Ranking tourist areas and tourist facilities-based services (Case Study of Kermanshah Province)

جاوری,*,

One of the problems of tourism in Iran, including Kermanshah province, is the imbalance in spatial distribution and the lack of a hierarchy based on the interactive relationship between tourist areas. Ranking and leveling the tourism areas is a standard for determining the infrastructure, services and facilities needed and adjusting the inequalities between areas that provide a hierarchy of tourist areas with a more effective framework for distributing tourists and providing appropriate services and desirable functioning. This research is a combination of descriptive-analytical methods designed to rank the tourism areas of Kermanshah province based on services and facilities using TOPSIS-AHP model using expert ion software and Topsis Solver software. In order to achieve the research goals, 9 criteria and 17 sub-criteria were determined, and using the opinions of experts and tourists, they were evaluated and analyzed using the above models. The findings of the study the paired comparisons of determining the coefficients of importance of the ed criteria for ing the best regions showed that the criterion of the number of attractions with a factor of 396/0 in the first priority, catering services with a coefficient of significance of 142/0 in the second priority, distance the entrance The province with a coefficient of 133/0 in the third priority, health services with a significance of 131/0 in the fourth priority, residential services with an importance of 0.79 in the fifth priority, public transportation and access services with a coefficient of significance 0.73 In the sixth priority, communication technology with a significance factor of 0.028 in the seventh priority, distance the airport with a coefficient of significance of 0.023 in the eighth priority and finally the services of travel agencies T and the importance of tourism by a factor of 018/0 is the last priority. Also, the findings of ranking the tourism areas of Kermanshah province on the basis of services and facilities with the TOPSIS model showed that Kermanshah city with a score of 835/0 at a very good level. Harsin city

with a score of 0.617 on a good level, Scenic city with a score of 403/0 on average, the city of Kangavar with a score of 401/0 on average, Pave city with a score of 255/0 on the weak level, and ultimately Javanrud city with a score of 242 / 0 also have a poor level of tourism services and facilities according to the criteria in the research.

Keywords : Keywords: Ranking, Tourism Areas, Facilities and Services, TOPSIS-AHP Model, Kermanshah Province