An overview on the possibility of accomplishment and effectiveness of wildlife tourism with the approach of constructing a safari park in the Mashhad metropolis zone

Hadi Taheri[1], Morteza Rezazadeh[2], Shima Firouzbakht[3], Navid Saeidi Rezvani[4]

ABSTRACT
The widespread activity of wildlife tourism leads to different requirements. Publicly, some kinds of wildlife tourism are more attractive than others. However, there is a need to pay more attention to how wildlife tourism operates due to the sensitivity and fragility of resources. Therefore, the purpose of this research is to perceive the possibility of accomplishment and effectiveness of wildlife tourism competently with the approach of constructing a safari park in the zone of the Mashhad metropolis. The research method of this study is descriptive-analytical, and it is applied in terms of purpose. The library and field methods were used for collecting data and information. The mean table was used in the descriptive level to describe the data, and at the inferential level, the Chi-square test was used for comparative variables. The results indicated that it is possible to construct a safari park in the southern part of Mashhad in variable environmental, climatic, traffic, physical, social, economic, legal, etc. dimensions. Additionally, the results of the Chi-square test showed that wildlife tourism with the approach of constructing a safari park would have the greatest effect on increasing different kinds of methods in spending leisure time in the region. Therefore, the Chi-square test showed a significant difference (less than 0.05) between the observed frequencies and the expected results obtained from the study population.
KEYWORDS: Safari Park, the possibility of accomplishment, wildlife tourism, Mashhad

[1] Master Student of Urban Planning, Islamic Azad University, Qazvin Branch, Qazvin, Iran
Email: Haditahri22@gmail.com(Author)
[1] Ph.D. candidate of Geography and Urban Planning, Kharazmi University, Tehran, Iran
Email: Mortezarezazadeh23@gmail.com
[1] Graduate of Urban Design, Islamic Azad University, Qazvin, Iran.
Email: Firouzbakht.sh@gamil.com
[1] Assistant professor of Urbanism, Islamic Azad University, Qazvin, Iran.
Email: Navidsaeidirezvani@yahoo.com

1.INTRODUCTION

According to ancient findings and historical information, although travel and tourism are a long-standing and old phenomenon and have a lifespan as old as human history and civilization, the necessity of time, along with the astounding development and augmentation of urbanization and technology, has caused the need for rest and recreation more than ever in this era (Mahboubfar, 1390: 27). There are special interests besides conventional interests in the field of tourism. This means that some tourists are willing to provide new ways to spend their leisure time in tourism. These areas are broad and have recently been considered in Iran and other major cities. These types of tourism have many benefits and are available at different costs, and are not necessarily expensive. Safari-based tourism can respond to some of these interests. Nowadays, there are different strategies and tools to improve various aspects of community life (social, environmental, etc.). The optimal use of natural and ecological capacities in the direction of sustainable development in developed countries has been able to play a very important role in being independent of non-renewable resources. Our country enjoys a lot of biological and animal diversity due to its geographical conditions, including climatic and environmental diversity, and expansion in the desired latitude and longitude. Adventure tourism, which is a branch of sports tourism, is also considered by young tourists and can be considered in safari. Safari can be the main or support center of this type of tourism (Moradi et al., 2014: 2).

In the last two decades, the increasing concern about the conservation of natural resources has led to a direct relationship between nature and tourism, and there is a growing desire to interact with nature in various forms. This desire for nature can be clearly observed in the high level of tourist demand for related activities, the valuation of these activities, and the relatively high attention paid to wildlife versus domestic and semi-domestic animals. The popularity of tourism based on interaction with wildlife is increasing all over the world. The experience of tourists about wildlife has become a wildlife tourism industry. In fact, a wildlife tourist is someone who travels to different parts of the world to see and watch the wildlife (Moradi et al.: 2: 1393). In other words, "Wild tourism" is a branch of the tourism industry in some countries that focuses on the observation of wild animals and plants in their natural habitats. Safari is also part of wildlife tourism. Wildlife tourism, in the simplest sense, means communicating with wildlife in their original habitat. Sometimes it is done actively (hunting-sampling) and sometimes passively (watching-photography). This branch of tourism is an important part of the tourism industry in many countries such as Africa and South America, Australia, India, Canada, Indonesia, Bangladesh, Malaysia, Sri Lanka, and the Maldives. Recently, wildlife tourism has grown rapidly around the world, and many of its elements are closely correspond with ecotourism and sustainable tourism. Although ecotourism and wildlife tourism are not synonymous, there is an overlap between them.

It can be said that wildlife tourism encompasses all three of the mentioned types of tourism in the natural environment and is to some extent an adventure nature-based

journey including the key principles of ecotourism compatible with the environment and conservation support training. The recreational use of wildlife is based on three elements: ecology, recreational use, and the historical context of human-wildlife interaction. The value of conserving natural resources, animal welfare, and the satisfaction of tourists is often at odds with economic profitability, and in these circumstances, it is necessary to consider all these cases and consider principles for it. Based on this, the special features of the establishment of Safari Park, along with factors such as geographical location and the needs of the metropolis of Mashhad and neighboring areas, make it necessary to set special goals and programs in order to achieve this type of tourism. Therefore, in the present research, an attempt will be made to examine the possibility of realizing this type of tourism and its effect on tourism in the metropolis of Mashhad; Therefore, the main question of our research in the current study is: what are the necessary conditions and facilities for the accomplishment of wildlife tourism with the approach of constructing a safari park in the city of Mashhad? And how effective will this type of tourism be in Mashhad?

2. Theoretical foundations

Wildlife tourism is a tourist guide to areas that are merely visited to study animal species and learn more about the climate of the area. The right aspect of doing with wildlife tourism is to observe and photograph the animals in their natural state. Tourism in this way will be both fun and enjoyable for tourists and will help to accomplish environmental protection and ecotourism programs. Simply put, wildlife tourism can be defined as "tourism for the sake of friendship with animals and ecosystems," and, as mentioned earlier, this area of tourism is done by observing the natural behavior of animals and their habitual habits. Wildlife tourism has a very important and large share of tourism in many countries (Newsome & Dowling, 2005: 258). Examples include many African and South American countries, Australia, India, Canada, Indonesia, Bangladesh, Malaysia, Sri Lanka, and the Maldives. This field of tourism has been able to find its place well among tourists and to be in line with the world tourism index fields. It is better to know that today, wildlife tourism, with its special activities such as "safari" and special tourist tours, has been able to provide multi-million dollar profits for different countries. According to an estimate, about 12 million trips are made annually in the field of wildlife tourism. About half of which are from the African continent, among which South Africa, Kenya, Tanzania, and Botswana are the top destinations for tourism. Some countries or different parts of the world rely heavily on wildlife tourism for their economic prosperity, but they can continue without it. A country like Kenya would be a good example of this. But the economic conditions of some parts of the world depend solely on wildlife tourism, and if one day the profits from this area are to be cut off, the conditions for a re-economic boom for that point will become impossible. Several regions across the world have such conditions, the most important of which is the Galapagos Islands that wildlife tourism is their main source of financial gain (Reynolds & Braithwaite, 2001: 39).

Positive Impact of Wildlife Tourism

Habitat and environmental restoration

Many local people from different parts of the region support the natural environment of their area and prevent its extinction in order to maintain its wildlife and tourism. Also, on a bigger scale, wildlife tourists around the world are contributing to environmental sustainability and conservation because the survival of different species of wildlife is very important to them. Many people voluntarily stand up to predators and prevent valuable and rare species from being hunted. All of these are examples to prove that the existence of wildlife tourism allows nature and the environment to survive and that humans change it as little as possible without destroying it.

The continuation of reproduction of endangered species

Many zoos and wildlife parks (safaris) prioritize the breeding of rare and endangered species and prevent the extinction of these species as much as possible, which will surely be a positive step towards wildlife tourism.

Financial aid

Thanks to the existence of wildlife tourism, many tourists in this area contribute to the survival of certain species with their financial contributions. For example, today, many tourists have contributed to the survival of the Sumatran tiger with their financial contributions and have largely saved the species from extinction.

The improvement of tourists' behavior

A proper wildlife tourism guide can give tourists a more clear view of the environment. As a result, tourists will be well acquainted with their environmental needs and the preconditions for its survival, and then they will try to change their attitude towards the environment in a positive way (for example, do not dump in nature) and make fundamental decisions to protect the environment and wildlife.

The illegal hunting reduction

The presence of wildlife tourists in certain areas can greatly decrease poaching and make black-market activities impossible for hunters (Shafaei, 2016).

Environmentally, tourism acts as a double-edged sword with a natural and human environment (Manely, 1990: 50). If the development is designed wisely and based on the sustainable development principles, it is possible to achieve many environmental benefits of this industry, and if tourism activities grow unplanned, the result will be nothing but unbridled tourism and environmental destruction; Wildlife tourism will not be an exception to this rule; Therefore, location studies in wildlife tourism are one of the key steps in the process of constructing investment and service plans, including safari parks that paying attention to this important issue plays an important role in the success of the project. Its importance is due to the fact that choosing the right or wrong principles and the wrong place to create a project can affect it in other environmental, technical, financial, and economic aspects. Deciding on the location of a project is one of the most important decisions for planners, which can play an essential role in the strategic orientations of the project. Additionally, it affects the quality and quantity of its consequences in the long term, so that if the necessary considerations are not made when choosing the location of the project, it can affect its life in the long run. It is

important because the wrong or unprincipled and incorrect choice of the location of a project can affect it from other environmental, technical, financial, and economic aspects. Conducting proper location studies, in addition to the economic impact on the performance of projects, will have social, environmental, cultural, and economic effects on the area construction (Bhattacharya & Kumari, 2004: 53). The National Tourism Document has classified the location criteria into 11 main categories, including climate, physical appearance, water resources, environmental quality, vegetation, wildlife, economic, social, cultural-historical, and managerial appearance (Danehkar et al., 2006: 143).

2.2. Research background

Mousavi et al. (2016), in an article entitled "Evaluation of scenarios for the construction of a salt hotel and safari park for the development of desert tourism in ecosystems of arid regions (Case study: Maranjab, Aran and Bidgol regions)" have presented solutions in accordance with the preservation of the ecosystem and the sustainable development of the region by designing desert tourism development scenarios in the form of locating a safari park and a salt hotel. The authors of the article tried to study the location of these scenarios based on the criteria of access, land appearance, restrictions, and environmental protection. After providing the digital layers of the indicators and applying the points obtained from the model to them, the weighted layers of the criteria were obtained that combination of which led to the preparation of the soil fit layer of the safari park and the salt hotel. Then, in order to determine the location of the proportional zones, the scoring range of the proportional layers was classified into five priorities. The results showed that in the salt hotel scenario, the access criteria and raw materials with a weight of 0.495 and 0.044, and in the safari park scenario, the access and restriction criteria with a weight of 0.418 and 0.093 were obtained the highest and lowest scores, respectively. According to the land suitability maps, 959 and 45403 hectares (0.3745 and 17.6828%) of the area, respectively, have a very convenient capability under the heading of first priority allocation to a salt hotel that corresponds to the boundaries of the Wandering Island and the safari park, which is generally located on the sand dunes north of Long Sand.

Hosseini and Hosseini (2015), in an article entitled "Study and recognition of wildlife environmental capacity in the Central Park of Iran for tourism development," tried to study and recognize the environmental capacity of wildlife in the Central Desert National Park of Iran for sustainable development of tourism industry. The authors' purpose in writing this article was to prevent the extinction of unique Iranian animals, such as the Iranian zebra, and secondly to study and manage the optimal exploitation of the vast desert region in the country. In this study, a combination of descriptive, analytical (SWOT), library and field methods have been used. The results indicated that Kavir National Park has a good ability to attract different types of tourists, including nature tourists, research tourists, adventure tourists, and wildlife tourists due to its rich natural potentials and special capacities of native and non-native animals and wildlife. Moradi et al. (2014), in an article entitled "Wildlife tourism, a new

activity for the development of nature tourism," believed that the popularity of tourism based on interaction with wildlife is increasing worldwide. Concentration on wildlife tourism is essential because, up to now, wildlife issues have been raised on more general topics such as nature tourism or on minor topics such as local tourism. Due to the existence of different types of tourism, tourists in age groups with socioeconomic backgrounds and different motivations and according to their type of life, have different motivations related to wildlife tourism. Wildlife is successful when it meets the needs of tourists and host regions while simultaneously considering wildlife conservation, their environment, and social and economic values.

Wang (2021), in a study entitled "Development of Wildlife Tourism Resources: A Case Study of Beijing Wildlife Park," investigated the development of wildlife tourism resources in Beijing Wildlife Park (BWP) and aimed to determine opportunities for sustainable development of BWP. While emphasizing the benefits of tourism, the positive and negative aspects of animal tourism resources must be considered in order to generate social and economic benefits. Wang's findings show that following the principles of environmental protection, public relations methods can enhance the potential of existing animal tourism resources from the tourists' point of view. Additionally, cooperate with officials to strengthen scientific tools for animal protection, helping to promote scientific knowledge of environmental protection, and strengthening animal welfare training can be important in promoting this type of tourism.

Lalita et al. (2020), in an article entitled "Study of Safari Tourism in a desert of Africa: An Experimental Test of the A-B-C (T-ABC) Model of Tourism," while emphasizing that the competition for safari tourism in Africa desert is very fierce, apart from the intra-country competition, there is also intra-country competition between accommodation and resorts within countries. In this regard, it is important to understand the strengths and weaknesses of each country for safari tourism. They have experimentally tested the relationship between tourism performance and different dimensions of tourism, i.e., tourist attractions (A), basics (B), and context (C). This study, conducted for the first time in the region, deals with tourism as a driver of economic development and offers important insights, which indicates that the dimensions of tourism are related to economic development.

Kong Lee and Hee Jihong (2020) conducted an article entitled "An Emotional Analysis of Tourists in Wildlife Tourism Attractions - A Case Study at the Chaimlong Safari Park; they believe that revealing the emotional connection between humans and wildlife is an important aspect of understanding complex natural and social ecosystems. Wildlife tourism is booming around the world, and non-consummate wildlife tourism is designed to promote biodiversity conservation, increase community employment, and create opportunities for nature education and tourism experiences. China's wildlife attractions have become popular family vacation options. However, there is still no understanding of the characteristics of Chinese wildlife travelers. Emotional analysis has become an interesting topic in text mining. Analyzing tourists'

feelings about wildlife and their habitats is important to understanding the mechanism of human-wildlife interaction. The Chimelong Safari Park was taken as a case study. The results of this study indicated that factors such as the degree of engagement, interaction, contact distance, tourist density, and size of the place affect the spatial behavior and emotional evaluation of tourists; Most of the negative emotions created by tourists are due to too many places to visit and entrance tickets. In this respect, this study is a special reference for management and marketing in wildlife tourism attractions. This article aims to inspire more scientists to conduct further studies on the mechanism of human-wildlife interaction, to address China's wildlife tourism performance, and to provide theoretical research.

Research method

The present research method is descriptive-analytical it is applied in terms of purpose, and the method of collecting data and information is both library and field. Our statistical population has been knowledgeable experts in the field of wildlife and safari park tourism. The instrument used for data collection was a questionnaire. The sampling method of the present study was purposive sampling. Since in the field method, the questionnaire was used in a range of five Likert options (from completely undesirable to completely desirable and open-ended questions), in the spectral questions section, the answers were ranked one to five. The number 3 was obtained as the mean of the answers. Then the obtained mean was compared with 3. Also, for the reliability of the questionnaire, Cronbach's alpha was used; the alpha value was 0.811, which confirms the reliability in a proper way. The number of collected samples for the present study is 384. In this research, SPSS software was used at both descriptive and inferential levels. At the descriptive level, the mean, etc., was used to describe the data. The Chi-square test was used for nonparametric variables at the inferential level.

4. Introducing the scope of research

Mashhad is the second big city in Iran and is the capital of Khorasan Razavi Province in northeastern Iran. The plain of Mashhad is a wide valley with dimensions of more than 100 km in length, an average width of about 25 km, and an area of about 2500 square kilometers which is located in the catchment area of Kashfroud river in Khorasan Razavi. Out of the total area of 86549 hectares in Mashhad, 75% is located in Mashhad city and 25% in Torqabeh-Shandiz city. According to the decree of 300/310/1797 of the Supreme Council of Architecture and Urban Planning (1389), zoos (safari is a free zoo) can only be located outside the legal boundaries (zone) of cities and in the experience of different countries, the average safari distance from parks to the city center is about 20 km so that it is within a suitable radius for tourists to visit. The study area is the southern zone of Mashhad, with an area of 19411 hectares, which is 22.5 percent of the total area.
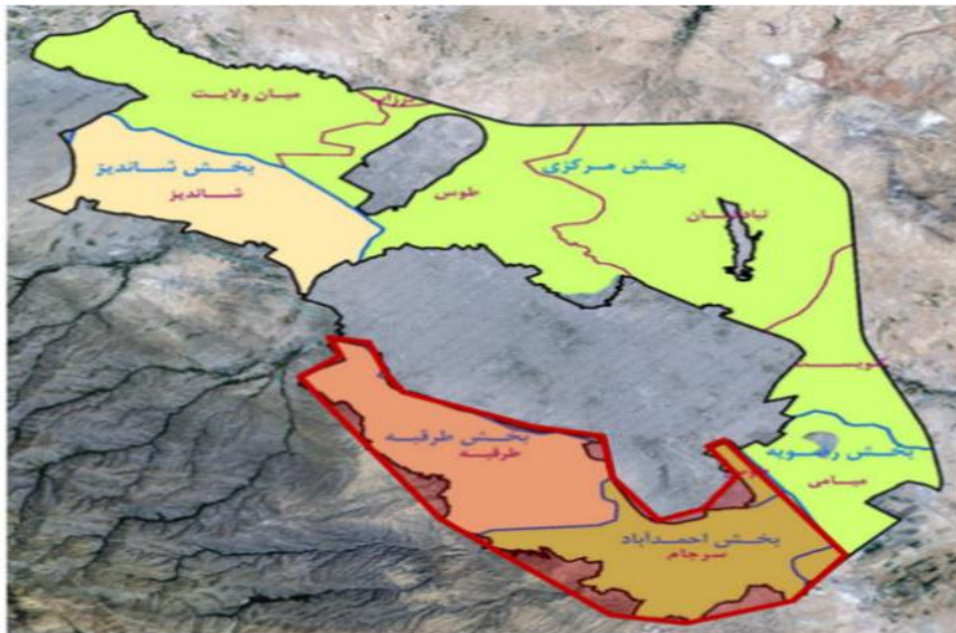
Figure 1: Map of the location of the study area (reference: Authors, 1399)

Discussion and findings

Investigating the necessary environmental and natural conditions for the formation of wildlife tourism with the approach of constructing a safari park, due to the fact that the northern part of Mashhad is exposed to a lot of pollution and erosion as well as the existence of unorganized suburban areas and industrial workshops in this area, this area is not suitable for the construction of Mashhad Park Safari. The eastern zone is not also suitable for the construction of safari in Mashhad Park due to the existence of unorganized suburban areas and large-scale uses such as military and industrial facilities, as well as the presence of lands suspended from Astan Quds Razavi and Behesht Reza Cemetery and stone mines in this area. In the western zone, for the reasons mentioned in the previous sections, this section is exposed to the development of many structures, as well as factories, industrial towns, and power plants, which according to these issues, this zone is not suitable for the construction of Mashhad Park safari. Considering the study of different zones and the southern area of the area and considering the unique attraction and natural open spaces, as well as the difference in elevation levels with the city of Mashhad, which has a good view and landscape, and the presence of numerous water springs in the range of heights of this area has made it appropriate, considering all the criteria for the construction of Safari Park, it will lead to the least damage to natural resources, so the southern part of Mashhad was considered a more desirable option than the rest. Accordingly, in order to accomplish wildlife tourism based on the approach of constructing a safari park in the southern part of Mashhad, environmental and natural criteria such as area, proximity, and compatibility of land uses, climate, natural resources, land ownership, slope, access, infrastructure and ability to attract tourists are examined and analyzed.

Area

In terms of area, the Mashhad metropolis covers about 86.5 thousand hectares which, given the functional areas defined for zone, areas, and southern slopes of the zone that have a functional area of green and leisure space, is more suitable for construction and location of the safari park. Considering the average area of 200 hectares of safari parks in the world and the area of 22.5 thousand hectares of the southern zone, there is no limit in terms of size, dimensions, and area.

Proximity and compatibility

One of the most crucial criteria that should be considered in the possibility of constructing a safari park is paying attention to the issue of proximity and adaptations of land uses in the study area. In planning, it is essential to analyze how different uses are put together, and the positive and negative effects that adjacent uses have on each other leads to their compatibility or incompatibility with each other, which may in some cases reduce the level of performance quality and reduce the efficiency of different uses. Studies conducted in the southern area show that most of the land uses in this area are natural areas. Considering that the Safari Park use has the ability to be adjacent and compatible with this type of use, we do not face any limitations in this area. However, in locating the site in question, attention should be paid to the industrial and residential uses that exist in the southern zone. These land uses are not compatible with the Safari Park site and must have a reasonable, acceptable distance from the site in order to minimize potential incompatibilities.

The micro-climate of the region

Human beings, wanted and unwanted, are affected by climatic conditions, and climate is one of the most important elements that must be considered in locations. Temperature is also considered as one of the main elements of the climate of the region. Due to the cold and dry climate of the southern highlands and the temperature of 13 to 15 degrees Celsius in the region, the surface of the region does not have a significant temperature difference. Although southern regions have higher temperature levels than southwestern regions, it should be considered in locating the site. The region has an average of 250 mm of rainfall during the year in terms of average annual rainfall. Its amount is higher in the heights, especially in the heights of the southern part of the territory, than in other areas. This factor can be considered as one of the effective factors in locating the Safari Park site.

Available natural resources

Given that the limitation of water resources in most cities in Iran is a major challenge to development or spatial development potentials, in the present study, while recognizing the available water resources in the study area, an attempt has been made to study the compatible conditions and the proximity of the safari park with the available water resources. Due to the tributaries of rivers and dam lakes in the southern part of the study area, the observance of 150 meters of water resources in the location of the safari park should be considered to preserve the natural ecology of the area.

Ownership

The land as one of the real estate has been one of the essential human needs in all periods of history, and due to its importance and dependence on the internal borders and economy of a country, lawmakers, by the adoption of laws at any point in time, have increased government intervention as social necessities, public interests, social interests and the exercise of sovereignty over land ownership and tried to use and exploit it profitably in the field of economy and investment. Of course, these laws are not always to the detriment of individuals but may result in public benefit. The investigations indicate that most of the land in the study area is state-owned. The need to pay attention to legal issues in the field of ownership can be effective in locating the location of the Safari Park site.

Slope

Although slopes are important in terms of the beauty of the area to prevent the accumulation of destructive materials in the area or the natural washing of roads by runoff (when it rains), etc. the excess and critical slopes can cause problems such as floods, the difficulty of transportation, disruption in constructing buildings and facilities, domain destructive movements and dynamics and the like. Given that the area in question is typologically one of the foothill areas and most areas of the southern zone have a slope of 30 degrees, the need to pay attention to the classifications related to the slope is very important in locating the safari park site.

Access

The movement is an integral part of human daily life and activity. In most cities, private cars are often used for city trips, and other transportation options, such as cycling and walking, are less commonly used. In recent years, the development of transportation infrastructure, especially the communication road between the Gulf and the Imam Reza Highway in the southern part, has played a significant role in access to the area. But other transportation options have not yet grown much. Areas adjacent to the access network, while maintaining legal zone, can be prioritized in areas prone to the construction of a safari park site location.

Infrastructures

Over the centuries, the urban and suburban areas have been shaped and sustained based on technological infrastructures. Nowadays, urban life is unimaginable without internet networks, highways and rail networks, airports, water supply networks, sewage networks, telephones, electricity, and mobile phones. Additionally, the presence of their bases, such as sunlight, trees, clean air, etc., seems normal and natural for citizens. These infrastructure networks, more than any other modern achievement of the industrial age, have influenced the way of life and the relationship of modern man with the environment and nature around him. The proximity to facilities such as electricity networks, mobile antennas, surface water disposal networks, etc., can be a priority in areas prone to locating the construction of a safari park.

The attraction of tourists

The tourist attractions and facilities play a key role in the emergence and development. Today, tourism is an important economic issue for many city managers and officials. In many developed and developing countries, the tourism industry, due to its competitive advantages, has become one of the most important sectors, the driving force and engine of economic growth and development, and it is in close competition with the world's largest businesses such as the automotive and oil industries. Given the natural characteristics of the region, the fields of nature tourism are expanding in the southern part. Some areas in the south have more tourism capacity than neighboring areas due to the existence of infrastructure and natural features. The existence of these areas should be considered in prioritizing the areas prone to the construction of safari parks in locating the desired site.

Assessing the compatibility of the formation of wildlife tourism with the approach of constructing a safari park with development plans or existing and neighboring projects The studies show that the formation of wildlife tourism is not inconsistent with existing development plans and neighboring projects. In the study area in the southern part of Mashhad, there are three projects that can somehow complement and facilitate this approach to tourism. Table 1 lists some of the characteristics of neighboring projects in the southern part of Mashhad.

Table 1- the evaluation of the compatibility of wildlife tourism formation with Safari Park approach with existing and neighboring plans or projects

Project Title	Project specifications	The degree of compatibility of the project with Safari Park
Seven pools (Haft Houz)	The promotion of the role of tourism, as one of the important parts of economic growth, in the sample area of seven pools (Haft Houz) to meet the tourism needs of the Mashhad metropolis and the urban complex.	compatible
Green belt(kamarbande-sabz)	enhancing the physical and mental health of the beneficiaries through safe access to natural attractions and sport-recreational functions Sustainable protection and use of the environment and the pristine and beautiful nature of the region	Compatible in subdomains

| Mountain Park | Mountain Park (Kuh Park), as one of the breathing lungs of the metropolis of Mashhad, has many shrubs and trees, as well as several small and large artificial waterfalls in the corners of this park.
The length of this space is 5.1 km that people can use for their leisure time, mountaineering, and cycling.
Strengths of this mountain park: car cinema, mobile restaurant, animal farm, and food are some of the programs envisaged here. Car-foods are mobile vans that sell a variety of fast food as a small kitchen. | compatible |

Reference: Authors, 1400

According to Table 3, twelve indicators were studied and analyzed to evaluate the impact of wildlife tourism with the approach of safari park construction in the southern part of Mashhad. As can be observed, experts and pundits believe that wildlife tourism with the approach of building a safari park would have the greatest impact on increasing the diversity of leisure time in the region. This index has the highest score among the studied indices, with an average of 4.4. Also, according to the significance level of the Chi-square test (0.003), it can be inferred that the results are significant. In the next ranks is the increase in the number of tourists, the improvement of visual beauty, and the development of attractive landscapes. Therefore, the chi-square test shows a significant difference between the observed and expected frequencies obtained from the study population.

Table 3- Results of Chi-square test to evaluate the effectiveness of wildlife tourism with the approach of safari park construction

Indicators	average	Standard deviation	Chi-square	Significance level
The rate of increase in tourists	4.3	1.282	36.450	0.000
Tourist length of stay	3.6	1.245	35.906	0.002
The rate of increase in job creation	3.2	1.136	34.148	0.011
The rate of completion of the chain and the activation of new tourism clusters in the city	2.8	1.280	70.057	0.002
The rate of biodiversity conservation and improvement of animal quality biodiversity	3.8	1.262	35.932	0.000

The rate of improvement of visual aesthetics and the development of attractive landscapes	4.1	1.245	35.968	0.005
The amount of reduction in attention to the dimensions of the pilgrimage in Mashhad	2.2	1.019	89.869	0.000
The rate of attracting more capital to the city	3.3	1.232	35.631	0.001
Increasing the creation of new tourism hubs	3.1	1.073	50.27	0.003
The rate of urban vitality increase	3.7	1.259	35.926	0.001
Increased diversity in leisure ways	4.4	1.326	39.371	0.000
The rate of increase in urban environmental degradation	2.1	1.009	96.968	0.001

Reference: Authors, 1400

The positive and negative consequences of this type of tourism for the study area
Based on the data obtained from the questionnaires, experts in this field have pointed out the most important positive and negative consequences of realizing wildlife tourism with the safari park approach. As you can see in Table 3, the most important positive consequences predicted by experts and pundits include such things as increasing the number of tourists visiting the region, increasing the length of stay of tourists in the region, increasing dynamism and vitality, becoming the tourism hub of the city, and so on. On the other hand, among the negative consequences of this type of tourism in the case area, we can mention such things as increasing the volume of traffic on communication routes in the region, lack of parking in the region, reduced security, and noise pollution.

Table 3- Positive and negative consequences of wildlife tourism with Safari Park approach in the southern part of Mashhad

Positive consequences	Conditions for the realization of the consequences
Increase in tourist visits	➢ Implementation of the planned plans that contribute to the beauty of the urban landscape ➢ Increase of public facilities around this space
Increase in tourist stay	➢ Due to their large size and the existence of food-related entertainment, it usually takes a day ➢ Safari working hours from 9 am to 6 pm. Thus, if the

	tourist uses these recreational and educational facilities, it will last at least one more day, while the service (night safari) will allow him to spend more time on a night safari.
Increase of dynamism and vitality	➢Expansion of open spaces where there is a possibility of meeting and interaction between people
Becoming the tourism hub of the city	➢Supporting relevant organizations and holding quarterly exhibitions
Implementation of new ideas in this project	➢ Support of relevant organizations for the implementation of ideas ➢ Justifying the people to accept the ideas and preventing possible resistance from the local people
Increase of the sense of local belonging	➢ Attracting people's participation ➢ Expanding the fields of public interaction in the public sphere
Considering attractive uses in the project	➢ Creating attractive applications for tourists
Creating new jobs by increasing the number of tourists in this project who work in small projects and other uses.	➢ The applications in this project help to attract tourists and help create jobs ➢ Support for urban management of new jobs that are in line with the intended goal ➢ Utilization of local forces by the project contractors in the construction sectors and...
Increase in social interactions	➢ Creating the situation for the presence of more tourists in this project
Improving the visual and landscape beauty in Safari Park	➢ Take care of the condition of the green space ➢ Protection of animals ➢ using happy and diverse colors

Negative consequences	Avoidance methods	adjustment or compensation methods
Increasing the volume of traffic	➢ Creating traffic restrictions during busy hours on the streets leading to the project	➢ Strengthening public transport ➢ Preventing the passage of heavy vehicles
Shortage of parking	➢ Establishment of public parking in the project	➢ Expanding public transportation so that citizens can use as little personal equipment as possible.
Decreased security	-	➢ Increase of social monitoring. This social monitoring can involve both relevant

		bodies such as law enforcement and public monitoring. ➢ Providing the necessary lighting in defenseless places
Noise pollution	-	➢ Considering buffers to prevent noise pollution caused by motor vehicles

Reference: Authors, 1400

6. Conclusion

The wildlife tourism or safari parks are one of the spatial patterns of tourism formed in the postmodern era. This spatial pattern incorporates the approach of tourists to the natural environment and wildlife with different motivations. Hence, the spatial scope of this model includes the natural environment, which can be, for example, the beach, forest, mountains, and the like. Iran , with its unique natural resources and attractions, and wildlife, can be one of the poles of wildlife tourism in the world. Accordingly, the present study was conducted with the aim of realizing and influencing wildlife tourism with the approach of constructing a safari park in the metropolis of Mashhad. The data collection method is library and field. In the field method, a questionnaire was used in the Likert spectrum. According to Resolution 300/310/1797 of the Supreme Council of Architecture and Urban Planning (2010), Zoos (Safari is a kind of free zoo) can only be established outside the legal boundaries of cities (zone). In the experience of different countries, the average safari distance from parks to the city center is about 20 km, so that it is within a suitable radius for tourists to visit. Accordingly, in the present study, we have considered the southern area of the metropolis of Mashhad according to the safari location criteria of parks. The results showed that in different environmental, climatic, traffic, physical, social, economic, legal, etc., dimensions, there is a possibility of constructing a safari park in Mashhad. Additionally, based on the experts' opinion, twelve indicators were investigated and analyzed to study the effect of wildlife tourism with the approach of constructing a safari park in the southern part of Mashhad. The results showed that wildlife tourism with the approach of constructing a safari park would have the greatest impact on increasing the diversity of leisure methods in the region. With an average of 4.4, this index has the highest score among the studied indices. Also, according to the significance level of the Chi-square test (0.003), it can be concluded that the obtained results are significant. In the next ranks of increasing the number of tourists, the improvement of visual beauty and development of attractive landscapes is due to the fact that the significance level of both indicators is less than 0.05. Therefore, the Chi-square test shows a significant difference between the observed frequencies and the expected results obtained from the study population. Among the most important positive consequences predicted by

experts and thinkers regarding wildlife tourism with the approach of building a safari park in the southern part of Mashhad metropolis, we can mention such things as increasing the number of tourists visiting the region, increasing the length of stay of tourists in the region, increasing dynamism and vitality, becoming the tourism hub of the city, and so on. On the other hand, among the negative consequences of this type of tourism in the case area, we can mention such things as increasing the volume of traffic on communication routes in the region, lack of parking in the region, reduced security, and noise pollution. Therefore, in order to accomplish this type of tourism, it is necessary to strengthen the positive aspects and eliminate the negative points by using different methods.

7. Resources

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