

Tourism Attractions and their Influence on Handicraft Employment in Isfahan

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Master Thesis

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Handicraft Employment in Isfahan**

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Master Thesis

**Tourism and Hotel Management
Lulea University of Technology (Sweden) and University of Isfahan(Iran)**

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A Master Thesis

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In The Name of God

Dedicated to

My parents and my sister, the most important three persons in my life.

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Reza Abyareh

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Overview

1

Introduction:

Although the record of travel and transportation comes back to the history of human being and due to various spiritual, physical reasons, man transported in the earth, but advent of modern tourism was started with development of Industrial Revolution in England which changed the values and ceremonies in this country.

In the ancient times tourism only was possible for the wealthy and noble people and due to economic, technical,... predicaments tourism did not play much role in the prestige of their social, economic, bio-environmental life, but with occurring event and creation of deep social and economic changes in the life of societies and utilization of human from more rights and increasing recreation periods, and particularly when enjoyment of leave with pay was recognized at first in advanced societies and then in growing countries as a right, modern tourism or tourism of the "common people" has become one of the most important activities by the contemporary human. Considering transport of millions of humans and transfer of millions of dollars per year, month and day, establishing various institutions and organizations for searching in the affair of trip and reception from passengers in travel destinations, creating recreational centers,..., importance and much affect of tourism on the structure of nature, urban, rural life,..... is an unavoidable affair. Creation of significant changes in social, economic, political and cultural life of nations in the

world and the effects of tourism give good news for development and promotion of this activity. (Kazes and butiye,2003)

Key Words :

Tourist, tourism, visitor, passenger

Most of the dictionaries have defined the simple word of " travel" transportation, that of course in the field of tourism it has another definition. Regarding the purpose of this research, travel is defined so : " Transportation action to abroad for business, or recreation and not for performance of education or daily work". (Makens and Choy, 1989).

World Tourism Organization (W.T.O.) has given a general definition of tourism. In 1991 W.T.O. and Canadian government held an international conference for travel and tourism statistics in Ottawa, Canada in which they presented views and suggestions for tourism. Definitions are mentioned in the following .

Tourism : Is the action of a person who goes to a trip and stays in a place that is outside of his/ her living area for a period of less than one year for recreation, business, and other purposes.

Tourist : (one night visitor) A person who at least one night stays at a public or private residential place.

Visitor : A person who travels to a place for a period of less than 12 months and his / her purpose of staying there is not obtaining income.

Passenger : A person who travels between two or several places. Chalk(2003)

Description of Research Problem :

Tourism as a logical response to inherent need of humans for understanding and development of public culture and also social integration is one of the problems which shall be considered with full seriousness. Various cultural works and economic outcomes resulting from development of this industry can play valuable role in support from plans of cultural, social, economic development of the country. (Mirsalim, 1374)(1995)

Considering the poles of tourism and world tourism as a valuable and unique asset of the country in planning development of travel and in general in national development and their recognition, introduction and classification in the direction of social, economic and cultural development of the country are various matters. Isfahan city with enjoyment from historical records and its valuable cultural works has privileged conditions in the scope of Iran national tourism and its valuable ancient works and cultural heritage such as the beautiful complex of "Naghsh-e-Jahan", or the most significant historical works like Masjed Imam, Ali Gapu, and Great Bazar is regarded as one of the major tourism centers in the world.

Production of types of handicrafts from ancient times and existence of beautiful and delicate arts as well as nice decorations of its historical works narrates the capacity

and charm of this city for attracting tourists; Emphasis of historians, archeologists and foreign Iran- logists on importance of this city as a first grade historical city in the world, and also the star of Islam world, indicate the majesty, and magnificence of historical, cultural and art heritage of this tourism city with much attractions.

(Mirsalim, 1374)(1995)

One of the positive and considerable effects of world tourism and tourism industry is creating positive and beneficial occupation. As one expert states : world tourism has a particular specification that can be regarded as motivating force of economic development in the country. Development of world tourism causes to develop roads, airports, port facilities,.... and in addition it paves the way for development of transportation and its related industries. Creation of occupation opportunities due to world tourism is expressed in a manner that we shall say that establishment of new hotels and centers for Iran tourism and world tourism causes to attract service employees and furthermore it can have much valuable role in improving the quality of agricultural, food products, handicrafts and also other sections. And one expert states : handicraft is a very beneficial industry in our country which creates many occupations. Regarding the interest of tourists and foreign tourists to Iran handicrafts these industries can be restored and proper markets to be created for the sale of their products.(Pedarian,1374)(1995)

Importance and value of Research:

In tourism industry always an important reality exists and that is this fact that this industry is not bad not good. Its development is pleasurable, because it has a very

fruitful role for rising value added, creating occupation and income as well as enlivening local economies, and from another viewpoint tourism is not pleasurable when natural environments are destructed and damage to cultural environments. In addition to above cases, on obvious fact is this that this industry is in the process of developing in international level and in our country and when we want to replace an economy for oil mono- product economy, tourism industry is very suitable for discussion.(Namazi,n.d)

Tourism as an industry which is the greatest and most profitable industry in many of great and small countries of the world created occupation for 200 million individuals in 2002 and it dedicated about 11 % of total world occupation. (Abdekhodaei,1382)(2003)

Record and History of Research Subject :

Dr. Vahid Ghasemi, Professor of Isfahan University has studied this subject in the annal with the title of " Reflection of Approach for Political Texts in Iran Tourism Industry". In this research he studied statistically the tourists entered into Iran from 1346 Solar Hejira to 1383(1967-2004) and while analyzing the said procedure he explained about rising and falling the rate of said statistics and then compared the world statistics with Iran. Following it, Dr. Ghasemi has studied two countries of Turkey and Malaysia as the two countries that have very close cultural, religious common points with Iran.

(Ghasemi and Daneshgar,1385)(2006)

Dr. Moahmmad Taghi Rahnamaei, member of Scientific Board in Tehran University, evaluated and criticized Tourism section in Iran from viewpoint of policy-making and

management, he presented and compiled theoretical framework of tourism development plan in this research and while compiling the subjects and plans mentioned 15 key cases and later in this research, he mentioned the first plan (1989-1993) and second plan (1994-1998) and third plan (1999-2004) and he described them in detail.

Dr. Moahmmad Reza Farzin, member of Scientific Board in Alameh Tabatabaei University, studied and criticized the 4th development plan in the field of tourism. While studying the 3rd plan in tourism Industry, he studied challenges of tourism in the 4th development plan and presented some strategies.

Purposes of Research :

The main purpose is Tourism Attractions and their Influence on Handicraft Employment in Isfahan

The subsidiary purposes of the research include:

Is there any significant relation between tourism attractions and attraction of tourists?

Is there any significant relation between tourism attractions and increase of handicrafts jobs opportunities in Isfahan?

Is there any significant relation between tourism attractions and develop of handicrafts occupations in Isfahan?

Research Questions

Tourism attractions are effective on tourist attraction.

Tourism attractions are effective on increasing handicrafts jobs opportunities in Isfahan

Tourism attractions are effective on develop of handicrafts occupations in Isfahan

Sample Size:

Statistical society in this research are all the foreign tourists residing at Isfahan hotels during the period of 1991-2006, and also all the issued licenses and training of art students during the period of 2000-2006

Research Method :

Research Method in this research is descriptive- library.

Tools for Collecting Data :

The tools for collecting are data by Cultural Heritage, Handicrafts, and Tourism Organization of Isfahan Province.

Tools for Analysis:

After obtaining statistics from related organization, we analyzed each one in special tables and obtained the procedure of their growth, then we compared them and analyze the relation between them.

Literature Review

2

Introduction:

In this chapter we review the role and importance of tourism and also considering the statistics and numbers that world organizations presented we describe the role and position of this industry and then we introduce Isfahan city and later on we describe some archeological works and handicrafts in Isfahan city.

Definitions:

In the past years trip was regarded as a risky affair and only the merchants traveled or those who were made to take their goods from one place to another and import other goods or a few individuals who tolerated the difficulties of trip and after passing many years they wrote a travel account (log) such as Naser Khosro Ghobadiani; these log writers were scientists in their era. In the ancient times scientists traveled in order to educated and obtain up to date sciences from a city to another and from one government to the other. Trip with the purpose of recreation and passing recreation times only was feasible for the kings and high-ranking couriers. In Islamic societies due to religious beliefs and also existence of a holy city called " Mecca" and God's

home and this belief that each rich Moslem shall at least once go there during his life, the religious trip was carried out and it still is performed.

Although trip and tourism is an ancient phenomenon, but industrial revolution, modern innovations and discoveries, increasing public welfare and recreation periods of human beings caused to create essential changes in role, dimensions and its importance. Today tourism is regarded as one of the most important economic activities and one of the 3 major industries in the world. (Sinaei,1382)(2003)

In emphasizing above statements, Ranjbarian(1384)(2005) states: "Tourism that really has been called the industry of the 21st century has special specification which distinguishes it from other economic activities. Tourism is a multi-dimensional activity and it is one of the most complex works of human being considering geographical situation, since the applicant is in a land and the product is in another land and effort is made that with reaching the tourist to the desired destination, that tourist obtains an attractive and memorable experience in accordance with his/ her taste. Various definitions have been presented for tourism, but the most prevalent definition for tourism includes: " tourist is someone who has been entered into a destination for a purpose except obtaining income. He / she is separated from ordinary life and entered into a land which is probably different from his/ her culture and tries to use the happenings there" (Ranjbarian,1384)(2005).Therefore statistically those passengers who do not pass at least one night in private and public residences of the host country, such as recreational ships that pass the night on board, or passengers who pass one night in train or the passengers who pass several hours in the form of transit in airports, foreign laborers, provisional or permanent migrants, wanderers, members of forced forces, or consulate and diplomat agents are not regarded tourist and they are not calculated in tourism statistics (Sinaei,1382)(2003)

Tourists do not travel to see the perspectives and environments such as their own environment or visit with people like the people in their own land and visit of cultural heritages and places similar to their own society, but these are differences and varieties that increase attraction of trip. European and American people do not pay money to eat Mc Donald or look at modern and large buildings, they are searching for an environment, people and joys different from their daily life (Ranjbarian,1384)(2005)

Tourism Occupations:

Arabi states that : “Industry of trip and tourism is regarded as the greatest industry with variety in the world. Many of the countries regard this dynamic industry as the main source of income, occupation, growth of private section and development of infra-structure. Tourism industry throughout the world, particularly in the developing countries which other economic forms like production or excavation of natural resources is not economic, is considered very much. People travel for various reasons. Fast and powerful growth of tourism in a short term caused that it influences on experimental trips very much .”

Subject of tourism is important because in contrast to the current procedures in economic progress of countries which are inclined to use technology with much capital, this activity can play important role in establishment of occupation opportunities in societies which are confronted with un-employment and enjoy the attractions and capabilities of Tourism industry. In fact, many of the economies that during the recent two decades are inclined to develop Tourism industry, have followed up the purpose of creating occupation from this industry. One of the major

traits of creating occupation in Tourism industry is this that it covers a vast spectrum of forces, either specialized (laborer to expert managers) , educations (low literate to university education) and sex and this point is important that it can not be ignored.

(Ranjbarian,1384)(2005)

One positive and creative effect of Tourism industry is creating occupation in the society and tourist-accepting country. This occupation is performed in the following forms :

- 1-Direct occupation: It consists of individuals who are active in Tourism institutions like hotels, restaurants, travel and tourism agencies, Customs, airport, Dept. of Affairs related to visa, various Tourism shops, handicrafts....
- 2-Indirect occupation: It consists of the occupations created in the supplying section for agricultural goods and services, fisheries, institutions of supplying food products, and other production centers.
- 3-Inductive occupation : It consists of the individuals who are supported by the income of those who are active in Tourism industry directly or indirectly.
- 4- Occupation in construction section : It consists of the individuals who are active in establishment of installations and infra-structures for Tourism. These types of occupations are often provisional, unless the growth of tourism activities continue.

As it was said, tourism industry is a major resource for income of countries that covers considerable amount of their gross national production and with its present development procedure, it will have growing future. Today tourism is regarded as one of the most important economic activities and one of the three major industries in the world. At the present tourism has obtained a position that only a few sections

from economic sections have capability equal to this industry in order to be able to produce added value, occupation and foreign exchange with such a low cost. Now, tourism is one of the most important economic activities in the world that not only brings foreign exchange, but it causes to distribute purchase power throughout the host country as well (Vela,2005)

Assessments of (W.T.T.C,2001) (World Travel and Tourism Council) indicate that in 2000 Christian year, trip and tourism have created 4.56 thousand milliard dollar economic activity that this amount will reach to 8.454 thousand milliard dollar in 2010. In other words, economic activity of trip and tourism will have a growth of 4.2 percent annually during 2000 to 2010. In 2000 share of industry and tourism in Gross Domestic Product (GDP) was 4.1 % in the world and share of trip and tourism economy in GDP was 10.8 %. Both of these shares will amount to 4.2 and 11.6 % in 2010 respectively. In 2000 trip and tourism economy dedicated 192.2 million jobs, equal to 8 % of total occupation in the world or one job from 124 jobs. In 2010 number of jobs in trip and tourism section will amount to 251.6 million or 9.1 % of total jobs in the world. In other words in 2010 one job out of each 11 will be in relation with economic activities of trip and tourism. Number of jobs in industry of trip and tourism was 73.1 million and 3.1 % of total occupation was in 2000 that it will amount to 91.9 million individuals or 3.3 % of total occupation. 12.6 % of total exports in the world in 2000 belonged to trip and tourism which this ratio will amount to 12.8 % for 2010.

Gross income from tourism activities per year amounts to 5.5 % of world economy and annually more than 350 thousand million dollar is applied, which is about 7.3 % of total world investment. Moreover, annually equal to 6 % of paid taxes throughout the world create tax income. Growth for number of international tourists in 2000 was

the highest rate in recent decade and approximately twice the rate of growth for international tourists who entered in 1999. Number of international tourists in 2000 amounted to 698 million individuals with 7.4 % increase that it is foreseen for 2010 that this rate will amount to 1 milliard and 18 million individuals. For this reason the forecast that tourism industry is the major income producing industry and the most essential economic support in future world is impossible. Therefore, tourism industry influences n economy and culture not only for the greatness of its dimensions but for undeniable role that it has in improvement of quality for people's life. Although there is no consensus between experts for economic works of tourism, but they all emphasize on 3 subjects the include: role of tourism in creating foreign exchange income, domestic gross product, and

In such an important industry, demand for the occupation is unlimited and the more development of this industry, the more complex it becomes, and supply for services of trained individuals will be more as well.

The economic, cultural, social effects and creation of various jobs are the most essential outcomes of tourism development in the world and in a realistic approach, its role in multilateral growth and development of one country is very considerable. With no doubt development of tourism has very positive effects for the host country. Today many of the countries pay attention to tourism industry in order to provide their foreign exchange resources, because this activity creates many job opportunities in local markets as well(Mohammadi,1386)(2007)

For the countries under development, particularly those countries that have mono-product economy, development of tourism is one of the strategies for development, and for a country like Iran that the major part of its foreign exchange resources is

dependent on oil, and from one side it has potential abilities and various historical, cultural, and social attractions, development of this industry can be very useful, because with feedback of provided capital from this industry we can both strengthen mother industries in the country and also remove one of the worst obstacles of economic challenges, it means unemployment. On the basis of assessments by World Labor Organization, against each direct job opportunity which is created in tourism industry, 1.5 other job opportunity is created in the businesses in destination land. We can add the information from Mexico to the assessment of World Labor Organization which indicate that tourism development in Mexico has influenced on creation of job opportunities and for putting each new bed in hotel, annually 2.7 individuals have been occupied in the industry of construction and movement or transportation.

Tourism industry has found its position in international scope and it has been recognized. Its very clear perspective in future of this industry and its increasing value and importance has been caused that various international organizations including : U.N.P.P., E.E.C. and several other organizations of international cooperation provide necessary resources for various types of tourism development plans in under-development countries. W.T.O also supports and defends from the importance of tourism planning and as an executive agent of U.N.P.P. it has held training courses for planning tourism.

But growth of international tourism creates so many problems that can cause serious crisis. These cases have arisen some questions for specified centers about its social, cultural and even economic outcomes. Against its positive effects on occupation and income production, we can refer to its negative effects such as inflation, destruction of environment, and traditions of native populations as well. These special cases in under- development countries are very sensitive problems, because industrial tourists

with their attendance in other countries burden a type of life or consumption level on those countries, which often attack those local sensitivities. In this manner, in some of the regions, particularly Mediterranean countries of Europe, much concentration of tourists that is as a result of uncontrolled development causes that economy, social structure and cultural heritage of the natives become critical. So it is required that not only the partnerships of international tourism, but its aftermaths are also assessed in order to increase its privileges and reduce its destructive effects

For these reasons, tourism policy shall be planned with consideration of some foreign variables such as demography, and social changes, economic and financial conditions of some countries that create tourism, rise and fall of foreign exchange rate, political, legal and lawful change, progress of technology, change of commercial patterns, transportation infra-structures, passengers' security, and preservation from places and environments. Three important factors play very significant role in gradual evolution of international needs for industrial countries.

- Population changes
- Increasing recreation and resting periods
- Dividing holidays and classification of market

Tourism Attraction:

A tourism attraction is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. Some examples include historical places, monuments, zoos, museums and art galleries, botanical gardens, buildings and structures (e.g., castles,

libraries, former prisons, skyscrapers, bridges), national parks and forests, theme parks and carnivals, ethnic enclave communities, historic trains and cultural events. Many tourism attractions are also landmarks. Tourism attractions are also created to capitalise on unexplained phenomena such as a supposed UFO crash site near Roswell, New Mexico and the alleged Loch Ness monster sightings in Scotland. Ghost sightings also make tourism attractions. Ethnic communities may become tourism attractions, such as Chinatowns in the United States and the black British neighborhood of Brixton in London. In the US, owners and marketers of attractions advertise tourism attractions on billboards along the side of highways and roadways, especially in remote areas. Tourism attractions often provide free promotional brochures and flyers in information centres, fast food restaurants, hotel and motel rooms or lobbies, and rest areas. While some tourism attractions provide visitors a memorable experience for a reasonable admission charge or even for free, others can have a tendency to be of low quality and to overprice their goods and services (such as admission, food, and souvenirs) in order to profit from tourists excessively. Such places are commonly known as tourist traps.

Iran Country:

Our country Iran is one of the first 10 countries for attraction of tourism in the world, and it has the 5th rank concerning biological variety and variety of natural attractions. But unfortunately it has never found its appropriate position in the international scope due to some problems. In a manner that in the ranking table of previous years from

viewpoint of accepting tourists and obtaining income it has always had a rank more than 60 from viewpoint of tourism cost its rank has been more than 40.

Considering above matters and also this fact that tourism industry applies the sources that often seem unusable and they are economized through development of tourism, for example using archeological works, forests, deserts, mountains, sand areas, are phenomena which have no economic value potentially and they are mentioned through development of tourism. Therefore, in our country tourism, which has not grown regarding industrial growth and economic development significantly, can be mentioned as one of the infra-structures and as a way for development and occupation. In case that tourism products are observed as goods, these goods have special specifications different from the products of other industries, it means that tourism product :

- is not storable
- Its supply is often fixed, whereas production volume for plant goods depend on the demand rate.
- it is fixed concerning production and it does not have capability for transportation to various markets.
- it is produced and consumed simultaneously

Isfahan City:

Esfahān or Isfahan (historically also rendered as *Ispahan* or *Hispanan*, Old Persian: *Aspadana*, Middle Persian: *Spahān*, Persian: اصفهان *Esfahān*), located about 340 km south of Tehran at 32°39'5"N, 51°40'45"ECoordinates: 32°39'5"N, 51°40'45"E, is the

capital of Esfahan Province and Iran's third largest city (after Tehran and Mashhad). Esfahan has a population of 3,050,554 (2000 calculation).

Esfahan is located on the main north-south and east-west routes crossing Iran, and was once one of the largest cities in the world. It flourished from 1050 to 1722, particularly in the 16th century under the Safavid dynasty, when it became the capital of Persia for the second time in its history. Even today, the city retains much of its past glory. It is famous for its Islamic architecture, with many beautiful boulevards, covered bridges, palaces, mosques, and minarets. This led to the Persian proverb *Esfahān nesf-e jahān ast*: "Esfahan is half of the world". The Naghsh-e Jahan Square in Esfahan is one of the biggest city squares in the world and an outstanding example of Iranian and Islamic architecture. It has been designated by UNESCO as a World Heritage Site. The city also has a wide variety of historic monuments ranging from the Sassanid to the Safavid dynasties. Remaining Islamic architectural sites were built from 11th to the 19th century while older pre-Islamic monuments date back to 1000 B.C.

The city is located in the lush plain of the Zayandeh River, at the foothills of the Zagros mountain range. The city enjoys a temperate climate and regular seasons. No geological obstacles exist within 90 km north of Esfahan, allowing cool northern winds to blow from this direction. Situated at 1590 meters above sea level, it receives an average of 355 mm of rain per year. The temperature ranges between 2 and 28 degrees Celsius. The record high temperature was 42 degrees Celsius and the record low was -19 degrees Celsius.

The history of Esfahan can be traced back to the Palaeolithic period. In recent discoveries, archeologists have found artifacts dating back to the Palaeolithic, Mesolithic, Neolithic, Bronze and Iron ages.

Ancient Esfahan was part of the Elamite empire. Under the name of Aspandana it became one of the principal towns of the Median dynasty, when Iranian Medes settled there. Subsequently the province became part of the Achaemenid Empire and after the liberation of Iran from Macedonian occupation by the Arsacids, it became part of Parthian Empire. Esfahan was the centre and capital city of a large province, which was administered by Arsacid governors. In the Sassanid era, Esfahan was governed by "Espoohrans" or the members of seven noble Iranian families who had important royal positions, and served as the residence of these noble families as well. Moreover, in this period Esfahan was a military centre with strong fortifications. There were large populations of Jews and Christians concentrated around Esfahan at this time. The city was occupied by Arabs after the final defeat of Iranians.

Esfahan fell, temporarily, under the rule of Arabs until the Abbasid era, only being attended to by Al-Mansur. In the 10th century, under the Buwayhid Dynasty, Esfahan regained its importance. In the reign of Malik Shah I of the Seljuk dyansty, Esfahan was again selected as capital and commenced another golden age. In this period, Esfahan was one of the most thriving and important cities of the world. The famous Persian philosopher Avicenna lived and taught there in the 11th century.

The city was raided and most of its inhabitants were massacred by the Mongols in the 13th century, the raid followed by that of Timur However, as the result of its suitable geographic situation, Esfahan flourished again especially during the Safavid dynasty, which developed considerably.

The Golden Age of Esfahan arrived in the 16th century under Shah Abbas the Great (1587-1629), who conquered it and made it the new capital of the Safavid dynasty. During the reign of Shah Abbas I, who unified Persia, Esfahan reached its pinnacle. Esfahan had parks, libraries and mosques that amazed Europeans, who had not seen anything like this at home. The Persians called it *Nesf-e-Jahan*, half the world; meaning that to see it was to see half the world, and also referring to it as a point where many cultures and nationalities meet and mingled. In its heyday it was also one of the largest with a population of over half a million; 163 mosques, 48 religious schools, 1801 shops and 263 public baths.

In 1722, it was raided by the Afghans after a long siege, which left much of the city in ruins. Although the Afghans were a primary cause of Esfahan's decline, this can also be attributed to the development of maritime commerce by European merchants from such countries such as the Netherlands. Esfahan's wealth originated in its role as a chief waystation along the trans-Asia trade route (such as the Silk Road), but land trade dwindled as the cheaper sea routes increased in popularity for transporting commodities between Asia and Europe.

Today Esfahan, the third largest city in Iran, produces fine carpets, textiles, steel, and handicrafts. Esfahan also has nuclear experimental reactors as well as facilities for producing nuclear fuel (UCF). Esfahan has one of the largest steel producing facilities in the entire region, as well as facilities for producing special alloys. At Esfahan uranium is converted into uranium hexafluoride (UF_6), which in its gaseous form is spun at high speed in the centrifuges to extract the fissile isotope. Esfahan is Iran's only domestic source of UF_6 . According to IAEA Iran is building hardened bunkers under Esfahan to protect UF_6 production.

The cities of Najafabad, Khaneh Esfahan, Khomeini-shahr, Shahin-shahr, Zarrinshahr, and Fulad-e Mobarakeh all constitute the metropolitan city of Esfahan. The city has an international airport and is in the final stages of constructing its first Metro line.

Over 2000 companies are working in the area using Esfahan's economic, cultural, and social potentials. Esfahan contains a major oil refinery and a large airforce base. HESA, Iran's most advanced aircraft manufacturing plant (where the AN-140 aircraft is made), is located nearby..

The architecture of Esfahan is made up of eight traditional forms which taken together form the foundation in the same way that music was once based on a finite number of notes. These are modulated by the use of colors and textures to leaven the surfaces and are held together in an overall construction akin to that of a sonata in which connection leads to culmination through a transition space. To appreciate the skill of the architects and designers fully, it is necessary to have an appreciation of these fundamental concepts i.e. garden, platform, porch, gateway, dome, arched chamber, and minaret, although in the geometry and architecture of the buildings they are woven together to present a seamless whole. A full discussion of the underlying principles can be found in the paper entitled "The Alchemy of the Mosque", given to a joint meeting of the School of Architecture and the Islamic Society of the University of Manchester in 1997.

Isfahan city is one of the most traditional and oldest cities in Iran that due to its special geographical situation, weather conditions and having Zayanderud river, has always been considered by the rulings and it has been selected as capital many times.

In history, this city has witnessed many ups and downs of life. Many times the rulers have considered it and it has flourished and sometimes foreign forces have attacked it and it confronted with destruction, killing and mass murder of city population. When its population was assessed more than 1 million individuals and its markets were very busy, but after an attack by a tribe suddenly its population was assessed 60 thousand individuals, but in general this city could survive for its patient, assiduous and creative people and continue its life, and obtain a special position in culture, art and creativity. Isfahan city is one of the historical cities in Iran and so achievement of this historical past is observed in every place in the form of architectural and historical constructions which most of them are related to the periods of Saljukian and Safavid. Isfahan city is one of the old cities that it existed 3000 years before Christ historically. Its special good geographical and natural situation which exist in the center of vast Iran land and its fertile soil, and also immunity from land and sky disasters as well as existence of Zayanderud in all the previous periods have made it possible that it becomes one of the important centers for activities of Arya tribes residing in this country. The structure of ancient residences in Isfahan city has a record of more than 1 thousand years. This city has more than 4000 old structures that about 1800 acres of it is historical structure. Among Iran cities, historical-tourism city of Isfahan has special importance for the tourists throughout the world in a manner that American Professor Pop observed Isfahan and he considers high portico of Masjed Shah as one of the most beautiful and most expensive porches of Iran and one of the most significant and alluring porches which has been built in the world. He had regarded Isfahan as his second home and asked that after his death, he and his wife to be buried in Isfahan. In addition to having ancient and valuable traditional and historical structures that some of them are included in a few valuable historical and architectural

works of the world, concerning beauty, operation, stability, dignity, and other urban specifications, this city is the most significant city in Iran and it is unique in the world. Extraordinary beauty and attractions of Isfahan city in comparison with other cities of Iran and its world fame, particularly that it is famous as " Half of the world ", have been caused that the archeologists and historians of the recent century in Europe introduce Isfahan in the rank of the important 1st grade historical cities of the world such as Beijing, Venice, Rome, and Florence. This city is called " Museum City" concerning its historical and various works and buildings and also architectural arts. Isfahan is called " Star of Islam World" regarding its historical Islamic importance, in a manner that in the 4th Conference held by Ministers of Culture in Islamic countries during 2006 and in Algeria capital, all the participants with consensus selected Isfahan city as cultural capital of Islam World for a period of one year. Isfahan has special position and privilege regarding the ease of transporting domestic and foreign tourists because it is situated between Tehran and Shiraz(another tourism center in Iran), and also having international airport of Shahid Beheshti, Tehran- Isfahan autobahn and Isfahan- Shiraz autobahn. Isfahan province is regarded as an important center for tourists and Iran tourists and it has privileges conditions as one of the valuable capitals of human being, with enjoying from historical antiquity and valuable cultural, religious works and it has been known among major centers of tourism in country and world. This province has 324 registered historical works and 310 religious works which are in various locations (Mohammadi,.1386)(2007)

Special historical, cultural situation of Isfahan has been caused that this city signs the sister contract with some important cities of the world such as:

- Saint Petersburg, Russia
- Freiburg, Germany
- Iași, Romania
- Florence, Italy
- Xian, PR China
- Yerevan, Armenia
- Istanbul, Turkey
- Havana, Cuba
- Kuala Lumpur, Malaysia
- Lahore, Pakistan
- Cairo, Egypt
- Beirut, Lebanon

Its tourism antiquity comes back to old times. The record of visit by hundreds of foreign tourists and printing of tens of logs about it, familiarization of people with foreign tourists and the most important the spirit of hospitality and conciliation of people in Isfahan has been caused that tourists travel to this city with ease, self-sufficiency and safety. After observing Isfahan, Vilfred Blunt writes: Every person who observes Naghshejahan square for the first time is surprised for its magnificence, even if he/she had seen many photographs or read about it previously, a square which is 7 times of Pizzadisan Marco Square in Venice and more than twice of Moscow Red Square! Peter Delavaleh, Italian tourist writes in his log : Charbagh belongs to king, it has unique grandeur and we shall confess that Popolo avenue in Rome and Reale Poggio avenue in Naples and Montreal avenue in Palermo city no one are not like it. Anglebert Kampfer, German states about attractions of Isfahan : its vastness is to the limit that it is the greatest Asian city on this side of Gang. All the installations of this city are significant, nice and artful architecturally, and they are privileged compared to the other constructions and throughout Iran we can not find a city which is equal to Isfahan for beauty. These are the statements of some foreign tourists that have visited Isfahan and have written some materials for registration in history. Also there are some Moslem tourists that have lived before their European counterparts and have mentioned Isfahan in their logs, including Abolghasem

Mohammad, known as Ibn Moghel, great Arab geographer, which says so about Isfahan : Isfahan has many scenic regions and nice villages. One of its villages which is called the best village is " Jey" that has good landed properties and it was stated that :

While they were building the fortifications of city Iskandar installed 365 towers for it in order to reside there when there is revolt in city. In the 5th Hejira century, Naser Khosro Ghobadiani wrote : " Isfahan is a city on a plain, it has good weather. It has many markets, I saw a brokers market in it that 200 brokers were there and each market had a gate which was closed and all the alleys and parishes also had strong gates and clean caravanserais. There was an alley which was called " Kutaraz" and in that alley 50 good caravanserais existed and in each one many owners had sat and our caravanserai had 1300 Kharvar (100 Man Tabriz) load by the effort of Dr. Other Moslem tourists such as Ibn Batuteh, Ibn Reshte, Hamdollah Mostofi,... have written many subjects about Isfahan. Another specificity of Isfahan is conciliatory life of various religions in it. Jewish people have lived in Isfahan from ancient times. This tribe entered into Isfahan after Bokhtonasr and continued their life with the least tension between Moslem people from thousand years ago to the present. In the period of Shah Abbas, one of the most important events of 250-year period of Safavid family occurred and it was great migration of Armenian people from new Julfa, alongside Aras river to Isfahan and residing there. Population of Julfa increased with construction of church and nice homes to the time that Julfa became one of the historical regions of Isfahan city. At the present its ancient homes and magnificent churches indicate the grandeur of this beautiful and historical region. People with various religions such as Islam, Jewish and Christian live in Isfahan, followers of these religions have continued their conciliatory lives during history and there is no

evidence of religious disputes in history which resulted in harm and hurting the followers of minority religion or migrant tribes.

Esfahan has long been one of the centers for production of the famous Persian Rug. Weaving in Esfahan flourished in the Safavid era. But when the Afghans invaded Iran, ending the Safavid dynasty, the craft also became stagnant. Not until 1920s, between two world wars, was weaving again taken seriously by the people of Esfahan. They started to weave Safavid designs and once again became one of the most important nexus of the Iranian rug weaving industry. Esfahani carpets today are among the most wanted in world markets, having many customers in western countries. Esfahani rugs and carpets usually have ivory backgrounds with blue, rose, and indigo motifs. Rugs and carpets often have very symmetrical and balanced designs. They usually have a single medallion that is surrounded with vines and palmettos and are of excellent quality.

Isfahan Main Tourism Attractions:

After the period of Seljukian, Isfahan was stagnated, but when Isfahan was selected as capital in Safavid era, Safavid kings did their best for flourishing it, in a manner that many of historical works in Isfahan have been established in Safavid era or they have been restored at that time. Works such as nice bridges, Zayanderud river, Charbagh ave., great bazaar, and Naghshe jahan sq., and Alighapou building as well as various and beautiful mosques that have been built in Safavid era. Look at below Isfahan tourism attractions's list:

Squares and Streets

- Naqsh-e Jahan Square also known as "Shah Square" or "Imam Square" - 1602.

- Meydan Kohne (Old Square)
- Shahshahan Square
- Chaharbagh Boulevard - 1596.
- Chaharbagh-e-khajou Boulevard

Palaces

- Ali Qapu (The Royal Palace) - Early 17th Century.
- Talar Ashraf (The Palace of Ashraf) - 1650.
- Hasht-Behesht (The Palace of Eight Paradises) - 1669.
- Chehel Sotoun (The Palace of Forty Columns) - 1647.

Madressa (religious schools)

- Madreseye Sadr.
- Madreseye Shah ("Imam Jafar Sadegh" after revolution).
- Madreseye Khajoo.

Mosques

- Shah Mosque (it is called "Imam Mosque" after Iran's Revolution)
- Sheikh Lotf Allah Mosque
- Esfahan Jame (Congregative) mosque[1]
- Friday Mosque

Caravanserais

- Shah Carvanserai

Bridges

- Pol-e Shahrestan (The Shahrestan Bridge) - 11th Century. sharestan bridge
- Shahrestan bridge
- Pol-e Khaju(Khaju Bridge) - 1650.khajoo bridge
- Si-o-Seh Pol (The Bridge of 33 Arches) - 1602.
- Pol-e-Joui or Choobi (Joui bridge).

Churches and Cathedrals

- Vank Cathedral - 17th century.Vank Cathedral
- Kelisaye Maryam (Maryam Church).

Other sites

- Atashgah - a Zoroastrian fire temple.
- Buqe'h-ye Ibn-Sina (Avicenna's Dome) - 12th Century.
- The Tombs of Nizam al-Mulk & Malek Shah - 12th & 18th Century.
- New Julfa (The Armenian Quarter).
- The Bathhouse of Sheikh Bahai.
- Pigeon Towers - 17th Century.Pigeon_house
- Manar Jonban, a famous minaret

Explain a few of them:

Naghshe jahan square, or Meidan Shah:

Sharden has written this square is one of the most beautiful squares in the world that its shape is rectangular –square. It length is 440 ft and its width is 160 ft. There is a stream in the middle of square which has been built by brick and black lime of hard

stone. The width of this stream is 6 ft and its bottom is made of black stone and its footpaths are one foot higher. Four individuals can move together easily in the width of stones. Between this stream and the rooms besides the square there is a space with the width of 20 feet. Two hundred rooms exist in this square that all of them have been built in one size and style with two floors. The rooms in the first floor each consist of two shops which one is opposite to square and the other is opposite to bazaar. The upper floor consists of 4 rooms that two rooms are toward the square and two rooms are in back of them. Each one of the rooms opposite to the square has a porch and in front of it there are some balustrades which have been built with brick and plaster and in the color of green and red and they are very beautiful. Each one of the rooms has routes in the direction of bazaar which are very cold in summer. Except these rooms there are great buildings around the square which include (door of imperial palace), it means AliGhapu, and in the west side (Masjed Sadr), it means Masjed Sheikh Lotfollah and there is a building which various cars exist in it and it is called (clock-making) in the east. In south of square there is Masjed Shah and in north of bazaar market exists. This square has 12 major gates and several smaller gates. In center of square there is a great derrick with the height of 120 ft. which is used in official days for sighting(aiming); in the north and south of square with the distance of 35 ft from both stone columns there is a stone that are gates(goals) for polo-stick. Seyed Abdolhossein Khatun abadi, author of " Tarikh Vaghaie alsenin valavam", contemporary with the successors of Shah Abbas has recorded construction of Naghshe jahan square in 1011 Hejira. (Honarfar, 1350)(1971)

Dolatkhaneh Mobarakeh Naghshe jahan construction , or AliGhapu building:

This palace is one of the buildings of Shah Abbas which was built in the first quarter of the 11th century Hejira and there was a place for settling the state affairs and king court, and the historians contemporary with Shah Abbas 1st called it [Dolatkhaneh Mobarakeh Naghshe jahan]. Jaber Ansari in " Isfahan History" wrote that : The foundation of this building had been set up in the period of Teimour successors or Tarakemeh and Shah Abbas the 1st added 5 other floors to it in 1018 Hejira. The date of beginning and ending construction is not found, but it is referred from the evidences that this building and its opposite building (Masjed Sheikh Lotfollah) were finished almost together when they were constructing Masjed Shah building.

These two imperial buildings which one of them is king palace and the other was special mosque of imperial family were finished. Name of AliGhapu building was taken from two words (Bab Ali) and palace of Othoman king in Islambul and Shah Abbas's intention was to attract attention of European politicians to this palace in Iran which had the same name and he wanted that AliGhapu building surpass from Bab Ali of Othoman. AliGhapu palace has 6 floors building, and the best perspectives of Isfahan are observed from its 7th floor which is the roof of the building. Each floor of this palace has special decorations and despite the fact that apparently in the beginning of the 14th Hejira century its decorations have been destructed very much, but still it has some masterpieces from plaster work and paintings of Safavid era. Sharden for describing this building said : " That is the greatest palace which may exist in a capital." (Honarfar, 1357)(1978)

Masjed Shah:

The most important mosque of Safavid era in Isfahan city regarding grandeur of architectural aspect and various decorations is Masjed Shah Abbas that its building was started by the decree of Shah Abbas the 1st in 1020 Hejira in the southern side of Meidna Shah and its construction was ended in 1020. Construction and decoration of other sections in this mosque continues to the last year of life of Shah Abbas the 1st and it continued in the era of his successors Shah Safi and Shah Abbas the 2nd as well. The last years of the date that is seen in Masjed Shah from Safavid period are 1077 in the inscription of " Mehran Shabestan " tile-working in the west side of mosque and 1078 Hejira in the inscription of façade of the school in west-south of mosque (Honarfar, 1350)(1971)

Façade of Gheisarieh and King Bazaar:

In the north side of Meidan Shah Façade of Gheisarieh and King Bazaar are located; On the said façade still decorations of walls paintings and vaults paintings are significant. Paintings on the walls indicate scenes from wars of Shah Abbas the 1st with Ozbaks and since it has been near the air and exposed to sun shine, it almost seems colorless. What is interesting and preserved from the paintings of Façade of Gheisarieh are the paintings in its western façade that its subject is introducing hunting ground of Shah Abbas the 1st, and in these paintings which were drawn by the decree of Reza Abbasi, Shah Abbas the 1st was indicated in preying. In upper section of Façade of Gheisarieh two rows of tile- working exist in sides that subject of its decorations is exhibition of "Borj Ghos". Historians in east believed that Isfahan city was established in "Borj Ghos". Tile-working masters in Safavid era have shown it in the form of half- human in the state of shooting and half-tiger which

its tail is in the form of a dragon in Gheisarieh façade. Gheisarieh door is opened to Bazaar Shah that today is congregation place for sellers of types of calico and woven handicrafts of Isfahan. Gheisarieh Bazaar or King Bazaar has been nicely painted in four sides from the era of Shah Abbas the 1st which is the most important and nice cross walks in Isfahan. In Safavid era in the sides of Gheisarieh façade there was a building called Nagharekhane that some of the persons who beat kettledrums remained there with drum, and horns and declared sunshine and sunset with playing Iranian music and this kettledrum houses stayed to the end of Qajar Period as well. The year of construction and finishing decorations in Gheisarieh façade has not been mentioned in each part of this historical construction, but as the author of " Ghesas Alkhaghani " wrote, apparently in 1014 Hejira, this market and other king Bazaars around the square had been ended

Pol Khaju(khaju Bridge):

Pol Khaju is one of the most beautiful historical constructions and most valuable art works which was constructed in 1060 Lunar Hejira and at the period of 2nd Shah Abbas. Pol Khaju, at the end of its east is junction of Kamal Esmail , Moshtagh and Charbagh avenues and it is known as Pol Khaju, Pol Hasn Beig, Pol Baba Rokneddin, Pol Gabrha, Pol Shahi. This bridge is unique regarding architecture and strength. The length of this bridge is 132 m and its width is 12 m. It has been built in 4 floors with 24 orifices. In the 1st floor stone stairs have been built between the rivers and in the middle of the bridge that is similar to a tower, a stone area for sitting and recreating people has been considered. While the river is full of water, water is flowed inn two levels and increases beauty of the bridge. In upper section of bridge there are some

pavilions that passengers pass there. In addition to the matter that Pol Khaju is one of the masterpieces of architecture and bridge-building, it is an engineering and irrigation installation that was built for dividing city water, storage and performing the calculations related to the determining rate of volume and regulation of water pressure force (by internal rails) in order not to erode the river bed, and its passage application has the 2nd grade importance. Also in 1068 a dam was built on this bridge in order to enable shipping on it .In the middle of this bridge, in two western and eastern sides a building was constructed [Biglarbeigi] that consists of several rooms decorated with paintings and it belonged to the rulers and high rankings in Safavid era and it was used for passing time and recreation. The main purpose for constructing this bridge was connecting two northern and southern parts of city , it means Mahale Khajoo and Darvazeh Hasan Abad with Takhtefoolad and Darvazeh Shiraz. Due to its tile-working decorations, and upper pavilions and perspective of pavilions, as well as pavilions in its sides. this bridge is regarded as one of the privileged art, historical, cultural works of Isfahan and it is regarded as obvious masterpieces of architectural and cultural art in Islamic Iran.

Menar Jonban:

Menar Jonban : This construction is in the form of one edifice and two minarets that have been built on the tomb of " Amu Abdollah" one of the pious men in the 8th century Hejira and its tomb stone is dated in 717 Hejira, coincident with the end of Oljaito ruling, Mogul Moslem Ilkhan. The porch of Menar Jonban is one of the samples for constructions of Mogul style in Iran and it has some tile-workings from that era. The minarets later were added to the said porch in the date which was

probably end of Safavid era, and with moving one of them the other moves as well, but interesting point in this historical construction is this that with moving one minaret not only another minaret moves, but the whole construction is vibrated as well; at the present this historical work is preserved severely art of Iran architecture in Islamic Period.

Isfahan is called city of minarets as well. We can refer to minarets of Masjed Ali with the height of 52 m, minaret of Sareban with the height of 54 m, minarets of Dardasht and Bakhtagha, minaret of Bagh Ghushkhaneh, minarets of Darolghiafeh, Goldasteh, Masjed Shah, Isfahan Nezamiyeh minaret, and most important Menar Jonban which is described hereunder briefly:

Caravanserai of king's mother (Abbasi Hotel):

Caravanserai of king's mother which was the most magnificent residence of passengers in 3 centuries ago had been built in the eastern side of Charbagh grandeur School in order that its income to be dedicated for education of students in theological school. In the previous year this Caravanserai was changed to a magnificent hotel called Abbasi Hotel which is one of the 1st grade hotels in the world considering its architectural style, and it is unique in its kind. Restoration of this great complex (Abbasi Hotel) was an effective factor for attracting tourists to historical city of Isfahan .

Summary:

As we observed, tourism industry is in the process of becoming one of the most profitable and greatest existing industries in the world. From one side the rate of occupation growth in this section is one of the highest rates. For this reason this section of the industry is one of the most gifted sections in the country.

Handicraft:

A craft is a skill, especially involving practical arts. It may refer to a trade or particular art.

The term is often used as part of a longer word (and also in the plural). For example, a craft-brother is a fellow worker in a particular trade and a craft-guild is, historically, a guild of workers in the same trade. See some further examples below.

The term is often used to describe the family of artistic practices within the decorative arts that traditionally are defined by their relationship to functional or utilitarian products (such as sculptural forms in the vessel tradition) or by their use of such natural media as wood, clay, glass, textiles, and metal. Crafts practiced by independent artists working alone or in small groups are often referred to as studio craft. Studio craft includes studio pottery, metal work, weaving, wood turning and other forms of wood working, glass blowing, and glass art.

A craft fair is an organized event to display crafts by a number of exhibitors.

Folk art follows craft traditions, in contrast to fine art or "high art".

Both Freemasonry and Wicca are alternatively know as 'The Craft' by their adherents.

Handicraft, also known as craftwork or simply craft, is a type of work where useful and decorative devices are made completely by hand or using only simple tools. Usually the term is applied to traditional means of making goods. The individual artisanship of the items is a paramount criterion, such items often have cultural and/or religious significance. Items made by mass production or machines are not handicrafts.

Usually, what distinguishes the term handicraft from the frequently used category *arts and crafts* is a matter of intent: handcrafted items are intended to be used, worn, et cetera, having a purpose beyond simple decoration. Handicrafts are generally considered more traditional work, created as a necessary part of daily life, while *arts and crafts* implies more of a hobby pursuit and a demonstration/perfection of a creative technique. In practical terms, the categories have a great deal of overlap.

Handicrafts include:

- Assemblage – collage in three dimensions - Beadwork - Bone Carving buffalo, camel, elephant bone carving. - Horn Carving buffalo, rhino horn carving. - Cabinet making - Chip carving - Collage possibly involving seeds, fabric, paper, photographs and/or found objects - Embossed aluminum or silver - Gardening- Knitting - Marquetry - Metalwork - Scale model - Mosaic Needlework - Pottery and Ceramics - Pressed flower craft — uses real flowers and leaves - Puppetry - Sewing- Shoemaking - Spinning - Stained glass - Wood burning - Wood carving

Isfahan Main Handicrafts:

Velvet Weaving- Ingraving Art- Enamel Working- Braid- Inlaid Working-Cloak- Pottery

In next part you will see short explanation of them (Cultural Heritage, Handicrafts, and Tourism Organization of Isfahan Province,2007).

Enamel working:

Enamel working is the art of employing different types of mineral glaze for coating and decorating metallic containers and pieces. The substructure of an enamel work is often of copper or in rare cases of brass. In some cases the job is also performed on gold for ornamental purposes in the preparatory stage, the copper substructure is coated with Kaolin glaze three times and fired in a kiln so that the glaze becomes completely white and uniform. Then a portrait is drawn on the prepared background with hand made paints. The enamel paint is often a combination of different metallic oxides along with a special fixing material. After drawing, the enamel is fired in a kiln and depending on the type of the paint the temperature is adjusted, so that the paint is fixed and does not burn. In old days, the paints employed in enamel industry like calico printing paints, were plant or mineral paints' but at present chemical paints are used in this Industry. The enamel workers use gold oxide to make red paint copper oxide to make green and blue and for yellow they use iron oxide powder. Since the Safavids period arabesque and Khotae flowers have been greatly used in enamel working. But these days the miniature designs are widespread in enamel style. Variety is great in enamel work for different purposes such as different sterns signboards, and plates. The enamel working is unique to the Esfahani craftsmen. This art can be combined will other branches of art such as gold-making and inlaid working to produce a variety of products.

Braid:

The history of braid art dates back to the Sasanian dynasty and even before them. During Safavid dynasty the art of braid, like many other arts was brisk and famous. And for the autistics of those days this artistic production was a source of honor and many artists were active in this field. In recent times, the brisk of this beautiful art has been reduced, many braid manufactories have been closed and the only perpetual manufactory of this art is located in the museum of decorative arts. In fact, braid is a silken cord with plate of gold and silver. The center of the cord is silken with is spirally and regularly plated with a thin ribbon (with a thickness of 1.5 millimeter). The tools of this art includes: 1. Furnace and thistle (In order to melting the silver) 2. Ridjeh (for molding) 3.Yoke 4. Different kinds of draw plate 5. Hammer 6.Anvil 7.Rasp 8.Cotton cord 9.Charcoal 10. Different kind of tangs and tweezers.And the apparatus used in this art are: 1. Wire-drawer 2. Silver beater 3.Braid-twister.

Inlaid working:

The Inlaid work is the art of decorating the surfaces with small triangles in regular geometrical shapes. These geometrical shapes are formed by placing small triangles side by side. The Inlaid work is formed by parallelogram triangles made of ivory, bone, wood, and round wires (brass wires) with a thickness of 2 mm glued on surfaces. The more these triangles are fine and the more the designs and shapes are regular the more the inlaid work is of high quality. The value and quality of the Inlaid work is directly related to the quality of the raw materials. The materials employed by the artists are very diverse. These materials are different types of wood such as rose wood, ebony, orange wood, and jujube. Bones of different animals such as camel, cow, and horse as well as ivory and shell: copper and round wires are also used. In some cases gold and silver are employed for making Inlaid. These raw materials are

cut in the shape of prisms in two to three mm and put side by side to produce different inlaid designs. In the beginning very large triangles were put side by side, but gradually the size of the triangles became smaller and smaller as the artists' talent and skill improved. However, the art of inlaid making has undergone great changes since its creation. In addition to making complete inlaid items, the craftsmen in Esfahan also combine silver and enamelwork in their inlaid work. For example, inlaid boxes with miniature paintings are parts of the exclusive Esfahan inlaid products.

Pottery:

One of the oldest and outstanding Persian arts that they had created is pottery. Doubtlessly, this artistic craft originates for the first time in Iran and dates back as thousand years B.C. Pottery is making pots and dishes out of clay that is baked in an oven especially the handmade works. In fact, pottery is the first artistic human attempt to provide his principle needs through his wisdom by use of natural elements like water, soil and fire. All civilizations could make pots because each of these elements are accessible in the nature. As a whole, soil is the main substance for pottery. The best types are clay and white soil (Kaolin). Shaping clay has different methods: The elementary but skillfully way is hand-making. A potter shapes the clay with his hand to create harmonious dishes. The most common way is through pottery machine. This machine is a rotating wheel that moves by foot power. While the wheel rotating, potter shapes the clay by his hands. Shaping in a molding plaster or grouted clay is two other ways. The final step to increase hardness of dishes is backing them in the kiln at the temperature 950 to 1000 °C for 8 hours.

Methodology

3

Sample Size:

Sample size in this research are all the foreign tourists residing at Isfahan hotels during the period of 1991-2006, and also all the issued licenses and training of art students during the period of 2000-2006

Research Method :

Research Method in this research is descriptive- library.

Tools for Collecting Data :

The tools for collecting are data by Cultural Heritage, Handicrafts, and Tourism Organization of Isfahan Province.

Tools for Analysis:

After obtaining statistics from related organization, we analyzed each one in special tables and obtained the procedure of their growth, then we compared them and analyze the relation between them.

Data Collection and Analysis

4

Introduction:

In chapter 4 we analyze obtained data and statistics. In this chapter, at first we bring all the statistics that have been collected from related organizations, in separation and upon the request, and then each one of obtained data is analyzed and we study the growth rate of each year in comparison to the previous year and present and also increase or decrease of the data are studied. Later we obtain one average growth rate for each one of tables. At the end of the 4th chapter, we analyze the questions of the research and assess their correctness.

Training of handicrafts by Cultural Heritage Organization of Handicrafts,

Tourism:

Training of handicrafts in Iran has always been performed in a traditional manner. In this form that children were enter into the industry workshops from childhood and they trained under the supervision of masters in the same field and technique. At first, the person worked as a footboy and errand boy and it happened that after so much period the child had not permit to apply the tools except for cleaning them. And then after a while the child learned the delicate points(tricks and secrets) of the work from the master to the time that he himself became a master and established a workshop

for himself. This procedure, is a procedure which existed from the ancient times in Iran and still it is followed up in many workshops and working fields. Since we do not have evidenced statistics from these workshops and this manner of education and following this affair itself requires one or several independent research, we avoid from discussing it and put it for the future researchers. We only refer to the statistics which are at our disposal from official education center or modern education.

According to the statements of the expert in Cultural Heritage Organization of Handicrafts, Tourism – Isfahan province, Ms. Ahangaran, modern and planned educations were started from 2000 in 5 cities of Isfahan, Fereidan, Kashan, Golopaigan and Khomeinishahr for 8 fields of handicrafts. These classes taught the art students in 3 levels of introductory, advanced, and expertise. Duration of training these courses was between 70 – 100 hours. Education was free of charge for the art students and at last educational certificates were issued for graduated art students.

The year 2000 which these courses started, finally finished with training 668 art students which Isfahan had the most art students with 501 art students and Khomeinishahr had the least number with 8 art students. Table [1]

In the year 2001 which was the 2nd year of training by the organization two cities of Fereidunshahr and Tiran o Karvan were added to the first initial cities and number of the cities under the cover of organization was 7. In that year number of admitted

Table No.1(The No. of Art Students in Isfahan Province 2000-2006)

	2006	2005	2004	2003	2002	2001	2000	Province	Row
	2714	1360	694	342	440	744	501	Isfahan	1
	201	62	-	-	29	20	86	feredan	2
	181	97	-	-	-	98	47	Kashan	3
	134	50	-	-	-	15	26	Golpayegan	4
	530	160	-	-	47	71	8	Khomeini.Sh	5
	174	116	78	-	-	39	-	Fereydun.Sh	6
	126	63	147	81	41	63	-	Tiran&Caroon	7
	157	171	147	82	70	-	-	Meyme	8
	197	64	62	20	24	-	-	Natanz	9
	161	137	246	85	48	-	-	Mobarake	10
	452	142	133	-	81	-	-	Najafabad	11
	227	96	36	146	94	-	-	Shahreza	12
	128	80	63	-	9	-	-	Aran	13
	138	105	117	-	-	-	-	Naein	14
	133	101	51	-	-	-	-	Khansar	15
	132	166	123	-	-	-	-	Felavarjan	16
	16	41	49	-	-	-	-	Semirom	17
	54	57	131	-	-	-	-	Lenjan	18
	93	177	77	-	-	-	-	Ardestan	19
	46	50	-	-	-	-	-	Chadegan	20
	37	54	-	-	-	-	-	Dehaghan	21
	5915	3349	2154	756	874	1050	668		total

art students amounted to 1050 individuals that in comparison with the year 2000 we witness a growth rate equal to 52 %. In this year Isfahan with 744 art students again had the most number of art students and Fereidan with 20 art students had the least number.

In the third year which is 2002 five cities were added : Borkhar O Meimeh, Natanz, Mobarekeh, Najafabad, Shahreza and three cities were omitted : Fereidunshahr, Golopaigan, Kashan. In this year 9 cities were trained. In 2002 in comparison with the former year there was 16 % reduction of art students and they

were 874 art students. In this year Isfahan with 440 art students again had the most number of art students and Fereidan with 29 art students had the least number.

Year 2003 was the 4th year that the affair of modern education had been executed in the organization. In that year only 6 cities were trained, and training had stopped in several cities which were active in 3 previous years for some reasons. For the second time we witness reduction in growth for 82 and it confronted a 14 % reduction compared to the last year. In that year the number of art students was 756. In this year Isfahan with 342 art students again had the most number of art students and Natanz with 20 art students had the least number of art students.

In 2004 number of cities under the cover amounted to 13 cities with rising procedure and also in that year with a very high growth equal to 1.85 % in number of art students they were 2154 individuals which was one of the highest growth rates in training affair. In this year Isfahan with 694 art students again had the most number of art students and Shahreza with 36 art students had the least number. Among other cities of the province, Mobarekeh city with 246 art students and after that two cities of Tiran o Karvan and Borkhar O Meimeh had the 2nd and 3rd position with 147 individuals.

Growing procedure of training art students continued in 2005 as well. In this year training of art students with a 55 % growth amounted to 3349 individuals. Also the affair of training was set up in 21 cities of the province that indicates high growth in this year. Growth of training art students in this year causes that number of art students in 84 becomes equal to total trained art students from 2000-2003

In this year Isfahan with 744 art students again had the most number of art students and Fereidan with 20 art students had the least number. In this year Isfahan with 1360 art students again had the most number of art students and then Ardestan with 177 art

students and Borkhar O Meimeh were in the 2nd and 3rd grades. The least number of art students belonged to Semirom with 41 art students.

In 2006 which is the last year of study in this research still we witness rapid growth in training. 2006 had a 77 % growth rate compared to the previous year. Number of art students amounted to 5915 individuals that was the highest number of trained individuals during one year from the beginning of training. In 2006 Isfahan with 2714 art students had the most number of art students and then Khomeinishahr with 530 art students and Najafabad with 452 art students were the 2nd and 3rd cities regarding training. In this year Felavarjan city with 32 art students had the least number.

Totally 14766 individuals during the years 2000-2006 trained in the field of handicrafts and they were succeeded to obtain training certificate. As mentioned in the beginning of this chapter, this number is number of individuals who have learned training scientifically and in a modern method. And there was no information about the individuals who had learned traditionally in workshops.

What is determined during the study in this research is growing procedure of training. Two years of 2002 and 2003 we witnessed reduction compared to the previous years. In general during other years we witnessed increasing growth in training. Most of the art students were young and somehow educated. In 2000 only 8 fields were trained that it was more than 20 fields in 2006, and increase of under cover cities from 5 cities in 2000 amounted to 21 cities in 2006 that indicates flourishing in handicrafts. Table [1]

As it is indicated in table [2], 2002 with -16 % growth is the least amount rate during the years of research and twice 2003 with sudden rise and equal to 1.85 % the highest growth rate obtained in a 7-year period. 2006 has the most number of trained

individuals with 5915 persons. Average growth in the said 7-year period was equal to 48 % that indicates high growth in training and welcoming by people.

Table No.2 (Number of Trained Art-students by Cultural Heritage,Handicrafts and Tourism Organizations Of Isfahan Province 2000-2006)

No	Year	No. of Art Students	Changes	Changes %
1	2000	668	0	0
2	2001	1050	382	57
3	2002	874	-176	-17
4	2003	756	-118	-14
5	2004	2154	1398	1/85
6	2005	3349	1192	55
7	2006	5915	2566	77
Average				48%

Procedure of issuing license for activity of handicraft workshops:

From 2000 giving license for establishment of workshops for production of handicrafts was assigned to the newly constituted institution of Cultural Heritage Organization of Handicrafts, Tourism – Isfahan province. At first, all the affairs related to handicrafts were duties of this institution, but in 2005 giving license for

establishment of carpet-weaving workshop was assigned to Organization of Commerce, and the other fields of handicrafts still remained at the disposal of this Organization. The procedure for issuing activity license in this Organization is 2-year. And after a two-year period, employees shall take action for extending license. During the course of collecting statistics in relation with issuing activity license, three kinds of statistics were evident more than others and collecting them was more feasible; other specifications such as type of activity for issued licenses had many problems due to non-registration in computer that we avoid to collect these types of statistics due to lack of reliance to the obtained result and also their time, and we only considered 3 specifications in these statistics that include: Total number of issued licenses per year and the rate of issuing new license, and extended license. There was no statistics of cancelled or non-extended licenses. Also the rate of literacy and type of training for licensees was not recognized at all; meanwhile due to the traditional registration in notary publics there was no possibility to compare the licensees' sex.

One of the conditions for issuing activity license is existence of one laborer in addition to the expert individual in requested field. Regarding the case that in many of the workshops more than 2 laborers exist, on the basis of estimation by handicrafts expert, Mr. Botlani, average 3 individuals have been considered for each workshop. With this supposition, we calculate each workshop with license consisting of one master and two laborers.

Table No.4**Total Man Power Occupied in section of Handicraft 2000-2006**

Row	Year	Total Occupation	New Occupation	Former Occupied	Total %	New %	Extended Permits%
1	2000	723	402	321	0	0	0
2	2001	1182	669	513	63	66	60
3	2002	1380	795	585	17	19	14
4	2003	1581	888	693	15	12	18
5	2004	2079	933	1146	31	05	65
6	2005	2220	1023	1197	0.07	10	0.05
7	2006	2775	1158	1617	25	13	35
Average							23

In 2001 total issued licenses amounted to 394 licenses with a 63 % growth. From total issued licenses, the licenses for new activity amounted to 223 license with a 66 % growth rate. Also extended license in this year were equal to 60 % and amounted to 171 licenses. In this year 459 individuals were increased to the man power that new workers were 267 individuals and former workers were 192 individuals. Total occupied man power in 2001 amounts to 1182 individuals. In 2002, total 460 licenses have been issued that there was 265 licenses for newly established works and 195 licenses for extended licenses. Total occupied man power in 2001 amounted to 2001 Individuals with a growth rate of 17 % compared to the previous year that indicates increase of 198 individuals. In this year man power in newly established works has increased 19 % compared to the previous year and applied work force had a

growth rate equal to 14 % as well. In 2003, total issued licenses amounted to 527 license with a growth rate of 15 % compared to 1381, that licenses of newly established works with 12 % growth rate amounted to 296 licenses and extended licenses with a growth rate of 18 % amounted to 231 licenses. In 2003, generally 201 individuals were added to work force. Total 93 individuals is related to newly established workshops and 1108 increase in occupation indicate growth of occupation in former workshops.

In 2004 total issued licenses with a 31 % growth rate amounted to 693 licenses. In this year despite 31 % growth rate for total issued licenses, licenses for newly established works is very little 0.05 %. With 0.05 % growth rate for newly established works they were amounted to 311 units, that only 15 licenses were issued for newly established works. In this year totally 166 licenses were increased to the licenses of former year that extended licenses were 151 licenses. In this year 2079 individuals were active in licensed handicraft workshops. In 2004 only 45 individuals were added to the work force in newly established works but in older works 453 individuals were added. In 2005 total issued licenses amounted to 740 licenses that indicates a growth rate of 0.07 %. From total added licenses compared to the previous year, 30 licenses are related to newly established workshops and 17 licenses are related to extended license. In this year total 2220 individuals were active in workshops that indicates 141 individuals were increased. In this year also increase of newly established work force had 10 % growth rate and older work force had 0.05 growth rate compared to the previous year.

In 2006 issued licenses amounted to 925 licenses with a 25 % growth that licenses for the newly established works amounted to 386 licenses with 13 % growth and extended license amounted to 539 licenses with 35 % growth. In 2006 total 2775

individuals were active in handicrafts section and they had growth of 555 individuals in comparison with the previous year. 135 individuals out of this number were added to the section of handicrafts and the old work force had growth equal to 420 individuals.

During a 7-year period of study in this research as it was indicated in table [3], 2001 with 63 % growth in issuing license and increase of man power was the highest growth rate in this period. Also in this research 2005 with 0.07 % growth has the lowest growth rate for issued licenses and man power.

In performed study, the procedure of issuing license for workshops of handicrafts has rose continuously from 2000 and never stagnated or had a negative growth. Also in research of 2001 with increase of 267 individuals for newly established works, this rate was the highest during the period. Average growth rate for issued licenses and occupation of man power during the said period was 23 %.

Occurrence of Islamic Revolution in 1978 and toppling of former regime and following it several years of unrest and then occurrence of 8- year Iraqi imposed war against Iran all caused that some economic sections of this nation are stagnated. Tourism section was not exclusive to this affair, but as majority of the experts believe, only one of the said matters above is sufficient for closing tourism section in a country, whereas in our country tens of various event occurred simultaneously. After a while many of the unrests had been removed, but 8-year war started and entrance of tourists reduced. End of war in 1989 and then beginning of flourishing period with safety and peace caused that Tourism section starts its motion from beginning.

For this purpose, we start our study from 1991, because at that year the effects of war had completely removed and the government had started its work with the motto of tensioning.

On the basis of statistics which published by Tourism Organization and have been indicated in table [5], in 1991 7373 individuals resided at Isfahan hotels. In 1992 number of foreign tourists amounted to 9795 with 32 % growth rate. Increasing 2422 individuals during 1 year is not significant, but express a clear future for this industry. The growth procedure of entering tourists to Isfahan continued for 1993. In this year the number of tourists amounted to 11430 individuals which indicates 17 % growth rate compared to the previous year. In 1994 we witnessed the highest growth rate in Tourism section and the number of tourists amounted to 16026 with 40 % growth rate. This procedure continued for two years of 1995 and 1996 respectively with growth rate of 19 % and 0.07.

Table No.5 Statistics of Entered Tourists to Isfahan 1991-2006(Average:%13)

Row	Year	No. of Tourists	Growth %	Growth % Compare 1991
1	1991	7373	0	0
2	1992	9795	32	32
3	1993	11430	17	55
4	1994	16026	40	1.17
5	1995	19151	19	1.60
6	1996	20537	0.07	1.79
7	1997	22895	11	2.11
8	1998	27826	22	2.77
9	1999	39647	42	4.38
10	2000	50309	27	5.82
11	2001	44229	-12	4.5
12	2002	42514	-0.04	4.77
13	2003	30730	-28	3/17
14	2004	41856	36	4/68
15	2005	46384	11	5/29
16	2006	42481	-0.08	4/76

During the 6 years period under study from 1991 to 1996, average growth rate was 19 %. In 1994 with 40 % growth rate it had the highest growth rate and in 1996 with 0.07 % it had the lowest growth rate. The feature of this period was its growing and continuous procedure which continued with no reduction.

The second 5 years period under study is from 1997 to 2001. In 1997 with 11% growth rate in comparison with the previous year tourists were 22895 individuals. In 1998 with 22 % growth rate number of foreign tourists amounted to 27826 individuals. In 1999 the highest growth rate during the study period was obtained. In this year with 42 % growth rate total tourists amounted to 39647. One of the most important reasons for 42 % growth rate is occurrence of the greatest Eclipse in century which Isfahan was one of the best places for observing it.

Tourism growth continued in 2000. In this year with 27 % growth rate in comparison with the previous year tourists amounted to 50309 individuals that the highest number was after occurrence of revolution. In 2001 for the first time we witness reducing tourists in comparison with the previous year. In this year with 12 % reduction tourists amounted to 44229 individuals. For the first time negative growth rate existed.

During the second 5-year period (1997-2001), average growth rate was 18 %. In the 2nd 5-year, 3 important features exist. The first feature is 42 % growth rate which was the highest growth rate. The second feature was reaching to the peak of 50309 individuals which is the highest number of foreign tourists entered into Isfahan after Revolution. The third feature is negative growth rate in 2001 for the first time after 1991.

The third period in this study is the 3rd 5- year period that is from 2002 to 2006. The falling procedure which was started in 2001 continued for this year as well. In this year despite reducing the initial speed of negative growth rate, still we are confronted with negative growth rate of 0.04 %. Number of tourists in this year is 42514 individuals. In 2003 we witness the most negative growth rate during the years of study. In this year with negative growth rate of 28 % in comparison with the previous year number of tourists amounted to 30730 individuals. In 2004 falling movement is stopped and after 3 years there is positive growth rate. In this year with 36 % growth rate. in comparison with the previous year tourists are amounted to 41856 individuals. In 2005 also with 11 % growth rate in comparison with the previous year tourists are amounted to 46384 which was the highest rate after 2000. 2005 has the 2nd position concerning the number of entered tourists.

The growth rate that had continues for two years of 2003 and 2005 again was stopped in 2006 and negative growth rate was inserted for 2006. In this year with negative growth rate of 0.08 % tourists amounted to 42481 individuals. In the 3rd 5- year of study, we have 3 years of negative growth rate and only 2 years of positive growth rate. Also in this period 2003 with 2.8 % negative growth rate was one of the lowest negative statistics during the said period. Average growth rate during the 3rd 5- year amounted to positive 0.02 despite the fact that these 3 years had negative growth which was one of the lowest averages in comparison with two previous periods.

The average growth rate during 1991-2006 was 13 %. Despite negative growth rate in 4 years of the 2nd and 3rd period, still we witnessed the process of increasing number of tourists. On the basis of published statistics in 2001, income of Isfahan city from foreign tourists was 2.5 million dollar.

After obtaining statistics from related organizations and analysis of each one of them independently, now at the end of the 4th chapter we test the theories or questions of the research which we expressed in the 1st chapter. As it was said, general purpose of this research is " **Tourism Attractions and their Influence on Handicraft Employment in Isfahan**". For this general purpose, there is 3 subsidiary purposes :

- tourism attractions are effective on attraction of tourists.
- tourism attractions are effective on development of occupation in handicrafts section.
- tourism attractions are effective on increasing job opportunities in handicrafts section.

As it was mentioned in previous chapters, Isfahan is one of the most important Iran cities regarding having abundant historical works and constructions in a manner that from the viewpoint of Moslem and European tourist from the past up to the present, it has always been regarded as an important and historical city, and also having 324 historical works and 310 religious works have been caused that it is considered by local and foreign passengers. Statistics and numbers declared by Tourism Organization are observed in table [5]. As it is seen from the table, number of foreign tourists entered into Isfahan in 1991 is 7373 individuals that this umbers is amounted to 20537 individuals in 1996 with 1.79 % growth rate. In 2000 with entrance of 50309 individuals to Isfahan the growth rate is 4.28 compared to 1991.

The procedure of tourist growth to Isfahan has always been positive and rising, except several short periods that was due to local and foreign political problems which we confronted with partial reduction and shortage. Totally during 16 years of study from 1991 to 2006 we had 13 % growth rate. Regarding the section of local passenger during these years, the process of entering passenger to Isfahan has always

been rising and upon the statement of the authorities, it has been more than 5 million individuals. We can conclude that having many historical works and tourism attractions in Isfahan province has been effective in attraction of local and foreign tourists. Rising process of entering passenger to Isfahan indicates this affair.

Regarding the second question of the research that includes: tourism attractions are effective on development of occupations in the section of handicrafts. In order to prove effectiveness of tourism attractions on development of handicrafts there is two ways :

- The statistics that training section of handicrafts Organization has declared.
- Declarations of experts in handicrafts Organization on the basis of researches which had been carried out in the years before 2000.

From the handicrafts which were produced from the ancient times to the present 8 fields were recognized as active fields and the affair of their education was performed. From 2000 to 2006 total trained fields were more than 20 and many of the fields that had not been considered previously were welcomed by the art students and flourished somehow.

Upon the statements of experts in Cultural Heritage Organization of Handicrafts, Tourism – Isfahan province in 2000 and later, the activity licenses which were issued for applicants of activity in handicrafts always became more varied and each year compared to the previous year it had qualitative growth. Despite the fact that a few fields of handicrafts were not welcomed, but each year they witnessed more attention of the people to the other fields of handicrafts. What has created some problems in the research work in this field for the second hypothesis is lack of exact statistics from the type and number of issued licenses during the years 2000 to 2006. Since issuing license still is in its traditional form and it is registered in books, and no

computer system is applied in the field to the present, so obtaining exact statistics from each field was impossible somehow. In this research for proving the second hypothesis we use declared statistics by training section of Cultural Heritage Organization of Handicrafts, Tourism – Isfahan province and also its declarations.

Based on the statistics of Cultural Heritage Organization of Handicrafts, Tourism – Isfahan province growth of tested industries from 8 fields in 2000 amounted to 20 fields in 2006 and also declarations of Cultural Heritage Organization of Handicrafts, Tourism – Isfahan province regarding growth rate for issuing license and also its annual variety we can express that tourism attractions are effective in tourism attraction and increasing tourist causes to develop handicrafts.

Our third hypothesis studies the role of tourism attractions in increasing job opportunities. As it is seen from Table No. [5], the procedure for entrance of tourist in Iran has always been rising. Average growth rate during 1991-1996 has been 19 %. For the years 1997-2001 we witness 18 % growth rate. During the years 2002-2006 we also witness 0.02 % growth rate. In general, during the years of study from 1991-2006 the average growth rate for entrance of foreign tourists to Isfahan province and their residence in Isfahan hotels was 13 % that indicate proper growth of this section. Training the art students which was started from 2000 in a scientific and modern form for the first time always had a positive procedure, except for two years which had negative rate. In general in training section we witnessed 28 % growth rate. In the field of issuing activity license for establishing handicrafts workshops from 2000 to 2006 which was recognized in Table No. [3], there is 23 % growth rate during the studied period. In the field of occupation in handicrafts section as we can understand from Table No. [4], increase of occupied persons is in this section. In a manner that in 2000 only 723 units were working in the guilds holding activity license, that this

number amounts to 2775 individuals for 2006 which is the ending year of our study and is about 4 times of 2000.

For the third hypothesis, considering the evidenced statistics at our disposal we can state that against each 1 % growth in section for entrance of tourist to Isfahan city, 3.7 % growth rate exist in training. Also in the field of issuing activity and occupation license in handicrafts section we can tell that considering 23 % growth rate in issuing activity and occupation license, each 1 % growth rate for entrance of tourist to Isfahan city created 18 % growth rate in issuing activity and occupation licenses. Then we can obviously state that the growth rate of tourist in Isfahan has direct relation with increasing job opportunities in Isfahan .

Tourism attractions are completely effective on increasing job opportunities.

Table No.6

Title	Foreign Tourist	License Issuance	Occupations	Training of Art Students
Growth Rate	%13	%23	%23	%48

Summary:

As we observed at the end of this chapter we tested 3 subsidiary purposes that mentioned in chapter 1 with statistical data at our disposal and we calculated and assessed their correctness.

Conclusion

5

A General Overview:

This study was started with the purpose of Tourism Attractions and their Influence on Handicraft Employment in Isfahan. In the beginning of the first chapter after explaining about tourism industry, the matter was described and we explained about its importance and value. Then we defined 3 subsidiary purposes including:

- tourism attractions are effective on handicrafts.
- tourism attractions are effective on development of occupations in handicrafts section.
- tourism attractions are effective on increasing job opportunities in handicrafts section.

As we expressed in the beginning research method in this research is descriptive-library.

In the second chapter which was literature of research we defined "tourist" and stated that in this research in accordance with common definitions which exist, the tourist means a person who has been entered into a destination for a purpose except obtaining income more than one night and less than one year. During this period, he / she is separated from ordinary life and entered into a land which is probably different from his/ her culture. Then considering the importance of tourism we expressed

various theories regarding tourism. Three important specifications of tourism industry consist of occupation, obtaining foreign exchange, and local gross production. Also tourism creates occupation in 4 forms : 1- Direct occupation 2- Indirect occupation 3-Inductive occupation 4- occupation in the section of construction. According to the statistics of World Labor Organization, against each direct job opportunity which is created in tourism industry, one and half indirect job opportunity is created as well.

Considering the rate of occupation in tourism section based on existing statistics in 2000, 192.2 million jobs equal to 8 % of total jobs in the world, or one job out of 12.4 job is related to tourism, whereas in 2010 number of occupations in tourism and travel section will amount to 251.6 million individuals or 9.1% of total jobs in the world. In other words, in 2010 one job out of each 11 job will be in relation with economic activities of tourism and travel. Also growth of international tourists in 2000 will be the highest growth rate in recent decade and about twice growth rate of the tourists who entered I 1999. Number of international tourists in 2000 amounted to 698 million individuals with 7.4 % increase in growth rate that is forecasted for 2010 to be 1 milliard and 18 million individuals.

Then in chapter 2 we mentioned historical importance of Isfahan city. We mentioned its ancient history from 3000 years before Christ to the structure of old residences in this city which consist of 4000 acre ancient structure, that 1800 acre of it is regarded as historical structure.

As we know Isfahan is city of minarets and bouquets or the city of turquoise domes. Old and nice mosques exist in this city that each one has special historical and cultural value, from Masjed Jame, situated in Meidan Kohneh, that is remembrance of several rulers, to Masjed Sheikh Lotfollah or Masjed Imam, from minaret of

Masjed Ali to minaret of Bagh Ghushkhaneh and from Pol Shahrestan on Zayanderud, which remained from the Saffarian to 33 pol and Khaju bridges that are architectural and art masterpieces of Safavid period. Each one of these works itself indicates a history which has in itself. Attraction of Isfahan city can be found from logs of Moslem and European tourists which all of them have mentioned it in their period. Attraction of Isfahan were interesting to the point that American Professor Pop who had traveled all his life expressed his desire(willed) to bury his wife and him in Isfahan after death, and their tomb is close to Pol Khaju and it may become a historical work.

In that chapter some of the archeological works in Isfahan were introduced. Masjed Shah was mentioned among the mosques, and then we introduced Naghshejahan square. From palaces we introduced Alighapu building which was ruling headquarter of Safavid kings and then we introduced " Gheisarieh Façade" and Bazar Shah and from existing bridges on Zayanderud we introduced Pol – Khaju. For more familiarization with handicrafts in Isfahan province we inserted short description from several handicrafts such as inlaid work, engraving, enamel work, marquetry...

In the third chapter we described research method which is descriptive- library in this research.

In the fourth chapter which is the most important chapter in this research at first we presented statistics from Cultural Heritage Organization of Handicrafts, Tourism- Isfahan province in 3 fields of number of foreign tourists entered into Isfahan during 1991-2006 in Table No. [5]. In this table we specified the year, number of entered tourists per year and changes in number related to the same year compared to the previous year and then we specified positive or negative growth rate; in the end we

obtained the average growth rate for 3 various periods and finally we obtained the average growth rate for 1991-2006

As it was expressed, scientific training in a modern form was started for the first time in 2000 by Cultural Heritage Organization of Handicrafts, Tourism. In Table No. [1] number of cities, the year of starting activity by each one of them and also number of art-students for each city had been specified. In Table No. [2] without considering cities under training, total number of trained individuals for each year were considered. In Table No. [3], total issued licenses for 2000-2006 have been states. In this table also while specifying the percent of changes for each year compared to the previous year we separated the licenses for newly-established activities from extended licenses, and followed up the procedure of their changes. In Table No. [4] we studied occupation status in the units having licenses for activity and the procedure of their changes was followed up like former tables.

At the end of chapter 4 we carried out test for the purposes of the research, and tested 3 questions of the research. As it was mentioned, the first hypothesis of the research was : 1- tourism attractions are effective on attraction of tourists. As it is observed from Table No. [5], the process of entering tourists to Isfahan city from 1991 has always been rising, despite having negative growth rate during some of the years in the study, but in general, total movement from 2000 to 2006 was rising process and this case indicates that some tourism attractions in Isfahan city were effective in tourist attraction, and out first hypothesis is proved. About the second hypothesis which was : The first method of proving this hypothesis was by the table for training the art students which had been presented by Cultural Heritage Organization of Handicrafts, Tourism. On the basis of evidenced statistics that training section had presented, growth of training section was a 3-dimensional

growth. The first dimension of growth consists of increasing the number of art-students that increased each year and its average growth rate was 48 %. The second dimension of this growth rate was the cities under training by Cultural Heritage Organization of Handicrafts, Tourism in Isfahan province which amounted to 21 city in 2006 from 5 city in 2000. and the third dimension of growth which was related to the 2nd hypothesis of the present research was increasing the number of training industries. Whereas in 2000 only 8 fields were taught to the art students, at the end of 2006 it was more than 20 fields that indicates development of training in section of handicrafts.

Considering development of industries and trained individuals, our second hypothesis is proved which was : tourism attractions are effective on development of occupations in handicrafts section. Also for proving this hypothesis a second way was used, and that is issuing activity license for workshops of handicrafts. The evidenced statistics only had three general specifications: 1- Total issued licenses per year 2-Number of extended licenses 3- Number of issued new licenses. Since for proving or rejecting the second hypothesis we required statistics separated on the basis of handicrafts, and these statistics were not possible due to their traditional registration, we applied the estimations of experts in Cultural Heritage Organization of Handicrafts, Tourism - Isfahan province. Based on viewpoints of these experts during the previous years (2000-2006) each year we witnessed variety for the types of issued licenses compared to the previous year, in a manner that the experts confessed that each year we witness development of handicrafts occupations. Considering this case, the statistics in training section of our 2nd hypothesis are also approved.

The third question of our research was : tourism attractions are effective on increasing job opportunities in handicrafts section. This section was one of the most

clear sections in this research. On the basis of existing statistics in Table No. [4] number of occupation in 2000 was 723 individuals in licensed workshops. This statistics amounts to 2775 individuals for 2006 and indicates about 41 % increase. Our third hypothesis was also approved.

Limitations of Research:

- 1- Non existence of computerized statistics in many sections of Cultural Heritage Organization of Handicrafts, Tourism -Isfahan province were the most important obstacles for the present research, in a manner that except the statistics of passengers which was in the form of computerized registration, the researcher should study and count the books for other statistics. Since some of the courses had been separated from the organization in a time period, so it took much time that the statistics related to issuing licenses becomes acceptable.
- 2- Non separation of handicrafts based on growth of each one of them during studies.
- 3- Non existence of evidenced statistics regarding number of active workshops in handicrafts which lack license. Unfortunately in this case no research has been done by Cultural Heritage Organization of Handicrafts, Tourism - Isfahan province because number of workshops without license in the province is very high.
- 4- Non existence of evidenced statistics from the individuals who are active in licensed units. Regarding the matter that the licensed units shall refer each 2 years for extending their licenses, obtaining above statistics was not difficult.

- 5- Non separation of issued licenses based on age, sex, educations.
- 6- Non existence of exact statistics from approximate rate of purchasing various handicrafts by foreign tourists and also the rate of their purchase.
- 7- Non existence of statistics based on attraction of trained art students of Organization in active workshops throughout the city.

Recommendations:

- 1- It is suggested that in a separate research the rate of interest and inclination of foreign tourists to handicrafts be performed on the basis of their nationalities in order that planning for tourists entrance and evaluation of their growth during the next years is performed together with growth of their interested section simultaneously.
- 2- In this research the rate of success for licensed workshops to be compared with the workshops that lack license.
- 3- In this research the rate of success for the workshops that have learned handicrafts scientifically and in a modern form to be compared with the workshops that have learnt it traditionally and strategies for improving each one to be presented.
- 4- In an independent research the route of women's occupation in section of handicrafts and its branches to be specified.
- 5- In an economic research the affair of efficient cost of handicrafts to be performed and it is studied that whether investment in training and other cases is economic.

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