The need to create a residential, tourism, (Hotel) with a view to strengthen the infrastructure industry tourists in plain Marvdasht

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Abstract
According to the country's needs in the tourism industry is trying to design a residential plan, in addition to tourism potential of this city, this city can satisfy a small part of the country's needs in this industry. In order to achieve these goals, the first it answers a series of questions in this area. What is for selecting site to build this collection site? Can we make effective with the introduction of Marvdasht city in promoting the tourism potential of the city? Due to the increasing tourism demand and has a low cost, high income and health of the industry, to create a set tourist accommodations convenient to accommodate visitors with the history of the city is essential tourist attractions and values. Because of better understanding the history of this area. The method in this article involves two basic steps. In the first in descriptive stage cross-based tools libraries and the Internet to check the location of Marvdasht city, and in the second phase of data collection for field studies in which to select the desired site, such as the position of the earth, the aesthetics, natural factors in site and their analysis is performed. The result is that by making this collection a major step in the development of tourist facilities and accommodation services to the region will has done.

Introduction

Human desire to travel with him from the beginning has been to build cars in the early twentieth century that entered to a new phase. The use of machines has not long been possible for the general public and stayed to specific rich people. After World War II and becoming public and more modern vehicles such as trains and planes, as well as the growing number of private car owners while the people of Europe were still in difficulties after the war, in America and the first example of innovation in construction of the hotel was finally fulfilled. Hotel chain in the country was inaugurated. The hotel with significant investments in the US and graduated beyond from common patterns from Grand Hotel burdens were finding common international tourism. With the release of the reconstruction of post-industrial Europe war in the early fifties with the rapid growth of European tourism and construction, especially in the number of ancient cities climaxed. The role of well-known architects in the design of hotels will be Frank Mmarkhovid Lovid Wright learned and famous Americans as one of the first well-known architects noted that in the year 1915 he designed the Imperial Hotel in Tokyo.

During the heyday of modern architecture as the architecture performance based and due to the dominance of the international architectural style architecture, All the countries of Europe, much of made up hotels in the decade of the sixties were not innovation and creativity, and quantity were much more important than quality and it was concerned over the quality of performance. Only raised public spaces Hotels such as coffee shop, bar, dance hall, Casinos and restaurants as places used by city dwellers cause to develop in Revenues and planning hotels.

In 1965, John Portman by designing hotel, the Hyatt Regency hotel in Atlanta design entered into a new era. He built a large central open space (Atrium) main hall of the Grand Hotel on rehabilitation and construction of the hotel started in the atrium that this pattern in many large hotel chain was welcomed to the extent that this space is in the picture and the public mind as the main hotel property has been registered. As a result, hotels and residential complexes fundamental play great roles in relation to people of different nationalities.

General description of the problem

Travel and tourism trips according to archaeological finds and historical data has been long-lasting phenomenon and had old lives on human civilization, but it needs time and the astonishing expansion of tourism, new knowledge of the tourism industry.

And tourism has created new concepts and work it into a tool in the service of world peace and friendship, exchange national culture, international understanding, economic, social and cultural and earn rich and so has been made.

Iran's vast territory with a colorful and unique nature, culture and civilization are magnificent monuments that are located in a row.

Important countries in the world in terms of natural sites, historical, cultural and other tourist attractions. In fact, Efforts made to promote tourism industry in order to identify resources and tourist attractions ancient Iran began at the date of early 1330.

Lack of facilities and lack of supportive services for tourists planning to guide tourists, both micro and macro factors are backwardness of the country's main industry in tourism. (Ziaee, 1380)
The main pillars for the development of tourism should be recognized pillars of the tourism industry can be found at Classified four main groups: (Alvani and Dehdashti, 1373)

![Diagram of tourism industry](image)

*natural
* Historical and cultural
That both national wealth and potential, and with the help of design and layout:
* transport services
* factors underlying(resort facilities, recreation)
To create to reach harmony and cohesion and regional planning and therefore the proposed model-based tourism in the area

**The necessity and importance of the project**

In the twenty-first century, the tourism industry is one of the most important factors that has linked different cultures and civilizations together.

Travel to other places can be considered an important factor of social and cultural progress. That's what makes travel possible

The clash of civilizations provide or pass them to other lands.

Travel to the deepest veins of human existence are the most fundamental needs. (Mal Azizi, 1374)
Tourist is the major element of the modern world. We live in the modern world we must search for modern methods in tourist facilities there. (Bonnie Face, 1380)

As Marvdasht city calls by a large number of domestic tourists and foreign that -evaluated historic district ancient . It should manage large number of tourists that require special handling this in a residential complex.

**Research Objectives**

The main objective of this study is to create a convenient and comfortable accommodation for tourist accommodation in the area. So that the passengers and tourist get to know the historical values and become familiar with the natural landscape of MARVDASHT plain.
To achieve this goal, the other side was considered the main objectives that are:
* introduction of tourism capabilities and create attractive spaces within the site with respect to the natural potentials
* construction of resorts to improve the economy and create
* appropriate employment opportunities and the promotion of tourism potential
* the use of climate-cultural factors in the design of residential tourism area

**Research questions**

1. How to promote tourism infrastructure, particularly in residential areas?
2. How could be effective climate-cultural factors of the region, on designing of the tourist -residential?

**Literature**

The tourism industry in turn has its own terminology that is usually clearly for use recent unknown and sometimes used interchangeably. The following defined terms are used in this study is mentioned.

**Tourism (Tourism visitors a day)**

To all the activities of a visitor when he decided to take a trip up to the end of said screens.

**Visitors or tourists**

The person who is outside his usual environment for less than 12 months of travel and activities in order to earn the target person revenues in places not visited.

**Tourism**

Visitors who stay more than one night in place or are not part of daily visitors. In other words, a person who travel a country or city other than their normal environment for a period less than 24 hours and not more than one year, and the purpose of the journey would be leisure, recreation, sports, visiting relatives and friends, earn money, missions, participation in seminars, conferences or traveler or tourist

“Summit, treatment, study or religious activities, or easier to define tourism organizations

“A person is more than 24 hours intention other than work outside the principal place of his usual life spent (Kiyannehr, 1372)

**Tourism industry**

**Tourist facilities**

Tourism complexes that used to be known domestic and foreign tourists and includes collection, accommodation, catering and entertainment, such as hotels, inns, motels, tourist complexes, tourist camps, restaurants, coffee shops and a variety of recreational facilities, summer, winter, beach, mountains and so on.

**Ecotourism**

Studies have shown that with proper understanding of the ecological characteristics of the damage that can be inserted on the environment and prevent and reduce the adverse effects of tourism. The combination of ecology and tourism, ecotourism occurs and its purpose is to review the development of the tourism industry without hurting the environment. (Kahrom, 1374)

**Transformation of residential areas over time:**

Needing a shelter to human, not only in emergency situations but also on a journey from ancient times been considered. Maybe all Books about the history, tourism and travelling was written all over the world, civil cohesion around. They brought in many different idioms in different languages, living and dead ones and accents of the world among residential areas mentioned. Space travel after walking, and on the way home haven for tired caravans has provided the possibility of spending the night for them to have brought. Related to the building can be divided under the following headings: shelter, ligaments, carbidopa, inn, Khan

**Plain Marvdasht**

A collection of historic buildings, including the city of Persepolis near Shiraz, Persepolis, Naqsh-e Rostam, Naqsh-e Rajab and .... Called.

**The history of the formation of the city of Marvdasht.**

With the beginning of the construction of a sugar factory in 1312, the first germ of the modern city of Marvdasht was signed. Until the year 1332 that the Municipal Authority was established, residents were evaluated only by sugar factory employees.

In order to celebrate the 2500th year of the official municipality in 1352 began working accompanied by the
influx of migrant farmers, nomads and also the construction of the dam around 45 kilometers till Marvdasht and Persepolis as well as valuable heritage, this city had rapid growth. Along with the victory of the revolution in 1357 as an independent city in the administrative divisions were established.

Marvdasht located in northern cities of Fars Province with 1620 square kilometers height above sea level and covers an area of 4649 kilometers, with the population about 400 thousand people.

Marvdasht city included 4 areas by Kamfiruz about 994 square km and 36 thousand people, also an area Seyedan with 821 square kilometers and 31 thousand population, also Doroodzan by 1025 square kilometers with a gigantic dam Doroodzan with a temperate climate and fertile land in the central section.

Conclusion

Due to further growth and increasing tourist industry and tourism, this fact create necessities that societies by historical records, is important to the region and to increase revenues. Marvdasht city is in areas where has particular importance. As a result of the construction of a set comfortable accommodations convenient to introduce tourism potential and create attractive spaces with natural potential available, promote the process of economic and employment opportunities.

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