



Literary tourism and place identity of the central plateau of Iran

Hamideh Beigi^{1*}, Mohammad Hossein Ramesht², Mehri Azani³

¹*Geomorphology, Faculty of Geographic and Planning Science, University of Isfahan, Iran, Shakhes-Pajouh Research Institute, Isfahan, Iran*

²*Geomorphology, Faculty of Geographic and Planning Science, University of Isfahan, Iran*

³*Human Geography, Department of Geography, Islamic Azad University, Najafabad Branch, Iran*

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Abstract

Iran's central plateau, with the varied geomorphologic and geologic forms, places outspread human communities and structures in itself and has established a wide range of civil and social identity. In the landscape of this civic identity, poets, writers, historians and artists have emerged. These places which carry the culture and literature of a country, as tangible and intangible cultural heritage, are literary tourist attractions. This research studying documents and literature works of different ages of the central plateau of Iran and with a view to promote tourism attractions and diversification of incomes in this part of the country 's economy and efforts to introduce the Literates of this cultural land and places where were inspiring poems and their arts.

***Corresponding Author:** Hamideh Beigi ✉ beigi1982isfahan@yahoo.com

Introduction

The tourism is built on place. Visiting geographical locations is a well-known tourism principle. Every place has a tourist attraction. Locations where carrying the culture and literature of a country are literally tourist attractions. Literature is a form of art and words are materials that poets and writers use them with applying emotions and fantasies and create a work of art and literature. In the literature, a writer and poet try to describe his thoughts and feelings by most beautiful and relevant words and phrases. This works are the same speeches and writings which people throughout history know they deserve to conserve and they enjoy reading and listening them. Literature in Iran dates back thousands of years. Thousands poets and scholars lived in the land who their homes and their tombs can be a meeting place for who interested in literature and tourism.

Place or location is a core of geographic studies (Behforooz, 1995). In geography, each reality is linked with location (shakouei, 2007). Identity without considering origin, location and social context cannot be perceived. From this perspective, the identity is the outcome of satisfying individual and collective needs in a particular place (Shasti and Mirzaee, 2008). Man is the most important factor that determinates the location and a perception and location is among most important factors affecting human behavior in public places. Human from different places have different images in the mind.

Feelings affect environmental recognition and human mental image from the location. These mental images show that the identity of the place (Sadat Habibi, 2008). Accordingly, the place builds a part of the character and identity of the people who know themselves within it and declare it to others. When they think about their being, know themselves dependent on the location and consider it as part of their being and establish deep relationships with it.

In the geographical view, the identity has its own meaning and between scientists in this field,

discrimination is evident in the describing the subject. In a perspective, dealing with natural and cultural phenomena and their mutual relations leads to the formation of varied and distinct perspectives on the world. In other words, the identity considers the place to be attributable to human activities. As some geographers interpret, geography shapes all phenomenons, which together in one place and under the conditions and principles, forms and establishes logical relationships between these phenomena, (Baba Jamali, 2012).

Thus, the Place identity is a part of the foundation of human identity and the outcome of his or her knowledge about the world (the perceived and actual environment) that lives in it. This recognition includes memories, feelings, attitudes, values, preferences, perceptions and aspirations of people about the locations that direct his or her perception and behavior.

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The central plateau of Iran is the origin of the ancient civilization of Iran and most important residence of the population in Iran plateau, it is the birthplace of known poets and writers who reached fame and reputation across borders and many tourists travel to visit the residence or places that have been mentioned in the literature,

so they tolerate the difficulties of travel. This study limited the central plateau as fertile lands of Damghan, Semnan, Ray, Karaj, Tehran, Qazvin, Saveh, Qom and Kashan and investigated the writers of this territory and their works. The aim of this study is literary Tourism and Place Identity of the Central Plateau of Iran and study about that locations where carrying the culture and literature of a country are literally tourist attractions.

Material and methods

Local identity

Each place has a perceivable identity and this understanding as a reference and fixed columns is necessary for various human identities in historical and social aspects. Spatial identity is formed from three interwoven factors:

- I. Set of natural factors and their physical manifestation.
- II. Observable activities and functions.
- III. Concepts or symbols (Shakouei, 2007).

Accordingly, the place is the manufacture of a part of the character and identity of the people who know themselves with it and declare it to others. This recognition includes memories, feelings, attitudes, values, preferences, perceptions and aspirations of people about places that direct his or her perception and behavior. Perhaps two locations are very close in terms of numerical distance but because of the human doesn't have the memories there, no sensory perception occurred. According to their personal views that, seem apart and find themselves in one and dint find anything in the other one. Places because of human dynamics that occurred within them find the

meaning, as well. These activities and memories that are formed in the minds of the people, may be individual or collective which by passing time and frequent referring to the place and appearing common events at a specific time in place, shape memory and collective memory (Sadat Habibi, 2008).

There are two stages in the formation of place identity: In the first stage, the individual identifies the location which is called place identity. In the second step the process of mental linking with place is done and continues to shape place identity. Place identity, is essential to create a sense of place or no-place feeling. Sense of place refers to the subjective perception of the environment and the feeling more or less conscious of its environment that puts the individual in the inner connection with the environment, as the understanding and feeling of human join with semantic field of environment and integrated. This sense converts a space into a place with sensory and behavioral characteristics specific to the individual.

The sense of place in addition that makes peace feeling from the environment, supports cultural concepts of public, social and cultural relations in a specific location and causes the recall of past experiences and obtains the identity for people. However, the sense of place is not predetermined affair but is derived from human interaction with everyday life. The human gives a collection of his previous conceptions to the environment and the same imaginations determine his response to the environment (Falahat, 2006). Fig. 1, shows a concept model for place identity with place action (kavyanirad and Aziai Kaveh, 2011).

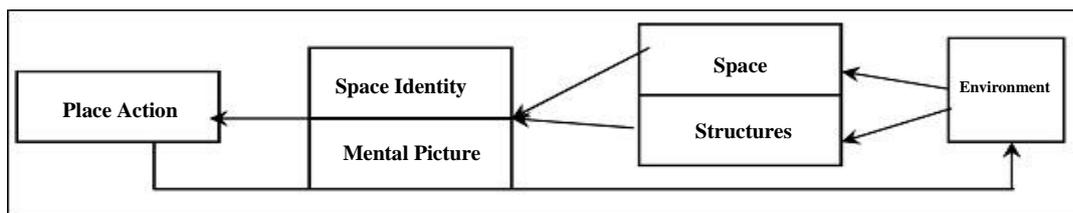


Fig. 1. Concept model for place identity with place action. Kaviani Rad & Azizi kaveh, 2011.

Results and discussion

Literary tourism

Literary tourism is a branch Cultural Tourism. In this type of tourism, the central motivation of tourists is visiting places and arts that related with the life and work of poets, scholars, writers and artists. However, in addition even these famous places that famous literary works are named could be considered as one of the attractions for each tourist (Taylor *et al*, 2009; Smith, 2012). Literary tourism while is a branch of cultural tourism is a special factor namely contrary to popular belief that tourism is merely a matter for fun. Literary tourism more than providing fun hours for tourists also add into their information and knowledge. It is a combination of fun and education. Great poets lived in different historical periods in Iran, enormous tombs and mausoleums of these poets are abundant throughout the country. From Khayyam in Nishapur to Hafez and Saadi in Shiraz to Baba Taher in Hamedan and Ferdowsi in Tus, and dozens of other examples of this kind, which each lonely can be a literary tourist destination in the country.

Literary tourists

Literary tourists are people who one time was readers and interested to the works of famous poets and great writers. These lovers travel to visit the location or the environment and works that those names are writings in literature works. The tourists are interested to see the places that inspired the poems and writings of their favorite writers and poets (Westover, 2007). Sometimes literary tourists to appreciate their literature place, travel to monuments of these artists.

Literally Tourist attractions

A Literary tourism destination can include both general and specific gravities. The specific attractions of a literary destination are the attractions that can be associated either with the life and work place of a writer or the story or novel happened there. Sometimes the journey to the place of literature specifically is related to foretime and memories of a person than a literary work or a particular author,

in this case, literary tourists want to quench their nostalgia and emotional journey into place. The mean of popular attractions which affect the popularity of a literary tourist spot, is beautiful scenery, the facilities and the extent that a literature place is available to tourists (Zahmatkesh, 2011). Fig. 2, explains the literary features of the various places (Herbert, 2001).

Literary tourist attractions are usually manifested in the form below:

A) Actual Places: these locations really associated with the life of a writer and usually are their birth, life, creations, die and burial places. The being of these places is confirmed and undeniable for tourists. Such as Sohrab's House in Kashan.

B) Imaginary places: these places are expression or manifestation of the space of the novels, plays or poetry. Dublin streets in Ulysses by James Joyce, home of Sherlock Holmes by Sir Arthur Conan Doyle, castles and places that are mentioned in Iranian ancient literature, are among these attractions.

C) Built places: places that were created intentionally to attract visitors. Dickens World in Chatham recently been opened and Beatrix Potter in Windermere are samples of these locations. In fact, the relation to a literary character and face with it let the destination to develop a wide range of thematic tourist attractions. Many literary routes to encourage visitors to visit the influential sites in life of the writers and more fantastic places were created. Such as the roots which represent lives of Thomas Hardy, George Eliot, Agatha Christie and Robert Burns.

The focus of these routes is usually on the life of these literati which interpret works such as The Da Vinci Code track and the path of Harry Potter. Finally, book city or literally city can also added to this group. The destinations promote their communication with authors or literary characters, for example, James Joyce's and Dublin, Edinburgh and Walter Scott.

Proud to literary prestige of an area could even take the form of a festival (Fawcett and Cormack, 2001;

Herbert, 2001; Smith *et al.*, 2010).

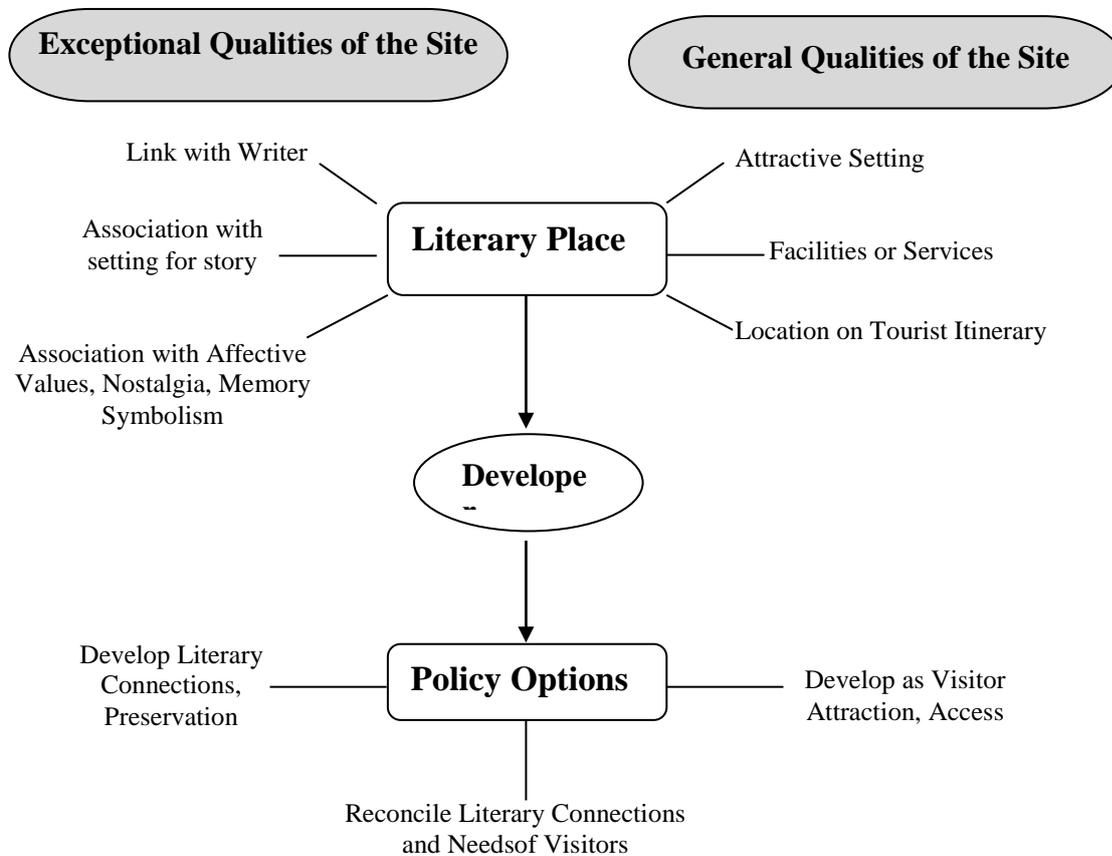


Fig. 2. The Qualities of a Literary Place. Herbert, 2001.

Tourism is growing every day and its new kinds are being developed and has this feature to be combined with other disciplines. Literary tourism, has boomed recently that the central plateau of Iran because of its rich history and culture can be suitable context for the formation and development of this tourism. Due to the geographical location and identity of the central plateau of Iran, many poets, historians, writers in these cultural field have emerged that tombs and mausoleums of them and their origin and location of works, have the planning and policy making capability to be a tourism hub.

With the development of this policy in the study area, in addition to being a good income source for the local economy and the country's macroeconomic, is used as a tool to identify and preserve the literal

works and writings left by the glorious history of the country. Table (1) and map (1) show writers, authors and historians who their birth Places are in the Central Plateau of Iran.

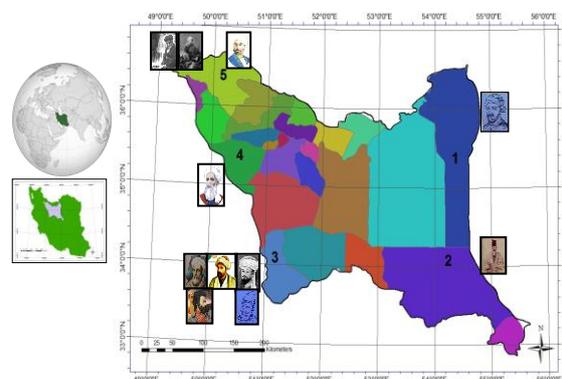


Fig. 1. Poets and writers of the central plateau of Iran.

Table 1. Poets and writers of the central plateau of Iran.

Poet/writer name	Century	Birthplace	Description
 Manuchehri Damghani	10 and 11	Damghan	He had great skill in composing Mosammet. Court of Manuchehri is one of his works which is more in the field of nature.
 Baba Afzal Kashi	12 and 13	Kashan	He is the author of some treatises on Sufism and Conduct and Wisdom in Farsi language. His main treatises as follows: Al- Mofid al- Mostafid, Ornament of rich kings, Menhaj ul Mobeen in wisdom, Degrees of perfection, Arznameh, Javedan Nameh, Achievement Book, Origins of creatures, Translation of Aristotle's treatise on the soul, Translation of Aristotle's Toffuhi treatise, Treatise of Soul's suffering or translation of Yanbu al – hayat, Treatise of questions and answers, Treatise of four titles, Hakam Fusûs description, Alsanat verses in Arabic, Collection of quatrains, Letters and pleadings, The alchemy of prosperity selection of Imam Muhammad Ghazali.
 Salman Savoji	14	Saveh	He is one of great poets of odes and was a maestro in sonnet and Masnavi. Two of his Masnavies named Jamshid and Khorshid and Feragnameh have been remained.
 Ubayd Zakani	13 and 14	Zakan, Qazvin	He is one of joker poets and authors, some works of Ubayd Zakani: Cat and Mouse, Resale Delgosha, Akhlagh al-Ashraf, Rish-nameh, Fal-nameh, Oshagh-nameh Masnavi, Stonecutter and Court
Hamdallah Mustawfi	13 and 14	Qazvin	Selective History: This book summarizes world history, general history, the history of Islam and the history of Iran and the era. Nozhat al-gholob: This book is in Geography and has been called as the first Persian encyclopaedia. Zafar-nameh: Zafarnamah was written with seventy-five thousand bits according with Shahnameh Rhyme.
 Mohtasham Kaashaani	16	Kashan	The poet is known as composing sonnets and admiration, but according the desire to express the elegy and religious poems in Safavids era, Mohtasham Kashani started composing religious poems containing Imams' difficulties, so that found reputation in this field.

	Fayz Kashani	16 and 17	Kashan	He was among great poets and mystics and philosophers. His publications include: Court of poetry, Osul al-ma'aref, Hidden Words, Safi and Vafi Book.
	Yaghma Jandaqi	18 and 19	Jandaq	The poet's pen name was "insane" and his work as a whole, including Qazi-nameh, Kholasat al-eftazah (Nozume) and Sardarieh.
	Saba Kashani	18 and 19	Kashan	The poet's pen name was Saba and his alias was Malek al-shoara. He was a maestro in composing odes and Masnavi in Ferdowsi style. Some of his works include Shahanshah-nameh, Ebrat-nameh, Golshan Saba, court of Ghasaed and Ghata'at
	Aref Qazvini	19 and 20	Qazvin	He was a maestro in writing poetry types specially song. He was a national poet interested in the country and embellished his mystic and lyrical poems with patriotic themes.
	Seyed Ashraf al-din Qazvini	19 and 20	Qazvin	Famed as Allameh Qazvini was a scholar of history and culture of Iran. He also was a poet, writer and director of the Nasim Shomal Magazine in Mashrutiyyat era in Iran.
	Sohrab Sepehri	Contemporary	Kashan	Poet, writer and painter whose poems in many languages including English, French, Spanish and Italian have been translated. He initially wrote poetry in "Nima style" but later opened his own practice knowledge. Effect "Hajme Sabz" and "East of Sorrow" is a way of his evolving style.

Conclusion

Literature is an important component of a country's cultural heritage and establisher of national identity and historical consistency of the land. Central Plateau of Iran which owed its Place identity to the geo-structural activities and climatic, cultural and civil diversity is one of the birthplaces of culture, art and literature. Literary charm of the area invites tourists interested in national and international literature which beside of applying their cultural capital, creating solidarity and protection of this precious heritage. Literary tourism development of the central plateau of Iran attracts immediate economic benefits for the region and country and will provide long-term and strategic interests in national security context.

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