The Role of Kazaj Village of Khalkhal in Tourism Development

Raveyeh Azizzadeh

Department of Geography, Ardabil Branch, Islamic Azad University, Ardabil, Iran.

Raveyeh Azizzadeh: The Role of Kazaj Village of Khalkhal in Tourism Development

ABSTRACT

Kazaj Village of Khalkhal from Ardabil Province is located in northern Khoresh Rostam with valuable rural texture with beautiful buildings in mountain foot and is well know to Ardabil Province Masooleh because of similarities of texture and architecture of buildings and lanes and receives many tourists during different times of year. Natural attractions along with wonderful and different natural landscapes and specific customs and cultures is the most important factor of tourist attractions in this region, Tourists mostly know Kazaj village with stair case buildings and attractive architecture and enjoy green environment and other tourist capabilities. The main aim of this paper is to help tourism development while introducing tourist capabilities of the village with regional programming and presenting required and applicable suggestions and collecting information and provide the satisfaction of tourists and the people of the village

Key words: Kazaj village, Tourist capability, Valuable texture, Masooleh

Introduction

Tourism has been changed in to one of the most profitable economical sections during recent years and everybody and every country tries to make use of this market and rural tourism can play different roles, on of these roles is increasing the income of villagers and rural families. It has been tried to describe the tourism, the tourist capabilities, and buildings and pathways architectures, and customs, cultures and traditions of Kazaj considered in order to present a model and suitable strategy the rate of tourists presence in the village to be increased and the satisfaction of tourists to be provided by participating the people and making and completing infrastructures (such as roads,...) and surface structures (such as service structures, restaurant and health care centers) the required suggestions must be given, because we cannot hope to returning of tourism and staying long time and its development. Rural tourism refers to all activities, services which are done by farmers, people and governments for recreation and rest of tourists which can include agricultural tourism, farm tourism, natural tourism and cultural tourism – and also includes service, supply of goods and services of tourists.

Tourism development in every place makes a dual relationship which if we pay attention and think only to one side we can not be succeed, both tourist and people of target tourist place must feel satisfaction- in order to develop tourism.

Geographical Situation of Khalkhal:

Khalkhal is located in south of Ardabil Province in a mountainous area. This city is located in eastern longitude and northern geographical latitude and limited to Kousar city from the west and Zanjan province from the south and Gilan Province from the east. Ardabil – Sarcham – Zanjan – Tehran road is located near Kazaj village, but now it has not suitable access road and asphalted road. It is 57.5 km far from Khalkhal city and the nearest city to Kazaj is Hashjin city which is 17.5 km far from it.

Architectural characteristics of Kazaj village

Main architecture in this village are traditional architecture.

Most of buildings have been built in two floor forms because of limitation and high slope of earth in small area – which the first floor is for keeping domestic animals and forage store and food stuffs store of people – and in second floor of building a place is made wooden pillars for resting and eating foods in hot days of year which intricate rooms are characteristics of architecture of Kazaj buildings and one of rooms is for The guests and Provided with suitable decorations and handicraft industry products of the village – and there are some niches in each of rooms – and they are for putting valuable, precious and decorative thing and native material for whitening in coloring which is better than plaster from brightness view and the houses are whitened two times with this material. Specific architecture and buildings and lanes view is stony and staircase and old

Corresponding Author

Raveyeh Azizzadeh, Department of Geography, Ardabil Branch, Islamic Azad University, Ardabil, Iran.
E-mail: nematabazari@gmail.com
texture of this village second Masooleh among the village people and visitors. The materials used in roofs and walls of building are plaster of clay and straw which is a suitable insulator which prevents buildings and it is done once a year.

**Studying the Tourism Capability:**

Kazaj village because of having ecotourism capabilities, specific architecture of the village, specific traditions, and etc, can be as a tourism target. The existence of beautiful pastures and farms in spring and summer can provide the presence of tourists. Flowing Gizel Ozan river form borderline and down of this village which is one of the largest rivers of Iran and main branch of Sefidrood increased the rate of tourism capability of Kazaj river which justifies the weather, fishery, swimming of people, sunny bath, soft fine sands for treating rheumatism and flying birds around this river and their nesting are other tourism capabilities of this village. The availability of pharmaceutics plants in Khorosh Rostam and in this village (such as pennyroyal, sweet fennel or origany, etc) and genetic variety of plant attract many tourists to visit this region, and also holding weeding ceremony with traditional method and old music and instruments and holding birthday celebration of prophet Mohammad peace be upon him every year and specific birthday celebrations in mosques and houses with kinds of fruits and foods in decorated mosques attract everybody.

**Tourism Conditions of Kazaj Village:**

According to existence of historical monuments of the region such archeological tomb of Dizlin which dates to 3400 b-c according to experts, views which its remained monuments is appeared. Chenarlig caravanserai (caravansary), old or ancient cemetery, Sheikh Ahmad Goreishi tomb related of Gajar dynasty period, Seyyed Ahmad Meraji tomb in Osboo village, and etc are of other tourism capabilities of this region and the variety of dialects in this region such as Tati Turkish can attract tourists.

**Seasons and Duration of Tourist Residence:**

Since seasons and duration of staying of tourists in every tourism place are affected by different factors such as tourist attractions and the rate of infrastructures and surface structural services of residential places, and etc.

Kazaj village because of having many attractions it has tourists in spring, summer, and autumn seasons. Because of lack of service and less capability, the tourists leave this village after visiting despite of their willing and only a small percent of the tourists return to the village the following day which in general the duration of staying of tourist, is shot and limited.

**Suggestions:**

1. Building some centers for residence and rest service to tourists such as hotel apartment restaurants so that the tourists will not have any problem of residence and rest and enjoy the services.
2. Holding kinds of tourism festival and exhibition in the region such as fishing in Gizel Ozan River, Cherry and mulberry festivals and reconciliation with old trees in Pirlar of this village.
3. Educating local people about how to treat or communicate with tourists and understand the tourists have positive economical, cultural, and social consequences. They must have understood that they welcome and receive tourists warmly.
4. Providing advertising posters and other means of tourist attractions of this village.
5. Providing tourism texts and information, maps of Kazaj village briefly to inform and giving to tourists.
6. Creating multipurpose stores which can exhibit and sell handicrafts and products of this village.
7. Building a place and restaurant or kitchen as a traditional form in Kazaj which local or native bread, foods in real form and time provided and cooked which the tourists be familiar and help develop economical conditions of villagers.
8. Building recreational – tourist complexes in the village to attract tourists and increase the staying or residence time of tourists.
9. Repairing the existent cave in this village with 35m long and 4 m height which is located in 1 km far from the village which was used for keeping animals and changing the hand use for optimized use (e.g. changing it into recreation place, residence because of suitable and cool temperature in hot seasons of the year or changing it into exhibition place or museum.
10. Using of local clothes in receiving and servicing to tourists in shops and stores.
11. Sending students for visiting this village.

**Conclusion:**

Kazaj village is a village with specific characteristic and capabilities which is located in foot of mountain and Khalkhal. We can be hopeful to tourisms development by suitable programming or planning and doing the plans and practical suggestions by related responsible people and offices or organizations since today in the world, especially in developed countries and developing countries have fast development and different cultural, social, economical, occupational effects and consequences, and in addition to above mentioned cases, due to traveling and trip importance and position most of
Religions have focused on this matter, such as Koran which says travel in the earth and see what was the consequence of the people.

It can be probed that the requirement of stability and development of tourism and attraction of tourists require to a set of variables such as having potentials and capabilities of tourism (natural, historical, national, cultural, and specific pathways which Kazaj village because of having these capabilities such as valuable and precious rural texture and Gizel Ozan river, specific tradition, holy shrines, natural cave, hospitable people can receive tourists in different seasons of year—There are some problems for developing tourism in this village such as lack of suitable access road and some facilities for giving services to tourists and low rate of advertising which we hope that these problems be solved and observe more development in Kazaj village in future years.

Acknowledgments

The first author would like to thank for supporting by a grant from Department of Geography, Ardabil Branch, Islamic Azad University, Ardabil, Iran.

References

6. Cultural heritage, handicraft and tourism office of Khalkhal city.