

Table 2) the evaluation of the scientific values and surplus values in the studied area from visitors and experts point of view

Indices and sub-indices	Bilah Daraq		Darband Vargehsaran		Alvaresi	
	Experts	Visitors	Experts	Visitors	Experts	Visitors
Scientific value						
Rareness in regional level	2.77	0.56	2.5	0.31	4.09	0.75
Integrity(flawlessness)	3.20	0.56	2.20	0.27	4.11	0.72
Geomorphologic processes	3.9	0.81	4.06	0.82	3.79	0.75
Diversity in geomorphological forms	3.75	0.88	4.25	0.88	3.63	0.72
Geological features and cultural heritage value	2.56	0.45	2.75	0.40	2.79	0.52
Scientific knowledge	2.02	0.36	1.65	0.22	2.38	0.38
Educational benefits	1.86	0.40	1.59	0.20	1.95	0.47
Rareness in national level	1.81	0.45	1.56	0.31	2.38	0.50
The total average	2.73±0.82	0.55±0.17	2.57±1.00	0.42±0.25	3.14±0.80	4.81±0.13
Surplus values						
Landscape value	3.47	0.54	3.09	0.52	4.68	0.90
Ecologic values	3.56	0.55	3.06	0.45	4.52	0.86
Being outstanding	3.70	0.65	2.36	0.34	4.45	0.88
Experiential results of geotourism	2.77	0.50	1.81	0.25	3.38	0.56
The relationship with artworks	2.02	0.31	1.45	0.13	2.86	0.45
The relationship with social development of local residential areas	2.50	0.36	1.31	0.15	2.81	0.52
Feasibility of the arrangement of some cultural events	2.54	0.27	1.36	0.15	2.75	0.54
Interpretive values	2.00	0.20	1.06	0.18	2.61	0.56
The presence of natural elements and cultural heritage	3.84	0.79	3.70	0.65	4.40	0.88
Geosites' management quality	2.84	0.59	2.31	0.52	3.18	0.81
Supportive services and facilities	3.38	0.70	2.18	0.47	3.84	0.86
Access	4.75	0.84	3.04	0.48	4.81	0.97
Visibility	3.75	0.65	2.56	0.43	4.18	0.75
Statistical average	3.16±0.76	0.53±0.19	2.25±0.79	0.36±0.16	3.72±0.79	0.73±0.17

Table 3) competitiveness improving factors matrix in geotourist sites

The studied area	1	2	3	4	5	6	7	8	9	Sum	Alpha
1. Hot springs and medical facilities											
Bilah Daraq	X	1	1	1	1	1	1	1	1	8	7.44
Darband Vargehsaran	X	0	0	0	0	0	0	0	0	0	0
Alavaresi	X	0	0	0	0	0	0	0	0	0	0
2. Historical and cultural monuments											
Bilah Daraq	0.5	X	0	0	0.5	0.5	1	0.5	1	4	3.72
Darband Vargehsaran	1	X	0	0	0.5	0	0.5	0.5	1	3.5	3.25
Alavaresi	1	X	0	0	0	0.5	0.5	0.5	0.5	3	2.79
3. Natural values											
Bilah Daraq	0	1	X	1	1	1	1	1	1	7	6.51
Darband Vargehsaran	1	1	X	0.5	1	0.5	0.5	1	1	6.5	6.04
Alavaresi	1	1	X	1	1	1	1	1	1	8	7.44
4. Hydrologic sites											
Bilah Daraq	0	1	0	X	1	1	0.5	0.5	1	5	4.65
Darband Vargehsaran	1	1	0	X	1	0	0.5	0.5	0.5	4.5	4.18
Alavaresi	1	1	0.5	X	1	1	1	1	1	7.5	6.97
5. Minerals											
Bilah Daraq	0	0.5	0	0.5	X	0.5	0.5	0.5	0.5	3	2.79
Darband Vargehsaran	1	0.5	0	0.5	X	0.5	0.5	0.5	0.5	3.5	3.25
Alavaresi	1	1	0	0.5	X	0.5	0.5	0.5	0.5	4.5	4.18
6. Caves											
Bilah Daraq	0	0.5	0	0	0.5	X	0.5	0.5	0.5	2.5	2.32
Darband Vargehsaran	1	1	0.5	1	1	X	1	1	1	7.5	6.97
Alavaresi	1	0.5	0	0.5	0.5	X	0.5	0.5	0.5	4	3.72
7. Stratigraphic places											
Bilah Daraq	0	0.5	0	0	0.5	0.5	X	0.5	0.5	2.5	2.32
Darband Vargehsaran	1	1	0	0	0.5	0	X	0.5	1	4	3.72
Alavaresi	1	0.5	0	0	0.5	0.5	X	0.5	0.5	3.5	3.25
8. The protected areas											
Bilah Daraq	0	0.5	0	0	0.5	0.5	0.5	X	0.5	2.5	2.32
Darband Vargehsaran	1	0.5	0	0.5	0.5	0	0.5	X	0.5	3.5	3.25
Alavaresi	1	0.5	0	0.5	1	0	1	X	0.5	4.5	4.18
9. Fossil sites											
Bilah Daraq	0	0	0	0	0	0.5	0	0	X	0.5	0.46
Darband Vargehsaran	0	0	0	0	0.5	0	0.5	0.5	X	1.5	1.39
Alavaresi	1	0.5	0	0	0.5	0	0.5	0.5	X	3	2.79

Table 3) competitiveness declining factors matrix in geotourist sites

The studied area	1	2	3	4	5	6	7	8	Sum	Alpha
1. Price and service mismatch										
Bilah Daraq	X	0	0	0	0.5	0.5	0.5	0	1.5	1.78
Darband	X	0	0	0	0	0.5	0.5	0	1	1.19
Vargehsaran	X	0.5	1	0.5	0.5	0.5	0.5	0	3.5	4.16
2. Non-conceptual development of geotourism										
Bilah Daraq	1	X	0.5	1	0.5	1	0.5	0	4.5	5.35
Darband	1	X	0	0	0.5	0.5	0	0	2	2.38
Vargehsaran	0.5	X	0.5	0	1	0.5	0.5	0.5	3.5	4.16
3. Lack of the infrastructures										
Bilah Daraq	1	0.5	X	0.5	0.5	0.5	0.5	0.5	4	4.76
Darband	1	0.5	X	0.5	0.5	0.5	0	0	3	3.57
Vargehsaran	0.5	0.5	X	0.5	0.5	0.5	0.5	0	3	3.57
4. Lack of the professional experts										
Bilah Daraq	1	0.5	0.5	X	0.5	0.5	0	0	3	3.57
Darband	1	1	1	X	1	1	1	1	7	8.33
Vargehsaran	0.5	0.5	0.5	X	1	0.5	1	0.5	4.5	5.35
5. Illegal accommodation										
Bilah Daraq	0.5	0.5	0.5	0.5	X	0.5	0.5	0	3	3.57
Darband	1	0.5	0.5	0	X	0.5	1	0	3.5	4.16
Vargehsaran		0	0.5	0.5	X	0.5	0.5	0.5	2.5	2.97
6. Language barriers										
Bilah Daraq	1	0.5	0.5	0.5	0.5	X	1	0.5	4.5	5.35
Darband	1	0	0.5	0	0.5	X	0.5	0	2.5	2.97
Vargehsaran	0.5	0.5	0.5	0.5	0.5	X	0.5	0.5	3.5	4.16
7. The possibility of the formation of brown lands										
Bilah Daraq	0.5	0.5	0.5	0.5	0.5	0.5	X	0	3	3.57
Darband	0	0	0	0	0	0.5	X	0	0.5	0.59
Vargehsaran	0.5	0	0.5	0.5	0.5	0.5	X	0	2.5	2.97
8. Lack of financial resources for the development										
Bilah Daraq	1	1	0.5	1	1	1	1	X	6.5	7.73
Darband	1	1	1	1	1	1	1	X	7	8.33
Vargehsaran	0.5	0.5	0.5	0.5	0.5	0.5	0.5	X	3.5	4.16