Touristic Cultural Park With Human-Nature Interaction Approach

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ABSTRACT

Importance of sustainable development-based ecotourism should be acknowledged in tourism and environmental planning system of the country. General target places of this tourism type include national parks, wildlife reserves, attractive natural landscapes and pristine areas. There is organic relation between sustainable development and tourism. Global tourism organization has defined the sustainable development tourism as a kind of development which involves meeting current requirements without compromising benefits of next generation and supplying their demands. As a sociocultural phenomenon, tourism has positive and negative duties and functions within the society. However, culture merchandising, mutual relationships, social and economic inequality and injustice between tourists and local people, reactions and rejection, destruction of cultural monuments, cultural invasion, cultural anomalies, social corruptions and deviations, and effects of inflation and ethnicity are the main negative consequents and hurdles of sustainable development in tourism field. Through accurate education, correct planning based on facts, obviating deficiencies of facilities and services, increasing trust and social capital between the local society and tourists, stability, control and exact monitoring in the field of economy and welfare and health services, development approaches can be achieved and the barriers for improvement of this field in Iran can be eliminated.

INTRODUCTION

Establishing suitable relationship with nature in the form of various managements to realize the potentials requires deep thinking that can be used in implementing new vision and separating it from conventional perspectives along with local knowledge management. In this regard, new perspective on renewable fields and its application as an accepted scientific principle, with global industrialization in the third millennium, has gained new concept so that, considering spatial limitations and population growth and their unlimited demands, natural resources exploitation by human is not possible unless a sophisticated application of the God-given resources is performed by human [5]. Currently people are so involved in daily welfare affairs and it is really so difficult to separate them from their unchangeable machine life and attract them to a new and familiar world which is based on environmental factors. According to an unwritten and invisible contract, human do some works every day even he does not understand their meaning. He walks in a road to reach stability and calm but ignores it. He returns and regretfully looks on it, comes back from the way and again initiates walking toward calm and this is a recurrent way he passes through and gets confused on this way, but he is not aware that calm and peace always accompany him and it is they who form the framework. The framework is, indeed, the nature; and calm is not anything other than creating a balance and relationship between human life and the cosmos. It is the time when a new issue as human and nature (organic architecture) emerges. Human, nature and architecture form human life cycle and the dynamism of the cycle is not realized unless a regular and continuous exists among these three main parts of human life. Architecture is a hierarchical and mutual relationship with human as its creator and also with nature as its bed. All human activities have a symbol in nature and indeed, their bases are originated from the nature. Accordingly, all human innovations in the field of science and life skills all nothing but discovering a small of nature and there is nothing called invention. Human history is based on his relationship with nature; and throughout the history, all human activities have been directed toward protection
against damaging natural factors; so how can this issue be ignored in other parts of his life? A place called park creates a link between human and nature, a place for calm and relaxation from daily problems, proximity to nature, linkage between natural environment and human senses that can form the cultures that originates from the nature. Currently, tourism is one of the best cultural exchange and interaction and visit of foreign countries is a successful way of spending free time. Tourism or dreams business gradually created a revolution in the world as industrial revolution did; so that billions of dollars are gained by the countries that invest in tourism industry. Although Iran is placed among the first ten countries regarding cultural heritage and monuments, its contribution in global tourism market [3].

Chalous is touristic city in Iran but suffers from touristic and cultural facilities shortage. Necessity of conducting the present study originates from shortage of cultural space in Chalous, a city that attracts many people by its recreational facilities. The goal is to generate a place that is originated from the earth and integrated with natural elements such as wilderness; so that this park is designed without destruction of nature and natural geometry of the earth is also exploited.

**Methodology:**

This investigation has descriptive (identifying the texture and shortage of touristic and cultural space), analytical (application of audience potential and human position in the field of people participation), and qualitative (preparation of dissertation, conclusion, achieving concept and approach designing) dimensions.

Data were collected using Persian books (library), websites (internet), virtual libraries and field survey about site analysis and interviewing with tourists.

It is important to consider elements interaction and cultural and natural factors in a civil perspective. As the results of designing, the parks are naturally cultural places; this concept of parks is the result of social structures of the society, so they represent physical manifestation of current philosophical ideas and visions. Parks are items beyond tree plantation or lawn planting; and reflect the image of environment and definition of three-way interaction between cultural world of the buildings, artistic manifestation and natural place of ecological process. Therefore, park is representation of our ideal perspective about combination of two cultural and natural landscapes.

Architecture and application of natural elements

If we call elements of house designing as the designing notes, application of natural factors can create qualities like harmonic musical pieces; in the other words, elements applied in various parts of the house can take the human from one time or place to another one. Accurate exploitation of elements is an important requirement in building design, because it is the elements that determine personality of each space [2]. An artwork is beauty when all of its composing elements are favorably combined with each other. Element collection means visual and imaginational elements which ultimately make the whole and the resulted whole generates the space unity.

**Environmental ecology:**

The main vision proposed by the ecologists and environmentalists is that to realize sustainable civil life and development, solving material and energy waste by behavioral changes and pollution and crowding problems via introduction of clean energy and promotion of efficient public transportation or application of cycling or walking is not sufficient. Along with these important changes, environmentalists believe that the relationship between city and its environment should be changed considerably and this will bring about important influences on city shape and structure [1]. Since city is crowded and polluted, civil society seeks for fresh air and natural environment which is absent in the city; therefore it goes to villages. As a result, unsustainable pressure is exerted on environmentally sensitive landscapes. Natural and complicated media are replaced by man-made and biologically insipid scenes in the city which are not socially and visually favorable (the same, 92). Influence of environment on humans is in such a way that our current decisions and investments even affect environmental condition of the next generation [6].

**Eco-city:**

Concept of eco-city means regarding environmental issues in city sustain and development, so that social limitations are put against counter-environment activities. In such city, life is meaningful without destruction of nature, so the city is built for civilians’ enjoyment. In eco-city, total civil functions are implemented in optimal and compatible conditions provided for walking; so application of motor vehicles is limited. Indeed, eco-city is based on ecological design which involves integration of bio-processes and reduction of environment destruction. In this pattern, cultural and traditional health, beauty, calm, security and other factors of intensified and variable development are respected [3].
**Definition of Echo Park:**
Echo Park is a public place in which recreational activities are performed along with identifying the ways of meeting environmental issues from various aspects of public education. The main philosophy behind echo park design is to provide economic, scientific and environmental supports proportional to public education and to create accurate life culture which is compatible with environment. Considering the existing potentials and development trend of the country and based on existing environmental problems and influence of increasing population growth and rapid growth of technology which is followed by increase in consumption and homemade and industrial waste production, designing and implementing echo parks seem inevitable. Therefore, by relying on existing potentials and various applications of echo parks, it is necessary to establish such recreational and environmental civil places to achieve civil sustainable development. Regarding issues such as defining goals of each project and their compatibility with environmental purposes, coordination of activities and exploitation of managerial and social special positions to propose educational and recreational applications are recommended [7].

**Tourist concept:**
The words tourist and tourism were first used officially by nations union in 1937, however tourism industry is much more primitive. The word was once used when someone was out of his city or country for 24 hours. The word also used for intra-country travels and even can be extended to daily travels. In general, tourism refers to recreational travels though in recent years, it has been used to describe any travel by which one gets out of his work place or home. In some references, tourists are those whose travel doesn’t last below 24h or above one year. Sustainable development-based ecotourism should be carefully considered in environmental and tourism planning system of the country.

The target places often include national parks, wildlife reserves, attractive natural scenes and pristine areas. In the other words, nature-based tourism involves travelling to enjoy original natural regions and visiting plant and animal wildlife; in contrary, ecotourism is a type of natural tourism which aims at species and natural habitats sustainability which is achieved either directly via participation in protection programs or indirectly through incoming for native societies that consequently encourage them to actively participate in protection of natural heritage. Among various options of tourism global system, ecotourism is a main alternative which has the highest compatibility with sustainable development regarding its innate goals that is protecting the environment, considering native societies and respecting cultural properties of the host societies.

According to scholars, ecotourism is the best option for protection of nature because on one hand, it provides a suitable framework for exploiting the nature for the current generation by following international rules; and on the other hand, ecotourism enhances public awareness which results in protection of nature for the next generation.

**Reasons for preference of parks to promenades:**
Human is intrinsically eager to nature. Human’s demand to plant and nature has been always an organic and biological need. According to Murray, a demand is a hypothetical construct which occurs to justify some objective and subjective realities. Demand has physiological basis because it includes a physicochemical force in the brain which directs and organizes all cognitive activities of a person. Demands can vary based on their necessity or lack of necessity. If human primary needs are not satisfied, his need for aggression may become stronger. Civil life has minimized the possibility of nature exploiting; however due to machine life and apartment dwelling, the need for taking a refuge in nature is still felt; a place that can be exploited by man after a long time of affair and works to relax and reduce his stress and tension. In this regard, calm means mental comfort and city parks are the place that can provide such comfort for human even for a short duration. The parks are full of various colors but the dominant one is green. Psychologically, green is a comforting color and can make the civil places more comfortable for the people.

Geographical and climatic position of Chalous
Chalous province is located in west Mazandaran near Caspian Sea, possessing long history and being famous as ever green agate. The province is limited to Caspian sea in north, Tehran Baharestan from south, Abbas abad province from west and Nowshahr from east. The area of Chalous is 2800km2 and its population is about 150000 and contains more than 100 villages. Based on archaeological findings, the history of the most primitive dwellers of the province in Kelardasht goes back to 2000 AD. The dominant language of Chalous residents is Persian [4].

**Climate:**
Presence of Caspian sea and Alborz mountain chain and proximity of these two natural factors in plains and northern mountain regions provides a moderate and humid climate for the province and its summers, especially in beaches and shores, are warm and humid. Winters are moderate and humid and freezing temperatures seldom occurs [4].
Temperature in warm seasons of the plain regions is usually between 25 to 36°C which varies between 20 to 23°C in nights; seldom temperature reaches to 37°C and 40°C in the mid of summer. During cold season temperature rarely reaches below zero. Since Chalous is located in the narrow plain strip, it experiences slight difference between seasonal and annual day and night temperature. Average temperature of Chalous is 16.2°C and its average minimum and maximum are 12.7°C and 19.6°C; respectively. Average temperature of the coldest month (Bahman) is 3.6°C [4].

Precipitation:
Precipitation is frequent which occurs as shower many times. Existence of Alborz mountain in south and Caspian sea in north of Chalous provide height of moist air in sloping ranges with western-eastern orientation. Coldness of the air down to dew point or lower brings about formation of cloud systems followed by quick rain. Annual precipitation in Chalous in coastal regions is 600-700mm in average. It should be noted that the highest precipitation belongs to autumn and winter seasons but it is not rare to see spring and summer fully covered by cloudiness and precipitation; this makes severe damage to farmers due to crop rotting. Unfavorable climatic condition is well reflected in believes, traditions and local literature. People of Kelarestagh play a traditional show called KHormia (sun asking) when precipitation lasts for a long time and through the show, they beg God for precipitation end and imitation of sunshine.

Wind:
Since wind direction influences door and window orientation of houses and even affects location of stables and agricultural buildings, making policies based on prevention from damaging to livestock stables and agricultural and horticultural crops which are in the way of wind, is a necessary issue. In this regard, climate type, sunshine pattern, and direction, speed and time of the winds should be considered. At least, the most affecting winds regarding climate or their influences on irrigation-based and dry farming in plain, intermediate regions and mountain should be investigated [4].

Conclusion:
By evaluating mental effects of civil parks on society, the need for creating such places is more obviously felt. People lives even from economic activity can be enhanced directly or indirectly by means of parks. When people suffer from unfavorable weather or lack of recreational facility in their houses or apartments, they get eager to go to nature and parks to solve their problems even transiently. Moreover, based on the toll performed among the civil park visitors about attraction and repulsion of dwellings, it was revealed that most people prefer to get out of their residence places and go to parks and enjoy grouping life and spending time near other ones. They consider participation in parks as a factor for reducing depression, enhancement of job and education efficiency and escaping from daily affairs. Based on the results obtained in this investigation and since parks are places for supplying part of citizens' social and mental demands, extension and development of parks and landscapes together with increasing civil growth for promotion of life quality is inevitable.

According to investigated samples, achieving these properties can be beneficial for designing: creating landscapes in the heart of large cities is so important from environmental perspective and regarding civil beauty and providing suitable space for spending recreational times. Park is a type of such landscapes. The goal for creating the parks can be much superior to implement them as a green region or a place for recreation. Parks can be a cultural, sport or historical place. Streets should be well designed with well-defined and secure walking roads that are linked to all buildings and benches should be equipped with furniture and placed with at least 1.5m distance according to local function and culture. Local furniture should be applied as extensively as possible and the designs should be simple. Climatic condition should be considered in furniture selection. For instance, high quality wood benches should be cautiously applied in humid regions. Rubbish beans must be placed near entrances and bicycle parking places. If there is no external parking place near the streets about the parks and near the entrances, the shortage should be satisfied by devoting enough space to external parking places.

REFERENCES


[8] www.chalouscity.ir