

Tourism Role in Fabric Development of Birjand City

Soltan Saghafi, Mahmoud Reza Anvari* and Masoumeh Hafez Reza Zadeh

Department of Geography and Tourism Planning, Faculty of Humanity, Islamic Azad University, Zahedan Branch, Zahedan, Iran

Corresponding author: Mahmoud Reza Anvari

ABSTRACT: Human of the present age after passing the different phases of life including hunting, gathering, agriculture and one- site life enters into a period that is called "information village". This life style has its consequences and specific requirements that the process of "urban development" is considered one of them. The approach that can play an important role for desirable life and facilities in one city with a certain population. Interestingly, the effectiveness of this process is variable this represents urban frame of that city that must be recognized. The purpose of this research is to investigate tourism in urban frame development of Birjand. 90 experts of administrations of municipality, cultural heritage Housing and urban development of Birjand city have been selected by classification random sampling method and through researcher questionnaire that its reliability is obtained for tourism 92% and frame development 87% by Cronbach alpha method. The obtained results from research hypotheses have been analyzed by one – sample t- test two- variable linear regression and the results showed that the urban fabric of Birjand is in the medium level, while tourism situation of this city is in undesirable level ($p < 0.010$). Also the results of the recent research showed that tourism has significant impact ($p < 0.05$) on urban fabric development of Birjand city.

Keywords: tourism, fabric development, Birjand city.

INTRODUCTION

In the twenty-first century, there is more need to tourism industry. Tourism causes that government use huge investments for tourist attraction to access their goal namely stable development and today. We must accept that we need this industry to achieve cultural, social, economical, political goals and at last, urban development. Income earned from tourism industry, despite the country's oil revenues leads to sustainable economy.

Tourism industry as a dynamic industry in the world has high importance in economic of many countries. Most countries try to use the income of this industry. Iran has been paid attention to this industry in the recent years. However, Iran is naïve, but it can be hoped that tourism. Will have more role in Iran economic provided that the positive attitude, reasonable planning and work management. In addition to exchange income, tourism has positive points because of social consequences of developing international accord, income distribution and region balance. Ignoring this industry such as negative social and cultural consequences and destruction of environment can harm the benefit of this industry (Rahimi , 2013).

Research questions

1. Does tourism effect an urban fabric development of Birjand city?
2. Does tourism effect on booming business of people of Birjand city?
3. Does tourism effect on construction of commercial and residential places of Birjand city?
4. Does tourism increase construction?
5. Have recreation centers developed urban fabric?

Research objectives:

General objective:

To investigate tourism role in the development of urban fabric of Birjand city.

Detailed objective:

1. To investigate the role of tourism in booming business, to investigate the tourism role in construction of residential commercial places.
2. Studying tourism has increased construction.
3. Studying recreation centers of city have developed urban fabric.

Hypotheses:

1. Birjand city has undesirable situation in terms of urban fabric development
2. Birjand city has undesirable situation in terms of tourism
3. Tourism has a significant impact on urban fabric development of Birjand city.

Tourism definition:

One of the most important contemporary human activities causing the fundamental changes in the political economic, cultural is tourism. Tourism also creates global consent and peace, exaltation of culture and increase of income. In industrial societies that human faces to the kinds of problems and issues and noise pollution, the best way to remove fatigue and mental and physical exhaustion and understand the beauty concepts is tourism.

The importance of tourism in cultural and international mutual understanding and peace has led that UN General Assembly declares 29 September as tourism day (Abo sadiq, 2007:8)

Concept of urban fabric development

Tourism has many consequences and aspects that trace the spatial effects an urban fabric. In fact, the purpose of the space is the objective concept of space that involves the different parts of city including of streets, residential tissues and other constituent parts of the city. The structure of city space consists of three important elements natural space, artificial space and social space that each of them has an important role in tourism (Haji nejad *et al*, 2009).

The impact of tourism on urban land use

Urban tourism has a close relationship with the environmental values of historical and cultural heritage, thus it is necessary to pay attention to development plan and urban construction. urban tourism and its quality and quantity is considered as one of development indices, but in general to research the urban tourism in cities, tourism must be created property inside and outside of city and tourism facilities must be provided in accordance with tourists. Urban tourism in done in terms of special spatial patterns. Urban areas are often considered as tourism destinations, because they have many historical and cultural attractions (Connell & Reynolds). Studying the evolutions and administrative political divisions of Birjand city.

In 2004, southern khorasan was separated from big khorasan and it consists of 10 towns, 20 districts, 51 rural districts and 2872 hamlets. According to the last country's division, it consists of two districts three cities and 10 villages.

Political and historical places of Birjand City

Once Birjand was a ruling center of family of khazimeh Alam, it has been considered as science and letter center in the east of country because of the political and social condition. Cultural and historical texture of Birjand had 65 Hectors and it traced 58 national registration works. Such as Akbariyeh building and garden, Rahim Abad building and garden, shokat Abad building and garden, kolah farangi citadel, of four trees masque citadel of Baharestan, numerous museums of archeology, anthropology, various celebrities, athletic heritage wildlife, shokatieh school, decent home, pordel home, Robat Asef, downtown masque, Mosalla masque, martyr doorstep, shaykhan valley, Tomb of Hakim Nazari.

Tourism regions of Band Dare, Band Amirshah, charah falls in Bagheran heights have caused that Birjand was placed in a prominent in terms of tourism. Placing Birjand in the connective way of southern provinces to holy Mashhad city, the international airport has made the availability of recreational facilities to convert province center as one of tourism destination. Carpets and rugs, pottery, Chris Batch (traditional blacksmithing), weaving twigs, wood veined carvings (sculpture), darning and traditional dyeing are the crafts of Birjand city that attract tourism.

Research steps

The purpose of this method is that researcher determines to select what style or method to help him for the faster, more detail, easier and cheaper access. This research has been performed by library and field method and research hypotheses have been answered by doing the following steps:

1. Study of the similar researches
2. Scientific studies surrounding the topic using Persian and Latin books and articles
3. To determine the methodology and sample size
4. To prepare a questionnaire based on the literature
5. Gathering information
6. Data analysis using software SPSS
7. Conclusion and necessary recommendations

MATERIALS AND METHODS

The recent research is descriptive – analytical, because researcher tries to study the actual situation without modification of the studied variables. This research has a key role to highlight the social problems.

RESULTS AND DISCUSSION

In H₁ "Birjand has undesirable situation in terms of urban fabric development". To answer this hypothesis t-test has been used that its results are as follows:

Table 1. The results related to the development of urban fabric

Criterion T=3				
variable	DF	Average	T	Sig
Urban fabric development	89	2.97	29.8	0.000

Source: researcher

Because questionnaire questions in the study of the component of urban fabric development, have five options for selection, the hypothetical average is "three" that by comparing the obtained results (mean = 2.97 p<0.01) among experts, it can be said that according to the administration experts studied, Birjand has undesirable situation in terms of urban fabric development (p<0.01). Thus, the first hypothesis is confirmed.

In H₂ "Birjand has undesirable situation in terms of tourism", the one – sample to test has been used that its results are as follows:

Table 2. The results related tourism

Criterion T=3				
Variable	DF	Average	T	Sig
Tourism	89	2.77	27.52	0.0001

Source: Researcher

Because the questionnaire question in the study of tourism component have five option to select, the hypothetical mean for this component is three by comparing the results obtained (mean= 2.77, p<0.0001) among experts it can be said that according to the experts of administration of Birjand, Birjand has undesirable situation in terms of tourism (p<0.0001)

Therefore this hypothesis is confirmed. Also in the third hypothesis (H₃) "tourism has a significant impact on urban fabric development of Birjand".

To predict the change of urban fabric development in terms of tourism and to study the relationship between them, two variable linear regression has been used that its results are as follows:

Table 3. general identifiers of regression analysis of tourism effects on urban fabric development

Statistical index					
Regression mmodel	Standardized coefficient	Standard error	Beta standard	T	Significant level
Constant coefficient		0.1	0.015	0.14	0.88
	0.249	0.07	0.249	3.49	0.001
	0.726	0.075	0.765	10.2	<0.001

Table 4. Regressive coefficient of tourism and urban fabric development

Statistical index					
Regression model	Correlation coefficient	R ²	R ² adjusted	F	Significant level
1	0.955	0.912	0.91	0.283	0.0001

Data of table 6- 4 shows the correlation coefficient between tourism and urban fabric development of Birjand city. Correlation coefficient between these two variables is 0.955 and it has a significant level ($p=0.0001$). According to the adjusted determination coefficient (0.91), tourism has a significant impact ($p<0.0001$) on urban fabric development of Birjand city.

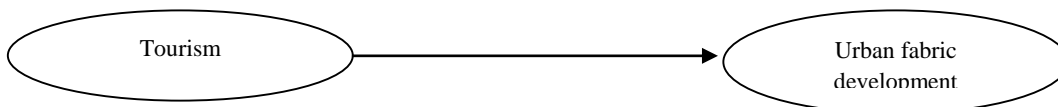


Figure1. Regressive effect of tourism variable on urban fabric development

For a unit increase in tourism, 0.955 unit increases the urban fabric development. The regression equation can be adjusted to predict urban fabric development:

$$(Question\ score\ 25 \times 0.765) + (Q\ score\ 20 \times 0.246) + 0.015 = \text{score of urban fabric development of Birjand.}$$

CONCLUSION

In this study the role of tourism in the urban fabric development of Birjand city has been investigated Birjand as a city of south- east of Iran with a population of over 28000 individuals has a tremendous growth like other cities in recent decades, but its infrastructures have not developed in accordance with physical development of city and tourism that is one of important industries has numerous weaknesses and problems and needs for more attention of administrators and planners.

In conclusion, in general, it can be concluded:

Due to the one – sample t – test that is obtained by comparison of the results (mean = 2.97 $p<0.0001$) among experts, it can be said that according to the experts of administrations in Birjand, Birjand has undesirable situation according to urban fabric development ($p<0.0001$). Also by comparing the results obtained from one – sample t-test (mean = 2.77, $p<0.0001$) it can be said that Birjand has on undesirable situation in terms of tourism ($p<0.0001$) according to experts of administrations of Birjand city. Two – variable linear regression has been used to predict the changes of urban fabric development through tourism and to study the relationship between them that its results are as follows: correlation coefficient between these two variable (0.955) has significant level ($p=0.0001$). Given that the adjusted determination coefficient (0.91), tourism has significant effect ($p<0.0001$) on urban fabric development of Birjand. In the other words, by taking scores of question 20, 25 the score of fabric development of Birjand is predictable (0.955). Considering that the above results, more attention is required for urban planning and it shows that urban planning must be considered to promote this industry in Birjand for economical, social and spatial aspects. In this regard government as observer can play an important role in the development of city and region through tourism industry and tries to attract the private sector and use the participation of local people for development of this industry

Suggestions

1. Preventing the unplanned growth of the city
2. Establishing the facilities for participation of all beneficiary groups in tourism industry
3. Collaborating the public sector with private sector investment in affairs related to tourism.

Performing investment in infrastructure of city to reduce the dependence on the informal economy.

REFERENCES

Abo sadigh A. 2007. studying the role of polo Rood river in tourism attractions of Rahim Abad section, M.A thesis, Islamic Azad university of Rasht.
 Bennet JA and Strydom JW. 2001. Introduction to Travel and Tourism Marketing. Johnnesburg: Juta

- Haji nejad A, poortaheri M and Ahmadi A. 2009. commercial tourism effects on the physical- spatial development of urban areas of case study of Baneh city, international journal of Human Geography, No. 70 pp 91 – 109.
- Khosravi M. 2012. strategic planning and urban tourism focusing on sustainable development, case study of Dezfol city, M-A thesis, Islamic Azad university of zahedan.
- Rahimi H. 2008. the importance of virtual tourism and its role in promoting tourism attraction san site.
- Vasna. 1997. consulting engineers in architecture and urbanism, Birjand garment design, Housing and urban development organization of Khorasan.