Evaluation of Tourism Development Indicators of Milad Telecommunication Tower using the CO-PLOT Model

Azita Rajabi[*]

Associate Professor of Department of Geography, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Najmeh Heidarian

M.SC. in Geography and Tourism Planning, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Kiarash Salami

M.SC. Student in Landscape Architecture, Khatam University, Tehran, Iran

Abstract

Tourism and the related economy is transforming and plays a vital role in world economy. Many economic development planners and policymakers also refer to tourism industry as the basis for development. Tourism-related activities and the provision of appropriate services in an area, like many other economic sectors, require necessary groundings in terms of its origin. Therefore, based on the importance of tourism industry on the one hand, and the existence of tourism potentials of Tehran province on the other hand, an appropriate procedure is required for prioritizing different areas in the province in order to efficiently and appropriately plan and prioritize different investments in these areas. In this regard, the aim of this research is to evaluate of tourism development indicators of Milad Telecommunication tower. In order to analyze the research data, the CO-PLOT analysis method and comparative comparison of Milad Tower tourism statistics were used. The results of factor analysis indicate the importance of the managerial-institutional dimension as one of the important factors in the tourism development of Milad Tower; the results from a t-test showed that the effect of each factor and dimensions is different on tourism development of Milad Tower. According to the tourism experts and professionals, the institutional-managerial, political, physical, socio-cultural, economic factors are of paramount importance in the tourism development of Milad Tower.

Keywords: Tourism, Development Indicators, Milad Tower, CO-PLOT.

1. Introduction

Tourism is an important phenomenon of the twentieth century (Aitchison, 2002) and plays a vital role in the global economy (Albalate, 2010). In Fact, tourism is one of the main sources of national income in developed countries and in some developing countries. In the meantime, the first-ranked countries in the tourism industry, each according to existing potential in their country, have been able to provide the essential ground and factors for tourism development, and by investing in this industry, they are now witnessing their efforts that have outcomes, and have taken the largest share of this industry compared to other countries (Hadiani et al., 2012: 112). Tourism theory is actually the result of social differences (Gunn, 2002) and has the most economic, cultural and even socio-political exchanges than any other issue (Shapira, 2001). It is defined as an industrial and commercial activity that produces goods and services for customers (tourists) (Rasoli et al, 2016). We have to accept the fact that today tourism is institutionalized everywhere. The industry is truly global, with all the countries of the North and South involved. It is considered the most promising industry in Third World countries. Serious attention to tourism is being felt like a new phenomenon in the machine life of the 21st century, and its importance in the world is increasing on a daily basis. Today's tourism is most dependent on the economic field, which has a high potential in the dynamics of local and international economics (Timothy & Allen,2005). That is why governments in recent decades have emphasized tourism as one of the ways to fight unemployment and generate added revenue. Beyond the growing controversy over manufacturing and tourism, the importance of the flexibility and interchangeability between tourism and other productions is important. Perhaps this is why Lewis Turner considers tourism to be the most promising and complex industry facing the Third World and believes that tourism is the most profitable for other revenue-generating industries (Timothy & Geoffrey, 1996). Because tourism not only helps the local economy but also improves the situation of local communities. Of course, the importance and economic role of tourism should not neglect its other dimensions, especially the cultural dimension. The world's tendency to find the easiest and most effective

way to engage in cultural dialogue has made the role of tourism more important in these interactions (Chen & Tsai, 2012). Iran is a vast territory where land area, geographical location, communication channels, and tourist attractions are of particular importance to foreign tourists. Meanwhile, the Tehran metropolis, the 200-year-old capital of Iran, with a population of more than 8 million and an area of 890 km^2, is the largest city in the Middle East and the twenty-seventh largest city in the world, which has many urban attractions and can be used to attract more tourists. One of the unique symbols of Tehran is Milad Tower, which now plays an effective role in attracting domestic urban tourists, but so far, despite its valuable potential, it has not been able to provide a suitable platform for attracting international tourists as one of the important destinations of urban tourism in the Middle East and the world, like the Eiffel Tower, the Shanghai Tower, the Vancouver Tower and the Burj Khalifa in Dubai. The purpose of this study is to identify the development indicators of Milad Tower tourism in Tehran and how this urban symbol can be turned into an important international tourism center.

1.1 The importance and necessity of research

Determining the indicators of tourism development of Milad Tower is felt necessary through the plannings aiming to attract more tourists for this urban symbol and also to help the economy of Tehran in the international arena. This is an endeavor and action plan that has not yet been taken in this regard, and therefore, the present study is innovative. Considering the importance of this research, the indicators of tourism development in tourist attractions have been investigated by determining the important tourism indicators, so by identifying the priorities of the tourism indicators of Milad Tower, it is possible to attract tourists globally.

1.2 Research background

Faraji et al. (2009) in an article entitled "Tourism Geography of Tehran and the role of urban planning and architecture in it", have analyzed the role of geography in shaping and city architecture and attracting tourists in this city.

Ahmad I'Baghi Esfahani (2011), in an article entitled "Study of Tehran's urban symbol from the identity perspective " has examined the role of symbols in terms of identifying the city, and during this

study, he points out that urban identity is the distinguishing factor of a city from another one and gives a sense of place to the citizens and their participation in the city development. According to the analysis of the collected data, he concludes that the urban symbols are, to a large extent, consistent with the identity characteristics of Iranian-Islamic architecture.

Jalilian (2012), in an article entitled "Comparative study of the status of prominent architectural works of Tehran in the forties as enduring urban symbols", addresses the issue that today the symbolism and design of urban monuments is one of the most important issues in urban planning. He has dealt with the symbolic role of these buildings in creating urban identity and their place in the collective memory of the people of Tehran by using a comparative study of the landmarks in this period, such as Azadi Tower, City Theater, Museum of Contemporary Art, etc. The results of this study show that the creation of such buildings connects the historical background with the modern view and promotes urban tourism and economic development.

In a study entitled "The Impact of Man-Made Attractions on Tourism", Rabiosi (2015) examines the Guggenheim Museum as a man-made attraction in the city of Bilbao, Spain. The research was data collected and analyzed through a questionnaire including the number and duration of accommodation and the money spending of the incoming tourists. He concludes that the museum, like many other man-made attractions, such as the Eiffel Tower, the Statue of Liberty, etc., is a city element that attracts more tourists to Spain.

Gamiti (2012) conducted a study entitled "Tourism, Culture, and Urban Competition, a Critical Approach to Planning", in which he critically examined the tourism plan of the city of Rome, Italy Occasionally. "Today, cities use symbols and elements in the form of architecture, buildings, theme parks, museums, and special cultural events, and try to differentiate the tourism of that city, which promotes culture and tourism flows and the reputation of the city itself," he said. From this study, he examines the available documents from the current Roma development model and concludes that the selected tourism development model of the city of Roma creates contradictions and disagreements, and it is necessary to reconsider this model.

2.Method

One of the most important goals of planning is to foresee and create balanced development in different geographical areas. This process requires the study and accurate understanding of areas and potential and actual capacities, as well as the evaluation and recognition of the relationship between indicators affecting the region development. In this way, we need to utilize different techniques and methods. One of the most important strategies is a quantitative and mathematical technique (Poria et al, 2014). Since quantitative techniques are used to provide logical relationships between phenomena, the currency provides a logical and accurate assessment of the features and relationships between phenomena, according to the case study components and subject matter, a descriptive-analytical method is dominated in this research. This study is applied research, and in terms of research literature, documentary and library methods have been used to collect information. Also, the PLOT -CO multivariate analysis model and ArcGIS and SPSS software were used for data analysis.

2.1CO-PLOT Multivariate Analysis Model

In recent decades, a variety of tools and methods have been proposed to test theories and hypotheses in the field of various researches. Multivariate analysis methods are particularly capable of identifying or testing hypotheses about the relationships between variables. Due to the limitations of existing analysis methods, there is still a need to improve existing techniques or develop new techniques. The development of optimization models since the Industrial Movement in the world, and especially since World War II, has always been of interest to mathematicians and industry executives. The main emphasis of classical optimization models is to create a measurement criterion or an objective function. However, in recent decades, researchers have focused on complex multi-criteria models (MCDMs) for complex decisions, in which several criteria may be used instead of one for optimization (Chen et al, 2012). In this regard, the CO-PLOT model is a new multivariate analysis model that, unlike classical multivariate analysis methods such as principal component analysis, multidimensional scaling, and cluster analysis, usually

analyzes the variable or observation separately. The above model simultaneously examines and analyzes two variables. This model can analyze the case (observations) and variables simultaneously and depict them graphically. Compared to other multivariate analysis methods, this method is a combination of statistical calculations and visual maps. The model characteristics include 1) similarity (no similarity) of varied observations; 2) correlation structure between variables; 3) relationship between observations and variable. The CO-PLOT model can be categorized as an exploratory analysis method (Judd & Faintein, 2014), assuming this is appropriate for the analysis of some observations and many variables. The possibility of each observation in a two-dimensional space is possible. The location of each observation is determined simultaneously by all criteria (variables). The CO-PLOT graphical display technique is useful for visual inspection of the data matrix. The unit of observation is n and variable is shown ask arrow relative to the axis and origin. CO-PLOT locates the observation (matrix row) so that similar observations are closely located. In this way, CO-PLOT identifies observations belonging to a group that has similar characteristics and behaviors. Each variable is marked with an arrow. plot - Co makes it possible to view and change a data set simultaneously. A good fitness measure is calculated and presents for each criterion separately. The CO-PLOT model is based on two consecutive graphs. The first graph represents the row of points by n points. The second graph, based on the first graph, contains separate k arrows. This method is as follows: CO-PLOT is based on the integration of location concepts with variable regression analysis, which begins with the Xn × k data matrix including n rows and k columns (Chen & Tsai, 2007).

3. Location of the study area

The memorial complex is located on a land with an area of approximately 15 hectares on the hills of Nasr alley in the northwestern highway of Tehran. The complex leads from the north to Hemmat Highway, from the east to Chamran Highway, from the south to Hakim Highway, and from the west to Sheikh Fazlullah Nouri Highway. The memorial complex is a multi-purpose complex in telecommunication services, trade centers, restaurants, Catering services, conference centers, tourism and leisure services. The initial

studies about this tower in 1993, which was called "Cognitive Studies", started with the participation of four companies. Milad Aseman Tower Company has considered the policies and strategies of attracting tourists based on the special and unique utilization of the tower, which will be effective in attracting domestic tourists. Among the attractions of this tower are the following:

1. exhibition: Exquisite and historical works of art, and handicrafts in galleries located in the tower.
2. Watching the landscape of the city of Tehran on the height of Milad Tower in an indoor and outdoor viewing platform at a height of 261 to 280 meters.
3. Benefiting from catering and dining services in the rotating restaurant at the height of 266 meters and a rotation of 360 degree
4. The existence of a cafeteria at the top of the tower is 266 meters high.
5. The special restaurant at a height of 292 meters with impressive design and furniture to host important domestic and foreign figures.
6. Skydome at a height of 302 meters as a place for museum, astronomy and sky observation.
7. Construction of green landscape around the tower as well as environmental restaurants to provide more services for visitors.

Milad Tower with a height of 435 meters is one of the tallest TV and telecommunication towers of its kind in the world. The utilization of this tower consists of tourism plans, facilitating and expanding wireless communication in Tehran, optimizing and expanding radio and television coverage, Creating digital TV infrastructure, meteorology and traffic control.

Table 1. The Position of Milad Tower in Comparison with the Top Ten Towers in the World

Name of Tower	Height in meters	City	Country
Khalifa Tower	828	Dubai	United Arab Emirates
Guangzhou TV Astronomical and Sightseeing Tower	605	Guangzhou	China
CN Tower	533.3	Toronto	Canada
Ostankino Television Tower	540	Moscow	Russia
Oriental Pearl TV Tower	467	Shanghai	China
Petronas Twin Towers	452	Kuala Lumpur	Malaysia
Milad Tower	435	Tehran	Iran
Kuala Lumpur Tower	421	Kuala Lumpur	Malaysia
Tianjin Radio and Television Tower	415	Tianjin	China
Central Radio & TV Tower	405	Beijing	China

http//fa.wikipedia.org/wiki

Figure 1. The study area

According to the information provided in Table. 1, the Milad Tower, having TV-telecommunication functions, is the second tallest tower in the Middle East after Khalifa Tower and the seventh tallest tower in the world. It can also be a factor in attracting foreign and domestic tourists with its recreational and tourist functions.

4.Results and Discussion

After collecting and categorizing information, the first step in any research is to examine the comprehensive characteristics of the case study about the research topic. For this purpose, at this step, to answer the first question of the research "what are the social and demographic characteristics of tourists in Tehran's tourist attractions? case study of Milad Tower ". Table 2 examines the independent characteristics of the respondents. According to the table, and in terms of personal preferences, social characteristics consist of the percentage of demographic distribution such as age, education, family composition, income, place of residence and purpose of visit. Tourists studied include 59.44% men and 40.56% by gender. The distribution of the studied tourists is presented according to their income, and most of the tourists in Tehran are affluent so that most of the studied subjects are people with higher than 40 million IRR income (33.61%) following by the people with 20 to 40 million IRR (27.22). The distribution of tourists studied by age has shown that older people have shown more interest in tourism in Tehran. Also, according to the purpose of visiting five groups in this section includes pilgrimage, recreation, work, visiting and cultural heritage tourists, among which 34.24% have chosen Tehran for cultural and heritage purposes in (Milad Tower). Distribution of the studied tourists according to the origin, which was divided into four categories of tourists staying in urban areas, provincial areas, neighboring provinces, non-neighboring provinces. Most of the tourists of Milad Tower were in the areas around the city and other cities of the province. This represents a total of 58.33% of the total population surveyed.

Table 2: Social and demographic characteristics of tourists about the tourist attractions of Milad Tower

Variable	Sub-index	Frequency	Percentage
Gender	Men	214	59.44
	Female	146	40.56
Education	Lower than Bachelor	124	24.33
	Bachelor	128	28.35
	Higher than Bachelor	98	27.22
Income	Less than 1500 Million Toman	76	21.11
	Between 1500 and 3 Million Toman	65	18.06
	Between 3 and 4 Million Toman	98	27.22
	Over 4 million Toman	121	22.61
Age	15 to 25 years	22	8.89
	25 to 30 years	69	19.17
	30 to 45 years	106	29.34
	45 to 65 years	98	27.22
	Over 65 years	55	15.28
Origin	Urban District	92	25.55
	Districts of Province	118	22.78
	Neighborhood Provinces	72	20
	Non-Neighbor Provinces	78	21.67
The Purpose of the Visit	Pilgrimage	40	11.11
	Hobby and Entertainment	88	24.34
	Business	74	2.89
	Visiting Acquaintance	94	26.11
	Heritage and Culture	124	24.45

Analyzing the effective variables in prioritizing and planning the tourist attractions of Tehran has been discussed in this step. At this stage, to categorize and prioritize the tourist attractions of Tehran by CO-PLOT method, we first examine the model fitness according to the "alienation coefficient" of the considered variables, which are based on the common preferences of tourists, including the tourists' utilization of the attraction, the experience of tourists visiting each attraction, the average length of tourist staying in each attraction, the average times visiting each attraction (Wikipedia, 2020). An examination of the alienation coefficient and the degree of effectiveness of these four variables to fit the model of Milad Tower's position in prioritizing Tehran's tourist attractions is shown in Table 3. Despite recognizing the alienation coefficient as an appropriate measure for describing observations, according to the approved standards, we must also consider the correlation of the variables. To improve the model fitness, we must calculate these variables with a

low correlation. A low correlation means that it is not easy to obtain observations and results among the variables considered in the study. Of course, there is no general principle for considering a certain amount of good correlation (optimal fitness). In the CO-PLOT fitness model, most studies have the values below 0.6 that are insufficient. For this reason, at this stage, due to insufficient values for the model fitness, no significant cluster can be identified, and graph design is meaningless at this point. So, in the next step, we remove those variables with the lowest correlation values, that is, variables with correlation values below 0.6, to see if the model results improve; these variables are at least able to describe the similarity (no similarity) between the variables. Therefore, as shown in Table 3, the alienation coefficient among the considered variables is 0.072. However, investigation of the correlation coefficient shows that the overall correlation coefficient is 0.81 and this coefficient should be removed for the tourists' utilization of attraction variable with a correlation of 0.54, due to lower correlation among the three other variables of tourists' experience of attraction with a correlation of 0.92, the average number of tourist visiting the attraction with a correlation of 0.82, and finally the length of tourists staying at the attraction with a correlation of 0.96 and the model fitness must be repeated between the three remaining variables to reach the desired model.

Table 3. Investigating the Graph Model Fitness based on the Initial Research Variables

Coefficient of Alienation:0.072		
Variables Map		
Average of Correlations:0.81		
	Degree	Correlation
The extent to which tourists benefit from the attraction	-54	0.54
The experience of tourists visiting the attraction	139	0.92
The level of satisfaction and tourists' use of the attraction	167	0.82
The length of stay of tourists to visit the attraction	64	0.96

According to the table above, the results show that in the first step, three sequential variables, all having high $r^{(j*)}$ were selected for analysis. The model fitness between the remaining variables is shown in table 4. The results of this step show that the remaining three

variables are acceptable with values higher than 0.6, including tourists' experience of attraction (0.81), the average number of tourists visiting the attraction (0.86), and the length of tourists staying at the attraction (0.92). The overall correlation coefficient with the value of 0.091 and the alienation coefficient with the value of 0.89 indicates the optimal graph model fitness.

Table 4. Investigating the Graph Model Fitness based on the Remaining Research Variables

Coefficient of Alienation:0.072		
Variables Map Average of Correlations:0.81		
	Degree	Correlation
The experience of tourists visiting the attraction	-129	0.89
Average number of tourist visits to the attraction	-168	0.86
The length of stay of tourists to visit the attraction	103	0.92

After removing the non-contributing variable and confirming the final model fitness, Milad Tower's position has been analyzed in prioritizing the tourist attractions of Tehran. The mathematical results have been reached the final graph in figure 4 as a graphical display of the model. it should be noted that while the arrows are displayed in different directions compared to the first output, but the relative position of arrows and observations in the final output is important.
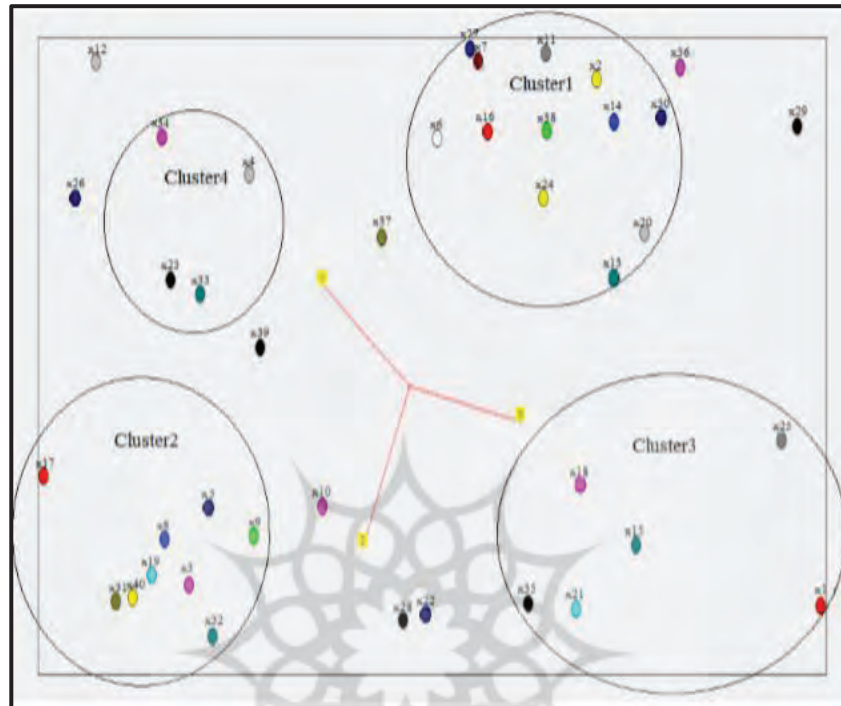
Diagram 1. Graphic map diagram for tourist attractions

In this study, 20 tourist attractions of Tehran have been identified and prioritize, including Milad Tower complex, Municipality Museum, Museum of Celebrities, Azadi Tower, Golestan Palace, Niavaran Palace, Sa'd Abad Palace, Mellat Park, Nahj al-Balagheh Park, Bame Tehran, Tabi'at Bridge, Chitgar Lake, Birds Garden, National Botanical Garden, Imamzadeh Saleh Shrine, Saei Park, Irani Garden, Shahr Theater, Kazemi Mansion, Tehran Waterfall, etc. respectively.

In general, the tourist attractions of Tehran can be divided into four dominant categories, consist of historical-cultural, historical-religious, natural-recreational and other attractions:

1st category) Historical-cultural tourist attractions:
Old monuments built in man-made spaces and environments or in places where important events have taken place can be a kind of historical-cultural attraction. Paying attention to historical and cultural attractions dates back to 1959 when the Egyptian and Sudanese

governments asked UNESCO to help their countries protect and preserve worn-out historical and cultural artifacts and sites. In 1960, the Director-General of UNESCO launched an appeal to member states for an international campaign to save new buildings. The historical-cultural sites have been defined as "historical sites of attraction with cultural heritage are official places that have retained their tourist value due to political, military, cultural and social history." socially, they have preserved their tourist value." A historical-cultural site may include any organization, landscape, and structure that is of local, regional, and national importance. A historical-cultural tourist attraction site may also have a visitor center with more modern architecture and facilities that acts as a gateway between the outside world and the historic site. Milad Tower has heavyweights in the priority of tourist attractions in Tehran. The existence of numerous historical-cultural attractions and special and man-made attractions in urban areas with the growth of tourism in recent decades has caused these destinations in Tehran to be attacked by tourists. Many officials in these urban areas have also accelerated this destructive trend due to the lack of attention paid to the negative effects of tourism and the mere attention paid to the economic benefits of this industry. On the other hand, in many of the projects that are being prepared for these urban areas, not the slightest attention has been paid to tourism and its effects on city development. Therefore, studies are needed to identify and analyze these issues.

2ⁿᵈ category) historical-religious tourist attractions:

Historical-religious tourist attractions are a kind of attractive sites that tourists visit individually and in groups for pilgrimage and leisure purposes. Similarly, many tourists visit different types of religious sites not only for religious and spiritual purposes in the traditional sense but also to recognize a nation's historical heritage and cultural attractions. It is also a tourist attraction for tourists due to the pilgrimage of religious leaders and religious ceremonies or the experience of "sense of place" with the sacred space. The classification of religious tourist attractions is as follows: Pilgrimage sites) Places that are the target of religious travel and are not common in people's lives. Religious Attractions) Religiously valuable structures or places of historical and artistic importance. Religious

ceremonies) In different religions, some special religious celebrations and ceremonies take place in certain places, which is a trip to visit or participate in this religious tourism ceremony.

3rd category) Natural-recreational tourist attractions: The natural attractions at the destination are often the first thing that catches the eye of the tourist, which can be used in a variety of natural resources to create an attractive environment for tourism development. Features of natural resources such as land, its quality, vegetation, animal species, and climate are among the characteristics that make up the main natural-recreational attractions. Unique natural attractions are often in the public interest to prevent monopolies, transform and protect them. Many public parks and gardens fall into this category. Private sector parks such as amusement parks, water parks, etc., are independent collections that are diverse and provide a variety of entertainment for visitors. The evolution of historical parks and gardens has made them attractive tourist attractions for tourism development. In the city of Tehran, attractions such as urban parks and historical gardens can be recognized as tourist attractions of this city. This category includes attractions such as Saei Park, Nahj al-Balaghah, Mellat, Persian Garden and so on.

4th category) Other tourist attractions:

Large urban areas are the center of the tourism industry. The community of productive, economic, public and private services, which together form large markets, is an attractive area for tourists. Although rural areas are less important than urban shopping malls, they are actively looking for business and tourism conferences. In major cities around the world, large and small commercial resorts are active in attracting tourists. In urban areas, the main focus is on completing and adding to existing commercial and recreational attractions. Tourist attractions in this category have the shortest length of stay and the lowest number of visits to Tehran and different percentages of visitors (some high and some below average). This category includes Milad Telecommunication Tower, Tabi'at Bridge, commercial and recreational places such as Tehran Grand Bazaar and so on.

5. Conclusion

Urban environments, on the one hand, are considered as tourist destinations due to the concentration and crowding of tourists, and on the other hand, they are considered as tourist destinations with natural, historical and architectural attractions. The development of urban tourism with the maximum efficiency of urban attractions is one of the most important activities of the executive management of cities in the current era. The existence of various attractions in cities such as historical places, green spaces, cultural centers, sports facilities, hospitality facilities, shopping centers, and markets, etc. are among the important parameters of urban tourism formation. This industry in urban society, as the fourth activity of urban life, is based on allocating special spaces for leisure and entertainment needs. Urban tourism operates in the context of specific spatial patterns of various recreational, heritage, historical and cultural activities. Urban landscapes, due to their historical and cultural attractions, are often the main tourist destinations, especially monuments, theaters, and stadiums. Cities often play a significant role in shaping urban tourism and attracting tourists by having a variety of attractions, including museums, sports venues, gardens, amusement parks, shopping malls, historic architecture sites and places of interest to celebrities. Due to these urban features, urban tourists enter these destinations with their characteristics having different motivations, including business travel, attending exhibitions and conferences, visiting cultural heritage, religious and recreational trips, attending important events, recreational shopping., Daily trips, personal reasons and much more.

The results of the current study have shown that the city of Tehran, as a historical-cultural city in the country and a great capital of the Islamic world, undoubtedly has tourists with its preferences. The unique attractions of cities have made it possible for tourists from different cities to welcome different tourist groups with special preferences. As the results show, in the group of preferences, the personal characteristics of tourists in Tehran include a group of tourists with financial capital and high experience, also these tourists have different education levels. Based on the results of this study, it was found that tourists are very interested in visiting the tourist attractions of this tower. But despite this desire and interest, other

factors such as the tourist costs, the amount of information and advertising, distance and access to tourism services are very effective in welcoming tourists and visiting the Milad Tower. Concerning the distance, most tourists are from the northern and central regions of the country. Of course, another factor that is effective in the direction of tourism in Milad Tower and affects the desire of tourists is the tourists' income. In general, any tourist attraction in the city with all its related services can attract the attention and desire of domestic tourists and lead to urban development that is commensurate with the financial ability of all classes of society. This requires a strategic and planned urban tourism management.

Strategies for expanding tourism in Tehran, including Milad Telecommunication Tower and increasing the impact of the tower's attractions in attracting tourists to Tehran, are as follows:

- Having a tourism committee with the cooperation of experts in the field of tourism, economy and urban management;
- Diversifying tourism facilities, activities and services to satisfy tourists;
- Privatization of utilization of attractions to maximize the use of each of the tourist attractions in Tehran;
- Development of tourism-related infrastructure using the participation of the non-governmental sector in areas with relative privileges in the province.

References

1.Aitchison, Cara & other (2002) Leisure and Tourism Landscape, Routledge.

2.Albalate, D. Bel, G. 2010, Tourism and urban public transport: Holding demand pressure under supply constraints. The Journal of Tourism Management.

3.Aybaghi-Esfehani, H. (2011) Investigating the symbol of Tehran, Azadi Tower, from the perspective of identity, Third National Conference on Urban Development.

4. Chen, C. F. & Tsai, D. (2012). How destination image and evaluative factors affect behavioral intentions? Tourism management.

5.Faraji-Rad, A. & Nasiri, J. (2010) Geography of Tehran tourism and the role of urban planning and architecture in its development, Journal of Human Geography, Vol.2, No.1, pp 71-84.

6.Gemiti, F. (2012) Tourism, culture and urban competition, a critical approach to planning.

7. Gunn (2002). tourism planning & development: to consider in tourism plan making, APA proceeding.

8.Hadiani et al., Zohreh (2012). Strategic planning of tourism development based on Swot's analysis (Case study: Shiraz city); Geography and Environmental Planning, Vol.23, Issue.47, No.3, Autumn.

9.Jalilian, M. (2012) A comparative study of the position of the architectural works of Tehran in the 1940s as lasting urban symbols, National Conference on One Hundred Years of Contemporary Iranian Architecture and Urban Planning.

10. Judd, D.R. & Faintein, S. (2014). The TOURIST CITY. New Haven: Yale University Press - Chen,

11. Poria, Y. Airey, D. & Butler, R. (2014). Challenging the present approach to heritage tourism: Is tourism to heritage places heritage tourism?

12.Rabbiosi, C. (2015) Impact of man-made attractions on tourism.

13.Rasolo. S; Gharanjik. A & Rajaee. M (2016) Approach and the European Experience, Creating and Managing Growth in Travel and Tourism, European Conference, Stockholm, Sweden

14. Shapira., K. P, (2001): Innovative Partnerships for Sustainable Urban Tourism, Framework.

15. Timothy, D Allen J. 2005, Aspect of tourism shopping tourism, retailing and Leisure, Channel View Publications, Toronto.

16.Timothy, D. and Geoffrey, W. 1996, Tourist Accommodation in an Asian Historic City.

17. http://en. Wikipedia. org/wiki/

18. http://fa. Wikipedia. org/wiki/