

Studying Tourism Indicators In Iran (Case Study: Khoramabad City)

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ABSTRACT : Now tourism industry is one of the greatest World Industries from point of view development and with attention to be use financial sources and involved persons with that. This industry, has third rank in financial and commercial classifications and including more than 7 percent of whole world exports, also it influence gross national product in all countries; so that increase rate of gross national product 2billion \$ in all world nations. Tourism industry important to stress tow important ways: first, the dynamic familiarity with other cultures, nations, races, tribes, dialects and ...; second, it provides sources of income and foreign exchanges from an economic point of view. The different world countries fallowed attraction of tourists because of that they have various facilities and various attractions.Iran is ranked as one of the 10 top attractive countries in the world but Iran was place 114th ranking of the countries in terms of attracting tourists (World Economic Forum, 2011), tourism receipts is ranked as 77th, and the number of international tourists arrivals ranked as place 70th (UNWTO, 2009).So, the aim of this research is, studying main indicators in tourism location in order to improving their qualify. This research is qualitative. Also was used the "Descriptive/ Explanatory" through contain analysis. The research method are phenomenological, conceptual and constructive theory in field of tourism industry in context of Iran, Which eventually is bound to lead to the development of tourism industry in Iran. The strategy of this research is qualitative method by using case study in the area of tourism industry in fabric of Iran. So, was introduced touristic-historical building. Then according to visitor comments was ranked. At finally was used T-Test method in order to analyzing hypothesis.

KEY WORD: Tourism indicators, indicators, Iran, Khoramabad

I. INTRODUCTION

Nowadays, Tourism industry is considered as one of the most profitable and intensively developing branches of the world economy in the area of services. This is confirmed by the fact that the share of tourism is about 10% of the world's gross national income. Development of tourism plays an important role in social and physical activities. World Tourism Organization (UNWTO) announced that tourism industry grows up and it will get about 25% of worlds gross national income (UNWTO, 2009).According to UNWTO (2009) economic importance of tourism and travel, increasing the vast number of passengers continues 25 million people between the years 1950 to 1.18 billion in 2010. UNWTO (2009) forecasted that the numbers of tourist arrivals continue to growth and on 2020 will be 1.6 billion passengers a year. In the view of tourism potential and opportunities to contribute to the attractiveness of country for the tourists, according to UNWTO (2009), Iran is ranked as one of the 10 top countries in the world in term of tourism attractions but its tourism receipts industry is ranked 77th and the number of international tourists arrivals who have traveled to Iran, was ranked as place 70th (UNWTO, 2009), this evidence shows that in current time Iran's tourist industry is not working with full capacity. Iran is a four season country whole of a year, tourists can travel from hottest place in the world to a very cold place by just a 45 minutes flight (Karimi, 2009).

Tourism is recognized as one of the key sectors of development in all countries and a major source of income, jobs and wealth creation. It also plays a wider role in promoting the image and international perception of a country externally as well as influencing complementary domestic policies. This range of influence and importance creates challenges in measuring competitiveness in tourism.

Understanding country competitiveness in tourism is a major consideration for policy makers and a major challenge for professionals in providing evidence to inform decision making. Various indicators have been developed by different organizations over the years to address particular aspects of competitiveness but there has remained a lack of an overall measurement framework for competitiveness in tourism for the use of governments. The current work by member and partner countries seeks to address this gap and make a positive contribution to the practical measurement of competitiveness. The purpose of this research is, studying tourism indicators at LORESTAN province in Iran. Khoram abad is the center of Lorestan province.

Hypothesis research

This research tries that response main research question & hypothesis. Thus the question and hypothesis is:

- ✓ **Question:** What is the sample space tourism of Khoramabad according to quality indicators?
- ✓ **Hypothesis:** it seems, Falak-ol-Aflak castle (The Heaven of Heavens), is important tourism location based on quality indicators.

II. LITERATURE REVIEW

Tourism definition : Up to now tourism has been under study and discussion from view of different science like economics, sociology, and geography and based on any views has raised various definitions that Rezvani (1996) accumulates the collection of them under title as geography and tourism industry. For example Artobruman has defined tourism the following: “ tourism contains travels collection that it performs due to rest, fun, experience and other vocational activities or due to take part in the specific ceremonies and it is temporary and passing that tourist don’t exist in her/himself address. It is clear that persons, who perform permanent vocational travel between her/himself address and place of work, don’t include to this definition” (Rezvani , 1996). From view of sociology, tourism is a relations collection that person creates with others in her/himself temporary address. According to Honziker-krapph, tourism is relation collection that it creates from travel and residence of one nonnative person without having permanent address and job. The definition was acceptable by international council of science experts in tourism for times. According to Morgan Rout, tourism in literal meaning is travel of persons that go away from themselves address temporary until they granted vital, cultural and personal needs in form of a consumer of economic and cultural goods. In competitions that tourism international union held to gain general definition for tourism, the following definition is selected. According to this definition “tourism is collection of changing place of persons and actions that conclude from it. The changing caused by come true demands that they force person to movement and there are potentially in any person by different intensity and weakness.

Today tourism phenomena is more than simple phenomena of visit and return visit and obtain specific importance that it is called as a huge, producer and main industry. In many advanced countries and some of countries exist many attractions of historical, cultural, natural and facilities of tourism attracted (Tulaii, 2007). The grate portion of nation income supplies with tourism development. It isn’t UN due that most of countries, especially countries that have more historical, cultural and natural attractions, try to obtain more options in absorption of different countries tourists and get foreign exchange income for themselves by creating and development of necessary touristic facilities. On the other hand, tourist is 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 (Moradi, 2007: 9 -14).

Classification of Tourism :Classification of tourism is the important tool to understand the capacity of the country according to get the competitive advantages by focusing in some types of them. According to World Tourism Organization (UNWTO) in 1993 defined the word of tourism as the following: "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."United Nations In 1994 classified three forms of tourism in its Recommendations on Tourism Statistics:

- Domestic tourism, which involving residents of a given country traveling only within this Country.
- Inbound tourism, involving non-residents of a given country that traveling within this country.
- Outbound tourism, which involving residents of a country traveling to the other countries.

In June 1991, the International conference held by organizing the World Tourism Organization and government of Canada about the travel and tourism statistics in Ottawa. Their defining words, phrases and their classification decisions were taken which are as below:

- Tourism, is the things or acts that the person who travelled doing in a place outside of his/her normal environment, the traveling take long not more than a year and its purpose is to fun, business or other activities.

- Traveler or tourist (overnight visitor) is someone who spent at least a night in public or private residence at the site visit.
- Same day visitor or one day tourist is someone who is staying in a place but not for the night.
- Based on the above classification, the governments must focus their forces to promote international tourism by making their strategies base on their capacity to attract travelers.

History of tourism industry in Iran : Tourism shaped in Iran from the second decade of present century and the first time in 1994 year was established office named "attraction of foreign visitors and publicities office" in interior ministry and was assigned to this office do works related to tourism. "Iran tourism association" established for supplying comfort and facilitating travel of tourists in this same year. The association, that record officially in MAY /1939 year, organized different tour for tourists visit. Attraction of visitors office was changed its name to "tourism supreme council" in September of 1942 year. Tourism supreme council was changed to tourism affairs office and was centered in the interior ministry in 1333 year. From the office actions during 1955-1959 years, can indicate to doing some services of sub structural and compilation of laws and rules related to tourism as "entry law and residence of foreign national". An organization named "attraction of visitors organization" depended on premiership was established on April /1964. The organization main purpose was presentation of country back ground, encouragement of interior and foreign tourists to traveled and visited ancient relics and natural views and created necessary concentration and coordination in affaires. Attraction visitors organization was combined on information ministry and made new ministry named "information and tourism ministry" in Jun /1975. To following of Islamic revolution victory, information and tourism ministry at first changed name to ministry of national guidance and then to ministry of Islamic guidance and tourism assistance district of this ministry undertook tourism affairs supervision. Iranology and tourism office established for planning of tourism industry, educating of tourism charges, classification, supervision and evaluation of plants, establishment of international relationship with institutions and organs of foreign tourism and take part in meetings, tourism exhibitions and international gatherings. After a while this office according to ratified in 21/December /1980 of Islamic revolution council was changed its name to "organization of Iranology and tourism centers" that was made by combining four state companies as plants stocks of Iran tourism company, stocks of Iran visiting company, stocks of Iran homes centers company and stocks company of tourism centers tourism for winter sports (Moddaresi, 2000). Despite the fact that government hadn't clearly politic related to tourism industry until first developing plan and also in the private district due to didn't clear politics and laws, there wasn't tendency to make resident and reception centers and plants; but in the course of politics of first, second and third developing plans, tourism district is benefited from special position in planning country and people up to become interested in the investment within making and developing resident and reception plants.

III. RESEARCH METHODOLOGY

This research is a qualitative. Also was used the "Descriptive/ Explanatory" through contain analysis. The research method are phenomenological, conceptual and constructive theory in field of tourism industry in context of Iran, Which eventually is bound to lead to the development of tourism industry in Iran. The strategy of this research is qualitative method by using case study in the area of tourism industry in fabric of Iran. So, was introduced touristic-historical building. Then according to visitor comments was ranked. At finally was used T-Test method in order to analyzing hypothesis. Therefore were proposed strategies in order to promoting tourism space quality.

RESEARCH AREA : "KHORAMABAD "is a city in and capital of Lorestan Province, Iran. At the 2006 census, its population was 328,544, in 75,945 families. Khoramabad is situated in the Zagros Mountains. Khoramabad Airport is 3 km south of the city proper. The city population is predominantly Lur and Lak, although the two groups are closely related. Although not a major tourist destination, it is quite scenic and possesses several attractions, such as 5 Paleolithic cave-dwelling sites. In the city center, a tall citadel called Falak-ol-Aflak (The Heaven of Heavens), a relic of the Sassanid era, is now a nationally popular museum. Economically, it is the regional base of the agricultural industry.

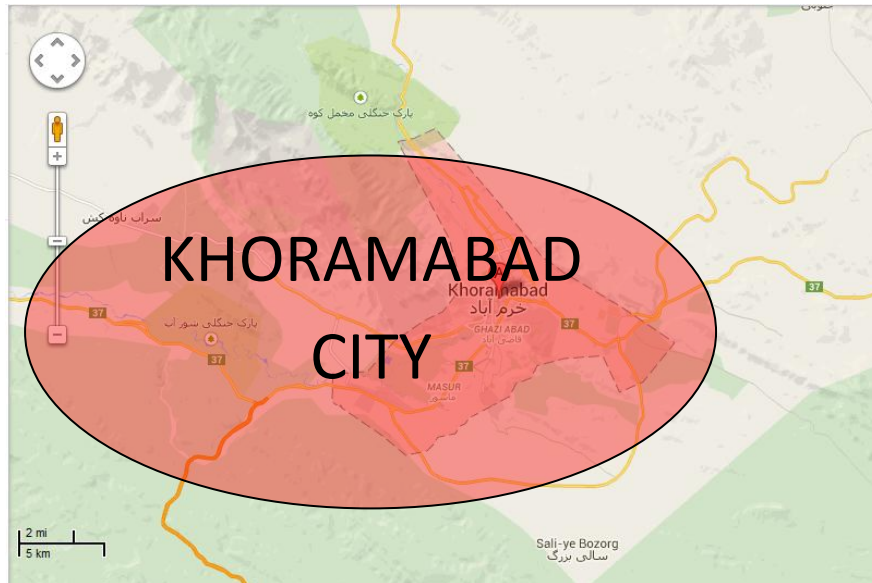


FIGURE 1: STUDIED AREA

TOURISTIC LOCATION OF KHORAMABAD :

Gerdab sangi : Gerdab Sangi is located in Takhti Square in Khorramabad, Lorestan and is made of stones and plaster. It dates back to the Sassanid era (224-651 CE) and is a circular whirlpool built for the purpose of accurate and optimal distribution of water. Encircling several springs, the edifice sits near the prehistoric Qomri Cave. The construction was once used for rationing and distributing potable and agricultural water among local population and farmers. Its surrounding cylindrical stone wall has a height of 10 meters and a diameter of 18 meters. There are a few different-sized outlets in the wall for controlling the flow of water into a canal on the west of the structure. While originally there were 7 of such outlets, however, today only one is functional. This outlet measures 160 x 90 centimeters and opens and closes like a drawer. The water flowing out of this outlet, after a path of approximately 12 kilometers, would eventually make its way to a valley called Baba Abbas. In the vicinity of this valley, and the location of the ancient city of Shapurkhast, the remnants of an old mill, which was run using water from the springs, can be observed. Gerdab Sangi was registered on the National Heritage List in 1976.



Figure 2: GERDAB SANGI

Brick Minaret : Brick Minaret is a 900 years old brick tower located beside the ancient city of Shapur khawst, south of Khorramabad, Lorestan province. It was built as a guidepost for caravans in ancient times. The minaret is about 30 meters tall with a circumference of 17.5 meters. Inside the tower there is a spiral staircase of 99 stairs.

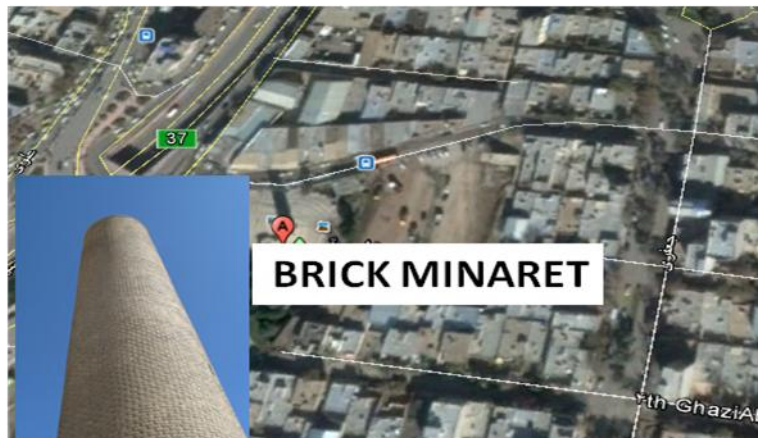


Figure 3: Brick Minaret

Shapoori Bridge : Shapoori Bridge is located in southern KhorramAbad. It has been used to connect the western part of Lorestan (Tarhan) to the east, and then on to Khoozestan province and Taysafun, the capital city of the Sassanian. The bridge is 312 meters long and 10.75 meters high. It has 28 arches and 27 piles. The area of each pile is 61 square meters, and the distance between the two piles is 7.5 meters. Five of its arches are intact; the others have been destroyed by natural factors. The arches of the bridge are made in the form of a wishbone. The piles and breakwaters of the bridge are in the form of six lateral lozenges made of stone. Probably the bridge also was used to distribute water. Materials of the bridge are river stones and stone chips in the arches and truncated stones in the piles. The bridge floor is paved in red block stones that have lost their square shape due to erosion. This attractive, huge bridge belongs to Sassania era, and it is registered as number 1058 in the list of Iranian national monuments.

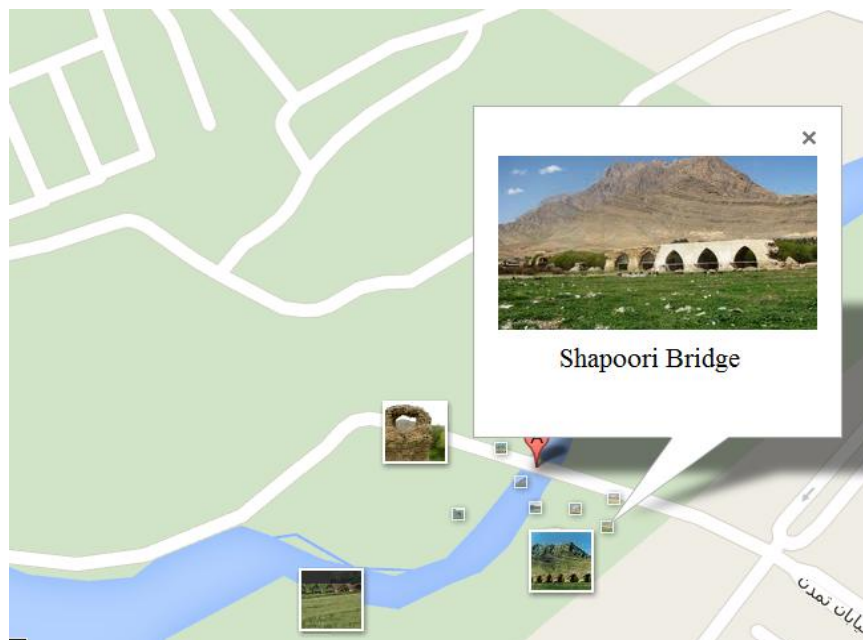
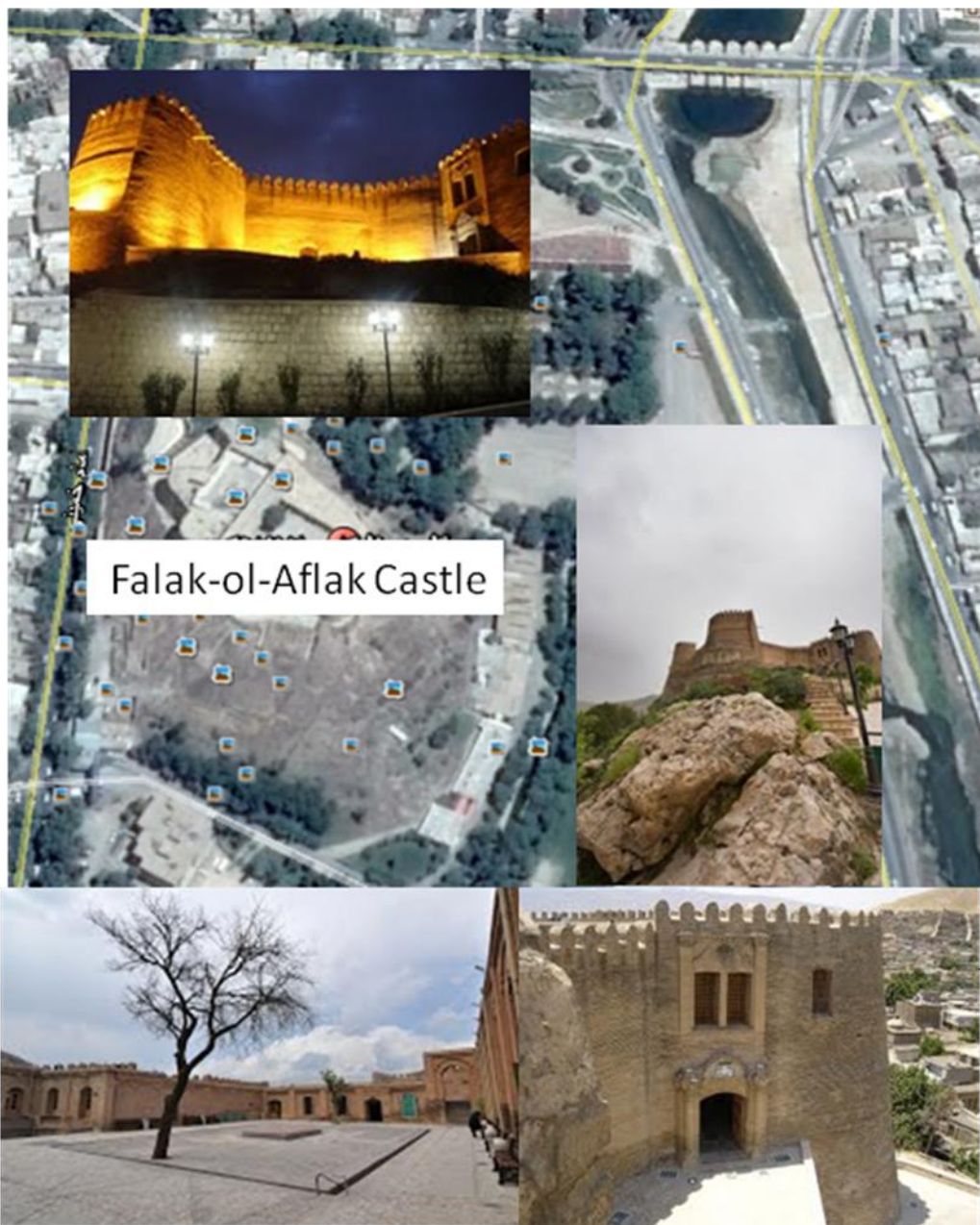


Figure 4: Brick Minaret

Falak-ol-Aflak castle¹ :Falak-ol-Aflak Castle, Dež-e Shāpur-Khwāst, Falak-ol-Aflak Castle, in ancient times was known as Dezbaz as well as Shapur-Khast, is one of the most impressive castles in Iran. It is situated on the top of a large hill with the same name within the city of Khorramabad, the regional capital of Lorestan province. The Khorramabad River runs past the eastern and south-western side of the Falak-ol-Aflak hill providing the fortress with an element of natural protection. Today, the western and northern sides of the hill are bordered by the residential districts of Khorramabad. This gigantic structure was built during the Sassanid era (226–651). It has been known by a number of names since it was built over 1800 years ago. Recorded names have referred to it as Shapur-Khast or Sabr-Khast fortress, Dezbaz, Khorramabad castle, and ultimately the Falak ol-Aflak Castle. The foundations of the actual castle measure approximately 300 meters by 400 meters. The height of the entire structure, including the hill, reaches up to 40 meters above the surrounding area. This space is divided into four large halls, and their associated rooms and corridors. The rooms all surround two courtyards with the following measurements: the first courtyard measures 31×22.50 meters and the second 29x21 meters. . When originally built the castle used to have 12 towers, but only 8 remain standing today. The building's entrance is situated towards the north, within the body of the northwestern tower.



Heaven of Heavens



Figure 5: Falak-ol-Aflak castle

IV. DISCUSSION

Descriptive findings : According to introduced attractive tourism locations, it seems khoramabad have important role in order to attracting indoor and outdoor tourists. So, we need planning in order to improving tourism industry many aspects. Thus, was used questionnaire tool. Also, sample size is 240 persons. In order to, were classified main indicators of touristic location.

The indicators were presented in table 1.

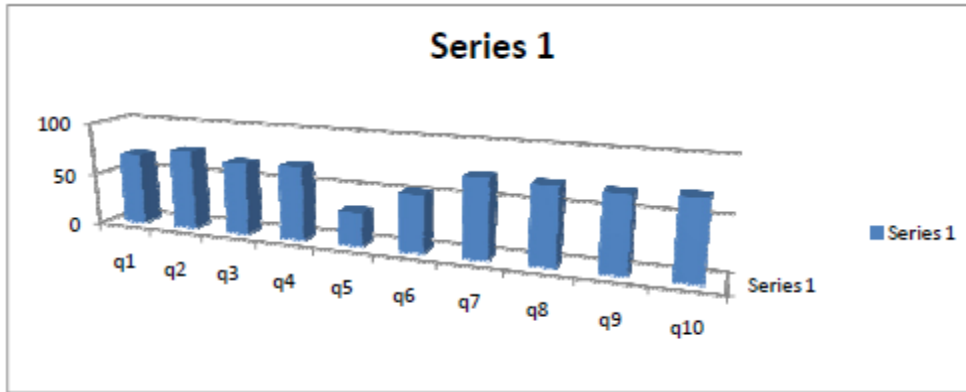
Table 1: studied indicators

| Indicators of touristic locations qualify | Marker |
|--|--------|
| Qualify of touristic location as cleanliness space | Q1 |
| Landscape | Q2 |
| Building stability | Q3 |
| Satisfaction of native person behavior | Q4 |
| Entertainment space for kids | Q5 |
| Appropriate accessibility to transportation | Q6 |
| Total satisfaction | Q7 |
| Visiting again in future | Q8 |
| Proposing friends in order to visiting this location | Q9 |
| Visual aesthetics of mentioned location | Q10 |

Gerdab sangi : According to analyzing of questionnaire 75 % of visitor have emphasized on landscape. Also, 31% of visitors haven't satisfied from entertainment spaces. (Table 2 & graph 1).

Table 2: analyzed data from GERDAB SANGI

| Indicators of touristic locations qualify | Marker | Score | Percentage |
|--|--------|-------|------------|
| Qualify of touristic location as cleanliness space | Q1 | 56 | 75 |
| Landscape | Q2 | 51 | 68 |
| Building stability | Q3 | 51 | 68 |
| Satisfaction of native person behavior | Q4 | 52 | 69 |
| Entertainment space for kids | Q5 | 23 | 31 |
| Appropriate accessibility to transportation | Q6 | 40 | 53 |
| Total satisfaction | Q7 | 55 | 73 |
| Visiting again in future | Q8 | 50 | 71 |
| Proposing friends in order to visiting this location | Q9 | 53 | 69 |
| Visual aesthetics of mentioned location | Q10 | 52 | 71 |

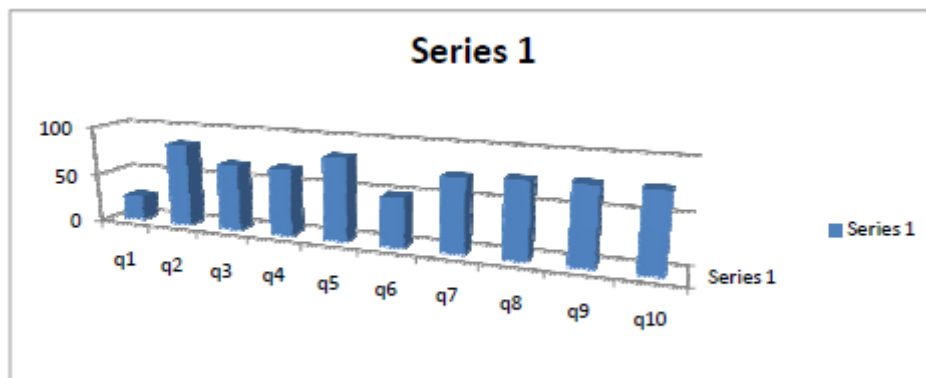


Graph 1: analyzed data from GERDAB SANGI

Brick minaret :One of the negative point in brick minaret is pollution due to 25% of persons believed mentioned location is cleanliness. On the other hand, 84% believed this place have good view (table 3& graph 2).

Table 3: analyzed data from brick minaret

| Indicators of touristic locations qualify | Marker | Score | Percentage |
|--|--------|-------|------------|
| Qualify of touristic location as cleanliness space | Q1 | 19 | 25 |
| Landscape | Q2 | 63 | 84 |
| Building stability | Q3 | 50 | 67 |
| Satisfaction of native person behavior | Q4 | 50 | 67 |
| Entertainment space for kids | Q5 | 62 | 83 |
| Appropriate accessibility to transportation | Q6 | 37 | 49 |
| Total satisfaction | Q7 | 55 | 73 |
| Visiting again in future | Q8 | 56 | 75 |
| Proposing friends in order to visiting this location | Q9 | 57 | 76 |
| Visual aesthetics of mentioned location | Q10 | 57 | 76 |



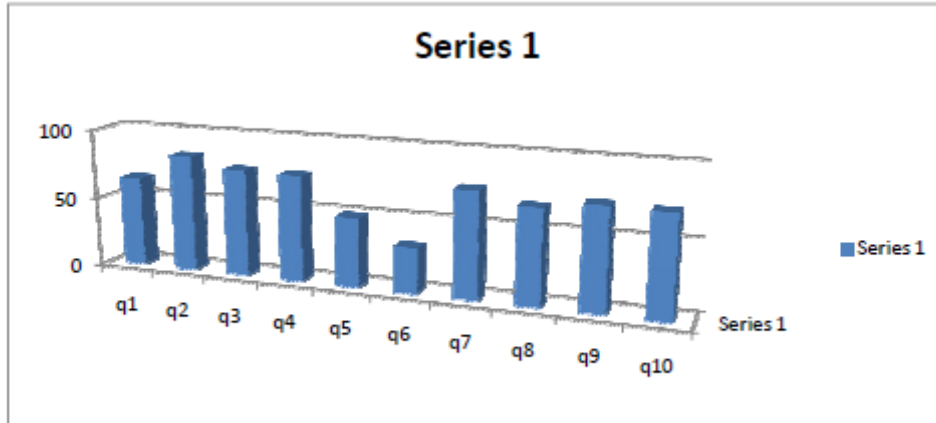
Graph 2: analyzed data from brick minaret

Shapori bridge :Based on table 4, 83% of persons believed landscape is good.

Table 4: analyzed data from Shapori Bridge

| Indicators of touristic locations qualify | Marker | Score | Percentage |
|--|--------|-------|------------|
| Qualify of touristic location as cleanliness space | Q1 | 48 | 64 |
| Landscape | Q2 | 62 | 83 |
| Building stability | Q3 | 57 | 76 |
| Satisfaction of native person behavior | Q4 | 56 | 75 |
| Entertainment space for kids | Q5 | 37 | 49 |
| Appropriate accessibility to transportation | Q6 | 24 | 32 |

| | | | |
|--|-----|----|----|
| Total satisfaction | Q7 | 56 | 75 |
| Visiting again in future | Q8 | 50 | 67 |
| Proposing friends in order to visiting this location | Q9 | 54 | 72 |
| Visual aesthetics of mentioned location | Q10 | 53 | 71 |



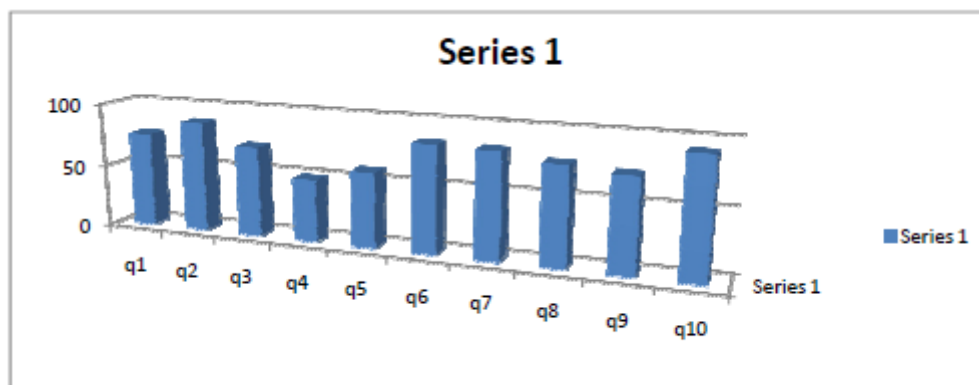
Graph 3: analyzed data from Shapori Bridge

Falak-ol-Aflak castle

Based on analyzed data, 92% of persons believed Visual aesthetics of mentioned location is high. Also, 83% satisfied totally.

Table 5: analyzed data from Falak-ol-Aflak castle

| Indicators of touristic locations quality | Marker | Score | Percentage |
|--|--------|-------|------------|
| Quality of touristic location as cleanliness space | Q1 | 56 | 75 |
| Landscape | Q2 | 65 | 87 |
| Building stability | Q3 | 53 | 71 |
| Satisfaction of native person behavior | Q4 | 37 | 49 |
| Entertainment space for kids | Q5 | 44 | 59 |
| Appropriate accessibility to transportation | Q6 | 63 | 84 |
| Total satisfaction | Q7 | 62 | 83 |
| Visiting again in future | Q8 | 58 | 77 |
| Proposing friends in order to visiting this location | Q9 | 55 | 73 |
| Visual aesthetics of mentioned location | Q10 | 69 | 92 |



Graph 4: analyzed data from Falak-ol-Aflak castle

Analytical findings : In order to analyzing hypothesis, has been used from SPSS software. Also, in order to meaningful test was used one- sample T-TEST. The t-test is probably the most commonly used Statistical Data Analysis procedure for hypothesis testing. The statistics t-test allows us to answer this question by using the t-test statistic to determine a p-value that indicates how likely we could have gotten these results by chance, if in fact the null hypothesis were true (i.e. no difference in the population). By convention, if there is less than 5% chance of getting the observed differences by chance, we reject the null hypothesis and say we found a statistically significant difference between the two groups (Saber, 2014:192).

In this research after using mentioned technique were diagnosed main indicators between ten. They are:

- [1] Landscape
- [2] Visual aesthetics of mentioned location
- [3] Building stability
- [4] Total satisfaction

On the other hand, were ranked mentioned place. The reports are according to T-TEST. They proposed in table

Table 6: ranked tourist location

| Touristic location | Score | Ranke |
|-----------------------|-------|-------|
| Falak-ol-Aflak castle | 562 | 1 |
| Brick minaret | 506 | 2 |
| Shapori bridge | 497 | 3 |
| Gerdab sangi | 486 | 4 |

V. CONCLUSION

As it shown in bellow based on the literature the structure of tourism industry evolve two dimensions; firstly is tourism resources and the second is the tourism infrastructure, understanding the positive points (strengths and opportunities) which are the cultural, nature and human based activities are making and improving the tourism sources, on the other hands the major dominate actors (Media, Education, Government, etc) are the major players on tourism infrastructures. After the result the following Conceptual map came up by author:

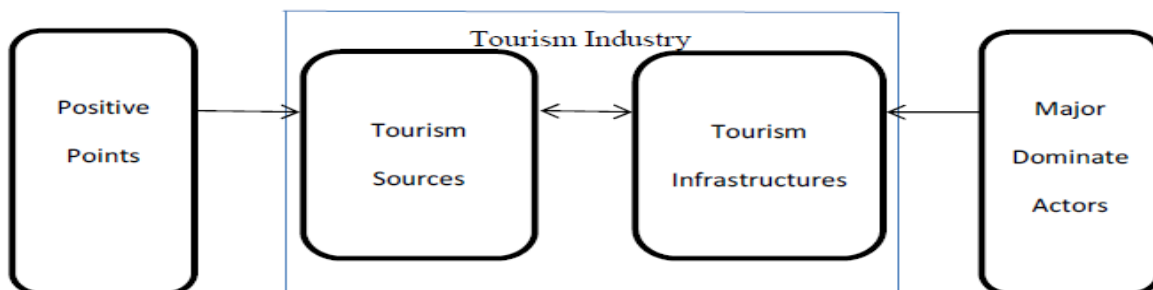


Figure 6: Conceptual map

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