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Tourism Development in Historical Textures of Tehran City (Case Study: Hazrat Abdul Azim Shrine Area)

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Abstract
An industrial city tourism that manages and sells various products and experiences for people who have a wide range of motivations, tendencies and cultural perspectives and engage in a dialectical interaction with the host community. The old and ancient texture of cities due to their existence and the presence of historical valuable elements, proper communication position, the main market of the city and its economic heart, and etc. have a unique value and place in the spatial and functional structure of the city. Historical textures with enduring cultural values are one of the most important fields of development for endogenous development. These textures have characteristics and properties such as: large number of buildings, spaces and memorabilia of the old texture so that old town is distinguished from the periphery and immediate parts of the city and surrounding areas. Among the different regions of the country, the area of the Holy Shrine of Abdulazim in Tehran is of the potential tourist areas due to its historical dating and the abundance of attractions, as well as the diversity in its texture. Therefore, the main goal of this research is development of tourism in the historical texture of the shrine of Hazrat Abdul Azim. Descriptive-analytical method was used in this applied-survey study. The analytical method of SWOT was used to answer research questions and to provide a strategy for tourism development. For this purpose, a list of strengths and weaknesses, as well as opportunities and threats was prepared adjusting the strategic factors in order to extract SWOT matrix and provide the approaches derived from these analyzes as solving strategies regarding strengthen of the range. In addition, it can be concluded with a systematic view over the weaknesses and strengths as well as the existing opportunities and threats, that there are more strengths and opportunities available in this field, which must be exploited using the strengths and existing opportunities. The results obtained from the evaluation of the factors affecting the tourism development of the historical texture of the Hazrat Abdul Azim Shrine using Analytic Hierarchy Process (AHP) model showed that the importance of the AHP technique, 6 main criteria and 23 sub-criteria based on the calculation of the relative and final weights among the evaluated criteria, historical and cultural attractions have the highest significance with coefficient (0.199), respectively.
Keywords:*Tourism Development, Historical Texture, Tehran city, Hazrat Abdulazim Shrine*.

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1- Introduction

Nowadays, tourism activities are considered as the fourth part of human activities after agriculture, industry, and service so that experts anticipate that tourism is the most profitable industry of the world by 2020 calling it invisible export (Karimpanah, 2005, P. 12). In fact, tourism is used as a tool to drive critical economies and expand developmental activities through job creation and income growth (Abby & Geffrey, 2006, P. 16). Nowadays, urban tourism has been considered by tourism centers and urban managers because of various reasons such as city attraction, proper infrastructures, transportation and displacement centrality, elimination of unemployment, job creation, and urban development (Butina Club, 2011, P. 19). Accordingly, it is found that attractions and fame of an urban area can effect on tourists making decision to revisit the city (Clark, 2004, P. 16). Urban tourism in developed countries is one of profitable activities so that this industry has undeniable positive and negative effects on various economic, social, cultural, and ecological fields in touristic cities in the world. Historical areas encompass numerous historical and cultural attractions; hence, they are considered as significant tourism destinations. Considering specific properties of historical areas in cities, an integrated management should exist to organize important bodies and institutes that play a key role in these areas. However, the current situation of historical textures of Iran's cities has led to various problems in these areas such as large number of officials and responsible institutions, the mismatch between tasks of Cultural and Tourism Heritage Organization and urban management tasks, lack of general and common rules in field of tourism (Mehdizadeh, 2004). Iran has a wide range of landscapes, weather, and tourism attractions because of its geographical situation, climate and different local cultures (Ghaderi et al. 2011). It will be possible to benefit from valuable implications of tourism if the nature of this phenomenon as well as its properties and capabilities of various

regions is recognized (Khalili Kahnemoue, 1998). The situation of tourism industry of Iran shows that Iran is at the rank of 86 among 174 countries in case of the contribution of tourism sector from GDP; in this case, Iran is the third country among Persian Gulf countries after Bahrain and Qatar. In case of investment in tourism industry, Iran has the global rank of 172 among 186 countries and at last rank among Middle-East countries. Iran obtained rank 43 among 174 countries in 2005 considering the value of tourism industry (Kamali, 2011, P. 9). The area of Abdulazim Shrine is the southernmost area of restrict 20 of Tehran. The 6000-year oldness of Shahr-E-Ray as well as its valuable historical monuments and visitors of Abdolazim Shrine have created outstanding historical-religious specifications in this region making it distinguished from other regions of Tehran. Besides significant historical, religious and cultural specification, open landscapes because of proximity of Bibi Shahrbanoo Mountain and southern privacy of Tehran City can be mentioned as a proper potential for future development of this area. Despite these attractions, tourism industry in this area has been less developed compared to other regions due to lack of suitable planning and investment.

2- Theoretical Literature and Research Background

The concept of tourism can be addressed based on various aspects and views. Smith believes that tourism managers should accept different definitions of tourism meanwhile understanding existing disagreements (Hall & Jenkins, 2010, P. 18). Tourism is adopted from tour that means visiting a place or trip to see a destination (Oxford, 1989, P. 189). The word "tourism" was used in English journal named Sporting Magazine for first time when this word was used as a journey to visit historical monuments and natural landscapes for pleasure (Mahallati, 2001, P. 3). However, globetrotting is used as the synonym of tourism in Persian dictionaries so that tourism means trip for pleasure and joy in which, the passenger goes to a destination then comes back to his/her resident (Alvani, 1994, P. 18). The most perfect definition of tourism has been expressed by World Tourism Organization. According to this definition, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity

remunerated from within the place visited (WTO, 2001, P. 12). Tourism is defined as activities done by traveller during a journey; this process consists of any activity such as planning for journey, trip to destination, coming back even remembering its memories. Moreover, tourism consists of all activities done by the tourist during a journey. This process consists of any activity such as trip plan, traveling to destination, coming back and remembering trip memories; some other activities done by tourist can be mentioned such as shopping and interaction between host and guest. In general, any activity and interplay during the journey of a tourist can be mentioned as tourism activity (Movahed, 2007, P. 15). It is essential to express the meaning difference between globetrotting and tourism. Globetrotting was basically a cultural action to recognize the world, to get closer to the God and to advertise the religion; while tourism is an economic action for pleasure and sense of comfort escaping from urban businesses and meeting sense of curiosity (Papoli Yazdi & Saghaee, 2006, P. 22).

Geographers have provided numerous definitions for tourism so that this case is such important in their viewpoint that has been introduced as an independent branch in geography entitled "Tourism Geography". This word was entered into geographical literature of Germany by Altrandr in 1905 then different forms of globetrotting and its cultural, social, and economic importance were more considered expanding geographical studies. Two descriptions for globetrotting in opinion of geographers have been mentioned herein:

"Study of geographical conditions of globetrotting and correlations between different forms of temporizing and various cultural and natural factors" (Shokoee, 1975, P. 12).

"Effects and interactions between people or a group of non-native people and surrounding environment because of temporary presence to spend leisure time"; the mentioned definition not only confirms social, economic, and cultural aspects of globetrotting but also justifies and expresses its advent considering geographical factors such as natural and human factors in order to analyze a globetrotting trend and determine social, economic, and cultural effects based on a conscious knowledge and future prospect (Rezvani, 1995, P. 12). Academic literature of urban tourism in Iran and all around the world

has been expanded considerably. In this regard, some studies have been conducted to analyze, appraise, and study feasibility of tourism capacity in urban areas; some of these studies are as follows:

According a study conducted in Taiwan, researchers used Delphi technique to identify evaluation criteria for tourism places. For this purpose, some local residents, tourists and managers were interviewed; ultimately, sustainable ecotourism criteria system as defined to handle studied tourism places in Taiwan (Tsaur et al. 2006, P.27).

Hadiani et al. (2012) conducted a study entitled "strategic planning for tourism development based on SWOT model analysis" in Shiraz, Iran and found that among acceptable strategies for tourism in Shiraz, conservative strategy is at first rank and aggressive strategy is at second rank; modern advertisement and tourism marketing methods can be effective in first strategy and providing services and facilities besides attractions for tourists at national and international level can be effective in second strategy. Rezaeenia and Jafari (2014) conducted a study under the title of "ranking management strategies for tourism destinations in Soltanieh, Iran based on strategic model of SWOT and QSPM Matrix" and concluded that extensive advertisement and private facilities assignment to construct hotel and preserve tourism markets as well as introducing attractions and using natural potentials of city to create entertainment facilities can be mentioned as the most important strategies in city tourism. Yazdani et al. (2017) carried out a study entitled "renovation of worn urban textures with tourism approach using SWOT and ANP models" and indicated that strategies ST2, ST1, and WO2 are respectively prior in Khoy City, Iran suggesting competitive strategy for this city.

3- Research Methodology

This is a descriptive-analytical study with survey-applied type in which, library study was conducted to address dimensions, definitions, and theoretical framework of research; on the other hand, the accurate field observations referring to relevant organizations and institutions were used to collect required data at studied area to respond research questions. Finally, analytical method of SWOT was used for data analysis and providing tourism development strategy for historical texture of city. For this purpose, a list of strengths, weaknesses,

opportunities, and threats was prepared, strategic factors were adjusted to extract SWOT matrix, and the strategies obtained from these analyses provided as helpful policies to strengthen infrastructures and tourism potentials of historical texture. SWOT Matrix is an instrument to recognize threats and opportunities existing in external environment and internal weaknesses and strengths in order to choose some strategies in order to conduct and control the system. According to this model, a suitable strategy maximizes strengths and opportunities while minimizes threats and weaknesses (Movahed & Kohzadi, 2010, P. 13). To evaluate and rank factors affecting tourism industry in studied area, the most significant indexes in tourism were examined and AHP model was used to rank them. AHP method was recommended by Saaty in 1970s based on human brain analysis for complicated and Fuzzy problems (Asgharpour, 2005, P. 21). This process is a suitable method to make complicated decisions that its factor and elements are qualitative and hardly converted to quantitative elements. In this method, after creation of a hierarchy structure of decision-making elements (objective, criteria, and options), elements are compared pairwise then weight of each element in one cluster or determination level is determined to make sure about stability of determined weights in order to achieve the considered goal calculating their consistency rate. In Brief, this method is an effective tool to make complicated decisions that can provide a logical assurance about obtained results besides accelerated decision-making process identifying and determining required criteria regarding objective and subjective appraisal of selected options, weighting them and analysis of criteria regarding a certain goal (Aghayari et al. 2004, P. 4). Statistical population of this study consisted of all people (452740 members) living in restrict 20 of Tehran. Sampling method was based on simple random sampling using Cochrane formula through interview and questionnaire that 384 obtained for experts' questionnaire (30) and questionnaires of people (354 members) living in around Abdolazim Shrine.

$$n=\frac{\frac{t^2pq}{d^2}}{1+\frac{1}{N}\left(\frac{t^2pq}{d^2}-1\right)}\quad n=\frac{\frac{(1.96)^2(0.7)(0.3)}{(0.05)^2}}{1+\frac{1}{453740}\left(\frac{(1.96)^2(0.7)(0.3)}{(0.05)^2}-1\right)}=384 \qquad (1)$$

Tourists' questionnaire was designed using Likret scale consisting of 4 components and 12 questions, reliability of questionnaire was confirmed using Cronbach's alpha test and results are indicated in table 1.

Table 1. Components of tourists' questionnaire and results of Cronbach's alpha

Component	Test result
Demographic properties	-
Recognition of tourism place	0.71
Tourists' satisfaction with historical texture	0.76
Behavior of residents and citizens toward tourists	0.82

(Reference: Authors, 2017)

4- Studied Area

Ray Province is one of religious and valuable cities in Iran's history during different eras. This place has had different titles such as religious capital of Zoroastrian, the summer capital of the Parthians, the capital of Al Boyah, and the precious capital of the Seljuk rulers. However, strategic situation of this area was reduced during Islamic era, in particular after Seljuk Sovereignty; this city is now one of popular destinations for religious tourism in Iran because of the Shrines of Hazrat Abdolazim Hasani calling Shah Abdolazim by people. Hazrat Abdolazim Hasani was one of grandchildren of Imam Hasan Mojtaba that is considered as one of grandchildren of Imam Ali with fur intermediaries. 6000-year history and background of Shahr-E-Ray and presence of valuable historical monuments as well as attractive scene of Abdolazim Shrine have created prominent historical-religious properties for this area so that this region is distinguished from other areas in Tehran. Physical separation between this area and Tehran can be mentioned as one of significant specifications of this area. Besides mentioned properties, thus region has a specific position in urban space so that is considered as one of main elements that consolidates urban space of Tehran. In addition to prominent historical, religious, and cultural properties, some open landscapes because of proximity to Bibi Shahrbanoo Mountain and southern privacy of Tehran can be mentioned as the proper potential for future development of the area. Suitable access due to Tehran (Azadegan) beltway from north of region and presence of subway stations and instant connection to the city center can be mentioned as optimal specifications of the studied region. Meanwhile, some other important properties of this region are as follows: inexpensive and affordable land and housing, considerable levels of industrial and

warehousing uses and necessity of conversion to manufacturing industries to attract employees, considerable levels of agricultural lands and green spaces at margins, and opportunity for job development (Website of 20th district of Tehran Municipality).

Figure 1. Studied Area (Reference: Website of 20th district of Tehran Municipality)

5. Findings

A. Data Analysis based on SWOT Model

Research findings were organized as follows: analytical method of SWOT was used for data analysis and providing tourism development strategy. For this purpose, a list of strengths and weaknesses, as well as opportunities and threats was prepared adjusting the strategic factors in order to extract SWOT matrix and provide the approaches derived from these analyzes as solving strategies regarding strengthen of tourism in studied area. To evaluate and rank factors affecting tourism industry in studied area, the most important indexes in tourism were examined the AHP was used to rank these indexes. The findings obtained from questionnaire were evaluated using SWOT technique and obtained results are indicated in table below:

Table 2. Evaluation matrix for weaknesses and strengths affected by internal factors (IFE)

Row	Factors	Coefficient	Score	Final score
Weaknesses				
1	various faults and several main and secondary faults in the perimeter	0.08	1	0.08
2	inappropriate climate (dry and cold winter; dry and hot summer)	0.07	2	0.14
3	lack of financial Power and lack of tendency of private sector to invest in tourism 3	0.08	1	0.08
4	low-level services in attractive places for tourists	0.07	2	0.14
5	lack of transportation institutions	0.08	1	0.08
6	lack of exhibition for products	0.06	2	0.12
7	inability in privatization and providing tourists with required facilities	0.06	2	0.12
Strength				
8	historical and religious background of region and environmental capabilities	0.08	3	0.24
9	steppe vegetation and rich pastures	0.08	3	0.24
10	historical tourism heart of region	0.07	3	0.21
11	presence of Ray market	0.07	3	0.21
12	presence of main centers for industrial and agricultural employment in region	0.06	4	0.24
13	developed tourism infrastructures and foundations	0.05	4	0.20
14	demand formation as pilgrimage along with family and several pilgrimages per year	0.05	4	0.20
15	high education rate in region	0.04	4	0.16
total	-	1	39	2.46

(Reference: Authors, 2017)

Table 3. Evaluation matrix for opportunities and strengths affected by external factors (IFE)

Row	Factors	Coefficient	Score	Final score
Opportunities				
1	possibility of creating green space	0.09	3	0.27
2	converting to religious tourism heart of Iran	0.09	3	0.27
3	planning to create a multifunctional religious-historical tourism chain considering existing monuments in area	0.09	3	0.27
4	job opportunities because of purchasing souvenirs and foodstuffs by tourists	0.09	3	0.27
5	tourists can travel to this area in all seasons considering its religious tourism capacity	0.08	4	0.32
6	historical, cultural, and pilgrimage attractions as well as tourism-related activities	0.08	4	0.32
7	presence of proper field to attract capital for educational and cultural institutions in order to establish summer camps	0.08	4	0.32
Threats				
8	hazardous situation of area because of existing faults and possibility of earthquake	0.09	1	0.09
9	lack of use of capacities of other pilgrimage and tourism centers around the studied area	0.09	1	0.09
10	destruction of valuable historical monuments and non-renovation of old buildings	0.08	2	0.16
11	low level of investment in tourism industry	0.07	2	0.14
12	extensive worn texture around the area	0.07	2	0.14
total	-	1	32	2.66

(Reference: Authors, 2017)

Table 4. Combination of internal and external factors

external factors		internal factors	
T	O	W	S
0.62	2.04	0.76	1.7
coefficients of combined factors			
WO	ST	WT	SO
2.8	2.32	1.38	3.74

(Reference: Authors, 2017)

According to the obtained data in table above, appraisal chart for internal and external factors (SWOT) is illustrated:

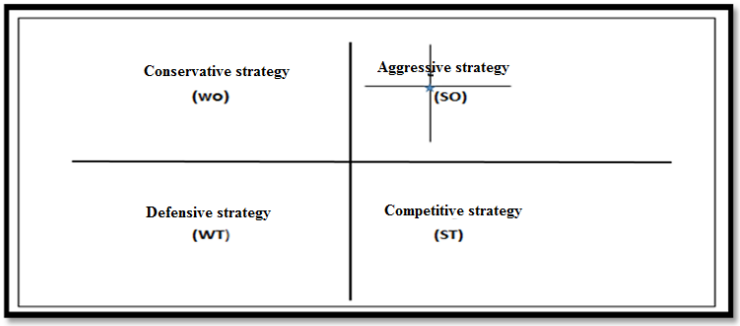

Figure 2. Appraisal of internal and external factors

According to performed calculations and appraisal in this technique, determined weaknesses, strengths, opportunities, threats and scoring them in framework of SWOT matrix as well as determined internal and external factors and illustrated final chart, it is found that final scores (1-2.5) on the axis x indicates internal weakness and score between 2.5 and 4 indicates strength rate. In the same way, total final scores (1-2.5) of appraisal matrix for external factors indicates threat rate and scores between 2.5 and 4 indicates opportunity level. As it is seen in figure 2, final scores on the axis x are above 2.5 close to 4. The largest number related to SO- indicating opportunities and strengths- shows that aggressive strategy should be adopted; in this strategy, SO is {maximum-maximum} so that strengths should be used to benefit from existing opportunities.

Since Abdolazim Shrines is located in worn and traditional texture, there is shortage of parking space and other facilities related to transportation; on the other hand, there is increasing number of visitors of Hazrat Abdolazim Shrine because of construction of subway stations near to the restrict 20. Moreover, registered historical monuments and buildings such as indoor market and the Safavid caravanserai have made this area more historical and precious. Increasing demand for construction at this area gradually eliminates opportunities and potentials existing in this traditional texture making irreversible harm to tourism, cultural, and religious facilities in Shahr-E-Ray. Increasing issues and problems in organic worn texture around the Holy Shrine area in some field such as transit network, disposal of

surface water and heterogeneous urban landscape, and etc. are some essential issues emphasizing on renovation of Shrine perimeter. The main objective of this study is to develop and expand facilities to attract cultural-religious tourism promoting quality of life in marginal texture of shrine. Considering the evaluation of SWOT matrix, strengths consisting of historical and religious history of area, environmental capabilities, historical tourism heart of region, establishment of Ray Bazaar, rich infrastructures, and tourism foundations obtained 1.7 score; weaknesses consisting inappropriate climate, inability to privatization and providing required facilities to tourists, lack of financial power, and lack of tendency of private sector to invest in tourism obtained score 0.76; opportunities consisting of converting religious tourism heart of Iran, planning to create a religious-historical multifunctional tourism chain, tourism considering monuments in area, historical, cultural, pilgrimage attractions, possibility to travel in all seasons because of religious tourism capability obtained score 2.04; threats consisting of destruction of valuable historical monuments and lack of renovation, low-level investment in tourism industry, extensive worn texture in perimeter obtained score 0.62. Hence, it can be stated that opportunities and strengths are higher so that the studied area can be changed to tourism heart based on a systematic viewpoint and correct planning.

B. Data analysis based on AHP

Results obtained from questionnaires were used in this part to classify attractions to three parts of historical-cultural, facilities and services, and infrastructures in studied area. Each of these criteria has sub-criterion; hence we ranked them to examine their importance then analyzed the obtained results.

Step 1: hierarchy structure related to this subject is determined (figure 3); this figure consists of a 4-level hierarchy including objectives, criteria, sub-criteria, and options. The most important part of AHP is converting the subject to a hierarchy structure since analysis of complicated problems of hierarchy process converts them to a simple form that is matched with mind and nature of human. In other words, AHP simplifies complicated problems disintegrating them to minor elements that are interconnected hierarchical so that the relation

between main objective of problem and lowest hierarchy level is determined (Khalilpour, 2001, P. 95).

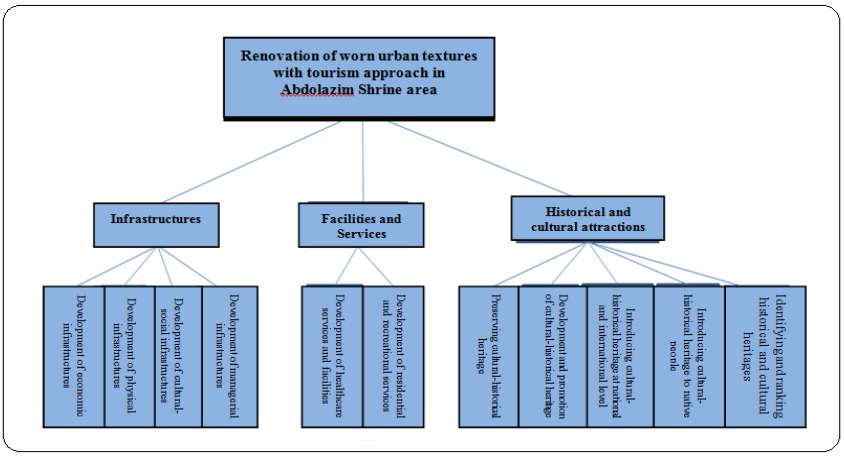

Figure 3. AHP structure (Reference: Authors, 2017)

Step 2: to determine importance factor of criteria and sub-criteria, they were compared pairwise. For instance, factors affecting tourism industry in Abdolazim Shrine area were ranked in this study; hence, historical-cultural attractions or facilities and services are more important. The basis of judgment is aij based on 9-quantities scale of Saaty (table 5) considering priority rate of criterion I compared to criterion J (Tabibian, 2007, P. 12).

Table 5. 9-quantitatities scale of Saaty for binary comparison between criteria

Score (importance rate)	Definition	Explanation
1	equal importance	two criteria are equally important to achieve the goal
3	moderate importance	according to experience, I is more important than j in achieving the goal
5	strong important	according to experience, I is strongly important than j
7	very strong important	according to experience, I is strongly important than j
9	absolute importance	strong importance of I compared to j has been proved certainly
2, 4, 6, 8	-	medium modes

(Reference: Authors, 2017)

Binary comparison in a matrix with n×n rate are registered as 14×14 in this researcg and this matrix for binary comparison between criteria is named A [aij]=n×n. Elements of this matrix are positive and the importance of element j compared to I is equal to 1/k considering the principle of inverse matrix within AHP (if importance of I compared to J is equal to k); in each binary comparison we have two numerical

values of aij and 1/aij. To calculate importance rate of criteria, eigenvector method was used but if dimensions of matrix are larger, calculation of values will be time-consuming so statistical software should be used. Since dimensions of the matrix were large, expert choice software were used to normalize matrix and calculate weight of criteria. In addition, the same steps for importance coefficient of criteria were conducted to obtain importance coefficient of sub-criteria.

Table 6. Relative and final weight of indexes (criteria) and sub-criteria

objective	Criterion	Sub-criterion	Importance coefficient
Ranking factors affecting tourism development in area of Hazrat Abdolazim Shrine	Historical-cultural attractions (0.656)	identifying and prioritizing cultural-historical heritages	0.528
		introducing cultural-historical heritage to native people	0.229
		identifying cultural-historical heritage at national and international level	0.061
		development and promotion of cultural-historical heritage	0.073
		preserving and maintenance of cultural-historical heritage	0.109
	facilities and services (0.156)	residential, recreational, and entertainment facilities	0.750
		healthcare facilities	0.250
	Infrastructures (0.185)	managerial infrastructures	0.549
		economic infrastructures	0.297
		cultural-social infrastructures	0.102
		physical infrastructures	0.53

(Reference: Authors' calculation, 2017)

Step 3: importance coefficient of options was determined after calculating importance coefficient of criteria and sub-criteria; at this step, priority of each option is related to each of sub-criterion and if there is not any sub-criterion for any criterion then the criterion is tested based on 9-quantitatities scale of Saaty (table 7) while in case of comparison between options and sub-criteria, the prior option and its importance is considerable point.

Table 7. 9-quantitatities scale of Saaty for binary comparison between options

Score (priority rate)	Definition
1	Equally preferred
3	Moderately preferred
5	Strongly preferred
7	Very strongly preferred
9	Extremely preferred
2, 4, 6, 8	medium preferences

(Reference: Zebardas, 2001)

Importance coefficients of criteria and sub-criteria as well as importance rate of options in relation with each sub-criterion were determined. At this step, importance of sub-criteria and final score of each option are determined. For this purpose, distributive mode 1 was used through EXPERT CHOICE Software.

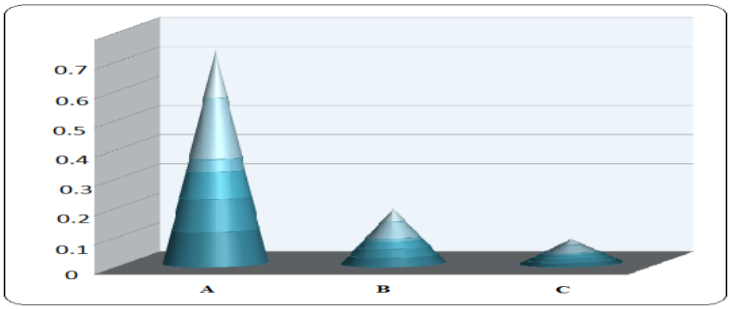

Figure 4. Importance coefficient of options (Reference: Authors' calculations, 2017)

Step 4: the advantage of AHP is examining consistency in conducted judgments to determine importance coefficient of criteria and sub-criteria; in other words, the consistency level in judgments in significant point in creating matrix (matrix A) for binary comparison between criteria. In case of estimating importance of criteria compared to each other, inconsistency may exist in judgments. It means that despite all attempts, priorities and feelings of people are unconditional and different; hence, a measure should be used to determine judgment rate. The mechanism proposed by Saaty for inconsistency between judgments consisted of calculation of inconsistency ratio (I.R) that is obtained from inconsistency index divided by randomness index (I.R); in this case, if CR≤0.1 then consistency between judgments is acceptable; otherwise, it should be revised. Consistency ratio in this research (CR=0.12) indicated accuracy of calculations obtained from ranking that is calculated through EXPERT CHOICE Software.

Inconsistency Index: I.I= $\frac{\lambda max - n}{n-1}$

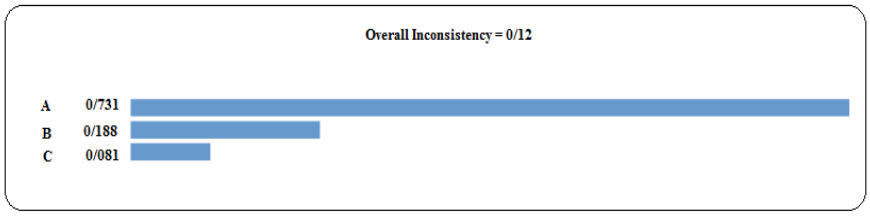

Figure 5. Inconsistency Index (Reference: Authors' calculations, 2017)

The results obtained from AHP indicated that historical-cultural attraction with coefficient of 0.656, infrastructures with 0.185, facilities and services with 0.156 obtained higher importance scores, respectively. In case of sub-criteria, identification and prioritizing

historical-cultural attractions with coefficient of 0.528, residential-recreational services and facilities with 0.750 and managerial infrastructures with 0.549 obtained highest rank, respectively. In case of options, option A (historical-cultural attractions), option B (infrastructures), and option C (facilities and services) were introduced in this research and as it is seen in figure 5, option A is the most important option within ranking factors affecting tourism industry in studied area. Considering overall results and objective observations in this research, it was found that tourism system of historical texture could successfully identify and introduce historical-cultural attractions; however, this performance is not enough for value of tourism attractions. According to the mentioned findings and viewpoint of tourists, tourism system of historical texture of Abdolazim Shrine area has performed weakly in providing facilities and services such as lack of parking, hotel, and motel.

6. Discussion and Conclusion

Tourism attraction is one of important reasons making people to travel as tourists. Tourism attractions can attract tourists from far destinations since they have specific properties and attractiveness. The more different, unique, and attractive tourism attractions, the more extensive influence range they have. Since Abdolazim Shrines is located in worn and traditional texture, there is shortage of parking space and other facilities related to transportation; on the other hand, there is increasing number of visitors of Hazrat Abdolazim Shrine because of construction of subway stations near to the restrict 20. Moreover, registered historical monuments and buildings such as indoor market and the Safavid caravanserai have made this area more historical and precious. Increasing demand for construction at this area gradually eliminates opportunities and potentials existing in this traditional texture making irreversible harm to tourism, cultural, and religious facilities in Shahr-E-Ray. Increasing issues and problems in organic worn texture around the Holy Shrine area in some field such as transit network, disposal of surface water and heterogeneous urban landscape, and etc. are some essential issues emphasizing on renovation of Shrine perimeter. The main objective of this study was to develop and expand facilities to attract cultural-religious tourism promoting quality of life in marginal texture of shrine. Considering

the evaluation of SWOT matrix, strengths consisting of historical and religious history of area, environmental capabilities, historical tourism heart of region, establishment of Ray Bazaar, rich infrastructures, and tourism foundations obtained 1.7 score; weaknesses consisting inappropriate climate, inability to privatize and provide required facilities to tourists, lack of financial power, and lack of tendency of private sector to invest in tourism obtained score 0.76; opportunities consisting of converting religious tourism heart of Iran, planning to create a religious-historical multifunctional tourism chain, tourism considering monuments in area, historical, cultural, pilgrimage attractions, possibility to travel in all seasons because of religious tourism capability obtained score 2.04; threats consisting of destruction of valuable historical monuments and lack of renovation, low-level investment in tourism industry, extensive worn texture in perimeter obtained score 0.62. Hence, it can be stated that opportunities and strengths are higher so that the studied area can be changed to tourism heart based on a systematic viewpoint and correct planning. According to performed calculations and appraisal in this technique, determined weaknesses, strengths, opportunities, threats and scoring them in framework of SWOT matrix as well as determined internal and external factors and illustrated final chart, it is found that final scores (1-2.5) on the axis x indicates internal weakness and score between 2.5 and 4 indicates strength rate. In the same way, total final scores (1-2.5) of appraisal matrix for external factors indicates threat rate and scores between 2.5 and 4 indicates opportunity level. As it was seen, final scores on the axis x are above 2.5 close to 4. The largest number related to SO- indicating opportunities and strengths- shows that aggressive strategy should be adopted; in this strategy, SO is {maximum-maximum} so that strengths should be used to benefit from existing opportunities. The results obtained from AHP indicated that historical-cultural attraction with coefficient of 0.656, infrastructures with 0.185, facilities and services with 0.156 obtained higher importance scores, respectively. In case of sub-criteria, identification and prioritizing historical-cultural attractions with coefficient of 0.528, residential-recreational services and facilities with 0.750 and managerial infrastructures with 0.549 obtained highest rank, respectively. Considering overall results and

objective observations in this research, it was found that tourism system of historical texture could successfully identify and introduce historical-cultural attractions; however, this performance is not enough for value of tourism attractions. According to the mentioned findings and viewpoint of tourists, tourism system of historical texture of Abdolazim Shrine area has performed weakly in providing facilities and services such as lack of parking, hotel, and motel.

7. Recommendations and Solutions

- Constructing hotels and required infrastructures in studied area.
- Creation of an advanced monetary and financial system to attract tourists.
- Creating park, cinema, museum, and other centers for leisure time.
- Considering advertisement as a critical factor to attract tourists.
- Emphasizing on urban design and urban management related to tourism.
- Building restaurant, coffee shop, traditional restaurant, etc.
- Encouraging private sector to participate in tourism development.
- Appropriate notifying and extensive advertisement at national and international level.
- Providing standard services such as housing, health, transportation, communication, etc. to tourists.
- Creating wildlife and anthropology museums.
- Use of successful global experiences in tourism industry.
- Setting up websites to introduce tourism attraction.

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