

Analyzing Tourism Cluster in Shiraz With Porter Proliferate bModel

*S. Haji Amini^{*1}, S. Tavallayi², R. Farjam³*

Abstract

Cluster development strategy is one of the prosperous methods for organizing Small & Medium Enterprises. It is three decades that this method has performed developing countries regional development action plans. This research has surveyed theoretical views of tourism clusters and analyzed Shiraz tourism cluster. Due to doing that part of research, four key characters of tourism professions (geographical centralization, sectorial centralization, cooperational relations and common opportunity & threats) has been based. Location Quotient Technique, Cooperation Matrix and Questionnaire forms have been used for analyzing geographical & sectorial centralization, cooperational relations between professions unites and opportunity & threats assessments. Findings show that Shiraz tourism economic sector is basic and the LQ shows 1.12. Tourism professions have common opportunity & threats. Inter-enterprises cooperation relations are weak. At the end, strategic policies are made based on current position and future opportunities of shiras tourism cluster.

Keywords: *Tourism Cluster, Sahiraz Tourism, Tourism Professions, Cluster Development.*

¹ . *M.A Managment of Tourism and Markiting in, University of Allame Tabatabayi , Tehran, Iran.*

² . *Professor at Geography and Urban Planning at Tarbiyat Moalem University, Tehran, Iran.*

³ . *Ph.D Student of Geography and Urban Planning at Tarbiyat Moalem University, Tehran, Iran.*

**. Corresponding author, samadamini@gmail.com, Tel: +989177011370*

***Effect of Electronic Banking in Reduced of Travels inside Urban
(Case Study : Central part of Zanjan City)***

A. Meshkini¹, M.Gholami², M.Moghadam^{*3}, M.Rastegar⁴

Abstract

Development and Increasing communication growth create revolutionary in many aspects of human life and organizational performances. This technology, has changed functions and individual attitudes , organizations and governments cause have made create modern industries, new jobs and creativity. As for the importance of electronic banking and the ascendant trend in Iran, in this paper has tried to effect of electronic banking to reduce the amount in reduced of travels inside urban in central of Zanjan city. This paper describes the research method descriptive -analytical and field (questionnaire prepared and people referal motivated to the bank's existing in the central of Zanjan city). The results of this study showed that most referrals central city to perform banking services in peak hours, cause increased traffic in the center and this large economic costs on society, if such as pollution costs, vehicles depreciation, substruction equip, enhance without doubt figure will be very high. So can with electronic banking boom, cause decrease of people referal, relative improvement of urban traffic, reduce costs in the zanjan city.

keywords: *Electronic City, Electronic Banking, Travels inside Urban, Zanjan.*

¹. Asistant Professor in Geograpy & Urban Planning, University Trabiyat Modares, Tehran, Iran.

². Ph.D Student Geography & urban planning, University of Payam Noor, Tehran, Iran.

³. M.S.in Geography & urban planning, University of Zanjan , Iran.

⁴. M.S. in Geography & urban planning, University of Zanjan , Iran.

*.Corresponding Author, shahrzad.moghadam@gmail.com, Tel: +989196997164

Study of Socio-Economic Factors Affecting Computer Use in Urban Region of Fars Province

M. Nonejad¹, M. H. Tarazkar^{ 2}*

Abstract

According to importance of new technologies adoption in urban region, in this study affective factors on use of computer in Fars province were determined by utilizing probit model. Cost-income data used in this study were obtained from Statistic Center of Iran (2008) including 580 urban families in Fars province and Microfit software was used. The results showed that different factors such as Number of educated person in family, family size, income of family and use of cell phone have significant affect on the use of computer.

Keywords: *Computer adoption, Probit Model, Fars Province.*

¹. Assistant Prof. of Economics, Islamic Azad University, Shiraz branch, Iran.

², Ph.D. Student of Agricultural Economics, Shiraz University, Iran.

*. Corresponding author, mhtarazkar@yahoo.com, Tel: +989173140957

Regional Planning by Scenario- Based Planning (Case Study: Kashan Vision)

L. Forozande Dehkourdi¹, A.A. Sherepaz Arani², S.R. Jandaghian Bidgouli³

Abstract

Regional disparities is a concern for regional policy makers and Planners seek to identify specific policies and programs have wanted to reduce these inequalities . . One of the factors of this inequalities are lee attention on the effects of spatial policy in the our country. logical Disaffiliation between distribution and investment of spatial and location factors and in the other side distribution of Resources in the local parts make a disaffiliation and inequalities among regions. In this article the model of kashan's view is explained by analysis of SWOT program and scenario planning. With the using of this program help us to select several ways for identification and analysis of this ways and choose the best way for our management strategy. To achieve the desired future as the view of Kashan ,has been taken the decisions of strategic directions.In the proposed view of kashan aria, there are different counties that will try to emphasize on the integration and values of gathering and solidarity ,and their approaches perform in a pattern of regional development.This emprise will be made a synergy among development activity of different counties in kasahan.Incase this issue show the balanced limited (region)to the natural and geographic elements , that make to linkage between economic and performance economic(relationship in "this article").This artticle try to introduce a certain scenario that can be created a balance between spatial(space) and human relations.This scenario will terminate to the regional harmony and integrated development in the kashan's aria.

Keywords: *Planning with Scenario- Based , Scenario- Based Sterategic, Aria Kashan.*

¹ . Assistant Prof. of Management, University Of Payam noor, Markaz Tehram, Iran.

² . Ph. D Student Of Management, University Of Payam noor, Markaz Tehram, Iran.

³ . Ph.D Student Geography & Rural planning, Shahid Beheshti University, Tehran, Iran.

*. Corresponding Author, Shirepaz@yahoo.com, Tel: +989131630112

Studding and Analyzing Process of Changes of Rural Population and its Effect on Morphology of Cities (Case Study of Saghez City)

*M. Shams¹, M. Ghamari², E. Oboudi³, K. Mohammadi^{*4}*

Abstract

Unconnected joint of urban and rural and their relation is one of the certain principles in regional planning, that is tangible and clear in physics, economic, society and culture of the crowded points. So, rural population movements are one of the effective factors on the morphology of cities, as this phenomenon is obvious in the intermediate cities. Unstudied movements of rural population can affect unfavorably problems on frame of cities and theirs morphology is changed discordantly and also, villages' face lost their bullishness and their geographical position is stagnated and reclusive. This research survey the above process for villages of the Saghez city. Statistical Society in the 40 villages in the area of research is Saez. The applied method in this study is explanatory and so analyzes the Morphology of the Saghez city and its physical development in interval of 1345-1385. This process suggests mentally a meaningful relation regarding rural population movements and results show that urban morphology has been effected the rural population movements more than others.

Key words: *Rural Population, Emigration Intermediate Cities Morphology, Horizontal Expand, Saghez City.*

¹ . Associate Professor in Geography & Urban Planning, Islamic Azad University, Malayer Branch, Iran.

² . M.S.in Geography & urban planning, University of Tehran, Iran.

³ . M.S.in Geography & Rural planning, University of Tehran, Iran.

⁴ . Ph.D Student Geography & urban planning, Shahid Beheshti University, Tehran, Iran.

*. Corresponding Author, kave.mohamadi@gmail.com, Tel: +989141685491

The Relationship Between Social Capital and Job Satisfaction Among Farmers of Kermanshah Township

A.H. Ali baygi^{*1}, M. Jafariniya², F. Ghorbani³, Sulaimany⁴

Abstract

It is assumed that job satisfaction as an indicator of social welfare is influenced by social capital. This descriptive correlational research sought to determine the influence of social capital on job satisfaction of farmers. The statistical population of this study was farmers who are family head in Kermanshah Township (N=24391). A multistage sample of them was selected (n = 350). Data was collected using questionnaire. The validity was confirmed using a panel of experts and Reliability was assessed using Cronbach's alpha yielding 0.7 for all sections. Findings showed that there is a low social capital, especially in cognitive side, among farmers. Level of social capital had a positive relationship with farmers' job satisfaction. Therefore, for increasing job satisfaction and therefore improving productivity of physical and financial capital in rural communities, increasing social capital among farmers by means of improving mentality of cooperation and participation is recommended.

Key words: Social Capital, Job Satisfaction, farmer, Social Welfare, Kermanshah.

¹. Associate professor, Education Agricultural, Razi University of Kermanshah, Iran.

². M.A. Education Agricultural, Razi University of Kermanshah, Iran.

³. M.A. Education Agricultural, Razi University of Kermanshah, Iran.

⁴. M.A. Education Agricultural, Razi University of Kermanshah, Iran.

*. Corresponding Author, baygi1@razi.ac.ir, Tel: +98831-8323732

Investigation of Natural Hazards Management in Accidents Road Control Case: Karaj- Chalous

R. Borna^{1*}, Gh.A. Vahedpoor²

Abstract

Natural hazards are incidents affection transition as well as safety of road transportation, these anual damages. Impose plenty financial and body – accidental damages on universal transportation systems (especially on mountain routes). Results accompanied with this research were as following: A) the most important dangerous environmental parameter, in the half – south of this route is, fall of avalanches and in its half – north, exists, rock falls and sliding. B) In viewpoint of spatial distribution, the medial sections of the studied route (kilometers 43 to 128 from Karaj), are drastically affected on by the frozen. C) In viewpoint of spatial and temporal extent, the most important dangerous natural parameter is the rock falls, exists from Km34 to Km110 of Karaj as extant. D) Totally, about 57 percents of Karaj–Chalous route length, is under effective of the natural hazards, including the medial and central sections of the studied route (from the Km33 to Km118 of Karaj), in viewpoint of spatial situation.

Key Words: *Natural Hazards, Road Transportation, Disaster and Safety, Karaj– Chalous Route.*

¹ . Asistant Prof. in Geography and Clinatology Department, Islamic Azad University, Ahvaz Branch, Iran.

² . Member scientific bord Islamic Azad university of Larestan Branch, Iran.

* . Corresponding Author, bornareza@yahoo.com, Tel: +989127930669

Measurement of Effects Deployment Tourism to Sustainable Development Case Study Hashtroud Township

*M. Akbarpour Saraskanroud^{*1}, M. Rahimi², F. Mohammadi³*

Abstract

Of Deliberation in presence urban planning to Iran subjects related to sustainable and sustainable development factors different have urban sustainable development to impress that one of this factors can be tourism and outcomes it. Studying comprehensive outcomes deployment to one regional city requiring is study model of urban sustainable development two years recent hashtroud township by way of one destination tourism under consideration under impact outcomes economical and social environmental result of have develop tourism to main impact with sustainable city hashtroud. To research meantime studying concepts sustainable tourism urban sustainable development impacts and outcomes tourism to sustainable development township hashtroud have studied. Method of is research based on method descriptive –analytic. The object of collecting information to two methods is used attributive and open space. In to research statistical community residents and responsible hashtroud township who to appointment sample volume to method kokran used. Sample volume is obtained 291 individual to distribution questionnaire to form of coincidence to conclusion. Founds result to indicate spite impacts demonstrative economical to offering aspects social and most aspects environmental outcomes were negative to shapes different to help in stability city regional.

Key words: *Tourism, to Sustainable Development, Impact, Hashtroud.*

¹ . Ph.D Student Geography & urban planning, University of Tehran, Iran.

² . M.S.in, Urban Planning, University of Trabiyyat Modares, Tehran, Iran.

³ . M.S.in Sociology, Islamic Azad University of Tehran Markaz Branch, Iran.

*. Corresponding Author, MAKbarpour1983@yahoo.com , Tel: +989143236088