

Architecture of Tourism and its Effect on Attract Tourism in Iran

¹Ramin Farshidfar, ²Iman Pourkhiz

¹M.Sc., Department of Architecture, Sama technical and vocational training college, Islamic Azad University, Qaemshahr Branch, Qaemshahr, Iran.

²Ph. D. Candidate, Department of Agricultural Development, Science and research Branch, Islamic Azad University, Tehran, Iran.

Received 12.13.2013; Accepted 09.17.2014

ABSTRACT: Contemporary architecture by symbolic and visual design creates an image in the minds of tourists so that these images are then converted to urban brands. Combining symbolic monuments and modern buildings in the world today is a promising development of cities in many municipalities, municipalities and government agencies to freely and without regard to the needs of their local employs all the resources and capital to meet their local needs of foreign tourists in order to cope with the global tourism and earn easy money. This study discusses the importance of residential leisure complex architectural impact on the tourism industry tried using smooth transition regression (STR) and annual data from 1978 to 2007 time period attempts to examine the impact of a residential entertainment complex nonlinear architecture tourism infrastructure in the tourism industry. Results confirm the impact of tourism on nonlinearity residential resort complex architecture that entertainment complex architecture has resided in both the positive and significant effect on the tourism industry during the period. It should be noted that a threshold value of tourism infrastructure is set 608/20 percent. In addition, the results showed that the release rate of exchange is a significant positive effect on tourism in Iran.

Keywords: *Tourism, Recreation Complexes, Residential, Economic Growth, Hotels*

INTRODUCTION

The world tourism industry has great development and many countries have managed this through improve their situation and reduce problems like Unemployment, Low levels of per capita income and Shortage of foreign exchange earnings. The largest and most diverse in the world tourism industry. In many countries this dynamic industry as the main source of income, employment, private sector growth and infrastructure development. Nowadays tourism Industry in some countries, it is important to economic and social development economists call it invisible exports.

Expanding tourism industry is broader and more widespread every day. In recent years, some success in attracting tourists to the city sometimes architecture unknown, has led to the world's attention the role of architecture at and prosperity of tourism development, So that museum managers and municipalities worldwide the efforts are until with capturing famous architects of this era, design compelling and spectacular architecture, change cultural map of the earth. Accordingly, the nowadays architecture and tourism have been together more than before and the relationship formation of the new approach provides

the architecture the critics of the following are as arch tourism the Persian it can be translated to architecture Tourism or architecture for tourists. Contemporary Architecture with symbolic designs and visual people will images in the minds of tourists So that later images are converted to trade shows for cities. Combining the symbolic monuments and modern buildings in today's world is promising urban development. Nowadays tourism as an industry income and employment in the international arena has become very important and also will double the future. Tourism according to global statistics allocated to the more than 10% share of world GDP as well as the contribution is increasing increasingly. In some countries despite the efforts that have been made the growth in foreign trade and participation in global markets, but unfortunately due to the insistence of misplaced reliance of the traditional system, yet there is developments is proportional with the position of countries in the international trade arena. Using planning, policies, tools, methods, and expand recreational facilities, tourist Special attention to the integrated architecture, the approach that should be taken into consideration activists trade. Tourist and historical attractions of Iran have a few thousand years. It has many features that can be distinguished

*Corresponding Author Email: raminfarshidfar.sama@gmail.com

from others in the field of tourism. In comparison with other countries, Iran the situation is relatively better only than Iraq, Bangladesh, Sudan, Pakistan and Ethiopia. Comparison of the Ghana it is suggested that in 1995, revenue from tourism in Ghana was 46% higher than the corresponding income in Iran. Experience shows that 1998 Turkey although it is beyond Iran In terms of benefiting from adsorption capacities and potentials the average tourists are attracted 10 times of our country and the average we have been to 35 countries its revenue. Tourism as an industry in cross-section, activities taken and interacts with all sectors of the economy, society and culture, direct and indirect. So that to development tourism industry, industrial and agricultural sectors to be confronted with increased demand consuming industries and handicrafts and construction with increased investment in the development of residential facilities, roads and good roads and the service sector with the increasing demand to exploit the possibilities of traditional and modern catering services, transport and communications, financial services, and educational and cultural services, etc. In the surveys of some foreign tourists it was the last night of their stay, they all had low scores factors in residential Iran and only perfect score allocated for Iranian hospitality. Study hotel services from the perspective of tourists and business people who travel a lot and analyze them from function Hotels and compare different hotels services from their perspective it can be a good measure provide a better service and those involved in the help in planning. Must be acknowledged host of conditions tourists in Iran not only is not standard compactness, but it is far with minimum standards!

The socio-economic challenges, and other demanding development subjects, and the need to provide developing strategic purposes of socio-economic development is necessary (HAJI, 2008). This is especially important in the frail regions where the rural economies depend on agriculture. In reaction to diminishing agricultural opportunities, and addition pressure, extension, and development agents search new approaches, and opportunities for society, and economic development (Brennan & Luloff, 2005). The Potential of protected areas for ecotourism is one of the awaited sectors to contribute in achieving objectives of vision 2020 issues (HAJI, 2008) and cooperatives producing a varied of stuffs and services, can help in arriving successful aspect of rural life. Cooperatives cause economic constancy, and provided a community based framework for local investment, and could provide an economic development strategy for our communities by establishing local channels of communication, and raising local decision-making (Brennan & Luloff, 2005). Nowadays, Countries where had economy on base of tourism industry, are more pay attention to environmental subjects related to sustainable development. Thereupon, there is an agreement on the need of improving sustainable tourism development in order to sustainable run of natural resources (Kenan, Okan et al., 2011) In Iran, hotels with each star are measured and not to be ignored international standards. Despite all services offered hotel and country resort, unfortunately many hotels are weak in servicing

the foreign tourists. Nowadays a large part of national income can be obtained from the local hotels provide service to passengers and many countries are only new export of tourism services its facilities and thereby offset their national deficits. Set units that for stay tourists, accommodation service and or it depends offer are called residential facilities. Types of tourist accommodation facilities include: Hotels, motels, inns, motels or inns, boarding, hotel apartments, tourist camp, camping, tourist complexes, villa or apartment (second home). Holiday Accommodation Facilities requirements tourism is one of the most important indicators of quality tourism and its service. Namely if the state could a small number of tourists the reception to best way the proceeds from every point of view is greater than when the tourists want to spend a lot less time in that country. The situation now in Iran 5/1 day for foreign tourists it is far with what was expected before the Revolution. (Witt & Martin, 1987)

For example, the religious cities like Holy Mashhad are significant foreign Shiites but this issue more than anything else is needy investment to strengthen the infrastructure required the religious metropolis of the world. Intellectual capital of Iran there is much development in terms of religious and cultural situations. (Butler & Hinch, 2007) One of the problems of tourism in Mashhad city is sustainability talk and duration of stay travelers the city, so most travelers with pilgrimage to the shrine of Imam Reza end to your trip for this reason, not high sustainability and tourist accommodation in Mashhad. Hence according to existence many attractions in the city in Mashhad and introduce them properly to travelers Mashhad city can be added to the term their stay in this city. Large populations of travelers Mashhad. Do not use the hotels and other lodgings in the city and instead will be established in tents and at parks and etc, in addition genesis of chaos and create visual anomalies; have no interest to hotels and other residential areas Mashhad city in this case, can by creating an inexpensive accommodation centers for these travelers, to prevent the their stay in the park and other places. (Akis, 1998) Create urban spaces based on new activities and emphasize development of tourism activities and create more attractions for travelers survival with the core of the work and activity the goal of balanced development and linking work and reside in the metropolitan area and create a multicore system, reflect the experiences and lessons of theory and practice is that could be learned and applied from large towns and cities. Researches have been carried out in relation to the strategies of natural resources cooperatives in ecotourism development. The research in California shows that ecotourism development has started in watershed cooperatives in 1961 (Hopkins & Bowden, 1961-62). The finding of Pishro (2004) indicate that attracting popular participation, organizing local people, gathering investments , and utilization of expert human resources in natural resources cooperatives are suitable strategy in ecotourism development (Pishro, 2004). In United States there are relationship between natural resources cooperatives, and natural resources organization in order to ecotourism development. Local people participation, organizing them and developing their knowledge

cause tourism development (Zeppel, 2006; Butler & Hinch, 2007). In natural resources cooperatives of Ethiopia, natural resources management, even distribution of income and natural resources protection is necessary to ecotourism development (Veerakumaran & Pitchai, 2007). According to the research of Dehgan (2001) investment in tourism causes job creating (Dehgan, 2001). The research of Mill and Morrison (2002) and Perreault and McCarthy (2002) show that marketing, organizing local people, providing exemplary service, providing lodging, food, service, and transportation, advertising, public relations, social media and partnerships are key elements of ecotourism development (Mill & Morrison, 2002; Perreault & McCarthy, 2002). Blackman et al. (2004) found factors to the success of tourism development in peripheral regions included the presence of a leader, partnerships, the identification and advertisement of nature attractions, government support, marketing, research and educating, local involvement, infrastructure and financial support (Blackman et al., 2004). The finding of Wang et al. (2006) proved that educating local people about the potential benefits of tourism is impact factor in improving their participation for tourism and achieving sustainable development (Wang et al., 2006). According to search of Dieke (2005) presenting visitor demand, financial support, human resource development, and marketing are important factors in ecotourism development (Dieke, 2005). Research of Johnson et al. (1999) show that training cooperative members included sport fishing, hunting, training natural resources protection, training wild life diversity, training garbage recovery, and training tour guide cause ecotourism development. According to the research of Murphy and Williams (1999) managing includes planning, organizing, leading and controlling are Factors contributing to successful tourism development (Murphy & Williams, 1999). Shemshad and Malekmohamadi (2012) research was carried out to investigate the role of natural resources cooperatives in ecotourism development. In order to data analyzing was used SPSSwin15 software. Results of stepwise regression test showed that organizing service providers and training local population in cooperatives have positive effects on ecotourism development. Totally those factors explained 50% of effective factors on measure of ecotourism development variable by natural resources cooperatives. Creation and development of modern residential centers, recreation and entertainment; Buying large urban areas, Museums and cultural centers and art especially aboriginal art and culture with the aim of developing tourism will cause benefit residents and urban tourists to this service. Hypotheses or assumptions, particularly the assumption includes:

The main assumptions:

Due to the architectural charm in designing tourist complexes - Amusement is tourism increases. Sub-hypotheses:

The charm of the landscape (natural and artificial) and access to places around tourist complex recreation - tourism handling at select location for tourist accommodation.

Being Famous Architect and high costs is increase tourist attraction to recreational Complex - tourist.

MATERIALS AND METHODS

The present study based on target of type applied research has been and from view method implementation is of type descriptive research from branch correlation. According to the research wants the relationship between the two variables. To examine in an organization is of type fieldwork research and the moment of data collection is of type single cross-sectional study. Statistical population in this study, all recreation centers and residential Iran were to number 250 Complex. The sample size was estimated using Cochran formula, 152 complexes. Questionnaire as one of the most common data collection, in descriptive research, consists of set of questions targeted that with taking advantage of different scales will be assessed comment viewpoint and insight the responsible person. This questionnaire has been formed from two parts. General questions: This section contains four questions such as gender, age, occupation, city of residence and income.

Special items: Special items included are five parts using a Likert five options have been identified as Table 1.

Table 1: Likert spectrum

Selected options	Very low	low	Relatively high	high	Very high
Privilege	1	2	3	4	5

Section 1: the charm Architectural

In this part of the 6 questions based measure is used to measure the architectural charm.

Section 2: The charm of landscape

In this part of the 8 questions based measure is used to measure the charm of the landscape.

Section 3: Access To tourist sites

In this part of the seven questions based on the measure of is used to measure access to tourist sites.

Section 4: Spending high cost

In this part of the third question on the measure is used to measure the high costs.

Section 5: Being Famous Architect

In this section of the 3 questions based on the measure of is used to measure being known architect.

In this study, increased attract tourism at recreational Complex - Accommodation as

Dependent variable and architectural the charm, the charm of view, access to tourist destinations, famous for being the architect and high costs have been considered as independent variables. To compare the information is gathered through questionnaires has been used to methods that are applied to descriptive statistics like Table frequency distribution, percentage, and mean (SD) and inferential statistics is used in the SPSS18 software for statistical analysis is the following: And to collect data to test the research hypotheses is used from standardized questionnaire. To analyze the data descriptive statistics (Frequency, mean, standard deviation, etc.) and inferential statistics (Correlation,

stepwise regression analysis) is used in order to test the research hypotheses. Also computer software used has been SPSS.

RESULTS AND DISCUSSION

Statistical analyzes were performed in this chapter contains "Descriptive analysis" and "analytical" that will be discussed inferential analysis.

Kolmogorov Smirnov Test to Check the Normality of Variables

H0: The variable is a normally distributed data.

H1: The variable is not a normally distributed data.

According to the results of Table 2 if the level of significance is greater than error the null hypothesis we can conclude and if the significance level is smaller than the error we can conclude hypothesis 1.

The main hypothesis) Architectural Charm in designing Tourist Complexes – Amusement has a significant Impact on Tourism in Iran

To investigate the state Tourism used nonparametric test ratio (binomial). Some of these tests, as a test of a population mean, are used to assess the effectiveness or lack of effectiveness a variable in particular phenomenon. Usually assumed in the design of the test H0 is indicates no effect and H1 indicates effect variable. According to 5 options be questions, options (very low, low and relatively high) are at a group (Q) and (High and very high) in the other group (p). Ratio Test in here is 2 to 5 the 40% for high and very high choices and 60% to select relatively much lower. In other words, per person with probability 40% could be the fifth option. To choose options high or very high. (Table 3 and 4) According to the test results, since we have $\text{Sig} = 0.000 < \alpha = 0.05$, as a result, there is a significant different between tested

Table 2: Test Results normality of Variable

Factor	Significant level	The amount error	Confirmed hypothesis	Conclusions
Architectural charm	0.006	0.05	H1	Not normal
Landscape charm	0.003	0.05	H1	Not normal
Access To tourist sites	0.016	0.05	H1	Not normal
Spending high cost	0.018	0.05	H1	Not normal
Being a famous architect	0.037	0.05	H1	Not normal
Architecture residential resort complexes	0.002	0.05	H1	Not normal
Tourism industry	0.012	0.05	H1	Not normal

According to the results of Table 2 since the amount is less than significant level for all components of the amount error 05/0 as a result, these variables were not normally distributed and analysis should be used nonparametric tests.

likelihood equal to 0.6 and amount of risk observed for integrated design of architectural tourist attractions – entertainment. It can be seen in the relatively high number of patients who have a low opinion of people whose opinions based less high and very

Table 3: Binomial test to evaluate architectural charm in designing tourist complexes - amusement affecting the tourism

Dimension	The number	Average	Standard deviation	Minimum statistic	Maximum statistic
Architectural charm in design Integrated Tourism - Recreation	91	4.08	39	3.13	4.68

Table 4: binomial tests

	Classification Groups	The number observed	The amount probability observed	Probability tested	The significance level (Sig)
Architectural charm at designing integrated Tourism - Recreation	The first group	q	0	6	000
		p	91		
	The second group		91		
	The total				

high there. Also shown is the average of the middle level (3) more than 4.08 that it represents the high and very high impact on the architectural design of complex tourist attraction - the effects on the development of recreational tourism. As Table 4 shows 100% (All participants in this study) have some idea upon the effect (High and very high) about architectural charm at designing integrated Tourism -recreation as factors affecting on tourism development.

Significant Friedman Test about Prioritize the Factors Absorption Tourism Affecting the Tourism Development

H0= There is no difference between the components of tourism in terms of the impact on tourism development.

H1= There is difference between the components of tourism in terms of the impact on tourism development.

Table 5: Results statistics Friedman test factors of absorption tourism

Statistics	Amount statistics
The number	91
Chi- Squar	16/223
Degrees of freedom	4
Sig	000

The result (Table 5) of these tests is significant. The amount Chi-Square=167.22 and the level of confidence 99% namely error of 1% (Sig = 0.000).

Table 6: Results Mean Friedman test ratings factors of absorption tourism

Components	Mean ratings	ratings
Spending high cost	4.89	3
Access to tourist sites	6.01	2
Architectural charm	6.37	1
Being a famous architect	4.36	4
Landscape charm	4.12	5

The result showed that the mean ranks the first priority is architectural charm of a factor 6.37; as a result, (Table 6) is most effective as tourist attractions of tourism development. Landscape charm a factor of 4.12 in terms of the impact on tourism development as tourist attractions is the last priority (v) will have the least impact tourism development than other dimensions. According to the data analysis and results of the tests results of this study can be summarized as:

Level of quality architectural features residential resort complexes and tourism industry was investigated in that result is:

Architecture status residential resort complexes qualitatively in Iran using the statistics one sample test one typical was measured by that overall result can be explained in this way will be architecture residential resort complexes in Iran according to community mean observed rate of 43 and compare it with the expected mean of 60 not in good condition.

Status of Tourism qualitatively in Iran using the statistics one sample and one typical test was measured by that overall result can be explained in this way will be tourism in Iran according to community mean observed amounted to 81 and compare it with the expected mean of 96 not in good condition.

Between Architecture residential resort complexes and tourism development in Iran. There is a significant relationship although the correlation coefficient is not the upper limit but this relationship is indicative of the impact of residential architecture, entertainment complexes on tourism development in a positive direction. Thus managers can integrate Architecture recreational residence one of the major factors affecting has seen on tourism development, and to insist upon it.

There is a significant relationship between access to tourist sites and tourism development. The correlation coefficient comparing to tourist sites tourism development, than other architectural features, it is clear that relationship between access to tourist places with tourism development is stronger than other features and means that whatever it is easier access to tourist sites, increases tourism industry.

Between charm of landscape and tourism development there is a significant relationship this means that if the rise landscape charm develops tourism industry.

There is a significant relationship between high costs of tourism development this means that if high costs rise develops tourism industry.

There is a significant relationship between being famous architect and develop tourism this means that if being famous architect rise develops tourism industry.

CONCLUSION

The world tourism industry has great development and many countries have managed this through improve their situation and reduce problems like Unemployment, Low levels of per capita income and Shortage of foreign exchange earnings. The largest and most diverse in the world tourism industry. In many countries this dynamic industry as the main source of income, employment, private sector growth and infrastructure development. Nowadays tourism Industry in some countries, it is important to economic and social development economists call it invisible exports In Iran, hotels with each star are measured and not to be ignored international standards. Despite all services offered hotel and country resort, unfortunately many hotels are weak in servicing the foreign tourists. Nowadays a large part of national income can be obtained from the local hotels provide service to passengers and many countries are only new export of tourism services its facilities and thereby offset their national deficits. Set units that for stay tourists, accommodation service

and or it depends offer are called residential facilities. Types of tourist accommodation facilities include: Hotels, motels, inns, motels or inns, boarding, hotel apartments, tourist camp, camping, tourist complexes, villa or apartment (second home). Holiday Accommodation Facilities requirements tourism is one of the most important indicators of quality tourism and its service. Namely if the state could a small number of tourists the reception to best way the proceeds from every point of view is greater than when the tourists want to spend a lot less time in that country. The situation now in Iran 5/1 day for foreign tourists it is far with what was expected before the Revolution. Increase in the number of hotels built in Iran with the goal of creating positive momentum in the tourism industry, can be used as an instrument of policy planners in the country. Also results consistent with theories of tourism showed that integrated design of architectural tourist attractions - entertainment and access to tourist sites two factors are crucial in the tourism industry. Thus, policies that are adopted by objective to promote the architectural design of complex tourist attractions - entertainment and access to tourist sites can be increased tourism industry.

REFERENCES

- Butler, R., & Hinch, T. (2007). *Revisiting common ground*. Tourism and indigenous peoples: Issues and implications, Oxford, UK: Elsevier
- Brennan, M. A., & Luloff, A. E. (2005). A cooperative approach to rural development in Ireland: cultural artifacts and the Irish Diaspora as an example. *Journal of International Agricultural and Extension Education*, 12(1), 15- 25.
- Blackman, A., Foster, F., Hyvonen, T., Kuilboer, B.J.A., & Moscardo, G., (2004). Factors contributing to successful tourism development in peripheral regions. *The Journal of Tourism Studies*, 15(1), 59- 70
- Dehgan, F. (2001). *Role of engagement on rural immigrations reduction in village of Mashayekh, Mamhasani Township*. M. S. thesis, Tarbiat Modarres University.
- Dieke, P. U. C. (2005). *Critical Success Factors for Tourism Development in Less Develop Countries*. Debate on Tourism in the Toolbox of Development Projects'. University of Leuven.
- Haji, B. S. (2008). *The revolutionary government of Zanzibar*. Ministry of Agriculture, Livestock, and Environment Press.
- Hopkins, W, & Bowden, K. (1962). *Cooperative watershed management research in the Lower Conifer Zone of California, 1961- 1962*. California: First progress report.
- Johnson, J. E., Fox, B. W., & Zipper, C. E. (1999). *Natural resources and environmental management, A program focuses of Virginia Cooperative Extension*. Natural Resources, and Environmental Management, Publication.
- Kwack, S. (1972). Effect of Income and Price on Travel Spending Abroad. *International Economic Review*, 13(2), 245-56.
- Kenan, O. K., Okan, T., & AndYilmaz, E. (2011). A comparative study on activity selection with multicriteria decision-making techniques in ecotourism planning. *Scientific Research and Essays*, 6(6), 1417-1427.
- LIM, C. (1997). An Econometric Classification and Review of International Tourism Demand Models. *Tourism Economics*, 3, 69-81.
- Loeb, P. D. (1982). International travel to the United States: an econometric evaluation. *Annals of Tourism Research*, 9(1), 7-20.
- Little, J. S. (1980). Ecotourism: a consumption perspective. *Annals of Tourism Research*, 1-2(5), 7-22.
- Walsh, M. (1996). Demand Analysis in Irish Tourism. *Journal of the Statistical and Social Inquiry Society of Ireland*, 27(Part IV), 1-31.
- Murphy, A., & Williams, P. W. (1999). Attracting Japanese tourists into the rural hinterland: Implications for rural development and planning. *Tourism Management*, 20(4), 487-499.
- Mill, R. C., & Morrison, A. M. (2002). *The tourism system*. (4th Ed). Dubuque, IA: Kendall/Hunt.
- Perreault, W. D., & McCarthy, E. J. (2002). *Basic marketing*. (14th Ed). Boston: McGraw-Hill.
- Pishro, H. (2004). *Establishing job opportunities in cooperatives organizations*. Cooperation ministry press.
- Ohchi, C. O. (2005). The contribution of tourism development to economic growth in the Korean economy. *Tourism management*, 26(1), 39-44.
- Akis, S. (1998). A compact econometric model of tourism demand for Turkey. *Tourism Management*, 19(1), 99-102.
- Shemshad, M., & Malekmohammadi, I. (2012). Identification and Analysis of Effective Components on Job Creating in Natural Resources Cooperatives in Golestan Province. *Human Geography*, (79), 21.
- Witt, S. F., & Martin, C. A. (1987). International tourism-demand models—inclusion of marketing variables. *Tourism Management*, 8(1), 33-40.
- Wang, Y., P., fister, R. E., & Morais, D. B. (2006). Residents' attitudes toward tourism development: a case study of Washington, NC. In *Proceedings of the Northeastern Recreation Research Symposium*. April. (pp. 411-418). USDA Forest Service: General Technical Report-Northern Research Station.
- Veerakumaran, G.; Pitchai, C. (2007). *Cooperative management of natural resources*. Mekelle: University Press.
- Zeppel, H. (2006). *Indigenous Tourism: Sustainable development and management, Ecotourism series*. Wallingford, UK: CABI Publishing.