Analyzing the role of lighting in development of urban tourism.
The case study: Isfahan

M. Taghvaei*
Associate Professor in Geography and Urban Planning, University of Isfahan, Iran
H. R. Varesi
Associate Professor in Geography and Urban Planning, University of Isfahan, Iran
A. Doreki
Ph.D Student in Geography and Urban Planning, University of Isfahan, Iran

Extended abstract
1-Introduction
Tourism attractions are major component of tourism development. Those are like immature materials and exploiting them should be a procedure of creation value added. It seems urban lighting is a subject that can be effective in this area. Urban lighting can reconstruct the urban skeleton at nights and impress tourists. Moreover it can be effective for urban security and increasing urban tourism duration. Urban lighting can be exploited as a tourist attraction if considered properly. Accordingly the study goal should be inspecting the role of lighting on urban tourism development.

2- Theoretical bases
Lighting is a combination of art and science. Lighting affair includes how people light on, feel and react to their surroundings lighting. In fact urban lighting is a compound of lighting streets, urban furniture, traffic lights, urban displays and seasonal lighting. Today, urban life and its related economic affairs necessitate urban activities to be expanded and continued during nights. Although urban lighting cannot be sufficient condition for expanding urban functions duration but it is considered as a necessary condition of night activities. Security affair is always vital for the sake of attracting tourists and city security has a strong relationship with Lighting at nights. Additionally, Lighting can be considered as a tourism attraction singly. Using a deliberated lighting can eliminate inappropriate urban facades and furthermore it can set off physical strength of cities.

3– Discussion
Isfahan is a valuable treasure of Islamic Art and Architecture and it has a distinguished position as a tourism city. Thousands of Iranian and foreigner tourists visit Isfahan historical remains from different eras every year. In fact, it is an exposition of national and religious identity, technology level and architectural style of this territory in past centuries.

*Corresponding Author: Tel: + 98 913 327 3643 E-mail: m.taghvaei@ltr.ui.ac.ir
Hence, usage of various methods in order that display them is very important and lighting is one of these techniques. Just six indicator monuments have been lighting in Isfahan now. Khajoo and Sio sepol bridges in the past and Ali Qapu, Chehel sotoon, Manarjonban and hasht behesht have been lighting recently. Caring visitors and experts’ comments indicates that the buildings lighting are not appropriately. These foibles include low light, inappropriate details lighting, non-observance the rules of monument manipulation and aesthetics roots inattention.

4– Conclusion
The findings show a high correlation between lighting and buildings attractiveness. Lighting has a significant impact on creating comfort and security of tourists. The research results confirm the role of lighting on increasing the urban tourism duration. This would be effective in reducing urban traffic and shopping boom causing by tourists. According to the research findings, it can conclude that if lighting, not as a marginal and decorative activity, but as an effective solution for the city nightly architecture adopt with a scientific and planned policy, it can improve both the quality of urban life and development of urban tourism.

5– Suggestions
5-1- changing view to lighting and considering lighting as an; Opportunity for increasing quality of urban area;
5-2- attention to increasing quality and quantity of passages, parks and the other city structures lighting;
5-3- utilization of lighting new technology for decreasing efficiency (in the above case establishing seminars and lateral specialized exhibition in Isfahan can be an effective policy);
5-4- utilization past experiences and expert consultants for lighting the other historical buildings of Isfahan;
5-5- establishing annual lighting festival in Isfahan.

Key words: lighting, tourism, Isfahan