

# The Interregnum Period in Iran's Environment with the Explanation of Popular Participatory Education in Sustainable Ecotourism; Study Case: Karadagh Area (Arasbaran)

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## Abstract

Nowadays, dealing with environmental issues and its protection, and creating a suitable environment for human life, has become one of the most important concerns of governments all over the world. As a result, policies to deal with and solve environmental issues have been put on the agenda of governments. The tourism industry is one of the most important and attractive activities in the world today. This industry, which is called as the engine of development, is receiving more and more attention day by day due to its importance from the socio-economic point of view, and governments are giving importance to it. Along with paying attention to income generation and job creation, education is very important in this field. The country of Iran with special natural features for ecotourism enthusiasts is very capable in the field of attracting natural tourists at the international level. However, there are many obstacles and problems in Iran's ecotourism industry, which, in addition to the destruction of natural phenomena, has led to a decrease in the attractiveness of the affected lands for domestic and foreign tourists; And the sustainable development process of this industry has been interrupted. One of the influential factors in this is the lack of proper environmental education. The current research is qualitative in terms of method. The participants of the research were 30 local people from KaraDagh district (Arasbaran) who were selected by purpose-based sampling. And the samples have been classified into four groups; the degree of their relationship with tourists is different. The findings of the research are divided into ten main topics based on the reports and interviews of the samples, which examines the issues of ecotourism and sustainable education and the influencing factors of people's participation in this region.

**Keywords:** People's Participation, Environment, Karadagh Area (Arasbaran), Ecotourism, Culture

## 1. Introduction

Nowadays, tourism is a symbol of cultural and social development of every society. Tourism can be an opportunity to grow the culture and economy of a society [1]. Tourism includes a flow of capital, people, culture and land with tourist and leisure capacities and interaction between them, which leaves different effects in geographical spaces (2 p. 210). Based on this, many development planners and policy makers refer to the tourism industry as one of the main pillars of sustainable development and believe that tourism can be one of the solutions to achieve sustainable development due to its characteristics. In Briedenhan's definition, human and culture are mentioned as the two main components of tourism flow. Man is a user and producer of culture and culture has its own language. Culture speaks to us through architecture, painting, music, dance and literature, but the most comprehensive tool to express the language of culture is natural language. By using this tool, a person can talk about everything that is influenced by

culture in the surrounding environment and can be interpreted [2]. According to Hicks (1976), Kahen and Sayers, (1995), tourism as an industry provides a driving force; By relying on it, the wheels of vital industries move faster and the way of local and national development is leveled off. But its negative effects are always there because it causes foreign culture to penetrate into the folk literature and coverage of the region, and according to Shayegan, it creates an incompatible and unpleasant Interregnum in the environment. This endangers the region's life due to colonization and further causes many cultural conflicts, such as changing the lifestyle or morals, etc. Of course, it can be controlled to some extent by doing cultural and educational work. The necessity that is more visible in the current situation is the coherence of the country's managers in pursuing education and creating a suitable platform for the realization of environmental goals; but the only thing we have seen so far is management in this region, an example of the logic of Tennessee Tuxedo and Chumley [1]. This allegory in policy making and im-

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plementation is the characteristic of policy makers and executives who want to do something, they don't have much time, they talk a lot, they read little and they don't spend from their own pockets and only spend from people's pockets. This "Tennessee Tuxedo" politics is the product of a sick institutional structure in which transparency and accountability are not valuable possessions. And this situation is something like Zugzwang in chess; you get checkmate with the next move [1]. I think that before getting checkmate in social trends, you should improve the process of sustainable education and throw away the reactionary and traditional structure of wrong management. Such mismanagement can be seen many times in Iran's environment, which has always ended to the detriment of the region's ecosystem with an inappropriate performance. The results of this mismanagement include the drying up of Urmia Lake, Anzali Wetland, Hawizeh Wetland, or the destruction of Hyrcanian or Karadagh forests, or the wrong construction of dams in salt-rich basins such as Gotvand and Chamshir; each of which endangers the region's ecosystem in some way; And no official is responsible for this wrong performance. In Iran, there is still no ministry for the environment, and Natural Resources and Watershed Management Organization is separate from the country's environmental organization and is a subsidiary of the ministry of agricultural jihad, which have almost opposite goals [3]. The duty of natural resources is to preserve pastures and forests, while Jihad has the duty of preserving agricultural lands, and this management is only a small part of Iranian-style management, which causes extensive damage to the pastures and forests of KaraDagh.

That is why this period can be called the country's environmental period. Sustainable ecotourism offers tourists a guaranteed and acceptable view of pristine and attractive nature. The responsibility of sustainable ecotourism development rests with tourism investment companies. But in order to achieve sustainable ecotourism in Iran, attention should be paid to the following: intervention in marketing and completing planning and carrying it out, encouraging native and local people for activity and marketing in this field. Therefore, we need local partnerships in this field. Involving local communities in the decision-making process as a management solution can increase social acceptance and simplify the implementation of policies [4]. Although these communities may not have a positive view of the organization in charge of the forest, they have a positive and clear position regarding the management and protection of the forest (5 p. 346) (6 p. 499). Therefore, participation along with education is the basis of research in KaraDagh region.

### 1.1 Theoretical Bases of Research

In 1993, Butler defined sustainable tourism as that which can continue in an environment for an unlimited time and does not harm the environment in terms of human and physical and is active to the extent that it does not harm the development of other activities and social processes. Therefore, sustainable tourism is the type of tourism that facilitates sustainable development. Sustainable tourism must respect the natural environment and respect the intrinsic value of the region. There are many natural areas in the traditional

communities of the world that attract many travelers. Sustainable development is a process that envisages a favorable future for human societies. Sustainable development is an important change in the understanding of the relationship between humans and nature and humans with each other [5]. The concept of sustainable development was proposed when environmental issues were at the forefront of political debates, and thus, instead of acting as a pressure on environmental changes, this concept was proposed as a tool to support the environment (8 p. 45). As pointed out, the most complete definition of sustainable development includes two key concepts: First, the concept of need, especially the basic needs of the world's poor, which should be given priority, and second, the idea of limitations imposed by the state of technology and social organization on the ability of the ecosystem to meet current and future needs [6,7]. Many environmental problems may be mainly due to the increase of some negative global activities or the environmental policies adopted by some countries rather than individual activities. But as an individual, if we want to look, there are many things that can be done to prevent pollution and accelerate the destruction of the environment. Only people who have environmental literacy, awareness and sensitivity can help reduce environmental problems; therefore, environmental education is the most important way to educate students about environmental problems and challenges [8-11]. Educating students is the best way to strengthen the perspective of intergenerational cooperation because humanity is facing social, economic, cultural and environmental changes that will certainly endanger its survival in the long run [12]. In today's world, everyone agrees that education is the most effective tool and method to face future challenges, especially environmental protection. In fact, education shapes the world of tomorrow, and public awareness and understanding are also the driving force of sustainable changes [13]. Iran's environmental crisis is one of the most severe environmental crises in the world. Most of the existing environmental problems are rooted in the lack of necessary awareness and cultural weakness in the field of human-nature communication, and it is actually considered a kind of cultural problem. Therefore, it requires national and international determination to strengthen the culture of environmental protection at the level of different levels of society [14]. Therefore, correcting the process of environmental crisis depends on correcting human teachings and changing people's attitude, knowledge and sensitivity towards their destiny and their surroundings. Environmental education is of particular importance in relation to human impact on the environment. It has always been the best tool to create awareness in the society in order to increase the sensitivity, attention and knowledge of the public about environmental aspects (19 pp. 96,97) [15,16]. According to UNESCO's definition, environmental education is the process of recognizing values and clarifying concepts. In order to obtain the necessary skills and attitudes to understand the internal relationships of humans, culture and biophysics. Environmental education also discusses decision-making and environmental quality [15,17]. Community participation is actually the participation of people in all processes related to the crisis management cycle. A process in which people at risk or affected by disasters participate spontaneously or guided

in decision-making, planning and implementation processes; And alone or with the help of local, regional, national and international governmental and non-governmental organizations, they try to prevent the crisis or, if it occurs, to restore the society to the conditions before the crisis. Since the opportunities and contexts of people's participation are different from one society to another, one of the necessary prerequisites for identifying strategies to attract people's participation is to identify the platforms in the target society [18,19]. Research questions and objectives: The purpose of this research is to study the management system and the attitude of people and officials towards the environmental issue and to examine the managerial performance of managers in order to improve environmental issues. Therefore, a special look at the issue of education is necessary to prevent the occurrence of environmental hazards in the ecotourism sector as a source of income for green areas such as Kara Dag ; to be a source of income for the native people of the region, and to consider its preservation as an inter-generational capital for future generations. The lack of sufficient income and turning to the raw use of environmental resources (such as cutting down trees to create cultivation areas, firewood, etc., excessive hunting of wildlife, etc.) is the main cause of the problem in the occurrence of environmental problems. Because people do not consider themselves the owners of resources; and coercive encounters in this field involve nothing but increasing hatred and confusion towards the environment. For this reason, it is necessary and vital to strengthen sustainable ecotourism by using trained local people. Culture and tourism have a mutually beneficial relationship with each other, which can strengthen the attractiveness and competitiveness of regions; if culture is always an important element in tourism products, which has created a lot of diversity in the tourism market. At the same time, tourism provides an important means of cultural promotion and income generation that can support and strengthen cultural heritage, products and cultural creativity. Therefore, creating a very strong relationship between tourism and culture can help destinations to become more attractive and competitive places to live, visit, work and invest [20,21].

Iran has different areas with diverse cultures and prone to tourism development, one of these areas is KaraDagh (*Arasbaran*). The culture of this area has been influenced by natural and human characteristics such as being mountainous and forested; the population is uniform in terms of religion and language, historical events and events, the number of villages, Special customs and beliefs and the existence of one of the three great clans of the country (Il KaraDagh). With many natural and cultural attractions, this area welcomes many tourists from different regions, ethnicities, religions, generations, social classes and cultures from inside and outside the country. Cultural differences between the local community and the tourists who travel to this area can cause problems in the social interactions of participants with different cultural backgrounds. In order to identify the problems and obstacles of cultural interactions of tourism in KaraDagh area (*Arasbaran*), this research has investigated intercultural differences in tourism and how the local community deals with it; so as to improve cultural

exchanges between tourists and the local community. In this regard, investigating the factors affecting the environmental degradation and the importance of increasing the participation of local people using sustainable education is one of the most important goals that must be done in order to preserve the environment of the region. For this reason, this question is raised and the present research is designed according to their answers, what is the effect of the participation of local people on the preservation of the environment? Or sustainable education can boost tourism and increase people's responsibility towards the environment? Or to what extent is the interaction between culture and tourism in this area?

## 1.2 Research Methodology

This research is based on library documents and regional documents and interviews conducted with the residents of this region. The data collection tool of this research is a semi-structured questionnaire that was completed through an interview. Semi-structured interview is one of the main methods of data collection in qualitative researches and in some researches, it is considered as the only method of data collection. For example, when the previous experiences of the participants are investigated, the interview may be the only method that can be used (23 p. 108) [22]. The goal in selecting participants in phenomenological research is to select participants who have lived experience that is of interest to this particular study and who are willing to talk about their experiences. At the same time, these participants should be different from each other as much as possible so that it is possible to reach rich and unique narratives about a specific experience [23]. The interviews with each person lasted about 20 minutes, and during the interview, they tried to maintain the honesty and truthfulness between the interviewee and the writer, and all the interviews were transferred to paper. It should be noted that the people of this area speak Azerbaijani Turkish and all the interviews were conducted in Turkish.

## 1.3 Sample Research

Regarding the selected sample of this research, we must explain that the respondents were selected purposefully according to Krippner's theory (1987) [24]. According to this theory, expectations are related to the level of involvement and involvement of people with the relevant issue. Based on this, it is inferred that this point of view should be taken into account in the sample selection. Krippner considers four groups related to tourists: the first type includes people who are in constant and direct contact with tourists, "because they depend on tourism and without it, they may be unemployed; they are the welcomers of tourists", whom we call this group "Direct" in this direct research. The second type includes local people who own businesses that do not have any permanent contact with tourists, and somehow consider it a type of commercial work. We also call this group "Irrelevant Business". Another group of indigenous people earns little income from ecotourism and at the same time are cultural critics of tourism. I will call this group "Partial Contact". I call the last group "No Contact" due to the lack of contact with tourists in the table below; I have given the profile and level of education of the interviewees, which are 30 people [25].

Ro w	Group	Profession	Education	Gender	Age Suffering	Number
1	Direct Contact	park ranger	High school-diploma	male	42-37	2
		restaurant owner	Diploma-Bachelor's degree	male	45-50	2
		Tourism guide	Bachelor's degree	Male-Female	28-30	2
2	Irrelevant Business	Building contractor	Bachelor's degree	male	45	1
		Telecommunication employee	diploma	Female	30	1
		local rancher	illiterate - High school	male	40-60	4
3	Partial Contact	Forester	Diploma-Bachelor's degree	male	27-40	3
		Nomads	illiterate - High school	Male	30-45	5
		gardener	diploma	Male	55	1
4	No Contact	Teacher	Master's degree	Male-Female	25-40	2
		Student	Master's degree	Male-Female	21-29	4
		Retired	Bachelor's degree	Male-Female	60-65	3

**Table 1: Specifications of the samples, source: author**

In the selection of the samples, it has been tried to have different types of politics and social classes present in order to be able to check the influence of culture and the level of people's participation.

#### 1.4 Case Study: KaraDagh Kaleybar Forest Area

KaraDagh district (*Arasbaran*) is located in East Azerbaijan province and includes the cities of Kaleybar, Varzaqan, Heris, Horand, Khoda Afarin and parts of Tabriz, Ahar, Meshginshahr, Jolfa and Mughan cities [1]. Due to the fact that in the political divisions of the last two decades, parts of this area have been assigned to neighboring provinces and cities in the form of districts;

As a result, what is now known as KaraDagh (*Arasbaran*) area is limited, which is shown in Figure 1. This area with favorable weather, beautiful views, natural, historical and cultural attractions such as: *Arasbaran* and Kantal National Parks, protected areas of *Arasbaran*, Yai Qari and Dizmar, Babak, Qahgahe and Pashto forts, the tomb of Sheikh Shahab al-Din Ahri, the tourist target villages of Ashtabin, Avarsin, Abriq, Hamamalo and Golakhor, KaraDagh nomads and also Due to the location of this area and being on the communication route of East Azerbaijan and Ardabil provinces and the republics of Azerbaijan and Armenia, it welcomes many tourists.

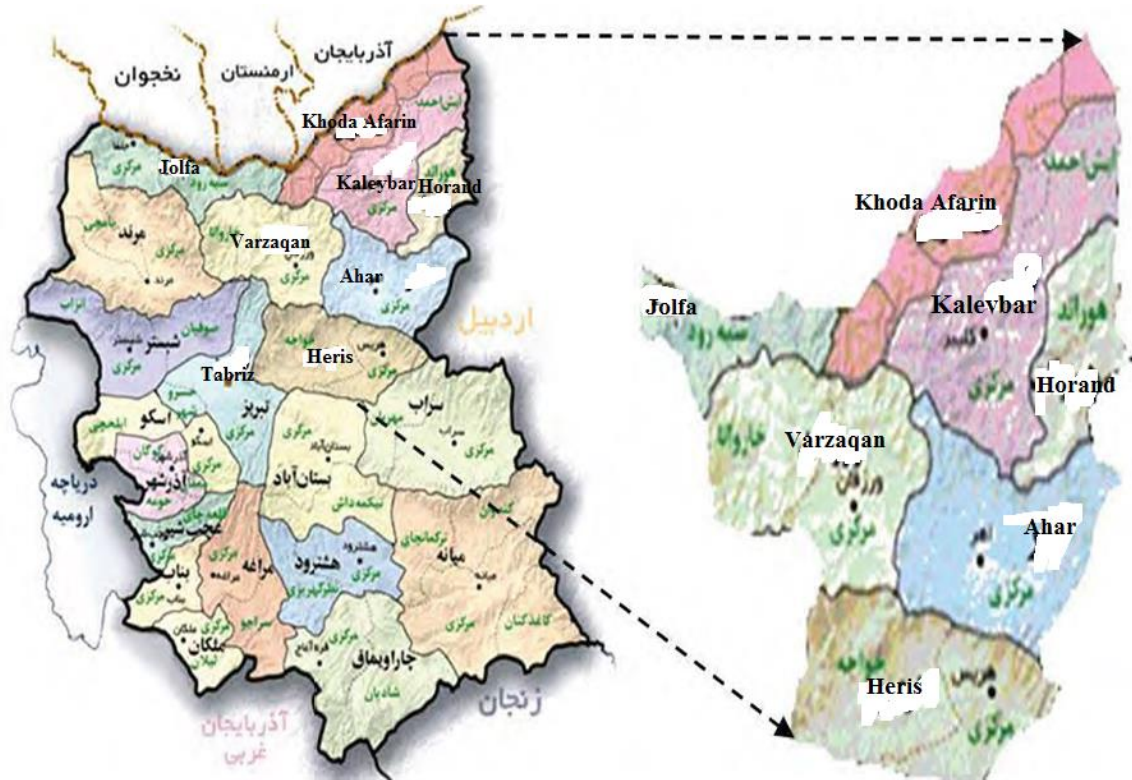


Figure 1: Spatial view of the location of East Azarbaijan province and Karadagh district, Author

It has a total of 180,000 hectares of forests, of which *Arasbaran* forests with 164,000 hectares are the main part of it. A forest area with more than 400 plant species and dozens of animal species that faces the risk of fire every year due to the gradual warming of the earth. *Arasbaran* forests (KaraDagh) as the most important forest area in the northwest of the country, which was also registered in the UNESCO biosphere in 1976. Last year, there were many fires, and due to the lack of proper fire extinguishing facilities in the area, about 630 hectares of this forest area were reduced to ashes, which is the reason for the managers' inattention to this area, Because people's encouragement and participation reduces the occurrence of such human accidents. *Arasbaran* protected area is unique in terms of animal species diversity in the world and so far 215 species of birds, 29 species of reptiles, 5 species of amphibians, 48 species of mammals and 17 species of fish have been known in different areas of *Arasbaran*. Due to having 785 plant species and 170 tree species, including 42 pasture types and 143 forest units, this area is known as one of the most genetically valuable areas in the world. And due to some special features of an independent vegetation area, it has become known as *Arasbaran* forest area. Due to its proximity to *Arasbaran* forests and Babak castle and having tourism talent, Kalevbar city has been selected as the study area to investigate the participation of local people in the discussion of ecotourism and crisis management of natural and unnatural or human events.

### 1.5 Background Research

In the early 70s, the world's political, cultural and scientific leaders received the signs and consequences of the increasing environmental issues. The concept of "environmental education" was accepted in several countries and environmental education programs were compiled. What started as a local and national movement with the "United Nations Conference on the Human Environment" held in Stockholm in 1972 passed the first stage of an international and global effort for environmental education. The recommendations of this conference led to the creation of the global environmental education program as a project of the United Nations Environment Program - UNESCO in 1975. Global environmental education took a systematic structure and direction during the conference of world leaders on environmental education held in Tbilisi, Georgia (Soviet) in 1977. The statement and recommendations of the Tbilisi conference became a turning point in the environmental education of the world. This conference determined the nature of the goals and educational principles of environmental education; and provided general guidelines for the national and global development of environmental education [18,19]. Since these years, environmental issues and a responsible look at it have become necessary in many developed countries, and many articles have been written in this field, some of which are mentioned below:

Authors	Past Findings
(31)	There is a positive and meaningful effect with 95% certainty of the effect of training on increasing the awareness and proficiency of the trainees.
(32)	In a research, they investigated the effect of education in raising the awareness of local people about the environmental importance of Lake Urmia. The results obtained from this research showed that the education has led to the improvement of the environmental awareness of the local people towards Lake Urmia.
<b>(Shobeiri and Meibuodi, 2013)</b>	The effect of implementation of environmental education programs on the behavior and connection with nature of the students of Langarud, Gilan province was investigated. The results showed that outdoor education has had a significant effect on changing students' environmental behavior.
(33)	People who have passed the environmental course have more positive environmental behavior.
(34)	Salehi investigated the role of environmental education in the occurrence of environmental protection behaviors in middle school female students of Babol city; And in their research, they found that the new environmental attitude has a positive effect on creating environmental protection behavior, but environmental education and knowledge does not have much effect on environmental behavior.
(35)	The author showed that there is a positive and strong relationship between environmental awareness and attitude towards environmental education among students.
(36)	In a research, Erdogan investigated the effects of environmental summer programs and its impact on environmental knowledge, skills and behavior, which are the main pillars of environmental literacy. The results showed that after the intervention, there is a significant increase in environmental knowledge, environmental sensitivities, goals, attitudes and responsible environmental behaviors in students.
(37)	The authors investigated the role of education in long-term environmental behavior in children and youth based on their interest and engagement in public issues according to existing experiences. They conclude that children and teenagers need opportunities to experience nature and be involved in social work; to feel the changes that they have a role in creating, and this opportunity should be given to them by schools and other public institutions.
(38)	The obtained results confirmed that, despite the existence of unique natural attractions, KaraDagh region can potentially be turned into a nature tourism hub in protected areas. Deficiencies such as weakness in infrastructure facilities, lack of introduction and proper advertising have caused the area under review to be placed in the strategic planning table in competitive conditions.
(39)	In an article related to forest tours and related studies in Eastern Europe, they presented using the travel cost method. The results showed that the average profit for each local resident per tourist entry into the area is 112 US dollars in a monthly period.
(40)	They conducted a study to evaluate the benefits of nature tourism in a coastal area along the eastern coast of Xianmen Island, China, using the travel cost method. The total value of this beach and its related resorts is estimated to be more than 53 million US dollars per month.
(41)	They investigated the economic value of the garden in Taiwan through the travel cost method. The results obtained from this research showed that the average annual profit from tourism for each local resident is 409 US dollars and the total profit from tourism is about 23 million dollars per year.
(6)	The sustainable participation and education of the people in the preservation and restoration of the natural resources of Kaleybar city has been proposed as a need, so that emphasizing the participation of the people in decisions related to natural resources is the easiest way to preserve these valuable resources.

**Table 2: Research background; Source: Author**

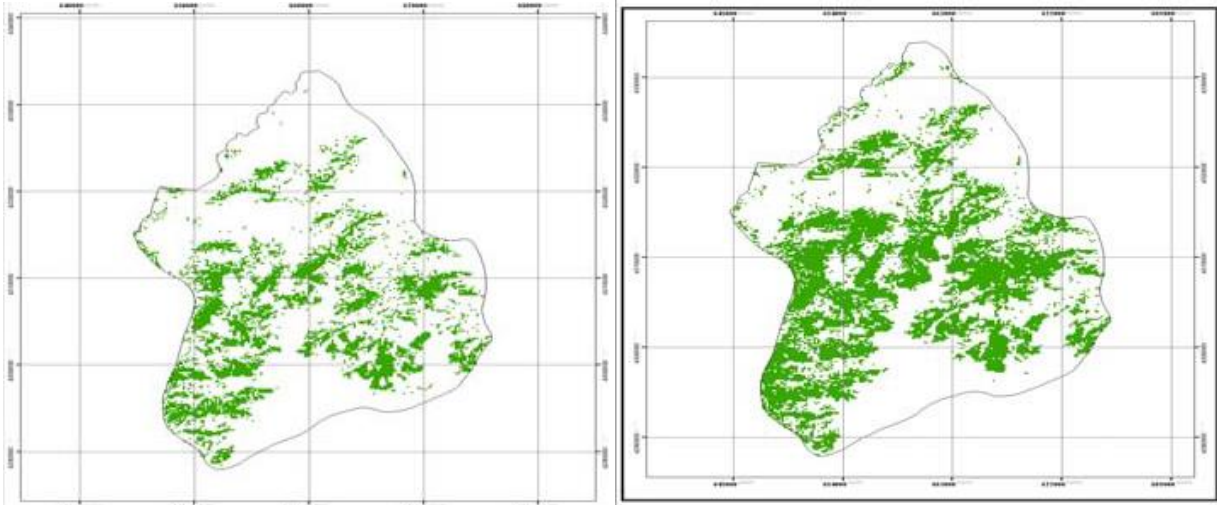
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## 2. The Current State of the Environment and the Negative Effects of Development in the Karadagh Region

The environmental crisis that has become a serious issue today; which is the result of human interference in nature and has attracted the attention of scientists due to the extent and importance of the issue [26,27]. Today, it is a danger that man destroys his habitable and arable land. Human activities are pushing the world further towards destruction [27]. This damage and human pollution in the environment does not end only in one country and includes all the neighboring countries [28]. The increasing development of industry and technology may increase prosperity and economic development, but ultimately, in the absence of environmental considerations, it causes excessive damage to the environment. About sustainable development, Sachs believes that: sustainable development requires the maintenance of development, not the protection of nature [29]. From 1600 to today, at least 800 extinct species have been registered; Also, during the last 400 years, 58 species of mammals, and 115 species of birds have become extinct during the last 200 years, and currently 25,000 plant species and more than 1,000 species of vertebrates are on the endangered species list. According to the expert research of that biological science, 8 species of different organisms are lost every hour, and in this way 70 thousand species are destroyed in the world every year. The new findings of the Intergovernmental Panel on Climate Change also confirm that due to the thermal expansion of the oceans and the melting of natural glaciers and ice sheets, the average sea level has risen by an estimated 19 cm between 1901 and 2010. According to the prediction of existing models, the average sea level will increase between 26 and 98 centimeters during the 21st century. Some of the ecosystems that are most affected by climate change are: the ecosystems of high places, the North and South poles, and plant and animal communities on islands and coasts. According to researchers, with an increase of 1.5 to 2.5 degrees Celsius in the average temperature of the earth (compared to its level between 1980-1999), between 20 and 30 percent of plant and animal species will be at risk of extinction. During the next fifty years, the world's population will reach 9 billion, and most of this increase will occur in the south. The economic efficiency of the world will increase fivefold during this period. The combined

pressure of these two processes on the world's resources will be devastating. Currently, we lose 10 million hectares of forest every year and 6 million hectares of arable land are destroyed by wind every year. Some non-renewable resources will be lost forever and some renewable resources such as drinking water will be dangerously limited. As the World Bank has recently warned us, soil erosion and desertification will force the entire population of the region to migrate from the areas where they live today [30]. In Iran, the Environmental Protection Organization is the guardian of the environment, the most important goals of this organization are to fulfill the 50th principle of the Islamic Republic of Iran's Constitution in order to protect the environment and ensure the proper use and protection of the country's biodiversity. The Environmental Protection and Improvement Law consider the prevention and prevention of pollution and any destructive action that disrupts the balance and suitability of the environment as one of the duties of this organization [31].

Along with government organizations, spontaneous non-governmental organizations have emerged, which try to protect the environment, such as environmental NGOs, which have had a good growth; But the qualitative growth of these organizations does not have a proper growth, the most important reason of which is the existence of government interests and government judicial and political pursuits against these popular organizations. For example, in the KaraDagh region, according to the research conducted by, between 1987 and 2005, about 36.44% of the area of *Arasbaran* forests was reduced (Figures 2 and 3) [32]. It should be noted that for several years, political pressures limited the entry of tourists to this region, which was rooted in the government's fear of the separatist thoughts of some political groups. *Arasbaran* forest protected area has 66 village units (settlement centers), which play an effective role in the process of changing land uses. Of the total forest cover changes, about 56.25 hectares have taken place due to the effects of residential and human factors. Most of these changes are due to the use of wood for housing construction and the use of forests for agriculture, and this reduction in the area of *Arasbaran* forests has continued until today and is increasing [32].



**Figure 3:** Map of *Arasbaran* forests in 2005 (54 p. 152) **Figure 2:** Map of *Arasbaran* forests in 1987; (54 p. 152)



**Figure 4:** The airspace of KaraDagh protected area and the Kaleybar-Jananlu route

Increasing the number of roads in some places has caused the destruction of protected areas and forests. Kaleybar-Jananlu road that passes through the protected area and reduces the virginity of the area. This road not only destroys the silence of the Anza region's wildlife, but also causes excessive hunting by profiteers; in the last 15 years, the total population of goats in this area has decreased from 900 to 150. Of course, in the meantime, the inefficiency of the responsible managers and the sale of game by the foresters and the lack of attention of the natives towards the extinction of

this beautiful species should be mentioned. All these issues come back to our view and managers and their compassion towards the natural environment, which destroys this pristine and beautiful environment every year with numerous damages. As long as the people do not enter into the issue of conservation responsibly and consciously, all efforts will be in vain, and as we Iranians say, it is just pounding water in a mortar. (Figure 4)

Therefore, the coercive approach cannot be a sustainable answer



for protection, and the only solution is spending in education and public participation. And due to the lack of protective forces and the size of the region and the lack of professional managers, it causes the indiscriminate hunting of animals and the extinction of wild animals in the region. Recently, due to the increase in the demand for wood and the presence of many profiteers, it has caused the spread of forest destruction. Previously, the destruction of the forest was due to the creation of agricultural land and construction, but now the benefits of selling wood should also be added to it. So far, development has not only not been combined with the preservation of the environment, but has also caused its destruction. In industrialized or developed countries, extensive and unbridled development and in developing countries, population increase has caused destruction. Excessive exploitation of the earth's capacity has created harmful effects for the environment. In these countries, development programs have had very destructive effects on the environment. As an example, we can mention the borrowing of these countries from industrialized countries under the pretext of economic development (55 p. 124). For this reason, the economy

can be expanded with ecotourism factors in areas prone to growth such as KaraDagh, provided that environmental and cultural considerations are respected.

### 2.1 Research Findings

Investigating and recognizing intercultural differences and considering them in tourism development planning increases positive cultural effects, and improves strategies for preventing conflicts and creating constructive interactions between tourists, foresters, and local people. Next, the design of the question in the field of popular participation and cultural differences of the local people with tourism and its impact on the local economy of the region was discussed. In the table below, some of the things obtained from the results of interviews with ordinary people have been discussed. In this research, I reached a total of 9 main topics and several sub-topics; which was derived from the same main topic. The main attention of the writer in designing the table was only the wishes and words of the people of the region, which was done based on Krippendorff's grouping.

1	<b>The role of culture in tourism</b>	1. Culture as a tourist attraction, 2. Culture as a factor in motivating tourists to travel, 3. Culture as an effective factor in the contact between tourists and the local community.
2	<b>The effect of cultural differences on the local community and tourists</b>	1. Appearance affects 2. Internal Change, 3. External Change, 4. Cultural Abandonment, 5. Acculturation, 6. Cultural Assimilation, 7. Cultural Indifference, 8. Cultural Conflict, 9. Language Difference In Verbal And Non-Verbal Communication. , 10. How The Local Community Deals With Cultural Differences of Tourists.
3	<b>Strengthening the sense of environmental friendliness</b>	1. Increasing attachment and emotional connection to the environment, 2. Welfare services, 3. Strengthening the sense of empathy, 4. The sense of cooperation, 5. Green productivity, 6. The sense of belonging.
4	<b>4. Responsibility of all classes towards the environment:</b>	1. Increasing the sense of trust, 2. Strengthening national and local identity, 3. Influence of social classes
5	<b>Vitality and livability</b>	<p><b>Based on the theory of Landry (2000):</b></p> <p><b>1. conomic vitality:</b> Strengthening the economic foundation using ecotourism</p> <p><b>2. Social vitality:</b> It is measured by the levels of social activities and interactions plus the nature of social connections.</p> <p><b>3.Vitality and environmental viability:</b> includes two aspects ; The first is ecological sustainability, which is related to variables such as air and noise pollution, disposal of waste materials and sewage, heavy traffic and green spaces, and the second aspect is design. <b>(56)</b></p> <p><b>4. Cultural vitality and livability:</b> includes paying homage and celebrating the environment, identity, memories, tradition, social celebrations, production, distribution and consumption of human-made products and signs that express the distinctive nature of the environment <b>(57 p. 450).</b></p>
6	<b>Sociability</b>	1. Membership, 2. Community integration, 3. Increasing social interactions

7	<b>Promoting and encouraging ecotourism-tourism combined with the combination of sustainable environmental education.</b>	1. Formation of NGO and people's organizations and social institutions in protected areas, 2. Creation of comprehensive educational and technical courses, 3. Culture and literature of local residents and attracting their participation in regional issues, 4. Training skilled workers and assistants, 5. Increasing the sense of responsibility of the people of the region towards the environment and vice versa, 6. Promoting and encouraging the setting up of culturally sensitive and environmentally sound tourism programs as a strategy for the favorable and sustainable development of urban and rural areas.
8	<b>Preparation for local participation</b>	1. Interaction of local people with forestry, 2. Local integration and social participation, 3. Increasing regional security, 4. Participatory management in the protection of sensitive and changed natural resources and their restoration and improvement.
9	<b>Sustainable employment</b>	<b>Supporting the people's lives and the local economy of the region:</b> stable employment and adequate income is a factor that improves the quality of well-being and shows its effects in the long term, which can be mentioned as an increase in attachment and sense of belonging to the living environment (58 p. 94). The environment creates conditions so that our place of residence is a suitable environment for living .
10	<b>The effect of the government's economic policies on the quality of the environment</b>	1. Political transparency, 2. Emphasis on political integration in the environment, 3. Central justice in policy making, 4. Promotion of green/environmental citizenship.

**Table 2: Topics and sub-topics identified in the answers of the interviewees, source: Author**

### 3. The Role of Culture in Tourism

**3.1 Culture as a Tourist Attraction:** KaraDagh district (*Arasbaran*) with more than two-thirds of its population living in rural areas and the presence of KaraDagh tribe, which is one of the largest provinces of the country. It has provided various manifestations of traditional culture for tourists in terms of physicality, type of architecture, type of dwelling, pattern of residence, type of living, music, local language and religious values, customs and traditions [24]. The culture of this region is a suitable field for attracting tourists in the discussion of ecotourism, which the majority of the interviewed people fully acknowledge.

**3.2 Culture is the factor that motivates tourists to travel:** the cultural patterns of a first society affect citizens and their ability and desire to travel. Such influences can be expressed as culture creates motivation for travel [33]. Of course, due to some security obstacles and opposition to the wisdom of carrying out some cultural ceremonies and commemoration rituals, such as the birthday of **Babak Khorramdin**<sup>1</sup>, the national hero of Iran and Azerbaijan, has been faced in this region.

Culture is an effective factor in the contact between tourists and the local community the main determining factor of this contact is the intercultural nature of the contact or the degree of cultural similarities and differences between tourists and the local community.

Of course, due to the harsh and mountainous environment and the influence of geography on the morals of the people of this region, they have a hard time communicating with tourists. But recently it has become a little better due to various connections with tourists.

### 4. The Effect of Cultural Differences on the Local Community and Tourists

#### 4.1 Appearance Affects

During this approach, the local communities who see the financial ability of tourists tend to voluntarily accept the specific behaviors of tourists. The result of which is the compliance with the fun-loving and leisurely lifestyle that tourists show, and ultimately changes the attitude of the local culture of KaraDagh. Like the way tourists dress, which is very different from the native clothes of the locals.

#### 4.2 Internal Change

Changes that are the result of innovation or creativity are created in the culture of the local community of *Arasbaran*. These changes are mostly formed by the direct and partial contact groups, and in the next stage, they affect other groups, such as changing the architectural texture of the region.

#### 4.3 External Change

Changes that are the result of the imposed political, economic,

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environmental and cultural effects of tourism are created in the culture of the local community. The approach is not specific to a specific group and the presence of tourists can bring about changes in the culture of all four groups mentioned in this research.

#### **4.4 Cultural Abandonment**

The local community temporarily changes its behavior during the encounter with tourists. This way of dealing can be seen more in people who are in direct or partial contact with tourists. For example, in his interview, the tour guide emphasized on behavioral and linguistic similarities with tourists in order to communicate with them more.

#### **4.5 Acculturation**

Tourists who bring a different culture to this area during their travels. The local community is sometimes influenced by the characteristics of that culture and incorporates it into its own culture. Acculturation can happen in all studied groups. For example, when we asked the chef of the restaurant about this, he said that when we see that tourists expect dishes from our menu that are part of their diet, we try to add those dishes to our menu. In this case, when our local customers also consume it, they sometimes like it and add it to their diet, of course, this issue can be the other way around.

#### **4.6 Cultural Assimilation**

The local community replaces some of the cultural characteristics of tourists with their own culture and it is true in all groups. This factor causes cultural disharmony and makes the next generation of the region suffer from identity confusion. In the current questionnaire, we also saw the cultural influence up to the change in the native dialect of the region. Or the cycling of women tourists, which many authorities of Maraji are against, and even this issue remains unresolved for many people in small areas like here.

#### **4.7 Cultural Indifference**

The local community sees its cultural differences with tourists, but does not change its culture. This attitude can be seen more in people who do not have contact with tourists or do not have business related to tourism. For example, with the teacher who was interviewed, he valued his Turkish culture very much and considered it a very bad thing to imitate the culture of tourists.

#### **4.8 Cultural Conflict**

In some cases, tourists who travel to this region or other places perform behaviors that conflict with the culture of the KaraDagh region and even with the culture of their own region. And these actions create a negative mindset in the minds of local people towards tourism. This cultural conflict is mostly due to the systematic and coercive feedback that the government imposes on the people, because the people of Iran always take an opposite path in the face of coercion, which is sometimes contrary to their beliefs and traditions.

#### **4.9 Language Difference in Verbal and Non-Verbal Communication**

The difference in verbal and non-verbal communication includes the differences that are seen in the way of communication. The people of this area have differences with tourists in terms of language and accent, tone, body movements, gestures, etc. Because the language of the people here is Azerbaijani Turkish, of course, in some villages of Kaleybar they also speak the Tati language, which has Pahlavi roots.

#### **4.10 How the Local Community Deals With the Cultural Differences of Tourists**

In most cases, these differences cause conflict, but as it can be seen and from the words of the residents, these differences are being resolved over time. Among the cultural differences in the rules of social behavior, greetings, conversations, showing emotions, jokes, etc. can be mentioned.

### **5. Strengthening the Sense of Environmental Friendliness**

#### **5.1 Increasing Attachment And Emotional Connection to the Environment**

Emotional connections connect a person to the neighborhood community and the surrounding environment, and this connection and unity gives meaning to his actions. Attachment to a place is an emotional connection with a specific location or perspective, which usually includes physical and social elements. From Hummon's point of view, social attachment is defined as an emotional investment in a place. The sense of attachment to a place based on strong social attachment will play an important role in the environmental behavior of citizens towards protection and urban management [34]. Increasing attachment to the environment can happen in all four groups and strengthen the sense of respect for the environment.

#### **5.2 Welfare Services**

By spending free time, it helps people's mental and spiritual health [35]. In an interview that was conducted with direct and partial contact groups, they believed that the increase in welfare services in the region would attract more tourists. But in the meantime, proper management should be done to preserve natural resources. Because the increase in welfare services such as building a hotel, etc., may increase the economy of the region; But if it is not done in a sustainable and appropriate way, it will cause damage to the environment.

#### **5.3 Sense of Solidarity**

Encouraging people to do voluntary work and giving solidarity cards to local people in the region strengthens the sense of environmental friendliness. In an appropriate measure to fulfill the goals of Article 50 of the Constitution, the environment has taken steps to attract volunteers and those interested in environmental protection through honorary cooperation; that after many years we saw a suitable action by the environmental organization in the direction of cultural improvement in the region; And this action has had a good feedback among the people of the region.

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## 5.4 Green Productivity

Green productivity with foresight is derived from the combination of the two key words of improving productivity and protecting the environment; As a solution and innovation in the path of achieving a resilient economy and sustainable development, it emphasizes on protecting the environment, optimizing consumption and exploitation of natural resources, development and continuous economic growth. "Accordingly, green productivity is a multi-dimensional strategy that improves business performance and, most importantly, the quality of life of the people of the region." Green productivity includes most of the direct and partial contact groups. Most of the people consider it their duty to preserve natural resources.

In the interview that took place, some insisted on this opinion; In many cases, the inhabitants destroy because of their stubbornness (because of the coercive action of the environmental organization) and lack of knowledge, and a few because of profit seeking (creation of agricultural land, wood and house building interests, or storage, etc.). The people of the region should reach the level of awareness that they know that the preservation of national and natural resources will get the most economic benefits for them from the point of view of tourism, and that the people will be convinced that they have economic benefits, and they will be more interested in education in this regard.

## 5.5 A Sense of Belonging

A sense of belonging to an environment is an emotional connection between people and the external environment. Many studies have shown that the existence of this connection and its deepening between the person and the environment plays a significant role in improving the physical environment and the emergence of positive social behaviors. In this way, the positive effect of this feeling on pro-environmental behaviors shows that the more people have a deeper emotional relationship with the environment; And in the same way, the more tourists pay attention to environmental tourism, the more important the visitors will be to the environment and their behavior will be in the direction of protecting and supporting the environment of KaraDagh.

## 6. Responsibility of All Classes Towards the Environment

### 6.1 Increasing the Sense of Trust

People are responsible for the society they belong to, and the results of their responsibility affect the entire society and the environment around us; the environment is one of the issues that, due to its unsatisfactory and sensitive condition, require increasing the responsibility of people. Based on this, the devices must move correctly, then they can expect a positive reaction from the society, and it is certain that being responsible and its culture must become a social trend.

## 7. The Responsibility of All the Society Towards the Environment

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### 7.2 Influence of Social Classes

Darvish Nouri, et al. (2018) and concluded in their article that the individual characteristics and social classes of people affect responsible environmental behavior. Therefore, in this article, we used people with different occupations as a research sample to ask the opinions of different groups in the region regarding the environment [36].

### 7.3 Strengthening National and Local Identity

Creating a national identity provides the ground for the convergence of citizens in paying attention to common interests, interests and resources. Environment as a common and valuable heritage of the citizens of a society can be preserved in the light of their responsible attitude and actions (63 p. 156). In national identity, attention is paid to historical, political, cultural and territorial characteristics. The territorial characteristic of the national identity can help the emergence of environmental concerns and responsible behavior about the environment of the region and increase the sense of participation of the people of the region. Specifically, if people feel more influence and impact on their environment; and evaluate their actions and the cost and time they spend participating in environmental works as fruitful, the possibility of their active participation in the plans and programs that are presented for the development of their environment increases dramatically. In this region, most people and groups attach great importance to their local identity, but in recent years, due to political issues and the activities of foreign media, pan-Turkism groups have become more active; Most of them are against the establishment of Iranian national identity and Persianism in the region. Of course, the occurrence of such behaviors will reduce the number of tourists in the region. Many of the government's objections to holding ceremonies and birthday celebrations for Babak Khorramdin are due to the occurrence of such political events

## 8. Sociability

### 8.1 Membership

In the first step, if a person feels a sense of membership and connection with the neighborhood community and evaluates and understands his destiny and life conditions in the scope of the neighborhood in which he is a member, he will be more likely to participate in the collective actions of the neighborhood. This membership can be considered simply as the feeling of being one, homogenous and accepted by the neighborhood; That is, to what extent a person believes that he is accepted by other members of the neighborhood.

### 8.2 Increasing Social Interactions

Social interaction means creating a relationship between two or

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more people that leads to a reaction between them, and this type of reaction is known to both parties. Therefore, relationships without meaning are not included in this definition. The environment of KaraDagh is the best place to increase the sense of social vitality and relationships between people due to having a suitable and fun atmosphere. In other words, the way to achieve coherent and stable social relations and promote interaction and presence in public spaces requires that we develop our knowledge about how different patterns of socialization in the environment.

### 8.3 Community integration

The need for sustainable education in line with people's participation in preserving and restoring the environment is one of the most important things to achieve environmental goals. Because sustainable education causes the cultural growth of the region and unites the people and creates a "demographic community" according to Karl Deutsch. In his opinion, the security community is made up of a group of people who are integrated. The meaning of integration is the achievement of people in a land, a kind of collective feeling and the establishment of sufficient and strong institutions and procedures to fulfill the expectations related to peaceful transformation. Therefore, informed people consider themselves obliged to restore and maintain the environment; Because with the development of the concept of sustainable tourism and ecotourism, which not only does not harm the environment, but also strengthens the people's economy. Native people are more willing to participate in the discussion of public participation; and even this will reduce the discord between the people and the government, and the people of the region will feel positive about the government's policies.

## 9. Promoting and Encouraging Ecotourism Tourism Combined with the Combination of Sustainable Environmental Education

### 9.1 Culture and Literature of Local Residents And Attracting their Participation in Regional Issues

Iranian literature, popular culture and myths are full of reflections of nature and the relationship between man and nature. Nature, which is the boundary between the world and the soul of the world [37]. It is an integral part of the poems of poets in different eras and myths and popular literature. The connection of each of the four elements of nature with human life and the effects of climate on humans can be seen in the heart of Iran's rich literature. Mythological symbols of nature from Shahnameh and to contemporary poetry by Sohrab show the intertwining of humans and the environment [37-39]. This wide range, which includes a world of beauty and poetic space, can respond to different tastes and attitudes towards literature and its expressive language about nature. In terms of cultural and national dimensions, we can give an example of Nowruz, which is the symbol of Iranian national ceremonies, and the celebration of the beginning of the Iranian New Year coincides with the beginning of nature and the revival of nature. The Haft Sin table and its symbols, ritual ceremonies before the beginning of the New Year, Chaharshanbeh Suri, special foods on Eid night and day, growing greens, cooking Samanu and other Nowruz ceremo-

nies are all directly related to nature and its four elements [1]. In addition to these, Iranians have a ceremony called Tree Planting Day or the Gulabgiri ceremony in Kashan, which is related to nature and tourism [3]. Oral literature represents the culture of every nation, this part of literature shows people's attention and value to beauty and their confrontation with life issues. Due to the fact that the people of Azerbaijan are a people with a rich mental and oral history, for this reason, all aspects of the folklore of the people are transmitted from the ancestors to the younger generations. With the passage of time and the arrival of literature from foreign countries, young generations unfortunately forget their identity literature and the guardians of the matter have not taken any significant measures to preserve them. Paying attention to people's folklore and dealing with sociological and anthropological issues of any region in the field of environment and entering these folklores into educational topics can guarantee a healthy future for future generations. Customs, religious issues, lullabies, love literature, jokes, stories, anecdotes, parables, sayings of elders, proverbs and idioms are among the parts of oral literature of Azerbaijan. Basic attention to the folklore and customs of this region in the discussion of education is one of the most important demands of the people of KaraDagh.

### 9.2 Creation of Comprehensive Educational and Technical Courses

The first definition of environmental education, which was proposed at the meeting of the International Union of Nature Conservation in Nevada, USA, is; the process of identifying values and explaining concepts is aimed at creating the necessary skills and attitudes to understand and respect the mutual relationships between man, his culture and the environment around him. Environmental education also includes activities such as decision-making and self-induction of rules of behavior related to the quality of the environment [40]. In recent years, environmental education has become a growing priority at the local, national and international levels because it is believed that environmental problems cannot be solved unless environmental education is successfully carried out. The main role of environmental education is in cultivating the values and skills necessary to realize the broader goals of sustainable development, which has become more important with the recent action of the United Nations in naming the Decade of Education for Sustainable Development (2005-2014). In fact, the United Nations has invited all member countries to increase their commitments to educate people about the need to create a sustainable future and create capable citizens to do it in the Decade of Sustainable Development. If we expect environmental organizations alone to be responsible for education, it would be almost a misplaced expectation. As enlightening and guiding institutions, these organizations can expand environmental education at the local, regional, national and international levels in all countries of the world and create a kind of international sensitivity among all strata and groups. In order to realize this, environmental education should be considered beyond the geographical and cultural borders of countries. (Figure 5)



**Figure 5:** The Importance Of Sustainable Environmental Education; Source: Author

**9.3 Formation of NGOs and Social Institutions in Protected Areas:**

Conservation of biological diversity, participation in providing social welfare is one of the goals of ecotourism. Also, helping the local economy and promoting environmental culture is one of the positive effects of ecotourism, and pollution, destruction of the environment, and destruction of animal and plant species is one of its negative effects. In order to preserve ecotourism, its sustainability should be considered, which can be achieved with organization, proper planning, local people's participation and education. For this, all research groups can be used. Anyone in any position and position, if they are interested in the environment, can play a constructive role in supporting and protecting the environment as an environmental partner. Especially in areas such as Karadagh, which is strategically and large. In fires, the participation of public institutions is very necessary.

**9.4. Training Skilled Workers and Assistants**

Ignorance and lack of sustainable education about environmental issues caused us to carelessly deal with nature and the elements that make up the environment. Just as the likes of Zell-e Soltan destroy the last lion or one of the Khans Bojnord destroys the last tiger of Mazandaran, they endanger the future of Iran's environment by over-hunting animals and cutting down rare trees. Of course, this ignorance is not only limited to ordinary people, but unfortunately some officials of cities and provinces also make decisions due to this lack of knowledge that have a destructive and fragile effect on the environment [41]. Among these profit-seeking decisions of the officials are the destruction and conversion of forests into industrial areas and different uses, and the destruction of wetlands with different purposes and even the conversion of urban parks to residential use. In a 3-year program and through cultural development, the amount of water consumption in the American

city of San Jose was reduced by 23%. In the industrial and densely populated city of Frankfurt, Germany, people have been able to save 32 million Euros with the help of culture[41,42]. Culturalization in the field of environmental protection should start from families and from childhood, a concern should be created in the minds of children to try to protect the environment and this work should continue until the university. The discussion of sustainability is based on the Brantland report on preserving the environment as a social value, which emphasizes its role in the mental health of the next generation. One of the other problems and challenges of environmental education is the lack of specialized human resources in this field. Human resources must have sufficient knowledge and skills in implementing the educational program and in addition must have a positive attitude towards the program. It is obvious that teachers, as the main pillar of the educational system, must have specialized knowledge and information, teaching skills, and the necessary moral competences in order to establish their position as behavioral models for learners. From the point of view of some experts, including, teachers, especially elementary teachers, are more important than any other person as a behavioral model for students. Therefore, they play a vital role in creating and shaping appropriate attitudes, habits and behaviors and providing a behavioral pattern consistent with preserving and caring for the environment and valuing it [43-45].

**9.5 Increasing the Sense of Responsibility of the People of the Region Towards the Environment and Vice Versa**

According to the experts of sustainable development, ecotourism works sustainably only when many destructions and misuse of natural resources are prevented. This work is possible through controlling and limiting hunting, fishing, use of sea coasts, lakes and other protected areas. Mr. Ward states that if the relationship

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between nature tourism and environmental protection is two-way, it is beneficial and there is hope for its sustainability. In addition, the current and future needs of the host population should be anticipated and future generations should also benefit from them. For this reason, providing the basic needs of the people living in the protected area will prevent people from encroaching on the area. Due to its vastness and low facilities, KaraDagh region needs the basic participation of people in the environment. For this reason, it is very important to increase the sense of responsibility of the people of the region towards the environment, which the people themselves insist on based on this research [46,47].

### **9.6 Promoting and Encouraging the Setting up of Culturally Sensitive and Environmentally Sound Tourism Programs as a Strategy for the Favorable and Sustainable Development of Urban and Rural Areas**

Environmental knowledge is the sum of a person's knowledge about environmental issues, and in fact, it means realizing the importance of the environment. Today, environmental knowledge is not only an ideology, but also an important issue in market competition that affects consumer behavior. Environmental knowledge is defined as general knowledge about the facts, concepts and relationships of the natural environment and its ecosystems; although it is difficult to measure environmental knowledge and awareness, knowledge is the basis for environmental beliefs. Respecting the environment and preserving it is a culture, and culture is awareness of one's personality, as a thinking being, and awareness of one's relationships with others and the natural environment. For this reason, accurate and comprehensive training in order to strengthen local culture is something that attracts the attention of officials and managers. Strengthening the cultural foundations and correcting the wrong culture and strengthening people's participation in the KaraDagh region will reduce the destruction of the forest and wildlife [48-52]. According to the interview conducted by the forestry officials of the region, the role of public institutions is very necessary. Because the lack of experienced staff and the vastness of the region causes the lack of control by environmental agencies. In the recent fires in the KaraDagh region, the dispatch of public forces accelerates the process of extinguishing and reduces damage, because the extent of the fire increases until the dispatch of government forces to the affected area. He announced the implementation of the fire watch project in the forests of the province and said: In this project, people are used as fire watchers and they are paid a fee. If the government looks at the villagers and natives as its arms, it can implement written trainings and improve the process of people's participation by providing residents with income and welfare facilities in order to improve their economic income. Today, in KaraDagh, people do not consider themselves a part of the region because of the forced encounters, but they see something separate from the ecosystem, which increases the amount of damage.

### **10. Preparation for Local Participation in Order to Protect the Interests of the Parties**

Around the world, nearly 400 million indigenous people occupy

between 12 and 19 percent of the total land surface. Rather than being a threat to the natural and untouched environments in which they live, these people are an integral part of the environment. It should be noted that the indigenous people sometimes live in areas whose history goes back thousands of years. Fortunately, the protection of the areas that the communities have protected has often been emphasized by the elders of the village; because protecting natural habitats such as food sources and drinking water will bring obvious benefits to local people. Therefore, the best way to protect the environment is to consider the interests of the local people.

### **10.1 Interaction of Local People With Forestry**

Ecotourism is a responsible trip with respect for nature. Today, the word participation is seen in all development texts. In fact, people's participation is the essential and at the same time missing aspect of sustainable development in villages in general and in the agricultural sector in particular. The process of participation should take a practical aspect in a spontaneous and two-way manner, otherwise the great power of the people in the direction of development and consumption, maintenance of facilities and protection of the created capital will remain unused. Of course, it is difficult to find a solution for participation in practice, and it is necessary to know the quality and quantity of participation and the factors influencing it. The main tool for the development of environmental culture is the knowledge and interaction of the people with the environment, which is one of the ways to achieve it, and education, plays a significant role in it. In fact, increasing the correct awareness of people in the field of proper and sustainable use of the environment will protect and prevent its erosion or destruction.

### **10.2 Local Integration and Social Participation**

Participation, the development of basic human abilities, including human dignity and human dignity, and making humans responsible for the fertility of the decision-making and action force, in a way that has been considered and from thought. Social participation is a combination word of participation which means partnering, cooperating and partnership and social which means civil, collective, and universal and anything that is related to society. In fact, the people's participation in this region is the essential and at the same time missing aspect of sustainable development in the villages in general and in the agricultural sector in particular. This participation should occur in all research groups so that the concept of sustainable ecotourism in the region can be realized.

### **10.3 Increasing the Security of the Area**

Until the end of the 20th century, there was no organized attention to the discussion of environmental security. Until the peak of economic and environmental considerations in the 1970s, the concept of security was only considered within the framework of the political interests of certain actors; until the late 1980s, these discussions were still largely focused on military issues. However, supporters of environmental security emphasize that environmental destruction is the result of impersonal economic and social forces and they demand collaborative solutions. Proponents of environmental security argue that the increasing pressure on life-sustaining

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systems and renewable natural resources have a clear indication for human health and well-being, which are at least as serious as traditional military threats[53]. According to published statistics, out of the total number of environmental victims in the last 3 years, about 145 murders were related to Brazil. This figure reached 102 people in the Philippines. Based on this, the Philippines ranked second in the list of deadliest countries for environmentalists, and Colombia ranked third. According to published reports, 102 of the environmental foresters who have been killed in the last 3 years were from Colombia. These statistics were announced while there are evidences of environmental destruction such as the destruction of forests, pollution of water, air, soil and food, warming of the air, etc. Rapid population growth has led to maximum utilization of facilities and excessive energy consumption, which is the main cause of environmental destruction. In addition, research indicates that in contrast to every four murders of environmental foresters that are recorded, many of these cases are still not reported.

#### **10.4 Participatory Management in the Protection of Sensitive and Changed Natural Resources and their Restoration and Modification**

In participatory management, local communities try to participate in the process of decision-making and decision-making, and finally in the implementation and to achieve dynamism and stability day by day. Participatory management is a set of instructions and protocols, which causes the understanding of factors and conditions; it leads to the increase of relations and cooperation between different institutions and departments for the exchange of information and knowledge. Finally, it is effective on empowering local communities in line with people's civil behavior, social health and increasing resilience against environmental problems and its considerations. If we want to be successful in preserving biodiversity, we must involve people in the management and protection of these reserves.

### **11. The impact of Government Policies on the Quality of the Environment**

#### **11.1 Political Transparency**

the more the policy makers have sought to attract people's participation in the policy-making process, and have analyzed the issues transparently and openly for the stakeholders, the more we can hope for the success of the policies to solve the problems of the society. Retelling political facts and presenting reliable information and data about the consequences of environmental problems related to water, food, and energy to citizens will lead to wider and more serious support for public policies [54]. For this reason, increasing public awareness and participation with the approach of political transparency increases trust in the public sector and people do not have unrealistic expectations. Therefore, by increasing political transparency in the KaraDagh region, it can encourage people to preserve environmental resources. There is a need for transparency more than ever, because people in closed systems and in conditions of little knowledge of the facts will be more influenced by the advertisements and analyzes of others in the public media. The requirement for this work is to respect the culture, lan-

guage and history of this region and the government must accept that in the history of this region, there was Babak Khormadini who stood as a freedom fighter against the oppression of the Arabs and is a national hero for the people here and Iran. Or the acceptance of Turkish language education in Azerbaijan schools can increase public trust and public participation.

#### **11.2 Emphasis on Political Integration in the Environment**

The lack of coordination between ministerial policies and in many cases the existence of much ambivalence causes the destruction of the environment. For example, the Ministry of Energy has tried to bring national lands under cultivation by building dams on the rivers of water-rich provinces and transferring water to low-water areas and the Ministry of Agriculture has tried to cultivate national lands with its food self-sufficiency policy. All these issues are in conflict with the environmental protection policy and this is the logic of Tennessee Tuxedo and Chumley among the country's managers. The impact of this policy can be seen on all research groups. The existence of such double decisions can be seen a lot in the Karadagh region, which ultimately causes the loss of its beauty.

#### **11.3 Central Justice in Policy-Making**

Environmental justice is defined as a fair treatment and participation of all members of the society in the formulation and implementation of environmental laws, regulations and policies, regardless of their race, color, primary nationality and income level. Fair treatment refers to the issue that no group of people should bear the balanced burden of environmental risks, including threats from the negative consequences of government and commercial policies and programs. Among these wrong decisions, it is possible to mention the prevention of the celebration on the occasion of Babak Khorramdin's birthday, the creation of inspection gates and restrictions on women's hijab. All these factors have increased people's pessimism and hatred towards the government over time. Until a meaningful partnership is formed in this region, it will increase the tension between the government and the nation. As long as the people do not consider themselves as beneficiaries in the environment, they will not participate in environmental protection programs in any way.

#### **11.4 Promoting Green/Environmental Citizenship**

In countries like the United Arab Emirates, most citizens recognize environmental problems as a social issue rather than an individual one; As a result, they transfer the responsibility of dealing with these problems to the government. Citizens are too dependent on the government to protect the environment. Most of the ways of popular participation are more or less blocked in autocratic regimes. Undoubtedly, political liberalization provides the possibility of participation for the inferior and weak class. If the politicians listen to the voice of the society; Considering their needs and desires in development plans and programs will help sustainability. The participation of students in scientific and educational projects is one of the effective ways of creating culture and transforming young people and nature protectors. Explaining the appropriate political solution will result in a favorable performance for the



politically and culturally sensitive KaraDagh region; like planting trees, in the project "Each School, an Arboretum" that was carried out in Chaharmahal Bakhtiari, it strengthens the vegetation of this area and educates the people of the area. Currently, no effort is seen to lead to growth in the direction of protection, and no non-governmental organization has been formed here. Of course, perhaps the reason for that is the arrest and detention of some environmental activists, which the government arrested and, in some cases, executed for political-security crimes [55,56].

## 12. Conclusion

The present research has been carried out as a survey of the capacity and potential of tourism in the Karadagh region, emphasizing the ecotourism potential of the region. Knowing the natural potentials of the region, such as landscapes, valleys, mountains and plants, the impact of tourism on its growth and development is one of the main goals of this research; also, knowing the capabilities of nature tourism and natural attractions of the region has been one of the goals of the research. The role of nature tourism and its impact in economic dimensions, which itself includes components such as income, sustainable employment, the number of tourists traveling to the region; because it plays a fundamental role in improving people's living conditions. Therefore, explaining the appropriate mechanism for the problem of tourism along with sustainable education is one of the basic principles of people's participation in environmental issues. Because knowledge is the basic element of progress and its mechanism is a function of continuous education. Education will entail a heavy cost, but as the experiences of other countries show, the economic efficiency of educational plans in the long term will have a pleasant reflection in the future performance of comprehensive and sustainable development. Although education alone does not become the factor of all-round and sustainable development, it is considered the main mediator and essential element in all-round and sustainable development. Therefore, training people in the course of comprehensive and sustainable development is important from two aspects. First, due to changing the shape of resources and carrying out various economic-social activities; second, because of the human role as an accelerator of production scenes in the form of management and correct integration of production factors. Based on the findings of our current research, the author named nine cases as influential factors in the environment and tourism of Karadagh region. These factors are things that, from culture to social factors and a sense of responsibility, sociability and politics, etc., in turn, bring various effects to the region through tourism, which can be positive or negative effects. The purpose of this research was to investigate the factors affecting the environment of the region in order to strengthen the positive effects by using sustainable education and reduce the negative effects by using public participation. Including cultural differences that take different forms; and it is seen in different forms such as verbal and non-verbal communication, rules of social behavior and social categories. These differences can also have positive effects: such as preserving and strengthening cultural foundations, expanding and improving the quality of cultural and artistic centers, preserving and developing native and traditional

arts (such as holding various festivals such as blueberry or carpet weaving, etc.), getting to know local residents more about native culture, increasing national and cultural pride, cultural exchanges, improving understanding and imagination about other cultures, convergence and integration of local people. Or have negative effects such as harming the authenticity of indigenous culture patterns, commoditization of indigenous culture, causing similarities to foreigners, conflicts between people due to cultural misunderstandings on the local society. For this reason, considers its most obvious negative aspect to be artistic alienation, which turns art into an orphanage. He considers today's tourism to be the seemingly harmless phenomenon of neo-colonialism and the colonialism of the Developmental power. Institutional and political obstacles must be removed to advance the goal of creating a healthy environment, and policymakers must overcome environmental problems with immediate actions instead of sloganeering, blaming others, and deceiving people [57].

## Conflicts of Interest Statement

The authors whose names are listed immediately below report the following details of affiliation or involvement in an organization or entity with a financial or non-financial interest in the subject matter or materials discussed in this manuscript.

This research has not been submitted for publication nor has it been published in whole or in part elsewhere. We attest to the fact that all Authors listed on the title page have contributed significantly to the work, have read the manuscript, attest to the validity and legitimacy of the data and its interpretation, and agree to its submission to this Journal.

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