

## عنوان مقاله:

Analysise of Tourist Potential in Esfahan Atashgah Region

## محل انتشار:

کنفرانس ملی یافته های نوین پژوهشی و آموزشی عمران، معماری شهرسازی و محیط زیست ایران (سال: 1395)

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## نویسندگان:

Jalil Shah Sanaei - Payame Noor University Faculty Rezavan Sahar Sadoogh, Geography and Urban  
Planing,yazd.Iran

Sajad Jalilian - Young Researchers and Elit Club, East Tehran Branch, Islamic Azad University , Tehran, Iran

Sadegh seidbeigi - Science and Research Branch, Islamic Azad University, Department of Geography and Urban  
.Planning, Tehran, Iran

## خلاصه مقاله:

This study aims to explore the tourism potentials of the tourist area of the Atashgah of Isfahan in attracting tourists. As a lucrative industry in developing technology, communications and devising working rules and security, the tourism plays such an outstanding role in the present situation of the world that it seems unreasonable not to take into account its numerous benefits. Iran, which is decided to get rid of the problem of over-reliance on oil revenues and employment problems, tourism industry can be propounded as one of the suitable options, but this point is noteworthy that much efforts and activities have been performed in recent years in the field which does not seem sufficient in comparison with the increasing growth of tourism in the world. The tourism area of Atashgah of Isfahan, as one of the options for tourism in the province and in the Isfahan city by having diverse natural and cultural features, is required an appropriate investment and efficient management in this sector for proper utilization of the blessings and advantages of this industry. Since the height of this region is more than 1580 meters above sea level and for having a mild climate is considered as a much original area for tourism; unfortunately these potentials has not yet been known as is worthy of its people and the region. Obviously, the tourism area of Atashgah of Isfahan, as part of the country's tourism collection which is influenced from the developments and planning of this sector, can be effective in solving some of these shortcomings and problems. Having been mentioned some of the general discussions regarding the tourism literature in this study, the natural, cultural, historical, etc. capabilities of this area has been studied in another chapter. The research methodology is analytical-descriptive in which the data have been analyzed through software such as Excel, SPSS and Arcgis as well as performing a field and library studies. The results of this study indicate that having taking into consideration the obstacles and problems of tourism area of Atashgah which is required planning and appropriate management from the environmental and tourist perspective, can play an important role in identifying the attractions of this area. On the other hand, by removing the current shortcomings in this tourism area, a healthy and prosperous environment can finally be seen in attracting the tourist and eliminating some of the problems of the tourism area of Atashgah of Isfahan. In the end, to improve the Atasgha tourism area, some recommendations ... have been given for growing

## کلمات کلیدی:

tourism potentials, tourist, planning, Atashgah area

