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**Original article****Offering Solutions of Sustainable urban tourism by the use of SWOT model, case study Isfahan city****M. Roustazadeh sheikh Yousefi^a, H. Mesgarian^{b,*}, A. Jahangiri^c**

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Tourism phenomenon has been spread world wide today. It's because of technological innovation development and overall capitalism expansion in current age. Tourism in this situation has caused human being relocation and mobility and in worldwide level, has created concept of relationship with other cultures in different locations, as socio-geographical phenomenon. In this case cities includes important scientific, recreational, sport, shrine, historical, culture, medical, centers, etc., in addition to this cases, also utilities natural attraction, etc., can play role as touristic city in the center of the country. In this research discursive- analysis method has been used for collecting data and proceed to identify tourism potentials, abilities, limitations and inadequacy of Isfahan by documental and library deliberations and field studies, SWOT model has been used for analyzing data. Then, offering solutions for sustainable urban development and eventually movement toward tourism development have been emphasized on.

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1. Introduction

Tourism is an activity including economic, social, environmental and political aspects which encompass most life codes (Masoumi, 1388, p: 8). Nowadays, tourism industry is used as a powerful arm to increase income and eliminate poverty of developing countries (Mahdi nejad, 1383,p: 53). Currently, tourism has been transmuted to the most important economic activity in the world in this case cities are considered as attractive places for tourists be caused having long history, and, establishment, The oldest ancient symbols, related to cultures and notional values of each country (hall, 1993, p:22).Although, according to UNESCO criteria, our country is one of the 10 noticeable historical countries, in point of amount of attracting tourist and income is 70th in the world. So, for existing an overall sustainable development and also supplement new in com resources rather than oil resources needs to use all possibilities and abilities. In this line tourist industry development, which economists call it as third dynamic growing economical phenomenon, after oil industry and car industry, consider critical need of country so deliberating potential of development of this industry would be necessary in different areas of country. Isfahan is a unique area in Iran where according to tourism components has potential of tourism development. It is considered as a suitable bed for tourism industry development by owning ancient history, worthwhile historical contea and striking facilities. Thereby, in this article, it has been proceeded to deliberate and distinguish the tourism industry development potentials in Isfahan.

2. Methodology

In this study, descriptive – analytic method is used for offering solutions of sustainable urban tourism. It identifies inner and outer factors of sustainable tourism attractions by SWOT model.

3. Tourism and sustainable development

Development is an idea and practice which create in 19th century. This concept is different from progress idea (kawen, shenton, 1996, p:1). The idea of sustainability has root in far past to thoughts of environmental movement. Sustainability concept footstep can be found in literature and also geography. Perhaps it can be said that sustainability its topic are resultant of thoughts of geographical determinism and possible integration. Sustainable tourism in modern world, is a comprehend sieve approach which is demanding long-term growth without any destructive effect on natural ecosystem. It also emphasizes that human beings will be able moderate or retouch certain pros of environment positively or negatively (Sharifzadeh, 1381, p:55). For this reason, in the past few years, sustainable tourism concept has progressed to the extent so that be able to response threats of unorganized tourism. Sustainable tourism has investigated tourism within the boundaries and creates triangle – like relationship between host society and its land in one way, and guest society (tourists) on the other way.

4. Tourism principles include

4.1. Sustainable use of resources

Resources can be interpreted as natural (water, land use, biodiversity) cultural, social; these principles are on parts of that which is used in other places which can be mentioned as sociocultural sustainability.

4.2. Recourses preservation and survival

Diversity is a complex attraction and includes biodiversity, sociocultural diversity, as well as diversity in a production and promenade is offered for tourism.

4.3. Integrated tourism in programming

Tourism should be considered integrated in programming and not be considered limitedly.

4.4. Responsibly tourism marketing

An efficient programming with its dimensions of marketing and considering different needs to vitalize tourist can be used. Diversity of sustainability of parts is related to all ecological, sociocultural and economical sustainability. Diversity must be investigated according to this condition.

4.5. Supporting the local economy

In last 20 years, in many areas in developed and developing countries tourism has been one of the most important economic activities. Occupation growth and income generation has been tow profitable economical factor by tourism.

4.6. Consult with community members

Governments should consult with all community members and act in coordination with them which can help tourism sustainability.

4.7. Manpower training

the need for continuing education for each occupation which is related to tourism such as cooking, qualified management, efficiency, increase the impact, introducing new technology and environmental development most be some subject which are tough people.

5. Urban tourism

There are many definitions of tourism and urban tourism. " Artur borman " 1930 , has defined tourism as: It includes complex of travelling which have been done in order to rest, business or other careers or participate in special ceremonies and permanent absence of tourist from his or her permanent residence is not permanent (Rezvani,1386,p:15). But the most complete definition has been by French national institute for transport and safety research is journey by motivation to distinguish city in terms of population over but 2000 people (municipals journal, vole 95- 96, 1374, p:5). But what indications cause city to have necessary Characteristics in order accept tourist?

It must be said that urban tourism is the part of citizen leisure spending that satisfies their continuous leisure needs in open areas inside the city and surrounding environment. This kind of tourism was too complicated and considers amount of activity and resources, tourists in the city and number of visitor of these activities and resources. Passion to urban tourism has caused to progress this kind of tourism since 1980 (Liikanen.Eekki -2000). That set of related factors has impact on, such as:

- Need too vitalize and rehabilitation to historical centers of the cities.
- Division of the labor unlimitedly and differently.
- Interest in the cultural and historical heritage
- Urban development and urban networks
- New opportunities
- Behavioral and cultural changes

According to EMT (European travel monitor) data, in last 10 years, urban tourism with 4 percent annual growth devote 35 percent of Europe international travels to itself (Liikanen-2000). There are many factors for tourism. Some of these factors include:

- Weather condition of visit time.
- Cleanliness and maintenance of the city.
- Tourist individual heath crime.
- Access to attractive parts of the city.
- Promoting welcoming culture between locals to tourists.
- Being able workers in the tourism sector to speak foreign languages.
- Decorations and paintings of the urban environments as a place for working.
- Number of restaurant and reception facilities in the city.
- Totally should be said that nowadays tourism invites a lot of attention and It's possible to attract tourist by identifying each area potentials.

6. SWOT model

This model is a term which is used for identifying internal strengths and weaknesses, external opportunities and threats a system encounter to maximize strengths and opportunities and minimize weaknesses and threats in order to offer the best tourism solution according to public participation in tourism of the area and high ability of SWOT model programming can introduce a view of the fact to experts and planners by investigation internal and external factors and assessment resources and family identify tourism strong regions by codification and assessment resources and calculate tourism of region (Hekmat nia & mousavi, 1385, p:294).

7. The study area



Isfahan province covers an area of approximately 107045 square kilometers. It's located between north latitude 30 degree and 42 minutes to 34 degree and 27 minutes and east longitude 49 degree 49 degree and 38 minutes to 55 degree and 32 minutes, in the center of Iran. To its north, stand the Markazi province and the provinces of Qom and Semnan. To its south it is bordered by the provinces of Fars and Kohgiluyeh and Boyer Ahmad province. To the east, it is bordered by the province of Lorestan and to the southwest by the province of Chahar Mahal and Bakhtiyari. Isfahan is one of the biggest industrial cities of Iran. This city with 88 noticeable monuments and hundreds of other monuments is an important historical and tourism city which has an vital role in tourism industry of Iran (Mohammad Zadeh, Shirkhani, Azani, 1391). This city is one of the rarest world valuable archeological sites and many antiquities have been recorded in Isfahan list. Isfahan history has root in myth and legends. It also goes back to Noah and Solomon and Known as source of Blacksmith Kaveh movement. The importance of Isfahan is so much that in the most of world's encyclopedias, there is an entry about, it itineraries has been written by Tavernier and Charden, etc. about it. Its trappings of civilization as well as its architecture style, sect and jurisprudence direction are noticeable.

8. Isfahan tourism attractions

- Historical and cultural attractions.
- Natural attractions.
- Artistic attractions.
- Commercial attractions.

Table 1

Isfahan historical attractions.

	<p>Fire temple of Isfahan</p>	<p>One of the historical sites where goes back to Sasanian era is Zoroastrian fire temple located at the top mount Atashgsh about 8 kilometers west of downtown and 2 kilometers far from Amo Abdellah tomb (Monar Jonban) visible in the north of Najaf Abad road. There is an old adobe building at the top of the mounts and 2 Sasanian capitals has been discovered which has high reliefs and introduce a king like Shapur I. one of these capitals has been moved to ancient Iran museum and the other is being kept in Chehelsoton mansion.</p>
	<p>Shahrestan bridge</p>	<p>It is the oldest bridge on Zayande Roud river located about 3 kilometers east of Isfahan in Jey area. This bridge goes back to Sasanian era but the Seljuks and Daylamites works are quite evident.</p>



Khaju bridge

One of the most beautiful Safavian bridge on Zayande Roud river, which was built by the order of Shah Abbas II at the end of Sadr Charbagh at the east of Allah Verdi khan bridge. Today it is called Khaju because near Khaju one of the old quarter of Isfahan, but it was called Baba Rokn Aldin, Shiraz and Gabr bridge in the past. As it has been built in front of ruins of Hassan Bege bridge it also is known as Hasan Bege bridge.



Allah Verdi Khan bridge

It was constructed by the finance and the inspection of Allah Verdi Khan chancellor of Shah Abbas I, in 1008 AH so it's called Allah Verdi Khan and finished in 1011 AH. This bridge has been constructed in direction of Charbagh street and connects Charbagh Bala to Charbagh Paein. It is 300 meters long and 14 meter wide and has 33 arches so it's called 33 arches bridge. Stone has been used in the bridge bases but the rest of building has been constructed by brick.



Juei bridge

It's located between Khaju and Allah Verdi Khan bridge built in 1065 AH. This bridge had connected Gardens and mansions in the north and south of the river.



Marnan bridge

It's constructed in Safavi era and connect Isfahan to Armenian Jolfa.



Naghsh -e- Jahan square

Before selecting Isfahan as capital city there was a square called Naghsh-e- Jahan which has been extended to current form in 1021 AH, Shah Abbas I era. This square with 510 meters length and 163 meters width had been used for types of sports specially Chogan. Remained 2 stone gates in the south and north of the square are signs of this traditional game. The square is surrounded by south side, Sheikh Lotf Allah mosque in the east side, Keisaria in the north side and Ali Qapu palace in the west side of Naghsh-e- Jahan square.



Imam mosque

It is one of the master pieces of 11th century AH, in 25th year of his kingdom. It lasted 20 years. It's located in the south side of the Naghsh -e- Jahan square. This mosque is a masterpiece of tile making and lithograph. Great double - dome tile made with 54 meters height with two 52 meters minarets, and 4 great iwans are the main elements of this mosque. The entrance of the mosque is 29 meters high and main door is covered by gold and silver. Inner elevation of Bazar and Imam mosque are visible from inside the mosque.



Kaisaria Bazar and Timpani Home

It's from Safavi era strutted since 1011 to 1029 AH. It's located in the north side of Naghsh-e- Jahan square and ornamented by great paintings and 1000 paintings. These paintings are master piece of Safavi era artists.

¹ Place decorated with paintings



Timche Malek

Haj Mohammad Ebrahim Malek Al Tojjar, was one gentle- heart figures of Isfahan in 14th century AH. One of the famous Timche in Isfahan Bazar is Timche Malek which has decorative tile making and inscriptions with Persian poetry.



Aliqapu palece

in the west side of Naghsh-e-Jahan square in opposite of Sheikh Lotf Allah mosque, there is a building from Teymurian era selected by Shah Abbas I for government Activities. It was used for reception foreign ambassadors. It was ordered to develop and complete this building. 5 story was added to this building in 1018 AH and some changes exerted in first story and changed in to a high palace with 48 meters height which was called Aliqapu. This mansion has 6 floors which has special ornament in each floor and all the city can be seen from Its roof. There is a bedchamber with 18 wooden columns is third floor. There is a pond made of marble and cooper in the center of bedchamber. The ornaments of place are delicate and exquisite.



Shekh Lotf Allah mosque

It's located in the east side of Naghsh-e- Jahan square opposite of Aliqapu palace. It has no yard and minaret and looks like a domed – bedchamber which has related to Naghsh-e- Jahan square by a magnificent porch. Tile making of inside and outside of dome is Diaphoretic and in terms of portion and beauty certainly is the most beautiful dome has ever been built. Inscriptions and calligraphies in the mosque is written by Reza Abbasi, famous. Calligrapher of shad Abbas era and Bagher Nia unknown calligrapher of Shah that era. This building is Mohammad Reza isfahani's worthwhile masterpiece



Jame mosque

The biggest mosque of Isfahan which has been built on a Sasaki fire temple. Its construction has been started since 4th century AH. The Seljuk constructs its main part. Central building of mosque was built by the order of Malek Shah Seljuk and the Ilkhanan Moghol, Aq qoyunlu, Al-e- Mozaffar and Safavi kingdoms added. It little by little. This mosque is the most important historical building of Seljuk era with attachments ad additions from later kingdoms until current century.



Hakim mosque

This mosque is located at the end of Rangrazan Bazar and was struttred by Mohammad Davood Isfahani known as Tagarrob Khan and finished in 1073 AH. Hakim mosque has been constructed in the place of Deylamian era called Jurjir or jameh Rangrazan which just one magnificent entry has remained. This mosque has a larger Apron and 4 outputs and one tile made bed chamber and few inscriptions.



Seyed mosque

It's located in Bid Abad old quarter structred in Ghajar Fath Ali Shah era by one of the Isfahan strong Spirituality Hojjat Al Islam Shafti since 1180 until 1260 AH. It's the greatest mosque from Ghajar era which building and ornament continued unit\ Seyed's successor's era.

Ilchi mosque

It has been constructed by Saheb Soltan Beygom, Hakim Nezam ALdin Mohammad Ilchi's daughter in 1097 AH in Shah Soleyman Safavi Kingdome. Entry and inner parts has been tiled.



Ali Goli Aqa mosque

it's located in Bid Abad, one of the old quarters Haj Ali Goli on of the Shah Soltan Hosein Safavi's harem eunuchs, proceed to build several famous building such as: Ali Goli Agha mosque, bath, Chaharsou and Bazar and caravansary.



Chaharbagh street (bolvar)

Isfahan selected as capital city by Shah Abbas I in 1006 AH. Thought of creating a bolvard like Chahar Bagh come to Safavi king's mind and was orderd to be built up a long pass way from Dolat gate (opposite municipal palace) to hillside sofefh mountain.



Charbagh Sadr street

This street connect Hassan Abad gate to Khaju bridge which has been constructed by Haj Mohammad Hosein KhanSadr Isfahani since 1221 to 1217 AH. It's exactly similar to Abbasi Charbagh (the old Chrbagh) in terms of plan and street partition.



Chehelsotoon palace

Chehelsotoon Palace completed in 1057 Shah Abbas II era. Its 2120 square meters and build in the center of garden with area of 67000 square meters of columns. It has 18 columns which hold the loggia roof in front of mansion. 2 other columns are located in the front of next bedchamber reflection of mansion and columns are seen clearly, that why It's called Chehelsotoon this palace has rare, Acreography, lithograph and painting with golden roof in big bedchamber due to fire a pant of this palace was damaged in 1118 AH which was repaired later.

Timuri bedchamber

It's from Timuri era and Timur has been sat there. Timuri bedchamber is located near Ashraf bedchamber and has 2big saloon with brick ceiling, Mogharnas and nice Acrography also several room, one large Iwan in front of bed chamber.



Ashraf bedchamber

It's one of the latest safavi palaces which built in shah Abbas II era. This mansion includes one large bedchamber and 2 Luxurious room connected to it. The importance of this mansion is because of its delicate Mogharnas and Acrography. After Afghan's mastery. It called Ashraf because Ashraf Afghan has ascended there.



Char Bagh school

Building of this school was built since 1104 to 1126 AH, in Shah Soltan Hosein Safavi era. These school the last Safavi buildings and show the talent of Isfahan artists of that age. It covers area about 8500 square meters and consists of a large apron where Farshadi stream passes along it the apron which is surrounded by 2 story chambers and also golden and silver door, a beautiful entry one dome and 2 minarets with great tiling. The dome of this school after dome of Sheikh Lotf Allah mosque is one of the most beautiful domes in Isfahan. King's mother's caravansary which is most luxurious passenger's residence in past 3centry, is connected to school from east side. It has been changed in to Abbasi hotel.



Hasht Behesht palace

This mansion was built 1080 AH in Shah Soleiman Safavi era. Eight corners mansion whit 2 floors, and several corridors has Mogharnas and Mosaic ceiling, delicate tile making and inlaid entries, a bedchamber with dome which has a marble pond called pearl pond.



Sareban minaret

One of the most beautiful minarets from Seljuq era at the end of Jubareh quarter and near 40 daughter minaret. It is 54 heights and premeter of its frame is 14 m. it has 7 different parts. From dome to up. The first part is made if simple brick, second and third part are covered by brick ornament, sixth part to i s top of the minaret and seventh part is its apex. The data of constructing is not written in

descriptions. So the exact date couldn't be determined.



40 Daughters minaret.

It's from Seljuk era, 6th century AH, it has descriptions it has been struted in 501 AH by Abdolvahed Mohoji. It is 29 heights.



Dar Al Ziafe minaret

It's located in Jubareh quarter. It's not clear when the building has been struted but it seems to be from 8th century AH. This monument has been the entry of luxurious inn.



Shaking minaret (Menar Jonban)

This building has one tomb and 2 minarets which were constructed on Amo Abd-e-Allah tomb, one of the famous poises in 8th century AH. Date of tombstone goes back to 716 AH, simultaneously kingdom of Soltan Mohammad Khoda Bande entitled Moslem mogul Oljaitu Ilkhan. Porch of shaking minaret is one of Moqulian style buildings in Iran which has added to building in unknown date. There is an noticeable point that when one of the minarets has been shaken by hand, not only the minaret but all of the building will shake.



Vank church (saint sever)

Vank means great in Armenian language. Vanh church is one of the most beautiful churches in terms of sailing gold engraving dome level, paintings and other ornaments. Church museum is located in the north of church and includes attractive worthy objects. Dominance of Iranian architecture can clearly be seen in every parts of church except paintings influenced by Italian and Dutch artists.



St Mary church

Hakup church was built in 1612 A.D. It has very beautiful religions ornaments and tableaus. According to inscriptions the sponsor of this church was Eunuch Aduik on of the American merchants.



Bedkhem church

This church and St Mary church located in Jolfa square near each other. There are other famous churches in Jolfa except 3 churches mentioned above, such as St Haccp church (Jacob) which is the oldest one in Jolfa, George church, Gregor, Minas church and Sarkis church.

Table 2

Isfahan religious attractions.



Imamzadeh Esmail Shrine

It's a complex of Seljuk and Safavi building in east side of Hatef street. The oldest building of this complex is Shoaya Shrine (mosque) and remains of Seljuk minaret. Shrine, enshrine and porch is from Safavi era and a beautiful big brick dome is seen at the top the entry. He is a descendant of Ali-ebn-Abitaleb.



emamzadeh Ahmad shrine

He is an important Emamzadeh in Isfahan who is a descendant of Emam Mohammad Bagher. Building inscription has date of 563 AH (Seljuk era). Inscription of mentioned building written on a monolith stone that this part of black stone called stone porter. Other historical inscription at the top of the apron shows that this building comes back to Shah Soltan Hosein Safavi era and changed to present from by Mohammad Sharaf Al Sharif Al Monajjem.










	Dar Albatikh shrine	Nowadays It's called Dal Beyti which is the name of one of the alley of Ahmad Abad quarter and encompass the shrine of Khajeh Nezam Almolq Tousi, vizier of Maleh Shah Seljuk and some of Seljuk kings such as Malek Shah, berkiargh, Mohammad-ebn-Malek Shah and Malek Khatoon (Torkan Khatoon).
	Emamzadeh Jafar shrine	This building is from Ilkhanan era, 8th century AH located in west west of Hatef street opposite of Emamzadeh Esmael shrine. It has constructed in from of octagon with an elegant tile made dome. The name of Jafar-ebn- Shams Aldin Hosein-ebn- Emad Aldin has been engraved on tombstone inside the shrine and in apron.
	Shahshahan shrine	One of the holey shrines of Isfahan from Teymuri era, located in Shahshahan quarter is near 2 monuments Jame mosque and Darb Emam. The mentioned building, has constructed on cement of one of the mystics of 9th century AH, Shah Alaedin Mohammad whom was killed by the order of Shahrokh Teymouri. The date of construction goes back to 852 AH; this building was repaired in Safavi era.
	Haron velayat shrine (Harounie)	One of the holey places and important shrine of Isfahan. Located in Meydan Kohne quarter, from Seljuks era which was completed and tile made in Safavi era. It has one shrine, porch, tilingdome and 2 aprons in north and west side of shrine. The shrine and entry is from Shah Esmail I kingdom era, 918 AH and seen to be the cemetery of Aron-ebn-Mousa.
	Baba Rokn Al din shrine	The cemetery of one of the mystics of 8th century AH, Masoud-ebn-Abd Allah Beizavi, constructed by the order of Shah Abbas I in 1039 AH with a pyramidal dome was completed in first year of Shah Safi Kingdome. It's located in Isfahan Takht-e-Foulad.
	Saeb Tabrizi Tomb	It the tomb of well-known poet of Safavi era, in Shah soleyman Safavi kingdome which is located in his personal garden, Tekie garden, next to the Niasarm Stream. The iscription of his tomb shows the date of 1087 AH.
	Takht-e-Fuolad	Takht-e-fuolad cemetery is one of the most valuable Isfahan cultural heritage where is the tomb of scientists, scholars, poets, artists and other elders of Isfahan which is called by Lesan Alarz, Baba Rokn Aldin. There are multiple in this cemetery such as: Mir Fendereski, one of the sages and mystics of Safavi era.
	Darb Emam	It is a shrine remained from Jahan Shah Kara Koyunlu era (9th century AH). Located chambalan or Darb Emam quarter. This tomb encompasses 2 tiling dome, 3 aprons, 2 entry, porch, enshrine and cemeteries of 2 other Emamzadeh.

Table 3
Isfahan natural attractions.

	Sofeh mountain	The small range of Sofeh mountain is located at the south of Isfahan. The lightest peak is 2400 meters. Due to the proximity to the city, it has added to beauty of Isfahan natural situation there are springs of water in sofeh mount which are well-known from the past such as Darvish spring which is like a natural covered pool located in Foothills.
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Yaran mounition The range of yaran mountain has extended from north west to south east. Its peak is 2369 meters height can be seen at the south of Shahreza roud. The best way to climb mount is through Latarik spring and undid the west crest, It lasts 3 hours. Water of Latarik spring is the coldest and softest in the region.

Zayande river This river is the biggest central plateau of Iran which comes from Bakhtiari Zard Kooch and after distances, irrigates Isfahan plain from west to east. It is 400 to 480 kilometers with its maze but in straight line is 270 kilometers. The width of the river bed is changing between 100-300 meters.

Najvan lands With area of 1200 hektar is the west part of the city is the only green area centered in the suburb of Isfahan.

Flowers garden This garden was established for recreational, cultural and didactic research purposes and is on of the striking attractions of Isfahan.

bird's garden It is one of the recreation attractions of Isfahan located in Zayandeh river bank which covers 55000 square meters.

Table 4
approach to strategic factors..... of SWOT in Isfahan sustainable tourism.

	strengths	weaknesses	opportunities	threats
Economical	1-Tendency of the private sector to invest in tourism section. 2-existence of good substrate for creating jobs in tourism. 3- Existence of beautiful handicrafts and attract funds by it to. 4- Existence of eroded land to create recreational and tourism use.	1-Lack of coherent and comprehensive plans which tourism activities proceed in according to. 2-Lack of attention to tourism economy	1-Utilizing sustainable management method for establishing and exploit tourism infrastructures, facilities and services. 2- Existence of investment potential facilities with high rate of return on investment.	1-Lack of recreational places and parking lots in the city
Social cultural historical	1-Having multiple social, cultural and historical attractions. 2-Existence of communication networks with other tourism regions 3- Existence of suitable monument for function shift.	1-Lack of specialists and trained people in tourism. 2- Lack of sufficient recreational welfare installation 3- Lack of public participation. 4- Lack of sufficient parking lots.	1-Existence of historical houses in order to create residential and cultural centers 2- Existence of lots of valuable for public use.	1-Development of Heterogeneous constructions in historical context 2-Advent of inappropriate use in historical context of city.
ecological	1-Existence of world's valuable monument. 2- Existence of unique and beautiful landscape. 3-The river pass through the	1-Lack of recreational installations for domestic and foreign tourists. 2-City expansion and land destruction and its	1-Possibility of creating infrastructure and proper facilities in order to solve environmental	1-Possibility of destruction of environment due to tourism development without paying

	city and green area around it. 4- Existence of sofeh mountain and natural parks. 5- Existence of gardens and open green area.	gardens. 3-Drying the river due to drought.	problems. 2-possibility of use of renewable energy sources such as wind, sun and geothermal energy.	attention to environmental issues. 2-Lack of sufficient and suitable investment in order to solve environmental problems.
institutional	1-Existence of potentials for creating pedestrian networks. 2-Officials beliefs in creating jobs by tourism development.	1-Lack of leaders and experienced staff in tourism sector. 2-Poor traffic management in historical and valuable passages. 3-Lack of external and internal marketing in order to attract tourist.	1-Enacting regulations of protecting the tourism industry and financial supports for tourism expansion.	1-Lack of sufficient training by government in order to inform local residents and conduct them for tourism development growth.

Resource : Author.

Arrangement of basically solutions of tourism development is done according to final and strategic goals. So it should be considered that these solutions approach to satisfy needs of local residents and tourists, and reducing environmental hazards due to tourist's presence. Basically solution in 4 aspects, economic, social, cultural, environmental and institutional are in the below.

9. Offering sustainable urban tourism solutions in Isfahan

9.1. Economical solutions to tourism development in Isfahan

Predispose and exploit private sector support and entrepreneurs in order to invest in tourism industry through making clear the government policies.

Accurate use of credits in tourism and avoid wasting investment.

Vary making diversity tourism facilities, activities and services in order to satisfy tourists and increase the number of them.

Efficient marketing and propaganda in order to attract tourists and turn out Isfahan as an active pole of historical, natural and commercial tourism.

Benefit from tourism development in order to utilize creating jobs and income potentials and development and distribution of recreational use.

Social and cultural solutions in order to tourism development in Isfahan.

Predispose and encourage people to participate in order to develop different tourism subtractions, equipment's and convenience and earn money through this.

Create an effective interaction between tourist and host society.

9.2. Environmental – physical solutions in order to tourism development in Isfahan

Vary tourism services in order to satisfy tourists and create jobs.

Public transportation development in order to easy access to services and tourism attractions.

Exploit organizational capacity in order to reduce hazards and environmental pollution in tourism places.

Creating residential and recreational centers with efficient facilities for domestic and foreign tourists.

9.3. Institutional solutions in order to tourism development in Isfahan

Development of promotional programs in order to introduce natural and historical attractions, cultural characteristics, architecture and Isfahan customs.

Use of experts in order to create grassroots organizations and promote also spread and education of attraction.

10. Conclusion

Most of the cities of Iran have abundant capabilities in tourism and if these capabilities are employed properly the unique complex will be provided in tourism. According to this research, Isfahan as a valuable architectural, natural and religious treasure, with cultural monuments and commercial situation would be effective in solving problems such as unemployment and local downturn providing formular planning and industry development.

It also results urban management system to increase the economic power of the city and consequently city organizations income while helping cultural interaction and exchange and protection of cultural values causes predisposing of sustainable city development.

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