harvesting allowed water from the wetland and watershed wetlands, lack of wastewater management alternatives, the harm to the animals wetlands) wildlife (land use changes as a result of tourism activities, shortage of farm and garden organ in the villages of the region, consuming large amounts of fertilizer and pesticides Chemicals in food production.
Economic	Transport facilities, access to weekly markets, poor access to employment opportunities in the area, lack of eco-cottage industries in rural areas, rural women's employment, increase the purchasing power of the local community.
Sociocultural	Recognition of the environment, the awareness of people about the connection between the village and the region, people's belief in wetland conservation as cultural heritage, lack of opportunities for public participation in decision-making and programs for the protection of wetlands, Development Education environmental learning, sense of cooperation in tourism development and maintenance of wetland ecosystems.

Source: Findings, 2017.

Table 6. Evaluation of the effects of wetland ecosystem conservation and environmental sustainability of tourism in rural areas of the respondents

Dimension	Variables	Too much	Much	Some what	Little	Very little	Average	Chi-squ are	Sig
	Diversity of flora and fauna	18.70	14.00	12.50	24.00	30.80	2.32	36.555	.000
	water resource management	15.30	19.30	18.10	24.30	23.10	2.21	8.735	000
	Agricultural waste management	21.80	14.00	16.50	23.70	24.00	2.10	12.941	.000

Ecological	Organic farming	31.80	15.90	23.40	5.60	23.40	3.51	61.850	.000
	Reducing water pollution in the lake	15.30	6.50	26.50	20.60	31.20	2.56	59.421	000
	Conservation of Nature and Biodiversity	20.20	11.80	16.50	25.90	25.50	2.85	23.097	.000
	Reduce the pollution of the environment	12.10	4.00	18.70	27.70	37.40	2.73	109.078	.000
	Increase women's participation in the protection of ecosystems	20.60	29.90	17.80	19.60	12.10	3.27	26.523	000
	The use of appropriate building materials	10.30	19.90	24.90	28.70	16.20	2.32	33.408	.000
	Allowed to withdraw water from the pond	39.60	32.40	11.80	6.20	10.00	3.82	143.377	.000
	Alternative Wastewater Management System	16.20	16.80	19.60	22.40	24.90	2.60	8.798	000
	The damage to wetland animals	4.70	9.00	28.30	35.50	22.40	2.99	107.769	.000
	Land use change as a result of tourism activities	17.10	22.70	12.50	23.10	23.70	3.12	16.274	.000
Environmental	Organic farms and gardens in rural area	20.20	7.80	26.20	20.20	25.50	3.70	34.997	008
	Fertilizer and chemical pesticides in agriculture	19.60	26.50	22.40	17.40	14.00	3.86	14.498	.006
Economic	Transport facilities	24.00	34.00	20.90	16.20	5.00	3.44	72.442	.001
	Weekly market access	23.10	30.20	18.40	18.10	10.30	3.48	104.218	000
	Access to employment opportunities in the area	19.30	5.60	13.40	29.00	32.70	2.50	153.938	.000
	Eco cottage industries in villages	16.20	17.40	15.30	25.90	25.20	2.50	182.598	.000
	Employment for rural women	17.3	23.5	20.0	29.4	9.8	3.82	27.098	.000
	Increase the purchasing power of the local community	12.2	12.2						
Social	Recognizing the environmental area	11.8	38.4	33.3	3.25	113.843	.000		
	Awareness of the linkage between the village and the region	20.90	25.20	22.10	18.40	13.40	3.86	12.660	000
	People believed to protect the wetlands as cultural heritage	14.30	14.03	24.60	26.80	19.90	2.83	21.134	.000
	Public participation in decision-making	29.30	37.40	13.70	11.20	8.40	3.68	102.629	.000

	and wetland conservation programs								
cultural	Development of environmental education and learning	13.10	19.60	17.80	28.70	20.90	2.25	20.667	.000
	Sense of cooperation in tourism development and maintenance of wetland ecosystems	20.0	34.5	22.7	13.3	9.4	3.58	47.765	.000

Source: Findings, 2017

In this study in the context of assessing the impact of tourism in maintaining wetland ecosystem and environmental sustainability in rural areas, 27 indicators defined and each of these indicators in SPSS studied and analyzed, which results in Table 6 have been shown. In the table the consent of respondents to each indicator, average and chi-square are studied. In the field of ecological and environmental dimensions, 15 indicators (diversity of flora and fauna, water resources management, agricultural waste management, organic farming, water pollution lake, nature conservation and biodiversity, the pollution of the environment, increase women's participation in the protection of ecosystems use of construction materials good, picked allow water from the wetland and watershed wetlands, lack of wastewater management alternatives, the harm to the animals wetlands) wildlife (land use changes as a result of tourism activities) used according the optimal numerical test (3), the average on most parameters to measure the low post favorable than assessed value and alpha level of 0.00 were significant.

One of the main factors in more evaluations performed on the development of tourism in local communities has been emphasized, the economic effects of tourism. Tourism in recent years as a very important economic factor is of great concern; as well as all the places where the tourism industry will need to develop appropriate tourism professionals and executive management. The economic dimension in the study 6 index (transport facilities, access to weekly markets, poor access to employment opportunities in the area, lack of rural industries compatible with the environment in rural areas, employment of rural women, increase the purchasing power of the local community) have been used according to the mean square of each indicator; tourism had a positive effect on the economic situation of the rural areas of wetland ecosystems. Programs for wetland protection, development of environmental education and learning, sense of cooperation in tourism development and maintenance of wetland ecosystems have been used; according to the index that the social dimension of cultural tourism in rural areas of wetland ecosystems have a positive impact.

Table 7. The test results T wetland ecosystem conservation and sustainable environment impact of tourism in rural areas

Index	Mean Difference	Standard deviation	Index T	Sig	95% Confidence
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					Interval of the Difference	
					Upper	Low
Ecological-environmental	2.1169	1.209	0.007	46306	-.3000	-.1139
Economic	3.8131	4.374	.000	.89774	0.0106	0.0444
Social and cultural	3.2764	1.479-	0.003	31268	0.0326	0.0046

Source: Findings, 2017

In one sample T-test number 3 as desirable numerical or theoretical middle test is intended. If the lower and upper limits are positive posts will be larger than the observed value. And when both are negative numerical average calculated from the theoretical middle or utility of the test and show less favorable conditions is not. The analysis shows that the level of tourism in economic and socio-cultural aspects has a positive impact on the wetland ecosystem conservation and sustainable environment in rural areas.

Table 8. The analysis of the impact of wetland ecosystem conservation and environmental sustainability of tourism in rural areas

Index		Sum of Squares	df	Mean Square	F	Sig.
Ecological _ environmental	Between Groups	27.814	22	23.907	24.367	.000
	Within Groups	260.461	357	.730		
	Total	268.275	359			
Economic	Between Groups	15.517	2		10.318	.000
	Within Groups	244.865	357	7.759		
	Total	260.383	359	.686		
Social and cultural	Between Groups	.826	2		653.	.000
	Within Groups	277.507	357	.6.543		
	Total	278.333	359	.777		

Source: Findings, 2017

To explain whether the environmental factors of ecological, economic, social and cultural tourism in the wetland ecosystem conservation and environmental sustainability in rural areas have a significant

difference or not, the one-way analysis of variance was used. According to the results Table 8 and the significance level (0.000) can be said that to amount F for the impact of tourism on wetland ecosystem conservation and environmental sustainability in rural areas has been significant. In other words, this value indicates that at least there is a significant difference between the two; to check the claim of pair wise comparisons (Tukey) was used in the Table 8.

Table 8. ANOVA multiple comparisons test

Exam type	Index	Rural	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Tukey	Ecological-environmental	Economic	.32389	.10066	.000	-.0770	-.5508
			.00526	.12733	.000	.2941	-.3052
		Social and cultural	-.32389	.10066	.001	.5508	.0770
			.33833	.13505	.001	.6262	-.0095
	Economic	Near	-.11944	.09760	.000	.3492	-.1103
			.58611	.12346	.000	.8767	.2955
		Middle	.11944	.09760	.001	.1103	-.3492
			.46667	.13095	.000	.7749	.1585
	Social and cultural	Near	-.10236	.10391	.000	.1390	-.3501
			-.06389	.13143	.001	.2454	-.3732
		Middle	.10236	.10391	.001	.3501	-.1390
			.04267	.13940	.001	.3698	-.2864

Source: Findings, 2017

Meanwhile, the Kruskal-Wallis test results also show that the alpha level of 0.001 significant wetland ecosystem conservation and environmental impact of tourism in rural areas is sustainable. As the ratings show that an average rural flows to the highest allocated, that may be because it flows near the villages of the district wetland ecosystem in the region: by consequence, the impacts (positive and negative) of tourism on the ecosystem in the villages.

Table 8. Effect relationship between the villages' wetland ecosystem conservation and environmental sustainability of tourism in rural areas Kruskal-Wallis test

	Rural district	Count	Average ratings
Impact of tourism in wetland ecosystem conservation and sustainable environment	Khaw and Mirabad	83	163.46
	Zarivar	96	199.36
	Srkl	151	154.17
	Total	330	
	Df	2	
	Sig	0.001	

Source: Findings, 2017

RESULTS

Development of tourism in an area with tourist arrivals continue to change the landscape of human and natural, socio-cultural changes, economic and environmental ecology. Tourism needs to provide recreation areas for tourists and create jobs and income for residents of local communities without damaging the environment, local communities and natural ecosystems. The wetland ecosystems, due to the wide range of ecological attractions and unique natural and cultural landscape, are highly regarded. The results show that tourism in economic and socio-cultural aspects have a positive impact on the wetland ecosystem conservation and sustainable rural environment. But there are also some negative effects on the environment and the stable wetland ecosystems. The findings of the Kruskal-Wallis test show that tourism in villages near the wetland ecosystem Zarivar (Yangijeh, dara tefey, Siyanav, kani kabod, Kani Sanan and ney) is the most affected by the economic dimension of the rural areas. Also, there is a negative impact on the region in the field of the environment (pollution of the lake water, lack of protection of nature and biodiversity, environment pollution, harm to animals, etc.).

SUGGESTIONS

1. Brnamh planning and proper management to prevent water pollution and protect the environment and surrounding wetland ecosystem around the Lake.
2. Encourage people to protect nature and the ecosystem around the lagoon and also avoid harming

wildlife wetland ecosystems.

3. Provision of infrastructure and services needed by tourists and locals

4. Proper management of water resources and water are allowed harvesting of wetland for tourists and locals.

5. Alternative wastewater management systems for rural areas, especially rural areas around the wetland ecosystem.

6. Avoid the use of fertilizers and chemical pesticides in agriculture and horticulture.

7. Learning and teaching people to understand the environment and the necessity to protect wetlands as cultural heritage.

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