



Determining the Cultural Tourism Side Walk in Payin Khiaban Neighborhood of Mashhad

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ABSTRACT

Due to the lack of suitable and attractive spaces around the Holy Shrine of Imam Reza, as well as the recreational and welfare facilities near the Shrine, the number of tourists has decreased. As the spiritual capital of Iran, Mashhad city welcomes each year a number of enthusiastic religious tourists, which has led, after tourism, to developing grounds for creating public spaces and the urban development growth. The main purpose of the current study is presenting strategies and recommendations in the field of tourist attractions and taking benefit of the monuments and old districts in Mashhad and revitalizing the historical places of Payin Khiaban neighborhood considering that the place usage should be appropriate to the type of place. To obtain the components affecting the tourist attraction and presenting information about the culture of Mashhad city, the study reviews the relevant literature. To collect data through snowball sampling method, the designed questionnaires were distributed among the experts of the relevant field and the responses were analyzed after the questionnaires were filled in, by software SPSS. Creating sidewalks, the restoration and revitalization of the monuments, creating stops and movements on paths which often associate moving towards a single point, creating usages in contrary to all usages present in the district to date, and blowing spirit to a framework which is not itself anymore to reform the old places of Payin Khiaban neighborhood are some important issues.

Keywords: Physical criterion, tourist route, cultural route, historical monuments, Payin Khiaban neighborhood

1. INTRODUCTION

Today, tourism and its development is one of the most important requirements of human societies, and promoting tourist attractions and developing them are on the agenda of many countries in the world which conduct tourism projects under various titles; countries without significant history or old civilization. They attract tourists through developing modern spaces and rising to modernism and postmodernism, but in many civilized countries, in addition to attracting tourists

through creating modern spaces, some other factors are taken into account such as giving importance to, improving and restoring the monuments and introducing the history and civilization of the district. It has been years in Iran that the issue is dealt with quite seriously, and many ancient monuments and historical neighborhoods are transformed to spaces for tourist attraction after being reformed and restored.

The reduction of signs and identity features of the city has caused all cities, especially metropolises, to face homogenization. Therefore, there is no difference in the criteria of urban planning and historical and cultural of the cities. Due to the growing tendency of

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tourists towards historical tourism and in the face of the replication of modern cities, it is necessary to identify, preserve, and revive the remaining monuments to strengthen tourist destinations and historical importance and cultural heritage and tourism growth.

The historical context of Mashhad due to the lack of suitable and attractive spaces, lack of recreational and welfare facilities in the vicinity of the holy shrine of Imam Reza is witnessing a decrease in the presence of tourists. This has happened as a result of the uselessness of historical houses and the destruction of Iran's historical identity (1).

Due to the lack of suitable and attractive spaces and the lack of recreational and welfare facilities in the vicinity of the holy shrine, and in order to assess the needs and importance of the project, Mr. Sabeti, the director of Samen Cultural Heritage Site, pointed out the need to create a tourism atmosphere in the old context while preserving the identity of the Imam Reza holy shrine (2).

Accordingly, in lines with the policies of attracting religious and non-religious tourists in the Holy City of Mashhad, the current study attempts to create a distinct place to facilitate tourist attraction, through introducing the historical places around the Holy Shrine of Imam Reza in Payin Khiaban neighborhood and giving ideas on the type of restoration and improvement of the district.

AIM OF RESEARCH

Interventions in the historical contexts of the city in the direction of heterogeneity, lack of awareness of the traditions hidden in the city causes lack of belonging to the place. Also, providing infrastructure needs has destroyed the memory and identity of cities (3). Mashhad is considered as a touristic city due to the presence of the Holy Shrine of Imam Reza in the city, which is why the current study has focused on this city.

After the interview with Mr. Sabeti, Samen, Deputy Minister of Cultural Heritage, and after conducting preliminary investigations, it was found that no rightful or juridical entity has analyzed in this regard so far, and the existence of a research gap to create a tourist route in the area around the shrine is evident. Due to the lack of plans and strategies to attract tourists, the plan to create a tourist atmosphere in the traditional

tissues by preserving the identity of the holy shrine of Imam Reza is a new and important issue for this organization (2).

The existence of the remaining historical houses belonging to the Qajar and Pahlavi periods adds to the importance of this issue. This study, as an example, can help explain the general policies of cultural heritage in order to coordinate with the development plans of the area around the holy shrine without further destruction of the urban fabric. This study pays attention to the fact that by recognizing the potentials of urban contexts, it is possible to help create a tourist destination and attract tourism.

Achieving sustainable tourism development depends on three approaches: holistic, holistic and egalitarian. The first view holds that development is sustainable when viewed in a political, economic and ecological context. The second approach is considered estimating the current needs of tourists, the host community and at the same time protecting the environment and preserving equal opportunities for the future. In the third approach, intergenerational equality in the use of facilities and resources is considered (3). The purpose of the study is identifying the criteria for attracting tourists to develop tourism through introducing the past culture of Mashhad. Therefore, the study attempts to consider the criteria for attracting tourists and the current areas and opportunities through explaining the importance of the subject of tourism to present criteria affecting this area. Accordingly, the study employs historical and analytical methods and multidisciplinary research method, and data are gathered by documentary-based, library and case study methods. The main question of the study: How is it possible to explain the tourism development in the area around the Holy Shrine of Imam Reza by creating a tourism path in this area, considering the physical criteria of the place?

Based on the research purposes, question and methods, the research procedure follows the following: To consider the requirements of tourism and explain the criteria affecting the tourist attraction and sum up the issue and come to a conclusion.

2. LITERATURE REVIEW

Interventions in the historical contexts and cities are done due to the lack of awareness of the hidden memories in the city and the characteristics of the place. These involvements

have caused de-memory and destruction of the identity of cities. In Iran, this phenomenon accelerated, after new developments to meet the physical needs of the residents. The traditional streets of the city, which were a place for citizens to gather, meet and produce memories and urban identity, were replaced by parking lots. Thus, the unity and uniformity of the streets in the organic and balanced context of historical cities became weak (4). Historic site is a specific location with political, cultural, and social history that has been preserved due to their cultural heritage values and significances (5). However, many of these areas have been abandoned especially in underdeveloped countries but based on many resolutions and conventions such as Athena Resolution in 1931, Venice Resolution in 1960, Amsterdam Resolution in 1975, The International Council on Monuments and Sites (ICOMOS) in 1988, Mexico City Declaration of 1999, etc., have emphasized on interdisciplinary cooperation in preserving the historical context of cities. Also, they have highlighted protection, improvement, and renovation of historical contexts by local administrative powers, importance of historical contexts as a heritage, cultural document and identity of the city (6). In the meantime, historic sites are among the urban spaces that have the ability to become spaces to attract tourists. Urban space belongs to the public performing as a generator of social interactions. Successful urban design is based on how it fulfills human values. Based on Husserl's theory, the most memorable public places such as pedestrian walkway on streets, parks, and squares are democratic places that make our towns and cities livable and vital. Walking and pedestrianism are deeply political patterns in our society. Pedestrian mobility is an essential human claim (7 & 8). Since the 1980s, strategies have been developed within the historical contexts of most European cities to create a desirable urban space and revitalize social life. Creating leisure activities helps prevent civil disruption. The result of such strategies has been the significant growth of clients in these areas, increasing economic income and improving the quality of the physical and social environment (9). Following the decline in the quality of urban life in Europe, which intensified in the late fifties of the twentieth century, attention to the issue of human presence and pedestrian movement increased. In dealing with this issue, several methods were chosen to take action. The set of

measures either included the creation of special areas with the complete elimination of passenger traffic or included the traffic calming schemes. The issue of paying attention to pedestrians was addressed with a different perspective on historical contexts (6).

Traditionally, the subject of walking is discussed under traffic studies, mainly because it is seen as a solution to overcoming traffic problem. However, it is more than just about resolving traffic issues as it has an effect on the environment and health of people as well as the social and recreational value. In its totality, walkability can help towards reaching sustainability and greenery (10). Among the influential theories on pedestrian walkway, Jacobs emphasizes the importance of sidewalks by criticizing modernist thinking about the street. Gordon Cullen considers that the urban environment is desirable if human presence is possible on foot in cities and cities have a human scale. Kreier (1979) considers the structure of the city as the social supervision of the street by the people. He believed in the importance of traditional classical values alongside contemporary needs. He is an opponent of modern urban planning. These spaces receive different groups of citizens and in addition to the role of communication and access, provide a safe and comfortable place for social contact, walking and watching, etc (11 & 4). The main thing that distinguishes the sidewalk from other leisure spaces in the city, such as the park, is that it can be integrated into the daily lives of citizens. The feeling of calmness caused by traveling in these spaces becomes the most important factor in attracting the audience, which results in more flow of life and increased interaction of people on the sidewalk, which is the most important goal of creating a sidewalk (12). There are many specialists in the field of tourism and urban spaces who had many activities in this field. Each of these researchers have pointed to factors that they believe affect tourism in historical contexts. The common point between these theorists is the preservation of historic buildings and the division of tourism into two groups of supply and demand, which is shown in the table 1.2. The issue of preservation of historical buildings and tourism in this study has been raised by mentioning one of the important aspects of urban design space, namely sidewalks. Determining cultural tourism sidewalks is the main purpose of this study.

Table 1.2 Review of researchers and tourism influenced factors (13)

Theorists	Research Objectives and Factors
Pakzad	Conscious and unconscious perception of urban space
Papoli Yazdi	Tourism development through economic activity and attraction prioritization criteria
Gon	Tourism planning Importance of tourism elements: supply (attractions, activities, facilities and services) and demand (international markets and domestic markets and local residents) Tourism system: supply (attractions, transportation, services and advertising) and demand (interested tourist population)
Nolan	Religion Tourism
Habibi	Revival of the ancient city with the capability of tourism in accordance with the movement of pedestrians Take the historical boundaries of cities out of car control
Falamaki	Values, traditions, religions, myths as well as archetypes on a daily basis The importance of urban economy and Urban Anthropology
Charles Jenks	Transition from national consciousness to local identity Transition from coherent culture to subcultures Transition from mass production to piece production Transition from limited styles to different species
Robert Venturi	The need for contrast between local and contemporary architecture Form priority over performance
Rojerz	Explicit in physical expression Emphasis on the objectivity of the building Emphasis on perspective and visual effect

There are several factors that affect whether or not people decide to walk instead of using a vehicle. Firstly, environmental factors are functionality of the pedestrian networks such as connectivity, accessibility, safety, weather, terrain, etc. Secondly, personal factors such as age, health, etc. Finally, visual interest along the path network such as landscaping. There are many elements that may increase walkability. However, there is general agreement that the provision of sidewalks will improve walkability include connection to surrounding destinations, crosswalks, safety features, width, surface quality, lighting and others (14).

Southworth in 2005 defined six important attributes for designing successful pedestrian network to include connectivity of path network, linkage with other modes, fine grained and varied land-use patterns, safety to both traffic and social

crime, quality of path, and finally, the path context meant for street design, visual interest of the built environment, transparency, spatial definition, landscape and overall explorations. However, several criteria have been well-developed and are increasingly used by transportation planners and cities in planning for pedestrian access (15).

Previous studies frequently note that several characteristics of built environment have significant relationship with walking activity. Based on the literature review and tourism influenced factors, parameters and factors were selected for the study (Table 2.2).

Environmental and physical attractiveness, identity, traditional culture, Economic conditions, suitable functions and services required by tourism, safety, proper vision in the texture were considered for this study.

Table 2.2 Extraction values from architectural and urban heritage for the development of heritage cultural tourism

Values	Contents
Emotional values	Contains amazing pleasant experiences and stimulates religious and non-religious feelings of people The importance of the immaterial aspects of historical monuments A direct relationship between the individual and the effect in relation to the past
	Sub-values: The value of wonder / religious clergy / identity / aesthetics / continuity
Cultural-historical values	Formal and external dimensions of historical monuments to achieve cultural principles Study the type, style, builder, construction period, region influenced by time, climate and attitude
	Sub-values: antiquity / documentary / artistic / technical value
Practical-scientific values	The functional continuity of the effect and its utilization over time for application in today's life to meet the needs Understand various areas such as conservation, archeology, history, humanities and sociology and economics
	Sub-values: educational / economic / political / social value

3. INTRODUCING THE STUDY AREA

Payin Khiaban Neighborhood is located along the main communication axis of the city from the lower part of the holy shrine of Imam Reza to the five-way street. Payin Khiaban Neighborhood was called Safavid Street before the revolution, and now it is called Navvab Safavid, inside the Samen area of Mashhad, around the Holy Shrine of Imam Reza (Figure 1.3). Due to its many old places and monuments, it is one of the most important areas around the holy shrine. The current study selected this neighborhood due to its closeness to the Holy Shrine of Imam Reza and the intact monuments,

and the flavor of old times in the alleys of this neighborhood, which is itself a strong reason for tourist attraction.

The research area is located in this neighborhood. Navvab Safavi Street in this neighborhood has been studied as part of the study. The length of this street was 884 meters. According to estimates, this neighborhood has a population of 1585 households, has about 1288 shops and 12 Caravanserai. However, over time, much of its tissues and buildings have been destroyed (Figure 2.3).

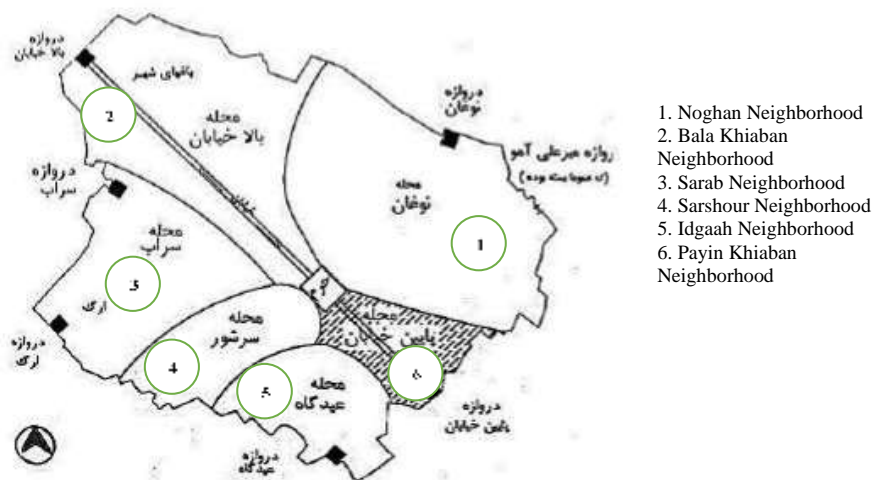


Figure 1.3: Schematic map of the historical context of Mashhad (Source: Cultural Heritage Archive)

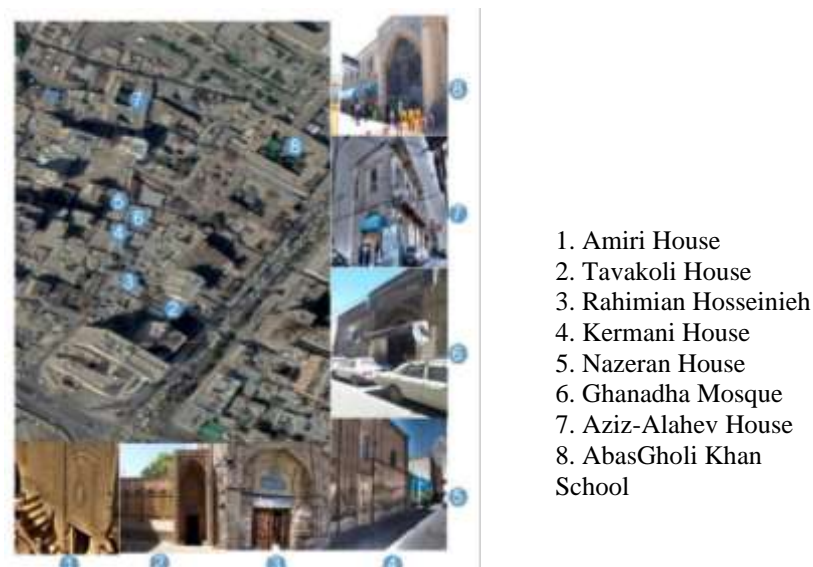


Figure 2.3 Location of research area (Google Maps)

Although this neighborhood has been one of the slums since the past, but due to the lack of contemporary development, it has experienced the least interventions. This issue has left more traditional buildings in this neighborhood. Alleys and houses, due to underdevelopment, still evoke the same traditional feeling in people's sense. After an interview with the Deputy Minister of Samen Cultural Heritage, it was revealed that no research has been done in this neighborhood so far, and the lack of study on the tourism route in

the area around the shrine is evident. Therefore, creating a tourism atmosphere in the old context is a new and important issue for this organization (4).

The study area of the neighborhood continues from Abbas Gholi Khan School to Navvab Street, No 11. This area has many historical contexts and historical monuments that have remained unused, including Kermani House, Nazeran House. Contrary several Hosseiniyah, School and Hamam are still active and engaged in providing services to pilgrims. The location of each of these historical buildings is indicated in the Figure 3.3.



1. Amiri House
2. Tavakoli House
3. Rahimian Hosseinieh
4. Kermani House
5. Nazeran House
6. Ghanadha Mosque
7. Aziz-Alahev House
8. AbasGholi Khan School

Figure 3.3 Main monuments in street of Payin Khiaban Neighborhood (Authors based on Google Maps)

4. RESEARCH METHOD

The current research employs quantitative method. In this study, the research process is as follows: After studying the background of the subject, literature review of the study, field observations, reviewing the existing maps of Payin Mahalleh (Nawab Street), recognition the existing historical monuments, influential elements in the neighborhood were identified. Second, Factors affecting tourist attraction were extracted from the literature. Then, the factors that had the greatest impact on tourist attraction were identified based on primary interview with people. After conducting the necessary studies on the criteria for tourist attraction, a questionnaire was designed. Finally, based on summarizing the opinions of the audience based on the questionnaire, field studies and its compliance with the initial cases and indicators in the neighborhood, solutions to improve the quality of the neighborhood and introduce a tourist sidewalk to attract tourists are presented.

In this study, a questionnaire was filled out by 27 experts in the field of architecture, urban planning, and tourism by snowball sampling method to determine the important factors of tourism. Questionnaire was close ended with 17 questions in 5 likert scale. Experts were asked about the impact of Payin Khiaban neighborhood (Navvab Street) factors on attracting tourism. The existence of monuments was put under investigation by considering the indicators pedestrian ways and tourism among the neighborhood. Spss software was utilized for data analysis. The test of reliability by Cronbach's alpha coefficient was done with 0.75, which indicates the good validity of the questions.

5. DATA ANALYSIS

The statistically extracted information helps to properly understand the various dimensions of tissue tourism, careful planning and identification of needs. Recognizing the appropriate

relationships between different components of the context and the different needs of tourists are goals that the present study pursues in order to advance the design of the region for tourism. Descriptive statistics was performed to specify frequency of data. Correlation test was used to identify the correlation between research factors. Bartlett test was used for correlation due to the need to identify inappropriate structures in correlation.

5.1 Descriptive Statistics

The frequency of answers in this section is presented according to the characteristics of the texture and important factors from the perspective of experts in this neighborhood. As can be seen in the following table 1.5, based on the questionnaires' responses, the issue which seems more important than other issues is the organization of defenseless spaces or barren and ruined lands, which should be considered in the tissue and should be optimally used as the centers contributing to the tourism.

Costs are also very important and it is necessary to pay special attention to the implementation and use of cultural contexts in this regard, although experience has shown that the cost of keeping a historic fabric alive is negligible in the face of positive tourism feedback in the region. Therefore, the positive output that can be obtained is far greater than the costs incurred.

The specific identity of the region, the culture of the people, the dialects and the specific architecture of the region should be considered to highlight the main identity of the space. Appropriate and memorable visual spaces can attract special attention to the region, and the revitalization of region tissue can help all the issues raised and target all available features.

Table 1.5 Data Variable (Authors)

Variable	Standard deviation	Frequency of data
Tissue regeneration and revitalization	.538	27
Organizing defenseless spaces (Organizing ruined barren lands)	.891	27
Reasonable economy (Cost)	.847	27
Existence of security	.361	27
Choosing a suitable and attractive user	.722	27
Remove heterogeneous users	.735	27
Preservation and restoration of historic buildings	.693	27
Determine the specific direction of movement	.770	27
Access path quality	.639	27
Proper vision in the texture	.797	27
Existence of identity	.748	27
Existence of culture from the past to the present	.729	27
Existence of tourist welfare	.617	27
Create memorable spaces	.577	27
Existence of appropriate municipal services	.636	27
Environmental and physical attractiveness	.629	27
Change of uses according to the needs of tourism	.695	27

5.2 Correlation Matrix of Items

In correlation test can be seen that there is no zero correlation in the data, so there is no need to delete any of the items. The matrix of the items' correlation is presented in table 2.5. Examining the tables related to the correlation matrix, it was concluded that the revival and revitalization of historical textures has the most direct relationship and correlation with the preservation and restoration of historic buildings. Other effective factors can be considered the organization of spaces. In order to organize a defenseless space, spaces that have heterogeneous uses or empty lands in historical contexts must be eliminated and organized. The correlation table helps to prioritize the options needed in the design, but this does not

mean eliminating other options. In fact, it cannot be said that these factors are not needed; the point of a correlation matrix table is that each factor must determine its correlations in its own domain. At the time of implementation, it is necessary to pay special attention to correlated factors from high correlation to low correlation. Another important issue that is very important along with these factors is the existence of the culture of the past to the present. Creating appropriate urban services, Sagha Khane or drinking places, etc. should be designed according to the existing view of the neighborhood tissue. Also, the factors that determine the specific path and the existence of security should be evaluated and included in the design.

Table 2.5 Correlation Matrix (Authors)

Correlation	Revitalization and revitalization	Organizing defenseless spaces	Appropriate economy	Existence of security	Choosing a suitable and attractive user	Remove heterogeneous users	Preservation and restoration of historic buildings	Determine the specific direction of movement	Access path quality	Proper vision in the texture	Existence of identity	Existence of culture from the past to the present	Existence of tourist welfare	Create memorable spaces	Existence of appropriate municipal services	Environmental and physical attractiveness	Change of uses according to the needs of tourism
Revitalization and revitalization	1.000																
Organizing defenseless spaces	.212	1.000															
Appropriate economy	-.123	.378	1.000														
Existence of security	-.025	.039	.242	1.000													
Choosing a suitable and attractive user	.025	.380	.494	.314	1.000												
Remove heterogeneous users	.150	.387	-.121	.116	.356	1.000											
Preservation and restoration of historic buildings	.531	.190	.131	.112	.358	.295	1.000										
Determine the specific direction of movement	-.100	.037	.124	.224	.330	.301	.324	1.000									
Access path quality	-.121	-.033	.202	.352	.135	.230	.184	.301	1.000								
Proper vision in the texture	.076	.057	-.085	.278	.311	.368	.296	.408	.529	1.000							
Existence of identity	.088	-.316	.124	-.121	.138	.056	.408	.435	.183	.177	1.000						
Existence of culture from the past to the present	.362	.178	.295	-.195	-.120	.119	.412	.182	.128	-.253	.386	1.000					
Existence of tourist welfare	-.402	-.100	.068	.395	.124	-.068	-.330	.022	.300	.143	-.437	-.263	1.000				
Create memorable spaces	-.038	-.020	.262	.341	.149	.153	.192	.192	.361	.293	-.057	.103	.524	1.000			
Existence of appropriate municipal services	-.069	.117	-.032	.425	-.006	-.009	-.174	.029	.066	.000	-.375	-.155	.411	.535	1.000		
Environmental and physical attractiveness	.122	.340	.417	.261	.332	.339	.309	.200	.280	.345	-.176	.026	.053	.482	.281	1.000	
Change of uses according to the needs of tourism	-.317	.156	.460	.129	.072	-.166	-.080	-.035	-.110	-.157	-.106	-.033	.099	.035	.031	.250	1.000

Another characteristic that is particularly important in creating a historical context is the existence of security. Although there was security in the traditional neighborhoods, today they are no longer safe due to lack of care. Creating security can be provided by creating services to the neighborhood and eliminate dissimilar user.

5.3 KMO and Bartlett`s Test

In the case of correlation, it was necessary to use the Bartlett test to be able to identify inappropriate correlation structures. The correlation had many negative numbers, KMO and Bartlett's test helped to ensure that the correlation was performed

correctly. In fact, this table 3.5 shows the correctness of the correlation test. In this table, can be seen that the average of some correlations and correlations in the less correlated factors is between 120 and 159, which is a relatively good average. At the same time, in many factors, the correlations were very high.

As can be seen in table 3.5, all variables have relative independence, and there is no need to delete any of them. Bartlett's test investigates when the correlation matrix is recognized (from unit and identity mathematical viewpoint), so it is not suitable for identifying the structure.

Table 3.5 KMO and Bartlett's Test (Authors)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.684
Bartlett's Test of Sphericity	Approx. Chi-Square	159.120
	df	136
	Sig.	.000

As can be seen in the above table, considering that the index in the statistical KMO population is more than 0.5, the number of the samples is enough for the analysis. The value obtained from Bartlett's test is less than 5 percent, which indicates that the analysis is suitable for identifying the structure, as a factor model.

5.4 Communalities Table

The second important output of the exploratory analysis is the table of communalities (Table 4.5), which shows the initial commonality and the extracted commonality. Because in the initial commonality column, the communalities before extracting the factors are presented, all initial communalities are equal to one (17). What should

be taken into consideration in the table of communalities is the extracted commonality. In this table, the higher the number of subscriptions shows that extracted factors were better, and the smaller number shows that the extraction of another factor is necessary.

As can be seen in the table 4.5, variables such as memorable spaces, organizing defenseless spaces, revitalizing and revitalizing the texture, proper view and perspective in the tissue, the existence of tourist welfare and preservation and restoration of historic buildings have been great importance with high subscriptions. These factors can have a good correlation with their own independence.

Table 4.5 Correlation Matrix (Authors)

Variables	Initial subscription	Extractive subscription
Tissue regeneration and revitalization	1.000	.746
Organizing defenseless spaces (organizing ruined barren lands)	1.000	.749
Reasonable economy (cost)	1.000	.865
Existence of security	1.000	.476
Choosing a suitable and attractive user	1.000	.678
Remove heterogeneous users	1.000	.590
Preservation and restoration of historic buildings	1.000	.713
Determine the specific direction of movement	1.000	.557
Access path quality	1.000	.572
Proper vision in the texture	1.000	.741
Existence of identity	1.000	.846

Existence of culture from the past to the present	1.000	.791
Existence of tourist welfare	1.000	.716
Create memorable spaces	1.000	.785
Existence of appropriate municipal services	1.000	.682
Environmental and physical attractiveness	1.000	.629
Change of uses according to the needs of tourism	1.000	.626

5.5 Total Variance Explained

The other important output of the exploratory analysis is the table of total variance (Table 5.5), which shows the initial commonality and the extracted commonality. Because in the initial commonality column, the commonalities before extracting the factors are presented, all initial commonalities are equal to one. What should be taken into consideration in the table of commonalities is the extracted commonality. The greater the value of the extracted commonality, the better the extracted factor shows the variables. If any of the values of the extracted commonality

is less than 0.5, it might be required to extract another factor. The eigenvalue of the whole table shows the explanation of variance. In this table, 5 factors are identified that explain the variance of 69,138 results; this rate is convergent because it is shown to be greater than 0.5.

In this table, if the components are numbered with the importance and commonalities of more than 1 to 17; for each, the percentage of variance and the percentage of importance will be found. For example, the first component with a percentage of variance close to 22 is very important in creating the historical context.

Table 5.5 Total Variance Explained (Authors)

Components	Total eigenvalues			Special values of non-rotating extraction agents			Special values of extractive agents by rotation		
	special amount	Percentage of variance	Cumulative variance percentage	special amount	Percentage of variance	Cumulative variance percentage	special amount	Percentage of variance	Cumulative variance percentage
1	3.726	21.918	21.918	3.726	21.918	21.918	2.699	15.876	15.876
2	2.964	17.433	39.351	2.964	17.433	39.351	2.573	15.138	31.015
3	1.994	11.729	51.079	1.994	11.729	51.079	2.324	13.671	44.685
4	1.680	9.880	60.959	1.680	9.880	60.959	2.199	12.937	57.622
5	1.390	8.178	69.138	1.390	8.178	69.138	1.958	11.516	69.138
6	.927	5.451	74.589						
7	.835	4.910	79.499						
8	.791	4.653	84.153						
9	.642	3.775	87.928						
10	.520	3.061	90.989						
11	.467	2.744	93.733						
12	.355	2.090	95.823						
13	.291	1.713	97.536						
14	.219	1.288	98.824						
15	.112	.660	99.484						
16	.067	.396	99.880						
17	.020	.120	100.000						

*Extraction Method: Principal Component Analysis.

Variance is a statistical concept that shows how the values of a random variable are distributed around its mean. In the table above, among the special values, the 5 values above 1 that were most important were considered. The average impact of these 5 values in the whole project is close to 70%. Variance has been examined in two

ways: non-rotation and rotation variance. An interesting result in both of these tests is that the effectiveness of the cumulative quantification test is close to 70%. Correlation table testing indicates the connection of all factors in a chain.

5.6 Components Matrix

As can be seen in figure 1.5, the other criteria important from the experts' viewpoint are ordered in terms of importance, and they are compared to the studies conducted in this area and are explained in the table 5.6 completely. The output of the matrix of the components shows the coefficients of the nine variables in the extracted factor (when the factors are not correlated), the

higher the absolute value of these coefficients has the greater role in the total variance of the numbers in the variable. From the normalized values, 5 characteristics of 27 samples were used for exploratory factor analysis. Factor analysis based on the characteristics used shows 69,138% of the impact of the mentioned factors on the presence of tourists in the Payin khiaban neighborhood of Mashhad.

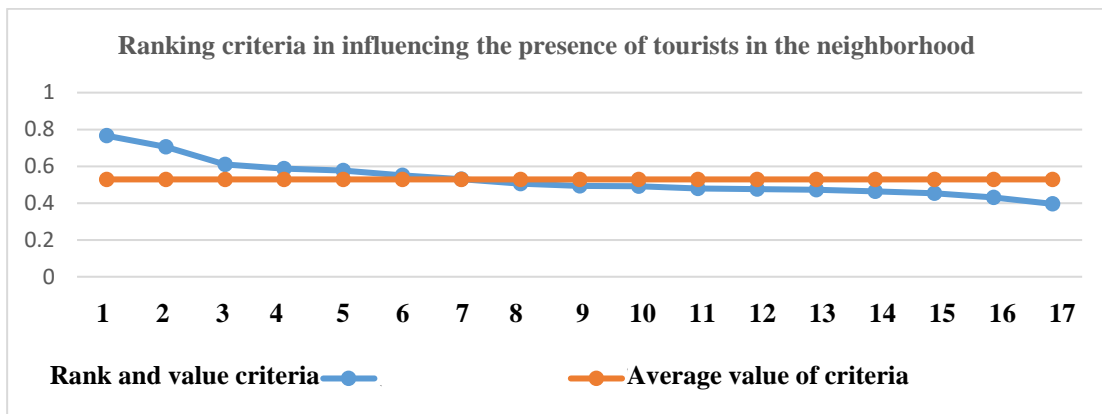


Figure 1.5 Scree plot (Authors)

After analyzing the research factors and determining their ranking and importance, the study attempted to present strategies and measures that contribute to the promotion of the neighborhood's potential to attract the tourists

(table 5.6). The strategies might be prioritized differently given the importance of factors.

Table 5.6 Arrange the importance of the criteria (Authors)

Factors	Description
1.Existence of tourist welfare	Creating rest areas and green spaces and easy access to shopping malls to buy the required goods and food are some important issues which should specifically be taken into account.
2.Environmental and physical attractiveness	Dull and uncomfortable spaces certainly question the mental safety, and attractive spaces contribute greatly to the environmental refreshing. It is worthy of note that creating environmental and physical attractions in the fabric of the district should be considered along other important factors.
3.Existence of identity	The existence of identity is an issue which should be revitalized and used for introducing the fabric and the historical houses of the district.
4.Existence of culture from the past to the present	When revitalizing and restoring the historical fabric of the district, the past and the current culture should be specifically taken into account; a culture which existed in the district from past times. Those cultures and ethics should certainly be respected, and the fabric of the district should not be affected by the modernism.
5.Preservation and restoration of historic buildings	One of the important initial measures in creating a historical area, is paying special attention to the monuments of the area. So, restoring and maintaining the general form of each monument and their façade and structure like the form they had in the past are so important and should be prioritized over other issues.

6.Choosing a suitable and attractive user	One of the most important factors to attract the tourists is selecting a suitable and attractive usage. It is important to create some usages for the historical fabric of the district that not only is not harmful to the fabric, but also adds to the attractiveness of the fabric.
7.Reasonable economy (cost)	Certainly, the administering organizations that help us with revitalizing the historical fabrics do not have much budget, so it is important to be able to create the best usages with the minimum costs, and it should be specifically taken into consideration that due to the economic conditions, the life and traveling expenses should not be too high for the tourists.
8.Change of uses according to the needs of tourism	There are certainly many usages in the fabric of the district which include heterogeneous usages as mentioned above, and they have been changed in a way that help tourists meet their requirements.
9. Create memorable spaces	One of the factors that is highly considered in the historical context is the creation of memorable spaces in the city. These spaces play a role first for the people of the city and then for the tourists.
10.Access path quality	The location of the fabric in Payin Khiaban district and its adjacency to Sharestan street has made it a convenient place, which so much facilitates the traveling of the tourists. Moreover, the closeness of the fabric to the Holy Shrine of Imam Reza contributes greatly to the presence of the tourists there.
11.Tissue regeneration and revitalization	One of the issues that modern cities greatly pay attention to is revitalizing spaces in the city which have historical fabrics, so that first native people and then the tourists may visit there for real-time calmness. To be attractive enough, the historical fabrics should be revitalized and restored, and not to be in the form of a ruined place. Moreover, suitable spaces should be created there to attract the tourists. Accordingly, revitalizing and restoring the historical fabric of Payin Khiaban district is very important for tourist attraction.
12.Proper vision in the texture	Improving the space of the fabric and restoring the houses in the fabric make it refreshed to some extent.
13.Existence of security	Many countries consider Iran as an unsafe country, and for the same reason many tourists avoid traveling to Iran and visiting its special places. So, creating safety in a touristic area is very important. Creating traffic security and monitoring the functions of suspicious individuals through CCTVs and unmarked police could contribute greatly in this regard.
14.Organizing defenseless spaces (organizing barren and ruined lands)	Within the mentioned historical fabric, there are many empty lands, parts of which are used as parking lots. As some plans are made to stop cars enter the historical fabric, the lands should be used in the best way possible.
15.Remove heterogeneous users	There are certainly usages in a historical fabric which are neither suitable for the district nor they help the project. Moreover, they might be so bothersome that repulse the tourists. So, such usages should be eliminated from the certain historical fabric in order not to be harmful to the fabric.
16.Determine the specific direction of movement	Some historical fabrics are very complicated; for example, when we step to the Yazd historical fabric, we may cross one district two or three times and may be unable to completely observe parts of the fabric. But considering the location of the historical fabric which is under the study and that in a main path and some side streets all historical houses intended by the study exist, there is kind of a determined path to move within, which should be defined separately by the sidewalks.
17.Existence of appropriate municipal services	Suitable urban services are important in all places of a city, and they have to be taken into consideration more in historical fabrics due to the presence of tourists.

6. CONCLUSION AND RECOMMENDATIONS

After considering different criteria and introducing and explaining the fabric of the district, it is necessary to say that by creating an enclosed fabric in which there is only a pedestrian way and bicycle way, and its façade is in traditional form and based on the history of the fabric used at the beginning and in the middle of the Pahlavi period, the study could create a historical body within a historical fabric, and by introducing it as a specific touristic area of Mashhad or the historical touristic area of Mashhad through advertisements and creating memorable spaces, tourists may be attracted through verbal advertisements. By presenting strategies and examples of introducing the fabric, the main purpose of the study might be achieved, and by developing suitable religious grounds in the form of the current historical ground, we may attract religious and non-religious tourists, and by creating the explained usages, the minor purposes mentioned also may be achieved.

After considering samples of the historical pedestrian ways, whether inside Iran or outside of it, some common points are obtained which are important to the current study too; like the pedestrian way in Tabriz Great Bazar that the maintenance of the historical fabric has been a priority in designing its pedestrian way. In the cultural path of district 12 of Tehran, introducing the past culture to the tourists is an important aspect of the path. One of the important goals of designing the Tarbiat pedestrian way has been economic contribution. In designing Remila pedestrian way in Barcelona city, the focus has been on creating a sense of calmness and attractiveness. In designing Esteghlal pedestrian way in Istanbul, the designer has focused on maintaining the identity of the city.

As it is clear there are common points between the pedestrian way introduced in the current study and all other mentioned examples. In addition to the mentioned issues, the current study specifically pays attention to organizing defenseless spaces, security, urban services, creating determined paths for walking, changing the usages to make them appropriate for the tourists' needs, the tourists' welfare, and selecting a way that leads to a sacred place like the Holy Shrine of Imam Reza. Another point of difference between the current research

and other similar works is considering and prioritizing the criteria and suggesting the Cultural Heritage Organization to make better plans and consider all these factors.

Because creating a pedestrian way to attract tourists and the restoration of monuments are the most important issues described in the current study and all presented issues required the execution of architectural works, the authors of the current study, as researchers, have investigated the factors affecting the tourist attraction and started gathering data in this regard. Accordingly, they are going to consider the following issues in the next phases of creating the fabric:

- In the first phase, the design of the façade and the visual beatification of the internal and external walls and also the usages are under focus, and the aesthetic aspect of the fabric should be considered in detail to attract more tourists.
- In the second phase which might be dealt with at the same time as the first phase, based on the usages suggested for the houses in the historical fabric and based on the history and culture of the district, the maps of the houses should be revitalized and the initial issues regarding their restoration should be taken into consideration in the restoration phase.
- In the third phase, the design of the pedestrian way, the width of the way, and the relative traffic should be considered, and the design of bicycle ways, nodes, and traveling within these ways should be specifically taken into consideration.
- The fourth phase is the execution phase which starts at the same time as the advertisement and historical fabric introduction phase.

It is worthy of note that the existence of hotels, inns and the warehouses in this area and the current usages may arise many problems while designing such a historical fabric, which should be specifically taken into consideration while participating to construct such a fabric.

In the suggested pedestrian way, some spaces are planned to be designed, so that the tourist does not feel tired and dull and becomes enthusiastic to continue his way. In figure 1.6, the spaces and the side walk are demonstrated.

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