

## **Review of The Development of Tourism in Kashan: Challenges and Solutions**

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### **Abstract**

The city of Kashan, with great potentials in tourism, is considered as a tourism hub in Isfahan province and the country. Despite numerous historic buildings whose history, architecture, culture and art are unique, famous and special, general growth and development of tourism in Kashan has been slow. Kashan has more than 170 historical buildings, each related to different periods of time, but despite a large number of buildings on this sight is not attracting tourists. This article has tried to introduce potentials in the city of Kashan in relation to tourism, identify existing challenges and provide tourism and tourism applications of Kashan to introduce it better.

**Keywords:** *tourism, development, growth, Kashan city*

### **1 Introduction**

Today tourism is one of the most economic activities in the cycle of national states, especially for employment and prosperity and different areas to be considered in addition to the advantages of communication, political, cultural national and international influences. That's why most countries that have rich cultural heritage and natural areas use them as strategic tools for economic development.

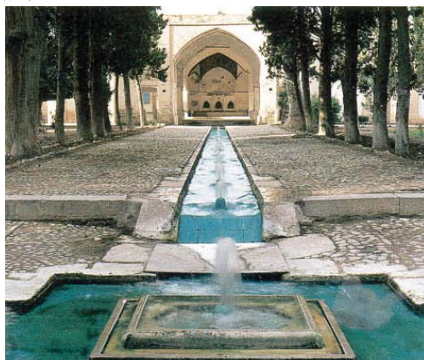
Tourism influence the economy and wealth of the world's poor countries (Moradi,1385).

Kashan, despite having plenty of talent, great tourism resources, cultural and natural attractions, is not taking advantage of revenues and inputs of domestic and international tourism. The issue of tourism is an important factor that foreigners are called tourists and their entry to the country cause

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communication and cultural prosperity of the country. It also affects tourism acceptance. There are also facilities and accommodations for domestic tourists which can have a considerable impact on the development of tourism in the city of Kashan.



**Figure 1: Photograph of a Fin garden**

Goals of this research include recognition and understanding Kashan's most important elements as well as tourist facilities in the field of tourism and attracting domestic and foreign visitors.

## **2 Tourist**

Foreign person for travel, tourism, and sports .The residence is not less than 24 hours and not more than 2 months. According to a Committee on 22 January 1937, the following definition for tourists can be justified: a person who travels to a country for 24 hours or more and usually has the right to stay there.

## **3 Tourist Attractions and Tourism**

Factors that lead a country or territory attract tourists. Factors that attract tourists can be effective and consist of two categories:

1 the natural factors, including: good weather, good scenery, seas, holy places, forest animals.

2 synthetic and artificial factors: Antiquities and Museums, places or buildings, the amazing shit industries including:

1 Travel Goods: the goods interesting for tourists and attract them.

2 Tourist services: Services and what is done for tourists, such as tourist guide, hotels, restaurants and entertainment services, travel services, train services, air.

3 Tourist facilities: tourist comfort that leads to such easy to make customs formalities, accommodation, transport, rate control prices, consumer, and other services sold.

4 Facility Tour: May include residences and hotels suitable for tourists.

5 Tour route

6 Tourism Publications

7 Advertisements

8 Tourism Regions

Elsewhere the following division appeared:

1 Natural resource: special landscapes, mountains, sea, special climate conditions, including sun and beaches.

2 Construction of human resources (such as events, competitions and festivals)

3 recreational opportunities, historical attractions and historic cities and archaeological artefacts

4 cultural resources, such as crafts, traditions, discourse (language), traditional foods, art and music (concerts, painting and sculpture, etc.)



Figure2: Photograph of a Silk hills

#### **4 Kashan city**

Kashan city with a population of about 300,000 people and with an area of approximately 8,500 hectares is located in Isfahan province. The city is placed in the geographic coordinates 51 degrees 27 minutes east and the latitude is 33 degrees 59 minutes. The region has been relatively semi-arid. This city is a place to live for thousands of years for people of various ethnicities and has been civilized and has replaced the historic old city of Kashan to one of the oldest civilizations in the Central Plateau known as silk.

The city has various attractions, including archaeological, historical, architectural, natural and cultural. Many events held in the city and its natural attractions, include Beautiful and unique desert and salt lakes. For tourists to be absorbed to Kashan, the revival and prosperity of public spaces and social life of the city is important. This town is

known as tourist pearl of the desert because of increasing natural attractions and cultural factors (Moghadam ,1387).

### 5 Research Findings and Analysis

Kashan, with more than 170 historical buildings has been registered and unregistered among several buildings in the historical and cultural city that is rich in culture. The most important city monuments recorded works are: hills as silk National Heritage of Kashan and the Holy Mosque of Habib ibn Musa, Sultan Mir Ahmad, Mashhad Ardehal, Fin Garden, Niasar temples, historic homes and unique architecture of Kashan: Āmeri family, Borujerdis, Tabatabaei, Kashan and the market obvious absorption features in Kashan is rose water industry which is internationally recognized. (recreational welfare organization, Cultural Heritage Organization)

**Table (1) Statistics provided by visitors from Kashan city**

Row	Name of	85 Statistics	86 Statistics
1	Fin Garden	174.375	136435
2	House of Tabatabai	29.773	31226
3	Home Abbasid	15.276	19650
4	Home Borujerdis	29.622	25644
5	Āmeri family home	16.720	24337
6	Bath Sultan Mir Ahmad	13.300	18760
7	Spring Sulaymaniyah	14550	28285
8	Home ale -yasin	12271	12825
9	TAJ House	14200	15,700
10	Silk hills	46540	65300
11	Market and bazaar	89721	98690
12	Religious Places	83250	91750
13	Agha Bozorg Mosque and School	5675	2560

Reference:Kashan recreational welfare organization

**Table (2) residential centers in Kashan city**

Hotel Name	Degree	Address	Room	Flat
Amir Kabir Hotel	3 stars	Amir Kabir Street	102	204
Hotel Gstan Qamsar	2 stars	Qamsar	32	96
Tourist hotel	1 star	St. Abazr	45	85
Kosar Hotel	1 star	Civic park	5	22
LAJEVARDI Guests	-	Ghaznavi	14	40
Total	6	-	210	483

Reference:Kashan recreational welfare organization



Figure3: Photograph of a Tabatabaee house

## **6 Effects of tourism and Tourist in Kashan**

### **Economic**

Tourism and tourism products and services are invisible exports. For example, costs of tourism in other land for entertainment, food, housing, transportation, gifts to buy, exchange goods. This industry is a process that can be used by other economic sectors.

For example: Tourism development causes development of roads, airports, port facilities, restoration, monuments, etc. in business.

Create employment opportunities in building hotels, tourism centers, improving the quality of industrial products, food, crafts. Tourism as a major economic factor and a highly effective one in recent years has been much considered from the benefits that attract tourists from economic point of view, and the extent of employment.

Special characteristics of tourism in terms of consumption and circulation of money paid for many goods and services in demand all caused the rise of balanced growth in sectors in the economy and the country is welcoming tourists.

### **Social**

Effect of transformation conditions on cultural tourism is obvious because the official statistics and matters that the tourism sector experts and professionals will be expressed and considered display that some variables such as age, sex, income, educational level, property personal affairs, job, etc. has many effects.

Tourism and tourism is a factor for understanding the civilization, culture, land, when a number of other people's land are residential, people are familiar with the customs and it can be said that tourism has caused civilizations.

**Cultural**

Although the science of anthropology includes collection of knowledge and belief, values and social teachings of the covers, but at the same time if is confined to behavioral techniques involving people. Public celebrations and ceremony at certain times are held or participation in various sports, those behaviours that people do to turn tourism to one of the cultural day to day activities in expanding and seeking any change in popular culture which cause some understanding also involves the transformation and change which are all good qualitative and quantitative aspects of tourism. For example, reducing the value of religion and ethnicity will decline in tourism or vice versa. Experience in tourism and tourism affairs not only leads to cultural development, but also originates culture.

**International**

People travel, stay in a country-level issues in the country and the government creates the ultimate level of political relations between their nations and establish a series of international rules to protect individual rights in a country (Katamy, 1386).



Figure 4: Photograph of a Rose water

**7 Conclusion**

Statistics of 85-86 years show the most viewed sites are Fin Garden of Kashan and hills silk market and Tabatabaei home and less visits are related to the mosque and the school. Considering the number of visitors from the city of Kashan and short-term residence in the city, hotels and guestrooms are limited in this city.



**Figure 5: Tabatabaee house**

Attention should be focused to address this urban area in reception of passengers, the needs of tourism, manufacturing, places to stay, restaurants and hotel accommodation for passengers. As we know in the field of tourism there is little experience and if we do not consider it as a major problem in the field of tourism, both domestic and foreign Kashan will not be appropriate for tourism. All programs offered in the field of tourism and general tourism and other areas have been studied in detail.

To solve this problem and provide solutions, the following approach based on comprehensive studies is recommended:

- Pay more attention to the context of traditional and historical city and also prevent entry to the historic fabric of modernism
- Spread propaganda via the internet, satellite, newspaper and TV
- Use the land's unusable areas for construction of parking
- Extensive planning to develop hotels and residential centers in Kashan
- Training professionals to guide domestic and foreign tours
- Construction and building equipment and facilities for the resident's convenience
- know the city of Kashan better by many sources introduced by the ancient monuments which are registered

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