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**THE ROLE OF ARCHITECTURE ACCOMMODATION-RECREATIONAL COMPLEX
AS AN EFFECTIVE FACTOR IN THE REVIVAL AND STRENGTHENING THE
TOURISM INDUSTRY**

ENSIYEH BAHRAMI¹, MANSOUR NIKPOUR²

1-MS student of the Department of Architecture, Bam branch, Islamic Azad University, Bam,
Iran, (e.bahrami1368@yahoo.com)

2-Assistant Professor of the department of Architecture, Bam branch, Islamic Azad University,
Bam, Iran, (mnik56@gmail.com)

ABSTRACT

Nowadays, new aspects of tourism have been processed by the expansion of tourism science and industry. This expansion can almost consider all human needs and requirements. Perhaps, nearly no art can be found, which has relations to people's lives as much as architecture. Several factors and phenomena play a role in shaping the architectural spaces. Regarding the relationship between the depth of architecture as a medium element with culture, art, natural environment, and the importance of accommodation and recreational complexes in attracting tourist at different levels need to pay attention to the architecture and design of such complexes in the development of tourism. The purpose of this research is to evaluate the role of architecture accommodation-recreational complexes as an important factor affecting the revival and strengthening the tourism industry. This research has been conducted through the study of sources and previous researches. The results show that the use of various architectural styles, particularly using the new principles of architecture and design of such complexes directly helps the revival and strengthening the tourism industry in the country.

Keywords: Accommodation recreational complex, architecture, tourism, tourism industry

INTRODUCTION

Iran is in the world's top 10 countries in terms of tourist attractions. In addition, it is in the world's top 5 countries in terms of having the highest biodiversity on Earth. However, it is in the world's 100 countries in terms of tourism attraction. Accommodation and recreational site complexes were created in the 1860s as one of the social institution and a part of technology-based economic development chain. One of the purposes of these complexes is increasing tourism and economic development, technological innovation, etc. Many policymakers know accommodation and recreational complexes as part of an intellectual and coordinated strategy for national and regional development. [1]

Design of accommodation-recreational and tourist centers become very important in progressive cities. Creating such a space not only has an effective role in enhancing the quality and efficiency of social activities, but also guarantees the improvement of environmental conditions. In addition, it will have a significant impact on the morale and vitality of the people in a city, the needs of youth, and tourism attraction. [2]

Accommodation spaces are one of the important factors in attracting tourists. A passenger looks at the buildings in his\her

few days passing in a new land. Although his\her look is transitory, but a quick look at a building suddenly attracts his\her attention. What attracts the passenger's attention is the specificity of a building. This means that the mood that distinguishes the building from other buildings. What takes passengers into the building is to experience the space in addition to what was said. This means that the attraction that takes the passenger from outside into inside is to stand under its roof and twist in its internal space to experience that space. [3]

Very abundant shortcomings in the field of passengers' life and their accommodation in cities and parks and tourism repelling rather than attraction have caused this process. Accommodation places with welfare, hospitality and recreation facilities are one of the most important infrastructures of tourism industry in the discussion of services. Their quality and quantity have a direct impact on the tourism industry. The most basic form of this business is to create inns, ligaments, tea or coffee shops, bars, restaurants, and lodgings. Finally, hotels are considered as the world's most important economic industries in various degrees and dimensions that all of them have created an industry. Realization of tourism as a need, becoming the world's

largest service industry and specialization of tourism has provided the opportunity to move forward by benefitting from the benefits of tourism. However, this will not be possible without planning and effective factors. [2]

RESEARCH METHOD

This paper has been conducted with a descriptive-analytical method by collecting information through library with literature review and review of the previous researches, and it tries to identify and provide general strategies to attract tourism and ecotourism in the design of accommodation-recreational complexes.

RESULTS AND DISCUSSION

The role of tourism and leisure spending:

Conducted reviews regarding leisure time and its place in various countries indicate that in the past, leisure have not had a role like this in the communities, especially urban communities. Spending leisure and its special role is a natural consequence of the industrial development. With the advancement of technology and the replacement of the machine with human, his need for this time due to his uniform work conditions and physical and mental interests increases so that leisure is raised as one of the main issues of life and has major impact on all of economic, social, and cultural aspects of

human life and society. With a broader view of the concept of leisure, we can see that its role in all aspects of development was significant and it is introduced as a development tool. In the oldest society that we know, work and play was a part of the religious traditions that people have set for intercourse with the spirits of their ancestors. Both of them have one meaning in the basic human life, although their applications were different. [4]

Tourism industry, the dominant process in the global economy:

From the late eighties, the service sector in industrialized countries surpassed the industrial sector in terms of number of employees. However, it was widely believed that job creation is particular for the industry sector, and it has the most important industrial contribution to production and employment in industrial countries with free markets. However, in early 1980, the share of production and employment in the service sector reached 58% of the total economy of these societies, and the position of services in production and employment was recognized as an indicator of economic development. Tourists are the most important subsectors of services, which had the fastest growing in the service economy. Looking at the statistic data from the World Tourism Organization in

1987, the importance and role of tourism and its lucrative trade in the modern world and the economic and social development can be realized.

Trade in services generally is one of the activities that require technical knowledge and skills. Computerized reservation systems and control units of transportation (plane, flight control, train, and bus) maintaining attractive tourist facilities and their good management, servicing methods, customs services, and facilitating regulations can be mentioned in relation to tourism. [5]

The purpose of tourists' travel:

According to the conducted survey by the World Tourism Organization, tourists' incentive to travel in 2009 was as follows:

Leisure, entertainment, and holidays with 51% that includes 446 million people.

Business travels with 15%, which are about 123 million people.

Visiting relatives and friends, religious and pilgrimage tours, treatment, health, and other with 27%, which are about 238 million people.

Other 7%, which are about 62 million people. Their purpose of the visit has not been determined. [4]

Factors affecting the prosperity of tourism industry:

Travel is the prime mover in economic cycle. Tourism industry is usually one of the areas of the global economy, which is less considered. Tourism industry is still considered as the economic development cycle of many poor countries.

Today, this industry needs to be maintained. Hotels need employees for rebuild. In addition, there should be some organs to make anything associated with tourism always new under their association. For example, coffee shops must change their menus for more attraction of tourists. Hotels and many other tourist places update themselves based on their tourist needs. By creating such changes in a city or country, the economy can grow.

Tourism not only increases the income of individuals and organizations that are involved in this process, but also can be useful for those who are interested in tourism. Any country, city, or even village has the potential for economic growth. Tourism can cause economic competition like a business work. As in trade, the suppliers try to compete to produce better goods, in tourism industry; countries must compete to provide additional facilities to attract more travelers in their country because tourists are increasingly looking to get better services. Of course, this is

completely expected that all countries cannot forcibly provide the needs related to foreign countries. Sometimes, providing some of these services may never be made due to the lack of cultural adaptation with a country.

Iran is a country with diverse attractions in the fields of history, culture, and geography, and various ethnic groups with unique traditions that gave a different visage to this great country, both in terms of scope and history. Failure to identify many of its attractions has caused that Iran's title to be remained as the lost paradise. Tourism experts know Iran as the sleeping giant of this industry. Since, today more people travel to have fun and enjoy (it should be noted that in the definition of travel in many books in the field of tourism is a journey to enjoy), they have more expectations from the host country in terms of facilities. For this reason, the countries, which have artificial or handmade attractions the more successful than other countries in the field of tourism attraction.

However, it should be noted that false security and sometimes foreign policy in countries and negative publicity in the foreign media could provoke this issue. Another case that can assist us in the development of tourism is making culture and familiarizing the people in facing with

foreign people. For example, on the eve of the 2008 Beijing Olympics in China, people were trained to smile and stand in line. It is simple, but effective work. In recent years, many activities have been done in the field of tourism attraction and advertising, including:

- Insurance of foreign tourists by some agreements between Sina insurance and Cultural Heritage and Tourism Organization.
- Holding the First International Conference of Anthropology in Kerman.
- Commissioning the first tourist train to northern forests, etc. that their result was 70% increase of foreign tourists to the country. The undeniable role of advertising should not be ignored in the prosperity and development of tourism industry. [6]

Causes of tourism industry's weakness in Iran:

From the perspective of experts in the tourism industry, Iran had not its deserved development. One of its reasons can be the lack of appropriate preparation of economic infrastructures in Iran to attract investment in construction of hotels and other sources of this field. Lack of information for investors from the available fields in Iran, weak advertising, publication of negative news

about Iran, social and religious restrictions for foreign tourists, and political tensions with some western countries are the other obstacles in the way of tourism development in Iran.

Although Iran is in the top 10 countries in the field of history, culture, and nature, but it has allocated only less than one percent of the global income to itself. Some of our tourism problems include Lack of management, anti-Iran sentiment, lack of cost competitiveness of tourism in Iran rather than neighboring countries, uncertainty of the government's program in the tourism sector, inadequate tourism infrastructure in Iran, weak culture of the society toward tourists, and instability of political behavior.

After passing many years of tourism industry in Iran, it not only has not achieved to an acceptable share in the national income accounts, but also has faced with further decline each year. According to world statistics' testify, Iran is one of the 5 potentially powerful countries in terms of attracting foreign tourists. Some of the reasons for the lack of effective management are as follows:

- Non-specialized management:

Using non-specialist managers not only is the problem of tourism industry in Iran, but also is the major problem in all parts of the

management sectors in Iran. Non-specialist managers have exposed the most important powers of tourism attraction to extinction in Iran due to the lack of the necessary knowledge in the field of antiquities, etc.

- Extra power structures:

Structures and relationships between various administrative institutions in Iran are formed with an emphasis on extra-legal and invisible powers, gangs and political groups and associations in the different levels of power not based on the legal definitions. As a result, success in the plans and projects in Iran is for organizations, which have more influence in the political and administration structure in the country. The authorized organizations in the field of tourism industry in Iran suffer from the weakest and the most fragile relationship in the power structure. In all disputes, generally tourism retreats by receiving a partial compensation.

- Value View of managers to tourism industry:

Tourism management methods in Iran have shown that the priorities of this industry in Iran are not economic and social, but the main priority is to preserve values. Regulations for tourists, unlike most countries in the world are not for creating comfort and attractiveness to tourists. They

are for the preservation of the culture from any change more than anything is.

- Management of budget, weak management:

The fact is that creating an archeological exploration realm, effective protection of historical monuments, investment to attract tourists requires facilities and budget. Managers of macro sectors have never looked at the tourism industry as an industry. They have refused the necessary investments, and they continue to depend on oil, carpets, and pistachios revenues. [6]

Tourism resources:

Tourist activities are mainly based on the resources and attractions that provide primarily natural environment and then artificial environment for tourists. It is obvious that amusement and recreational using of the environment requires appropriate conditions and facilities and then, protecting these valuable resources. This can be accomplished through assessing the environmental powers and determining the capacity of tourism resources and estimating demands. Tourism resources can be categorized in the following groups:

Natural attractions: forest, sea, mountain, desert, river, etc.

Scientific and research attractions: monuments, memorials, nature studies, science museum, etc.

Sports and recreational attractions: mountaineering, sailing, skiing, a variety of games and sports, etc.

Social and cultural attractions: anthropology, religion, exhibitions, festivals, art centers, etc.

Medical and health attractions: Mineral water, sunlight, healthy air, etc. [7]

Tourist Activities:

Different types of tourism activities can be defined based on the quality of resources and various tourist attractions and needs. Tourism activity or experience covers a wide range of activities such as resting and watching and climbing on mounts. Some activities are done individually and some other activities are done in partnership with others. Some activities require a long time and some require little time. Some require special equipment and some do not. A variety of tourist activities can be divided into the following groups:

Games and sports: swimming, mountaineering, cycling, hiking, etc.

Hunting and fishing: a variety of hunting, fishing types, collect insects, etc.

Nature tours: Cross-country, cave trekking, sea tours, jungle tours, etc.

Journey: pilgrimage, visiting monuments, visiting communities, etc.

Picnic and camping: family picnic

Research and educational: Teaching geography, botany, anthropology, etc.

Medical and health: hydrotherapy, sunbathing, etc. [7]

The role of architecture in tourism:

When, architecture is reviewed from the perspective of tourism, two fundamental roles can be considered for architecture in tourism:

1. Architecture as a prerequisite in the tourism industry. 2. Architecture as an attraction in the tourism industry.

Tourism development needs an infrastructure, which is mainly defined in the form of accommodation facilities, services and transportation and public facilities. According to the definitions, travel and accommodation at a place other than the place of usual life is considered as the basis of tourism. [8]

Sustainable design:

In the proposed definitions for sustainable design, sometimes the idea of environmental sustainability is emphasized in relation to architecture. For example, the definition is "A sustainable building is a building, which has the least adverse effect on the natural

environment throughout its life and its regional and global establishment."

However, it should not be ignored that architecture as a phenomenon is born of human thought, and it is created for human comfort, depends on his intellectual attitude and foundations. If we take a fairness look at this case, we find out that the purpose of the creation of architecture is not only providing the physical and material needs, but also is communicating with the deepest human emotions.

Improving the quality of architecture in design is for one purpose and that is comfort. "The important thing in this type of architecture is that all involved factors in comfort are considered as an interrelated and unit system. The subsets of comfort in the general meaning are:

Comfort

Relaxation

Security

Safety

Readability

Health

Design is an effort to create the maximum comfort and relaxation by increasing the life quality and creating the least damage to the environment. Providing comfort and relaxation in sustainable design is possible by

creating the minimum environmental pollution and the use of natural factors. [9]

Ecotourism and sustainable development:

Sustainable development is a process that develops lands, cities, businesses, and communities, etc. without compromising the compromising for future generations. We know that human survival depends on the preservation of nature and natural resources. From the perspective of sustainable development, preservation means both rational caring and using of natural resources. Nowadays, United Nations Development Programme (UNDP) considers ecotourism as the best way of wisely developing natural areas in developing countries, and promotes it. [5]

Necessity of tourism projects and their results:

Given the rapid growth of urbanization in Iran, and intensifying the environmental, social, and psychological problems of citizens, the issue of planning and designing for leisure and development of recreation and tourism has become a management and social necessity. Considering the broad concept of tourism and its social objectives, the reasons for the development of tourism can be summarized as follows:

Severe need of national and local societies to tourist facilities.

The necessity of developing internal tourism as an axis of welfare prosperity and social justice.

The necessity of developing internal tourism as the basis and foundation for the development of foreign tourism.

The necessity of developing internal tourism in creating the necessary infrastructures to attract private and public sector participation.

The role of internal tourism in promoting and reinforcing the national tourism culture.

The role of internal tourism in preventing the outflow of currency from the country.

Preparation of tourism projects in urban and regional scale is a realistic approach that can have beneficial effects for society. The results of the strategic tourism projects in some following fields are predictable:

Sustainable development and environmental preservation and immunization of vulnerable zones.

Economic development and increasing employment.

Providing the recreational and welfare needs of indigenous peoples.

Creating the necessary infrastructures for the development of national and international tourism. [10]

CONCLUSION

Tourism has many infrastructures, which actually form the principles of development

and progress in each region. Ecotourism is a new approach in the tourism industry. Landscapes and beautiful sights of nature are the tourist attractions of this type of tourism. Therefore, its role is important in preserving the environment in order to achieve sustainable development. Considering the position of architecture as an element with culture, art, natural environment, the importance of recreational accommodation complexes for tourist attraction, the architecture and design of such complexes cannot be ignored as an effective factor in the revival and strengthening the tourism industry. Applying different architectural styles, especially using the new principles of sustainable architecture and methods of designing such complexes will be needed for the future generations. Designing the accommodation entertainment complexes with the mentioned characteristics and considering its objectives and strategies are one of the development strategies for the tourism industry, which can reinforce tourism industry.

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