

The effect of urban tourism on economic sustainable development of Sari City

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Abstract

Today, tourism is one of the most dynamic activities in the socio-economic change in the area of the world that has increasingly become important. Because Information technology, cultural, political, social and economic infrastructures that create in the twenty-first century, tourism is an inevitable phenomenon of human behavior and action which would satisfy his curiosity spirit. Tourism as one of the sources of income and job creation at the local level which could be a strategy for economic development and in other economic sectors, especially at a time when profits are falling attractive alternative for them and a strategy for development. Sari city is one of the oldest cities in northern Iran, which in addition to historically valuable and lively nature has perfect texture. Because of underdevelopment in recent years, the central part of the city that features one of traditional cities is included in decline. The subject matter in present study is evaluating the potential of city tourism in sustainable development. From the perspective of a problem, an imbalance in space could be expressed toward intervention in Space. In this article, we describe the precise definition of sustainable development and its role in the sustainable development of tourism in the Sari city and in addition to introducing and identifying the capabilities of the Sari city, the impacts of tourism development on urban development should be considered. In this view, the development of tourism by using existing resources in such a way that we respond to the needs of economic, social, cultural and legal norms and expectations of tourists to the unity of integrity, cultural identity, environmental health, economic balance and welfare of the people. To achieve this goal, we must promote local development and improve the quality of life of host; we should promote cultural, local and historical features and coordination between mutual needs of tourists and residents.

Keywords: Urban Tourism, Local economy, Sustainable Development, Sari City

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Introduction

Human always enjoy from nature and trip to inaccessible and virgin places satisfies psychological and mental needs of human isn't new issue. On the other hand, fusion with nature also creates many tourist attractions for leisure because this integration is both associated with the subordination of nature and the efficiency of it. (Alpagotolo, 2005: 82) .historical tourism is growing much faster than other forms of tourism, especially in developing countries, and it could be considered as an important potential tool for poverty reduction and economic development of society . Historical tourism usually relies on live elements of culture and benefits from history of the tangible and intangible tourism as a source for its operation. (Timothy, 2010: 24). Tourism plays an important role in the economy. Progress factor in the field of exact knowledge of the market.

Mentioned subject in this paper is investigating the potential of sustainable tourism development is in place. From the perspective of a problem, lack of balance in place could be considered as factor in intervention in Space.

Extent of space association with time, from the type of services as well as environmental aspects, is much reduced. . This is in contrast to the put-dimensional space. Sustainable development plays important role in urban tourism development in other hand the quality of human life has direct contact with environment quality and because many people live in city which is place for making many social and economical and cultural communications many issues such as environment crisis and energy and audio pollution and traffic are main factor which affect on life and it could be felt in human life very clearly and in these conditions for increasing the human life quality, sustainability in city and sustainable development is required.

development is evolution of life levels and achieves the ideal conditions in economic, social and cultural realization scope which conceptualizing freedom, justice, social dynamic, economic growth

and human development, social and cultural rights to be accompanied by an sustainability (Zahedi Asl). Sustainable tourism couldn't be separated from the concept of sustainable development discussed So the concepts of sustainable development in the tourism sector, in terms of macroeconomic concepts of sustainable development, sustainable tourism explained the need for the use and development of tourism resources in safe routes.

Sustainable Development:

However, only in recent years that the concept of sustainability has become part of environmental and social mainstream. But, in fact, this concept existed since human societies have existed .it was stated in irojuiz law that in every decision and policy-making which we suppose for life, we must consider its effects on seven generations. Although the world is in the era of this idea dominance, that was different place from now, but such speech clearly defines their way of thinking and living that is demanded today.

Now we received warnings from various sources in relation to the problems that threaten the environment and human. Prattled report to 1987, scientific studies have been conducted on the effects of global warming, and pleaded desires with the former vice president, Al Gore are from these examples.

The main root of environmental protection and sustainable architecture dates back to the 19th century. John Ruskin and William Morris are considered as pioneers in sustainable architecture movement. Ruskin in "The Seven Lamps of Architecture" tells that in order to achieve growth and development, the harmonic discipline should be pattern in nature. Morris suggested back to green spaces and suburb of self-sufficiency and local industry revival.

Years later, other architects like Frank Lloyd Wright, and ...continued pioneers' ideas. Sustainable architecture development wasn't diminished in addition to materialism movement of modern movement and in the end of century, interesting compound of building design which was known as cold ecology which includes precise engineering of computer and ecology.

In summary it can be said that what is now the (sustainable development) is mainly physical aspects (a) the environment and for future generations pays to maintain the status quo, in other words the

protection of sources environment and sustainable economic development is the primary goal. (Naghizadeh, 2000, 75)

The four themes of sustainable development concept or the principal obligation lies:

1. Futurism 2- environment-oriented 3-justice-oriented 4- participation-oriented activity. (Amin Zadeh, 2008)

Both concepts “development and sustainability” are following conservation despite their apparent conflicting objectives and their purposes is to protect, enhance and maintain productive, natural and social assets. Therefore in case of logical perspective, economic, social and environmental sustainable development are in ongoing conflict with each other in the form of economic rationality, social justice and ecological balance are in the convergence. Economic efficiency on the side with material prosperity and environmental concerns, making very difficult the formation of a coherent whole. (Ahmad, 52, 2008)

Sustainable tourism couldn't be supposed separated from each other thus sustainable development concepts in tourism field is recognizable in field of sustainable development in macro economy .sustainable tourism emphasizing on tourism sources development in healthy routes.



Figure (1): Components of sustainable development

In general, effective policies in urban sustainable tourism are as follows:

- 1) Promoting local development and improving the quality of life of the host society
- 2) Promoting cultural, local and historical features
- 3) Coordination between the needs of tourism experiences quality and quality of life for residents
- 4) Maintaining the quality of the environment that both the host community testani and tourists depend on it .
(Sarvar veilvari zade dashtestani 1386:458)

Evaluating the potential of sustainable tourism in the city of Sari

Sari city is one of the ancient cities in Mazandaran province. Current Sari city is built on urban layers which from pre-Islamic centuries were considered as the center of the northern state of Iran. One perspective, geographical and political position as its centrality to all governmental fields and other hand suitable natural conditions such as proximity and fertility of land among Alborz mountain and Mazandaran sea is suitable case for urban building in current place .

Original spatial organization of the city has a organic star pattern or focal point of Mosque and near square which residential neighborhoods developed along major arteries. This city during its life from its formation to end of Qajar era encountered with local conflicts and aggressive groups and in bed of events, system and main elements of city were destroyed .In Pahlavi period by selecting sari as the capital of Mazandaran province and creating railways and roads, factories building, construction of buildings and civil facilities and cases like it, process of urbanization in the region complying with the general development of the country accelerated. As a result, the overall structure and appearance of Sari changed and known as new and active cities.

According to the pattern formation and development of the city, the old texture of the city still remains as basic core. This core is now the center of the city and meets the people subjectivity. Mosque and market focus proximity to the center and main node of Saat square and the continuity of its operations, a greater social activity center and spheres of influence was created.

Physical factors in tourism and urban development:

Urban primary core is recognized in surrounding space areas as main spatial core is main core for employment in Sari and main part of social interactions and events, behavioral patterns and citizen memories happen in this part of city. One of main characteristic in this city is that commercial spaces and trade body is located near to central core and make more attachment with traditional and old texture .citizens could do their works by walking without using any vehicle and in some cases take vehicle .in addition to this matter that main square of city (Saat square) which is symbol of city and also main mosque and Shahr-dari square and traditional markets beside new

markets making identity texture .making location sense and increasing face to face interactions is point of this texture. One of factors which improving urban space quality is place sense. This sense is factor for making a place to place with special behavioral and sensational features for special persons.

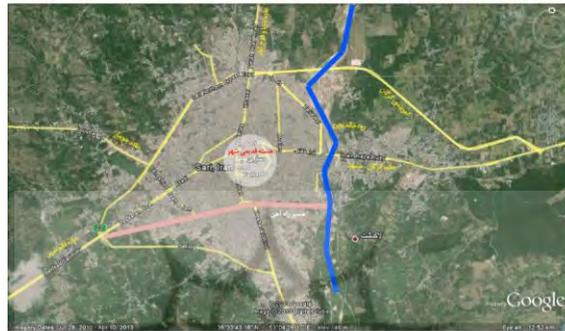


Figure (2): condition of old core of city and accessibility routes to city

Image (2) represents the following:

- integrating applications in central core
- two main streets that historically, are newer than the old (Gharen and Farhang streets) have commercial and administrative body that are connected to the old market which could be passed without vehicle and or could walk there)
- Practically this part of the city is considered as the center of social interaction of town.
- Historical and traditional elements existence in increasing sense of the location and visual unison has significant impact.
- Mosque location next to the local market and the goldsmiths market with multiple caravanserais (despite weakness in environmental quality) indicates the main idea of Islamic city and the link between economy, society and religion.
- Aside from a small park located in Shahr-dari square and in the south of this context, the absence of a large field and a space for social interaction only distinguishing feature of this area.
- Because of area economy reliance to agriculture which is located around city, agricultural products presentation in this area and

traditional market making stability in economy of middle and low group and farmers.

From other points in urbanization which are considered as points for sustainable tourism development are as follow:

- Closed relation between city and around villages for developing agricultural technologies and its development.

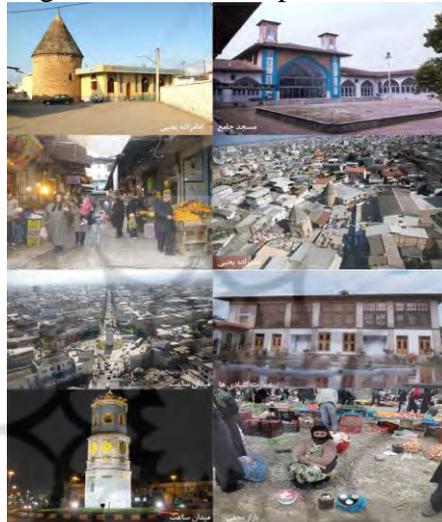


Figure (3): Different usages at the core of Sarri City

- Tajan River that passes through the city and it has a lot of features: In addition to the importance of Tajan river water and surface water flow Because of rebellion and water resources originating from mountainous water, rocky ground and passing through the green and wooded valleys, unique landscapes in this region to create. Tajan has the situation for becoming to Sarri River.
- Green and live nature in city and suitable nature of city and nature including high potentials for attracting tourists. One of sustainable development items is tourism that in case of foundation existence is responsible.
- Proximity to the beach and tourist and recreational facilities in Farah Abad road which leading to the sea.

The role of tourism in economic development

In examining the relationship between the economy and tourism, economists stressed the importance of economic and tourism development of the knowledge economy and its functional and

economic phenomenon influenced by foreign markets. In this perspective, experts such as foreign exchange to attract, expand and prosper crafts, increase exports, development of accommodations, balance of payments, according to foreign income, economic diversification, attract investment and create jobs thus there is relationship between tourism and economic development (Khalifeh Soltani, 2005, p. 223).

In general, direct and indirect economic impact of tourism in sustainable development could be summarized as follow:

- Creating direct and indirect and permanent and seasonal employment in a diverse range of services and non-services jobs.
- Increasing per capita income and levels of general well-being of citizens
- Increasing revenue of business and service and industrial centers in the city
- Increasing government tax revenues and municipalities
- Publishing part of tourism revenues in excess of the needs of the region
- Creating and increasing incentives for domestic and foreign investment in the city and its Hinterland due to the increasing urban population, the market development, diversity in needs and abundance of labor
- Increasing financial resources in order to preserve cultural and natural heritage of the city and its Hinterland
- Increasing the added value of land, housing and the city and its Hinterland
- Motivating for developing and equipping residential - catering centers and services by public and private sectors with regard to the full economic benefits of these services to tourists (Wi-gay, 1377, 310)

Reliability about efficiency ability and competition and tourism investment till they be able to continue path and success and attaining gain during long time
Increasing local quantity and quality by tourism including payment level and service conditions and service availability and income for poor
Equal cooperation for economical and economical profit among all societies including improvement preserving and empowering life quality including social structures and accessibility to sources, adjustment, ecological systems and exploitation avoidance
Dependence reduction to government and private cooperation increase

Table 1: Economic effects on tourism development

Conclusion:

According to society need to development, for making comprehensive and sustainable development and replacing new sources for attaining avenues for oil sources, there is main need for using all facilities and abilities. In this field, tourism development which is considered as third dynamic economical phenomena after oil and automobile industry is known as country main need. Tourism in primary levels of development, has most effective economic effects in third world and by passing industrial phases the importance of it decreases

Cultural and social area	Destruction effects	Sustainable tourism procedure	Cultural and social area	Destruction effects	Sustainable tourism procedure
Cultural heritage	1. Cultural works destruction and cultural places and -through input and output -without limitations	Tourism training in field of cultural and historical and cultural works -input and output limitation of limitation -Holiday -suitable distribution -Formal reservation of cultural effects	Host -society culture	1-life style change Local culture and customs through tourism input and output	-respect to life style and local culture and cultural variety of host society -lack of behavior presentation based on showing low value of customs that destroy local residents
	2. these places destruction through local society	-society training in field of cultural works for present generation -management and responsibility for cultural works preservation to local residents -presenting facilitation and thought promotion for protecting long term term preservation of this heritage		2- visitor culture change through host society	-Presenting value of local culture through affair authorities for preserving local culture for future
				3-coherence reduction and social asset	-using local symbols for making connection with tourism

Table 2 : Social and cultural dimensions of sustainable tourism

, .also tourism development in case of tourism goals and policies and dealing with diplomatic problems, improving maintenance state and exploiting historical buildings, cities securing leads to social communications and political social development and in case of proper management from cultural perspective leads to cultural relation development between various countries in world and political social development and people awareness about cultural values and maintaining historical works and citizens feeling about belonging to location and feel more responsibility. In Sarri City according to much potential in all fields of tourism with proper management, we could observe sustainable development in all life levels in this city. Tourism development plays important role in physical rebuilding of inner urban environment and from this way, mental supposition of these destinations leads to improving destinations. One of main purpose of tourism development is social and economic development and local residents well-being .this development in urban tourism is presented

as rebuilding .thus tourism could be considered as driver for all economic sectors and is accompanying with economic development of Cities.

Cultural and social area	Destruction effects	Sustainable tourism procedure
Tourism experience quality	1- lack of suitable behavior among tourism and local residents	- place doe making benefit for local residents of income and presented facilities through tourism and facilitating relation between visitors and making friendly environment
	2- lack of sufficient information about cultural and ecological values	-building information camp with related experts for presenting information to tourism and his promotion for tourism experience renewal for future

Table 2 : Social and cultural dimensions of sustainable tourism

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