



Research Article

An Analysis of the Role and Effects of Tourism Attraction in Urban Identity: Case Study in Charikar City)

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Received : May 15, 2025
Accepted : July 13, 2025

Revised : June 17, 2025
Available online : August 28, 2025

How to Cite: Parwiz Qaderi, Samiullah Aman, & Abdul Monir Rahimi. (2025). An Analysis of the Role and Effects of Tourism Attraction in Urban Identity: Case Study in Charikar City). *INTERDISIPLIN: Journal of Qualitative and Quantitative Research*, 2(4), 274–290. <https://doi.org/10.61166/interdisiplin.v2i4.119>

Abstract. Tourism attractions play a key role in shaping and strengthening the urban identity of the Charikar city. With its rich history and diverse culture, this city features attractions that not only draw tourists but also provide residents with a sense of belonging and identity. Historical monuments, local markets, and cultural spaces are among the essential elements that form urban identity and foster social interactions. Likewise, natural and cultural attractions can serve as instruments to promote public awareness about the importance of protecting the environment and preserving local culture. Finally, attention to tourist attractions can help create a positive image of the Charikar city at the national and international levels, and lead to attracting increased investment in the city. The overall objective of this study is to identify and explore the role of tourist attractions in the urban identity of

the Charikar city. The research method is based on the collection of quantitative data, and using field methods to obtain statistical insights, questionnaire distribution has been conducted. To assess reliability, the Cronbach's alpha test was applied, yielding a Cronbach's alpha coefficient of 0.707, which falls within the acceptable range. The statistical population for this study consists of university professors, students, and cultural activists. The sample size comprises 50 individuals, and the data were analysed using descriptive and analytical methods. As a result of the research, we founded that tourist attractions are instrumental in the urban identity of the Charikar city.

Keywords: tourist attractions, city, Charikar city, tourism, urban identity.

INTRODUCTION

Tourist attractions, as one of the key factors in shaping urban identity, play a significant role in the development and presentation of a city's culture and history. Charikar City, as the capital city of Parwan Province in Afghanistan, has a high capacity to attract tourists due to its natural and historical attractions. For years, the importance of the urban tourism industry and its numerous economic benefits to city residents have drawn the attention of city officials and planners to strategies for developing urban tourism.

In tourism planning and the success of a tourism objectives, uniqueness and authenticity are key words—all of which can be achieved through a strong sense of identity. These attractions not only contribute to the economic prosperity of the city but also enhance its cultural and social identity. In this regard, examining the impact of tourist attractions on the urban identity of Charikar can help in better understanding the interaction between local culture and tourism. Overall, tourist attractions can serve as a bridge between a city's past and future and pave the way for its sustainable development (Nikokar, 2019).

A city's identity is a crucial factor in attracting tourists to a destination and providing them with a new and unique experience from a tourist destination. Tourism is nourished by identity, and identity acts as a tool for promoting and reinforcing tourism. In recent years, many studies have addressed the importance of identity in shaping a destination's image and the city's commercial branding and the role of cultural heritage sites and attractions in attracting tourists. Similarly, in previous studies, the examination of factors important for development of urban tourism has been addressed separately. However, few studies have addressed the significance of Charikar City's identity in the development of urban tourism in a comprehensive manner.

The main purpose of this study is to analyse the role of tourist attractions in shaping the urban identity of Charikar City. The question that arises is: What impacts do tourist attractions have on the urban identity of Charikar City? It appears that tourist attractions have a direct impact on the urban identity of Charikar City.

LITERATURE REVIEW

To date, there has been no research on the role of tourist attractions in the urban identity of Charikar city. previous studies conducted in other countries and cities that relate to this issue have been reviewed as the literature for this research.

Sharepour (2009), in his work titled "Urban Sociology," explains the city as follows: city is a space with defined boundaries and limitations, where a large and dense population resides, characterized by cultural heterogeneity. Its workforce is involved in non-agricultural activities."

Saifuddin et al. (2019), in the specialized urban management journal titled "Shahargah," define identity as the common and similar characteristics that differentiate one group from another. Urban identity incorporates a collection of spatial and structural characteristics of a city that gain meaning alongside the specific cultural and social concepts inherent to that city.

Rahmani (2011), in his research entitled "Urban Tourism," states: "City tourism refers to the exploration of cities and the visitation of their attractions. Urban tourism provides an excellent opportunity for interaction between hosts and guests."

Royan and Amiri (2014), in their work entitled "Rural-Urban Geography," clarify the city as the focal point of all social, cultural, and economic activities. The city serves as the primary center for cultural heritage, emotions, and human experiences.

Shahabian (2011), in his thesis titled "Investigating the Role of Urban Tourism in Sustainable Urban Development," describes tourism in the city as follows: "Tourism is a process that includes activities such as trip planning, traveling to the destination, returning home, and reminiscing about experiences. It also encompasses activities that tourists engage in during their travels, such as purchasing goods and interacting with hosts. Essentially, any activity or interaction happening during a tourist's journey can be considered tourism."

Mohammadi and Lotfi (2012) state in their work entitled "Investigating the Relationship between Urban Symbols and City Identity" that tourism operates within specific spatial patterns. One such pattern is urban tourism; as urban areas are often regarded as significant tourism destinations due to their numerous attractions.

Moradi and Rahmani (2010), in their study titled "The Role of Tourism in Sustainable Urban Development," examined the impact of tourism on the sustainable development of Mashhad. The results show that tourism, particularly religious tourism, is a key factor driving change in the urban areas of Mashhad.

Wang and Chen (2015) published a study entitled "The Influence of Place Identity on Perceived Tourism Effects." Their findings indicate that a place's identity influences residents' attitudes toward both the negative and positive impacts of tourism.

Erzovic (2012) conducted a study on "Cultural Identity and Cultural Tourism – Local and Global: A Case Study of Polo, Croatia." The results reflect that key elements include destination identity, heritage tourism, creative industries, multiculturalism, and local lifestyles.

Kanin (2014) studied "Tourism and Cultural Identity, Cultural Centre." His findings propose that the concept of authenticity is often vague and contradictory, serving primarily as a term applied to indigenous populations.

Azarkish and Afzalinia (2014) authored an article titled "Sustainable Development Planning with Emphasis on Urban Identity Factors: A Case Study of Dezful City." The results pointed out that urban planners should prioritize preserving factors such as the sea, historical bridges, historical architecture, religious buildings, handicrafts, agricultural lands, and gardens surrounding the city as essential components of urban identity to achieve sustainable development in Dezful.

Karami, in his study titled "Tourism: A Subject of Geography," stated the following about tourism attractions: the most vital and influential element in the field of tourism is the attractions of the destination. Attractions serve as the powerhouse of the tourism system. They fulfil two crucial functions: first, they act as a motivational factor for travellers, and second, they contribute to visitor satisfaction.

DEFINITIONS AND CONCEPTS

Tourist

Tourism is a term composed of two parts: "tour," which refers to travel or exploration, and the suffix "ism," which denotes a school of thought or a specific way of thinking. Essentially, tourism represents a framework centred on travel and global exploration. A tourist is defined as someone who travels, engaging in world tourism.

According to an international definition, "A tourist is someone who travels to another country for the purpose of recreation, sightseeing, treatment, business, sports, or pilgrimage, provided that his/her stay lasts at least 24 hours but not more than one year and that he/she travels a distance of at least 70 kilometres." Dr. Brenker, a member of the Institute for the Study of Tourism, elaborates on this by stating that tourism begins when individuals temporarily leave their place of residence to travel from one location to another for holidays, visits to historical sites, participation in competitions and conferences, or to see relatives.

Gilroy, a prominent European economic expert, defines a tourist as all those who leave their country for another and stay abroad for less than a year without any income from the visited country to support their stay (Kermi: p. 111). Lee (1999), citing Eric Cohen, describes a tourist as "a voluntary and temporary traveller who seeks to enjoy a diverse and new experience during a relatively long and non-repetitive round trip" (Zarei, 2013: p. 18).

Tourism

Phenomenal tourism is an ancient concept that has existed in human societies for a long time and has evolved through various historical stages into its current technical, economic, and social dimensions. Today, the tourism industry is one of the significant sources of income globally and represents a massive economic activity. Many development planners and policymakers regard the tourism industry as a cornerstone of sustainable development. Tourism can drive economic and social changes within a society. Tourism encompasses the notions and communications arising out of interactions between tourists, capital, host governments and

communities, universities, and non-governmental organizations throughout the processes of attracting, transporting, hosting, and managing tourists and other visitors. Dr. Rousta defines tourism as a temporary, distinctive, enjoyable, and memorable experience (Karubi et al., 2018: p. 337).

Tourism refers to a collection of activities that occur during a tourist's journey. This process includes planning the trip, traveling to the destination, staying there, returning home, and even reminiscing about memories created during the trip. Additionally, it encompasses activities as part of the trip, such as purchasing goods and interactions between hosts and guests. In general, any activity or interaction that takes place during a tourist's journey can be classified as tourism (Ehsani, 2019: p. 3).

Urban Tourism or City Tourism

Urban tourism can also be called as city tourism. It refers to the tours and excursions that tourists undertake in urban areas. As tourists consider cities to offer a variety of attractions and present them with extensive leisure facilities, cities form a part of tourist travels and tourist destinations. As a result, city tourism has emerged as a distinct form of tourism, characterized by traveling and exploring urban environments and their attractions.

City tourism provides excellent opportunities for interaction between the host community and visitors. The growing importance and popularity of city tourism among various types of tourism stems from these unique opportunities and amenities that cities offer to tourists (Guidelines, 2011, p. 17).

The United Nations World Tourism Organization defines urban tourism as tourist trips to cities and densely populated areas. These trips typically have short durations, ranging from one to three days. Therefore, one can say that urban tourism is directly linked to short-term leisure activities. Generally, large urban areas are more productive. According to United Nations data, there is a nearly perfect correlation between urbanization and prosperity. Cities thrive as centres of consumption, recreation, and leisure (Saifuddin et al., 2019, p. 82).

Tourism Attractions

The most significant element in the field of tourism is the attractions of the destination. Attractions serve as the driving force behind the tourism system. Attractions fulfil two essential functions: firstly, they motivate travellers; and secondly, they enhance visitor satisfaction. Principally, without various natural, scientific, and cultural attractions, creations of demand for a destination would be difficult.

Natural Attractions: A diverse combination of natural resources can be used for creating an appealing environment for tourism development. Each area, with its unique climate and conditions, attracts specific types of visitors. The greater the variety and abundance of facilities in an area, the more attractive it becomes. Climate can sometimes serve as an independent attraction that draws tourists to a region. In tourism geography, the natural environment's conditions during summer and winter seasons are examined separately.

Cultural Attractions: Culture encompasses a set of ideas, beliefs, values, knowledge, and behaviours that form the common foundation of social practices. In the tourism industry, culture acts as an attraction factor. For tourists visiting a city, village, or a country, cultural activities, events, and products serve as inspiring and appealing elements. Cultural attractions include historical sites, museums, architecture, religious buildings, cultural centres, and contemporary residential areas. Music, performing arts, poetry, literature, and painting also some examples of these attractions (Karmi, p. 111).

City

There is a significant difference between countries regarding the definitions of a city and an urban place. Currently, various definitions exist for a city, none of which is entirely satisfactory on its own. A city may be defined culturally, based on urban culture; politically, based on administrative functions; economically, based on the number of people employed in the non-agricultural sector; or demographically, based on population size. For instance, culturally, a city embodies a set of customs and traditions. Generally, a city is a defined space where a large and dense population resides, characterized by cultural heterogeneity. In other words, a city refers to a place that not only has a high population density but also has a labour force that is primarily engaged in non-agricultural activities, with an economy based on trade, industrial production, and the provision of services (Sharaepour, 2010, pp. 11-12).

A city serves as the focal point for all social, cultural, and economic attractions. It is equipped with urban and municipal facilities and acts as the central hub for cultural heritage, human emotions, and experiences. The city reflects the values, beliefs, hopes, and concerns of its inhabitants (Royan and Amiri, 2014, p. 10).

Identity

Identity literally means "to be oneself," and in other sense, "being one's true self." The English equivalent of the term, identity, is derived from the Latin root "ident," which means "to be the same." Identity encompasses the characteristics that distinguish one group from another. It is a fundamental theoretical concept that varies across different fields; thus, we can examine social identity, political identity, ethnic-tribal identity, and more. However, our focus here is on urban identity.

The concept of urban identity is complex. Each city has evolved over time through a developmental process influenced by significant climatic, historical, and political factors, shaping both the city and its citizens. The more connected and continuous a city is with its history, the more authentic it becomes; conversely, the more authentic the city is, the more pronounced its identity will be. This identity can contribute to a healthier and more stable urban life.

In today's world, cities also compete to project their identity—or personality—on the global stage. One of the manifestations of this identity in contemporary society can be observed in the global tourism industry and its potential to bring economic prosperity (Seif al-Din et al., 2019).

Identity, in Persian, refers to what identifies a person or an object. According to the Larousse dictionary, identity is the essence that makes an object uniquely itself

(Eshraghi, 2011). It also signifies an individual's belonging to a social group based on geographic, linguistic, and cultural characteristics. Identity is one of the complex and ambiguous concepts in the humanities, having consistently attracted the attention of philosophers, anthropologists, psychologists, and sociologists from various perspectives. Consequently, the explanation of identity and the factors influencing its formation cannot be adequately addressed by a single theory or even a single school of thought (Behzad Far, 2011).

"Parsons, following Durkheim, asserts that human identity begins at the very start of life and is continuously constructed and transformed throughout an individual's existence in relation to their organism, culture, and society." These systems impart different identities to individuals based on their nature. The concept of identity varies across cultures: in the humanities, it pertains to what and who one is, while in mystical traditions and interpretations, it is often understood as the absolute essence (Jafari, 2014).

In philosophical and theological contexts, identity is derived from the word "hu," which denotes a particular truth. In logical terminology, it refers to a specific nature that exists externally. Thus, in Arabic dictionaries such as Al-Munjad, as well as in Dehkhoda's dictionary and dictionaries of Islamic knowledge, identity is described as being associated with voice, recognition, and absolute truth that encompasses facts (Babaei Farda et al., p. 6).

Urban identity

The discussion of "urban identity" in historical centres is so significant that it has impacted urban planning, primarily because the most crucial element in promoting historical cities—namely "tourism"—benefits greatly from the concept of urban identity. In fact, the three elements—tourists, local residents, and the historical city—are completely interdependent. More importantly, all three are directly linked to various definitions associated with the topic of "urban identity" (Moradi and Rahmani, 2010).

Generally, urban identity can be realized from two perspectives: the physical attributes of the city and its soul, which includes the non-visible environmental features that differentiate it from other cities. Essentially, the identity of a city comprises a collection of spatial and structural characteristics that gain meaning in conjunction with the specific cultural and social concepts of that city (Athishin Bar, 2009). The most valued aspect by tourists regarding to "urban tourism" is the originality and uniqueness of the city. This underscores the clear interdependence between the development of the tourism industry and the preservation and enhancement of urban identity.

However, it is important to note that the progress of the tourism industry, especially in historical cities, does not always yield positive outcomes. Negative consequences, such as threats to urban values and local ways of life, can spring up from the expansion of this industry (Azerkish and Afzalnia, 2014). Therefore, efforts are currently being made to secure the support of city residents in this regard. When residents are engaged in the tourism industry, they can act as ambassadors for their city. Furthermore, findings from urban research highlight that for planners to

successfully maintain urban identity, they must develop solutions that align with residents' perceptions of their city's identity (Saifuddin et al., 2019: pp. 72-73).

Research Method

The research method serves as a pathway to achieving the goal of answering some of the mentioned questions. A suitable research method should be applied to facilitate this goal. In this study, our foundational work was conducted through a literature review, while the remaining components were addressed via field studies aimed at information collection. Data was collected using a questionnaire, which was subsequently analysed using SPSS software. The Cronbach's alpha coefficient for the questionnaire in this study was 0.707, indicating that it falls within an acceptable range.

Charikar city

Parwan Province, particularly its capital city Charikar, is a cultural and historical region known for its culture-loving and artistic people. Since distant past times, the residents of Parwan have shown a special interest in poetry, music, and various aspects of culture, science, and literature. This is evidenced by the prominence of local music groups, folklore, and renowned literary and artistic figures from the province. It is said that the first cinema in Afghanistan was built in Charikar, the capital of Parwan Province. The cultural and artistic activities in this province are more vibrant than those in other provinces.

Every year, the Arghawan Golghandi Poetry Festival is held in Golghandi, one of the famous recreational areas in the centres of the province, celebrated for its purple flowers that have inspired many poets. During spring, people from Kabul and other provinces gather there to enjoy the festivities. In addition to this festival, various cultural initiatives are flourishing, supported by active television, audio, and print media in the province.

Charikar is located approximately 64 kilometres north of Kabul, with the main Kabul-Baghlan road passing through it, making it a significant route in northern Afghanistan. The promotion and strengthening of urban culture attract thousands of urban tourists to Parwan Province, especially to Charikar (Aman and Qaderi, 1401: pp. 30-31).

The people of Parwan are proud Aryans—hardworking and courageous individuals who value their ancient culture and strive to preserve it. They place great importance on the cultivation of vines and mulberry trees. Mulberries and bitter melons are known for their high energy content; interestingly, the British have preserved them in the London Museum as historical examples of their defeat (Ariz, 1379: p. 11).

Research Findings

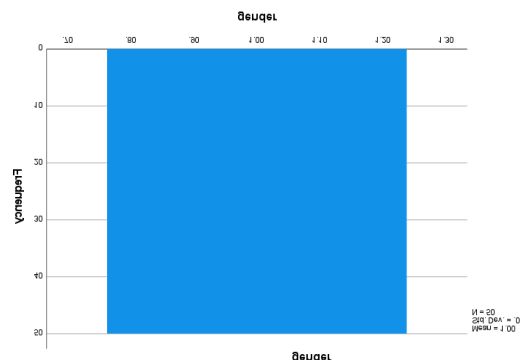
Table (1): Gender Characteristics of Respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	100.0	100.0	100.0

As can be seen in the table above, all respondents are men, and female respondents are not included in this questionnaire; that is, the statistical population of this research questionnaire consists of 100% men and 0% women.

Table (2): Age Characteristics of Respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than<30	47	94.0	94.0	94.0
	30-50	3	6.0	6.0	100.0
	Total	50	100.0	100.0	



According to the table and graph above, out of 50 respondents, 47 people, 94% were under 30 years old, 3 people, 6% of the respondents were between the ages of (30-50), with the majority of respondents being under 30.

Table (3): Education Level of Respondents

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	15	30.0	30.0	30.0
	postgraduate diploma,	3	6.0	6.0	36.0
	Bachelor's	32	64.0	64.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, the educational level of 15 people, 30% of the respondents had a diploma, 6% of the respondents had a postgraduate diploma, and 32 people had a bachelor's degree, 64% of which were bachelor's degree holders.

Analysis of the basic research questions

Question 1: To what extent is access to public transportation infrastructure effective in the urban identity of the city of Charikar?

Table (4): Q₁

Q ₁					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	26	52.0	52.0	52.0
	Very	14	28.0	28.0	80.0
	Medium	9	18.0	18.0	98.0
	Low	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 26, 52% of respondents chose the option very much, about 14% of respondents chose the option a lot, about 9, 81% of respondents chose the option medium, and about 1, 2% of respondents chose the option little.

The research findings show that access to public transportation has a very significant impact on the urban identity of the city of Charikar.

The second question: In your opinion, how much does the local cuisine of the city of Charikar affect the urban identity of the city of Charikar?

Table (5): Q₂

Q ₂					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	14	28.0	28.0	28.0
	Very	22	44.0	44.0	72.0
	Medium	11	22.0	22.0	94.0
	Low	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 14, 28% of respondents chose the very high option, about 22% of respondents chose the high option, about 11, 22% of respondents chose the medium option, and about 3, 6% of respondents chose the low option.

The research findings show that the local cuisine of Charikar has a great impact on the urban identity of Charikar.

Question 3: To what extent do you think Golghandi Hill plays a role in the urban identity of Charikar?

Table (6): Q3

Q3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	25	50.0	50.0	50.0
	Very	19	38.0	38.0	88.0
	Medium	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 25 people, 50% of the respondents, have chosen the option very much, about 19 people, 38% of the respondents have chosen the option a lot, and about 6 people, 12% of the respondents have chosen the option medium.

The research findings show that Golghandi Hill plays a very important role in the urban identity of Charikar city.

Question 4: To what extent does the existence of different ethnicities and cultures affect the urban identity of Charikar city?

Table (7): Q4

Q4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	10	20.0	20.0	20.0
	Very	9	18.0	18.0	38.0
	Medium	23	46.0	46.0	84.0
	Low	7	14.0	14.0	98.0
	Very Low	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

s can be seen in the table above, about 10, 20% of respondents chose the option "very much", about 9, 18% of respondents chose the option "a lot", about 23, 46% of respondents chose the option "medium", about 7, 14% of respondents chose the option "little", and about 1, 2% of respondents chose the option "very little".

The research findings show that the existence of different ethnicities and cultures has an effect on the urban identity of the city of Charikar.

Question 5: To what extent do natural beauties such as mountains, forests, and lakes have an effect on the urban identity of the city of Charikar?

Table (8): Q5

Q5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	25	50.0	50.0	50.0
	Very	12	24.0	24.0	74.0
	Medium	9	18.0	18.0	92.0
	Low	1	2.0	2.0	94.0
	Very Low	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 25 people, 50% of the respondents have chosen the option very much, about 12 people, 24% of the respondents have chosen the option a lot, about 9 people, 18% of the respondents have chosen the option medium, about 1 person, 2% of the respondents have chosen the option little and about 3 people, 6% of the respondents have chosen the option very little.

The research findings show that natural beauty is quite effective in the urban identity of Charikar city.

Question 6: To what extent do history and culture affect architecture and urban textures?

Table (9): Q6

Q6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	14	28.0	28.0	28.0
	Very	14	28.0	28.0	56.0
	Medium	15	30.0	30.0	86.0
	Low	4	8.0	8.0	94.0
	Very Low	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 14 people, 28% of the respondents have chosen the option very much, about 14 people, 28% of the respondents have chosen the option much, about 15 people, 30% of the respondents have chosen the option medium, about 4 people, 8% of the respondents have chosen the option little and about 3 people, 6% of the respondents have chosen the option very little.

The results of the research show that history and culture have a great impact on architecture and urban textures.

Question 7: How much do educational centres and universities play a role in the scientific, cultural and urban identity growth of the city of Charikar?

Table (10): Q7

Q7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	21	42.0	42.0	42.0
	Very	16	32.0	32.0	74.0
	Medium	8	16.0	16.0	90.0
	Low	4	8.0	8.0	98.0
	Very Low	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 21 people, 42% of the respondents have chosen the very high option, about 16 people, 32% of the respondents have chosen the high option, about 8 people, 16% of the respondents have chosen the medium option, about 4 people, 8% of the respondents have chosen the low option, and about 1 person, 2% of the respondents have chosen the very low option.

The results of the study show that educational centres, universities, play a significant role in the scientific, cultural growth and urban identity of the city of Charikar.

Question 8: To what extent do historical places and monuments, ancient monuments and historical events play a role in urban identity.

Table (11): Q8

Q8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	12	24.0	24.0	24.0
	Very	21	42.0	42.0	66.0
	Medium	10	20.0	20.0	86.0
	Low	4	8.0	8.0	94.0
	Very Low	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 12, 24% of respondents chose the very high option, about 21, 42% of respondents chose the high option, about 10, 20% of respondents chose the medium option, about 4, 8% of respondents chose the low option, and about 3, 6% of respondents chose the very low option.

The results of the research show that places, historical monuments, and ancient monuments play a significant role in urban identity.

Question 9: To what extent does the existence of green spaces, parks, and public squares affect urban identity?

Table (12): Q 9

Q9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	25	50.0	50.0	50.0
	Very	12	24.0	24.0	74.0
	Medium	4	8.0	8.0	82.0
	Low	7	14.0	14.0	96.0
	Very Low	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 25, 50% of respondents chose the very high option, about 12, 24% of respondents chose the high option, about 4, 8% of respondents chose the medium option, about 7, 14% of respondents chose the low option, and about 2, 4% of respondents chose the very low option.

The results of the study show that green spaces in parks and public squares are very effective.

Question 10: In your opinion, to what extent are markets, handicrafts, and local industries effective in the urban identity of Charikar city?

Table (13): Q10

Q10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	13	26.0	26.0	26.0
	Very	20	40.0	40.0	66.0
	Medium	6	12.0	12.0	78.0
	Low	7	14.0	14.0	92.0
	Very Low	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

As can be seen in the table above, about 13 people, 26% of the respondents have chosen the option very much, about 20 people, 40% of the respondents have chosen the option much, about 6 people, 12% of the respondents have chosen the option medium, about 7 people, 14% of the respondents have chosen the option little and about 4 people, 8% of the respondents have chosen the option very little.

The results of the study show that markets, handicrafts and local industries are very effective in the urban identity of the city of Charikar.

CONCLUSION

The present study aims to investigate the role of tourist attractions in the urban identity of the city of Charikar. Its data was collected through library and field methods using the distribution of 50 questionnaires, the reliability coefficient of which was 0.707, out of these 50 respondents, 100% of whom were men. In terms of age, most respondents in this study were under (30), which is 94%, and 3 people, 6% between the ages of (30-50), of which 32 (64%) respondents had a bachelor's degree, 15 (30%) had a diploma, and 3 (6%) had a postgraduate diploma. Most respondents had a bachelor's degree. There were 10 questions, of which the first question had the highest percentage, which was 52%, of which 26 people chose the most options, the first question; How effective is access to public transportation infrastructure in the urban identity of Charikar city? Charikar city is located close to the capital and also the northern highway of the country passes through this city, which connects the northern provinces to the capital. And then followed by the third question, which has the highest percentage, of which 50%, of which 25 people chose the most options, the third question; To what extent do you think Golghandi Hill plays a role in the urban identity of Charikar? Golghandi Hill is a completely natural hill located in the west of Charikar with all kinds of purple flowers and has a very pleasant atmosphere. The questionnaire comprised 10 questions. The first question received the highest response rate, with 52% (26 respondents) indicating that access to public transportation infrastructure significantly impacts the urban identity of Charikar. Charikar's proximity to the capital and its location along the northern highway—which connects northern provinces to Kabul—contributes to this importance.

In the spring, it attracts thousands of domestic and foreign tourists. And followed by the fifth question with the highest percentage, which is the fifth question; To what extent do natural beauties such as mountains, forests and lakes affect the urban identity of Charikar? Charikar has beautiful nature such as mountains, rivers, forests and green spaces, all of which have affected the urban identity of Charikar. As a result, we found that tourist attractions have affected the urban identity of Charikar. In conclusion, the findings indicate that tourist attractions significantly contribute to the urban identity of Charikar.

Suggestions

1. Pay attention to the cultural and value foundations of Charikar and use these resources to create inspired tourism opportunities.
2. Educating the local community and citizens of Charikar to understand the value of indigenous culture and strive to preserve it as a source and tourist attraction.
3. Preventing uncontrolled and unprincipled construction in tourist areas.
4. Preventing the change of use of agricultural lands for the construction of residential houses and buildings, developing construction regulations and employing architecture appropriate to the environment and architectural structure of Charikar to prevent the decline of the traditional architecture of the city of Charikar and increasing public services needed by tourists and local residents, such as health services, treatment, and garbage collection.

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