Local Rural Tourism Sites (A case Study of Manizan Village in Malayer)

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Abstract
Rural tourism has been taken into account as an important part of marketing as well as the most popular tourism in today's world. The tourist potential of every village depends more on its natural, ecological investments, natural scenes, historical remaining, as well as its local culture liveliness than anything else. Thus, valuing and appreciating each of these aspects and converting them into exposable elements, advertising the policy of caring and saving the customs, skills, views and the area's attraction guarantee the potentials of the area.

One of the strategies for the efficient use of rural tourist potentiality is locating appropriate areas for founding tourist camps and sites. If the locating of these areas is done carelessly, or if it is not on the basis of scientific principles including ecological conditions, the results will be ecologically, socially and economically harmful.

In this article, the way of locating rural tourist sites have been investigated and the study has been focused more on Manizan Village as a tourist village in Malayer.

Keywords: Locatting Site Village tourism Manizan

1. Introduction
Tourism is an industry which has dealt with providing services for tourist centers. It has different types such as nature tourism, urban and

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rural tourism. Rural tourism is a kind of tourism which pays attention to tourism in village and subrural areas.

This kind of tourism aims at increasing rural families' income level, informing the tourism fans increasing people's corporation level, the efficient use of natural environment and so on. There is a multidimensional relationship between tourism and village which leads to rural and tourism development simultaneously. In local societies, especially in village and their suburbs there are tourist attractions such as ecotourism, cultural; tourism, historical tourism, science, health, and religion tourism. With planning, comprehensive studies, providing human and financial resources, acculturation and information providing, we can create economical flourishing, as well as employment opportunities and knowledge-based wealth.

On the other hand, rural tourism on the basis of area planning and focusing on economical, social, cultural and ecological issues can have an influential effect on the multidimensional development of village. At present, since the agricultural activities are declining and there are many problems such as pollution, rural tourism can be an appropriate alternative. Because rural tourism is a chain of economical activities which create some services there by creating a lot of economical activities.

Hence, regarding the advantages of rural tourism, the development of rural tourism cannot be useful. It is useful only for the villages which have enough potential for tourism, and can attract the tourist; the villages which have enough investment as well as human sources to support tourism and the government also supports them. Regarding whatever was said, Manizan which is one of the villages of Malayer has been selected as a tourist village.

2 An Introduction of Manizan

Manizan is one of the villages of Jozan which is at the central part of Malayer. The village is at the longitude of 49°,1', 34°, 15' of latitude at1950 m above sea level. This village is located at a 22-kilometer distance from Malayer. Manizan is a village between mountains alongside Manizan River which has a longitudinal development. The river has divided the village into two unequal parts. The first part which is located in the northern part of the river includes most of the
area and its population. The second part known as Ghale’ Manizan is in the southern part of the river. (Figure 1)

Figure 1: Location of the Malayer territory in Iran

Topographically, the most important characteristic of the village is its locating in a valley. For this reason Malayer is known as "Dare Jozan".

As far as vegetation covering is concerned, Dare Jozan is famous for its fruit tree and grapes fields, or vine guards. Generally most of the areas around the village except some parts of northern west and the south are covered with vine guards. The trees covering the area include walnut, almond, and apricot.
The fields of the village are located in places where their northern and southern parts are covered with mountains tips and stones. On the slopes, pastures can be seen. In some high areas of the south pastures become less densed.

Table 1: The most important natural indicators of Manizan

<table>
<thead>
<tr>
<th>General slope</th>
<th>Elevation</th>
<th>Natural hazards</th>
<th>Vegetation</th>
<th>Land use</th>
<th>Water Resources</th>
<th>Climate</th>
<th>Natural Position</th>
<th>Well Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afcodehills</td>
<td>Cold, semi</td>
<td>13/1</td>
<td>316/7</td>
<td>East to west</td>
<td>1950</td>
<td>Average Rain mm</td>
<td>Average degree cg</td>
<td></td>
</tr>
<tr>
<td>Flood, Hail, Glacial</td>
<td>Mixed</td>
<td>Agricultural</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The main communicative and transportation way is the paved road of Manizan which is 15 kilometers long diverted from Jourab village to Gamsa village. Manizan is connected to this road through a subroad which is pared.

Manizan is one of the oldest villages of Malayer. The inhabitants and the elderly of the village believe that a tork person from Arak who has immigrated to the area has found the village (For this reason, this village has been the only Tork Speaking village of the southern part of Malayer. The inhabitants estimate the age of the village more than one thousand years. The first core of the village has been formed in the south which the Manizan Castle is a proof for it. About 300 years ago, the northern part of the village which is the main part has been formed.

“According to its inhabitants, during Zandil’ dynasty, Karim Khan took money from the people of this village and other areas by force to supply his army. The distance of this village and pirooz village in which Karim Khan has lived is 37 kilometres.)

In 1304, a school called Anoori was found in this village which is one of the oldest schools in Malayer."2

1-Hamedan Islamic Revolution Housing Foundation. Hadi village plan Manyzan 1383
While Manizan has been one of the oldest and most populated village of Malayer, its population has been decreasing during the last decades. The village population has been 636 in 1388. Manizan can be a typical village as far as the facilities and required services as well as economic potentials are considered, but it is on the list of immigrating villages, too.

3 Village Tourist Attractions

A) Natural Attractions and Resources

The River:
Manizan River has divided the village into two northern and southern parts. Qale' Manizan is located in the southern part of the river and Manizan itself is located in the northern part with following water to the area, the scenery has become very beautiful which can be a good tourist attraction during rainy seasons of the year.

Spring and Subterranean passages:
Springs are also tourist attractions in the village. Sometimes they have water and some other times; they are connected to other areas through subterranean passages. The inhabitants have dug subterranean passages since many years ago to compensate for their poor water supply.

Valleys and recreation areas: In addition to the great Darre Jozan which is extended from east to west, because of the existing heights in north and south. Valley has been formed on both sides. The existence of springs has formed some recreation area there. The two known areas in Manizan with these characteristics include Darre' Ziarat and Darre' Bidar.

The protected area of lashkar dar:
The protected area of lashkar dar is located in the eastern north of Malayer and five kilometers far from the eastern part of Manizan. The area is a protected region of Hamedan Province. The area has a variety of vegetation as well as animal life which has been described in the following pars.

Historical places and Memorials:
However nowadays many of customs and rural games have been forgotten, some villages still have their traditional costumes. In Manizan, people celebrate the grapes season every year by cooking grapes juice.
B) Souvenirs
Except grape juice, the village has other souvenirs such as dried grapes (saye-khoshk), Basloque (taken from grapes), different types of grapes, domestic animal related products such as dried whey, and animal oil.

4 Tourism Planning
“Each plan for economic development needs its own planning to achieve its Goal and undoubtedly tourist planning is not an exception. Even the issue is much more important since tourist activities are a multidimensional task and are vital because economic, social and environmental issues are regarded. While understanding the quantity and quality of tourist attractions is highly important in tourist planning, there are other indicators each of which requires separate study and investigations”3.

Tourist politics, the environmental, social and economic effects will be investigated and finally locating the best sites of tourism will be investigated in tourist organization management if a given area. In the present study, the ways of locating rural tourist sites in Manizan have been explored.

5 Locating Rural Tourist sites
Since location rural tourist sites should at least be in connection with one village, the rural tourist projects can be derived into two groups:
1-The inside village projects
2-The outside village projects
3-The inside village projects:
These types of projects are applicable in the inner areas of a village. The main zone of the village constitutes the inner areas which include the dwelling, commercial and educational places. These institutions are the criteria of acceptable planes for a village. The problems concerning the inside village projects may include the shortage of land in the majority of rural areas. The residential places and local shops of crafts as well as open restaurants are among the main projects for tourism. The locating for these projects depends upon factors like the distance from the main road, the ownership of land and tourist attractions.

2-Simin. tavalae. Overview of the tourism industry. Teacher's University Press 1386
1-The outside village projects:
This type of projects include two types: a) projects concentrated as a tourist site
b) Projects which will be formed separately and can include residential places inside the fields or service-giving unites.
The outside village projects should be necessarily in the zone around each village. This zone is the area which has been accepted by the government departments and has been under cultivation. For determining the frames of the zone, one can refer to the natural resources organization or the council of each village. The accepted zone under the study of Manizan is shown in figure No:
Generally, in locating tourist sites which are outside the rural area the following factors are important:
1) Physical conditions
- “The to-be-developed area should be nearer the other tourist attractions.
- It should be appropriately available
- The existence of enough land and expandable area is important.
- The land should include natural planning indicators such as topography, slope, view, and so on.
- To access to the facilities and appropriate water, electricity, Sewage, road and gas foundations.
- The land should not be used for cultivation for purposes
2) Social, human conditions
- The existence of tourist culture in the area
- The existence of efficient human forces and sufficient investors
- If possible the land should not be owned by persons
3) Bioenvironmental condition
- The location should be in a place where fewer trees be cut down and the environment have the least destruction
- The location should be far from water, soil, air and sound pollutants
- The location should be in a place where the protected areas, forbidden hunting areas are not damaged.
Concerning the above mentioned factors for locating a site in Manizan, the village council and governor choose the four option of

3- Zahed. Ghaderi. The principle of for sustainable tourism in rural area.
the site. At first and then considering table number 2 chose the first choice.

Table 2: The proposed options for choosing the tourist site of Manizan

<table>
<thead>
<tr>
<th>Land use</th>
<th>Infrastructure conditions</th>
<th>Environmental condition</th>
<th>Land ownership</th>
<th>Natural condition</th>
<th>Suggested options</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>Roads</td>
<td>Access to main road</td>
<td>Access to water-electricity-gas</td>
<td>Road isolation to privacy</td>
<td>Exposure to environmental pollutants</td>
<td>Appropriative property</td>
</tr>
<tr>
<td>Site 1</td>
<td>24 2 3 0 0 3 2 2 2 2 2 1 0 3 2 2</td>
<td>Site 2</td>
<td>18 2 3 0 0 1 1 2 2 0 0 0 3 0 2 2</td>
<td>Site 3</td>
<td>12 0 0 0 1 3 2 1 2 0 0 0 2 0 2 2</td>
<td>Site 4</td>
</tr>
</tbody>
</table>

Figure 2: Proposed option selection in Ares
After selecting the tourist sites, different types of tourist uses must be determined. This step is done with respect to social; and economic studies of area; the village and zone; tourist attractions and foundations; and also the conditions and space needed for establishing tourist complexes. This step has been regarded concerning the village under study and following main uses have been identified. (Table 3: The uses required for tourist sites of Manizan)

6. Locating the Proposed uses

General analysis of the sites

Analyzing the sites for locating the general uses requires understandings the whole environmental conditions. (Climatic, Topographic, Geology, Water resources, general land applications,)

Concerning the studied case, the site has been generally analyzed as follows: the selected sites for planning the tourist projects Manizan is
located near a lot of trees in the village. The selection has been made considering the topography of the land, the percentage of slope, the direction of slope and the morphology of the land. This area is located in the southern part of the village at its near end. Where there are a lot of springs and water resources and areas full of trees and vegetation live. The running water is directed through channels towards the village; this phenomenon can be an idea for designing a site. In addition, from the eastern part there is a flow of water towards the green area of the trees and vegetation. The frame of the land is in such a way that has a least slope. It means that with the use of map (map4) the area with minimum percentage of slope have been selected do that their slop does not exceed 25 percent. The general direction of the slope is towards the village and its northern parts. But because of the little slope there is no problems with light and shadow and the site is normally well-lighted.

Table 3: The uses required for tourist sites of Manizan

<table>
<thead>
<tr>
<th>No</th>
<th>User Suggested</th>
<th>Cultural</th>
<th>Landscaping</th>
<th>Support</th>
<th>Reception – Services</th>
<th>Sports – Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Permanent exhibition of Anthropology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Develop and provide space and garden crops</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Animal products provide space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Utilities (water, gas and Power)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>New energy station</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Maintenance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Hall offers handicrafts and local products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Shopping center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Table 3 shows the uses required for tourist sites of Manizan. The table includes various categories such as cultural, landscaping, support, reception services, and sports entertainment.
The wind direction of the area is from the south and eastern south. Because of the existence of heights which are connected to each other in south, a large amount of these winds is directed to other directions. The green area with its enormous vegetations is suitable for camping and picnic. Building activities will seriously harm and denormalized it. This area which is still used as a recreation place has a space which can be saved. The organization of the space can improve its quality so that the nature friends can make the best uses of it as before. Thus, this part of the site alongside where the flow of water from the east end is regarded a natural area which can be saved. The other uses can be located in other areas. Considering these interpretations, the site can be divided into two functional and natural parts. These two parts are separated because of the difference in their function and are tied to each other through main lines.

**7 Locating (Marking)**

**The functional part**

As it was said, in the functional site where the water flows out through the trees towards the village, the geometry of Iranian gardens has been considered and on the other side it has been tried not to have the traditional geometry. The geometry of curved lines has been mixed with it in an insensible way. This part of site has functions such as educational centers including a conference hall, library and anthropology fair, commercial centers such as marketplaces for agricultural and domestic animals products, as well as handicrafts shops. There are also domestic animals products, as well as handicrafts shops. There are also service-giving centers like praying room, information providing centers in large squares too. Additionally, at the junctions of two axes, the water axis flows into a pool. This symbolizes the Iranian culture. One of the site entrances forms from the junction of the vertical axis of water and the main axis of the unpaved road. The other entrance leads to a restaurant complex. **The recreation – sports part**

The mentioned site has a third part which is the recreational and sports complex and is located in the southern part of the site. The reason of its foundation in this area is the even surface of the land and its relationship with the residential part for the welfare of the visitors,
immediate access to the road and separation from the noises of functional complex.

The natural and Green area and residence in them:

There are two groups of users of the natural and green area. The first group come to stay longer time as camping. Concerning the short stay everything is clear. Arbours and platforms for this kind of stay can be organically placed between the trees so that their existence won’t be felt. Doing this, the space below trees will be organized and the users won’t have any problems. For long stay purposes, in addition to arbours and platforms, the residential place which is located higher than the trees in their east side can be used. This site consists of several flats and public places at the center of which a praying room and a lavatory have been located. The connection between this site and the green area is the constructions and its little green area. This part because of its silence, beautiful scene, neighbourhood with green site and its uses is located in this place.

Paths and resting places

As it was said before, there are two axes of water: one related to the existing springs and another radiating from eastern slopes flowing towards the other sources. Where these two sources meet each other a brook is regarded which causes the scene to be very attractive and the air to be clear and pleasant. The spatial quality of the area has caused the restaurant and a tea-house to be admired in two sides of the brook.

The center of growing and selling of agricultural products:
This center includes small lands for growing agricultural products and a local shop for selling them. This application can meet the daily needs of the visitors as well as their future use. On the other hand, they can become familiar with planting activities which in turn is regarded as an educational and cultural task.

Supporting part

Supporting part is a complex consisting of establishments, repairing and caring the energy stations. This part will be located in the middle of the site or if possible out of the site to save cost and shorten the way. In addition, there is an emergency center at the central part of the site so that every visitor can have access to it at the moment. Map number 4 and diagram 5 show the location and main applications of them.
8 Conclusion

One of the principles of rural tourism is locating tourist sites. This stage is carried out after studying the possibilities as well economic and social issues of the area. The studies can be called integrative studies. There are some important factors in determining the site location which includes the accepted frame of the village. The frame is important because it can have positive effects on the tourism based on economic and social factors.

The other conditions of locating which were discussed were the physical conditions, human and social factors, bioenvironmental factors and conditions each of which will be analyzed and surveyed in its own right.

The identification of the required application of the conditions and application of village attractions at local area, national and even international levels as well as the possibilities will be distinguished.
References
1- Hamedan Islamic Revolution Housing Foundation. Hadi village plan Manyzan 1383
2- Simin. Javalae. Overview of the tourism industry. Teacher's University Press 1386
3- Zahed. Ghaderi. The principle of for sustainable tourism in rural area.