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URBANISM, URBAN MANAGEMENT AND DEVELOPMENT

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Abstract. In today's world, tourism known as one of the main factors of the global economy, it has a significant role in the international equations process. At a same time has extensive impact on various aspects, planning and policy economic communities place the tourism on the top of the different agenda. Tourism industry is the most extensive service industry and count as the world's most important job creation industry. Tourism pedestrian way is the main interface and link dynamic urban areas and tourists. In addition to economic and social role, it is a fundamental key factor in the urban tourism development and active presence of tourists in urban areas. The Shiraz city, especially the main central area and old urban texture (historic and cultural texture) and axis crossing the SANGE SIAH contains enormous tourism potential and capacity. it's a cross axis for tourists and pilgrims, and a lot of people use the neighborhood mentioned above, considering that more special amenities for urban tourism required. This paper attempt to identify strengths and weaknesses of the mentioned path from the tourism standpoint using the SWOT method and to this end, scientific and practical strategic alternatives along with tourism development, presented.

Keywords: Tourism pedestrian way, Urban tourism, Shiraz historical textures and SANGE SIAH axis.

Introduction. Urrently, tourism is one of the main pillars of the business world in a way that many organizers and policy makers from the tourism industry considering it as the main pillar of sustainable development [1]. From the old times cities were one of the most attractive places for tourism; since cities created the most completed and advanced habitation for people and included important centers of economic, scientific, recreational, medical, etc.; plus they benefit from the natural attractions and cultural heritage, and they are always the center of tourists' attraction. Urban tourism is a place, where citizens leisure activities outdoor around the environment in the city takes place. And considered as part of an ongoing citizen' needs and leisure activities in a weekly or daily basis [2]. Pedestrian way refers to the designated urban areas which are in a direct communication with concept of walking and tourism. This paper attempt to revivalism the passage and the historic axis of SANGE SIAH in the SANGE SIAH historic area in Shiraz; Tourism pedestrian way play an important role in city tourism and sustainable development. Hence this paper analyses the axis and the neighborhood, due to the fact that the residents and even tourists have found a sense of belonging to the identity of this Iranian-Islamic area .From the author's point view, factors affecting this topic are the related elements in the area that considered inclusions and access hierarchy could be well seen. This passage is the public space and contains cultural and environmental values which have been formed during different periods, in order to access to social life. In fact this passage is the legacy through history and reflects diversity of social and economic in Shiraz. Hope for the day that buildings not destroy in such a historical area and changes in the body of this valuable heritage devoid.

The main objectives of the study are as follows. Study the axis of SANGE SIAH as the main tourism axis in Shiraz city.

1. Determine priorities qualitative indicators of sustainability in pedestrian way.
2. Revivalism the axis to the Iranian-Islamic urbanism indicators, to reach to the pedestrian-oriented design

Urban areas being ancient, in various ages caused gathered urban spaces surrounding them, Such as the Greek Agora, the Roman Forum, square and market in the medieval. But after the industrial revolution and great attention to the technology and rapidity and the slogan "time is money" and especially with presence of cars in place, urban space suddenly lost its concept and served to non-pedestrian. Until the late 1960s, and despite intellectuals such as Jane Jacobs and posed the negative effects of the cars, the urban spaces revival was again recognized by the urbanism knowledge, as far as the "public arena defined as an important part of cities and urban environments." Today, the quality and attraction of urban areas, has become one of the most important issues for livability in cities, where the most contact, communication and interaction between individuals occurs. Pedestrian way is significant, due to the special features in creating the social interaction and in the virtual communication era; European cities in both countries, Germany and the Netherlands, have been forerun to pedestrian zone, study this matter take over half century which during different times US cities also had different approaches to this topic. The first action in the field of separating the roadway from the sidewalk in the world, took place in 1858 by the "Olmsted" American architecture and urban development. During this Action Olmsted designed stone footbridge in planning the Central Park in New York over the vehicles road for the walking people. After World War II (1930) plans conducted to separate pedestrians in the urban areas; eventually, in the 1940s and 1950s (during the reconstruction the war destruction and renovation the historic centers of cities), the idea of a city center shopping streets with the freedom of movement for the first time in one of the central streets in, "Essen" Germany came into force. The first test experience in creating non-traffic zones has been accomplished in "Rotterdam" Holland and "Stockholm" Sweden. In the 1950s, private cars from the central areas of cities and historic centers of European cities have been driven out, because of the traffic threats and destruction of valuable urban texture, as up until 1975, almost all major and historical Europe cities limited to a large part of the historic and central area, consequently historical- business pedestrian way created in those places. In early 1960 In North America there was strong tendency to return to city centers and in ten-years (1960-1970), there were 150 pedestrian street in the America's cities, the pedestrian street called "Mall" aimed at commercial purposes and the goal of creating a favorable environment for shopping and sightseeing in the cities. In the 80s of the twentieth century another concern made towards non-pedestrian movements, which aimed to control the movement without preventing its presence, in peaceful coexistence with pedestrian movement, thus allocating a minimum possible space required for the machines in order to allocate the maximum possible presence of pedestrian considered; as a result, the "low traffic streets" plan, in urban space was discussed. From the 1990 until the present, building the areas and urban pedestrian path network, and freedom of movement and safety of pedestrians and cyclists, has become one of the life's most important measures of quality. Some instances referred to this context such as, the plan to convert London to one of the "largest pedestrian city" until 2015 or Scotland's administrative law and plan in 2003 as "Land Reform Act" aimed to promote walking in the country, or Delphi research project to predict the future of walking in Europe in 2010. In Iran Urban system, there are two types of pedestrian path; first the bazaar which act as business axis in city centers and in fact creating the main framework in urban areas, second the pedestrian street aimed to entertainment, CHAHAR BAGH in Esfahan is a perfect example for such areas. With arrival of automobile, the structure of cities had fundamental changes and today in Iran there is a slight experience in this field; Tabriz is one of the first cities constructed three distinct axis and pedestrian indicators and has stepped up in the field of separating the pedestrian and rider.(TARBIAT street, OSTAD SHAHRIAR street and GHALE SANGI axis). Furthermore in Mashhad JANNAT Street turned in to the pedestrian axis commercial, which welcomed by citizens, businesspeople and pilgrims. In Tehran the SAF Street (SEPAH SALAR) and MARVI alley are as well turned into the pedestrian way [3].

Urban Tourism. Different definitions of urban tourism have been described. The most complete definition has been done by National Research Institute of France, which is the free question and answer as follow: "Travel with different intentions based on different attractions and facilities available in places where more than 20,000 people and accomplished in the range of more than a hundred kilometers and the duration takes more than 24 hours and requires to spend a night outside the main home, With purposes other than work, study or visit relatives and friends or participation in academic seminars, job fairs, etc. "[4]. Today, the urban tourism known as factor in economic, social welfare and urban city development, the first condition for success in the urban tourism development is to build an appropriate infrastructure and wise, judicious management in the areas of political, economic, social and cultural, and much more. City needs a management that is conscious, compatible with international standards and met tourists' spiritual characteristics and their demands. The first condition to guarantee success any city in the urban tourism development is organization and preparation of city attractions, facilities and features that facilitate access to further attractions [5]. All local tourism areas, pave the way for future development of the local tourism industry, and underlie the foundation for urban tourism; with local tourism the required capacities in social and culture fields could be achieved. Basic social security, proper social behavior, environment maintenance and deliver culture and sub-cultures could be established from the micro level, which is the local tourism. This context could be used to move to the next stage of urban tourism [2] urban tourism is an integral part of municipal services required by, permanent and non-permanent citizens, therefore it considered as the scope of the management tasks and town planning. On the other hand urban tourism is closely related with the natural environment and cultural heritage and historical values of each city. Accordingly pay attention to independence of this perspective that would be necessary in urban development plans. In addition to the quantity and quality of urban tourism, this is considered as one of the most important indicators of urban development. To fulfill urban tourism, should the places and tourist attractions inside and outside urban and sub-urban concurrent with city growth and at a same time preparation of tourist facilities and equipment also be provided. The most basic aspect of city

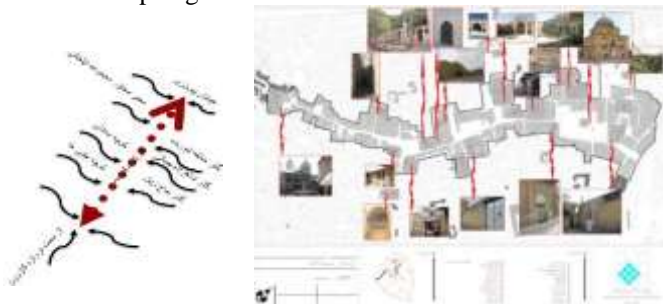
characteristics for urban tourism development is provide security and discipline prevailing in the community, afterward other effects of tourism. Reducing social and spatial identity and severe environmental pollution in cities makes it very hard to prepare the citizens, social, cultural and psychological needs, this issue expanse loneliness feeling, city escape mental stress, antisocial damage and decrease happiness. Herein how to spend leisure time, providing promenade facilities and organizing has become the main axis of urban planning, environmental design and city management. Social, economic and environmental interests are in a result of city with tourism characteristics. Namely, stress free, increase in mental health care, creativity and self-actualization growth, skills and personality development would be regarded as personal interests in result of tourism. On the other hand strengthen family relations and develop social relationships, fostering community morale increases job employment; Development of afield villages areas, services and infrastructure development, public welfare extension prevent destruction of natural resources and cultural heritage and prevent the possession in urban areas and promote environmental culture and education and strengthen urban management cooperation considered as a social, economic and environmental urban tourism benefits.

Sustainable tourism development. The sustainable development of tourism defined as following; expanding tourism industry and attract tourists to an area using existing resources and respond to the economic and cultural needs, community criteria law and tourist's expectations, unity and cultural identity, environmental health, balanced economic in destination and provide optical care of the guests continuously. The major benefit of tourism based on sustainable development approach is that the tourism payment invites protection of natural and cultural resources in the area. And this will be conducive to attract tourists who are looking for high quality purposes. [6] Sustainable tourism strategy in today's world comprehensive approach that seeks long-term growth of the tourism industry without detrimental effects on natural ecosystems. Sustainable tourism strategy in today's world is a comprehensive approach that seeks long-term growth of the tourism industry without detrimental effects on natural ecosystems. It emphasizes on the terms of tourism development, that people will be able to prosper certain positive or negative aspects of it [7]. Tourism pedestrian way. Pedestrian way, as a place for common and recreational activities provide possibility of interaction in urban areas for visitors. Walking makes it possible for people to understand and be aware of the urban environment. Also the cultural values in the area increase for them (Nyaupane et al, 2004). Walking paths are the basic facilities of this popular recreational activity and are as connection between visitors and the natural environment (Irish Trails Strategy, 2006).

The study area. Core cultural - historical Shiraz city covers an area of 360 hectares, the 1300-year-old has formed in a gradual process. The main bone structure of an old area texture defined from the historical passage, activity centers and the historical index elements. From the past till today SANGE SIAH historical axis with about 810 meters long is one of the most important passages in Shiraz city. This historic axis passing through the areas such as DARBE MASJED, SAR BAGH and SANGE SIAH neighborhood and is a significant religious and economic center which leads to the EMAMZADEH SEYED TAJALDIN GHARIB tomb and KAZEROON gateway. The name of the area SANGE SIAH (black stone) token from the color of the tomb related to SIBOYE, Arab philosopher and scholar of Arabic grammar in the Hijri second century which is located in this area. The scope of this neighborhood from the South and South West was fence of the old city, from North bounded to the SHAH Square and SAR BAGH and from the East lead to the SARE DOZAK area. This region is emergence of the Shiraz city's core, besides currently many activities such as tourism, religious, cultural, commercial and residential happening in this zone [8]. SANGE SIAH passage has always been a place of varied events such as commuting, trade, cultural exchange, performing rituals, expresses political views, fun, roam and etc. furthermore due to the extent use of this route in the city, as well as numerous activities and events within it, is such a place that many citizens always been connected to. Their daily life starts and ends in this space. In a way that good repeated small events happening along this axis addressed to numerous citizens and residents; this is very effective for people morale and mental health.

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Source: the author SANGE SIAH historical passege



This route is a dynamic axis in the minds of people using it. Each person according to the needs, motivations and goals has an assumptions and expectations, due to past and similar experiences and how they thinking about the mentioned area. The SANGE SIAH axis, regardless of all the historic and tourism properties, in a first place considered as the passage between the residential textures, which crossed several common neighborhoods and establish the connection between the areas together. Likewise, due to the applications located in the place such as, DARALQURAN every day certain clientele aimed to use the applications visit the axis. Additionally with historical, cultural and religious attractions in the place Tourists constitute the other consumers of the environment. So this axis should be open to residents, citizens and tourists and various social classes in different time period. Due to the foregoing, participation of one's presence considered as an important issue in these places. Afterward this axis should be able to act as a vessel and flow life to all parts of the city. In nowhere it should stagnant and stopped, in other words, t dynamics of these spaces are the other important features. SANGE SIAH axis from one hand should be the place for residents and their participation in their social life and on the other hand should act in the city scale and beyond to participate and receptive to different groups of citizens and tourists. In this place, people should interact with each other, learn being together and strive to enhance the social life. Thus, the focus should always be on, ongoing social life so the vitality is the fundamental characteristics of this passage. This space must also be capable of absorbing wide range of citizens and tourists and always harmonize with the events inside. Therefore, flexibility is an important characteristic of the SANGE SIAH axis [9].

Strength	Weakness
Historically valuable elements Active commercial department Tourists traffic in area Have the private sector Religious activities Diversity of the operation in the texture There are historical and operational memories	Lack of urban furniture in texture Lack of sanitation in the area Lack of medical places Too much vehicle traffic Desolate valuable buildings Destructive use of an vacant buildings Addiction in the neighborhood Houses being demolished
Opportunity	Threat
Job potential Taking advantage of the private sector Injection of healthy activity in the disabled commercial sector	Allowing demolitions and mass grave The possibility of disease due to lack of hygiene The deterioration continuing due to the empty house Building destruction due to the poor performance

Internal and external factors prevailing in the SANGE SIAH axis, Shiraz

Source: The author, Aug.2016

In short, the essential strategic objectives of rehabilitation and reconstruction pedestrian way of SANGE SIAH are as follows:

- 1- Enhance the connection quality of SANGE SIAH with other tourist attractions in Shiraz:
 - ✓ Strengthen the connection of SANGE SIAH's with HAJ ZEINAL's market.
 - ✓ Strengthen the connection between tourism-oriented axis of SANGE SIAH with ZARGARHA market and Jew neighborhood.
 - ✓ Strengthen the connection between SANGE SIAH and KAZEROON gateway
 - ✓ Strengthen the connection between tourism-oriented axis of SANGE SIAH and SHAHCHERAGH
 - ✓ strengthen the connection between tourism-oriented axis of SANGE SIAH with traditional market
- 2- Equipped the space in order to encourage tourism in passages and pause:
 - ✓ Locating the right furniture along the way to encourage pause in the space
 - ✓ Predict the applications and activities which are encourages the presence, pause , interact and walking activities
 - ✓ Equipped the front space of the applications with overflow goods and activities
 - ✓ Equipped space to allow seasonal activities

- ✓ Establish public rest rooms
 - ✓ Choose a design that its geometries form allow people gathering in some areas
 - ✓ make it possible for street vendors and showmen to work in the place
- 3- Enhance the quality of communication of SANGE SIAH with other historical- cultural of tourism sites
- ✓ Strengthen connection with HAJ ZEINAL market, by defining this path as one of the entrances and exits of SANGE SIAH axis for tourists
 - ✓ Activate and regulate HAJ ZEINAL parking which is placed at the begging of the HAJ ZEINAL axis for the people to stop and park the
 - ✓ Strengthen the axis connection with historic houses and tourist complexes in texture such as: ILKHANI complex, KHANE SALEHI, BASIRI complex by defining the moving path for the tourists
 - ✓ Define a safe and attractive routes for tourists to move to other tourist attractions around the axis
- 4- Provide social security and safety through space
- ✓ Promoting the active participation of people in space
 - ✓ Strengthen the sense of belonging in residents and shopkeepers in the place
 - ✓ Appropriate physical commitment in the crust in order to increase the possibility of monitoring the space
 - ✓ Remove crime places and corners
- 5- Provide for special classes (artists, university professors, etc.) through:
- ✓ Integrate worthless and ruined houses and build houses appropriate to the artist, university professors and ...
 - ✓ Contrive offering various financial facilities and loans to attract these groups
 - ✓ Creating the possibility of meetings with these groups and informing them about the prospect and this plan's benefit for them.
 - ✓ Create artistic and academic centers associated with each of these groups centered in their profession and in a comprehensive range. Work and life close up.

Conclusion. Urban tourism based on today's expectations of tourism as a factor for recognition the history, culture and collective memory, has become the perceptual element of the city. Today, this industry not only for leisure, but also proposed as an arena for identity and civilization of cities. SANGE SIAH Tourist pedestrian is a place to pass, pass through the collective memories and cultures and finding roots in sub-culture of ancient Shiraz. Objectives mentioned that in many cases obtained from staff in the facilitation office of the SANGESIAH neighborhood. With implementation of these goals and visions the desirable tourist pedestrian way around the historic SANGE SIAH can be achieved. As days this place, was the way for caravans, merchants and pilgrims.

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