

Available online at www.elixirpublishers.com (*Elixir International Journal*)

Sustainable Architecture

Elixir Sustain. Arc. 93 (2016) 39367-39369

Elixir
ISSN: 2229-712X

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

Zahra Khalifeh and Mohammad Hossein Javanmardi
Shiraz Branch, Islamic Azad University, Shiraz, Iran.

ARTICLE INFO

Article history:

Received: 11 November 2015;

Received in revised form:

28 March 2016;

Accepted: 02 April 2016;

Keywords

Tourist resort,
Tourism,
Plain Marvdasht city,
Tourist complex.

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 be 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 of 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 have done.

© 2016 Elixir all rights reserved.

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.

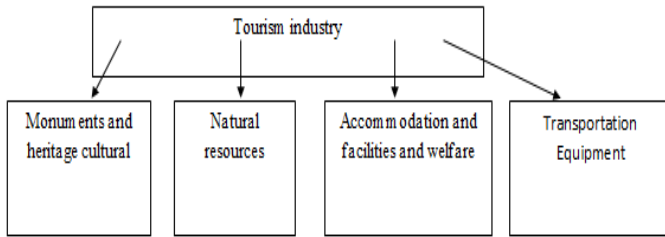
Lack of facilities and lack of supportive services for tourists planning to guide tourists, both micro and macro factors are backwardness of the country's main industry in tourism. (Ziaee, 1380)

Tele:

E-mail address: zahra.khalifeh74@gmail.com

© 2016 Elixir all rights reserved

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



(Alvani and Dehdashti, 1373)

*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

(Kiyanmehr, 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 year1332 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 400thousand people.

Marvdasht city included 4 areas by Kamfiruz about 994 square km and 36thousand people, also an area Seyedan with 821square kilometers and 31thousand population, also Doroodzan by 1025square 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 .

References

- 1- Alvani, M and Z Dehdashti, S., 1373, the fundamentals of tourism, publishing and Veterans Foundation
- 2-Bonnie M., Amir, Iranian contemporary architecture. Tehran. Art of the West. First Edition. 1388
- 3- Baher, h.) 1374 . Taking a fresh look to tourism. Proceedings of the Congress Architectural History of. Heritage Cultural
- 4- Pirnia, Mohammad Karim. Introduction to Islamic architecture. Tehran. University of Science and Technology, 1372 Edition II.
- 5-Pirnia, Mohammad Karim, style of Iranian architecture. Soroush Publications knowledge. Fourth Edition 1384.
- 6- hotel projects, Mr. Amir Sarmadi Nahri, Seyed Mohsen Kardanan, engineer Mohammad Reza Rostami, Publications Thinkers, First printing
- 7- set of environmental conditions, Mr. S. Moradi, publications Shahidi, Second Edition
- 8-Taghvaei.M.1386. first regional conference on geography, tourism, "urban tourism planning process". Sustainable Development Slamshahr Branch unit
- 9- tourist industry services, doctor Bahrams Ranjbarian(Isfahan University)
- 10- Dawlatabadi, Fairuz, yaghoobzadeh Rahim.Initiation, , and providing guidelines for the promotion of cultural tourism in Iran, published First, Tehran, Islamic Azad University Press
- 11- Rezanoor, Bakhtiar, guest house Abbasi, museum within the museum. Tehran, Iran Insurance Company
- 12- Dr.Rezaei. Abdolazim. New Year and chronology history. Fifth Edition Winter 1385.
- 13- Rezvani, A, 1379, geography and tourism,Payamnoor publishing , Fourth Edition
- 14- Razy.hashm.celebrations of water. B. publications. Fourth Edition 1385.
- 15- Ranjbar, M., 1386"The role of tourism and ecotourism as part of the control strategy in protected areas," The first Regional Conference of Geography, Tourism and Sustainable Development Slamshahr Unit Branch.

16- Roots, w. (1375). Planning and designing hotels: the translation of Technical Affairs, Office of Research and technical criteria. Tehran:PBO.

17- Zamani Ahmad.(1373)Proceedings of tourism and development, "income and employment effects of tourism and Tourism".) , Research and Tourism Studies.

18- Website architecture and landscape

19- Sultan doost. MR. Mechanical affairs. Tehran. Yazda publications. First Edition. 1389

20- translators: Bahram Ranjbarian,Mohammad Zahedi "tourism planning at national and regional level", the World Tourism Organization. 1379 , Isfahan University .

21- Soltani, Mohammad Ali.(1374),seminar papers of thetourism attraction, "the importance of tourism development in the Third World.") New and Tourism, Department of Culture, Isfahan

22- Shekuh Abushehr, Sam Rasaei Kashuk,Shoru Press .

23-Kazemi, M., 1386,Tehran: left, second edition. , "Tourism Management",

24- Kahrom, Ismail, 1374, ecology and tourism industry Adnygton, environmental organizations.

25-Kianmehr, MV, attitude to tourism, Journal of Management Studies, management improvement and change, winter

1372, No. 92

26-Kiani, Mohammad Yousef, Iranian caravanserais. Tehran: Cultural Heritage, 1374

27-Mal Azizi, M.,Hamshahri Journal News, 1374

28- Matyn.Ali. Persepolis magnificent pine Fars

29- sets of books of architectural functions(The second book hotel), translated by Nima Talebian, Mehdi Atashi and Sima Nabi Zadeh

30- Mary Boyce, on the cult of Zoroaster, translated industrial Homayoun Alizadeh, Toos Press, first edition, 1374, vol 9, p 313

31- Mary Boyce, Zoroastrians beliefs, translating Askar Bahrami, Ghoghnu Publishing, First Printing, 1381, Page 54.

32- Moin, Mohammed, Mazd Sinai and Persian literature, Tehran University Press, third edition, 5484, vol. I, p. 153

33- National Building Regulations III building protection against fire 1380

34- elevators and escalators National Building Regulations Section XV 1380

35- Nasr.saha. Architecture of Shiraz in the Pahlavi era. Printing Press of the Ministry of Culture and Islamic Guidance

36-. Noban, M. (1376). Names of geographical places at bed time, our publications, printing, Tehran.

37- Noorbakhsh, M..(1364). Passengers date, Tehran, Amir Kabir Publications

38- Noyfert, Ernest, Noyfert, Peter. Information architecture. Translator Hossein Mozaffari. Tehran. 1386

39-Yeganeh. Amir. Persian greatness history

www.wikipeida.org

www.asriran.com

www.gchto.ir

www.nargil.ir

www.hime.fk.blogfa.com

www.art.architectet.persianblog.ir

www.sahrsakht.mihanblog.com

www.2.irib.ir/amouzesh.com