<u>English Abstracts</u>

Recognizing the Bedrock Dimensions of Karun River Project as an Effective Brand of Ahvaz Metropolis

Mahyār Sajjādiān[1]*
Mohammad Ali Firoozi[2]
Ahmad Pour Ahmad[3]

Abstract
Due to the globalization of the economy and the fluidity of capital, the competitiveness of metropolises is one of the most important vital strategies. In this regard, branding based on the environmental capabilities, including the optimal use of the geographical foundation of urban rivers, for example, the cities of London and Paris, are among the fundamental strategies to achieve this importance. But the problem of this research was that Ahvaz metropolis has not been able to use Karun River as an influential brand to attract customers, tourists, investors, global companies and to obtain target markets - according to its capabilities, which logically the roots should be considered to investigate the subject. Therefore, the present study followed an exploratory approach and used a descriptive-analytical method based on library and documentary studies. Also, the qualitative method of data theory (grounded theory) and content analysis has been used. The research tool was MAXQDA software. According to the findings, which were done in combination with presenting some suggestions, the background and intervention conditions were not suitable. Therefore, to achieve the Karun River as an influential brand of Ahvaz metropolis and its benefits, there is a need for four strategies, including necessary and immediate measures, urban planning and architecture measures, social and cultural measures, and measures specific to the Karun waterway.

Keywords: Urban Brand, Karun River, Grounded Theory, Ahvaz.

*1. Ph.D. in Geography and Urban Planning, Faculty of Literature and Humanities, Shahid Chamran University of Ahvaz, Ahvaz, Iran. (Email: mahyarsajadian@yahoo.com)
2. Full professor, Department of Geography and Urban Planning, Faculty of Literature and Humanities, Shahid Chamran University, Ahvaz, Ahvaz, Iran.
3. Full professor, Department of Geography and Urban Planning, Faculty of Geography, University of Tehran, Tehran, Iran.

University of Guilan

Investigating the effective components in attracting the sports tourists (Case study: Guilan province)

Behnām Asheghi[1]*   Mehrali Hematinezhād[2]
Ali Nazariān[3]   Toubā Beyg Mohamadi[4]
                Halmat Nasir Sālih[5]

Abstract
This study aimed to investigate the effective components in attracting sports tourists to Guilan province. It was a descriptive and survey study based on the Delphi method. The research sample included 12 professors of sports management, tourism management, and tours specialists who have been selected using a purposeful sampling technique. Initially, Delphi courses continued until a theoretical agreement among the experts. The results were analyzed using the Kendall agreement coefficient using the SPSS software version 23. Then, the most important components in attracting sports tourists were identified and ranked by the TOPSIS method through Excel software. Findings showed that the most influential factors were selected included: the managers' familiarity with sports tourism marketing with an average weight of 8.43, cheap and qualified services with an average weight of 8.25, the presence of coastal areas, and easy access to forest and sea with an average weight of 7.90, the presence of professionals and experts with an average weight of 7.82, standard and safe transportation systems with an average weight of 7.75 and proper introduction of the site with an average weight of 7.72, and the expert agreement coefficient: 7.91. The results of the TOPSIS method showed that the management components with a similarity coefficient of 0.717 and the infrastructure components with a similarity coefficient of 0.685 for sports tourists should be strengthened to be able to host more tourists in the future, both in sports and in any other field in Guilan province.

Keywords: Sports tourist, Coastal areas, Sports event, Guilan province.

* 1. Ph.D. student in Sports Management, University of Guilan, Rasht, Iran. (Email: behnam.asheghi@yahoo.com)
2. Full Professor, Department of Sports Management, University of Guilan, Rasht, Iran.
3. Ph.D. in Sports Management, University of Guilan, Rasht, Iran.
4. M.A. in Sports Management, Azad University, Research and Sciences Branch,Iran.
5. Faculty member of University of Sulaimani, Iraq, Ph.D. student in Sports Management at University of Guilan, Rasht, Iran..

University of Guilan

Identification of Influential and Key Driving Forces on the Developmental Process with a Regional Foresight Approach (Case study: Mazandaran province)

Mohsen Eslāmi Akandi[1]   Maryam Ilānloo[2] *
Leilā Ebrāhimi[3]   Kiā Bozorgmehr[4]

Abstract
Futurology in regional development and planning emphasizes finding key factors, driving forces, and lack of certainties of regional development in the planning space so that the urban and regional planners can use them as controllers, mapping, and managing the desired future. The aim was to identify the indicators of the impact on the feasibility of the development of Mazandaran province and to identify the key planning variables of the province. This research was applied in terms of purpose, and it was a combination of documentary and survey. In terms of nature, it was analytical and exploratory based on new futurology science, which has been done using a mixed method of quantitative and qualitative models. Due to the nature of this research, MIC MAC and Delphi structural analysis have been used. In this regard, after holding initial discussion sessions with fifteen active executive managers of the province, faculty members and planning experts at various levels with expertise in economics, social planning, sociology of economics and development, urban and regional planning, environment, industrial and commercial management as research population, 39 primary variables were identified in the form of six indicators of economic, social, infrastructure, residential, environmental and extensions. Then, the primary variables were defined in the context of the cross-impact matrix in the futurism software. What can be understood from the status of the variable scattering plane is the system's instability that most of the variables are scattered around the diagonal axis. Finally, due to the high direct and indirect impact score, 18 key factors affect the future of regional development in Mazandaran province. Among these factors, participation is the most influential key factor in the region's development. The activity structure, employment, economy, and migration are in the following ranks, respectively.

Keywords: Futurology, Development, Mic Mac Software, Mazandaran Province.

1. Ph.D. Student, Department of Geography, Chalous Branch, Islamic Azad University, Chalous, Iran.
* 2. Assistant Professor, Department of Geography, Mahshahr Branch, Islamic Azad University, Mahshahr, Iran. (Email: m.ilanlou@mhriau.ac.ir)
3,4. Assistant Professor, Department of Geography, Chalous Branch, Islamic Azad University, Chalous, Iran.

Analysis of Inner-City Trips in Medium-Sized Cities (Case study: Bushehr port)

Mohammad Gholāmi[1] *
Gholām Rezā Amini Nejād[2]
Mahsā Solaimāni[3]

Abstract

The aim of this study was to analyze inner-city trips in Bushehr as a medium-sized city in the southern coastal strip of Iran and to identify the dominant travel patterns in this city. The research method is descriptive; it is applied-developmental in terms of purpose and nature, and it is quantitative in terms of the type of data collected. Survey methods and documentation were used in combination to collect data. The data collection tool was a researcher-made questionnaire using Likert spectrum items. The research population was over 15 years old citizens in Bushehr, from which 384 participants were selected as the research sample using a random sampling method. Data analysis was performed using SPSS software and statistical tests (t-test, etc.). The results indicated that recreational-cultural traveling has the highest demand and travel production in Bushehr. Also, the use of private cars is the priority of citizens for inner-city trips. Access to inner-city trips is considered easy for Bushehr residents due to the traffic distance and travel costs.
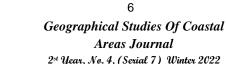
Keywords: Inner-City Trips, Urban Transportation, Inner-City Trips Planning, Bushehr

* 1. Assistant Professor, Department of Geography, Payame Noor University, Tehran, Iran. (Email: gholami556@gmail.com)
2. Assistant Professor, Department of Geography, Payame Noor University, Tehran, Iran.
3. M.A. in Geography and Urban Planning, Payame Noor University, Boshehr, Iran.

Evaluating the Rate of Changes in the Coastlines of Makran (Konarak to Kalat)

Alirezā Sālehipour Milāni[1]*
Rāzyieh Mazrouei[2]

Abstract

The coastal territory is considered as the intersection of the geomorphic processes of the sea with the land. Although the dynamic and evolution of coasts is a known phenomenon, the frequency and intensity of this change over time lead to different processes and alterations in coastlines. It can affect the human-economic and environmental dimensions in addition to changes in the natural aspects of the coast. The coasts of the Oman Sea from Konarak to Kalat in Sistan and Baluchestan province have always been the location of military and fishing coastal facilities due to their environmental and strategic conditions, so assessing the changes and stability of the coast of this region is very important. In the present study, the monitoring of coastline changes in the coastal geomorphology units of this region between 1989 and 2020 was evaluated using Landsat satellite data and the DSAS plugin. The results showed that the changes in the whole study area are small and, according to the LRR index, they are progressive and about 0.07 meters per year. The results showed that the changes in the whole study area were small and, according to the LRR index, they were progressive and about 0.07 meters per year. Moreover, the evaluation of coastline change rates in the study area showed that marine terraces were the most stable geomorphological unit and their change rates were only 0.05 meters per year, and sandy beach with 0.39 meters' progress per year was in the next rank. Also, coastal whites with regression of about 0.67 meters per year were considered the most unstable morphological unit in the region. Also, the results of the future trend of coastline changes showed that the port of Kalat, due to the increased sedimentation process and the advancement of the coastline, would probably have problems in the future to exploit it.

---

* 1. Assistant Professor, Department of Natural Geography, Faculty of Earth Sciences, Shahid Beheshti University, Tehran, Iran. (Email: Ar.salehipour@gmail.com)
2. Master of Geomorphology and Environmental Management, Department of Natural Geography, Faculty of Earth Sciences, Shahid Beheshti University, Tehran, Iran.

University of Guilan

Using Hierarchical Analysis Process (AHP) in Ranking the Assessment Indices of Identity Criteria of Valuable Old Buildings, Case Study: The Old Sagharisazan Neighborhood of Rasht City

Mahmoud Anānahād[1] *
Elāhe Ghavidel[2]

Abstract

The majority of new residential units in the historically valuable urban areas lack a sense of belonging to a specific place and identity. This is despite the fact that human beings always require an identity place regardless of their historical, social, or geographical position. This paper is a practical guide for architects and urban development planners for evaluating identity criteria effectively and efficiently. The goal was to achieve the most important identity criteria evaluation indicators and rank them using the AHP technique. At present, unfortunately, due to the lack of accurate knowledge of the indicators for evaluating the identity criteria of housing, so far, no technical and positive research has been done in this area; only in some studies the indicators have been collected. The present study was conducted in the old Saghrisazan neighborhood in Rasht. Data analysis was performed based on logical reasoning. First, indicators for the evaluation of criteria and initial sub-criteria were identified using relevant documents. Then a questionnaire was prepared for measuring indicators, and it was distributed among 47 residents of this old neighborhood. The collected information was analyzed using SPSS software. Then, using Expert Choice11 software, the identity indicators of valuable old houses were ranked and evaluated based on the set criteria through the Analytic Hierarchy Process (AHP) technique. The results show that among the 9 sub-criteria of identity index in the studied neighborhood, the location identification and sense of belonging to the place of residence has a priority level of 0.537, which has the highest coefficient compared to other criteria.

*1. Assistant Professor of Architecture, Mehrastan Institute of Higher Education, Astaneh, Iran. (Email: Ananahad@yahoo.com)
2. MA in Economics, Qom University, Researcher in Department of Economics and Management, Qom, Iran.