

Development Role Cultural Tourism in the Village of Haji Qasim Abad with Emphasis on Haj House Aqaali, Zaim Ali Rafsanjani

HAMID REZA SAREMI¹, ALI HASSAN RAMEZANI^{2*} and ROHOLAH HADAVAND²

¹Department Urbanism, Faculty of Arts and Architecture, Tarbiat Modares University, Tehran, Iran.

²Department of Architecture, Borujerd Branch, Islamic Azad University, Borujerd, Lorestan.

<http://dx.doi.org/10.12944/CWE.10.Special-Issue1.128>

(Received: November, 2014; Accepted: April, 2015)

ABSTRACT

Historic buildings, are part of the precious heritage of a country, not only in the body, but in the culture of their meaning. The monuments with their unique features traditional architecture, has a very important role in shaping the culture, identity, traditions and consequently to attract tourism. In our country, building a variety of indicators and attractions are in rural areas, which are annually visited by the public. In this regard, the haji qasim abad village, with a variety of tourist attractions, one of the villages which can play an effective role in the development of cultural tourism. The research, historical house aqaali zaim haj ali¹, July using the delphi technique, analyzed and examined, the results obtained indicate that the collection of historical monuments shyshganh haj aqaali impact on rural development and the field of rural tourism is. Thus research findings demonstrate that, despite the village of diverse cultural attractions, in addition to being recognized nationally and internationally in the tourism industry and the Iranian-Islamic architecture, the existence of institutional barriers, infrastructural facilities, media cultural and undesirable, is enjoyed by many.

Key words: Cultural tourism, Village Haji Qasim Abad, Haj Aqaali historic houses, Rural tourism.

INTRODUCTION

Attend to our innate human desire is always a certain tendency towards and tourism has been so trying to add science, knowledge and familiarity with different cultures, travel far in order to closely control this important tradition. The journey is the most dynamic and most diverse human activities affecting the common era, which is trying to promote, addition economic development, to strengthen social interactions. Tourism can be one the richest and high-income sectors in the world economy is diverse, with a variety tourist attractions, growing to in country, building provide developing countries (Geravand, 2015: 80-86). Will after which the revenues are, to one and a half trillion dollars will (Latifi et al., 2014). Certainly the development of rural tourism, is part of this area, in addition to preserving natural resources

and environmental resources, can improve the body of historic villages, the area of employment ensure the country's economy (Two weeks message building, 2015).

World tourism organization, the industry as a source of income, to meet human needs is, by which France and the United States have been the first country in the world, the most appropriate to take the opportunity to improve their economy (Nilsson & Andersen, 2012: 12-14). But according to the latest figures released by World Tourism Organization (WTO) in 2013, our country Iran, with a very diverse talents, ranked tenth in terms of archeology and the diversity of tourist attractions in the fifth and the income is at position 147 in the world (Firouzi, 2012: 71-75). However, future policies should be based on both bilateral and important tourist attractions

and together are necessary. the element can not be effective in the field of tourism to attract visitors, although somewhat attractions can meet their needs, but without providing the storage, mosque, Hossaine and freezer abbas abad, in the village of haji qasim abad there (Figure 1). Each year, the reasons for this precious cultural heritage and ancient history of the area and indicators of Islamic architecture, areas suitable for the development rural tourism, visiting tourists general public finally, considering the relevant authorities of our heritage has attracted (Figure 2). aqaali haj ali rafsanjani, with an area of 12 thousand square meters, is considered one of the most traditional houses in the world, along with five other attractions such as marketplaces, water attractions, a special capacity in some villages have created.

As will be noted below, the historic house known as zaim but haji qasim abad village, despite its proximity to the city to the specific characteristics of pistachio monoculture is farming industry, marketing,



Fig. 1: Talbyan² board and staff home visit, 2013

employment and traditional architecture, Mtastfanh in tourism from relevant organizations and institutions, have been ignored. Today identification, restoration and square preservation of overshadowed them. Finally city to the monument remained the journey is the most the Qajar period is essential necessary appetite for the visit.

History Research

Yaqub zadeh (2012), the tourism industry in the emerging industry knows and believes that the efforts of the universities in the country, more than any other organizations would be (Yagheb, 2012: 7-15). Rural tourism as among the most influential factors in the changing lifestyle rural people as you know, the positive and negative consequences of different conditions, quality of life is overshadowed them. Finally proposes to develop sustainable networks is be rural development, organizational interactions with other relevant institutions should be (Yulitrisna Dewi, 2014).

Unique and colleagues (2013), the field of tourism after the oil industry and automotive industry revenue third world thinks and says, with 28 percent of the rural settlements, the reasons are varied attractions are part of this area (Mohammad provinces, 2014). Tavalaae et al (2013). Rural tourism development depends on both the long and short-term studies, knows and believes that in the long term, we need to identify the services and infrastructure in and the level of the tourist attractions diverse, wide publicity should be done (Tavalaae, et al., 2014). Nezakati et al (2015), the development of the tourism industry on social media consider and realize that, if the regional social networks such sites as Flickr, Facebook, Youtube, twitter, my space and



Fig. 2: The central courtyard houses haj ali, tourists, 2013

other information networks be active, be the best way, without costs additional tourists aware of the conditions and context necessary for them to travel and stay gives the desired location (Nezakati, et al., 2015).

Express concern

Historic buildings, in the sentence is part of the cultural identity of the people, according to the customs, traditions validated and culture is formed (Pirnia, 2008: 23). Although in the past, towns and villages in the desert area attractions and a variety of reasons, have a special place. But over time, due to economic difficulties, socio-political and valuable natural monuments are under threat of demolition. Today, regard identification, restoration, conservation presentation of the monuments that rgarany identity for itself and its inhabitants, have been validated and the material and spiritual values, is very important. However, each year the historical province of kerman, yazd, Sistan-Baluchistan, khuzestan and the destruction of our history, without nature’s precious and valuable heritage and identity to be established. Therefore, in most circumstances, in the southern part of the country’s villages, cultural attractions are unique, should make them as symbols of Iranian-Islamic architectural masterpieces, we reviewed and identified. In this regard, according to the above, aqaali Haj house building is one example, as a building four seasons, with an area of 12,000 square meters and 7,000 square meters of lords, the world’s largest roofed brick houses, which in the reign of al-din shah, was built on the orders of haj aqaali (Kurdi, 2012).

Without a doubt, our country’s history, with a few thousand years, one most significant civilizations

of ancient monuments are, if appropriate policies expected one of the major hubs of international tourism becomes (Supreme oven, 2013: 2-4).

Research questions

How, rural tourism as a strategy for the development of the village of Haji Qasim Abad, formulated? 2. Home Aqaali Zaim Haj Ali, what the consequences in the reform and development of tourism in rural settlements have? 3. Rural tourism, how can such an efficient, haji qasim abad village development, guarantees?

The research hypotheses

Is the introduction cultural attractions, can be used strategy, the development of the village of Haji Qasim Abad, to be provided. 2. Historic house Haj Aqaali to attract tourism, you can Inserts officials and villagers in the reconstruction and restoration of habitat and cause. 3. It seems that, with regard to the distribution of infrastructure and training of technicians, to ensure the development of the village. works in the village, have been examined, in the end, according to statistics compiled by the institutions, analysis of the results obtained, leading to a series of solutions have been proposed, identity to be established.

Research Methods

The dominant approach to the study of applied analytical et method using documentary and field studies have been conducted. The rural city of Rafsanjan, Haji Qasim Abad village, because Aqaali house Steny Rafsanjani, has been selected. The main tool in this paper questionnaire in the population in addition to the heritage foundation and the for Islamic revolution in Rafsanjan city employees, including personal interviews with

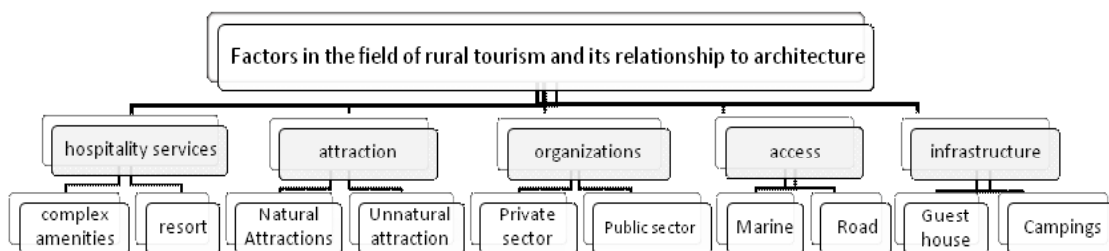


Diagram 1: Chart taken from the paper, feasibility of rural tourism product city da (Saghaei, 2014)

residents and tourists are visiting the mansion house in the village of Haj aqaali attended accepted (randomly chosen).

In another part of the telephone interviews Dhyary village and conducted by expert guide the world's largest mud-brick houses, visitors and tourists to the area and consequently the traditional home Amin traders as well as the number of international tourism in the years 2013-2014-2015 entered is done. Beginning with the introduction of tourism and its relationship with nature in the field of architectural and necessary at a later stage, manor house of Haji Aqaali with five existing and potential cultural-historical.

Theoretical Research

The desire to acquire knowledge and awareness of the Phenome is an important feature of the unknown, that god has deposited in human nature. As in verse 11 of sura tips and other valuable books of verse³, human circulation journey in response to the needs of their inherent in land and

other aspects of the past and its predecessors needs their done obligatory⁴ (Geravand, 2015: 4-6).

Architecture as a prerequisite and an attraction

Has the role of architecture in the industry can be examined from two perspectives: first, as prerequisite for the second architecture major tourist attraction. The requirement; the requirement to provide tourist facilities and infrastructure, which in Aqamtgaha, access and manage security accounts financial institutions with regard to the defined area. This principle the important component of the tourism development program, which is part of the public facilities my and (diagram 1). This requires a key role in attracting tourism to the region of interest. The architecture of the second degree is necessary, because the first tourists arrived in the country are due to gravity.

After entering destination's infrastructure, which should responsive to their needs. when it comes to architecture as an expression of attraction, many of the characteristics political, social and

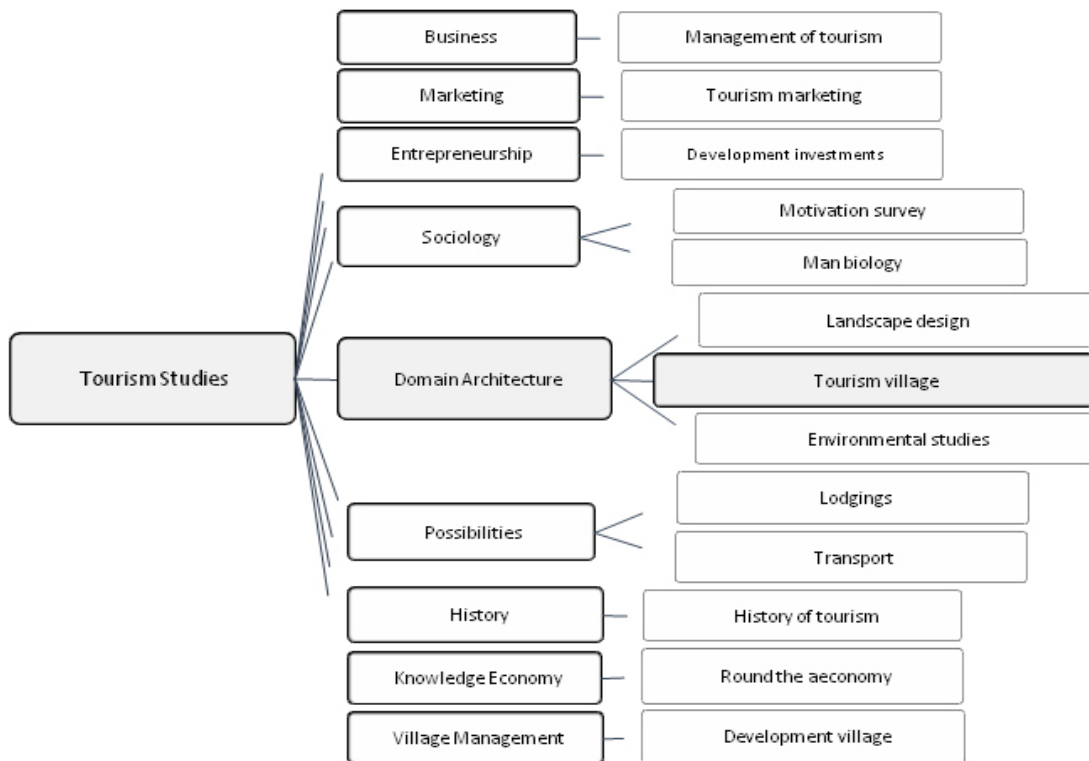


Diagram 2: Chart interdisciplinary approaches the study of rural tourism (source: authors, 2015)

cultural development of the region as categorized. That is the most important indicators of tourism, create works of art remained the same despite the philosophical thoughts of the past period, which provides the creation. So that it can stated with qatyt story predecessors in every civilization to contemporary man and ay with any kind of belief, are very attractive and memorable. As evidenced in this article are-bashd, social figure Aqaali Amin as traders, significant impact on the physical structure of the manor house in the world, with 110 rooms, a special attraction is the architecture development program.

Architecture and Tourism

Secondly, tourism will lead to knowledge of different cultures together. As the architect of the great revolution, Imam khomeini about frmaynd must travel in addition to the formal, informal tour of the country, we are prepared to meet our world’s cultural works (Afzali, et al., 2010). However, most tourist activities occur in places that have been designed by architects. therefore, the development and prosperity of the thoughts and beliefs based architecture proposed (Geravand, 2015: 42-48). As can be concluded, Muslim artists to create art with a mystical view of the issues, their causes are various

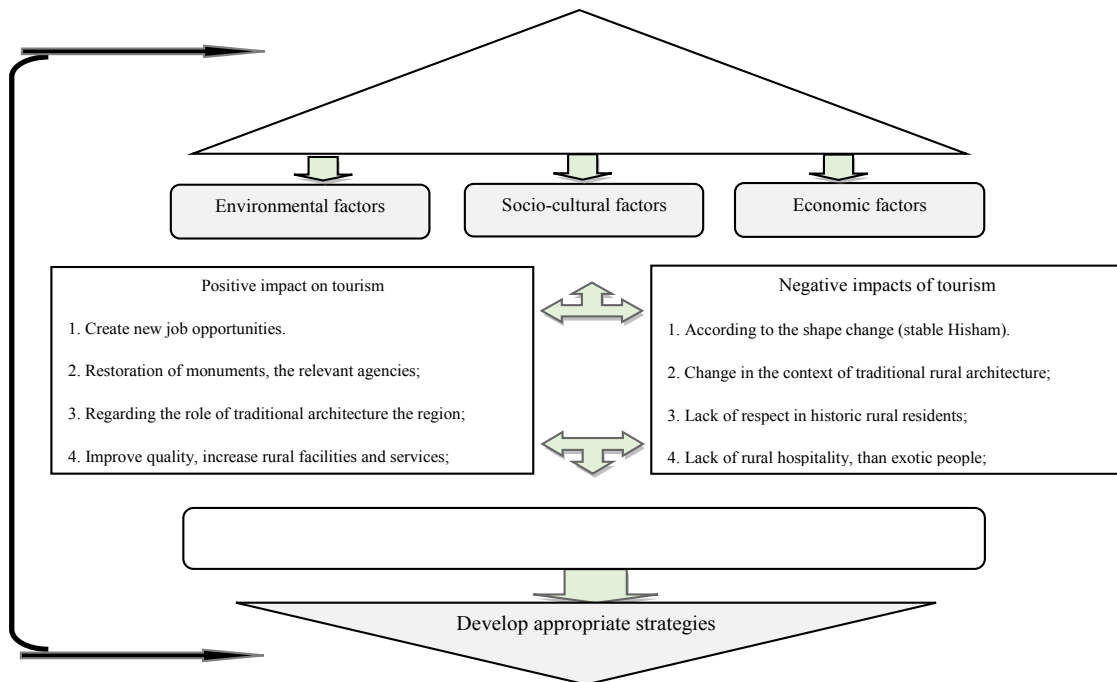


Diagram 3: The positive and negative effects on the development of sustainable rural tourism, (Source: the authors, 2015)



Fig. 3: Qasim Abad village location, in the city of Rafsanzan, Kerman province in divisions

tourist attractions. Thus, Haj house enjoying the numbers three, four, five, seven and Abjad of such indicators is enjoyed.

However, due the traditional architecture of the precious cultural heritage in tourism studies has tried her with interdisciplinary approaches, as well as emerging new science with a major pillar of the Econom. Due Yadgram 2 domain architecture, important component of approaches in tourism studies, which in developed countries with hotels and multifunctional complexes, seems to have attracted the most common activities between architecture and tourism are considered consequently tourism the traditional however Hom cultural e Amin traders (Farajirad & Eftekharian, 2012). The country's villages, cultural attractions are unique, which should make them as symbols of Iranian-Islamic architectural masterpieces. The most influential

factors in the changing lifestyle rural people as you know, the positive and, always include both positive and negative consequences economic, social despite its proximity to the city to the specific characteristics of pistachio monoculture is farming industry, most diverse human activities affecting the common era, which is trying to promote, in development and prosperity must developed. Questionnaire the population in addition difficulties, socio-political and valuable, in other sectors, as well as vice versa, they noted that in the absence of positive. Both the industry was facing a new yahay located. This to the extent that almost all needs and human needs are considered. The removal of human needs come, but from the perspective of tourism, architecture has two main roles that are necessary and attractions. This study aimed to investigate the fundamental relationship between tourism industry and the geographical great architecture was a descriptive

Table 1: The location plans, sections and facades of houses zaim ali haji haji qasim abad village

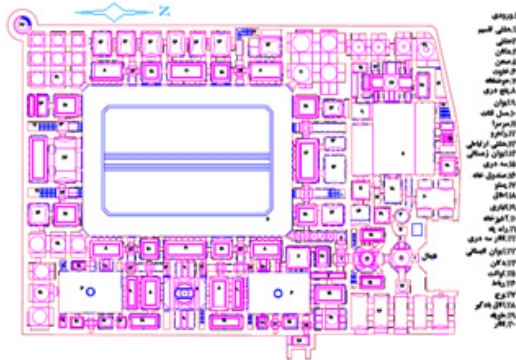


Fig. 4: Ground floor plan, house haj aqaali

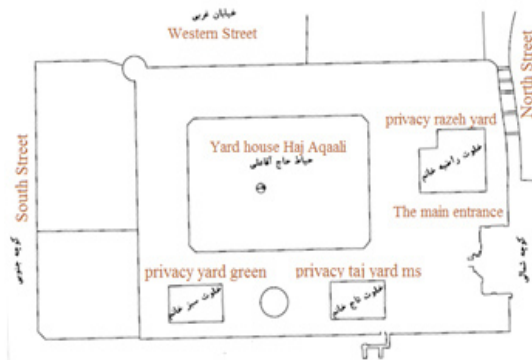


Fig. 5: Location plans, home haj aqaali



Fig. 6: Front and northern point, the house



Fig. 7: View of the southern point, the house






Fig. 8: View of the eastern section



Fig. 9: Front and western sections

Source: Heritage foundation, the city of Rafsanjan, 2015.

Table 2: Components of the mansion house of the four seasons, haj ali zaim ali rafsanjani

Components	Considerations	Pictures haj house aqaali
1. Entrance or doorway	<p>Aqaali haj house, like the entrance to relatively high level, which includes the frame and the frames on it (figure 10). the entrance to the house, also called port. all components of the entrance, the whole time, and it forms a crescent-shaped design. the width of the recess at the entrance, which is typically one to two, the restoration has changed somewhat this scale. It's sinking, with karbdny very simple decoration (figure 11).</p>	 <p>Fig. 10: Snother view of</p> <p>Fig. 11: Haj house entrance aqaali</p>
2. Vestibule or kryas	<p>After haj house entrance, vestibule is built first and then the second vestibule. the eight place, the interior of the house, and the only place that is associated with the outdoors. the vestibule, the chorus master with 12 meters the vestibule bigger house and through the various winding corridors, leading to the interior and exterior courtyards linked, in to creating a space to pause, stop direct vision persons and persons strangers to the privacy design and public building (figure 12).</p>	 <p>Fig. 12: Second vestibule, we charge' with the home directory (Corresponding author right).</p>
3. Central court yard	<p>In most of the central courtyard of yazd, shiraz, isfahan and other historic towns and small garden design can be, but the chorus master aqaali ali rafsanjani, a central courtyard with views of the four, is designed in a wide area.</p> <ol style="list-style-type: none"> 1. privacy yard with an area of 1,000 mater, square aqaali (figure 13). 2. privacy razeh yard ms an area of 300 m (14). 3. privacy taj yard ms an area and design of 50 m (figure 15). 4. privacy yard green house, an area of 50 square meters; razeh and taej ms, crown, both spouses have haj aqaali zaim, who lived in the backyard martkhanh green house, a relatively large garden in the spring and summer residents and residents of the house are taken. 	 <p>Fig. 13: Backyard building four seasons, the central courtyard</p> <p>Fig. 14: Backyard taj (left)</p> <p>Fig. 15: yard mrs. R. privacy</p>

4. Corridor To enter multiple spaces martkhanh, must pass through the maze of hallways so it is also called corridor (corridors inside outside, is divided into different spaces). as the images are numbers 16 and 17 are clear. corridor width 5.1 m with a house and through the winding height of about 20/2 and the average length is 10 to 15 meters. In some cases, input and output variable height, with piles of animal oils, light small spaces and winding to rise.



Fig. 16: Doorway to the yard

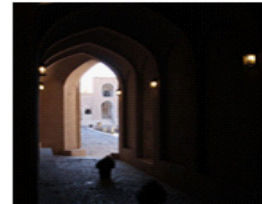


Fig. 17: Output of the courtyard

5. Board or oven This space is used for the heating season of the year and also had links to the open air. talarkhanh haj built on two floors on the south side of the building (figure 18). Its interior is decorated with arabesque designs featuring bed. predominantly board or summer stay the largest indoor house, with a pool of water in the box to create a beautiful various space, the ceiling is covered with a the dome in the center, such as pergolas and light talarkhanh provide the space (figure 19).

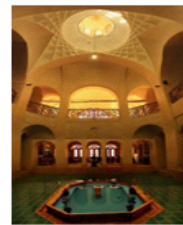


Fig. 18: Board spring



Fig. 19: Highlights the bed, with

6. Rooms Haj house aqaali, most three- door and five -door rooms and seven door design, which each have their own characteristics. the rooms are each based on the numbers and proportions of gold and mystical at approaches have been developed in islamic architecture. 1. three door: three-door room grat bedroom home (figure 20).



Fig. 20: The three-door room



Fig. 21: The five-door room

2. fur door: the room was bigger than the three door and most of them in the days and nights of the year, for reasons of occasions, the residents were home together (figure 21).

3. seven door: the manor house of haji aqaali the guest rooms have been reserved for the promise system was designed. called to say that summer which is located in southwest corner. as evident in figure 22, at the doors of the circular skylight built, to take advantage daylight and conditioning supply rooms, take advantage.



Fig. 22: To stay summer room, door the room on the west side

7. Principal or winter to stay The room was built on the north side of the yard, the winter sun shines into the room with the position would use. on this side of the sun, try to be designed rooms with large area. the space that tehran is notorious, with two small rooms with a sash and a golden, was built. in addition to the winter room or to stay in tehran, the kitchen is the position of the free unfortunately, according figure 23 disregard relevant authorities and villagers, a large part of the building was destroyed, seven-room door on the west side of the house exactly the way it is designed.



Fig. 23: To stay winter room seven derry, northern

analytical method. In some cities the world has old buildings of historical value that are ancient history. The buildings designed and implemented by artists and architects have the time or the architects Sayrh Mdan as well tasteful and valuable works world of art that you have created.

Cultural tourism its the region

Cultural tourism has always been the most effective type of tourism in their careers that are related to the identity and culture of the region and most of the other areas, both positive and negative consequences, which introduce and identify attractions, strategic policies must be developed. Policies that guarantee public and private investment in the sector and increase impacts development, minimize negative impacts however, when a recognized monument is without a doubt.

The stability of the positive that can be used in cultural heritage, thereby restoring the identity of the region and the effect. But cultural tourism many negative consequences, one of the most important spoiling too much, and fade originality and culture, the host community to provide more economic benefit of their resources and their extreme tourists' tastes change, which eventually led to the threat of the loss of identity and culture is changing the style (Blangya & Mehta, 2006). But the field of tourism, always include both positive and negative consequences of economic, social and environmental. Among positive effects can regenerate natural resources, provide infrastructure services, and encourage investment in the green economy, etc. In other sectors, as

well as vice versa, they noted that in the absence of proper planning, It is more disadvantages than advantages (Green Innovation in tourism Services, 2013: 19-20). Disadvantages related to tourism the absence of proper planning, far more than positive effects. However, the implications of cultural tourism, religious etc, different regions of the relationship is reciprocal, so the range of positive and negative outcomes arise in this area (Diagram 3). Must be developed science with. If architects and buildings were designed and implemented so beautiful, maybe it would not crystallize shd. bnahay persistent attitudes and beliefs based on the known and defined, to value the cultural works artists such as: architects them immortal they cherished.

Restricted studied

Haji qasim abad village; village in the central city of rafsanjan, kerman province, which is located in the village Kabootar. now the village is located 5 km northeast of the city of Rafsanjan that the two villages Shafiabadi Nosratabad in the west and south are formed. The position of the free border of the north west, the south, the source, the west and the east to Kabootar fayed is limited. The village has a semi-arid climate, teaching is a unique attraction. The most important attractions, addition the world's largest brick houses, markets, mosque, mosques, west water storage, bath house freezer Abbas noted. Geographically too, at 30 degrees north latitude and 48 degrees east longitude is, the height from sea level is 1500 meters (Gholami, 2007: 1-22). Due to a variety of unique cultural attractions and its proximity to the city of Rafsanjan, has enjoyed

a very positive political-economic conditions, there are many, Home haj ali; word-room house in the past, been referred, rooms in a house up the inns. The opinions of experts called serra house, means telling the rooms are very large in area as is in the province.

Abbas fathipoor⁵ says historic home haj ali rafsanjani, with an area of 14 thousand square









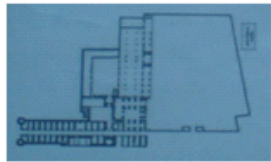

meters, with an infrastructure of over 7,000 square meters, one of 72 works have been recorded in the province and one of the largest traditional houses covered in the world is, zaim ali haji ali ordered the qajar era, three floors of basement, ground and first floor, in the year 1136 ad. Diversification in other sectors as well as opposite to ah, that is (personal communication, set to seven markets 4 persian date azar 2015).

Table 3: Goals and positive on the rural tourism, with emphasis on the three proposed approaches

Positive outcomes	Targets	Attitudes
1. Tourism for, development strategy rural areas	<ul style="list-style-type: none"> •Introduction of prominent personalities their performance in service to the village; •Introduction to cultural tourist attractions (anthology shyshganh). •Reduce the migration of people from rural to urban areas through tourism; •Pay more attention to areas with old texture with tourist attractions; 	<ul style="list-style-type: none"> •The impact of culture on tourists and visitors; •Employment more non-agricultural production, by attracting tourism; •Demographic and social stability in countryside; •Contribute to the development of villages and tourist district;
2. Tourism, rural policy of building settlements	<ul style="list-style-type: none"> •Tourism, very good alternative agricultural industry; •Reconstruction, restoration and rehabilitation of buildings and qualified tourism; •Recognition of tourism as an effective productive, socio-economic activities; •Identify opportunities are unfamiliar with the historical background and historical attractions; 	<ul style="list-style-type: none"> •Removal of the rural economy of the state of monoculture farming industry by, livestock, poultry and fisheries. •Introduction to tourism as an activity, rehabilitation and restoration. •Revive historic buildings according to their use (market).
3. Tourism, efficient tool for rural development	<ul style="list-style-type: none"> •Minimizing damage to collections of cultural-historical monuments in the region; •Protection of the environment as a basic principle of economic development. •Dispatcher rural tourism infrastructure in different areas; •Manpower training on how to deal with tourists; •In terms of infrastructure services for tourists and visitors are unfamiliar as with 	<ul style="list-style-type: none"> •Participation of these entities and rural development in countryside and conservation of natural resources, cultural and historical; •Use of natural resources as tourism product (pistachio). •Attracting and hiring technicians and specialists in the field of tourism;

Source: taken from the article, the meta-analytic approach to the evaluation of rural tourism development with an emphasis on strategic factor analysis (SWOT), pourjafar and colleagues (Pourjafar, et al., 2008).

Table 4: Historical monuments of eight Haj Ali Zaim Ali Rafsanjani, Qasim Abad village

Considerations	Pictures	Attraction
1. Home haj zaim ali	 Fig. 24: The outer and inner space of the kitchen	<p>The monument was completed in 1371 in the national index, which is the sum of 9 billion dollars in 1381, restoration began. after 8 years, budget deficit remains at approximately one third of its restoration. as is evident in the images 24 and 25, the remaining portion of indoor and outdoor spaces, the lack of funding is being destroyed Feedback from the collection are available in the village, which fortunately is still een ari, But overall the lack of proper management of now, no use in villages, so that we can say the market the business and activities of craftsmen and artisans, village and city residents Rafsanjan administrative, health, cultural, sports (Fig. 26 and 27).</p> <p>It is located in the middle market (Figure 28). as name suggests, the place of supply of drinking water for the village. all materials of brick and brick-built water storage and entrance and all the walls of the building are decorated with motifs work is very beautiful, and even today, unfortunately without its doors to visitors is closed (Figure 29).</p> <p>Aqaali haj mosque, the largest mosque built in the village, which was built in the architectural style of the safavid period (Figure 30). altar and the walls and vaulted plaster technique has been in the past, today spear like other buildings, lack of attention of the authorities village completely destroyed and has become and even very simple form (Figure 31).</p> <p>Icebox abbas abad, another set of buildings, which is sponsored by haj aqaali, ice supply needed for the village was built. The monument at 2 km from the village of qasim abbas abad village is in the body of its architecture dates from hemp is used to provide coolness (Figures 32 and 33).</p>
	 Fig. 25: The south side of the building	
2. Marketplace	 Fig. 26: Shops in the marketplace	
	 Fig. 27: The eastern entrance marketplace	
3. Cistern	 Fig. 28: Input qasim abad village water storage	
	 Fig. 29: Interiors marketplace	
4. Mosque	 Fig. 30: Interior of the mosque haj ali zaim ali	
	 Fig. 31: The eastern facade of the mosque	
5. Icebox abbas abac	 Fig. 32: Plan freezer abbas abad	
	 Fig. 33: Abbas Abad village freezer	

6. Mosque



Fig. 34: The interior of the mosque



Fig. 35: The exterior of the mosque

This religious monument to the user, other than historical monuments and is considered among rural residents, en aru is up date, although the repair, lost its original decoration. but the identity of one of the original village's buildings and Has are considered from the village (Figures 34 and 35).

7.

Carvansaraa1

haj aqaali Inn, located near the market, which has now been completely destroyed. the monument on the last resting place for caravans and goods have been loaded.

8. Bathroom 2

The building has a beautiful architecture with tile and stonework is, unfortunately, due to lack interest and relevant authorities as karvnsray rural village completely destroyed.

Table 5: The amount of tourists arriving at the village of, spring and, between years 2012 -2013

#	Year	Foreign tourists	Domestic tourists	Percent	Considerations
1	1391	-	20000 Person	10%	Officials visit the cultural heritage of the country, along with the staff and students of the local camps, visiting family and finally of film a day trip to the village to visit the house of Haji Aqaali (Mr Sharifinia, actor).
2	1392	21 Person	50000 Person	20%	Visiting relatives of non-indigenous villagers, other people and 21 tourists from china, Germany, Italy, Kazakhstan, India Armenian village and house Haj Aqaali;
3	1393	43 Person	85000 Person ¹	35%	In addition to visiting families and individuals and universities, a number of tourism from India, china and Germany have Nmvdndh visit this site on a daily basis.

Mohammad razaghi oven qasim abad⁶ be the expert and help the belief unlike some experts, the construction of the monument of fully the principles and practices of persian architecture were employed and no doubt the fragility of inspiration from european style in there. This 257 year old manor house, built in the style of the safavid architecture and is fully compatible with climatic conditions, so that the extension plan for western asia, it is a tale of proof (Ron kermani). as he says, the house of ali haj amin ullah propels traders, has 110 rooms, which are inspired by and named abjad ali (AS). The main

part of the collection consists of: 1. The spring house, 2 forum Predominantly, 3 autumn, 4 winter and four central courtyard and twelve porch is constructed (personal communication, fully compatible 3 persian date azar 2015).

Thus, the iranian-islamic architecture of traditional houses, with indicators such as: 1. the entrance entrance, 2. porch or kryas, 3. doors, 4. yard or mian sara, gilan, 5. rooms, 6. hall or board, 7. tehrani , 8. kitchens, 9. the clause has been (Pirnia, 2008: 60-67).

Results research

No doubt, thought better of the idea of a collective always offer ideas and solutions. The comprehensive solution measured. The Delphi technique is also an important way to achieve strategic solutions ideas are considered, the thesis of the dialectical questions⁸, and finally⁹, antithesis, synthesis¹⁰ of is based. This method is essentially a systematic approach collecting data my considered to structured, includes several successive questionnaires authorities similar (Pashazadeh, 2007).

In this context, paper will first visit the of village and home addition Haj, referring to cultural heritage and foundation Islamic revolution housing of rafsanzan and coordination done by the

president of both institutions, person interviews were conducted with experts, who respond to a specific question. After responses, review them, and then for the second of these points, a questionnaire was prepared with 4 open questions in the form of two numbers, which again was distributed among experts, after receiving the answer and analysis. Collecting data questionnaire with 5 open question number three in the third step, based to value the cultural works that artists such as: architects immortal they cherished, on the responses given in the previous steps were taken. As such, this type of feedback, repetitive cycle brings his vision and more comprehensive than the previous express (table 3). it should be noted that the majority of respondents to the lack of mail, the above steps have been taken on three consecutive days. However, according to the

Table 6: Sets of core expected from the period 2008- 2016, the Islamic revolution housing foundation

Infrastructure	Existing conditions	Considerations
1. Education and health services	Active	Including schools, school and college directory, where all students have already covered the village. therapeutic services, including home health and medical center, which is considered one of necessities infrastructure development, and which has been implemented in stages.
2. Administrative, cultural, sports services).	Inactive	This section has not yet Bhrbrdary actually raised the important problems in the field of rural development, the residents are facing (there is another branch office banking and postal
3. Facilities and equipment	Under Construction	These services include transportation, passenger terminal building, reconstruction of old tissues and green, in the service of tourists to the city and vice versa is at the appropriate level. In the garden of the old village, yet effective action has been taken.
4. Agricultural land	Active	These services include garden land, which in the production and export of agricultural products (gold, green, pistachio), national and international, are very active and are expected to change the institutional endowment lands that are they operate in line with employment and entrepreneurship.
5. Services and infrastructure	Inactive	As mentioned earlier, the vision of the conductor 10 in the village, in the field of rural tourism infrastructure facilities and services not mentioned. the opinions expressed in the survey found, overhead due to type socio-economic infrastructure the main have been and neglected.

and method chosen, the 16 researchers who have worked in this field, using a questionnaire with 18 questions in total 4 pack experts via email, number is express three considered to above components, have been prioritized (table 7).

Analysis of results

After reviewing the questionnaires received from the three main research question and they are preparing a number the village has the history and collections of historical monuments eight¹¹haj name,

Table 7: The effective barriers the development of rural tourism in the village Haji Abad, 2015

#	Factors affecting	Affect the outcome of village tourism
1	Barriers to planning and management	<ul style="list-style-type: none"> •Lack py gyry relevant authorities to publish false information Haji Qasim Abad village monuments of history and identity, websites, magazines and newspapers in the country; •Lack of cooperation on the part of the cultural heritage authorities, in particular the compilation requirements; •Neglect of the authorities in the field of architectural monuments and tourist attraction in the village; •Lack of proper planning in the of tourism and employment specialists in the institutions;
2	Infrastructure barriers	<ul style="list-style-type: none"> •Inadequate physical infrastructure and rural environment (half destroyed most of the buildings and its impact on the rural landscape Drzybayy). •Lack of accommodation, welfare and recreation in the village of Haji Qasim Abad (hotel and camping and passenger ticketing offices). •Non-compliance with the standards of the main thoroughfares to facilitate the passage of villagers in different seasons;
3	Barriers to information and advertising	<ul style="list-style-type: none"> •Lack of adequate sanitary facilities and offices in the village (post office and bank). •Lack of adequate information about the existence of unique attractions, historical and cultural, national and international media; •Dichotomy in the dissemination of information, the home of the owner and the architect haj due to lack of information; •Lack of awareness of the benefits of rural tourism at national and international level; •Lack of financial support from the relevant agencies, to support the documentary film makers and directors in making historical drama with Mzamyn identity and history of the area and the house Aqaali Zaim Haj Ali traders, the national media;
4	Socio- cultural barriers	<ul style="list-style-type: none"> •Lack of attention to the villagers remaining monuments of the past and their role in the culture of the region; •Pervasive lack of rural tourism, the public and Qasim Abad village (according to the tourist's perspective). •Migration of the younger and efficient rural areas surrounding cities, for employment and job creation; •Lack of appropriate partners villagers, the author is responsible for the compilation required; •Both institutions have been ignored in the organization and encourage residents to participate in the preparation and implementation of tourism programs;

home haj aqaali, mosque, market, water storage, freezer abbas abad, inn and bathroom as the new neighborhood in kabootar, the village haji qasim abad in the city have been developed (table 4). Thus, despite the varied attractions of the population of 2725 people in 86 years with two other village called, was adqam nosratabad and shafiabadi, who joined the 10 year forecast horizon perspective the rural conductor, between the years 2007-2017, kinds of basic services 60 in the areas of educational, administrative, health, cultural tourist attractions cultural.

Sports and rural development explained, unfortunately, requirement independent the village conductor is unforeseen. However, it is doubtful that this kind of historical village and named it among the local residents, the village imam six dengue dedicated to imam hussain (AS) is the first of muharram every year of the passion play followed by many visitors from around the country travel to see the ceremony, no accommodation and welfare services to meet their needs. As is evident in table 4, because there are eight monuments and obstacles set forth in table 7 in the form of four administrative barriers, infrastructure, cultural and informative, historical and cultural attractions in the village are still reasons and its historical background, the annual reception journey many visitors and tourists at national and international level.

According to statistics compiled the results obtained from field research and personal interviews with villagers and guidance aqaali haj house, more travelers are visiting during the new year and the summer village, although the share of autumn and winter seasons, in particular, is very poor. But the set is satisfactory. Therefore, as indicated in table 5, the increasing number of tourists entering the village is growing than other years, the their visits annually the years to a few years ago the 2012 st eli 2015 emphasizing this claim. Note that, building haj, the potential is very high in international tourism can be enjoyed. Despite repeated again traveling with the vice heritage tourism board In the early and mid year, 2012-2013 with the village and visit the world's largest mud-brick houses, the provision of funding proposals. The purpose of the program is still relevant in budget deficit and restore and revive the market and other buildings and encourage villagers

to handicrafts and rural tourism product, has not been realized.

According to the annual visit of the village and of the views expressed by staff, visitors and study "Qasim Abad village of Haji Hadi plan" was specified, the first 5 year horizon landscape rural development plan, due to economic problems and a lack of planning and management, as shown in Table 6, it is no effective infrastructure and services for visitors accommodation is not included in the field of tourism and the main problem of delays in the implementation of the main obstacles related to infrastructure, socio cultural barriers, interaction and participation of institutions and the budget deficit of the importance of tourism requires the acceptance which is mentioned in table 7 of tourism. Now, with over 7 years of conductor village plan and are aware of the eight works by their own children, Haj Aqaali and named the village Sydalshhda, written statistics compiled policy on rural development and tourism has not been done (services that you village need, the second half was implemented 2015 years).

The findings prove that the processes of policy formulation, strategic planning in rural development well as incentive travelers and tourists, according to the questions in this paper, it is possible for managers to provide the relevant institutions, to the first step in considering the question of introducing a number of cultural attractions and a second conductor 10 year plan to develop its infrastructure in rural areas, in order to help rebuild the less developed regions with a traditional context, can be created in addition to a variety of non agricultural activities, the immigration process and prevent the evacuation of settlements. In this case too, no doubt, to tourism as a strategy not only for the village of Haji Qasim Abad, but also for other villages with traditional architecture and unique cultural attractions, be considered. The second step, the approach to the question number two, had categorically stated that tourism due to repair, restore and rebuild the collection Shyshganh monuments in the village and taking into account the tourism industry ranks third in the world economy, the as the wheel of development employment generation, revive monuments without; you can view the officials and residents of the village, towards the recognition of tourism and its introduction.

Throughout the village from a single product, the change in effective outcomes Qasim Abad village tourism development, ensured. In the third step, the capacity of the village of Qasim Abad unique cultural and tourist attractions, the question three; it can not? as an efficient tool, to ensure rural development. But this should a fair distribution of infrastructure facilities, training and hiring skilled and partnership with the foundation of Islamic Revolution in Rafsanjan city's cultural heritage and social interaction, along with other villagers, done. However, the data analysis and drafted the barriers of tourism, the first steps to introduce tourist attractions and its positive impact in the second stage, with the aim of recognizing tourism an effective tool for reconstruction and its positive impact in the third stage, distribution infrastructure facilities in different areas and hiring skilled in both the institutions and their accommodation in the village when all three hypotheses, which will be approved by the three approaches proposed.

Planting and harvesting¹², in agriculture, to a series of strategic steps explained on the basis of existing potential. For example, in the first conductor 10 year period of 86 to 96 villages in any effective infrastructure services (essential for tourism), given that tourism is not included in the and potential. On the other hand, only the cultural heritage of his determination to get the budget deficit of the cultural heritage of the past, if you can, with the help of villagers in agricultural products, crafts and a brief welcome and reception of tourism the protection of historical monuments (such as planting crops), other institutions working in the field of information, to attract tourists. The recommended (the harvest), according the area and.

Place of the traditional home of the national and international levels, as museums and monuments in the province due to their agenda. Thus, according to which three main approaches in the field of agriculture and its adaptation to the tourist area, cannot be implemented without first stage, expect a positive outcome in the second and third stages. Words that end, without the requirement for near attractions and tourist accommodation in village consequently, should have hope for sustainable development thus, according to the results obtained in the population and develop the most effective

components in table 7 and priorities. Made in relation to obstacles to the development of tourism in the village of Qasim Abad, using the previous answer the questionnaire on number four, the temperature is too low, low, medium and high.

From 16 researchers this field have been assisted by email, of these, only 11 people to answer said, that the amount due to a defect in some of them 9 answer was approved. Total of 35% of the first preference of administrative barriers, infrastructural barriers 30%, barriers to inform and prioritize 25% social and cultural barriers in the quarter and 10% respectively.

CONCLUSIONS

Tourism, one of the most dynamic and effective human activities is income, which is intended to promote economic development guarantee. Thus, the present study also tried to set the monuments in the area of tourism, rural development Qasim Abad consider. As mentioned, political figures, Zaim Haj Ali Rafsanjani Aqaali socioeconomic and cultural attractions in the tourism industry and the Iranian-Islamic architecture, is undeniable. So the village, despite series of Shyshganh leftovers from the Qajar era, this has the potential to become one of the major poles of rural tourism at national and international level to be converted. Although tourists visit this year, the idea is as relevant policies developed by institutions, but in general with unique attractions, obstacles are involved in tourism development, analysis of research findings form administrative obstacles, barriers, infrastructure, information and culture has been proven. But with regard to the issues raised, it is suggested, the village with diverse capabilities, measures necessary create tourism infrastructure such as residential centers, recreation and most importantly change martkhanh haj to museums historical monuments in the province consequently approach to information management and properly implemented at the national level. Now, one of the most basic yet most immediate needs Haji Qasim Abad village, of tourism infrastructure, unfortunately, despite the world's largest mud-brick houses and other existing and potential effects of five infrastructure facilities in the countryside, yet authorities have been unable to accept available for rural development and the development of cultural

tourism provide. So according to what was proposed reasonable proposals should be presented as follows:

1. Note most villagers and officials and government agencies, the monuments of architectural value and the Iranian-Islamic identity, which is now being destroyed and are not considered significant.
2. Extensive information and advertising in the national and international levels, to promote rural tourism and cultural tourism indicators to identify buildings with traditional Iranian-Islamic architecture;
3. Support from private and public investors, the people of the national media in order to make a TV series and documentaries due to the unique capacity Martkhanh Aqaali Zghym Gaj Ali Rafsanjani (such as construction, shams al-amara and historical series).
4. Create a platform for recruiting, training and services to individuals, technicians and specialists in the field of urban planning, architecture, restoration and related organizations in the field of rural tourism;
5. Providing a framework and roadmap document tourism in rural areas and run a pilot scheme in villages with tourist attractions, cultural, religious, and unique natural landscape.
6. Cancel the development and transformation of rural areas to the city government and the planners and other institutions;
7. Hold variety hiking and family conferences on various topics, from origin to destination Rafsanjan Qasim Abad village, to explain the exquisite and valuable prizes, with a distance of 6 km, with the aim to attract the attention of the authorities to implement the restoration and infrastructure services;
8. Strengthen and encourage investment in infrastructure the transport sector, public services, residential, marketing (by the authorities).
9. Planning to propel student camps and consequently of university research, in villages that have historical and cultural attractions (afford the cost of travel of the cultural heritage, through the study of national and international).
10. In order to incorporate the necessary

review of the conductor village near tourist attractions, the per capita green space and the reconstruction of the history of settlement in order to beautify neighborhoods and more old.

Notes

1. Zaim Haj Ali references to god or honest traders, alias Haji Qasim Abad village which, because of agricultural land is very high, as he was called. The word "Allah propels" in this article, is to be a farmer. The late professor "Mohamed Ibrahim ancient underflow", in the underflow to Paris, his owner Qasim Abad influential as the shah Qajar era Tajar.
2. Mohammadhasan Talbyan, PhD architect, graduated from tehran university, vice president of heritage tourism, 25/4/2015.
3. Chapter, "spider", verse 20, "rome", verse 42, "nahal", verse 36, "nml", verse 69.
4. «Have been emptied of qublem sunan walk the earth and see how it was ...», surah "al-imran", verse 137.
5. Fathipoor Abbas, head cultural heritage, handicrafts, tourism, phone number, +989131913520.
6. M. Razaghi oven, cultural heritage and tourism industry representatives and help Haj Aqaali, phone number, +989132901979.
7. The first image on the right, with guidance author Aqaali Rafsanjani Haj house, located in the vestibule of the house;
8. Thesis, the proposed ideas and opinions.
9. Antithesis, the analysis of ideas and solutions have been proposed.
10. Synthesis, meaning collective agreement or consensus on the issue in the appropriate ways.
11. The eight historical works, the collection of all the efforts of mr ali zaim ali rafsanjani with its capital in the village erected.
12. Phrases, planting and brash. in this paper, in order to: (1) planting (potential in rural areas by identifying attractions, Martkhanh Haj Aqaali, markets, water storage, mosque, mosque and freezer Abbas Abad), (2) to (infrastructural facilities necessary for due to the conservation of attraction) and finally (3) harvest (rural development and job creation, through tourism and accommodation in

- lodgings).
13. Figure 1 taken from Chilick photo center, Mohsen Rajabpoor, harvest date, 04/04/2015.
14. Pictures 2, 10, 15, 16, 32 and 33 taken from the archives of the cultural heritage city of Rafsanjan 09/02/2015.
15. Images 13, 14, 18 and 23 taken from the site Hamid pix. blogda.com, Hamid Sadeghi, international photographer and documentary filmmaker living in Kerman, 05/23/2015 harvest.
16. Tsavyrhay no. 11, 12, 14, 17, 19, 20, 21, 22, 24, 25, 26, 27, 28, 29, 30, 31, 34 and 35 by the writer responsible, 1-3 / 9 /2015.

REFERENCES

1. Afzali, R. Faraji, A. shabani individual, M. the legal status of foreign tourists laws of Islam and the Islamic human, *republic of Iran geography research*, **73**(42), 125(2010).
2. About the tourism Committee, Green Innovation in tourism services, publishing OECD, tourism papers(2013).
3. Blangya, S. Mehta, H. ecotourism and ecological Restoration, *nature conservation journal*, **14**(3), 233(2006).
4. Firouzi, F.F. empowerment of old texture of the historical central part of the city of ardabil, with emphasis on tourism (case study: ouch neighborhood shops), master thesis, department of science and research Boroujerd, Lorestan(2012).
5. Farajirad, GH. Eftekharian, B. the role of architecture in the tourism industry (case study: architecture), *a space tourism season*, **3**(1), 54-58(2012).
6. Geravand, M. Identification and evaluation of the quality of tourism in urban areas (case study: Khorramabad), thesis, urban planning, university of Boroujerd, Lorestan, (2015).
7. Geravand, M. Identification and evaluation of the quality of tourism in urban areas (case study: Khorramabad), MS thesis, urban planning, university of Boroujerd, Lorestan(2015).
8. Geravand, M. Identification and evaluation of the quality of tourism in urban areas (case study: khorrabad), MS thesis, urban planning, university of boroujerd, lorestan, (2015).
9. Gholami, F. housing foundation of islamic revolution in rafsanjan the conductor of the village of haji qasim abad (qasim abad, nosratabad and shafiabadi), (2007).
10. Kurdi, F. The Jam, the four seasons, thousands of colors, *especially a travel and tourism*, **53**, 8(2012).
11. Latifi, S. M. rare, S. Mobile ykhay, L. effective barriers to the development of tourism activities in rural areas of hamadan (with emphasis on rural tourism purpose), *Journal of regional planning*, **9**(3), 78(2014).
12. Mohammad, y. provinces, M. the role of tourism in rural development with emphasis on quality of life and social capital, case study village of kipchak city mentioned, *journal of geographical sciences and applied research*, **30**(13), 17-19(2014).
13. Nilsson, P. Andersen, J. green business model innovation in the tourism and experience economy, nordic Innovation publication (2012).
14. Nezakati, H. amidi, A. Yusmadi, Y. J. Shayesteh, M. Yuhanis, A. A. Roghayeh, S. review of social media potential on knowledge sharing and collaboration in tourism industry, *global conference on business december, kuala lumpur*, **15**(7), 122-124(2015).
15. Pirnia, M. K. introduction to islamic architecture, GH memarian editor, publisher: soroush knowledge, tehran(2004).
16. Pirnia, M. K. introduction to islamic architecture, GH memarian editor, publisher: soroush knowledge, tehran(2004).
17. Pashazadeh, H. an overview of the delphi method, *light peak*, (6), 65-77, (2007).
18. Pourjafar, M. mahmoud nejad, H. aylka, N. eventually bkhyr, H. meta-analysis of evaluation of rural tourism development approaches with emphasis on strategic factor analysis (SWOT), *environmental Science and technology*, **14**(2), 69-73(2008).

19. Supreme oven, F. empowerment of the historic old city of ardabil, emphasizing the central part of the tourist attractions (case study: ouch neighborhood shops), master thesis, department of science and research boroujerd, lorestan(2013).
20. Saghaei, M, S. wise athe feasibility of rural tourism product in the city DA, *quarterly Journal geographical space*, **41**(13), 5(2014).
21. *Two weeks a message building*, development of rural tourism in free zones, *mass production engineering*, **202**(11), 62(2015).
23. Tavalae, q. riahi afrakhteh, H. shabani, A. examine the capabilities and strategies of rural tourism development in kahak qom, *human geography and research*, **4**(45), 115-117 (2014).
23. Yagheb, Z. R. typology of tourism, publications, sociologists, printing, tehran(2012).
24. Yulitrisna Dewi, L. K. modeling the relationships between tourism sustainable factor In the traditional village of pancasari, *Procedia social and behavioral*, **135**(6), 57- 58(2014).