

The Role of Urban tourism to achieve Urban sustainable development

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Abstract : While large cities have always attracted visitors from outside, the concept of cities regarding tourism as an industry of potential importance and encouraging its growth is a recent phenomenon. The demand for travel to cities has greatly increased over the last few decades. While many travel for business or convention purposes, others are traveling on leisure time to learn about other cultures, to develop their specific interests, and to seek entertainment. This paper examines the international phenomenon of urban tourism and its significance as a process affecting urban areas which poses many opportunities and problems for the development, management and functioning of such destinations. Its aim is to raise awareness of the international significance of urban tourism and to develop a more integrated approach towards the study of urban tourism than has hitherto been the case. The effect of the main output, the tourist experience of urban tourism, indirectly forms the focus for other chapters to illustrate how improvements to this outcome can be implemented by modifying some of the principal inputs. This is followed by a discussion of how different forms

of tourist motivation lead to discrete and interrelated reasons for visiting urban locations. This article in this very frame has been written with the purpose of urban tourism and its rule in urban sustainable development, by means of descriptive-analytic method and library researches. Finally by dealing with various tourisms, the definition of constant development besides various developments and urban sustainable development, the relation of civic tourism with sustainable development, we've gotten to this result that urban tourism has been one of the most substantial actions and plans for urban sustainable developments, and regarding the climatic, historic, cultural, national and relational variation, making plans for this affair is accounted as one the necessities in our country.

Key words : Urban tourism , Sustainable development , Tourism planning , Sustainable urban , Tourism environmental effects

Introduction

Tourism industry is one of the good options that because of the high continental, cultural and historical potentials of our country, plan making and paying attention to that would be essential and we can make use of that as one of the worthy and main capabilities of our country, for the purpose of permanent

development. This industry has got several figures and different types that depending on the environmental and continental conditions are different (cater, 2000). Today tourism consumes substantial amounts of space within urban destinations: tourist-historic urban cores, special museums of many kinds, urban waterfronts, theme parks and specialized precincts all contribute to this consumption (Gospodini 2001). Major

urban areas perform important functions within the workings of the overall tourism system: for example, they are key “gateways” for both international and domestic tourists and, as key nodes in the air transport system, act as staging posts for multi-destination trips. Many of these functions are often taken for granted and, as a consequence, the requirements for profitable and sustainable tourism development in urban areas are not well understood. While urban tourism has been subject to some research attention in recent years, this effort has arguably not reflected its degree of importance relative to tourism in other types of destinations

From its branches we can mention to plan making for tourism and traveling. Urban tourism is a new analytical context that discusses about plan making for city and its different capabilities such as architecture, urban texture, structure, culture and etc... for the purpose of attracting tourists. And till 1990, very few had been written about its role in urban permanent development (Dennis and Susan.2000). However nowadays in many countries permanent tourism especially urban tourism is considered as a symbol of cultural, natural and human identity and also as one of the main economical sections. Thus permanency in tourism would demand systematic attention to technical, cultural, political, economical, historical and ecological dimensions in moving toward using from tourism attractions adjusting to today’s needs and keeping and surviving these resources for future. Many plan makers and development politicians over the countries of world, have introduced tourism as a certain approach with a bright outlook for a permanent development In parallel, urban tourism as one of the subdivisions of tourism, besides retaining esteems and beliefs, with creation of working opportunities and earnings for urban inhabitants and with development of sub structural structures, would provide the probability of permanent and urban united development. Tourism takes form on the basis of tourist attraction existence

and nowadays one of the most attractive places is city. On the other hand by reason of having good facilities and services, cities are the first destination of many tourists. Presently most of countries in a serious competition are going to make use of the capabilities of themselves so that they can reserve more interest from tourism industry earning to themselves, and practice developing business (Molai,Hashtgin and khoshnood11,386). In the recent decades the importance of tourism at international level has ever been increasing extravagantly, either in of tourists’ number or in exchange income (Piozzi B.and sambrook R. Thomas R. 2005). And it’s been foreseen that till 2010, more than one milliard tourists would annually travel all over the world. Considering the prodigious effects of tourism on economical, social and cultural contexts in present societies, we should attempt for its development with a high notion and a learned management, by awareness and a well plan making, and reduce its negative effects to minimum (Mahallati,6,1380).

Methodology

The research method, used in this article is on the basis of descriptive-analytic method that has been chosen on the ground of presented information in documents and certificates, and also by using the results of meetings and congresses relating to different subjects. Considering the urban tourism study and its rule in urban permanent development, tactics of information gathering has been on the grounds of library method.

Theoretical

Development is the constant promotion of the whole society and social system to a better and more humanistic life (Todaro, Michel,1366, page 136) and also permanent development is making a plan for outspreading such an aim in a constant way, so that while using that presently, capabilities and potentials of a circumstance or a society during the coming generation’s use would not come into loss. For the first time the word”

permanent development” was officially presented by Brandt land in 1987 in our joint future report, this word in its widespread conception means controlling and proper and efficient exploiting of natural resources, and means financial and humanistic powers for attaining to a desirable consumption schema that would become possible by ... technical facilities and proper structures and organizations for obviating the present, and future generation’s needs in a constant and satisfactory way. For the first time the word” permanent development” was officially presented by Brandt land in 1987 in our joint future report, this word in its widespread conception means controlling and proper and efficient exploiting of natural resources, and means financial and humanistic powers for attaining to a desirable consumption schema that would become possible by applying technical facilities and proper structures and organizations for obviating the present, and future generation’s needs in a constant and satisfactory way.(Maknoon,5,1374)

Sustainability Development

Nowadays the word “permanent” is being used widely in order to describing a world in which humanistic and natural systems can continue their advancements together. Thus permanent development is an evolution facing supplying today’s needs without annihilating the coming generations capabilities in supplying their own needs. In fact an evolution would be permanent when it preserves the circumstances and generates opportunities, The conception of Permanent development or permanency with a humanistic vision, and with the aim of attaining welfare for

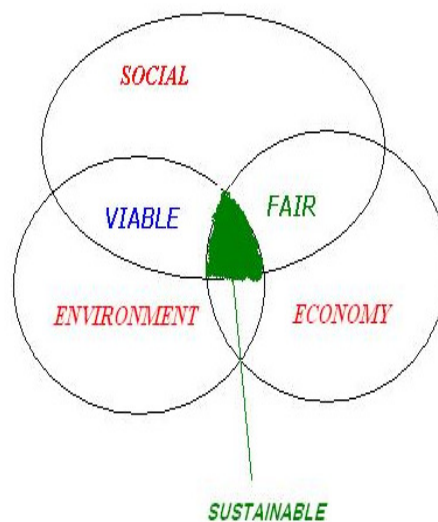
Chart.1.the principles of sustainable tourism

Urban tourism

human life, partly is not researchable with the graph:(Bahreyni,1378)

Therefore in order to achieve permanent development, the following 4 principles should be heeded:

- 1) Applying the consumption of renewable resources and making it permanent
- 2) Optimizing the usage of non – renewable resources and minimizing the natural resources usage to an extent less than their normal development.
- 3) The minimum production of wastages and impurities that is absorbable in the local to world environment measure.
- 4) To supply the primary needs of people and society, and begetting a salubrious environment for the coming generation (Mofidi, the elementary basis of development and patterning the permanent city.



Sustainable tourism principles

In the frame of the chart (1) we can arrange principles for permanent tourism as it follows:

<p>Protection and permanent usage of natural, cultural and social resources is an important and noteworthy point, and states the conception of long time occupations in tourism section.</p>	<p>1.usingfrom resources by a permanent method</p>
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It prevents from expenses relating to up keeping and repairing essential, ecological, long time damages and take part in quality promotion of tourism industry.	2. Decrease of dissipating resources and over using them.
Protecting from and up holding natural, cultural and social resources varieties for permanent tourism would be essential in a long time and causes getting renewable in tourism resources.	3. Preserving variety.
Tourism development in local and national planning frame would cause the increase of biological power of this industry in a long time.	4. Plan making with the aim of completing tourism industry.
With protection of the wide spectrum of local economical activities and with calculating values/ecological expenses on one hand would cause local economical protection and on the other hand would prevent from ecological damages.	5. Protecting from local economy.
The multilateral interference of local societies in tourism, not only is useful for ecology and locals, and has got good benefits for both of them, but also improves the quality of tourism activities.	6. Participating in local societies, in executive affairs.
Giving education to tourism practitioners would cause completion of practical methods in permanent development and by	7. Educating employed people in tourism zones.

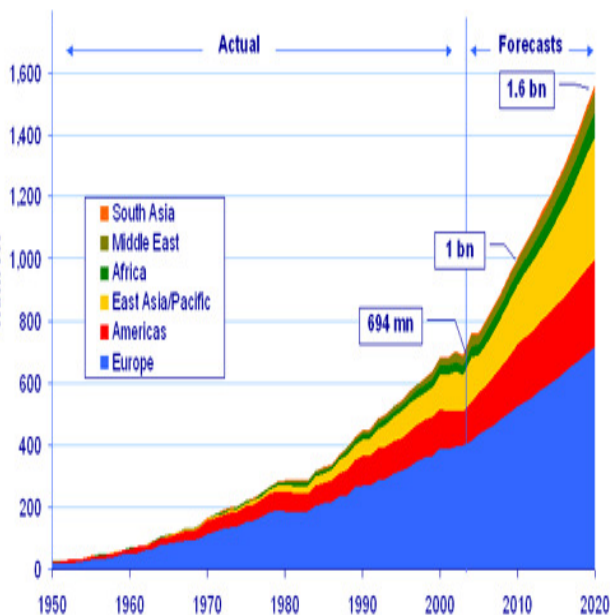
employing local people in all the fields relating to this industry and educating them would cause quality improvement of tourism products.	
Is a business that by representing true and comprehensive information to tourists would cause esteem extent increase and increase of tourists' attention to natural ecology and cultural	8.A credible, confident and guarantor tourism business.

Source (Rahmani.1389.46-45)

Tourism is the activity collection of people who travel to places outside their own living and working place for the purpose of entertaining, relaxing and doing other things, and would not stay there more than a year (raas will, 1379). In another term, tourism is said to the collection of activities and affairs that are carried out in some way related to the traveler, as well as all of actions that tourists do when traveling to a place outside their living place. Thus the main characteristic of tourism is that in the first grade, it's attributed to a travel that is away from home or working place; in the second, is a short time sojourn that occasionally might be without an overnight stay (Gunn, C.A., 1988).

But here, considering the definition of tourism and its types and also different definitions of city, we can study and define urban tourism from variant dimensions and aspects, and in sum we can say urban tourism is making use of all of powers and potentials of a city either from natural aspect or from humanistic aspect, and while making use of these powers and potentials in the course of attracting tourists we should make an effort to save and preserve this circumstance in the course of permanent development. Therefore we can state that a city can be visited from different cultural, social, historical, natural, and even political aspects, but what's important is

saving and preserving tourist attractions these environments for future, so that we can continually make use of them. Architecture, new structures or old structures, historical buildings, social, national, dialectical, spiritual and sports cultures and customs, next to natural merchandising, political and literary attractions and many other items in a city can be named as the main resources attracting tourists, that besides plan making and gathering the needed plans in each one of these cases by plan makers and urban managers should be in the course of achieving development aims that city and making an investment. As in this field we should think about the needed substructures, and present proper solutions either in the course of utilizing urban environments or in the course of permanent development of these environments for the purpose of attracting tourists.



Tourism Arrival forecast until 2020,UNWTO,2007

	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020
	(Million)					
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Arrival tourism,UNWTO.2007

Urban tourism planning emphasizing on sustainable development

Permanent development method in tourism planning means protecting from natural, cultural and the other tourism resources, in the course of constant usage in future. In the other term, concerning the fact that most part of tourism development depends on attractions and activities that are related to natural environments, historical traditions and cultural models of counties, in this case if these resources get abused or destroyed, then touristy places would not be able to attract tourists, and tourism industry would not be successful. (Ansari niya, 1381:13)

In the other word, urbane development is regarded as one of the main causes of tourism formation, especially after revealing the negative subsequent of urban life, plan making for leisure time took precedence over other city affairs, and this led to more tourism increase(Sharply,1382). Concerning the increasing growth of city dwelling in Iran, and physical progressive extension of cities and the danger of ecological, social and psychological problems, plan making

for spending free times and also developing and equipping touristy sites in the urban measure and suburb measure, have turned to a social necessity. Because of the existence of structural barriers, tourism managing and plan making such as on the one hand unbalance between institutes that are responsible for plan making and tourism development, and on the other hand the lack of proper comprehension of practical effects of leisure and entertainment on the other urban activities, in the frame of urban development patterns, makes the importance of revising urban policies necessary. One of the serious problems of urban... system is specifying sites as “places for spending leisure times” for citizens, on the basis of certain budgets

(latifi, 1386) permanent urban tourism also consists business level, urban development and local societies ;(Seferiades2002). Chart (2) shows the positive effects of permanent tourism in the case of a good management: by the way if tourism wants to get to a Permanent balance between the needs of local societies; to protect ecology and to promote living quality and tourism experience, and wants to give form to the permanent tourism activities, a managerial system should be organized that should be adapted with a systematic view point in which dynasty is focused in the frame of business, underlying permanent development, in the field of using from tourism in counties(Paply yazdi, Saqai,1385,113).

Chart2.posetive and negative effects of tourism

Negative effects	Positive effects
1:pollution	1:facilities increase
2:pressure on facilities and services	Increasing identity feeling
3.analysing local methods and living approaches	3.Economical reinforcement
4.increase of crimes	4.Creating working opportunities
5.changing traditional life	5. Widening society’s horizons.
6.incongruity of place usages	6. Keeping the permanency of societies.

(Jamieson and Sunalai,2002)

Urban environments and tourism industry

Urban environments are prominent in tourism industry from two points. Because of the population focus in them and pressures and tiresome resulting from work, Urban centers are regarded as the sources of touristy traveling. On the other side, because of the existence of living facilities, economical, commercial, industrial, cultural, and political, sanitarily, relational, leisurely activities, and having historical and touristy attractions, urban centers are considered as destination of touristy trips. Nevertheless civilized cities with modern facilities and technologies and different structures on one hand, and ancient cities with local cultures and historical antiquity besides natural abilities on the other, attract tourists. In this field, noting the natural and humanistic powers of each one of them, we can make plan for the purpose of permanent development of these circumstances, and by attracting tourists either from Iran or from abroad, make use

of different cultural, social and humanistic aspects of them in a good way.

Result

Noting different kinds of tourism, we can state some samples of results or prominences of this industry especially about permanent development in the following:

1. Presenting occupation and income for hosts
2. Improving payment levels and balancing wealth.
3. Increasing income taxes from economical activities relating to tourism.
4. Offering Regional balance
5. Revolving economical activities
6. Preventing local people from immigrating.
7. Relational level increase and social cooperation.
8. Orienting with different cultures.
9. Identifying the region and destination society to others.
10. And etc...

Conclusion:

Noting the represented matters above, and also researches in this field, we should say that nowadays because of the ever increasing population and economical activities in the city centers, especially in less developed countries, the permanency of urban development has most been noticed. In this frame we can conclude that tourism is a dynamic and well earning industry that has got many different advantages and its development would need cognition and enough knowledge of matters and effective economical, social and cultural factors in every region. Tourism industry has got a quite high

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advantage in Iran, and in case of getting to its own proper position can result to economical growth, occupational promotion, social comfort growth and many other samples. Tourism development, besides other petroleum exports is regarded as a way-out from economical crisis in the petroleum based economy, which is very vulnerable under the effects of energy worldly prices oscillation. Although tourism, especially urban tourism as one of the pillars of economy, has got a main part in development and advancement of regions, because of the bilateral identity of itself, meaning source and destination, urban tourism has a particular prominence. Nowadays with economical and social advancements, urban tourism extends from larger cities to smaller cities, thus cities by offering services, entertaining and sojourning facilities are considered as tourist's destination, and can be considered as source too. Different cities experiences and several researches indicate that tourists choose to travel from a specific place to a destination again on the basis of their individual experiences. Finally we should declare that attaining tourism development is dependent on factors such as proper structure of the organization, plan making, educating the humanistic powers, tourism roles, and investment absorption. For the purpose of creating a proper and permanent development for tourism industry, the existence of a capable and coherent management and also balance between governmental sector and private sector is highly important, a balance by which we can not only found substructures and well plans in the course of tourist attracting but also take steps forward in the direction of management and city or region development especially its permanent development.

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