

Research Article

The Effect of Iranian Architecture on Islamic Tourism

Asieh Mirshekari

Department of Architecture, East Azarbaijan Science and Research Branch, Islamic Azad University, Tbariz, Iran

***Corresponding author**

Asieh Mirshekari

Email: minafarahzan@gmail.com

Abstract: Tourism is a wide, massive and growing industry in culture and economy of the world that includes almost all aspects of a community. Today, tourism as one of the most important industries for sustainable development, especially in Islamic tourism created a great opportunity for Iranian metropolises and architecture as the most social human art is related with the space around the human and always includes an expression of life style of people and manifestation of the culture of its time. Accordingly, it has a multi-dimensional role in the creation of tourist attraction. Since the attraction of tourists results in international attention to our country as well as economic development and recognition of Iranian culture and civilization and since Iran has a high position in terms of richness of Iranian Islamic traditional architecture and has high potentials that if it is well supported, it can attract many tourists.

Keywords: Architecture, Iranian architecture, Islamic tourism, tourism.

INTRODUCTION

In today's world, tourism becomes one of the ways of earning for countries and many countries seek to develop their capacities to attract more tourists, the West introduced tourism with unconditional essentials and freedoms to the world that providing some of which is prohibited by Islamic law and what is today neglected among types of tourism in the twenty-first century is Islamic tourism, so that in today's world, the need for this type of tourism is strongly felt.

One of the factors affecting the Islamic tourism is Islamic architecture. Islamic architecture as the most direct expression of Islamic culture has always been considered one of the most important factors in Islamic tourism.

Architecture in the Islamic world is considered one of the biggest effects of manifestation of an artistic fact in the material body. Historically, architecture is the first art that could adjust itself with Islamic concepts and was welcomed by Muslims. Islamic architecture can be identified as one of the most successful architectural practices in world history and it seems that Islamic architectural pattern was more successful in attracting tourists than contemporary architecture by identifying the buildings and urban spaces.

TOURISM INDUSTRY

Tourism is now the first industry in terms of source of income in the world, and has a very rapid growth in recent years and could improve its position to the highest levels [5].

The development of the tourism industry in Iran as a way to get rid of single-product economy and diversification of income sources, should be further considered by planners and policymakers [6].

Tourism as one of the physical, spiritual and innate needs plays an important role in many aspects of his life and it is considered in all divine religions especially Islam. Islam is a way of life, not merely a religion [10]. Islam is a comprehensive religion that addressed all aspects of human existence, both physical and mental aspects, and presented certain guidelines for all his needs. In view of Qur'an, tourism is not only desirable, but also God considered it one of the great blessings that one should be grateful for it, and should not be neglected.

ISLAMIC TOURISM

Religion is an important cultural factor for the research because it is one of the influential social institutions and has a significant effect on the attitudes, perceptions, values and behavior of people. In addition,

religion as one of the most important cultural forces has a great effect on human behavior.

Muslims who make up about a quarter of the world's population are one of the largest group of tourists in the world and the market of Muslim tourists is one of the most important tourism markets in the world. It is an unknown market that gradually goes to change into significant areas in the industry and change many infrastructures and reveal its effect on hotels, restaurants, airlines and food industry, entertainment and even religious places more than before [11].

Iran with a history of several thousand years, is one of the top ten attractive countries in terms of tourism in the world [9]. Factors such as geographic location, climatic diversity, rich culture and history and other effective factors provided a proper atmosphere for the emergence of various forms of tourism in Iran. Nowadays, it is considered as one of the most attractive tourist areas in the world. Due to the richness and importance of religious foundations in Iran, one of the most important tourist attractions are religious sites, shrines and holy sites that attracts a large number of tourists every year. Since among Iranians, the most important identity is religious and national identity, if any issues is related to the identity is confirmed and welcomed by public [2].

IRANIAN ARCHITECTURE

The architecture of each country and nation identifies the physical aspect of civilizations and a model for other cultures. Iran is the paradise of archaeologists with over 6000 years of history. Architecture in countries with ancient history and culture, is considered as one of the important foundations of civilization. Iran with a history of several thousand years of civilization, has architectural solutions. Unique historical monuments, various religious buildings and historical hills show the effect of different civilizations in shaping the civilization of Iran. For example, it is believed that in the formation of Persepolis, elements from civilizations such as Egypt and Mesopotamia were involved. Unique urban buildings as Choghazanbil, Shushtar hydraulic systems, Nooshijan temples at 20 km West of Malayer, Citadel of Bam, buildings of Iranian mosques, which are very unique, hills, such as Tepe Zagheh, Ganjdareh, Ali Kosh, Godin Tepe, Hegmataneh, Baba Khan Hills etc., and temples, Hindu temples, undergrounds, such as the underground city which are in Samen and Nanaj and Kasb villages in Malayer, and many other items that are all representative of Iranian traditional architecture. If they are identified and introduced, they have many capabilities and can attract specific tourists. Perhaps the ancient Iranian architecture which in its new form can best introduce the Islamic architecture in terms of art and its effect on ancient Iranian civilization, at least five

thousand years BC to the present day presented specific examples which are scattered from Syria or Levant to North India and China and the Caucasus. Professor Pope says, "Iranian buildings are varied ranging from peasant hut and coffee houses, and pavilions to the most magnificent buildings that the world has seen, in terms of religious and target. Iranian architectural works are religious [1].

PRINCIPLES OF IRANIAN ARCHITECTURE

Principles of Iranian architecture are: inward-looking, avoiding idleness, humanization, self-sufficiency and structural rigidity.

Inward-looking: One of the beliefs of Iranian people is the personal life and its privacy that this inverted the Iranian architecture. Iranian architects with organizing buildings around one or more yards, and isolated building from the outside world and only a vestibule connected the two. **Avoiding idleness:** Architectural Iran tried not to do fruitless work and they avoided waste.

Humanization: Humanization means respecting the proportionality among the organs of building and human organs and attention to his needs in construction. In Iran like other places, architecture is an art related to life. Iranian architect took the height of doorways to the size of people and adorned the orifice so that brought the sunlight and moonlight into the house arbitrarily.

Self-sufficiency: Iranian architects tried to bring required materials from the nearest places and constructed the buildings so that they didn't need the materials from other places and only relied on themselves. The construction work was done faster and the building was more consistent with the nature around and materials were always available at the time of reconstruction and modernization.

Structural rigidity: structural rigidity refers to the static knowledge, technologies of building and recognizing materials. Architects considered the building rigidity very much, and knew that it was not isolated from beauty. They achieved sizes for covers, orifices and gaps that were all based on structural rigidity [4].

Iran's monuments can be categorized as follows based on the architectural style:

Prior to Persian, Persian, Parthian, Khorasani, Razi, Azari and Esfahani.

In this division, four Khorasani, Razi, Azari and Esfahani are the Islamic practices and emerged

followed by changes after the arrival of Islam in Iran [3].

IRANIAN - ISLAMIC ARCHITECTURE

Architecture is the art and technique of designing and constructing buildings, urban spaces and other internal and external spaces for a harmonized response to the functional and aesthetic needs. Iranian architecture should be properly examined from the depths of the history of this ancient land. Iranian architecture is the valid certificate of people in this land from the remotest times. Iranian climatic nature is influential in this regard. Cultures that come to the territory by conquerors and conquered, were manifested in their most obvious form in this architecture. Customs, rituals, morals, ethics, thought and belief of generations has a clear reflection in Persian architecture, not only in great buildings, we can see the small traces of the reflection. In the past, the royal temples and villages had developed across the region and it is now remained and have a burden of ancient Iranian architectural culture and this style reached its peak in Safavid dynasty and today it is known as Iranian - Islamic style [8].

IRANIAN MODERN AND CONTEMPORARY ARCHITECTURE

The history of contemporary and modern architecture can be the late Qajar, because in this period, the transfer of thoughts and ideas took place rapidly, including the characteristics of modern society is the speed of data transfer and the exchange of information in the culture and architecture was very effective. The emergence of modern architecture and its starting point dates back to the late Qajar period, but the peak of its development is related to the Pahlavi era.

"Tendency to modern architecture from the mid reign of Reza Shah was supported by architects like Gabriel Guevrekian, Vartan Hovanessian, Paul Abkar and Roland Marcel Dubrulle. Their architecture was formed influenced by modern architecture of Vienna school, German expressionist architecture before 1930s and France art Novi" [7].

Since the culture of the West entered the Iranian introverted architecture, modern architecture of Iran was formed. Before the arrival of the West culture to Iran, organic architecture was developed, but with the arrival of modernity, Iranian architecture changed into geometric shapes. Iranian architecture was full of decorations and it was considered a cultural work, but with the arrival of modernity and eliminating decorations, it became economical. Among the cities that were a place for the connection between Iran and Europe was Tehran. Tehran, as the capital of Iran, was the connection point between Iran and Europe. Thus,

changes in architecture was first began at Tehran and continued to elsewhere in Iran.

CONCLUSIONS

Physical, spiritual and cultural opportunities signifies the importance of paying attention to the development of religious tourism which brings religious tourism and more religious tourists to any country. For this reason, the need for policy making and proper planning in this area is very important. Religious tourism boom among Islamic countries and communities and surfing Muslim tourists in other Muslim countries causes the proximity and familiarity of Muslim nations with each other and help to achieve a common Islamic culture, establishing a link and unity among Muslims and reviving the concept of single Islamic nation. Presence of tourists in Islamic countries will neutralize many negative publicity against the Islamic world and this is a very important achievement for Muslims around the world and shows that many Muslim countries are structurally secure and can repair the face of Islamic countries politically. What is interesting and important in the area of religious tourism is that there are many attractions in the case of familiarity with Iranian architecture which will be of interest for tourists, so it is very important. For example, Muslim mosques can sometimes be a museum for gathering arts and architecture of Muslims during Islamic civilization and can sometimes attract tourists specifically as a place for pompous prayers in congregation.

Traditional urban design and architecture of the traditional and Islamic buildings in Iran have principles that are considered by the designer in the traditional and Islamic buildings. The Islamic architecture principles don't exist in the contemporary architecture of Iranian monuments. Islamic tourists are eager to see the Iran's traditional architecture because contemporary architecture is a mere imitation of contemporary foreign architecture. By reviewing the principles of Islamic Iranian architecture in designing contemporary monuments, we can invite tourists to visit the monuments and contemporary architecture of Iran. Iranian architecture due to its history, has a great potential to increase tourism and promote tourism industry.

The results showed that the architecture and tourism affect the development and success of each other, architecture has an essential role in tourist attractions of Iran and the bulk of tourists come to Iran to visit architectural monuments. The tourism industry doesn't need investment of local and foreign currency, as it is in the business sector and it is enough to sustain historical and religious monuments and its result is the sustainable development and economy. In addition to

national income, tourism provides jobs and employment of all segments of society, including young people.

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