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Analysise of Tourist Potential in Esfahan Atashgah Region

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ABSTRACT

This study aims to explore the tourism potentials of the tourist area of the Atashgah of Isfahan in attracting tourists. As a lucrative industry in developing technology, communications and devising working rules and security, the tourism plays such an outstanding role in the present situation of the world that it seems unreasonable not to take into account its numerous benefits. Iran, which is decided to get rid of the problem of over-reliance on oil revenues and employment problems, tourism industry can be propounded as one of the suitable options, but this point is noteworthy that much efforts and activities have been performed in recent years in the field which does not seem sufficient in comparison with the increasing growth of tourism in the world. The tourism area of Atashgah of Isfahan, as one of the options for tourism in the province and in the Isfahan city by having diverse natural and cultural features, is required an appropriate investment and efficient management in this sector for proper utilization of the blessings and advantages of this industry. Since the height of this region is more than ۱۵۸۰ meters above sea level and for having a mild climate is considered as a much original area for tourism; unfortunately these potentials has not yet been known as is worthy of its people and the region. Obviously, the tourism area of Atashgah of Isfahan, as part of the country's tourism collection which is influenced from the developments and planning of this sector, can be effective in solving some of these shortcomings and problems. Having been mentioned some of the general discussions regarding the tourism literature in this study, the natural, cultural, historical, etc. capabilities of this area has been studied in another chapter. The research methodology is analytical-descriptive in which the data have been analyzed through software such as Excel, SPSS and Arcgis as well as performing a field and library studies. The results of this study indicate that having taking into consideration the obstacles and problems of tourism area of Atashgah which is required planning and appropriate management from the environmental and tourist perspective, can play an important role in identifying the attractions of this area. On the other hand, by removing the current shortcomings in this tourism area, a healthy and prosperous environment can finally be seen in attracting the tourist and eliminating some of the problems of the tourism area of Atashgah of Isfahan. In the end, to improve the Atashgah tourism area, some recommendations have been given for growing and developing the tourism industry for this area.

Keywords: tourism potentials, tourist, planning, Atashgah area

۱. INTRODUCTION

After the industrial revolution, the invention of high-speed vehicles, development and improvement of means of communication among nations, shortening the travel time, Creating facilities for travel around the world came from different directions and the relative increase in revenues from economic growth, excellence in the field of tourism and tourism took place. So that today Jhangry industry at all levels of the industry in a very short time has been able to allocate large items of international trade. Today, in addition to aspects of cultural tourism, as a profitable economic and social activities of interest to many countries of the world have been And the economic base of the industry, some countries have been based. Apart from the importance of the tourism industry in attracting foreign exchange earnings, the industry can improve job creation and reduce unemployment, Which is now a serious problem for the economies of many developing country income, plays a crucial role. Since the tourism industry is the production and consumption, Its development has led to an