

**Evaluating and Prioritizing Urban Tourism
Capabilities in Qazvin**
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Abstract

Tourism is the driving force behind economic development. This industry is the most incredible and widespread service industry in the world in terms of economic, social, cultural and political affairs. The garden of Qazvin city from the historic cities and a hundreded years old Iranian capital of the Safavid era as the center of the province with unique monuments (works of the Sassanid to Pahlavi periods), the cultural (calligraphic capital of Iran) and natural (Alamut area with geotouristic capabilities) Is a beautiful and tourism city in our country. The aim of this research is to evaluate the tourism sites of Qazvin city using urban tourism criteria for introducing tourism markets. The research methodology is a descriptive-analytical type that, after the preliminary studies of thirteen sites based on selected criteria, is selected through eleven tourism criteria, including distance from communication routes, hotels, urban squares, community spaces, terminals, number of tourists, The variety of attractions, the level of attractiveness, the level of advertising and services, the number of points of view and the difference of vision, was evaluated. These criteria were weighed through the AHP hierarchy method and, in combination with the information of each site, for each criterion, was determined by the Copras decision method and the final value of each site. The results of the research showed that the sites, the Chehelsotun Museum Palace, Saad al-Saltanah Palace, Head on top of the Qapo, Atiq Jamaat Mosque are the best and most prestigious sites in the planning process.

Keywords: *Qazvin, urban tourism, AHP method,*

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Introduction

Tourism is a growing phenomenon that is increasingly important, and due to the changes in societies and the process of globalization, the inclination of people in different parts of the world has grown to this industry (Mahmudi Meymand, 2012:3). Given the importance of this industry, tourism is also a driving force for economic development. On the one hand, it increases the entry of tourists, employment and increases government revenues (Bayat et al, 2012:123). As one of the great industries in the world, Tourism is a geographic phenomenon that flourishes in various locations (Boavida Portugal et al., 2016:82). And in each geographic space, the adaptability of attractions, accommodation, and facilities is required in a process of convergence (Mohammad Jabroipour, 2014:36). (Liang and Hui, 2016:56), in which urban tourism is considered as one of the most important patterns of tourism for urban development, is increasingly being considered. "(Carlisle et al, 2016:81). Which is being developed as one of the functions of the city, its importance and value. (Iapco, 2014:207) Urban tourism is one of the most important and complex spatial and human spatial activities in the urban community. According to the opinion of urban tourism experts, it creates a great cultural, social and economic opportunity (Poor Ahmed et al, 2015:25). It is considered to be one of the most important social forces of the city, which has many international, economic and geopolitical significance (gharakhl et al, 2015:33). The prevalence and prosperity of various tourism patterns in cities is due to the presence of tourist attractions that can bring sustainability to cities. In recent times, urban tourism has become a major issue in urban management and sustainable development of cities (Pourahmad et al, 2015:258). Recently, urban tourism is, especially important due to the rapid growth of the economy and the increase in incomes in Asian countries and increased competition among countries for the marketing of tourism. Today, tourism is estimated to account for 6% of world exports of goods and services. (Scott and Cooper, 2012:1172)

Theoretical Framework

According to the World Bank's four decades of research, tourism has proven to be a powerful lever for development (Donalds & Hawkins,

2007:350). Today it has become one of the largest and most profitable sectors of the world (Highman, J. and M. Luck, 2002:35). Nowadays, tourism activity is the fourth part of human activity after agriculture, industry and services. Experts By 2020, tourism is expected to become the most profitable industry in the world, as it is called invisible exports (Moawad, 2002:4). This industry is one of the most important factors in the development of the regions, it is a valuable and balanced activity that promotes economic and social development in the region. In such a way, the fair distribution of income and also job creation (Hadavi, 2008:8). And since the industry has the characteristics of production and consumption (Valadbeigi, 2011:2), Its development has always been an effective factor in coping with poverty, increasing the income of different corporations, reducing unemployment, economic prosperity, and thus improving the quality of life of people and increasing social welfare. Therefore, it must be accepted that tourism has an undeniable effect on the communities, which can not be ignored; it must, however, be sought out by a well-thought-minded and well thought-out management, and with proper planning for its development (Mahallati, 2001:67)..Tourism, as the largest activity in the world, is now a job for thousands of people, alone accounting for 11.7 percent of the gross national product. According to many tourism researchers, in comparison with economic sectors, there are many benefits that make it an effective means of eliminating poverty. Ashley and Godwin (2001). In the meantime, tourism development, especially in countries like Iran, which, on the one hand, has many tourist attractions and, on the other hand, relied on oil revenues, can play an effective role in the development of urban areas through systematic planning and identification of tourism opportunities and constraints. National development, and diversification into the national economy (Valadbeigi, 2011:5). With this in mind, we can come up with an "Integrated Tourism Planning" "And set short-term and long-term goals and adopt tourism development strategies for the benefit of the tourism economy. Meanwhile, strategic planning due to the characteristic of the rational decision process(Jimenez, 2012:583) Determine how to move toward Desirable future (Parker Gates, 2010:3). One of the most important necessities of attention to tourism is Qazvin itself is one of the oldest areas of Iranian civilization, with

its history of archaeological research based on 9, 000 It will be the year. This city was about one century in the capital of Iran during the Safavid period. The city of Qazvin, due to its special features on the passageway, leads to the north, adjacent to the tourist attractions of the northern regions such as Tonekabon, the central Alborz area, which is a major tourist area, is close to the metropolis. Tehran, which is actually a proximity to a population center, is one of the privileged features of urban tourism development (Karam et al, 2016:4)

Background research

Table (1) The research carried out with its results in relation to the research topic

Row	researchers	Year	gained results
1	Alizadeh	2003	He concluded that the development of tourism has caused environmental problems, including pollution of water, soil, air, the destruction of plants and animals, by examining the impact of the presence of tourists in Torqabeh.
2	Rezvani et al	2012	By examining cultural events such as festivals and exhibitions on tourism in Tehran, they concluded that the multiplicative tourism rate of Tehran was globally average.
3	Hosseini et al	2013	By examining urban tourism with emphasis on coastal cities, they concluded that there is a positive and strong relationship between urban and tourism managers in such a way that their decisions in the city place a great influence on the development or weakening of urban tourism.
4	Ziari et al	2013	In an article that explores the conditions of urban tourism and residents' satisfaction in Noorbad Mamassani, based on the Kano model, it was concluded that the least satisfaction of urban tourists in terms of their basic needs indicates a profound weakness in this area.
5	Sharbatyan	2011	He has studied the most important factors of sustainable development of tourism in Iran and concluded that in our country, despite the various capacities in the field of urban tourism, these powers are not properly managed and poor facilities in this area of difficulty Is.
6	Nourbakhsh and Serascanrood	2012	The aforementioned people who have explored the process and attractions of urban tourism have continued to focus on the economic impact of urban tourism, especially in metropolitan cities, and concluded that many metropolitan areas are not well prepared for urban tourism development.
7	Aminzadeh and Dadras	2012	In an article about cultural regeneration in the historical context of the city of Qazvin, it came to the conclusion that, in order to revive and update, the historical text must, in addition to responding to the needs of the people and everyday life, should make a meaningful reference to the historical identity of the city's texture Do it also.
8	Hulland and Kurt	2002	With the study of urban tourism, the aforementioned people concluded that tourism development had a significant impact on the objective indicators of the quality of life of residents in the region, including services, entertainment, poverty reduction, health indicators, and so on.

Source: Research findings (2018)

Methodology

The method of research in this research is work in terms of the descriptive-analytical method and the method of collecting documentary and survey information. In order to identify the tourism sites, first, the abilities and attractions of the city of Qazvin were examined and finally the most prestigious sites that play the main role in tourism planning were selected for study. In the selection of sites, two criteria for diversity and dispersion have been considered. The diversity criterion means that the sites to be visited must have any particular attraction and tourism characteristic. This diversity has been surveyed from historical, cultural and other aspects. The dispersion criterion is also one of the main principles for selecting sites, which means decentralization of sites in a particular area. Then, these sites

should be evaluated in terms of urban tourism criteria and, according to these criteria, finally, the sites should be prioritized for tourist use. The criteria of this study were determined through three sections of field discussions, previous discussions on urban tourism and interviews with a number of experts in urban tourism. In this research, only the criteria that are directly related to urban tourism are selected. In the study, we used Hierarchical Hierarchy Process (AHP) and its sub criteria for weighting the criteria. At the lowest hierarchical level, the decision choices to be evaluated were used to determine the sites and criteria and Weighing them and eventually using the Copras method; the final value of the sites was obtained. The Cooper's method includes general goals, a set of criteria for determining the overall purpose of the decision-making process. And to prioritize or retrieve the various options that are used by weight criteria. This method is used in various planning, financial, accounting, and geographic areas. This methodology was developed by Zavedaskus and Kaklaskass to determine the priorities and degree of effectiveness of the options, which, at the same time, is very practical and easy to calculate, requiring no complex mathematical operations.

In order to implement the Cooper's method, the weight of the criteria must be determined in the first step. The entropy index has been used to determine the weight of the criteria. This indicator is determined using the expiration of the values of each option for each criterion. To implement this method, it is necessary to first extract the values of each option for each criterion. Then, by normalizing the matrix values, weights and values of the criteria are obtained. After determining the weight of the criteria, the decision matrix is formed as the first stage of the courses method. The decision matrix is in the form of a matrix. The options on the side of the matrix and criteria are on the other side. The weight of the criteria is also given as a distinct column in the matrix. To complete the matrix values, the value of each criterion for each option is written individually and on the site. In forming a weighted matrix, to weigh the decision matrix, the values of each option are multiplied by their weight and divided by the sum of the quantities. Formula \) is used to form a weighting matrix

$$d_{ij} = \frac{q_i}{\sum_{j=1}^n x_{ij}} x_{ij} (1)$$

Formation of Decision Matrix (Source: Moulin et al., 2012)

In formula (1), q_i , the weight of each criterion, and X_i is the value of each option for each criterion (Chatterjee et al., 2011), then the criteria are positive and negative, differentiated and determined. A positive or consistent criterion is a measure that increases its value by increasing its utility, but for negative measures, by increasing the amount, the utility rate is reduced. After specifying the positive and negative criteria, the final value of the positive and negative criteria should be determined. For this purpose, the S_j^+ and S_j^- are calculated from formula 2 (Moulin et al., 2012) and Koomardi et al. 2011)

$$S_j^- = \sum_{z_i=-} d_{ij} S_j^+ = \sum_{z_i=+} d_{ij} \quad (2)$$

Calculation of the values of positive and negative criteria (Source: Moulin et al. 2012)

According to formula 3, the sum of algebras of positive and negative values is calculated by separation. In the final step, the final value of each option (Q) is derived from Formula No. 3:

$$Q_j = S_j^+ + \frac{S_{min}^- \sum_{j=1}^n S_j^-}{S_j^- \sum_{j=1}^n \frac{S_{min}^-}{S_j^-}} = S_j^+ + \frac{\sum_{j=1}^n S_j^-}{S_j^- \sum_{j=1}^n \frac{1}{S_j^-}} \quad (3)$$

Calculating Final Cost of Options (Source: Moulin et al., 2012)

In formula 3, S_j^+ , the sum of algebras of positive measures for each option, S_j^- is the sum of the algebraic values of the negative criteria for each option. In this section, first S_j^- divided, and then the value of Q is calculated for each option according to the above formula. The Q value represents the value and importance of each option in terms of criteria. A high value value indicates the significance and utility of most options (Moulin et al., 2012).

Study area

The city of Qazvin is located in the geographical position between 48degrees and 85minutes to 50degrees and 51minutes east of the Greenwich Meridian and 36degrees 4minutes to 36degrees 48minutes north of the equator. Based on political divisions, at the end of 2002, the city has an area of 591 square kilometers, equivalent to 4/37percent of the total area of the province.

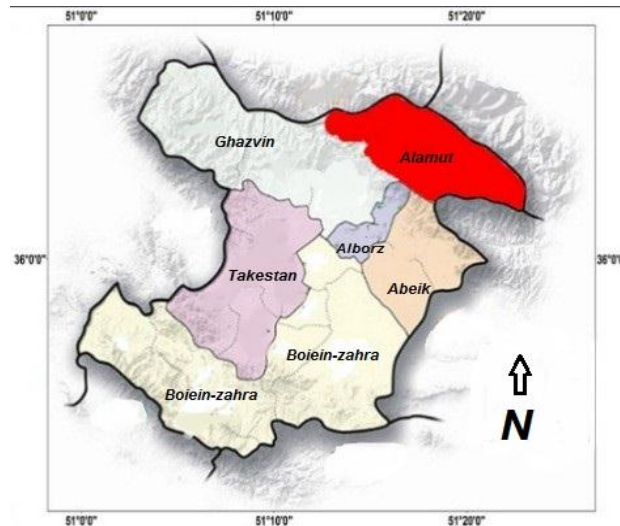


Figure1: Map of the city of Qazvin in the province

Thirteen tourism sites in Qazvin were selected for evaluation in this research Including 1-Chehelsotun Museum Palacc 2-Sada al Saltaneh Collection 3-Head on top of the Qapo 4-Atiq Jamaat Mosque 5- Imam Zadeh Hussein 6-Door gate door 7-Qagar Bath 8-House (Husseinieh Amini) 9-Sardar Mosque and School 10-School and mosque of Heydarieh 11-Cantor Church 12-Great water storage warehose 13-Tomb of Hamdollah Mostofi. are located in the central part of the city, was built in the tenth century by the order of Shah Tahmasb Safavid. It has an octagonal structure, built in two floors, which is the only palace royal in the Qazvin capital city., Currently has a museum of calligraphy. The complex of Saad al-Saltanah, which was built on the orders of Bagharkhan Saad al-Saltanah and around with the aim of trading business, is considered as the largest Indoor Commercial Caravanserai complex in Iran. The Great Cappadocian Sardar, one of the seven entrance doors (the southern door), was the Royal Citadel of the Safavids, which was opened to the Shah's Square. The Aqiq mosque is one of the largest and most ancient mosques in Iran, . Qagar bath, this building was built in AH1058 and on the orders of Amir gooneh Khan from the emirs of Shah Abbas II Safavi in square meters, which is now owned by the Museum of Anthropology. Water reservoir of the Great Commander, this building, which is the largest single-domes of Iran's reservoir, was built in 1227by two brothers

named Mohammad Hassan Khan and Mohammad Hussein Khan from the the time of Fath Ali Shah. The stone staircase of the water storage has a total of fifty steps, cm each. Imam Zadeh Hussein, This building belongs to the two-year-old son of Imam Reza, who was buried in Qazvin city. The present building of the collection belongs to the Safavid period, along with extensions from the Qajar period, which is also considered as a historical attraction for pilgrimage. House (Husseinieh) Amini, this building, which is one of the beautiful Qajar houses in Qazvin, was built in 1275Haj Mohammad Reza Amini, a merchant of Qazvin. The halls are arranged with 9 honey with heavenly motifs. The house has devoted up to 99 generations to the son of a large son of the family. Mosque and Sardar School, this beautiful building was built by Mohammad Hassan and Mohammad Hussein Khan in 1231AH in two floors. The head of door of school is decorated with enamel tiles and flowers, bushes, birds and slavic lines, with inscriptions of marble and the Nastaliq line, in which the date and the building are marked. The mosque and school of Heydarieh, a small mosque from the four vaulted mosques of the Seljuk period, which is plastered and its brickwork in terms of its design is one of the best and most exquisite samples in Iran. Tomb of Hamdollah Mostofi, this building is a small monastery built in the era of the Ilkhanites for the author of the Selected History, Zafarnameh, and Nozhate al-gholob. The gate of the castle door, built in 1296AH to Alamut area and the northern quarters of Qazvin, with a view opened in the form of an embroidery. Which is now one of the main gates in the whole of Iran. The Cantor Church, the Cantor Orthodox Church, known as the Bell Tower during the Qajar period, was built with a Chalapa plan, eleven meters high for the Russian road builders. The courtyard of the church was an uprising, with gravestones belonging to the Russian engineer and Russian pilots who were killed in the second World War in the fall of the fighter near the city.

Findings

By studying the status and status of tourism in Qazvin and the necessity of determining and evaluating sites, based on the research method, different stages of prioritizing the tourism sites of the city were investigated and initially, the major attractions of tourism in the city, which are in good condition for tourism ., were chosen.

Table (2): The list of tourism sites in Qazvin

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Qagar Bath	Door gate	Imam Zadeh (AS)	Hussein	Atiq Jamaat Mosque	Head on top of the Qapu	Sada al-Saltaneh Collection	Chehelsotun Museum palace
	Tomb of Hamdollah Mostofi	Great water warehouse	storage	Cantor Church	School and mosque of Heydarieh	Sardar Mosque and School	House (Husseinieh Amini)

Source: Research findings (2018)

To determine the criteria, after determining the sites, the articles and topics that were written in the field of tourism and site evaluation were first studied, and then, to complete the studies, with a number of experts and tourism professors, a city of about 30 people An interview was conducted to determine the eleven criteria for site evaluation. Criteria can be considered from both positive and negative aspects. Criteria can be considered from both positive and negative aspects. A positive criterion is a measure that will increase the amount of utility for tourism by increasing its value. In contrast, the negative criterion refers to a criterion that decreases the utility rate by increasing its value. These criteria were categorized into three groups of communication, service and tourism metrics. Communication standards are the criteria that provide the context for the transfer and distribution of tourists. The communication section in this study is communication, urban areas and terminals, which, based on the discussion of access models, is always the farthest or the closest distance to the evaluation of sites. After the terminals, communication routes play an important role in the distribution and distribution of tourists. Adjacent sites, communication networks provide a significant boost to tourism. Urban fields, like terminals, are the focal point of the population and transportation systems. In all three communication metrics, sites adjacent to communication networks are worth more in tourism. The hotel is one of the most important services, urban and travel services. Green spaces are also one of the most popular tourist destinations, so much so that sites are closer to green spaces and hotel After reviewing the above, the benchmarking of ads in this research was from the domain of a very poorly promoted level, to five very high advertising levels. Due to the important features of tourism in this research, five important features, such as a landscape difference in a tourism site that includes features such as shape, texture, architecture, color, and other features, show the extent of conflict and contradiction with their surroundings. . This affects the site's user-friendliness and is important for tourists. The valuation of this criterion is determined from the range of 1to 5 depending on the

extent of the difference in prospects. The next criterion is the visibility of a site from different distances. Which refers to the presence of an appropriate viewport. Valuation of criteria based on points of view of a value of one without a point of view of eight, the existence of six points of view is calculated. This position should be from a street, or a point at a distance of at least five hundred meters, as well as from different directions and angles. The third criterion is the level of attractiveness of a site. Highly attractive sites have a good location to plan. It has international levels (value5), national (value 5), regional (value 4), local (value 2) and no attraction (value 1). The other nearby attractions, located within a radius of 500meters, range from gravity to five to more than six attractions. Finally, the volume of tourists entering the site is also considered as an important criterion of high value. Further, the criteria for the value of urban tourism were valued and weighted by Hierarchical Analytic Method (AHP) and classified the criteria based on the similarity of the topic and importance of urban tourism.

Table (3): Grouping of Criteria in Analytical Hierarchy Process (AHP)

Communication metrics	Service metrics	Tourism criteria
Distance from terminals	The distance from the hotels	Number of points of view
The distance from the main roads and roads	The distance from the green spaces	Landscape difference
Distance from urban squares	Service Level and Tourism Advertising	Number of incoming tourists
		Variety of attractions
		Charm level

Source: Research findings (2018)

After performing the initial stages and categorizing the criteria, we used criteria for weighting according to the hierarchical method, and the criteria were drawn up in the form of a questionnaire and sent to thirty experts in the urban tourism area of Qazvin, which included the faculty, students and people, and finally, with The analysis and composition of questionnaires based on the method (AHP), the final weight of the criteria were according to the table below. The tourism criteria according to the table, which includes the diversity of attractions, and the level of attractiveness, as well as service measures such as the level of attractiveness, are of the highest value of urban tourism. .

Table 4: Final Weight of Criteria in Analytical Hierarchy Process (AHP)

Weight	Criterion	Row	Weight	Criterion	Row
0.068	Number of points of view	7	0.189	Variety of attractions	1
0.064	Landscape difference	8	0.107	Charm level	2
0.060	The distance from the green spaces	9	0.102	Service Level and Tourism Advertising	3
0.051	Distance from urban squares	10	0.091	Distance from terminals	4
0.049	Number of incoming tourists	11	0.079	The distance from the hotels	5

0.073 Distance from highways and main roads 6

Source: Research findings (2018)

Subsequently, after determining the criteria and evaluating them, each of the sites in Qazvin based on these criteria and using the COPRAS method is evaluated, which in the first stage of evaluation with the method is the formation of decision matrix.

Table (5) Decision Matrix

Museum Palace, Chehleston	Sada al-Saltaneh Collection	The head of the door is great	Imam Zadeh Hussein (AS)	Atiq Jamaat Mosque	Qagar Bath	Criteria	Weight criteria
1452	1938	2028	2688	2474	2243	Distance from the terminal	0.097
1013	1041	1011	1056	1702	1577	Distance from green space	0.067
79	77	70	59	69	88	Distance from the highway	0.078
159	199	232	425	121	311	The distance from the hotel	0.084
202	331	389	234	344	423	Distance from the squares	0.056
4	3	4	3	3	2	Points of view	0.074
4	4	4	3	3	3	Landscape difference	0.071
5	4	5	4	4	2	Charm level	0.112
9000	6000	10000	5000	4000	2000	Number of tourists	0.055
4	4	4	4	3	2	Variety of attractions	0.198
5	4	4	5	4	2	Advertising	0.108

Weight criteria Criteria Gurgah mosque Atiq Imamzadeh Hussein mosque (A) Above the door of the great Qapu Collection of Sa'd al-Saltanah Palace MuseumChehleston

Continued Table (5) D

Cantor Church	Tomb of Hamdullah Mostofi	Heidariya mosque and school	Sardar Mosque and School	House (Husseinieh) Amini	Door gate door	Great water cistern	Criteria	Weight criteria
1967	2121	2312	2377	2432	2412	2321	Distance from the terminal	0.097
1550	1911	776	776	1933	3056	2989	Distance from green space	0.067
74	111	234	235	99	77	75	Distance from the highway	0.078
1121	1072	1302	1289	1976	956	1034	The distance from the hotel	0.084
445	178	873	675	323	749	989	Distance from the squares	0.056
3	2	2	2	2	3	1	Points of view	0.074
3	3	2	2	3	4	2	Landscape difference	0.071
4	2	4	4	3	3	2	Charm level	0.112
5000	4500	4000	3000	3000	4000	3000	Number of tourists	0.055
2	3	2	2	1	3	2	Variety of attractions	0.198
2	2	3	2	3	2	1	Advertising	0.108

Source: Research findings (2018)

After forming the decision matrix, the matrix based on the method described above is normal and weighted and identifying negative criteria including distance from highways and roads, hotels, green spaces, urban areas and terminals, and positive criteria including, Five

criteria for tourism, a criterion for the level of services and advertising. Subsequently, based on these formulas, the positive and negative criteria were combined and then the weight and final value of Qazvin urban tourism sites were calculated.

Table (6) Prioritizing the Qazvin Tourism Sites

The final weight	Tourism site	Row	The final weight	Tourism site	Row
0.076	Tomb of Hamdollah Mostofi	8	0.123	Palace of the Chehelsoton Museum	1
0.071	Heidariya mosque and school	9	0.117	Saad al-Saltanah series	2
0.067	Sardar Mosque and School	10	0.109	The head of the door is great	3
0.061	Husseinieh Amini	11	0.098	Imam Zadeh Hussein (AS)	4
0.057	Door gate door	12	0.086	Atiq Jamaat Mosque	5
0.052	Great water cistern	13	0.081	Ghajari bath	6
			0.078	Cantor Church	7

Source: Research findings (2018)

Conclusion

It must accept the fact that tourism has an undeniable impact on the lives of societies that can not be ignored. It must, however, work with a high-level, well-informed management, and with proper planning for its development (tourism). Tourism development can play an effective role in developing urban areas, as a result of national development and diversification into the national economy, through proper planning and identification of opportunities and constraints. By studying the evaluation of the criteria, it was found that the criteria for participation and services relative to communication criteria are more important in the development of tourism. Site valuation has been mainly targeted at tourism planning.

By reviewing the results, the Chehelsotun museum Palace tourism site with the highest points needed to get the best position among the sites. The location of this site due to its location in the central core and the city's historic texture, its vision and proximity to other sites including the museum, the State Department building, Grand Hotel (the final decision place for the 1920 coup of Reza Khani) And the magnificent Qapu door and a short distance from Saad al-Saltanah Palace, the convenient access, the level of historical attractiveness of the site and the large scale, is also a high attraction for tourists. In addition, the palace mentioned with the use of the calligraphy museum is also due to the cause. It should be mentioned that the city of Qazvin is also considered as the capital of Iranian calligraphy in this field. All of the above is important in guiding tourists entering the site through terminals, fields, and communication paths. Except for the site mentioned, the sites of Saad al-Saltanah and Sardar Ali Qapu also have a high value in tourism development. One of the important

features of Sarad Saad al-Astaneh is the first caravan within its city, which has recently been remodeled and well-publicized. The site referred to is very small with the palace of the museum and has commercial and tourist use. The site of the awesome headquarters of Qapu in the magnificent collection of the Safavid home, located at the end of Sepah Street (the first modern street in Iran), has a magnificent, stunning landscape with a beautiful paving of Sepeh Street. A magnificent view of art and architecture Depicting the high ability of the site to attract tourists and march on the cobblestone streets of Sepah. The unique features of each of the three sites mentioned are very close to each other, creating a triangular golden and offering a unique collection of architectural art while providing easy access (walking) to the core of the city.

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