

JOURNAL OF RESEARCH IN URBAN PLANNING AND
ARCHITECTURE-ENVIRONMENT IDENTITY (JRUPA-EI)

NO.1 (1), winter 2019

<http://www.ei-journal.ir>

P.59-76

**Analysis of Factors Affecting Public Participation in Urban Rehabilitation with
Tourism Development Approach (Case Study of Sanandaj)**

Hamid Reza Abdolmaleki ¹, Shahram Zarei ²

Received: 18-August-2019

Accepted: 29-December-2019

Abstract:

Today, the expansion of public open spaces and the creation of leisure centers, especially tourism spaces, has become one of the goals of leisure planning, which in addition to meeting economic and environmental goals, has an effective role in balancing leisure and ensuring physical and mental health of communities. The birth of concepts such as the development of tourism indicates the formation of a new demand from tourists who, in order to enrich their individual social culture, set out on a journey of discovery and discovery in other cultures. This expresses the "social" reality as a major and important component in urban planning. On the other hand, participation in regeneration based on tourism development is a new approach to urban regeneration. In this study, the role of public participation in the revitalization and development of tourism to promote the tourism industry in the central part of Sanandaj has been investigated. The method of this research is analytical and descriptive and in the analysis section, the information has been analyzed using SWOT-AHP analysis technique. The results of this evaluation showed that the criteria of diversity and social vitality, and sub-criteria of research, welfare services and facilities, local and indigenous life dynamics, tourism, social and indigenous character preservation, social assets have the greatest impact on public participation.

Key words: public participation, regeneration, urban context, tourism development, Sanandaj.

Reference to article:

Hamid Reza Abdolmaleki , Shahram Zarei (2020) Analysis of Factors Affecting Public Participation in Urban Rehabilitation with Tourism Development Approach (Case Study of Sanandaj).Journal of Research In Urban Planning and Architecture - Environment Identity (JRUPA-EI) NO.1 (1), Winter 2019.P. 59-76.

http://www.ei-journal.ir/article_104984.html?lang=en

1 . Master student of architecture, Kermanshah center, University Jihad Higher Education Institute, Kermanshah, Iran [Email: abdolmaleki779@gmail.com](mailto:abdolmaleki779@gmail.com) (Author)

2 . Master Student of Architecture
Department of Architecture, Faculty of Engineering, Razi University, Kermanshah, Iran,
E-mail: zareishihram1992@gmail.com

1. INTRODUCTION

Today, urban regeneration is a global issue, and by and large, having an effective urban regeneration program has become one of the most important solutions for all cities in the world that want to abandon horizontal and extensive development and intensive and intensive development. (Leary & McCarthy, 2013: 25). If we consider urban regeneration as a comprehensive and integrated view that leads to the analysis of urban texture problems and through the development of economic, physical, social, and environmental conditions, causes a comprehensive revitalization of the texture (Roberts, 2003: 5) and concepts such as improvement Includes renovation, reconstruction, empowerment and psychotherapy (Lichfield, 2000: 44). Therefore, regeneration as the main approach to urban restoration and protection based on accurate analysis of the status of a target area, the simultaneous adaptation of the physical texture, social structures, economic foundation and environmental status of an area. Historical context of cities in terms of age Physical heritage, lands appropriate to cultural performance is the most important physical-spatial context of cultural values (Safdari, Pourjafar, Ranjbar, 1393: 26). Among these, the city center and especially the center of historical cities are of strategic importance; Because of the wide variety of urban activities in one place, they are a determining part, in another sense, the beating heart of any city (Landry & Bianchini, 1995). Urban contexts, while having high civilizational values, are part of the identity of the city and the identity of any country. Therefore, it is important to discuss the re-creation of historical contexts that lead to the preservation of the identity of the city and urban neighborhoods. In regeneration, the basis of social development activities and projects consistent with the historical context on the one hand and the restoration and protection of urban heritage on the other hand are emphasized (Smith, 2007: 22), (Aminzadeh, Dadras, 101: 1391). In recent years, social regeneration policies have been evaluated as a tool for modernization and a strategic planning approach in historical per capita (Isaac, 2009: 5). One of the best ways to achieve the goals of modernization and improvement is to use the capacities of social capital; So that the level of trust and participation of people in government institutions in relation to worn-out urban structures, including the municipality, renovation and improvement organization, as well as facilitation companies for the renovation of worn-out urban structures, is directly related to the amount of social capital (Hatami Nejad Et al. 1393, 66). Nowadays, city officials in search engines are a way to market cities. In this regard, tourism development is a strategy to increase competitive advantage by providing an image, a source of high economic value, cultural and political importance and economic and social development. The main purpose of this discussion is to make it more attractive for investment, attracting tourists and potential residents with a view to community development and local identity reconstruction (konig, 2011: 5). In fact, the brand of a city in tourism is the edge of the city in economic and social competition for tourism development. In addition to having positive economic aspects, tourism development can lead to closeness between people of different nationalities and lasting peace. Cities lose their spatial identity in the process of globalization and accept the same forms and patterns. Therefore, in addition to preserving its local identities, it is necessary to provide the ground for the development of the brand by providing differentiated services (Sepehrnia, 25: 1390). Cultural tourism is considered as one of the most important trends in tourism and leisure studies, which is based on attractions and cultural, spiritual, historical and anthropological heritage (Babaifard, Heidarian, 1394: 1). In this regard, more and more attention to cultural and historical monuments, especially worn-out historical contexts, is one of the requirements for the development of social tourism (Papli Yazdi, Saghaei, 1391: 50). Assessing the goals and strategies of people's participation in revitalizing the urban fabric with a tourism development approach will enable them to understand their issues and problems, plan for issues and problems, contribute to the implementation of the program, and then evaluate it themselves. However, despite the minimal attention and

protection measures in these valuable historical treasures that are still unknown to many of us, these textures welcome tourists who with the approach of becoming more aware of these mysteries and perhaps return to the essence of what "Social identity" refers to these social and historical treasures. Highlighting the tourism of historical sites, producing and reproducing collective memories and centers of belonging, is the first step to mentally attract to the historical environment, which is a broad category that introduces a new phenomenon called the development of urban tourism, which Ensure the real and civic life of the city by realizing the potentials of urban tourism, historical context and identity during a direct and two-way relationship with urban tourism. The city of Sanandaj is one of the cultural cities of western Iran, which due to its mansions and historical monuments, many tourists from Iran and other parts of the world travel to this city every year to see this monument. In recent decades, the central and old textures of cities have been left to their own devices and due to neglect and lack of attention, they have suffered from many problems. The values hidden in these contexts, including the buildings, historical passages and the organization of their physical space, which are in fact the relics of the past and the revival of the collective memories of the people of the city, have been worn out or destroyed due to these problems. The central part of Sanandaj is a collection of old neighborhoods of this city that show signs of erosion in its neighborhoods. In this study, the central neighborhoods, which are located in the center and core of Sanandaj city, have suffered from physical-spatial and sometimes socio-cultural deterioration for many years. Multiple improvement and modernization plans prepared by different organs, lack of coordination, inconsistencies in goals and lack of participation of people for prosperity and development

Due to the social potentials of this neighborhood, tourism has caused inefficiency and disorder in the facilities and welfare equipment of this area. Therefore, considering the valuable and historical elements of the central core of the city, it requires serious attention in order to diversify and revitalize this neighborhood with an optimal pattern. Therefore, the main purpose of this study is to explain the factors affecting public participation in revitalizing the central fabric with an emphasis on tourism development. In order to achieve this goal, the question arises: What are the strategies for the development and promotion of tourism using valuable elements as primary sources of stimulus for regeneration in the central context?

Researchers such as Orbash (2000), Baud Bowie (1998), Ashworth, and Tanbage (1995) have examined this issue from the perspective of tourism management and planning. In Iran, too, Taghvaei (2008), Tulayi (2006), Mahvash Mohammadi (2001) and Sikh-e-Islami (1999), Dadras (2010) and Amirzadeh (2010) in connection with the physical-spatial planning of tourism, creating a tourism-recreational complex, Design of tourist sidewalks and design of urban spaces of squares and streets in order to organize the physical space of a historical-cultural axis. Flamaki (1995), Hanachi (2001), Habibi (2002), Tavassoli et al. (1989), Izadi Vahizadeh (2004) have given. Aminzadeh and Dadras (2012), to recreate culture-oriented in the historical context of Qazvin with an emphasis on urban tourism. Sarafranz and Sheikhi (2014), Urban Tourism Development Historical Perception of Dezful with Emphasis on Cultural Recreation. Mohammadinejad and Moshtaghi (2015), Recreating Culture in the Historical Texture of Shushtar with Emphasis on Urban Return. Mokhberi va Alaei (2013), Cultural Reconstruction in the Historical Context of Khorramabad with Emphasis on Urban Turnaround. Poorahmad and Hosseini (2015), Recreating Urban Historical Textures for the Development of Cultural Tourism. Babaeifard and Heidarian (2015), Cultural Tourism and Sustainable Urban Development with Emphasis on Recreating Historic Dilapidated Textures.

Razeghi and Homa Garani (2013) have studied the development of tourism with emphasis on social regeneration in the historical contexts of Isfahan.

2. Theoretical foundations

2-1-People's participation

Public participation is the involvement of the people in the creation and management of their natural and artificial environments; And the value of social participation is that it transcends the boundaries and teachings of traditional speech. Social participation action is based on the principle that if citizens are active, instead of being treated as passive customers and intervening in the creation and management of their natural and artificial environments, then the environment will perform better (sanoff, 2000). The difference between participatory methods is in the degree of influence and participation of participants in decisions. Understanding this relationship is of paramount importance because managing the expectations of everyone involved in the participation process is critical. The point is not that all techniques should influence all decisions, as this does not happen in most cases. The point is that it must be determined by appropriate ways of relating and working with people. Of course, this is if there is to be an opportunity to succeed in the participatory process. Perisculi defines participation in four levels (decision making and agreeing with decisions, influencing decisions, hearing opinions before decisions, awareness of decisions) (Priscoli, 2003: 61). Sometimes participatory processes lead to the development of local communities and lead to bottom-up development, which is based on the organization of local communities and the mobilization of endogenous social capabilities, which in turn leads to the use of social capital (technical and honest). (1388; 61). With the expansion of the new urban planning approach and the vision of sustainable development of local communities, governments and communities pay attention to creating participatory platforms to increase the impact of different social levels and tangible dimensions of urban life on projects, and neighborhood values and concepts such as sense of identity and Location, responsibility, collective participation and originality to the role of people, social capital and attention to the participatory role of stakeholders and influential in urban plans and projects were re-considered (2000: 106, Onyx and Bullen). In the discourses of urban management, the implementation of urban development projects and participation has found a special place. In fact, in the new development literature, due to the importance of the role of people in development, people are referred to as the real wealth of any society. The term bottom-up development refers to the participatory role of the people. Urban renewal must be done primarily by the people, and the governing bodies must be guiding, planning and organizing. That is, the organization of the place by residents under the guidance of interventionist organizations (Ahdnejad et al., 2012: 99). The experience of urban renovation in different cities of Iran shows that the realization of renovation and improvement of worn-out structures requires the presence and participation of people and direct and continuous communication with residents in all stages of planning, design and implementation (Shafaei Dastjerdi, 2012, 250). -203).

2-2-Central texture of the city

The historical center of the city is a place for the emergence and presence of civic life that has been formed in various areas of history and this feature has led to its central role (Habibi, Maghsoudi, 1381: 12). A coherent set of architecture, culture, economy and social exchanges of an urban structure with a historical background causes historical contexts to emerge over time and requires the emergence of importance to the climate and attention to indigenous cultures in the region (Movahed, 2007: 66). Historical context is one of the most important parts of the identity of any society and its emergence follows obedience to climatic and cultural structures (Flamaki, 2005: 127). Interventional approaches to worn-out and

historical contexts in different urban dimensions in different periods have been subject to different tendencies and tendencies of thought. Issues such as war, economic crises, ideological developments, economic leaps and changes in the attitudes and values of societies have changed the process of interventions in the body of the city or macro-planning in the city (Autensity, 2008: 24). Human heritage (physical, cultural, social) has always been a category that has certainly been influenced by these thought processes because the physical context of the city is a place of expression and crystallization of cultural interactions and growth (Pratt, 109: 2008). Cultural activities basically have a high potential to attract tourists, so culture can be considered one of the most basic concepts in the field of city, design, economy and planning today. Therefore, intervention approaches in urban contexts, especially in contexts with historical values, have led to the use of these potentials in cities (Karroubi, Ahmadizad, Farshid Pira, 425: 1396).

2-2-Central texture of the city

The historical center of the city is a place for the emergence and presence of civic life that has been formed in various areas of history and this feature has led to its central role (Habibi, Maghsoudi, 1381: 12). A coherent set of architecture, culture, economy and social exchanges of an urban structure with a historical background causes historical contexts to emerge over time and requires the emergence of importance to the climate and attention to indigenous cultures in the region (Movahed, 2007: 66). Historical context is one of the most important parts of the identity of any society and its emergence follows obedience to climatic and cultural structures (Flamaki, 2005: 127). Interventional approaches to worn-out and historical contexts in different urban dimensions in different periods have been subject to different tendencies and tendencies of thought. Issues such as war, economic crises, ideological developments, economic leaps and changes in the attitudes and values of societies have changed the process of interventions in the body of the city or macro-planning in the city (Autensity, 2008: 24). Human heritage (physical, cultural, social) has always been a category that has certainly been influenced by these thought processes because the physical context of the city is a place of expression and crystallization of cultural interactions and growth (Pratt, 109: 2008). Cultural activities basically have a high potential to attract tourists, so culture can be considered one of the most basic concepts in the field of city, design, economy and planning today. Therefore, intervention approaches in urban contexts, especially in contexts with historical values, have led to the use of these potentials in cities (Karroubi, Ahmadizad, Farshid Pira, 425: 1396).

2-3-Urban regeneration

The process of urban regeneration, which became the dominant movement in urban intervention from the 1990s onwards, was in fact a moderate movement between urban renewal and conservation in which the preservation of past values, the reuse of valuable buildings and textures, and the re-injection of life and Living in the urban body and old textures has been one of the dominant actions of this period. It can also be considered along with those parts that need to be renovated (Sahizadeh and Izadi, 1383: 11). Thus, on the one hand, an increasing understanding of art, culture and leisure has become an important component of urban regeneration, and on the other hand, the spread of views on the economic value of conservation has led to special approaches in both practical and theoretical dimensions of urban regeneration. (Sahizadeh, Izadi, 15: 1383). In the approach of urban renewal and revitalization, cultural and artistic categories, economic revitalization and social

vitality have been given more attention and the originality of urban neighborhoods as a basic tool in the center of public policies for economic and physical revitalization of neighborhoods and contexts. It was facing urban decline. Strengthening the identity of a place means strengthening concepts such as the sense of belonging and this is the same with the environment, memorization, sense of place, sense of security and readability (Naderian, 1396: 90). He considers the identity conditions of a neighborhood as the spatial belonging of the residents, the collective memory of the residents' minds and the sense of belonging of the memory of the people to their neighborhood (Ghasemi, 1383-70: 1383). The most important factors forming the identity of urban neighborhoods are the index of human interactions, historical memory, behaviors and norms, culture and art and taste (Koochifard, 2013). In the target contexts of urban regeneration programs, improving environmental qualities, creating belonging and activities such as originality and promoting vitality increase the quality of these tissues and as a result, improve and renovate the tissues by citizens. Vitality, which according to "My Left" can be measured by counting pedestrians (My Left, 1384: 152) refers to the dynamic and active presence of people around the clock in urban environments (Khasto, 1388: 41) This is important only by increasing the factors of attracting and retaining citizens in public places on the one hand and eliminating the factors of their expulsion from the city on the other hand. Activities in urban spaces should be diverse, even if they are contrasting and not unique or a specific group can also be a factor to increase the vitality of the environment. He also considers the diversity of attractions, accessibility and connectivity as the main factors promoting vitality. He knew (Chap Man, 162: 1384).

2-4-Development of social tourism

In the field of urban tourism, one of the prominent views is the model of Jensen-Verbeki (1986) about the environment. This model shows the old core of the city as a leisure product, the relationship between the elements of the old urban tourism system and the importance of the old core as a "leisure product" (Page & Hall, 2006: 150). Conditional elements generally include easy access to and around the city center (such as signposts), easy access to parking, transportation and special tourism services such as tourist information centers, guides, maps and maps. (Such as brochures), (Verbek-Jan, 1986). Cultural tourism (or culture-based tourism) as a subset of tourism, with the culture of a region or a city and in particular the lifestyle of its people, history, art, architecture, religions and other things that somehow define the way of life of an area. This strategy also includes cultural facilities such as museums and theaters in the urban areas of large and historic cities (OECD, 2008: 19). When the first major projects for the redevelopment of cities began to use cultural facilities such as museums, concert halls, theaters and cinemas to attract visitors and improve the appearance of declining urban areas (Smith, 2007: 12). This strategy has become one of the oldest and most important tourism generators in Europe and has remained a key role in the development of the European tourism industry. Therefore, the development of cultural facilities can help tourism development, improve local economic development and highlight the identity of the place. (Richards, 1996). The concept of "culture Reconstruction" represents the use of scattered and small-scale cultural facilities or events as movements that are not so closely related to the main body and context of urban regeneration; (Lotfi, 1390: 51) In this approach, cultural activity is fully related to place strategies along with other activities in the environmental, social and economic fields, considering the role of culture, using historical and cultural values as resources For development and also paying attention to people's leisure time, the most important aspects are the tendency of cultural regeneration (Poorahmad, 1389: 12). The institutionalization of "cultural events" has played an effective role in consolidating the "urban regeneration" approach and as a factor to protect the heritage of improving environmental quality, restoring and recreating the physical structure, new



designs in harmony with the previous structure and entering new functions into structures. New turned. In cultural regeneration, the cultural factor is presented as a very important development strategy on a local and global scale (bird et al. 1993). The historical and internal context of cities in terms of antiquity, physical heritage, suitable lands with cultural functions as the most important physical-spatial context of cultural regeneration is considered. Cultural events also provide a suitable physical-functional context (Aminzadeh, Dadras, 1391: 45). Restoration of ancient structures, highlighting of places and reproduction of collective memories and centers of belonging are among the first steps to create mental attraction to historical environments, which raises a broad category and an emerging phenomenon called cultural tourism (Ashworth & Tubridge, 2000). Without considering "culture" and "community", achieving integrated sustainability and regeneration is considered impossible. In the meantime, the role of "tourism" is considered as a basic strategy in cultural regeneration (Smith, 2007) Preservation and sustainability of cultural heritage, arts, traditions and customs of nations, organization of cultural resources, revival of cultural pride and national, the prevention of alienation and the feeling of cultural inferiority and the occurrence of intercultural exchanges are among the positive effects of the development of cultural tourism (Ansari, 1387: 13). Attracting capital and the presence of people in many cities, especially historical contexts, is achieved through the presence of urban cultural tourists; Therefore, investment in the cultural urban tourism industry not only meets the economic goals of restoring the development of cities, but also is used as a constructive stimulus to recreate historical contexts and protect valuable monuments and contexts (Taghvaei, 1387: 18).

3- Research method

This research is applied in terms of purpose and descriptive-analytical research method. The technique of collecting statistics and information, using methods based on library studies, field observations and surveys, was to obtain data through a questionnaire and data analysis was performed with SPSS software. In order to estimate the statistical sample size to determine the appropriate criteria and factors for participation in urban regeneration with tourism development approach (Table, 1) in a case study, Cochran's formula and cluster sampling method was used, which estimated the sample size of 250 people. It becomes. Assessing the validity and reliability of the questionnaire will have appropriate reliability when the Cronbach's alpha coefficient is greater than or equal to 0.76. In the present study, in order to determine the proposed priorities in tourism development, the combined approach of SWOT technique analysis and AHP model has been used.

Table 1: Criteria and sub-criteria Public participation in recreating the historical context with emphasis on branding cultural tourism

criteria	Indicator	Sub-criteria
Efficiency of facilities and amenities of public participation in the revitalization of the urban fabric with a tourism development	Welfare facilities and equipment	Features efficiency
		Technology
		Services and welfare facilities (accommodation-services)
	Diversity and social vitality	The dynamics of local and indigenous life
		Dynamics of social activities
		Tourism
		Cultural attractions

	Distinction and identity	Preserving social and indigenous characters
		Historical identity
		Spiritual heritage
		Memorable
		Social assets

The case study is the central texture of Sanandaj. Neighborhoods such as Jurabad, Qatar Train, Aghazman, Chavarlan Castle, the old part of the city. Residents living in these neighborhoods were also considered as the middle class of the city due to its proximity to the mansions of the city, including the Asif mansion. These neighborhoods are limited from the north to Salahuddin Ayoubi Street, from the south to the city center and the commercial axis of Imam Khomeini Street, from the east to Taleghani Street and Chaharbagh neighborhood and from the west to Shohada Street. In the existing historical documents, the central neighborhoods of the city in the Safavid, Afshari and Qajar periods have been mentioned, all of which indicate the antiquity of these neighborhoods in the city of Sanandaj. These neighborhoods have the potential to become a valuable tourism destination due to the multiplicity of valuable buildings as well as important cultural activities in the field of intervention studied in this study. Value elements and areas are Mushir Divan Mansion, Asef Mansion, Ahmadi House, Juma Bazaar area, Gold sellers, Hajar Khatoon cloth sellers, Organic texture of the neighborhood, Old entrances that meet the criteria of the theoretical literature as follows: Their features are discussed.

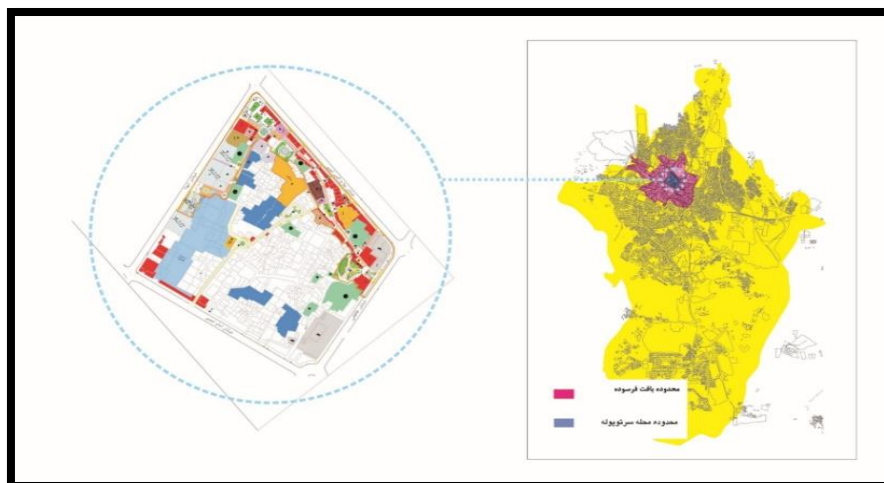


Figure 1: Location of the study area of Sartoleh in Sanandaj (Source: Bumnegar Consulting Engineers, 2011)

5. Discussion and findings

Investigation and analysis of effective factors of central tissue such as:

- The central magazines maintain their organic texture, have a fine-grained pattern that includes the dominant texture of the collection, except for the old mansions and belonging to wealthy families, the rest have a fine-grained pattern texture. The grain pattern can also be considered as influenced by its topographic condition, which has led to the formation of local passages with a steep slope, which has created a special character in terms of view and perspective.

Axes of local scale (organic) The central neighborhoods are the remnants of the organic axes of the old texture that have a special and unique landscape and structure that makes them unique and also attractive to tourists.

- The center of the neighborhoods as a gathering center of services of local scale and interactive space that provides the possibility of attending and holding ceremonies on a local scale and connects the culture context with the commercial axis and the surrounding context.

Existence of significant and historically valuable elements in the field such as Mushir Divan Mansion, Asef and Hajar Khatoon Mansion and undeniable values in the site which is manifested in the form of body, activity and culture due to the rich history, identity and originality of the place.

-Activity in many areas where indigenous and local activities take place. Such as Hajar Khatoon, cultural and handicraft fields such as backgammon .. and functional cultural and indigenous fields in terms of distinct indigenous values that have the potential to create a specific brand for the place, which is itself a factor in the success of the discussion. Competitiveness between cities is about attracting cultural tourists. The quality of housing in this neighborhood, despite physical and social problems, is still of good quality and provides the possibility of revitalization and recreation of the place with the presence of local residents (Sanandaj worn-out texture improvement and renovation plan, Boom Negar Consulting Engineers, 2011). According to the previous content, it is possible to analyze the effective internal and external factors on public participation in the revitalization of the urban fabric with the approach of tourism development using the SWOT technique:

After extracting the criteria and sub-criteria affecting the public participation of urban context revitalization with the tourism development approach, these criteria and sub-criteria in the central context of the city are analyzed based on the SWOT-AHP matrix. The most important items of analysis are in the form of three categories of criteria of facilities and welfare equipment, diversity and social vitality, distinction and identity.

Table 2: Strengths and weaknesses, popular participation in urban regeneration with a tourism development approach

	Sub-criteria	Strangeness		Weakness	
Welfare facilities and equipment	Features efficiency	S1 Existence of elements and signs of urban indicators	S5 Existence of a series of public spaces at different scales	W1 Lack of coherence and integration of elements and activities of population-absorbing	W4 Visual pollution due to commercial wall extensions
	Technology	S2 Existence of special architectural patterns	S6 Local scale park (Shohada Park) for temporary accommodation of tourists	W2 Lack of definition and equipment of input areas	W5 Lack of suitable residential uses
	Services and welfare facilities (accommodation-services)	S3 Existence of a special and valuable visual corridor	S7 Existence of periodic and weekly population-absorbing markets	W3 Physical wear and tear and loss of visual appeal	W6 Lack of diversity in tourism uses
Diversity	The dynamics of local and indigenous life	S4 Existence of demarcation in old neighborhoods	S5 Existence of a	W4 Visual pollution due to commercial wall extensions	
	Dynamics of social activities	S8 Existence of traditional workshops and industries	S14 The existence of high-interaction business axes	W7 activity Lack of holding traditional rituals and celebrations	W10 Low per capita cultural and entertainment complexes
		S9 Ethnic and	S15 Existence of local market and	W8 Lack of	W11 Restrictions

	Tourism	social diversity S10 Existence of local culture customs S11 People's participation in the construction of religious buildings S12 The support of some residents of the historical context in preserving the heritage of	related activities S16 Existence of elements of historical value to attract tourists S17 Character and character range in terms of physical values S13 Communication of the public sphere with the elements of	cultural and educational programs to increase public acceptance of pedestrianism and community health W9 Introversion of some public space activities	on interaction in public space at night W12 Impossibility of presence of all persons of different ethnicities and nationalities
	Cultural attractions				
Distinction and identity	Preserving social and indigenous characters	S18 Historical identity of texture S19 Some architectural decoration patterns remain S20 Existence of index elements	S21 Collective memories of local people S22 Existence of contrast in old urban textures S23 Existence of belonging and collective memories	W13 Lack of specific subjective and objective definition for different places in terms of identity W14 Tissue identity distortion over time W15 Lack of attention to monuments	W16 Influence of valuable signs by unprofessional construction W17 Lack of opportunity to create creative buildings due to restrictions and criteria of cultural heritage W18 Introversion of valuable buildings
	Historical identity				
	Spiritual heritage				
	Memorable				
	Social assets				

Table 3: Opportunity and threat points, public participation in urban regeneration with tourism development approach

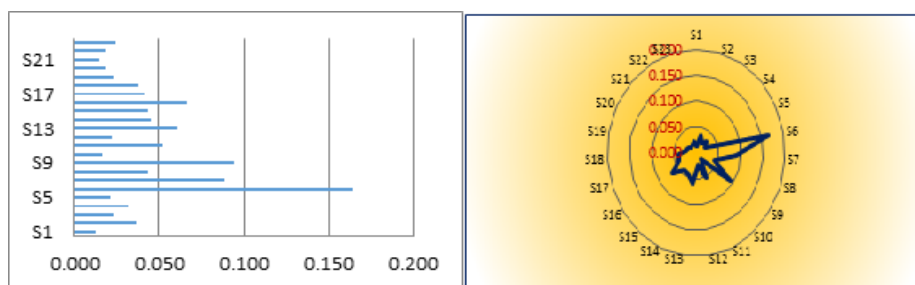
	Sub-criteria	Opportunity		Treat	
Welfare facilities and equipment	Features efficiency	O1 Opportunity to strengthen the border of neighborhoods with historical value O2 city-specific mental image that makes it enjoyable for visitors	O3 Existence of numerous and valuable entrances as a sign and characteristic of texture O4 Existence of a Grand Mosque and mosques and holy places in order to create a network of spaces that enhance social interactions	T1 Disorder of neighborhood appearance T2 Threatening of public spaces by profiteering approaches	T3 Lack of response to the needs of residents and tourists T4 Inability and lack of authority to raise the standards of tourism facilities and services
	Technology				
	Services and welfare facilities (accommodation-services)				
Diversity and social	The dynamics of local and indigenous life	O5 Create a creative and dynamic environment	O10 Existence of neighborhood centers as interactive nodes	T5 Burnout and neglect of buildings, which reduces the vitality of the space.	T7 Lack of cultural and artistic institutions to enhance the unique cultural features of the environment
	Dynamics of social activities	O6 Existence of main and dynamic transitions to increase tissue dynamics	O11 Use of climatic conditions	T6 Decline of permanent residence in some	T8 Allocate spaces with high
	Tourism	O7 Existence of	O12 Existence of activity groups		
	Cultural attractions				

		opportunities to display and express valuable indigenous arts and architecture O9 Strengthen historical attractions and boost tourism	such as markets for tourism-oriented dynamics O13 General Acceptability	areas that will change the vitality and life of the site	potential for parking T9 Fading people's communication and mental image of historical elements of texture
Distinction and identity	Preserving social and indigenous characters	O14 Existence of indigenous artists who strengthen the identity of the city through their art and the use of indigenous elements O15 Restoration of historical monuments in the context as identifying elements	O16 Opportunity to revive the values of visual indicators O17 Building a place with an identity according to the mental memories and belonging of the people of Baft	T10 Lack of attention to the development opportunities and differentiation of the site and creating a special brand T11 Lack of attention to opportunities for recreation and restoration of special features in future development plans	T12 Spiritual heritage Memorable Social assets
	Historical identity				
	Spiritual heritage				
	Memorable Social assets				

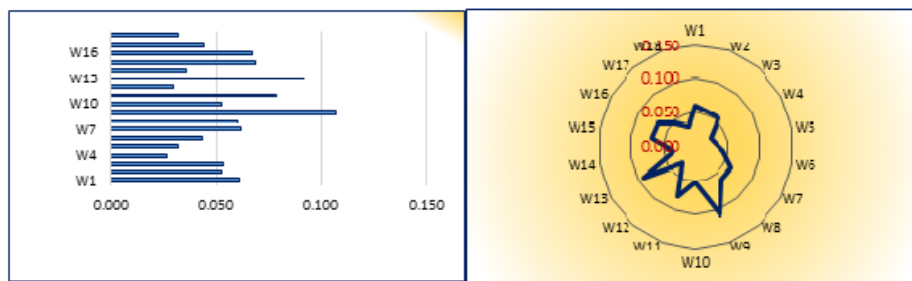
6. Analysis of findings from SWOT method in AHP process

At this stage, after formulating the strengths, weaknesses, opportunities and threats and creating a hierarchical structure of the SWOT matrix with the help of AHP, two-by-two and pairwise comparison of factors in each of the SWOT groups is done separately and through this the most important Priorities are obtained in each group and also based on the categories of public participation on the revitalization of the urban fabric and the development of tourism. These analyzes are presented in the form of Charts 1 and 2 below.

Figure 1: Final weight of strengths and weaknesses SWOT-AHP

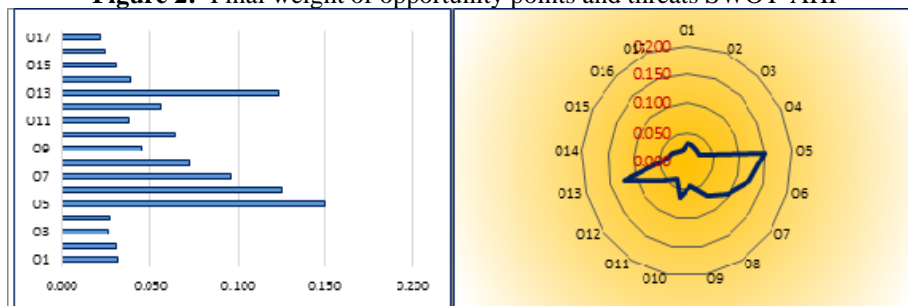


Final weight of weaknesses

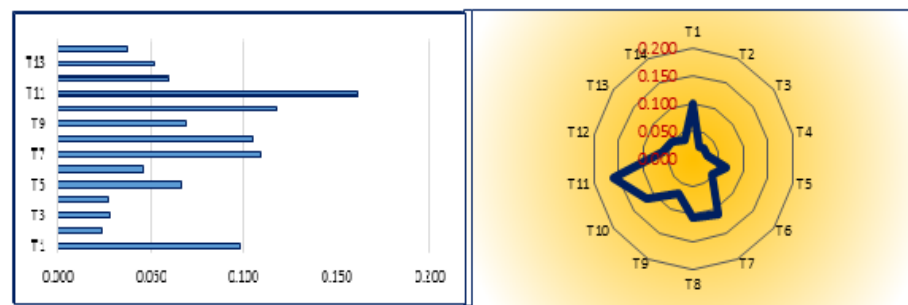


Final weight of strengths

Figure 2: Final weight of opportunity points and threats SWOT-AHP



Final weight of opportunity



Final weight of threats

Table 4: Pair comparison of groups and SWOT-AHP weighting

SWOT	Strength (S)	Weakness (W)	Opportunity (O)	Threat (T)	Geometric mean	Wight
Strength (S)	1.000	0.837	2.962	0.997	1.254	0.283
Weakness (W)	1.194	1.000	3.538	1.191	1.498	0.338
Opportunity (O)	0.338	0.280	1.000	0.337	0.422	0.095
Threat (T)	1.003	0.840	2.970	1.000	1.257	0.248
					4.432	

7. Results of data analysis

The most important priorities obtained are listed in Table (4) that among the 72 factors introduced in SWOT for urban regeneration, 20 factors with the highest coefficient of importance were selected. According to the final priorities of SWOT factors, the factors of the group of weaknesses have the first priority, which means that in presenting strategies for public participation in tourism development, more than other factors should be considered.

Based on what was obtained from the analysis of pairwise comparisons of factors, Figure (1,2). The criterion of diversity and social vitality has the first priority in the loss and development of tourism, and then there are the criteria of differentiation and identity, facilities and amenities, these priorities will be considered in presenting strategies.

After performing the above steps, external analysis (external environment (and internal analysis) of the internal environment is a prerequisite for formulating a strategy based on the SWOT-AHP method. Assigning a score between 1 and 4 to each key success factor in terms of its impact on strategic success indicates that in the internal factors the weight of the group of weaknesses is more than the strengths and in the effective factors of weight (Existence of unused spaces and local scale park (Martyrs Park) for temporary accommodation of tourists, Existence of elements of historical value to attract tourists) and (Introversion of some activities of public spaces that reduce their prosperity, Restriction of interaction in public space at night) And in the group of threats have more weight than the group of opportunities and in effective factors (creating a creative and dynamic environment, the existence of main and dynamic transitions to increase the dynamics of the texture) and (confusion of neighborhood appearance, lack of attention to development opportunities and differentiation Site and brand creation) have been important.

According to Figure (3), this matrix has two main dimensions. The sum of the final scores of the matrix evaluating the factors affecting public participation in recreating the historical context with emphasis on branding cultural tourism is shown on the X axis and the sum of the final scores of the matrix evaluating external factors affecting the Y axis is shown. . Considering that the final score of internal factors is equal to 1.186 and the final score of external factors is equal to 1.268, with a total of 2.454; To show that there is weakness in internal factors and the set of points is in Figure (3), so it is necessary to use defensive strategies. Because the central context of Sanandaj for public participation in the revitalization of urban context with the development of tourism It has not been able to make good use of external opportunities and avoid threats.

Table 5: Internal environment analysis based on IFE internal factor evaluation matrix

IFE	Group	Factors	Group weight	Intragroup weight	Final weight	Normalized	Score	Score weight	Rank
	IFE	strength	S6	0.283	0.164	0.046	0.075	4.000	0.229
S8			0.096		0.027	0.043	3.5000	0.151	2
S7			0.089		0.025	0.041	3.700	0.150	3
S16			0.066		0.019	0.030	4.000	0.121	4
S13			0.061		0.017	0.028	4.000	0.111	5
Weakness		W9	0.338	0.107	0.036	0.058	1.000	0.058	6
		W13		0.092	0.031	0.050	1.500	0.075	7
		W11		0.079	0.027	0.043	1.700	0.072	8
		W15		0.069	0.023	0.038	2.000	0.075	9
		W16		0.067	0.023	0.037	2.000	0.073	10
								1.186	

Table 6: External environment analysis based on the EFE external factors evaluation matrix

EFE	Group	Factors	Group weight	Intragroup weight	Final weight	Normalized	Score	Score weight	Rank
	EFE	Opportunity	O5	0.095	0.150	0.014	0.038	4.000	0.151
O6			0.125		0.012	0.031	3.900	0.122	6
O13			0.124		0.012	0.031	3.000	0.093	7

Treat	O7	0.284	0.096	0.009	0.024	3.400	0.082	8
	O8		0.073	0.007	0.018	4.000	0.073	10
	T11		0.161	0.046	0.121	2.000	0.242	1
	T10		0.117	0.033	0.088	1.500	0.132	5
	T7		0.109	0.031	0.082	1.800	0.147	4
	T8		0.105	0.030	0.078	1.000	0.078	9
	T1		0.098	0.028	0.074	2.000	0.148	3
								1.268

Figure 3: Internal-external matrix (determining the type of strategy)

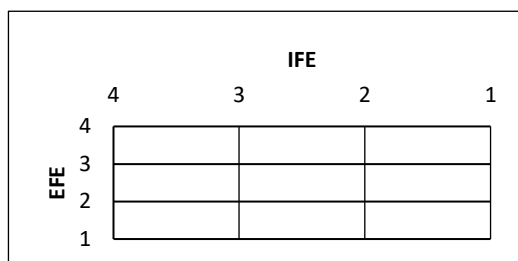


Table 9 - Priorities of factors affecting public participation in the revitalization of the urban fabric with SWOT-AHP tourism development approach

SWOT	Priorities of each group	SWOT's Factors		Intragroup priorities	Final priority	Rank
Strength (S)	0.283	S6	Existence of unused spaces and local scale park (Shohada Park) for temporary accommodation of tourists	0.164	0.04645	1
		S8	Existence of traditional workshops and handicrafts in the area	0.095	0.02680	8
		S7	Existence of periodic and weekly markets that attract people in public spaces	0.089	0.02516	9
		S16	Existence of elements of historical value to attract tourists	0.066	0.01872	13
		S13	Relation of the public arena with elements of activities such as the Grand Mosque Bazaar	0.061	0.01718	14
Weakness (W)	0.338	W9	Introversion of some activities of public spaces that reduce their prosperity	0.107	0.03616	3
		W13	Lack of specific mental and objective definitions for different places are contradictory in terms of identity	0.092	0.03099	6
		W11	Limit interaction in public space at night	0.079	0.02673	10
		W15	Lack of attention to historical monuments	0.069	0.02338	11
		W16	Impact of valuable signs by unprofessional construction	0.067	0.02272	12
Opportunity (O)	0.095	O5	Create a creative and dynamic environment	0.150	0.01429	15

	O6	Existence of main and dynamic transitions to increase tissue dynamics	0.125	0.01185	16	
	O13	General acceptance	0.124	0.01173	17	
	O7	Existence of opportunities to display and express indigenous arts and architecture as a valuable urban landscape different from other cities	0.096	0.00915	18	
	O8	Opportunity to create centers and centers of activity on various scales	0.073	0.00693	19	
Threat (T)	0.284	T11	Lack of attention to opportunities for recreation and revitalization of specific features in future development plans	0.161	0.04579	2
		T10	Lack of attention to site development and differentiation opportunities and creating a specific brand	0.117	0.03331	4
		T7	Lack of cultural and artistic institutions to strengthen the unique cultural features of the environment	0.109	0.03100	5
		T8	Allocate spaces with high potential in the area to stop cars and threaten opportunities to create interactive spaces	0.105	0.02969	7
		T1	Chaos in the appearance of neighborhoods	0.098	0.02796	

8. Conclusion

Considering that the central fabric of the city can enter the cycle of regeneration by injecting components of social identity as an exogenous factor by removing works of historical, cultural and religious foundations and holding many religious and religious ceremonies, and by reviving and using Adapted from the historical structures of the textures to create a more vibrant urban center and a more prosperous economy for the city, it is necessary to use the participation of the people in cultural regeneration in order to develop tourism and thus promote the identity of the historical context. Improving the conditions of the texture, increasing the attachment to the place and the sense of belonging of the residents, as well as increasing the social interactions between the residents and other people of the city and by holding celebrations and ceremonies in the places intended for this purpose in the texture, revive social branding. In this research, first the effective criteria and sub-criteria of public participation in urban regeneration with the approach of tourism development in the central part of the city based on the literature were extracted and then with the help of sustainable place model in the form of three criteria: welfare facilities and diversity, social vitality and differentiation. And identities were categorized. These three criteria and sub-criteria were used for each of them in analyzing the strengths, weaknesses, opportunities and threats of the current situation of the historical fabric of the headwaters and the formation of the swot matrix of the range. In order to adopt appropriate and higher priority strategies in order to achieve the research goal, the value and importance and priority of each of the SWOT-AHP factors obtained were evaluated using the strategic analysis method. The results of this evaluation showed the criterion of diversity. And social vitality, and sub-criteria of research, welfare services and facilities, dynamics of local and indigenous life, tourism, preservation of

social and indigenous character, social assets have the greatest impact on public participation in revitalizing the urban fabric with a tourism development approach is. In assessing the in-group priority of SWOT-AHP factors in the group of strengths, attention to the existence of unused spaces for temporary accommodation of tourists, in the group of weaknesses of introversion of some activities of public spaces that reduce their prosperity, in the group of opportunities to create environment Creative and dynamic, in the group of threats, the lack of attention to regeneration opportunities and revival of special features in the future development plan had the highest weight in urban regeneration. In the final prioritization, the group of weaknesses and threats and the adoption of defensive strategies in achieving the goal were identified as having priority, respectively.

9-Sources:

- 1 - Aminzadeh, Behnaz; Dadras, Raheleh, (2012), *Culturally Oriented Reconstruction in the Historical Context of Qazvin with Emphasis on Urban Tourism*, Iranian Journal of Architectural Studies, No. 2.
- 2- Ansari, Seyed Hassan (1) *Cultural Tourism*, Tehran: Samat Publications.
- 3- Afrakhteh, Hassan, Ahmadi, Atefeh and Afrokhteh, Roshanak. (2015) "*Presenting the optimal model of urban worn-out tissue management using multi-criteria decision analysis methods (case: Sartpooleh neighborhood of Sanandaj)*", National Conference on Worn-out Tissues and Urban History: Challenges and Solutions
- 4- Babaeifard, Assadollah and, Amin, Heidarian (2015) "*Cultural tourism and sustainable urban development with emphasis on the reconstruction of worn-out historical structures*", National Conference on worn-out and historical urban textures: Challenges and solutions.
- Taghvaei, Mohammad, Akbari, (2008), *Introduction to Urban Tourism Planning and Management*, Isfahan: Payam Alavi.
5. Poorahmad, Ahmad and others (2012) "*Study and analysis of the role of museums in the development of cultural tourism*" Case study: Museums in the east of Mazandaran province ("Journal of Tourism Planning and Development, first year, No. 1.
- 6- Papli Yazdi, Mohammad Hossein, Mehdi Saghaei, (2012), "*Tourism) Nature and Concepts*", Tehran, Samat Publications.
- 7- Forouzani, Mohammad Ebrahim (2012): "*Creative Pole, Strategy for Recreating the Historic Center of the City*" Special Issue of Tehran Center for Studies and Planning, Manzar No. 177.
- 8- Poorahmad Ahmad, Habibi Kiomars, Farmer Mahnaz (2010): "*Evolution of the concept of urban regeneration as a new approach in worn-out urban contexts*" Quarterly Journal of Islamic Iranian City Studies.
- 9- Hamidifard, Mohsen, Shia, Ismail (2013), *A Study of Factors Affecting Urban Remembrance - A Sample Study of the Central Texture of Qazvin*. National Conference on New Theories in Architecture and Urban Planning, p.15.
- 10- My left, David (2005), *The creation of neighborhoods and places in human environments*. Translated by Manouchehr Tabibian and Shahrzad Faryadi, University of Tehran Press, Tehran.
- 11- Khasto, Maryam (2009), *A Study of Factors Affecting the Vitality of Urban Space and Designing a Living Urban Space Based on the Concept of Pedestrian Shopping Center (Case Study of Sattarkhan St., Tehran, between Sadeghieh 1st and 2nd Squares)* Qazvin Islamic Azad Branch.
- 12- Sepehrnia. (1390). "*Study of the role of globalization in the formation*" "*Cultural specificities*". Strategic Studies in Public Policy, 2 (5), 121-144.
- 13- Shirmohammadi, Shahram; Motalebi, Ghasem, Heidari, Shahin (2015), *A reading of the position and role of architectural branding on urban competitiveness in global cities*, Quarterly Journal of Urban Management, Volume 4, Number 40; 206.
- Shafiee Dastjerdi, Massoud (2015): "*Modeling the location method in the reconstruction of dilapidated urban neighborhoods Case study: Zeinabieh area of Isfahan*, Quarterly Journal of Urban Economics and Management, No. 12.

- 14- Sahizadeh, Mahshid, Mohammad Saeed Izadi, (2004) "**Conservation and Development: Two complementary or opposite approaches?**", Abadi Quarterly, No. 3.
- 15- Safdari Sima, Pourjafar Mohammad Reza, Ranjbar Ehsan (2014): "**Recreating the culture of the foundation for promoting cultural interactions Case study: The historical context of Mashhad**", Haft Shahr No. 48-47.
- 16- Flamaki, Mohammad Mansour, (2005) "**Urban Renovation and Improvement**" Samat Publications, Tehran.
- 17-Technical, Venus; Mohammad nejad Ali (2010), **The Role of Urban Management in Tourism Development Case Study: Ramsar City**, Quarterly Journal of Tourism Management Studies, Allameh Tabatabaei University, No. (11) 15.
- 18- Fani, Zohreh, and Sadeghi, Yadollah (2009) **Empowerment of Marginalized Residents in the Process of Improvement and Renovation of Urban Dilapidated Texture**, Geography of Amayesh Quarterly, No. 7. p.61.
- 19-Flamki, Mohammad Mahdi (1384). **Revitalization of historic buildings and cities**. Fourth Edition, Tehran: University of Tehran Press.
- 20- Ghasemi Esfahani, Morvarid (1383), **Where are we from? (Identification of residential textures)**, Rozaneh Publications, Tehran.
- 21-Kazemi, Mehdi, (2011), "**Tourism Management**", Tehran, Samat Publications.
- 22- Ghaleh Noei, Mahmoud, Moezzi Mehr Tehran, Amir Mohammad, Shakermi, Atefeh (2016) "**Study of the role of culture in the revival of historical sites (with emphasis on the approach of the cultural neighborhood)**", Institute of Humanities No. 1.
- 23- Karroubi, Mehdi, Ahmadizad, Soran, Farshid Pira, Mohammad (2017) "**Recreation of culture-based urban identity to promote cultural tourism in the old context (a case study of part of the historical context of Sanandaj)**" International Conference on Opportunities and Challenges In management, economics and accounting.
- 24- Lotfi, Sahand (2011) "**Urban Reconstruction of Culture-Based; Reflections on Cultural Themes and Reconstruction Action**" Fine Arts 60-47.
- 25- Koohifard, (392) **Theoretical study of the concept of neighborhood and the effect of identity on its formation in architecture. National Conference on Architecture, Urban Planning and Sustainable Development with a focus on indigenous architecture to sustainable cities**, Mashhad: Khavaran Higher Education Institute.
26. Michael Hall, Ram Jenkins (2). **Tourism Policy Translated by Seyed Mohammad Arabi and Davood Yazdi**. second edition. Tehran: Cultural Research Office.
- 27- Movahed, Ali, (2007), **Urban Tourism**, Shahid Chamran University of Ahvaz.
- 28- Naderian, Zahra (2017), **Recreation of socio-cultural and urban spaces with the aim of promoting the identity of places (Case study: Sang-e Shir Hamedan neighborhood)**, Environmental Studies of Haft Hesar No. 19 / Year 6, pp. 87-96.
- 29- Yazdani Mohammad Hassan, Hazari Safieh, Dehzadeh Zadeh Parvin (1396), **Recreating worn-out urban structures with a sustainable tourism approach by combining strategic planning and network analysis models (ANP-SWOT Case study: Khoy worn-out texture)**, Urban tourism Volume 4, Number 1.
- 30- Awasthi, D. (2011). "**Approaches to Entrepreneurship Development: The Indian Experience**", Journal of Global Entrepreneurship Research, 2(1): 107-123.
- 31-Ashworth, G., & Kavaratzis, M. (2004) **Beyond the logo: Brand management for cities**. Journal of Brand.Management, 61(8), 40-36.
- 32-Avraham, E (2004), **Media strategies for improving an unfavorable city image Cities**, Vol.21, No6. 471–479.
- 33-Avraham, E., & Ketter, E. (2008). **Media Strategies for Marketing Places in Crisis: Improving the Image of Cities, Countries, and Tourist Destinations**. Butterworth Heinemann.p.15.
- 34- Authenticity. (2008), **creative city planning framework a supporting document to the agenda for prosperity: prospectus for a great city, prepared for the city of Toronto**.

- 35- Krätke, S. (2010). *'Creative Cities' and the Rise of the Dealer Class: A Critique of Richard Florida's Approach to Urban Theory*. International Journal of Urban and Regional Research, 34 (4), p278.
- 36-Konig, C. (2011) *City Branding of Hongkong: Imagineering Authenticity*, Stockholm university.
- 37- Kurttila, M., Pesonen, M., Kangas, J., Kajanus, M. (2000). *Utilizing the analytic hierarchy process (AHP) in SWOT analysis-a hybrid method and its application to a forest-certification case. Forest Policy and Economics*, 1, 41–52.
- 38 -Landry,C.& Bianchini,F.(1995).*The creative city*. Demos Publication. -
- 39- Leary, M.E., McCarthy, John. (2013). *Companion to Urban Regeneration* NewYork: Routledge-.
- 40- Landry, Ch. (1995), *The Art of Regeneration: Urban Renewal Through Cultural Activity*, Dem.
- 41- Lichfield, D. (2000) *The Context of Urban Regeneration,in Urban Regeneration*. Sage Publications ltd
- 42-Munda, G. (2009). *A conflict analysis approach for illuminating distributional issues in sustainability policy*. European Journal of Operational Research, 19(1), 312-344.
- 43-Onyx, J., Bullen, P. (2000). “*Sources of social capital*”. In I. winter (Ed), *social capital and public policy in Australia* (pp. 105 – 134). Melbourne: Australian Institute of family studies.
- 44-Parkerson, B., & Saunders, J. (2005). *Citr barnding: can goods and services branding models be used to brand cities? place branding and public diplomacy*, 242-264.
- 45- Roberts, Peter W. & Huge skyes, (2003), *Urban Regeneration: handbook*, London, sage.
- 46-Rehan, M.R. (2013), *Urbam branding as an effective sustainability tool in urban development*. HBRC Journal, Volume 10, pp. 222–230.
- 47- Pratt, A.C. (2008), *creative cities: the cultural industries and the creative class*, Geografiska Annaler: Series b, Human geography90.
- 48-Smith, Bruce (2003) *Public Policy and Public Participation Engaging Citzens and Community in the Development of Public Policy*, BLSmith Groupwork Inc
- 49-Sanoff, Henry, (2000), “*Community Participation Methods in Design and Planning*”, John Wiley & Sons, INC.
- 50- Smith, M. (2007), *Tourism, Culture and Regeneration*, UK, Oxford, Cabi Press.