



Determination and Ranking of Cityscape Factors Effecting on Tourism Development (Emphasizing Urban Furniture)

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Abstract

Nowadays tourists don't choose destinations only because of their historical, cultural or natural attraction, but visual attractions of destination are too important. This study with emphasizing on importance of tourism in urban development focuses on the role of cityscape in tourist attraction and progressing urban tourism. In this context, effects of cityscape on tourism development by focusing on urban furniture as one of its important factors have been considered. City of Kelardasht which is one of the main tourist destinations was studied as case study. Theoretical findings showed that when tourists face to urban furniture (as one of cityscape factors), their objective dimensions become subjective matters and converted to tourists' images of destination. This factor effects on attracting tourists in destinations. Also, relationship between objective and subjective aesthetic parameters of cityscape and urban tourism was studied and effectiveness rate of urban furniture elements on tourism development was evaluated. After collecting field data, relations between research variables were analyzed by descriptive statistics (tables, figures,) and inferential statistics (factor analyzes and Pearson correlation coefficient analyze). Analyzed data showed that there is significant relationship between cityscape and tourism development and also between urban furniture and tourism progressing. In this way aesthetic elements of environment and perceptual- identical factors of environment have the most effectiveness of tourist attraction and urban furniture elements are after them. Also, in between urban furniture elements, boards and signs, urban benches, trees and flower boxes, lighting, trash bins, W.C, telephone booth and kiosks are effective on tourist attraction respectively.

Keyword: *cityscape, urban furniture, urban tourism, factor analyze*

1.Introduction

Nowadays, a large number of cities are turned to tourists destinations. They attract tourists by their incomparable wealth of various cultural cityscapes and also having natural perspectives [1]. Cities almost include a wide range of historical, cultural, shopping, restaurant and urban dynamism attractions. Many welfare attractions and facilities are basically developed for citizens' services, though; the tourists' utilization of such facilities could help their continuity [2]. In fact, the cities are the main tourism destinations, and those having more desirable cityscape are more successful in attracting tourists [3]. Today, the development of urban tourism cannot be reached only by the privilege of facilities and equipment. Current tourists visit the city with a more sense of scrutiny, and the cityscape factors have a significant effect on their absorption and permanence by creating a desirable mental image. Previous studies indicate the extensive effect of cityscape on tourists' mental images of city and their decision to travel again to the city [1, 4 and 5]. The urban

elements and furniture are some parameters of tourist absorption rate [6]. The urban furniture, as one of the main factors of cityscape including various and numerous components, also plays an important role in introducing and representing of subjective concepts correlating to history, identity and social structures of city. Indeed, urban furniture forms a part of cityscape causing the beauty of urban environment from visual, aesthetical, coordination and harmonic perspective; also, it creates an appealing atmosphere for both citizens and tourists by facilitating the physical and visual relation between the human and environment. Researchers' emphasis on visual component of tourism goals, indeed, is the emphasis on importance of cityscape (the city's visual appearance) and its elements in ameliorating the cities. This study, beside the emphasizing on urban tourism importance and the role which cityscape could play in the absorption rate and improving urban tourism, aims to recognize the dimensions of urban cityscape influence on urban tourism expansion; also, focusing on one of the cityscape elements (i.e. urban furniture), the study intends to determine, classify and prioritize its factors influential on the tourism development. Therefore, the

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aim of this study is to answer the following questions: 1- Which components of cityscape are effective in the urban tourism development? 2- Which factors of urban furniture are impressive in an urban city expansion? The hypotheses which this study tends to examine are the followings: 1- The objective and subjective aesthetic parameters of landscape are operational in urban city development. 2- A set of physical, perceptual and cultural parameters correlating to urban furniture are effective in urban city development. Considering the variables of studied subject, the research method applied to this study is the correlation research method of factor analysis, in which, the theoretical findings of the study is examined in Kelardasht city as case study.

2. Literature review

2.1. Landscape and Cityscape:

In Dehkhoda dictionary, the word "Landscape" equals to viewpoint, and anything viewed either desirable or vice versa [7]. Also, in Amid dictionary it refers to anything present in front of eye [8]. Another definition suggests that the landscape is a sense of place which makes it distinct from other places [9]. The landscapes are generally sorted to two main groups of natural and living ones [10]. The word townscape was first introduced by Fredrick Law Olmsted, the father of landscape architecture, for the American cities in the late nineteenth century; thus, it was officially entered to architecture and urbanization subjects by the American Society of Landscape Architects (A.S.L.A) in 1870 [11]. The townscape, which is deemed to be the contact surface of human and city phenomenon [12], have almost been the different two mentioned aspects from the researchers point-of-view. Some of the specialists assume cityscape as an objective fact, where others believe that townscape can be defined from citizen's perspective and in their mind. Besides, a large group count both objective and subjective aspects as the outstanding features of townscape, and they define the word in a way that objective and subjective matters interact with each other [13]. Numerous studies have been done on the townscape, urban furniture elements, and their influence on the townscape [1, 4,6,14 and 15]. Furthermore, the definition of townscape and its elements have been scrutinized from different perspectives [9, 12 and 16- 22], which some of them are referred in table 1. According to the present literature review, the townscape is initially inferred from a kind of objective bond between human and urban environment, which consequently, the matters related to human perceptual systems, its various sides and the effective factors on perception phenomenon correlate with the mentioned statement. Hence, according to many inquirers, the cityscape does not merely include objective aspects of urban elements (such as fixed, movable and mobile elements), but its objective aspects turns to subjective side immediately in the perception process; and, the mental evaluation of them is created

considering social and cultural parameters and, also, previous values and experiences. This process eventually forms the humans' mental images of urban environment. Therefore, the townscape can play an important role in attraction of a city to different people, and specially tourists. In addition, according to the table 1 data, we can say that townscape is created from three categories: natural environment factors (like vegetation, climate, etc.), built environment factors (like buildings, urban spaces and urban furniture) and human factors (the presence of people in spaces, norms, acts, etc.); among them urban furniture is counted as an important element of landscape in the artificial environment category.

2.2. Urban Furniture:

One of the components of city, which is taken into account as the main elements of cityscape, is urban furniture, being in the group of fixed and semi-fixed urban elements. Urban furniture can be defined as a group of elements installed in the city and street and the whole open spaces and have public access. This part of cityscape, as one of the most initial connection elements of citizens with the city, places and their landscape, is a tool which plays an important role in embellishing of city space and, consequently, making the sense of satisfaction in dwellers in addition to meeting its functional needs [23]. Urban furniture is very significant in creating the spiritual and mental serenity and health of people. Sometimes the elements contain such chaos and disorders that not only they do not follow tranquility, but also it leads to the perplexity and disturbance of citizens; thus, a human tired of daily chores shows no tendency to sit and make use of urban space and its furniture. It is the merit of designers and their colleagues in urban furniture area by which they can pay enough attention to the spiritual, mental and relaxant dimensions with a correct arrangement and appropriate usage of furniture, while they create a proper atmosphere and landscape and a functional furniture suitable for dweller's use [24]. The categories of urban furniture can be sorted into four distinct realms with the applications of recreation-welfare, embellishment, servicing and traffic-communication [13]. The furniture with the application of traffic-communication includes some elements like poles, palisades and passerby bridges. The furniture with the application of recreation-welfare contains the equipment of children playground and park furniture and, also, seats (i.e. benches and chairs). The furniture with the application of servicing includes the elements such as public lavatories, recycle bins, stands and bowers, boards and traffic signs. The furniture with the application of embellishment contains the elements like the flags' bases, optical sources and urban flowerpots; any of them has its own special features [23]. The different sorts of urban furniture work effectively in the formation and enrichment of cityscape based on their shape and form, function, manufacturing

technology and, in addition, the order of values they transmit to the respondent. The more the quality of objective components and level of subjective values in them are, the better status they have as cityscape's elements in the respondents' mentality.

2.3. Urban Tourism:

Although tourism has a very long record in history, its expansion and development among publics steps back to many recent decades, following of the spreading of worldwide and regional relations; it also emanates from the increasing of both individual and public needs of societies to travel to the regions far from their living zones and dwellings. Its related theoretical dimensions have also been regarded in numerous studies parallel to the progression of tourism. After 1980's, nearly with the augmentation of environmental awareness and sense of socialism, a more number of studies concentrated on the characterizing of tourism and cultural shock on the regional environment [24-27]. From the conceptual perspective, there are many definitions brought for the word "Tourism", each of them emphasizing on its various aspects. The World Trade Organization (1995) introduces tourism as "the activity of people who travel or reside in places out of their ordinary life environment for recreation, trade or other goals less than a year". Though this definition is focused on the local and chronological dimensions of the phenomenon of tourism, some others see tourism as "a phenomenon and relation which increases with the interactions between tourists, commercial supporters, host governments, and host societies in the process of absorption and hospitality of tourists" [28, 29]. Nowadays, one of the spaces which is regarded by tourists and has made many opportunities for them is urban space. We can enumerate the rich history and culture, geographical position, topography, perspective, vegetation, climate, visual beauty and cityscape as the effective factors on urban tourism [30, 31]. The cities are counted as national values of any country regarding their long history and traditional, historical and cultural symbols; also, they are taken into account as attractive places by their having of natural landscapes [32]. Urban tourism makes a big cultural, social and economic opportunity for metropolises which can play an effective part in improving the quality of citizens' life in various dimensions [33]. The tourist destination cities are more depended on cityscape quality than the other ones, since a very significant part of tourists' perceptions is formed through their vision, and not their mentality [5]; though, by the mid 1990's, the urban tourism operators did not pay much attention to the cityscape importance and its role in tourism. The urban equipment and furniture are very important as one of the most tangible and accessible elements forming the urban spaces. Functionally speaking, these elements are directly correlated with citizens and, consequently, there are specific factors affecting them in the design,

construction and installation fields. Urban furniture regulates a wide range of urban activities and affairs and leads to the better quality of usage of citizens from street, square and other urban fields. The design and creation of urban furniture are the factors which matters very much in the formation of urban entity, beauty and legibility [23].

2.4. Conceptual Model:

Considering the researches of the study, we can infer that the urban furniture, as a factor of artificial environment, is one of the cityscape elements. This urban element (i.e. urban furniture) has two aspects of objective and subjective sides like other ones, and its objective aspect includes some form features such as shape, materials, dimensions, proportions, etc. and also functional system of furniture. In addition, the subjective aspect of urban furniture contains the whole perceptions which an observer can obtain through the process of adjust environmental data with a collection of mental visualizations, experiences, and mental presumptions. It is this aspect of urban furniture which is effective in the creation of a desirable mental image of city, and leads to more absorption of tourists to the city. The Fig 1 shows the conceptual model of study based on the given data. According to this chart, the more absorption of tourists can bring the improving of cityscape social dimension that the matter which reflects the importance of urban furniture in developing the quality of cityscape and urban expansion system.

3. Material and Methods:

The aim of this study is determining factors and ranking the rate of effectiveness which a cityscape element (urban furniture) has on urban tourism development and, also, ascertaining the level and quality of relations between these variables toward each other. Considering the fact that these two subjects are related but not directly affecting another, this study is counted as a kind of correlation methodology. The correlation research, being subordinate to descriptive research (non-experimental), aims to show the relation among variables. Regarding the research goals, we have utilized factor analysis, which is subordinate to correlation research, to examine hypotheses in this study. The local area of case study is Kelardasht city adjacent to Chaloos city that Fig 2 shows the regional situation of Kelardasht. This city was populated of more than 12000 dwellers is 1385 [34]. The height of city from sea levels varies from 1100 meters in east and north-east (Laho area) to 1690 meretin its south-west (Rudbarak area) [ibid]. Thermally speaking, the city of Kelardasht is in cold region and has a cold and semi-humid climate [ibid]. This city is of the regions in Mazandaran province which enjoys varied tourism capacities and attractions, and by its merit of being adjacent to Karaj and Tehran cities and, also, being in Kandovan axis, it is of the attractive regions for tourists'

destination and leisure specially for the citizens of these two metropolises. Tourists have selected this destination since mid-1360's decade and it is getting more popular progressively. The tourist population of this region is estimated about one million people annually. The research population includes the whole tourists of Kelardasht city in 2016 from June 22 to Aug 22. Questionnaire was set to collect data in the study. The sampling method was randomly accessible method and 100 people were chosen in urban spaces from passersby and they have completed the answers. Descriptive statistic methods were selected to analyze the resulted data; besides, descriptive analysis method and related statistic examinations were picked for deeply studying and analyzing of the variables and the relations between them.

4. Results:

According to the descriptive data of the research, it is obvious that 48 percent of respondents were women and the rest of 52 percent were men. Since the tourists of studied region include a wide range of ages and any of them have their own needs and opinions about a desirable situation in tourism, tourists' ages were considered; as a result, 19 percent of respondents were below 20 years old, 43 percent between 20-40 years, and 38 percent above 40 years old. Educationally speaking, 38 percent had diploma and less, 8 percent were associate, 47 percent were graduates and 7 percent had master's degree and more. Furthermore, having studied their jobs we can conclude that 28 percent of them were self-employed, 22 percent were employee, 30 percent were students and 20 percent of them had no job. In

addition, from marital point of view, 56 percent were single and 44 percent married. To operate factor analysis first, the Measure of Sampling Adequacy were carried out and the number of 0.720 were obtained for level of KMO and 0.00 for Sig. These numbers prove factor analysis as a proper method to analyze the questionnaire data. In table 2, 19 factors extracted from questionnaire were studied; first, they were ranked by each factor's specific amount and variance level, and the factors whose specific amount were below one were eliminated from factor analysis. Then, in the second step, the variance percentage and cumulative amount of these variances were introduced for remaining factors. Finally, in part 3, the specific amounts of these factors after rotation are given. Also, Fig 3 shows that there are 6 accepted factors inferred from analysis (regarding the number of curves). In table 3, the factor loadings of any of the variables has been categorized and shown based on which has more consistency and affinity with the 6 main factors. According to the resulted data of table, the main factors of table 4 are numbered with priority and named regarding the elements' similarities. In addition, all the elements of urban furniture are mentioned with priority in front of main factors. Based on the data of table 4, aesthetic objective elements of landscape are effective in tourist absorption rate and improvement of tourism in combination with a group of subjective and perceptual factors (rows 2 & 4 of table) (hypothesis 1). Besides, objective (physical) elements of urban furniture, which also receive a subjective (perceptual) aspect immediately after connection with people, brings more tourist absorption rate by forming their mental image (hypothesis 2).

Table 1: definition of townscape and its components from viewpoints of researchers

researchers	Definition of townscape	components
Cullean	Art of visual and structural proportion and integration of city	Serial Vision, Sense of Place, Style And Scale, Materials, Context, Identity, Unity, Plurality And Integration
Golkar	Integration of objective townscape, subjective townscape and emotional townscape	Function, Identity, Perception, Beauty
Mansouri	People's perception of city by its physical, subjective and memorial dimensions	Aesthetical Dimensions, Cultural- Identity Dimensions, Functional Dimensions
Kiani et al	A phenomenon that relates to essence and is rooted from perception and culture	Objective Dimensions, Subjective Dimensions
Atashin bar	Parts of environment that we settle and perceive	Objective Townscape, Subjective Townscape
Seyfoddini et al	Visual appearance of city	Entrances Of City, Urban Furniture, Symbols And Signs, Landscape, Built Townscape, Illustrating
Pakzad	All of data in the space that received by the senses and evaluated in perception process	Form, Function, Meaning
Crow et al	is deemed to be the contact surface of human and city phenomenon	Subjective Perception
Habib	Part of city shape that observer receive	-

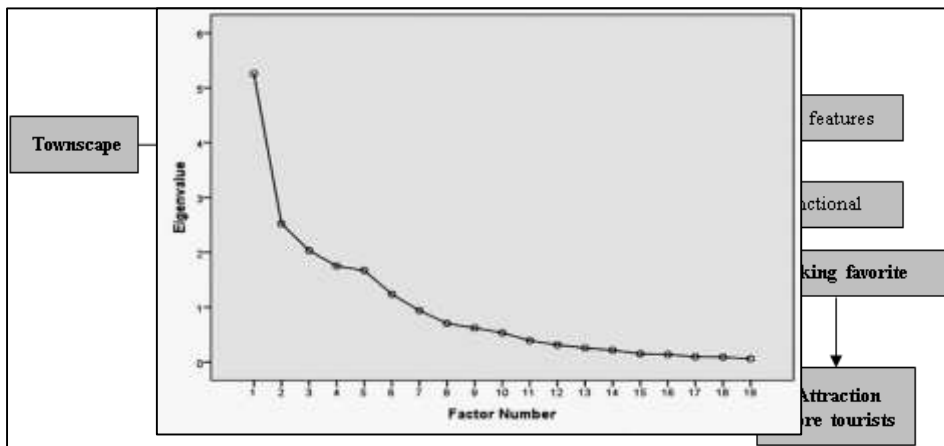


Fig 1: conceptual model of research based on effecting system of urban furniture on developing urban tourism (source: authors, 2017)



Fig 2: regional situation of Kelardasht (source: google map, 2017)

Table 2: total variance explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.260	27.686	27.686	4.964	26.129	26.129	3.050
2	2.524	13.283	40.969	2.239	11.784	37.913	3.248
3	2.035	10.708	51.678	1.714	9.020	46.932	3.199
4	1.752	9.223	60.901	1.411	7.425	54.358	2.575
5	1.670	8.791	69.692	1.380	7.263	61.620	2.158
6	1.238	6.518	76.210	.889	4.680	66.300	1.522
7	.941	4.950	81.160				
8	.704	3.706	84.866				
9	.622	3.273	88.139				
10	.534	2.809	90.947				
11	.392	2.064	93.011				
12	.315	1.656	94.667				
13	.257	1.355	96.022				
14	.216	1.138	97.160				
15	.151	.793	97.953				
16	.140	.736	98.689				
17	.096	.507	99.196				
18	.091	.481	99.677				
19	.061	.323	100.000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

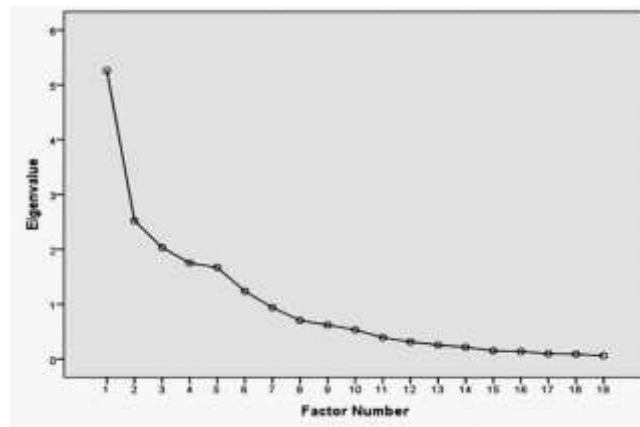


Fig 3: scree plot

Table 3: factor matrix

Pattern Matrix ^a						
	Factor					
	1	2	3	4	5	6
Appropriate pavement of streets and footpaths	.891					
Appropriate lighting of urban spaces and buildings is	.725		.578			
Harmonizing buildings' elevation cause more beauty and attracts more tourists	.566					
Safe and high-quality streets and paths	.554					
Quantity and distributing public toilets is effective on quality of environment and cause more tourist absorption			.472			
Fitness and harmony of urban spaces components	.953					
Tourist's cheerfulness and vitality when is going around city		.582				
The sense of belonging		.494				
Quality of buildings' façade					.477	
Number of kiosks and their distribution			.418			
Appropriate use of signs and boards			.804			
Quality of urban benches and their distribution			.758			
Quality of green areas and trees in urban streets			.612			
Quality of bins and their distribution			.478			
Urban statues and monuments				.890		
Natural landscape					.985	
quality of Security in the city						.725
Having good memory of the city						.482
Quality of parks and recreation spaces	.432					

Table 4: ranking of cityscape elements in terms of effecting on tourist absorption

	Cityscape elements	Components of cityscape elements which are effective on tourist absorption respectively
1	Aesthetic elements	Fitness & harmony of components, pavement, lighting, skyline, quality of paths, parks
2	Perceptual-identical factors	Livability, belonging
3	Urban furniture elements	Signs and boards, urban benches, trees and flower boxes, lighting, bins, toilet, kiosks
4	Cultural- monumental elements	Statues and urban monuments
5	Wide vision/ hardscape	Natural landscape, building's facades
6	Subjective-psychological factors	Security, memorable elements

5. Discussion & Conclusion:

The recent study evaluated, ascertained and ranked the role of one of the cityscape elements, i.e. urban furniture, on tourism improvement in a small city with a wide range of natural tourism attractions (Kelardasht). To fulfill this aim, after recognition of concepts and literature revision of research, the main elements of urban furniture were ascertained; afterwards, in the framework of conceptual model, their influences on tourism absorption rate were asked through questionnaires. The results of research, inferring from factor analysis in SPSS software, showed that the cityscape elements can be categorized in 6 groups of main factors named respectively as following: aesthetic elements, factors of concept-identity, urban furniture elements, traditional-cultural elements, wide landscape (walls) and spiritual-subjective factors. In addition, inferring from the research data, we can say that such factors are effective in tourist absorption and tourism expansion with the mentioned consecutive order. Hence, a group of objective and subjective components affect the tourism development whose initial priority is the factor of aesthetics.

Furthermore, a set of urban furniture elements like traffic signs, urban benches, trees and flowerpots, lighting, recycle bins, public lavatories, kiosks and stands are hierarchically introduced as influential factors in the field of tourist absorption. These objectives factors, in combination with subjective imaginations and presumptions and based on the conceptual model of study, attains a subjective aspect; as a result, they play an important role in the creation of mental image for respondents which is of the effective factors on tourism absorption rate.

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