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Strategic Planning for Eroded Urban Textures with an Emphasis on Public Participation (Case Study: Neighborhoods of Baghe Melli, Agha Hakim Nasrollah, Shadmand and Shahid Yazdani of Shahreza City)

Mohammad Rezaei Rahimi[a], Malihe Zakerian[b]*, Ali Nazari[c]

[a]*M.Arch. Student, Department of Art and Architecture, Yazd Branch, Islamic Azad University, Yazd, Iran*
[b]*Assistant Professor, Department of Geography, Meybod Branch, Islamic Azad University, Meybod, Iran*
[c]*Associate Professor, Department of Art and Architecture, Yazd Branch, Islamic Azad University, Yazd, Iran*

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Abstract

Uncontrolled and unplanned development of large and medium-sized cities of the country of Iran have the formation of new textures in the vicinity of urban cities, displacement of residents and urban land use of new areas in the past few decades. Neighborhoods of Baghe Melli, Agha,Hakim Nasrollah, Shadmand and Shahid Yazdani were selected as areas of study in this paper, which are not exceptions from the aforementioned phenomena and are considered among the most eroded textures of the country. The statistical population of the study included the household residents of Shahreza's neighborhoods, with a population of 10568 people, according to the census of 1390. Cochran method was used to select the sample size: 120 households. This study is applied in terms of purpose and descriptive-analytic in terms of the method. We used field studies, such as interviews and questionnaires to collect the data, and the obtained results via QSPM-AHP- SWOT models and analysis show that the lack of facilities, urban services and infrastructure have caused migration of indigenous inhabitants to other areas of the city. It is our hope to find a solution for the problems of eroded textures of Shahreza city, by using appropriate strategies and solutions.

Keywords: Participation; Eroded Texture; Stratagic Planning; Shahreza City; Improvement

1. Introduction

City statuses are always changing and evolving, because of the influence of geographical, social, cultural, economic and political relations. The importance of balance in the economic, social,

* Corresponding author. Tel: +98-9132588096.
E-mail address: malihezakerian@yahoo.com

cultural and natural structure of cities in the present and the future is evidence for sustainable urban development. Lack of balance in the urban structure and the old texture of cities in the not-so-distant past has caused a duality in the textures of cities, and today's old and eroded urban textures have caused important problems for people and managers of old cities These textures have decreased in structural, social and economic terms, because of industrial revolution developments in the field of technology and socio-economics, consequences of migration, and concentration of population and activities in the central part of cities. Due to this process, as time passes, old and central textures of cities lose their dynamics, and the best areas of cities convert to problematic and troubled areas and become imbalanced and unable to respond the new needs of urban communities (Khangolzadeh, 2007:2). Considering the role of the people for advancing the goals is very important in the issues of restoring and modernization of eroded urban textures, and ignoring the current situation by people is equally damaging (Hosseini, 2008:26). Strategic planning with the people-based participation, for the purpose of efficient use of human capitals, society and economy will improve the socio-economic and environmental status to higher levels, which is urban planners' priority (Rahban, 2009:2). Michael Middleton (1987), in a study on urban renewal in the United States, has noted public participation in the design and implementation of projects, development of tourism and attracting tourists from around the world, preserving the historical collections of old textures, understanding the importance of coherence and continuity of programs in restoring and renovation of urban textures. The problem of eroded textures is a very important subject on which, in Iran and in rest of the world, numerous studies have been done. Özlem Geuzey, (2009) has studied improvement solutions of Ankara city's old and eroded textures and she believes modernization and restoration of these areas to be a spatial strategy for identifying the residents of these areas and increasing the equipment required for the citizens (Özlem Geuzey, 2009:27). For the purpose of exact analysis of the problem, we chose Shahreza city as the place of study. This city is located 70 kilometers south of Isfahan, and it has a population of 124,210 people, according to the 1390 census.

The research purposes are 1) To study the role of public participation in organizing eroded textures of Shahreza city; and 2) To identify the structural-spatial structure, issues and problems of eroded textures of Shahreza city.

Research Hypotheses

1. It seems that the public participation has accelerated the improvement and modernization process of urban eroded textures.
2. It seems that the social and economic situations of the residents of eroded textures have had an effect in the erosion of these textures.

Research Questions

1. What is the efficiency of public participation types of small urban units (neighborhood) in improving the situation and quality of life in the city center of Shahreza?

2. What is the effect of Socio-economic conditions in the erosion of textures?

2. Methodology

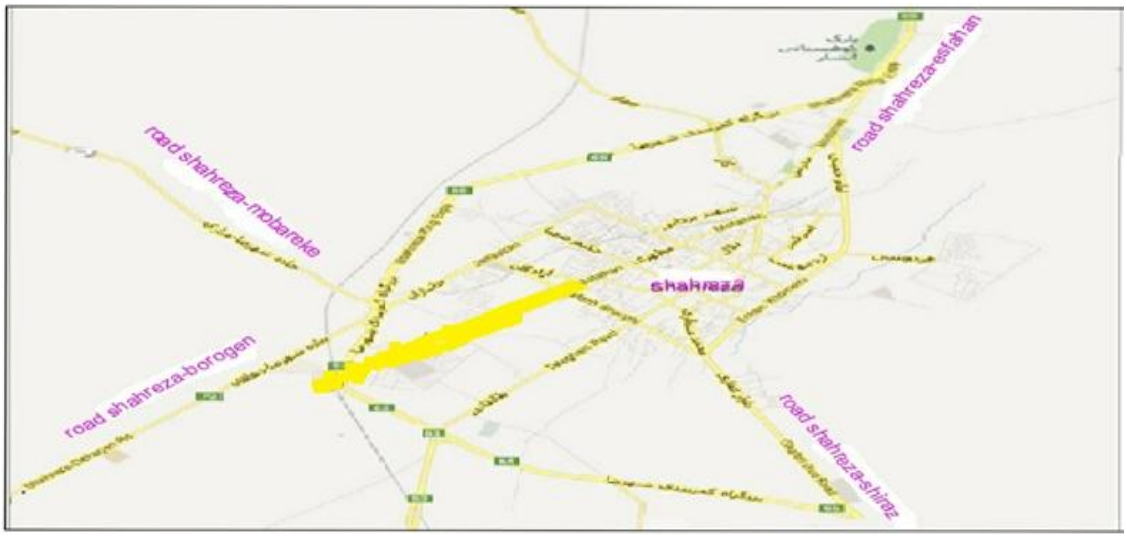
This study is applied in terms of purpose and descriptive-analytic in terms of method. We made use of documentary studies and field studies, such as interviews and questionnaires to collect the data. The statistical population in this study included the residents of eroded textures of the neighborhoods of Baghe Melli, Agha,Hakim Nasrollah, Shadmand and Shahid Yazdani (10568) of Shahreza city. Cochran method was used in this study to estimate the sample volume, which led to the selection of 120 families as the sample size. SWOT analysis matrix was used to analyze the

information and provide strategies for improving Shahreza's eroded textures, and after additional analysis, and by using a combination of QSPM-AHP models, better strategies were set for how to intervene in Shahreza's eroded textures, according to the weighted priority.

3. Study Area

Neighborhoods of Baghe Melli, Agha,Hakim Nasrollah, Shadmand and Shahid Yazdani are the study areas in this paper, and they form a primary core of the formation of Shahreza. According to the population and the general census of 2011, their residents are 10568 people, and these areas are faced with significant limitations, due to many evaluated factors.

Identifying the Indicators of Eroded Textures of Shahreza city: The high construction and population density, the small width of streets, unsuitable economic conditions, low income, unemployment and relative poverty, unsuitable social conditions, lack of urban services and inadequate security as well as inappropriate housing and environmental conditions of the neighborhoods are some of the factors that cause the erosion of the urban textures of these neighborhoods. Also, other factors such as pollution and lack of public health, lack of equipment, inconsistencies in community activities, and erosion of infrastructure have made these areas eroded textures of the city as well.



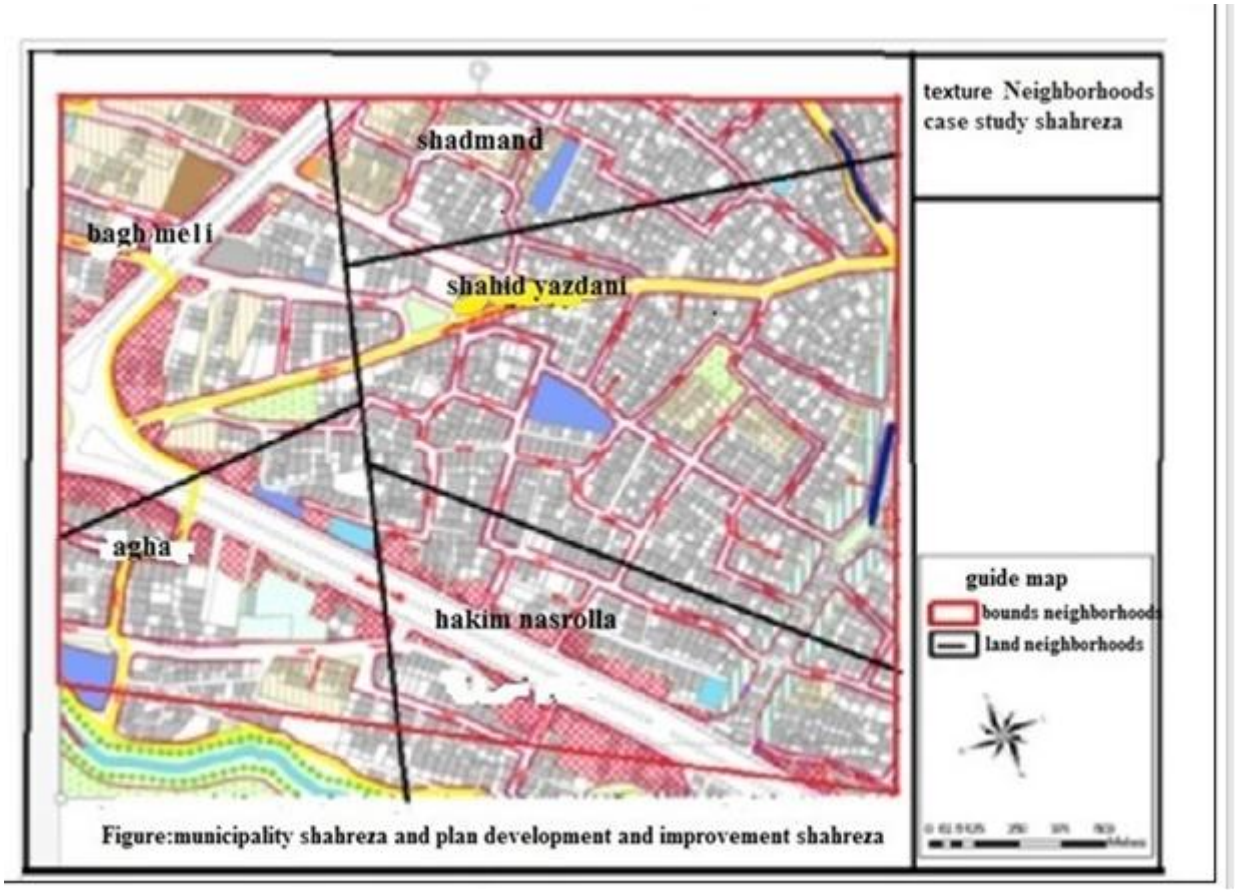


Fig 1 Study Areas

Theoretical Foundation of Research:

Texture: The texture of a city refers to the gradation and interweaving spaces and elements of the city that have been replaced, in the form of compact or extensive and special system, with features of the natural environment, especially topographic and climatic, in the city area; in other words, blocks and urban neighborhoods (Tavassoli, 2000:85).

Eroded texture: Eroded urban texture refers to areas within legal limits that are vulnerable because of physical erosion, lack of proper roadway access, facilities, services and infrastructures, and has a low value in terms of location, environment and economy. There is not a spontaneous possibility for modernization and restoration, due to the poverty of residents, and the owners of these textures and investors have no incentive to invest in it (Jahanshahi, 2003:61).

General Features of Eroded Textures

Age of buildings: Buildings in these types of textures are mostly old, and their lack of standard structure is recognizable from the appearance of the buildings. Buildings in these textures mostly are not resistant to earthquakes with moderate intensity.

Grading and number of floors: Residential buildings located in these types of textures are mostly fine-grained, and most of them are one or two-floor buildings.

Types of materials: The materials used in these textures are mostly mud and brick, wood or brick and iron, without regard to horizontal and vertical joints, and they are non-standard.

The availability status: Eroded textures mostly have been created without previous plans, their structures are usually irregular, and their access is mainly pedestrian. Therefore, most of their passages are dead ends or are shorter than 3 meters, and their impermeability coefficient is less than 90. Building areas (space) located in the textures are mostly less than 100 square meters (Majedi, 2010: 88).

Identifying Index of Eroded and Vulnerable Texture

Index 1; Fine grained features: Blocks that exceed 50% of their plaques have less than 200 square meters areas (space).

Index 2; Instability: Blocks with more than 50% of their buildings are unstable and without structural systems.

Index 3; Impermeability: Blocks that exceed 50% of their passages have less than 6 meters.

In fact, if these three parameters exist in one city block, this area is considered an eroded texture, even on a scale of 50 percent. In fact, the part of the city where more than 50% is unstable, and the street width is less than six meters or the areas of buildings are less than 200 meters is considered eroded texture (Majedi, 2010:88).

SWOT techniques: One of the best techniques of planning and strategy analysis is SWOT matrix, which nowadays with new tools to analyze the performance and the status of gaps, is used to design and evaluate strategies. SWOT matrix or technique is a tool to identify the threats and opportunities in the external environment system and to recognize its strengths and weaknesses, in order to assess the status and develop a right strategy to guide and control it. In fact, this method offers the best strategy for organization management. In general, we can say that this technique is a tool to analyze the status and develop a strategy and things of this nature through:

a) Recognition and classification of internal strengths and weaknesses of the system.
b) Recognition and classification of the opportunities and threats in the outside environment of the system.
c) Applying the SWOT matrix and formulating various strategies will guide a future system.

SWOT Technique:

To make the matrix, strength and weakness points and opportunity and threat points should be taken as follows: 1) Identifying the main strength and weakness points and create internal factors evaluation matrix (IFE). 2) Identifying the main opportunity and threat points and create external factors evaluation matrix (EFE). 3) Strategies and solutions. 4) Scoring internal factors and external factors. 5) The Quantitative *Strategic* Planning Matrix (QSPM). 6) Analytic hierarchy process (AHP).

Table 1 Strength and Weakness and Opportunity and Threat Points of the Neighborhoods

Study Field	Strength	Weakness	Opportunities	Threats
Geographic and Environment	● Existence of desirable gardens and agricultural lands around the city ●Portions of empty and agricultural land in the areas, which have the potential for future development ●Proximity to downtown, convenient access to the light and heavy industries of the city and its surrounding (the role of employment and immigration in the city)	Accumulation of garbage and infestation of vermin creatures	●Possibility of using arid lands to be used for green space ● Being located near Tehran – Shiraz Highway.	●Crossing high-voltage power lines from the north of the city ●lack of the right services at the garbage collection in central part
Demographic and Social	●Descending change of trend in family size ● Young population and labor force (high proportion population in working age) ●Reduction in the illiteracy rate in the past decade ●Reduction in the illiteracy rate of women in the past decade	●Lack of public confidence in the authorities ●Unbalanced distribution of population in urban areas ●Higher illiteracy among women than men ●The proportion of the population over 65 years and the need for attention to this age group ●High rate of illiteracy in the population over 65 years	●Possibility of increasing public participation and contribution of people in implementation of income-generating projects ●Reduction of mortality and fertility rates, due to the strengthening of family planning and health promotion ●Motivation and interest among the people for the renovation and development of eroded textures	●Increasing the proportion of immigrant populations as opposed to areas populations and the possibility of social contradictions arising from it ● Departure of specialists and efficient personnel of the city and their replacement with those who lack the expertise, and low migration personnel. ● Immigrants and potential cultural tensions between residents and newcomers

Economic	●Method of producing products and local productions	●Lack of specialized human resources in the personnel of Shahreza's Municipal ● Inefficiency and lack of income in the market ●Lack of tourist attractions ●Lack of major commercial centers	● Possibility of creating a market for local products. ●Possibility of creating the tourism roles in textures with historical value ●High economic potential for the owners of old neighborhoods	●Inappropriate increase in the price of land in different parts of the city ● Reduction or elimination of the economic boom of the market ● Reduction of gardens and arable land, due to disproportionate growth in housing
Structural	●Communication of Neighborhoods, which is the basis of organizing access in old textures ●Static and dynamic characteristics of connector spaces and spaces like squares ● High percentage of private property	●Over-erosion of some buildings, some abandoned, due to lack of restoration and maintenance. ●Obsolescence of the architecture of the traditional areas, especially in the old textures, which creates chaos in the appearance of texture ●security problems, because of vacant and abandoned lands in neighborhood. ●Uncertainties in some old abandoned buildings ● High lifetime of buildings	●Attention to people and respect for human scale and the necessary proportion between the width and height of the building confining ● Spatial diversity by creating openness in the intersection of the street with existing nodes, which helps to respect hierarchy in accessing the network	● Failing to address old textures and out of commission administrative and service buildings of these sectors, which has the abandonment of some of these sectors ● Existence of new textures and marginal areas that lack coherence and coordination
Urban Management		● Lack of proper use of financial resources and the state budget in the efficient implementation of urban projects ● Lack of guiding standards in urban constructions		● Lack of sufficient professional manpower in the field of crisis management ● Lack of cooperation between government agencies and citizens to improve the quality of urban spaces

Urban Facilities and Equipment	● Gas, electricity and telephone installation, and responding to growing needs of the community	● Drinking water of areas does not certain purification		● Erosion of part of the network and bolts

Table 2 Internal Factors Evaluation Matrix (IFE)

Row	Internal Factors	Coefficient	Rank	Score
	Strengths			
S1E	Existence of an upward trend in Shahreza's municipal revenues in recent years	0.045	4	0.18
S2E	Sale of products and local production	0.027	3	0.08
S3E	Ascending chain condition of services in Shahreza	0.027	3	0.08
S1S	Descending change of trend in family size	0.027	3	0.08
S2S	Youth population, existence of workforce and reduction of illiteracy rate in the past decade	0.036	3	0.11
S3S	Reducing the rate of female literacy in the last decade	0.018	3	0.05
S4S	The predominant religious culture in public life	0.018	3	0.05
S1F	Identity and visibility, which is one of the important features in the public way of life of Shahreza city and part of its character.	0.027	3	0.08
S2F	Communication of neighborhoods, which is the basis of organizing access in old texture	0.018	4	0.07
S3F	Static and dynamic characteristics of connector spaces and spaces like squares	0.027	3	0.08
S1Z	Portions of empty and agricultural land in the areas, which have the potential for future development	0.045	4	0.18
S2Z	The proximity to downtown and convenient access to light and heavy industries of the city and its sorroundings (its role in employment and immigration in the city).	0.036	4	0.14
S1T	The high percentage of private property	0.027	3	0.08
S2T	Activity places near to the residence	0.009	3	0.03
S3T	Existence of activity in the streets of Imam Khomeini and Shohada	0.027	3	0.08
S4T	Serious and persistent presence of traffic police in the city	0.009	4	0.03
S5T	Having asphalt surface in most of the streets	0.009	4	0.03
S6T	Passages with appropriate width for pedestrians	0.018	3	0.05
S7T	Appropriate longitudinal gradients	0.009	3	0.03
	Weakness			
W1E	Lack of specialized human resources in the personnel of Shahreza's Municipal	0.018	1	0.02
W2E	Inefficiency and lack of income in the market	0.027	1	0.03
W3E	Lack of tourist attractions	0.045	2	0.09
W4E	Lack of major commercial centers	0.036	1	0.04
W1S	Lack of public confidence in the authorities	0.027	1	0.03
W2S	Unbalanced distribution of population in urban areas	0.036	2	0.07

W3S	Higher illiteracy among women than men	0.027	2	0.05
W4S	The proportion of the population over 65 years and the need for attention to this age group	0.018	1	0.02
W5S	High rate of illiteracy in the population over 65 years	0.018	1	0.02
Strengths				
W1F	Over-erosion of some buildings, some abandoned due to lack of restoration and maintenance	0.036	1	0.04
W2F	Obsolescence of the architecture of the traditional areas, especially in the old textures, which creates chaos in the appearance of texture	0.018	2	0.04
W3F	Security problems because of vacant and abandoned lands in neighborhood	0.027	2	0.05
W4F	Uncertainties in some old abandoned buildings	0.018	2	0.04
W5F	High lifetime of buildings	0.045	1	0.05
W1Z	Accumulation of garbage and infestation of vermin creatures	0.018	2	0.04
W2Z	The absence of specific rules and regulations for the study area	0.027	2	0.05
W1T	The change of form of the city with new streets.	0.027	2	0.05
W2T	Squares do not have technical computing	0.018	2	0.02
W3T	Need for provision of a map with geometric arches and organizing the traffic of squares	0.018	1	0.02
W4T	Collector roads between neighborhoods are in the form of irregular and switchback	0.009	2	0.02
W5T	Lack of the right services at the garbage collection in central part	0.036	2	0.07
Total		**1**		**2.34**

(Source: Author)

External Factors Evaluation Matrix (EFE)

This matrix is a tool that allows strategists to evaluate environmental, structural, economic, social, political, cultural, and legal factors. The dominant paradigm on the design of the matrix is mainly prescriptive and is useful in different prescriptive approaches, and it is applicable as a means to gather information on the environment.

Table 2 External Factors Evaluation Matrix (EFE)

Row	**External Factors**	**Coefficient**	**Rank**	**Score**
Opportunities				
O1E	Possibility of creating a market for local products	0.053	4	0.21
O2E	Possibility of creating tourism roles in textures with historical value	0.066	4	0.26
O3E	High economic potential for owners of old neighborhoods.	0.039	3	0.12
O1S	Possibility of increasing public participation and contribution of people in implementation of income-generating projects	0.039	3	0.12
O2S	Reduction mortality and fertility rates due to the strengthening of family planning and health promotion	0.026	3	0.08
O3S	Motivation and interest among the people for the renovation and development of eroded textures	0.053	4	0.21
O1F	Attention to people and respect for human scale and the necessary proportion between the width and height of the building confining	0.026	3	0.08
O2F	Spatial diversity by creating openness in the intersection of the street with existing nodes, which helps to respect hierarchy in access of the network.	0.026	4	0.10
O1Z	Possibility of using arid lands to be used for green space	0.013	4	0.05

O2Z	Being located near Tehran – Shiraz Highway	0.039	3	0.12
O3Z	Existence of desirable gardens and agricultural lands around the city	0.053	4	0.21
O1T	Existence of gardens around the streets, which have improper forms and can be given adequate space to reopen the streets.	0.039	3	0.12
O2T	Perfect space for the revival of green spaces along the street	0.013	1	0.01
Threats				
T1E	Inappropriate increase in the price of land in different parts of the city	0.039	2	0.08
T2E	Reduction or elimination of the economic boom of market	0.039	1	0.04
T3E	Reduction of gardens and arable lands, due to disproportionate growth in housing	0.053	1	0.05
T1S	Increasing the proportion of immigrant populations as opposed to areas populations and the possibility of social contradictions arising from it	0.053	2	0.11
T2S	Departure of specialists and efficient personnel of the city and their replacement with those who lack the expertise, and low migration personnel	0.066	1	0.07
T3S	Immigrants and potential cultural tensions between residents and newcomers	0.039	1	0.04
T1F	Failing to address old textures and out of commission administrative and service buildings of these sectors, which has the abandonment of some of these sectors	0.039	2	0.08
T2F	Existence of new textures and marginal areas that lack coherence and coordination	0.053	1	0.05
T1Z	High voltage power lines crossing the north of the city	0.013	1	0.01
T1T	Implementation of new access, formed not in accordance with the needs of people, and sometimes without specific criteria	0.026	2	0.05
T2T	Parking problems in the neighborhood	0.013	1	0.01
T3T	Linearity of the city would change to a dangerous and chaotic migration of rural population to the cities	0.026	2	0.05
T4T	New network texture does not respond to the needs of the people in the future	0.053	1	0.05
Total		**1**		**2.38**

(Source: Author)

Providing Quantitative Strategic Planning Matrix

Opportunities, external threats, internal weaknesses and strengths are listed in the field QSPM (this information should be obtained directly from EFE and IFE matrices) At least 10 internal critical success factors and 10 external critical success factors should be presented in QSPM Matrix. Finally, the sum quantitative strategic planning matrix of external factors and internal factors are obtained in the following Table 4.

Table 4 Prioritization of Attractiveness Strategies

Row	Strategies	Attractiveness Score of Internal Factors	Attractiveness Score of External Factors	Final Score of Attractiveness	Rank
1	Promotion of life quality level	2.79	2.57	5.36	2
2	Social and economic justice	2.76	2.76	5.52	1
3	Creating a booming activity, in order to improve the level of environmental interaction with tourists	2.68	2.68	5.36	2
4	Improving and strengthening the sense related to place among residents	2.42	1.87	4.29	5
5	Providing spaces and supporting housing activities and the activity and role of urban centers	2.21	2.07	4.28	6
6	Increasing, through modernization coefficient, by facilitating spontaneous and natural processes of textures modernization	2.58	2.29	4.87	3
7	Increasing the permeability of textures	2.29	2.05	4.35	4
8	Providing spaces and supporting the activities of religious performances	2.04	1.64	3.69	9
9	Maximizing the public participation fields in decision-making and its management	2.06	2.08	4.14	7
10	Promotion of the transportation infrastructures	2.34	1.76	4.10	8

(Source: Author)

First, criteria and sub-criteria were identified to choose the optimal options for strategic planning project of eroded urban textures of Shahreza's neighborhoods. The importance and priority of each of the criteria and sub-criteria will be determined by experts.

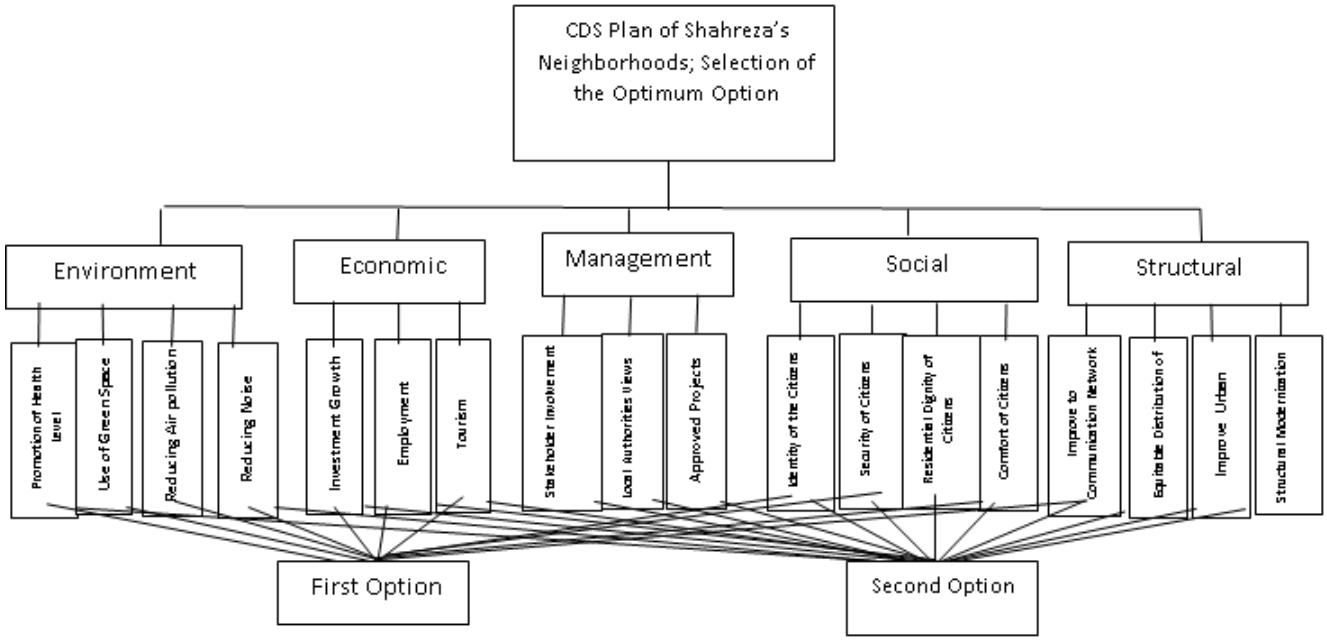


Chart 1 Primary Model of Criteria and Sub-criteria Required to Detect the Optimal Options for Strategic Planning Project of Eroded Urban Textures of the Case Study; of Shahreza's Neighborhoods (Source: Author)

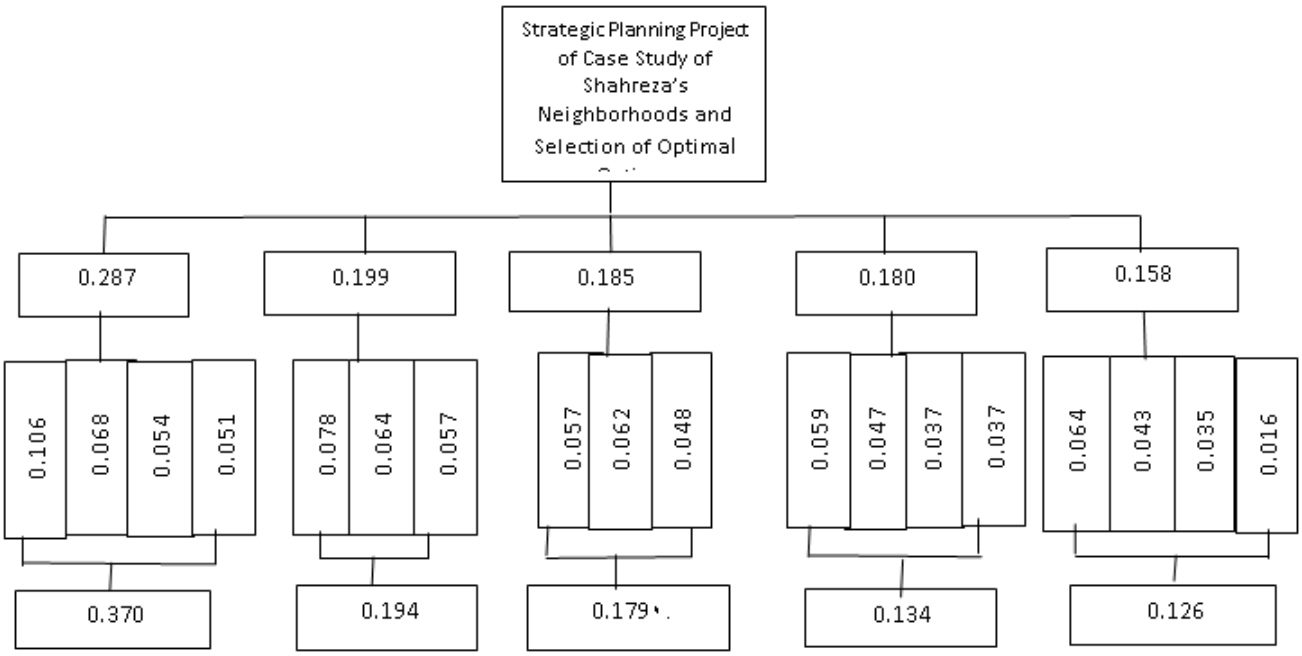


Chart 2 Final Score of the Diagnostic Criteria for Optimal Option of Strategic Planning for Eroded Urban Textures of Shahreza's Neighborhood (Source: Author)

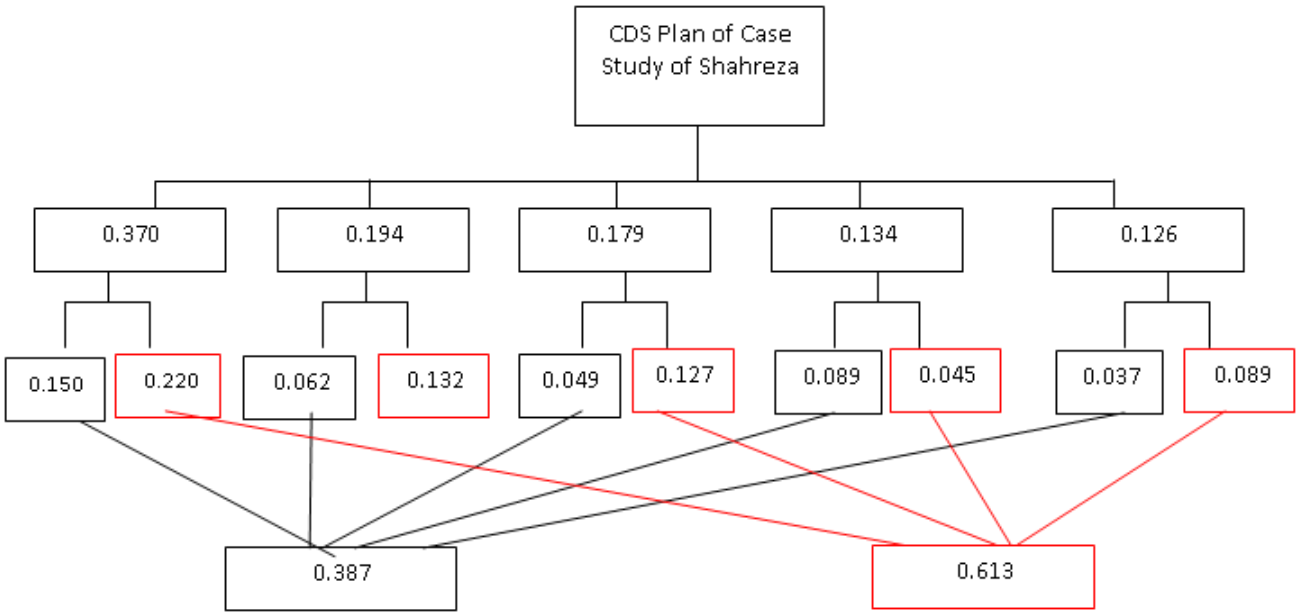


Chart 3 Final Model of Analytic Hierarchy of Strategic Planning for Eroded Urban Textures of Shahreza's Neighborhood

The final score for each criterion was determined after final analysis; the second option's score was 0.613 and the first option's score was 0.387. Therefore, the final and selective option for strategic planning for eroded urban textures of the case study of Shahreza's neighborhoods was the second option, which is the top zone in the field of tourism and leisure at the provincial and national levels.

4. Findings

a. It seems that public participation has caused acceleration and improvement of modernization processes in eroded urban textures.

The following table shows the public participation in the development and modernization of neighborhoods of the case study of Shahreza; most respondents said that they wanted to cooperate in the rehabilitation and modernization projects of neighborhoods. The results were analyzed statistically. According to the results of the chi-square test, it can be stated that the participation of citizens and people is significant in accelerating the pace of improvement of eroded textures of neighborhoods. This means that opinions and participation of people will be useful in the time of the implementation of the modernization project and that we can accelerate the process of modernization.

Table 5 Public Participation Conditions Accelerate the Improvement and Modernization Processes in Eroded Urban Textures

Public Participation in Development	Observed Frequency	Expected Frequency	Degrees of Freedom	Chi-Square Value	Significance Level
High	16	6.7	2	19.9	…
medium	3	6.7			
Low	1	6.7			
Total	20	20			

(Source: Author)

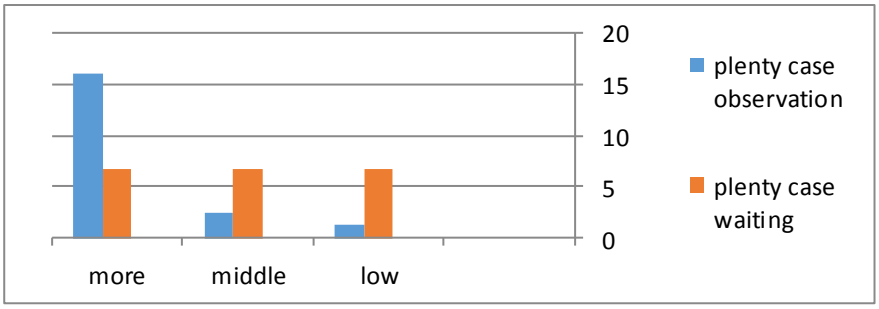


Chart 4 Respondents Participation Rate in Development Projects of the Neighborhoods of the Case Study of Shahreza (Source: Author)

b. It seems that the economic/social situation of the residents of eroded textures has had an effect on the erosion of textures.

In order to test this hypothesis, we used Pearson correlation coefficient. In this test, social-economic status was selected as an independent variable, and textures' erosion as the dependent variable. As depicted, the result of analysis shows a significant relationship between social-economic status of residents and the erosion of textures. Therefore, we can conclude that if the social-economic status of the residents of textures is high, erosion of textures will be low.

Second hypothesis is confirmed, according to the social status of residents (family members, residents' ages, duration of residence, and education), economic status of the residents (type of job, income and type of residential ownership), which do not show a good status.

Table 6 Significant Relationship between Social Status and Textures Erosion

Variables	Pearson Correlation	Social Statues	Texture Erosion
Social Statues	Pearson Correlation	1	.524
	Sig.(2-tailed)		.000
	N	320	320
Texture Erosion	Pearson Correlation	.524	1
	Sig.(2-tailed)	.000	
	N	320	320
**.correlation is significant at the 0.01 level (2-tailed)			

Variables	Pearson Correlation	Economic Statues	Textures Erosion
Economic Statues	Pearson Correlation	1	-.772
	Sig.(2-tailed)		.000
	N	320	320
Textures Erosion	Pearson Correlation	-.772	1
	Sig.(2-tailed)	.000	
	N	320	320
**.correlation is significant at the 0.01 level (2-tailed)			

(Source: Author)

5. Conclusion and Suggestions

One of the main causes of the problems of eroded textures is the noncompliance of eroded textures with today's needs. Especially in structural terms of textures do not have the possibility of benefiting from services and facilities, because of the erosion and shortness of roads. So, many factors including the physical development of Shahreza city in recent years, lack of facilities and urban services and infrastructure installations, replacement of indigenous peoples with non-native people with different cultures, etc. are the main factors that have caused the negative growth rate of these textures. With respect to the preferred option, which relates to the field of tourism and leisure in the province and neighborhoods, we present the following suggestions:

a. Creation of installations and provision of necessary equipment and services for tourism and preservation of beauty in texture

b. Optimization of the services to the locals and foreign tourists

c. Use of educated managers and experts in tourism issues and in decision-making and implementation

d. Public participation in decision-making and implementation of tourism programs

e. Appropriate investments in cultural sectors, and training local people to make appropriate relations with tourists, via training courses

f. Construction of required facilities and places at tourist sites

g. Strengthening publicity and awareness activities in media regarding the potential of the neighborhoods' tourism in the city and province.

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