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Proposing a Comprehensive Model of Mega-Cities Branding, Case Study: Tehran Mega-City

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Abstract

If the purpose is creating sustainable economy and symmetrical urban development, urban branding in scale of mega-city is necessary. Since there is no comprehensive strategic model and performing methodology for urban planning, the main purpose of this research is presenting a new model for mega-cities branding based on Tehran city case study concerning the Iranian singular features. The research's statistical population is all the experts who have relevant scientific backgrounds in urban planning and branding. In this research, as for grounded theory methodology, at first purposive sampling method and then for analyzing data, theoretical sampling are used to gathering information. The data gathering method is based on survey methods specially partial-structural profound interviews. Also, the analyzing method is grounded theory based on Strauss and Corbin's systematic approach for coding and classifying conceptions. In this field, SPSS 16 for analyzing quantity of demographic data and also MAXQDA 12 for managing and organizing qualitative data, are used. The research results exposure a comprehensive model for mega-cities branding with explanation of dimensions and main variable based on local approach.

Keywords: Branding, Mega-City, Grounded theory, Qualitative model, Tehran.

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Investigating impact of urban land subdivision characteristics in different contexts on urban landscape

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Abstract

A great part of intellectual and cultural changes have been arisen through aesthetic deterioration in the urban landscape and suburbs. Building's façade which shapes two-dimensional landscapes have received great attention in professionals and public viewpoints. So a routine landscape in urban makes urban as anonymous. In recent years separating the blocks into small pieces that would eventually lead to the creation of radio and urban landscape inappropriate and without harmony, symmetry and identity..... And lack of compatibility with the history of the city. Lack of codified rules for the design of urban tissue, is a problem that has spread in many cities in Iran so that along with diverse and heterogeneous views with imported materials in the historical context exacerbates turmoil and chaos in the urban landscape. This paper examines the effect of land subdivision on urban landscape in the context of a different type typo-morphology, in order to improve the quality of components through aesthetic and urban planning criteria in the urban landscape. The results showed that to create environments with urban landscape and indemnity, using the principles and aesthetic design criteria and regulating appropriate subdivision laws and regulations helps improving quality of the environment aesthetically, psychologically and most importantly improves the urban landscape.

Keywords: typo-morphology, land subdivision, urban fabric, urban landscape

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The role of Islamic Azad University in Social development of Qeshm Island

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Abstract

Qeshm Island in southern Iran, which is considered one of the islands is very important geopolitical position. The island, one of the free ports of Iran, with migration, many cities and surrounding countries to invest faces and the migration of natives of the island is very small. With the establishment of the Islamic Azad University in the island, substrates development in the island became more widespread. That is why the performance of Islamic Azad University in the areas of social, economic, political and cultural impact and extent of this impact has been studied in this paper. According to the results of the research, all activities of the University in the comprehensive development of the island had an impact. But some variables, such as indigenous, the study of cultural evolution was variable and showed that even pattern of ethnic university capacity has been affected. On the island, social institutions normally act in ways that in other regions of Iran, are active. But the important thing is that on the island, this social model university that is homogenous with the rest of Iran, because there is strong potential for local residents, not a great performance.

Keywords: social development, cultural development, economic development, political development, indigenous

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Investigation and Analysis of the effect Cultural Intelligence on the Process of Tourist Attraction (Case Study: Managers and Experts in Qeshm Free Zone Organization)

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Abstract

The aim of the present study was to investigate the effect of different aspect of cultural intelligence, including metacognition, cognition, motivation and behavior effectiveness on tourist attraction in Qeshm Free Zone. The Population was a group of 89 managers and experts from Qeshm Free Zone Organization that 73 of them were randomly selected as the sample of this study. The Independent variables were different aspect of cultural intelligence and the dependent variable was effectiveness tourist attraction. For the purpose of data collection standard questionnaires (Early et al., 2004, Imai and Gifnd, 2010) and a researcher-made questionnaire were distributed. To analyze data firstly a simple regression and then a multi-variable regression were used. The findings showed that that all different aspect of cultural intelligence have a significant effect on tourist attraction in Qeshm Free Zone .and the most effective aspect is the behavioral aspect of cultural intelligence with a regression of 615%.

Keywords: Cultural Intelligence, metacognition, motivation, behavior

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Improvement and renovation of Darb Shazde neighborhood with an emphasis on tourism approach

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Abstract

Improvement and renovation of old urban contexts follow with different objectives in country. The present research aims to assess improvement and renovation of Darb Shazde neighborhood with an emphasis on tourism approach. Secondary objectives in the context of the overall research goal is to identify factors influencing the aging Darb Shazde neighborhood, providing scientific and practical strategies and approaches to improve or renovate Darb Shazde neighborhood. The analysis will be based on a case study, which also includes a library research and field surveys, theoretical discussions on neighborhood doors will be applied Prince Shiraz. Taking the time to research and Door-Prince neighborhood of simple random sampling area. Cochran method was used to estimate the number used statistical sample and to analyzing data from statistical models such as multivariate regression, chi square, t-test one sample, without Kendall Tau, Pearson and SPSS software generated maps in GIS software. Overall, the results are as follows Darb Shazde neighborhood residents Neighborhood renewal and improvement of the current situation satisfied with favor that citizens are not willing to partner with municipalities unless otherwise cooperate with the municipality in providing solutions. And that the residents of the city of Shiraz do not trust the authorities so that residents of the neighborhood agreed to exchange your property with another property in the area better than their neighborhood. Overall results relative to the issue upgrading the worn out areas:

- The lack of specific policies dealing with urban worn out contexts and especially the lack of participation of residents and ignoring their ideas.
- The collaborative design reviews to the conclusion can be reached in Iran. The municipal system of ideology in general and in particular of the type of texture urban worn was involved.

Keywords: renovation, modernization, capacity building, old, Darb Shazde neighborhood

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The Origin of Sediments in Southern Maybod

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Abstract

Sedimentological study of sediment is "not hard and hard" and all the processes that lead to the formation of the population. Sedimentological studies mainly on three factors mineralogical composition, texture, sedimentary structures, depend enlightening. Understanding the south Maybod sediments may indicate environmental changes occurred in the past is plain. Therefore, in this study, citing to the method of the deposition of sediments, such as aggregation, Morfoskopi the one hand, and the methods of analysis and topographic slope began to recognize the origin of these deposits. In order to investigate the sediment of sediment removal of the four semi-active region of the small reg, plain clay (first and second instance) and the sandy area in the region. Finally, the study found that the sediments the sediment removed granulometry making all the curves indicates that the sediments have been left in a relaxed environment. It was found that midian zone is less sand than other samples that represent finer grained sediment of the sample is compared to the other samples. zone plains of sand and clay sediments (first instance) are more regular than the other sediment removed. Grading criteria for the study area showed that the sedimentary deposits the mean diameter larger than 200 microns sand deposits. This suggests that the origin of the sediments close to the harvest. According to the halo-like, semi-angle of the quartz grains in the samples can be acknowledged that picked up from sedimentation in a very limited area (local) and the old and fine-grained alluvial sediments taken from the material covered plains formed Vbyabany is a dry environment.

Keywords: finding the source of precipitation, topography analysis, granulometry, Morphoscopy, Maybod

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**Neighborhood planning with new urbanism approach
(Case study: Mahmoodabad and Salemabad quarters of yasoj)**

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Abstract

New Urbanism approach relies upon traditional cities values. Its principles focus returning to the traditional neighborhood structure. It seems to be given new social capacities, offer and provide effective strategies to revive the old urban contexts. In this regard, the present study aims to take new urbanism approach into account with an emphasis on preserving and restoring the values central neighborhoods, improve performance and increase efficiency of Mahmoud Abad and Salem Abad. In order to study a questionnaire was used to collect information and one-sample t-test was used to test the hypothesis. Sample size due to the lower population in Salem Abad and Mahmoud Abad neighborhoods, using Cochran was determined about 325. The reliability of the questions was calculated using 0.8. The results showed that the principles of pedestrian (3.30), mixed land uses (4.20), mixed buildings (4.22), architecture and urban design quality (3.57), transportation (3.44), stability (3.12) and quality (3.90) in the communities studied have high quality and the relationship of (86.2) and the traditional structure of the community (2.18) less than the average desired (3) that indicate a low potential areas to facilitate trails and lack of attention to the structure of traditional neighborhoods. As a whole, residents of Mahmoud Abad and Salem Abad believed that life quality in neighborhood is relatively good (3.90).

Keywords: Neighborhood -oriented, new urbanism, Mahmoud Abad and Salem Abad

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Prioritizing and ranking villages in Kiar County based on their services amount and infrastructure indices

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Abstract

Reviewing rural development literature indicates that despite the efforts that have made on eliminating inequalities in distributing services among different areas, there still exists some kind of inequality and imbalance in the field, especially between Iran Villages. According to the previous assessments, villages' development rates are yet heterogeneous and unequal considering developmental indexes. So, to obtain rural development the first essential and undeniable step is to identify the villages' present status quo of services and the way of distributing facilities among them. The purpose of this study, therefore, is to study and rank villages in Kiar County according to their services amount using centrality index model. In this regard, this paper applied analytic-descriptive methodology and used 8 major services indices and 75 indicators in ranking villages in Kiar. The results indicated that the villages' development level and accessibility to services are unequal, unfair and heterogeneous in such a way that among all the villages studied, 4 ones received the top-notch services which made a large gap between other villages. These villages include Dastgerd Emamzade, Dezzak, and Kharaji with 8/48, 8/03, and 6/15 scores respectively.

Keywords: prioritization, ranking, services, Kiar county / township, centrality index model

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Promotion of rural area identity through developing elements and signs

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Abstract

The identity of each village gives the village outstanding features which distinguish it from the other ones. The villages which lacks identity is far from rural features, its inhabitants are seen as the guests has no feeling for it and do not show any willingness to deal with its issues. Today, with the increase in urban population and migration of people from rural to urban areas, in some rural identity is shrouded in some villages has gone into decline. Therefore, it is necessary who will pay more attention to rural identity. Due to the rural areas through the creation of meaningful German can be a little on the way. This article examines the role of Elements in the rural village of Qalat was promoted identity. Research on purpose and is based on cross-sectional nature based on the design and random distribution of questionnaires to 341 single-sample t-test and chi-square was performed. The results showed that the main reason for its special interest and importance to the village residents are suitable climate. Parameter element is the identity of Qalat village and many people in and out of the village because it is known. The results in relation to urban Elements' role in promoting rural residents in different aspects of identity revealed Elements originating from natural-ecological dimensions (4.12), sociocultural (3.53), economic (3.45) and physical-spatial (4.31) on the promotion of effective identity of residents. However it has greatest impacts based on results of chi square in sociocultural aspects.

Keywords: identity, elements, village, Qalat

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Identify and prioritize the barriers of sports tourism in urban public spaces

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Abstract

This study aimed to investigate the barriers to women's sports tourism in urban public spaces and parks in the city of Shiraz. The study is based on research purpose, and the type of field is. To collect data on variables questionnaire was used. Its validity was confirmed by a survey of teachers and related professionals. Reliability of the questionnaire was approved by Cronbach's alpha coefficient ($\alpha > / 77$). The study population according to the purpose of this study included women referring to Shiraz city spaces and parks are women. A total of 300 women who were considered to PARKE example. To describe the descriptive and inferential statistics and data collected from exploratory factor analysis test and Friedman test was used. The results showed that individual factors, time limit, psychological factors, poor management, lack of awareness and education, social environment, lack of familial support and the active participation and barriers to the development of sports tourism in the park in Shiraz were women. In general, natural spaces, parks and other urban green spaces provide a good platform for the development of sports tourism to attract more sports tourists by removing inhibiting factors can be made spaces and urban parks.

Keywords: Sports tourism, Parks, urban public spaces

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Study and analysis of the effects of tourism development on rural life style (Case study: Ardabil County)

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Abstract

The purpose of this paper is to examine the effects of tourism on rural lifestyle in rural areas city of Ardabil. This research purpose is developmental, and the nature of research is descriptive and causal-comparative and analytical survey. The research population consisted of peasants living in villages Tourism "Vakilabad". Using the random sampling method based on the sample, the sample size for this study was 269, on the one hand, the equality test result, 269 villagers living in non-tourist village "Topraqlu" as the control group respectively. The study was conducted using a questionnaire survey. Validity of the questionnaire was confirmed by a panel of experts. Pilot study in the same region with a population of 30 questionnaires were analyzed and the data obtained and the use of special formula Cronbach's alpha software SPSS, the reliability of the questionnaire was 94/0. T-test results in relation to the characteristics of the two groups' shows that lifestyle factors between the development of the media, religious changes, increased migration, increased leisure and a sense of belonging with the independent variable (tourism development) there is a significant relationship. But between materialism, enrichment, money, influence of technology, change of clothing, feeding pattern changes, behavioral changes, fashions, language change, consumerism, energy and change the nature of the independent variables was significant. Finally, according to the study findings and practical suggestions are provided.

Keywords: tourism, lifestyle, rural development, social change, social identity, Vakilabad village, the city of Ardabil.

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Assessing Sustainable development strategies in Oil Towns (Case Study: the City of Abadan)

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Abstract

Among the various cities, extractive towns have special features, including a high focus on industries and mining activities; high environmental contaminants and social problems caused by the occupational migration, and cultural duality that could be the issue of instability in the environmental, economic, social - cultural and physical aspects created or exacerbated. To this end, considering the oil urban sustainable development and diversification of its economy by adopting approaches and Suitable patterns of urban development seem necessary. The results indicates that Abadan as an oil dependent-city faces strategic challenges between costs and benefits. One-dimensional and non-diversified urban economy, its economic dependence on non-renewable resources and growing depletion process are among its main weaknesses and threats. High potential for development and growth of Arvand free trade-industrial zone, maritime boundary with Littoral of Persian Gulf states to trade, commerce and services and tourism development are considered as the most important strengths and opportunities in the balanced and sustainable urban development process. Therefore, according to the resultant compilation, among the importance of internal and external factors affecting sustainable urban development, diversification Strategy is considered as the most important and most basic scenario for this city by reallocation of resources, taking advantage of the strengths and opportunities to eliminate and reduce the processing threats of Abadan oil city.

Keywords: Assessing Strategy, Sustainable development, SWOT, AHP, Abadan

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Explore the effects of earthquakes on residential buildings in rural areas Shonbeh and Tasooj District

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Abstract

Located 90 percent of the country's earthquake on strip and accounted for 6 percent of the world's seismic casualties, have shown that the threat of natural disasters and the high vulnerability of the country, the importance of seismic and tectonic studies is a very important and vital. Based on recent experiences heavy earthquake on the one hand and the unfortunate casualties of the earthquake, especially in rural areas on the other hand this research led to the loss of life due to the recent earthquake Shonbeh and Tasooj (More than 40 dead and 900 injured) and destroyed more than 2,000 housing units in rural areas, efforts to maintain a comprehensive framework for the first time analysis and study of earthquake Shonbeh and Tasooj, With the aim of explaining the seismic vulnerability of rural areas in residential buildings Shonbeh and Tasooj, Take steps to reduce the physical vulnerability of buildings and residential houses in rural areas and provide appropriate solutions to reduce risk in these areas. Accordingly, this paper, was done with descriptive and analytical method based on documentary and field observations. The findings of research showing the destruction of 32 villages affected by the earthquake, reveals that he has come. Most devastating effects of the earthquake on the ceiling and walls of residential houses. The results of field data in Shonbeh and Tasooj that indicate low and very low quality of materials used, Improper design of buildings and vulnerability and fragility of rural buildings, showed that the prevalence of soil, stone and wooden beams in place and weak economic vigor families has caused resistant materials is not working as it should and may in buildings and plaster, thatch, clay, stone, wood, rattan, wood and girder, Used as the main materials used in buildings and the houses villages in this area proposals. At the end of the special emphasis on the importance of enforcement and planning the construction of the National Building Regulations and standards regulations (especially in the context of the earthquake), was introduced to reduce the losses and the heavy consequences of the earthquake in Bushehr province.

Keywords: Earthquake, Residential buildings, Rural areas, Shonbeh and Tasooj District

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Estimation of land surface temperature and vegetation effects on surface temperature by using bands of MODIS images (case study: toysercan basin)

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Abstract

Study of Terrain Including vegetation, water resources, land types Including soil texture and classification are cases that require data with high precision. Accurate and high quality data can lead us to a better, more accurate results. In this context, remote sensing data is a great tool for the detection and identification of patterns. SEBAL (surface energy balance algorithm) is a relatively new algorithm for estimating evapotranspiration in most parts of the world and other heat fluxes and land surface temperatures used and the results have been satisfactory. To estimate the surface temperature in the Tuyserkhan district using data SEBAL algorithm, bands of MODIS images were used. The main objective of this study was to evaluate the accuracy of remote sensing methods to estimate the surface temperature and the best method is introduced. The highest temperature in the region of 31° K and the minimum temperature is 24° degrees Kelvin. Heights with respect to a given temperature are the minimum temperature gradient. Areas of vegetation are more moderate temperatures in the region.

Keywords: surface temperature, SEBAL algorithm, MODIS, Tuyserkhan

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Regional Analysis of the Factors Affective on Developing the Services of Private Telecommunication Offices in Iran

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Abstract

The present study investigates developing of the services of private telecommunication offices in provinces of Iran. The objectives of this study include identifying the factors affective on developing the services of the studied offices, evaluating the amount of the centralization of the offices' services and investigating the levels of developing their services in Iran's provinces. The method of the study is descriptive-analytical and to access the objectives of the study, the models of factor analysis, technique to measure the concentration level, Cluster Analysis and Multivariate regression were employed. The findings of the research indicate that by reducing 55 created indices to 40 selective indices, 6 significant factors which explain 67.2 percent of the variance of the population, are affective on developing the services of private telecommunication offices. The amount of centralizing the studied services indicates the maximum of balance in the factor "telephone conversations" and lack of balance in factor "offices insurance coverage". Based on the studied factors, Tehran Province almost allocates to itself the highest centralization of the factors. In terms of performance development, 4 provinces in the upper-development level, 10 provinces in the upper-intermediate level, 7 provinces in lower-intermediate level and 10 provinces in the lower-development level are located. The interests obtained from the performance of private telecommunication offices to be more balanced; multivariate regression predicts the influence of the factor "functional-institutional" more than those of other factors.

Keywords: decentralization, centralism, regional development, private telecommunication offices, Iran's provinces

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