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**THE ROLE OF SUSTAINABLE DEVELOPMENT IN TOURISM
(EMPHASIS ON PRINCIPLES OF SUSTAINABLE, ECOLOGY AND CONSIDERATIONS OF
BIO-ENVIRONMENTAL)**

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ABSTRACT

We have reached a point in the history of human ecology that strongly is felt requires fundamental change in the values and goals of the planning. Today ecological effects of the world economy exceeded the earth and this on conditions that yet more than 25% of its residents living in poverty and each year more than 90 million people has increased the number of residents on the planet and demand is growing everywhere for diverse consumables this population as well as the intensification of human activities that profound impact leaves on the future generations life arises Sustainable development paradigm. The aim of this study is to investigate sustainable development in the field of tourism that with importance and role of sustainable development in tourism as an pervasive industry in order to more protect of natural resources can mean in all fields of human life and the rights of future generations. In this paper search Methodology is descriptive – analysis. Collecting information done through library research and use of books, journals and lookup Internet sites and the terms of purpose is theoretical and practical. The necessity and importance of research and the role of sustainable development in tourism must first understand its concepts and theories and examined. Understanding every phenomenon, first of all need a comprehensive definition of the phenomenon and it is clear that whatever definition is more comprehensive, understanding the phenomenon will be easier and more precise. ultimately the result of this research will help for use of urban and rural planners that in this direction become familiar with researchers comments and finally be able to have a positive impact on future planning process.

Key words: Development, Sustainable Development, Tourism, Environmental Ecology.

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INTRODUCTION

In this article has attempted the role of sustainable development expressed as an overarching issue in the tourism industry and also be addressed to express the principles of ecology and sustainability and also their application in the human environment.

Negative effects of tourism activities on the environment influenced is on national and international policies and this issue raised that how tourism activities can have a positive impact on economic development. The basic question is that communities to what extent are able to organize their economic life that people with benefit could benefit from sustainable tourism. In the field Bat Zing (1996) argues that tourism development should be based on the limits of ecology and natural landscape. However the concept of sustainable tourism is not yet thoroughly explains and so it is necessary that explained this concept, although in practice this goal is not easy. In this regard it is necessary to operationalize the concept of sustainable development. In addition to the should be considered broader fields of sustainable tourism (Rezvani, 1387). Indeed To what extent sustainable development as a concept can be solve environmental problems?

Different definitions have been mentioned from Sustainable development as development If you look at their common aspect we find that the sustainable development means development and promotion of the development process for integration of related processes at different levels of place such as local level of economic development, social and ecology with integrated and whole-oriented perspective. sustainable development provide for all develop and promote political, basic services of social, economic and environmental, without making cause constraint and a threat for the systems that depend to them (Roknedin Eftekhari, 2014). In the field of tourism the term of "stability" in many cases to be used in order to protect the environment and ecology potential of each locality and also observe ethical principles. Among these modern tourism industry is accepted "sustainability" as a guiding principle. But its capacity is discussed that in Third World countries to what extent act to tourism principles the new and concept of sustainable.

History and theoretical foundations of Sustainable Development:

Some have argued that Inspiring the modern environmental movement has been the book "Silent Spring" by Rochel Carson that was published in 1960. But environmentalists school must have deeper roots that can be searched in written by celebrities such as Ruskin, Geddes, Howard Mumford. From other important books in the field of environment and development is book of "small is beautiful" entries. F. Schumacherin 1974.

He believes that the new man in the intoxication caused by power display of their scientific and technology a production system made on the feet that is plundered nature and society established that man makes pimping and incomplete. He was part of his book is devoted to the use of land And argues that earth is most massive material resources and is considered as a worthless assetthat duty and happiness of man's is preserve it.

" The Trugedy of the commous " by Hardin in 1977 also is one of the most influential books in this field. Hardin believes that if anyone wishes that maximize the use of natural resources like earth, sea or air the result will be the loss of public resources.

"The limits of growth" by mitosis and et al in 1972 alert about uncontrolled growth and global destruction of suitable ecosystems for human settlement and Discussed about study some general aspects of global environment where it has been tried relationships and approaches of systematic to be taken in the environmental analysis that all these characteristics are considered common features a green method(Moogiten, 2008).

In addition to written works specifically listed above you can also noted to list a series of conferences and commissions that have had an important role in the field of sustainable development and were held in the world (Heidari, 2013).

Environment Conference in Stockholm(1972)

World conservation strategy(1980)

Brundtl and Report(1987)

Earth summit(1992)

Habitant 2(1996)

United Nations center for human settlements(Johannesburg 2002)

The concept of sustainable development is used in different ways in different concepts such as stated landscape and goals (Lee, 1993), the exchange of values (Clark, 1989), moral development (Rolston, 1994), social reorganization (Gore, 1992), or the process of transition to a better future (Viederman, 1994).

The core idea of sustainable development in 1987, it was explained more effectively than all by "World Commission on Environment and Development". According to this Commission's definition, sustainable development is development that can provide the needs of the present generation without sacrificing the ability of future generations to satisfy their needs (WCDE, 1987).

Since this concise expression and filled content is increasingly accepted and approved by governments, international institutions, organizations and commercial enterprises, scientific and academic institutions and non-governmental groups (GLADWIN, 1997).

Principles that are important for the development of sustainable tourism include: (Rezvani, 2008)

- Natural, historical and cultural resources benefit to the current society, while also preserved for future generations (WTO, 1998).
- Development should be such that its negative effects are minimal on the environment, the local community and tourists.
- Sustainable development should maintain and improve environmental quality of regions.
- Tourists' consent must be provided and increased.
- Equality in the distribution of benefits of development should be in society.
- The development of innovations in a community must be considered in terms of the interests and the interests of all interest groups.
- Adopted a holistic and strategic planning is essential.
- Maintain and develop the respect for culture, economy, lifestyle, environment and political structures in the destination areas.
- Sustainable efficiency to provide in overtime and for future generations.
- Development should be planned and managed due to environmental restrictions and according to correct and long-term use of all resources.
- Planning, development and tourism activities must be coordinated and integrated strategies of local and national sustainable development.
- Tourism should support a wide range of local economy activities and calculate the cost and environmental resources but should not be a monopoly activity of economic area.
- Research must be done at all stages of tourism development to oversee and solve problems and provide for interest groups the ability to respond to changes and to obtain scores of opportunities.
- Increase awareness and greater understanding of the partnership importance of tourism that create for environment and community.
- Improve the quality of life of host society.
- Reduce consumption and waste of resources in the destination.
- Maintaining diversity in natural, social and cultural systems.
- There is a lot of attention in the tourism market to natural, social and cultural environments of destination areas and enhance satisfaction and customer needs.

Research findings:

In order to achieve sustainable tourism in Iran, it should be noted that all items related to weather, climate, topography, local materials and all natural-geographic features of place that should have been accounted fully in urban and local planning that this could be the infrastructure to provide urban right designs. Projects that would help beautify the urban space and be attractive for various tourists. Of course both before and after the revolution in the development of the tourism industry is prepared documents that some of them are mentioned below:

Table -1: Specifications of program documents related to the tourism industry in the country in the period before and after the Islamic Revolution

Geographic level	time scope	field of planning	before the Islamic Revolution	After the Islamic Revolution
National – regional	20years old	spatial planning of macro in Land use planning	land use strategy for the long term	national targets for the period(1382-1362)
National	5years old	social - economic planning	five-year plans of the third, fourth, fifth and sixth of development programs (1346-1342) (1351-1347) (1356-1352) (1361-1357	-
National – regional	15 years	Tourism	Master Plan for the development of tourism in Iran (1368-1352)	-
National – Regional	5 year-old	Social - Economic	Social - Economic studies of Bethel (Group (1356-1352	-
National	5 year-old	Social - economic and cultural	Five-year plans of first, second, third and fourth of social - economic, cultural development (1373-1368) (1378-1374) (1383-1379) (1388-1384	-

Source: Plan and Budget Organization, a former planning at Iran, 1998, documents Center for economic - social, Tehran

Generally sustainable development is emerge in various fields Such as fields of natural resources, political, economic and social issues that each of these fields can be effective in tourism. The tourism industry in Iran can in various fields of environmental have a significant impact as sustainable development can be involved in the proper formation of the tourism industry. A major part of tourism in Iran done within the country's mean annual a high volume of travels done within the country's borders and statistics confirm this that in table below is mentioned to part of these statistics:

Table -2 The number of households in separation the travel status in spring and summer of 1390

Type of trip	Spring	Summer
Traveled	11801481	11121995
Travel not gone	8582519	9448005
Sum	20384000	20570000

Source: Deputy of Strategic Planning and Supervising of President, Statistical Center of Iran

Table-3 The number of travel separately destination and type of travel in spring and summer 1390

Destination and type of trip	Spring	Summer
Internal	54797940	50237243
Noover night stay	21260954	16429188
Overnight accommodation	33536986	33808055
Foreign	1125160	495556
Sum	55923100	50732799

Source: Deputy of Strategic Planning and Supervising of President, Statistical Center of Iran

Tourism and Sustainable Development have mutual influence on each other. As one of the main indicators of progress in Iran according to principles of sustainability in planning different ways such as the tourism industry. This industry can also an appropriate approach for the development of the country with an impact on economic diversification, increasing per capita income, job creation, create a cultural variety and etc. Of course is different tourism purposes and is not only recreation and includes a wide range that objectives mentioned in the table below:

Table-4 The number of internal trips by type of trip separately the main goals of tourism in spring and summer 1390

Summer			Spring			The main purpose of trip
With an overnight stay	without an overnight stay	General	With an overnight stay	without an overnight stay	General	
8125850	5486864	13612714	9446247	10504343	19950591	Travel and leisure
16612373	3294707	19907080	16680280	3903852	30584132	Visit friends and relatives
5898625	3101479	9000104	4445535	3162207	7607742	Pilgrimage
1957733	2241087	4198820	1912122	2027297	3939420	Therapy
256170	1501603	1757773	279127	868871	11047998	Buy
94098	67694	161793	40460	44160	84620	Education
305617	293248	598865	363049	290004	653054	Business
557589	442505	1000094	370165	460218	830383	Other targets
3308055	16429188	50237243	33536986	21260954	54797940	Sum

Source: Deputy of Strategic Planning and Supervising of President, Statistical Center of Iran

Due to the different purposes which for tourism is conceivable; It can many affect play at the national level in different aspects of economic, cultural, social and political and lead the process of development towards stability or instability.

Conclusion:

in policies the tourism industry is very important according to sustainable development in all areas of local, national and global. It means that sustainable development can be great support in attracting tourist and consequently the protection of environment and so have the proper effects of economic and social in society. Also pay attention to sustainable development can be to increase public awareness on environmental issues and also create a sense of social responsibility and generally it can be said environmental Security and protection will remain inconclusive without a plan for sustainable development in the tourism industry and the way to nowhere. There is a high potential for tourism development in Iran that must accompany This capacities with sustainable development. According to environment should beat all levels and in all segments of society and politicians and its officials should be at the forefront of this important issue. In the field of Urban Design and Landscape design in Natural environments that be considered in order to tourists use is need for greater use of new technologies and in accordance With an environmental issues can be named environmentally materials and appropriate design. This situation can be considered in requirement the rational design and construction consistent with local ecological issues. Protection as well as providing ways to protect the environment must be clearly be seen in the first principles Mean regulations and designs of Architecture and Urbanism. In urban design is essential back to the principles of traditional architecture and

the use of green space and linking urban spaces and green nature. Generally proper etiquette and proper supervision can due to improvements and necessary reforms in the tourism industry in relation to maintaining the quality of the environment.

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