



## Modeling is designed to promote cultural tourism with approach future studies (Case Study: Esfahan)

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### Abstract:

Cultural tourism is a move from people to visit cultural attractions with the aim to obtain new information and experience in order to satisfy the cultural needs. Esfahan can be considered as one of the world's major cities and a unique exception due to the body of the city which can be regarded as a valuable solid unit carrying specific thinking and viewpoints. Esfahan is not only a crystallization of a worldview but because of its spatial variation, it is one of the most unique cities with dozens of historical, cultural, religious, and natural attractions. The restructuring the global economy is the main factor of which depends the future of sustainable development, major changes being needed in the human behavior, In order to raise people's sensitivity regarding the importance of constructing ties between natures and cultures, between different world cultures must be used as efficiently as possible. This case study may be considered a useful instrument for identifying malfunction in the touristic sector in the south of Esfahan region, in order to supply all necessary information for further development strategies and policies in the field. The statistics in tourism is used in the study of the most stable features of touristic activity behaviour. This study will allow the configuration of a general outlook, which is necessary in order to take the best decisions when it comes to elaborating forecasts in the field.

**Key words:** Cultural Tourism, Future Studies, Esfahan, sustainable development.

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## INTRODUCTION:

Iran has a long-term plan to develop of its tourism industry, especially cultural tourism in view of the depth and richness of its cultural and historic sites and

Cities[1].As far as I seen in this field, these impacts have not fully studied in Iran and, inparticular, in the city of Esfahan which was and is historically a major destination for both domestic and foreign tourists[2,3]. Therefore, this study aims to take into

consideration the social impacts as well as the economic benefits of tourism in Esfahan[4] .Many writers looking at the relationship between cultural heritage and tourism have viewed it as one inevitably involving conflict, including conflicts of

Interest between visitors and the host community[5] .This is not necessarily the case and tourism in stable, mature destinations that have historically received both domestic and foreign visitors – as Esfahan has since the 18th century – where tourism is regarded as playing an important role in the social, cultural and economic fabric of the local community[6] .The primary goal here is to establish a theoretical and empiricalstudy for the city of Esfahan, enabling future comparative analyses of host attitudes[7] . A sample was chosen from among local residents and regression analysis was applied in order to discover if there are any underlying dimensions concerning their attitudes towards tourism development, and whether socio-economic and demographic characteristics can be useful predictors of these attitudes [8]. Tourism is one of the important issues in global economic and an important source of foreign exchange earning for developed and developing countries. Nowadays, tourism industry has attracted considerable amount of planning efforts and investments.

Tourism development depends on several factors such as transportation, living standards, tourism industrialization, and identification and satisfaction of tourist's needs, and wants[9].A phenomenon such as tourism plays an important role in creating this situation and strengthening the common characteristics among people.

### Destination choice model

Tourists are not homogenous in the way they experience destinations. Previous experiences, different expectations and different values lead to different perceptions of services. For example, while one traveler might perceive late or bad service as a shocking experience, another can perceive the shortcomings as an expected event.

While certain tourists allow for more risk, and expect less, their inherent motivations and expectations also differ[10].

Tourists' behaviors in choosing a particular destination involve several dimensions . Sociocultural, economic and safety dimensions are commonly

related to selecting a specific destination. In addition, choice of destination depends on specific biographical characteristics such as age, income or geographical distance[11]. Others refer to determinants such as situational inhibitors, climate, prices, quality, partner, fear and health. Moreover, researchers distinguish between both pull and push motives as determining factors for destination choice. In any case, a touristdevelops a risk perception, expects value for money and reflects upon certain choicecriteria. These criteria can be based on earlier experiences, stories told by others or even brochures and materials from websites provided by representatives at thedestination [12].

### Study Methods and Empirical Results

A quantitative methodological approach chosen forthis research and so aquestionnaire was handed to arandom sample of Esfahan's residents. It is widely

recognized in the literature that the main advantage ofa quantitative approach is that it can measure thereactions of a great number of people to a limited setof questions, which facilitates comparison andstatistical aggregation of the data [13]. Postal surveys havebeen said to be more appropriate because of theirrelatively quick and low-cost way for collectinginformation for a city of the size of Esfahan.However, because of lack of availability of thenecessary information about residents, an insufficientinfrastructure as well as cultural attitudes towards thatkind of method of data collection, this was not deemedappropriate in this case. A further positive aspect tothis direct sampling method is the presence of aninterviewer to prevent any misinterpretation of thequestions in the questionnaire.The survey instrument used in this studycomprised a subset of items originally developed foruse in rural American communities in Colorado thathave subsequently undergone slight adjustmentsbefore being applied to historic cities. The surveyinstrument consisted of two sections that were retainedin the historic cities instrument. The first included 28questions and required respondents to rate their levelof agreement with each on a five-point scale, fromstrongly disagree (1) to strongly agree (5). Each ofthese items related to general aspects of tourismdevelopment, sharing an interest in a particular issueand thus enabling the creation of sub-scales. Anadditional questionnaire item related to whether or notresidents were positive about tourism when they spoketo each other about its presence in the city. The secondsection looked for socioeconomic and demographicinformation in order to: verify, as far as possible, the similarity of the surveys; to identify the number oftimes



residents were entering the city (for shopping, recreation and work); and to calculate the average length of their visits. In addition, respondents were asked to report whether or not they had a family history of residence in the area [11].

## Definitions and Concepts

Tourism is a collection of phenomena and relationships arising from the interaction of tourists, investors, governments and the host communities, universities and NGOs in the process of absorption, transport, reception and control of drawing tourists and other visitors [9]. However, the tourism can be seen as an industry (Or a set of related industries), it also consists of a set of complex social phenomena [12]. Tourism is one of the largest, broadest and fastest growing industries in the world which is an important source of revenue, employment and investment in many countries. However, its rapid development has harmful effects on the environment in many parts of the world. Tourism is one of the common tools to stimulate crisis economies and promoting the development level through businesses and assets that can be nurtured. Tourism experiences are different. Part of it is derived from the various tourism forms and part due to the different strengths of the destination to attract tourists and provide their needs. Cultural tourism is defined in two dimensions [13]. In the conceptual terms, cultural tourism is defined as people's move toward cultural attractions and their separation from the usual place of residence with the intent of gaining new knowledge and experience to satisfy the cultural needs. In technical terms, cultural tourism is defined as human movement toward specific cultural attractions such as heritage sites, aesthetic and cultural symbols, arts and theater which are outside the usual place of residence [14].

## Results

In general, there were no differences between textual and pictorial representation in cultural components in tourism. The frequency of use of both textual and pictorial representations of culture varied significantly between the study sites. The results suggest that high culture, especially historical heritage, is significant in Iran tourism, popular culture is vital in Esfahan tourism, and festivals and special events are key elements in cultural tourism. Local culture is vitally important in tourism and is emphasized and portrayed by vivid images of people, activities and buildings through words and pictures in brochures in tourism marketing. However, it is hard to make a conclusion that the primary focus of the tours is on experiencing culture.

Brochures are not a main promotional tool in China in practice due to their limited availability. Brochures were regarded as being an expensive means of promotion. The distribution of brochures was not comprehensive. However, operators of government, travel agencies and tourism attractions more and more realize the importance of promotional brochures; other tools such as guide books, videos, tour guides and so forth could compensate for the shortage of printed information that is distributed.

## Discussion

The aim of this study was to examine the attitudes of local residents towards economically-inspired tourism development in the historic city of Esfahan. As stated above, this is the first study to consider specifically the social impacts of tourism development in Iran in a historic city with such a large population size. This study has been shown to support our prediction that those residents who gain economic benefits are more supportive of this industry than others and they support further development. It has been found that, as the level of employment fell, residents were more likely to increase their support for the development of this industry and related businesses. Those with lower incomes will more easily accept to see their city becoming a more major destination for the flow of tourism and this finding is in the line with social exchange theory. It has also been seen that, if wages in the tourism industry begin to fall relative to wages in the rest of the city's economic activities, then we will see even those currently benefiting from this industry will develop a resentment towards tourism. Further studies of Esfahan or, more widely, of other historic cities in Iran and elsewhere must ask whether socioeconomic and demographic characteristics can act as useful predictors of the likely attitudes of local residents to any tourism development.

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