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The Role Natural and Historical Potentials in Tourism Development (Case Study: Jam Township)

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Abstract

Tourism, as a key sector in economic and social development, plays a significant role in increasing income, creating employment and preventing rural migration to cities. Despite challenges such as lack of awareness of attractions and lack of infrastructure, this industry can contribute to economic diversification and reducing dependence on limited resources. Jam city, with many natural and historical attractions, has a significant potential for tourism development. This research examines the theories related to sustainable development and tourist attractions and emphasizes the importance of knowing the attractions and the participation of the local community. Using descriptive and analytical methods, Jam city tourism information has been collected from different sources and geographical maps have been drawn with ArcGIS and Google Earth software. The findings show that the geological and historical features of this city, including Adam's Cave and Globardakan Forest, Pedri Castle, historical aqueducts, water mills, dams, and natural caves provide unique opportunities to attract tourists. For the optimal use of these attractions, it is necessary to improve tourism infrastructure, increase health services and facilities, and carry out scientific planning. With the recognition and development of natural and historical attractions, Jam city can become one of the important tourist destinations and contribute to the sustainable and economic development of the region.

Keywords: Sustainable Tourism, Jam Township, Economic Development, Natural Historical Attractions, Tourism Infrastructure.



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Extended Abstract

Introduction

Today, in many rural areas, natural and cultural tourism can contribute to increasing income and creating jobs, while also preventing rural migration to cities. The United Nations has proposed tourism as a strategy for increasing investment. Currently, the development of tourism has gone beyond simply creating a new attraction, increasing the number of tourists, or enhancing import profits; it has shifted towards promoting and systematically developing the tourism industry. In today's world, various policies can be employed to solve the problems of local communities in less developed countries, one of which is effectively utilizing and activating tourism. Natural and historical attractions in various parts of the world, especially in developing countries, can serve as vital resources for attracting tourists and creating new opportunities in different sectors of society, provided they are planned carefully and supported by necessary infrastructure.

Data and Method

The present research is designed as descriptive and analytical, and in terms of its purpose, it is applied in nature. In this study, we initially searched for published resources using keywords such as tourism, potential, ecotourism, and natural phenomena related to Jam County through internet databases and libraries. The collected information was then categorized, and necessary studies were conducted. Maps related to the geographical location of Bushehr province, its counties, and the villages of Jam County were drawn using ArcGIS software. Additionally, the tourism potentials of the villages in Jam County were located using google earth, and slope files were prepared using ArcGIS. The collected information is both documentary and field-based, aiming to provide a strong theoretical foundation for analyzing the tourism potentials of Jam County and examining its geographical, historical, and cultural characteristics.

Results and Discussion

Jam County, the ninth county of Bushehr province, covers an area of 1,950 square kilometers and has a dry and cool climate, featuring geological and mountainous characteristics that offer diverse geotourism potentials. Tourism, as an important economic sector, plays a significant role in economic and social development and can help increase income, create jobs, and prevent rural migration to cities. However, challenges such as insufficient awareness of attractions, lack of necessary infrastructure, and lack of cooperation between public and private entities hinder optimal utilization of these resources. As a dynamic and growing industry, tourism plays a vital role in economic diversification. This industry contributes to diversifying the economy and reducing dependence on limited resources by creating new job opportunities, increasing income, and promoting sustainable development.

Conclusion

The research results indicate that the adam cave is located near mount pedari and shows signs of prehistoric habitation in the area. The sanbali cave is also located near the kouri hayati village



and features beautiful water and stalactites. The golbordakan forest, covering 50 hectares in the rizeh section, is recognized as the green gem of the county and has shade trees with high potential for tourism investment. The makhu spring, with its deep and permanent water and cool environment, has a unique appeal. The Tal 3 cave, dating back to the paleolithic era, is located 6 kilometers southeast of jam county and is registered as a national heritage site. Historical sites in jam county include the Tal qaleh pond, golo kalat dam, cham cheshmeh flood control, nishtro pond, pedari subterranean, and kouri flood control, all dating back to the sassanid period and registered as national heritage sites. Other tourist attractions include the beautiful landscapes of goud lah, the qajar bathhouse, aliabad mill, the subterranean of qareh chanaq, and the beautiful valleys surrounding the area. Additionally, other historical sites such as the historical harami anari mill, pir goldasteh, the Jame Mosque, and ancient stone vessels in this region reflect the rich historical and cultural background of gam county. The pedari mountain castle, the largest castle in jam county, is located in the southwest of the county and holds significant historical importance in the protection and administration of jam city. At an elevation of 1,400 meters above sea level, this castle has a commanding view of the region and the persian gulf, playing an important role during various historical periods, including the achaemenid and sassanid eras, along with many other natural and human-made attractions present in this county.

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