

Organizing the waterfront to promote tourism (Between fisherman's market and 17th Shahrivar hospital in Abadan city)

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Abstract: The purpose of this study was to investigate the effect of creating a coastal urban space in attracting tourists in the coastal route of Abadan fish market to promote the tourism level of this city. The type of research is applied one carried out by descriptive-analytic method and the statistical population of 50 residents and tourists were selected based on random sampling. To investigate the relationship between independent and dependent variables and inferential analysis of data, advanced statistical models, correlation coefficient, regression coefficient, and multivariate analysis of variance have been used. An examination of the status quo and the analysis of the results of the survey show that a large section of this statistical community believes that this route has the potential for redevelopment to improve the environmental quality of the route as well as the development of tourism, and the diversity of activities has a direct impact on improving the tourism level in the axis Studying. Also, the direct effects of security with the deployment of security elements such as optimal lighting, regulatory and regulatory units are next. In sum, according to the score and score of the proposed options, Option 1 is chosen as the optimal conceptual plan. Based on this option, any investment to rehabilitate this route will lead to social welfare, increased social capital, improved environmental issues in the future, as well as economic development, in particular the development of the level of tourism.

Key words: Edge management, tourism promotion, Abadan

INTRODUCTION

Most of the major cities in the world, as well as the United States, are located along the coast. These types of cities have become a focal point for entertainment, tourism, as well as all other urban activities, such as housing, commerce, industry, and cultural development (Mumford, L., 1961). Beach towns are also tourists as well as producers. As the population increases in coastal areas, markets are also rising. Evidence supports the hypothesis of coastal life, recreation and coastal tourism, for example, 45% of Hawaiian tourism is part of Los Angeles, a coastal area with a large number of similar characteristics. At any time, a person can find a lot of visitors from the Florida coast, who spend good time on the Viking coast (Gunn, R., 1972). Nowadays, waterfront redevelopment is a global trend and thousands of schemes are being carried out in large metropolises, medium-sized cities, and even small towns all over the world. Due to their advantageous location at the interface between built environment and water, near the city centers, waterfronts provide highly exploitable urban spaces for new uses like large-scale office, leisure and residential projects. Whereas the early examples of historic waterfront redevelopment focused mainly on leisure and retail uses, contemporary schemes have to face complex urban development problems. The transformation from production to service-economy, and the increased demand for cultural facilities in post-industrial cities, gradually led culture to become an increasingly important tool for waterfront regeneration. As a result, vacant warehouses and port factories have being widely used to host cultural events and amenities, making historic waterfronts more attractive for tourism and enhancing local vitality (Wei, D., 2011).

In most cases, water has created a social bond. The impact of water has been great on the formation of social life with a glance at the emergence of the early civilization, that most of these civilizations have been associated with water in some way, and since then, the way water is accessed or used in the formation of bio-assemblies of roles. This long history has made water, wherever possible, manifested in the city, always plays a significant role in attracting people of the same city or travelers. This manifestation is usually a stream that passes through the city or a sea, lake or gulf that is spread around the city (Ahmadian, R., 2010). One of the most important changes in the development and expansion of coastal tourism is the change in the type of tourist's look at the approach to the beach resort. Once, the tourist needs were defined only in coastal and sea views, while today's tourist is looking for different experiences of sporting, recreational, cultural and natural heritage (Kazerouni, F., 2010). The beach has become part of the city's structure, which places the center and the main spaces of the city along its length (Mansouri, A., 2008).

The waterway in coastal cities creates a unique spatial location that plays a major role in improving the city's visual, environmental and social quality (Vakilian, P.; Sajjadi, A., 2010). The midst of the central bazaar and the 17th Shahrivar Hospital in Abadan have a unique feature that, with the proper design of the coastline and the creation of vibrant and dynamic applications, has a significant role in attracting tourists both at the neighborhood level and at the national and international levels as well as the socio-economic prosperity. Unfortunately, due to lack of adequate supervision over the use of the coast and the lack of observance of the basic principles of environmental protection in private use of the coast of the city, it has destroyed the coastal habitat in some places and disrupted the coastal ecosystem. Therefore, this research attempts to investigate the effect of creating a coastal urban space in attracting tourists in the region. Accordingly, field studies indicate that, unfortunately, the shortage of recreational and tourist sites in the coastal city as well as the lack of responsiveness to the needs of tourists have reduced the level of satisfaction of tourists. An overview of tourism development indicators in the city suggests that in spite of its high tourism potential, the city does not have a good place to meet the needs of tourists. One of the proposed management solutions to solve problems and increase the satisfaction of tourists is to organize the inappropriate pattern of tourists through the design of the edge of the water. The present research aims to enhance and optimize the tourism capabilities of the city and increase the satisfaction of tourists and ultimately achieve sustainable tourism development by helping to identify ways to design a suitable tourism promotion.

2. Understanding the range

Khuzestan is the widest province in the western half of the country, which accounts for %3.9 of Abadan's area. Khuzestan, such as the provinces of Gilan, Golestan and Sistan Baluchestan, has a wet and dry border. Study of the spaces and lands of the study route shows that, firstly, high density applications are not located in the location path, and secondly, existing applications have a small number of sites of their own, which has led to large open spaces for the deployment and development of applications. The new one is tailored to the needs of the residents. In addition, one side of the route leading to the river is actually the space and use of green space, as well as the landless soils that all existing green spaces need to be organized and also equipped with infrastructure. Looking at the site, the urban spaces in this direction are very limited to the area of use. Field findings in the study show that in the present situation only the primary arterial network has been designed and the second and third degree arterial paths have been designed to the extent that the needs and services are felt, but in the future design, the boundaries of the units Neighborhood is characterized by the neighboring boundaries of the road network and accesses.

3. Research method

The analytical model of the research, which is derived from the author's studies and discoveries (with regard to dependent and independent variables and how these variables interact and influence them), are presented in below figure. The edges of the study water as independent variables and tourism promotion are considered as dependent variables, so that the analytical model of the research is the process of studying the components and variables and how they affect and influence them. In fact, the conceptual model seeks to examine the concepts in the form of variables in order to arrive at a rational understanding of the relationships between them, to identify the shortcomings and problems of the existing situation in terms of different dimensions and to develop strategies for its improvement and organizing.

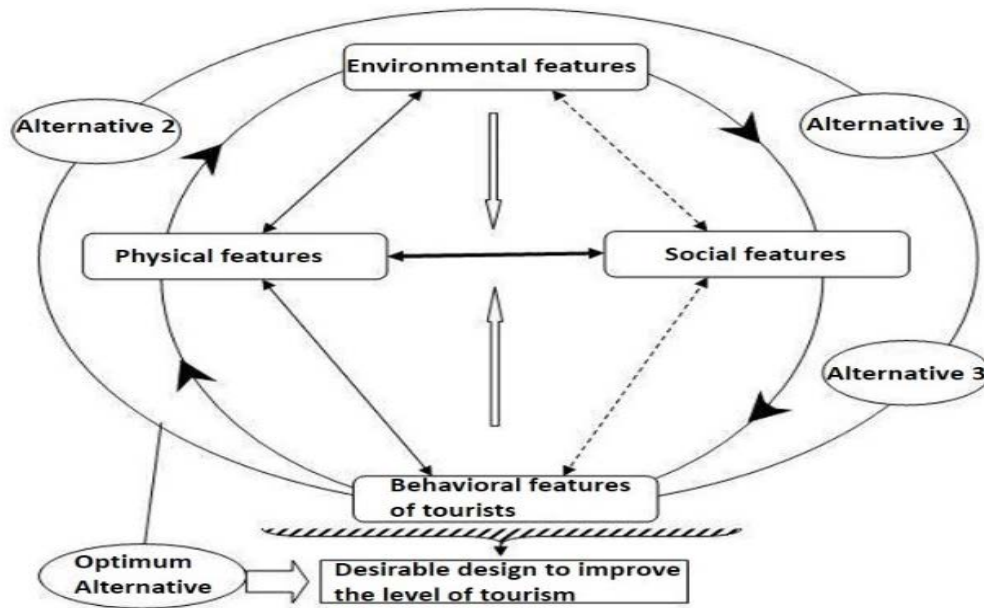


Figure (1): Research Analysis Model Source: Writers

4. Research theoretical foundations

Reviewing various theories of urban design reveals the similarities and differences of understanding the quality of urban design and the key criteria that theorists have provided to provide a good urban design. For Jacobs, the most important criteria for a good urban design are: to have proper activities before considering the visual environment of the environment; the use of mixed use both in terms of the type of use and the presence of buildings with different ages in one area; attention to the element Street; the permeability (availability) of tissue, which suggests the use of smaller urban blocks; and the mixing of social space; and the flexibility of spaces (Jacobs, J., 1961). Kevin Lynch, with the publication of the City's Good City Theory in 1981, proclaims the quality of urban design and, consequently, the improvement of urban quality of life based on five criteria and the two above-mentioned criteria:

1. Vitality
2. Meaning (sense)
3. Compatibility
4. Access
5. Control and Supervision: In terms of the availability of citizen selection and intervention in matters related to management and utilization of the city's general arena, Kevin Lynch, also suggests two above-mentioned criteria for regulating the relationship between the five criteria above.

According to him, in order to prescribe measures and urban design interventions, one should always consider two main questions based on each of the above criteria (for example, access): 1. Is the proposed action necessary for its cost-effectiveness? (Efficiency criterion), and (2) Will the cost of the action be paid out of the pocket by which section of the population or social class? (Benchmarking Justice) (Lynch, K., 1981). Other experts who have made suggestions on the desirable qualities of urban design, especially in terms of spatial wisdom, should refer to Viotech. In a paper titled Urban Reconstruction and Design of Small Towns in 1983, he lists the desirable qualities that should be targeted in urban design:

- 1- Readability of the environment
- 2- Freedom of choice
3. Motivating through the use of arbitrary urban forms
4. The possibility of social life versus private life
- 5- Listening to the past vocabulary in terms of readable cultural heritage
- 6- Consideration of regional indigenous links in the form of plans (Baytani, M., 1997; Viotech, F., 1983).

One of the most renowned collection of urban design qualities presented by the fan is the proposed collection of the Oxford Plateau Design Joint Design Center. Bentley specifically point out the qualities that researchers have found so far less prominent, and in the first place he propose the following seven criteria that should be met in urban design (Bentley, I., 1985):

1. Permeability
- 2- Variety
- 3- Readability
4. Flexibility
5. Visual compatibility
6. Ghana
7. Customization capabilities

Briefly, Prince Charles's suggestions, which should be considered in the design of the environment, are as follows:

1- place; 2- hierarchy; 3- scale; 4- harmony (harmony); 5- confinement; 6- materials; 7- decorations; 8- art; 9- Signs, signs and lights. And 10. Attention to the local community (Wales, D. H., 1989).

Michael Southwestern, a leading student at Lynch's Urban Design School, reviewed the urban design qualities in a seven-component urban design framework in an essay titled *The Theory and Practice of Contemporary Urban Design*, as summarized below. Categories:

1- structure; 2- readability; 3- form; 4- sense of place; 5- identity; 6- spectacles and landscapes; and 7- human scale or pedestrian (Worth, E., 1998).

According to theorists' views, one of the characteristics of recreation and tourism is the uneven distribution of water edges; leisure-time users are concentrated in particular places and practically in other places due to the point that there are no differences in the quality of physical resources. Other factors, especially urban access and concentration, seem to have a great impact on providing and participating in recreation and tourism of inland waterway edges. The demand for recreational activities is increasing as roads allow access to water edges and allow many people to access water resources. Throughout some edges of water, wherever public roads lead to water, large-scale recreational use is encouraged, even if these roads are not explicitly designed for recreation. On the contrary, along the edges of water without easy access, it remains generally intact (Mumford, L., 1961). With these interpretations it can be said that the streams and streams flow from rivers and lakes to cities or urban development, in the form of organizing them and creating recreational spaces with increased security and appropriate lighting and the provision of all the needs of people of all ages can be considered as an appropriate recreational area that will play an important role in attracting tourists.

5. Review residents' comments on the capabilities of the study route

Abadan city has two urban centers (Abadan and Arvand kenar) and a large part of the urban population in Abadan is 95.7% in Abadan and 4.3% in Arvand city. Based on the latest census results in 2011, the population living in Abadan has a large part of the old city residents and newly arrived immigrants who have been added to the city's population through the growth and development of the oil industry. The study of the study shows that this route has a desirable potential for tourism development. Along the way, some incompatible applications together lead to the creation of a highly contaminated environment, which can only be achieved through the transmission of infected uses.



Figure (3): Incompatibility of some applications and creating an infected environment
 Source: Writer

Structural equation modeling of water edge design and tourism promotion (scope of study)

This study has 16 observable variables that have been investigated in four components of environmental attractiveness, security, beauty and diversity of activities. Based on the results of the correlation coefficient coefficients, the most important variables that could be useful for Laser modeling are a total of seven internal variables under the headings of the seven above components for tourism promotion (the study area). The conditions influenced by an external variable called Design the waterfront (study boundary) revealed that, according to Table 5, the index of goodness of fit was 0.83, which, because it was less than one, the corresponding model has a good fit.

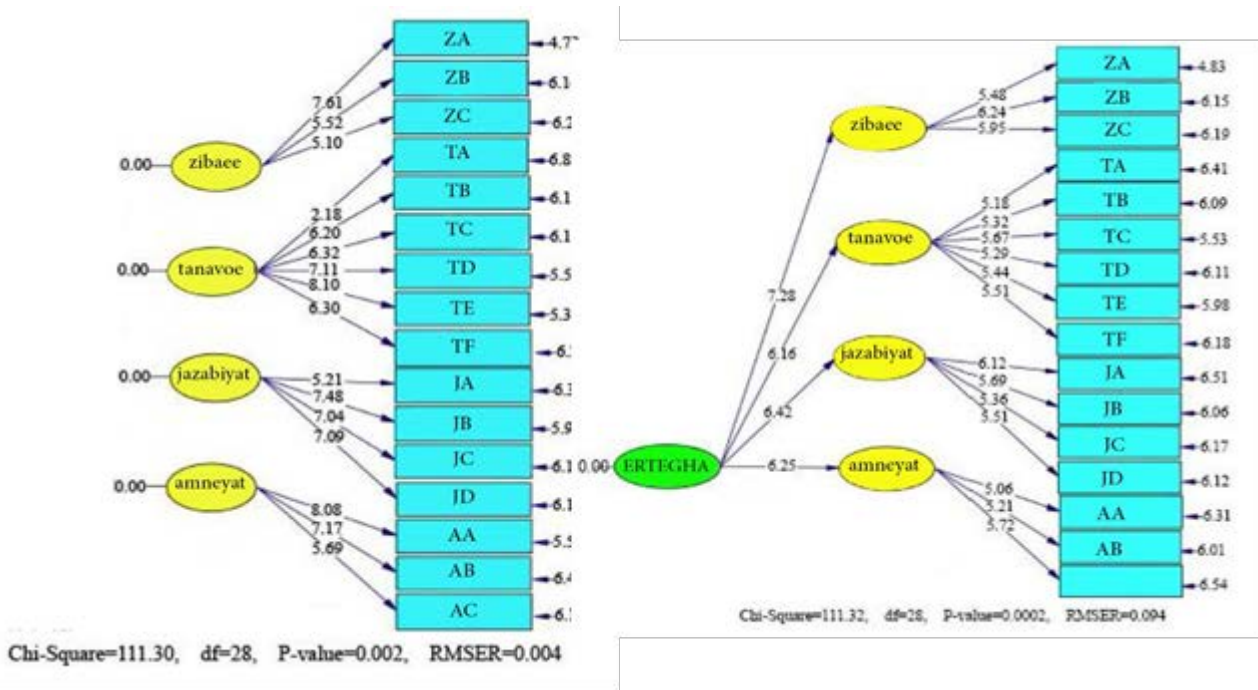
Table (1): Indicators of Benefit for the Structural Model of Tourism Promotion with the Design of the waterfront (Study Interval)

Indicators	Indicators	Modified model	Fit accepted
Absolute fit	Surface covered by cayenne	0/088	0/05% Greater than
	Fit goodness	0/93	> 90GFI
	Goodness corrected fit	0/96	> 90AGFI
Adaptive fit	Fit not normal	0/90	> 90NNFI
	Normal fit	0/91	> 90NFI
	Adaptive fit	0/87	> 90GFI
	Fit increase	0/79	> 90IFI

Reduced fit	Normal fit index reduced	0/85	Above 50%
	Root mean squares estimated error	0/0061	less than 10%
	Chi-squared normalized to degree of freedom	2/63	1 to 3

Source: Writer's calculations

Based on the estimated standard coefficients of the structural model of the research, and the significance level ($= 0.0021$) obtained in Figure 5, it has been shown that the role of all four components in promoting the tourism (the studied part) was essential and all of these factors and components. By promoting tourism, they have a meaningful relationship because the meaning of all components is more than 1.96. Based on Fig. 5, the components of diversity of activities, environmental attractiveness and security (study area) have the most impact on tourism promotion (study boundaries). The effects of all three of these components on the tourism promotion of the study area with a direct and positive coefficient. In the next step, the modeling of the structural equations was used to obtain the measurement model using γ and β coefficients and using the T test to better understand the causal relationships and the effect of the four components. Figures 4 and 5 show the results of the analysis in the structural model of the research hypotheses.



Figures 4 and 5: Primary and Structural Patterns Measuring the Water Edge Design and Promotion of Tourism in Significant Numbers

The results of the structural model of the water edge design components and tourism promotion in the studied axis show that the diversity of activities has a direct impact (of 10.8) on tourism promotion in the studied axis. Direct effects of security by deploying security elements such as optimal lighting as well as regulatory and regulatory units (08.08), direct effects of the beauty of the route by creating the desired elements and appropriate furniture and service units such as park types, etc. (7/614) as well as the attractiveness of the environment by creating all economic and service activities, etc., and lighting and promoting security have a direct impact (7/48) on improving the tourism level of the study area (Fig. 6). Development of the local area development model (foot traffic and perimeter range) Conceptual Design: Compilation of Conceptual Options After designing and defining goals, strategies and policies, design ideas are based on three conceptual options. The studied streets as a whole can have different and perceptive sequences. Each of these sequences is defined in accordance with the nature of the axis as a functional area. In separating sequences, in addition to performance, sequential inputs or, in a simpler form, the primary and the end of each sequence play a major role.

In the street, according to the cognitive studies and the objective and mental image of the people, there are several factors such as the burden of collective memories of a place, the ability to create multiple parks, especially water parks, creating numerous tourist and service hotels, creating tourist parks and axes interruptions and the role of their function at an intersection are involved in the formation of functional and sign nodes. In the options for the beginning and the end of each sequence, they are defined by considering these nodes, which in fact represent the hierarchy of the public spaces. On the other hand, the main structure of the conceptual design of the movement system and accessibility is also considered, and according to the defined sequences, the value of the evaluation is different to the different pedestrian movement.

1. Alternative 1

In Conceptual Choice 1, the axis of study is divided into two sequences:

A) the distance between the studied streets and the river; b) the distance between the studied streets and the internal texture

The studied streets are considered as an urban-eastern-western arterial activity axis. This artery is located on two sides of the street and has connected two intersections at the beginning and the end with this axis. Regarding this, attention to these intersections is important in order to increase the readability of entry into the axis, and as a result, these two intersections are considered as entry gateways, which can define the starting point or the end of a sequence.

The studied street is also an activity axis with tourism capability. This street, where the location of the fish market and the quay, and recreational and tourist services related to the river, has created a different field of activity in the studied axis. At the same time, the location of this axis is centered on the inner fabric of the city, residential units, as well as numerous sports and cultural spaces, which plays a role in shaping a behavioral site due to its contribution to the displacement system. This axis has been identified as a node in the mental image of the people as well.

The domains of these sequences include the fourth and fifth layers of the market for fishers to the 17th Shahrivar Hospital, which, on the one hand, has extensive residential uses at high distances, as well as open spaces, green spaces and lands, as well as development. It covers the sea and the river, which is considered as a possible future scenario planning. The interference of the perimeter of the second and third layers and the closest layers to the studied pathway is included, and since the studied route from one side to the sea and, on the other hand, into the totality of activities and uses whose dominant lands are lands and it is open, then it will be possible to plan in the future scenario (Figure 6).

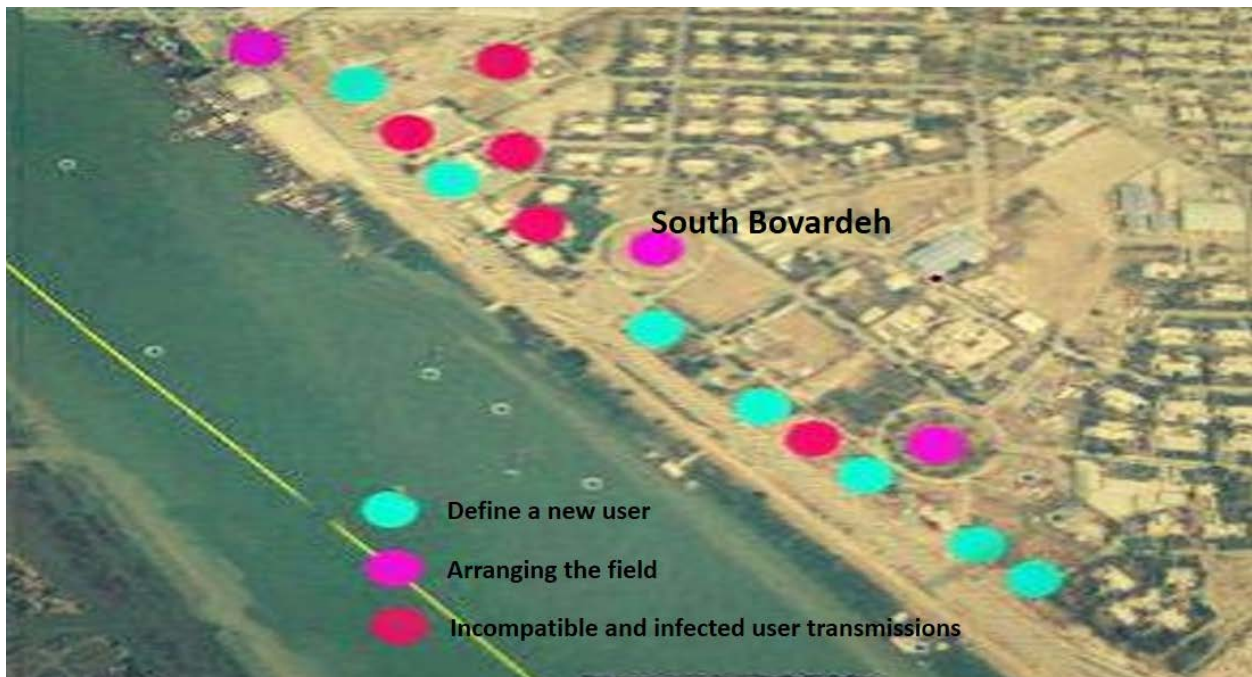


Figure (6): An offer for the optimal use of land in inclusive and immediate areas
Source: Writer

2. Alternative 2

In Conceptual Choice 2, sequencing has been carried out on a wider and more homogeneous scale. In this option, the entire street is divided into a sequence. The main nodes in this option include two subfields in a wide range of lands and lands. These two groups, ie, Bayer applications as well as field nodes, have been selected with a view to the prominent features and more significant macro-importance of organizing tourism. The whole axis will be seen as a tourist activity area in combination with tourism business, and the distance between the streets of the fishermen's market and the 17th of September hospital is also defined as a tourist area. In this sequence, the pedestrian movement has been suggested. In this option, direct intervention with user-based applications is at the side of the study pathway and, by examining the status of the user's paths around the path, follows the desired future scenario design.

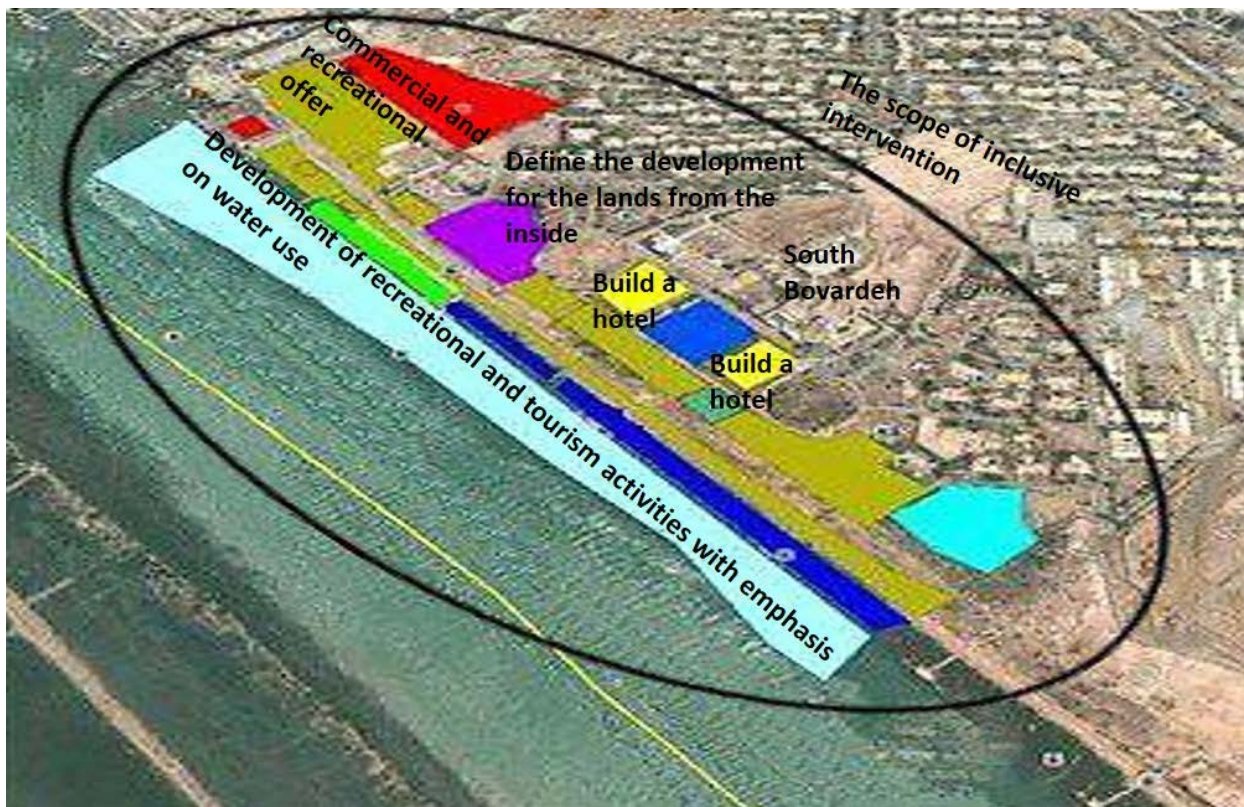


Figure (7): The field of direct intervention with the definition of new user and organization of passages
 Source: Writer

3- Alternative 3

In Conceptual Option 3, sequencing is carried out on a more heterogeneous scale. In this option, the entire street along the coastline is divided into sequences. In this option, the beach has been proposed for tourism attraction, which is not economical due to the volume of investment needed as well as the environmental problems of the river, and the measures and designs in the form of the establishment of welfare and tourism services complexes. Considering that any damage to the river frontage results in irreparable environmental consequences and the experience of the Lake Urmia and the creation of a road on this lake and the enclosure of parts of the lake are the factors of gradual loss of this as an experience in this field, the lake does not consider any intrusions in the river's interior practically inappropriate.

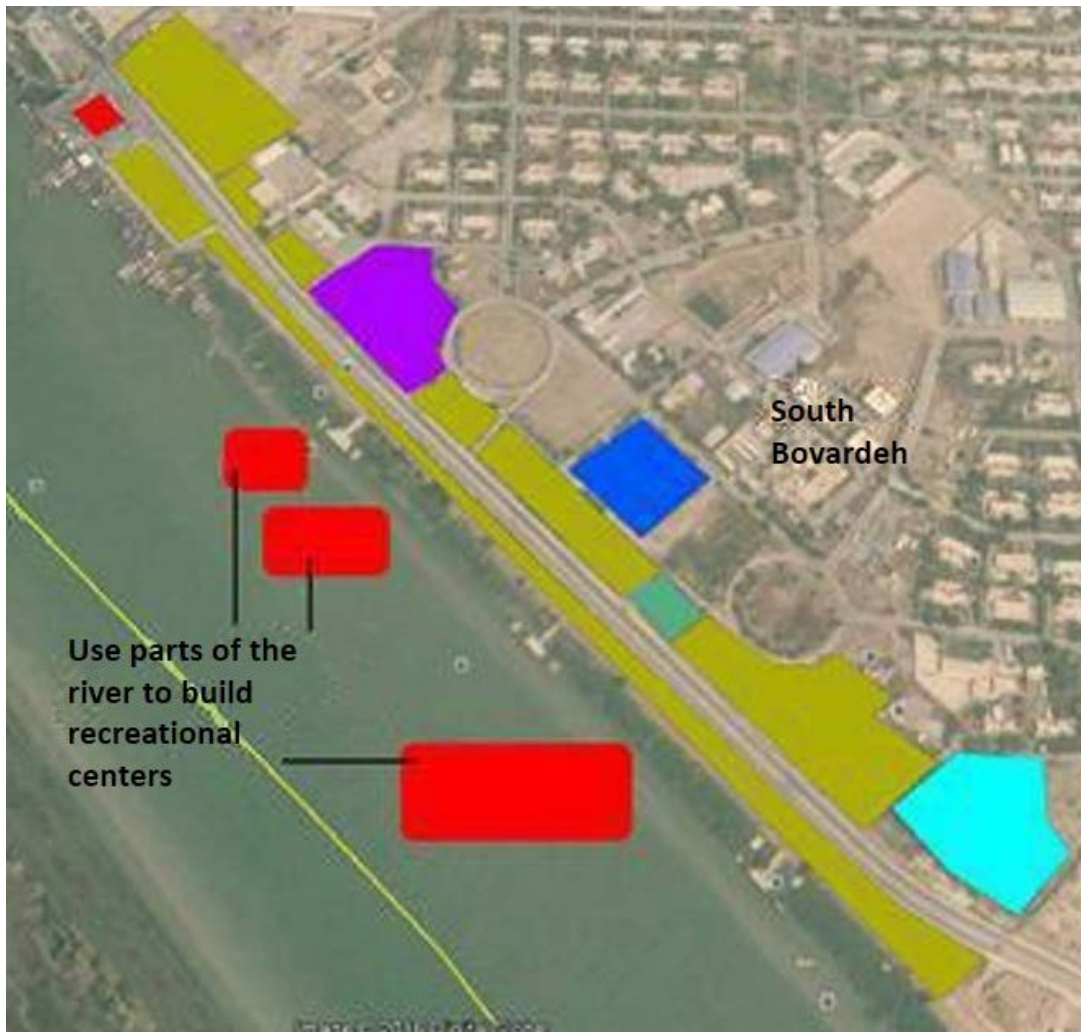


Figure (8): The field of direct intervention with the definition of new uses on the banks of the river to promote tourism
 Source: Writer

2-10-4. Evaluation and selection of conceptual option

Conceptual Design Options offered three different alternatives in the design of the studied street to promote tourism. To select the optimal option, criteria are defined that each one has indicators to measure. Indices and therefore the criteria are weighted according to the importance of the importance and finally the options are scored according to the level of obtaining the criteria and the preferred option is introduced. Measurement criteria are: environmental consequences; efficiency at the strategic level; improving the quality of the urban environment; realizing the ideas of organizing the route; developing and promoting tourism; socioeconomic justification and technical and executive justification.

As shown in Table (3), the indexes are firstly measured bi-directionally. The base criterion is equal to the value of another criterion, the number 1, if it has a value greater, is also a number 1, and if it has a value less than 0, then it assigns 0. Finally, according to the sum of these numbers, the weight of each criterion obtained from the weight of the criteria of each index, the weight of that index is obtained. Finally, according to the second table, each conceptual option according to the level of response to the criteria for measuring the score of the score is between 1 and 5, which is calculated by the product of this score in the weight of each index, the final score of the options is calculated.

Table (3): Evaluation of Design Measurement Criteria in the Study Course for Tourism Promotion

Benchmarking	Measurement index	Frequently distribution	number	percent	Sum of coefficients
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Environmental consequences	Removal of environmental pollution	+1+1+0+0+0+0 +1+1+1+1+1+1 +1+1+1+1+1+0 1+1	15	5/4	5/4
	Upgrade green arenas	+1+1+1+0+0+0 +1+1+1+1+1+1 +1+1+1+1+0+1 1+1	15	5/4	
Performance at the strategic level	Connect with the pedestrian and runaway network	+1+1+1+1+1+1 +1+0+0+0+1+1 +1+1+1+1+1+1 1+1	16	5/8	16/3
	Strengthening the pivotal range	+1+1+1+1+1+1 +1+0+0+0+1+1 +1+1+1+1+1+1 1	16	5/8	
	Continuity of field activities and consistency	+1+1+1+1+1+1 +0+0+0+0+1+1 +1+1+1+1+1+0 1+1	13	4/7	
Improving the quality of urban environment	Improvement of the physical and visual quality of the walls and pavement	+1+1+1+1+1+1 +0+0+0+0+1+1 +1+1+1+1+1+1 1+1	15	5/4	38/15
	Flexibility of public spaces and creative tourism spaces	+1+1+1+1+1+1 +0+0+0+0+1+1 +1+1+1+1+1+1 1+1	15	5/45	
	Increase safety and security in continuity of movement	+1+1+1+1+1+1 +1+1+0+0+1+1 +1+1+1+1+1+1 1+1	17	6/2	
	Creating diversity in space and in the body to attract tourists	+1+1+1+1+1+1 +0+0+0+0+1+1 +1+1+1+1+1+0 1+1	14	5/1	
	Increased ease of movement	+1+1+1+1+1+1 +0+0+0+0+1+1 +1+1+1+1+1+0 1+1	14	5/1	
	Promoting ecological and climatic comfort	+1+1+1+1+1+1 +1+0+0+0+1+1 +1+1+1+1+1+1 1+1	17	6/2	
	Create a sense of place and attractive tourist spots	+1+1+1+1+1+1 +0+0+0+0+1+1 +1+1+1+1+1+1 1+1	13	4/7	

Realizability	Participation of all stakeholders	+1+1+1+1+1+1 +1+1+1+0+1+1 +1+1+1+1+1+1 1+1	18	6/5	13
	Providing benefits to all stakeholders	+1+1+1+1+1+1 +1+1+0+0+1+1 +1+1+1+1+1+1 1+1	18	6/5	
Socioeconomic justification	Proportion of profit and project cost	+1+1+1+1+1+1 +0+0+0+0+1+1 +1+1+1+1+0+0 1+1	12	4/3	12/6
	Optimal use of people from the plan	+1+1+1+1+1+1 +0+0+0+0+1+0 +1+1+1+1+1+0 1+1	12	4/3	
	Consistent with the culture and expectations of users	+1+0+0+0+1+1 +0+0+0+0+1+1 +1+1+1+1+1+0 1+1	11	4	
Technical and operational justification	Utilization of existing facilities	+1+0+0+0+1+1 +0+0+0+0+1+1 +1+1+1+1+1+0 1+1	11	4	8
	Material accountability with regard to the type of operation	+1+0+0+0+1+1 +0+0+0+0+1+1 +1+1+1+1+1+0 1+1	11	4	
Total		-	273	100	100

Source: Writers

Table (4): Evaluation of options to select the best alternative for tracking the study

Benchmarking	Alternative 1		Alternative 2		Alternative 3	
	points	Final score after applying coefficient	points	Final score after applying coefficient	points	Final score after applying coefficient
Environmental consequences	5	27	4	21.6	1	21.6
Performance at the strategic level	5	81.5	2	32.6	1	32.6
Improving the quality of urban environment	4	152.6	3	114.45	4	114.45
Realizability	3	39	3	39	1	39
Socioeconomic justification	3	37.8	3	37.8	2	37.8
Technical and operational justification	4	32	3	24	1	24
Total	24	369.9	18	269.45	10	269.45

Source: Writers

With regard to the score and score of each option, as shown in the table above, option 1 is selected as the conceptual design of the evidence. Based on this, the urban design framework, which is in fact a representation of policies, is developed in the form of a performance and activity model, physical-spatial pattern, urban modeling and urban design options for Option 1.

The second conceptual option is practically impossible due to the nature of existing uses and the impossibility of changing applications and the transfer of certain activities, which are often incompatible applications, and merely emphasizing the organization of the route could lead to the use of water resources Development of tourism activities.

According to the current status of the study, different social, economic and physical aspects of the study to design the studied route were examined to meet the different needs of the people, as well as emphasizing on maintenance of the studied route and promotion of tourism in such a way that by comparing the status quo, it can be concluded that any investment to restore this path will lead to social welfare, increased social capital, future environmental issues, as well as economic development, especially tourism development.

6. Conclusion and presentation of strategies and guidelines for tourism promotion in the studied area

By reviewing the findings of the research, it can be said that the study route is a very suitable platform for the creation of amenities and facilities for residents and tourists. Based on parameters and prioritization, weaknesses and strengths as well as opportunities and threats to organize and optimize the route studied to promote tourism, the following suggestions are presented:

Strategies for improving environmental quality; Creating sidewalks calm pillows with solar panels for solar energy; Promoting vitality in urban spaces by creating new and creative spaces for use by all sections of the community, especially tourists; Improvement and pavement of sidewalks; Hiking development; Creating cycling routes; Optimal lighting for driving livelihood and providing security along the route and using it throughout the boarding hours; Regular and coherent scheduling of urban waste management with emphasis on cleanliness of the studied path; the creation of elements Urban fits into canvas culture in order to improve the quality of the path to the landscape; to expand urban green spaces and to create beaches and beaches; to create suitable parks and creative spaces to increase the presence of people; to relax the traffic; to promote social safety; to improve the safety of the passage; Setting up new economic activities and completing the market for fishers; Developing diverse uses; creating numerous residential centers for tourists along the way; distributing appropriate services for both residents and citizens; eliminating maladaptive use in order to enhance the beauty of the environment and creating attractions for tourists; Promoting pedestrian and cycling and hiking Public transportation; the fitting of pedestrians and paths of other service units to provide appropriate services to all segments of the community, in particular the disabled; to strengthen access for pedestrians to service users; to create coastal beaches for residents and tourists; extensive transportation operations For easy travel of tourists; Granting loans, tax reductions and municipality taxes, and other facilities for residents of neighboring residential homes, to encourage them to create attractive amenities for people and tourists; to provide green spaces and beach green stripes with multi-purpose applications. Based on the above strategies, the organization of the studied axis was used to promote tourism (Fig. 9).

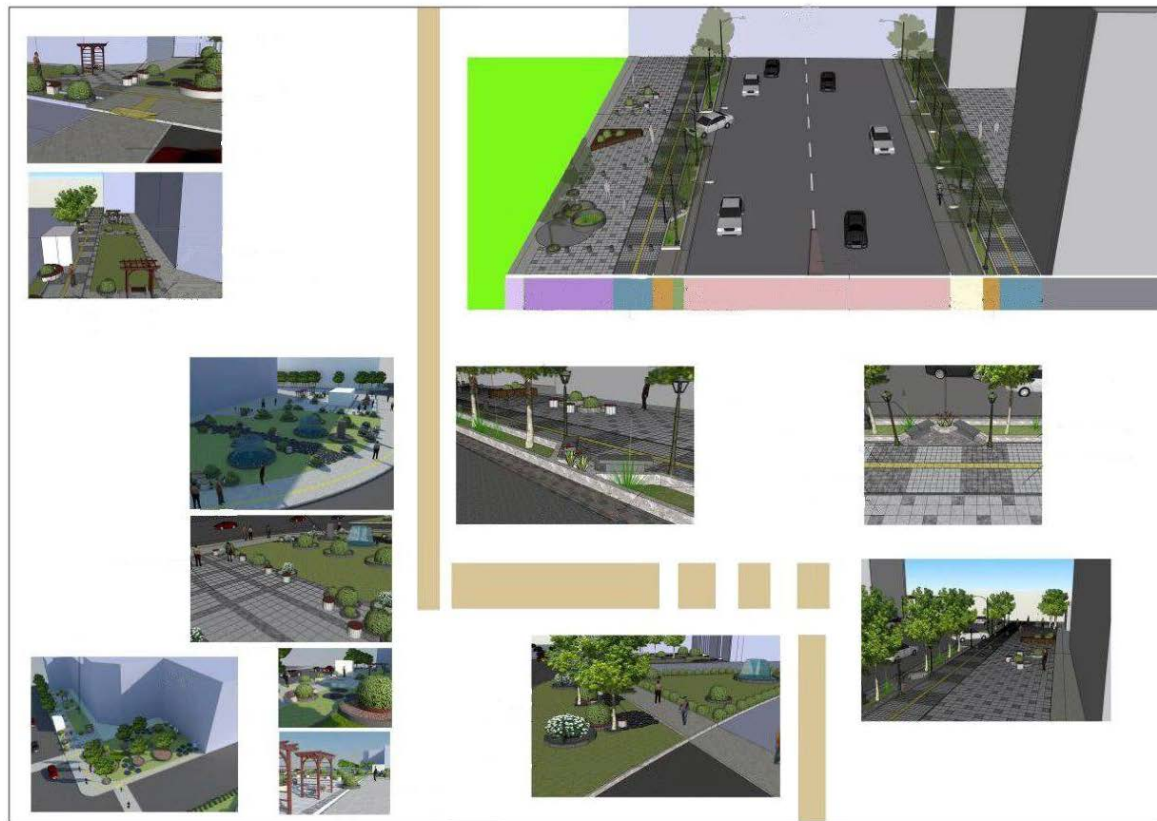


Figure (9): Constructing the axis studied based on the chosen conceptual option
Source: Writers

7. Conclusion

In coastal cities, water is the most important natural element of the city's structure and is the cause of human, nature and city connotation. Most of today's cities lack the spirit of location and special spatial features. In order to overcome this problem, it is essential to plan activities that are vital to the vitality of the city and to improve the quality of urban life. Meanwhile, it is very important to address short-term plans that are consistent with the long-term goals for tourism development.

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