

# ABSTRACTS

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### **Factor Analysis Application in Explanation of Spatial Pattern of Developed and Under- Developed Urban- Regional in Iran**

This applied article with analytical- comparative method has evaluated the developed level status of the whole small- provinces of Iran based on official- Political division in 2006. The small- provinces of the country has been classified in four groups as developed, semi- developed toward up.

Under-developed toward down and deprived which abridged just in integrative factors rank. The data show that Tehran, Isfahan and Yazd provinces in majority advance factors grouped in favorable cases, Sistan and Balouchestan, Kordestan, the Southern- Khorasan, Kermanshah and Khouzestan the most undesirable situation on base of the results of factor analysis, 32 small- provinces are developed, 76 cases developed toward up, 126 under- developed toward down and at last 706 small- provinces has been classified as deprived.

According to comparative evaluation of developed levels in 1996-2006, the data indicate the significant differ between the semi- developed toward up small- provinces and deprived groups either in percentage or amount to the point of view, beside 1996 period. This point represented that disagreement and disparity rised in recent decade in small- provinces of the country which resulted of development strategy on growth pivot and environs – center theories.

Although, should concede that the environs- center strategy has received to the third grade (percolation to the suburbs) in some developed provinces, but it appears to regain balance and regional development, the strategies and other programs should serious revision.

**Keywords:** Iran Small- provinces, Spatial organization, Development Indicatives, Factor Analysis, Developed and Under- Developed.

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### **Investigation of Dry Days Occurrence Probability in Golestan Province Using Markove Chain Model**

In this research based on 51 synoptic, climatologic and rain gauge stations of Golestan province with at least 20 years length the dry spell with zero and 1 mm threshold have analyzed using Markov chain models.

Spatial distribution of precipitation in Golestan is depends on longitude, latitude and specially elevation variables. So that the precipitation increases across north to south while the wet and dry days have changed with.

Dry days occurrence probability in Golestan is 0.73 to 0.91 by the mean of 0.83 while it is 0.765 to 0.91 and 0.84 respectively for precipitation less than 1 mm. The range of occurrence probability decreased when the precipitation threshold increased with occurrence probability growth.

The spatial changes of dry days probability is not notable, so with based on the relationship between dry day probability and precipitation rates concluded that increase in precipitation is caused decrease in the dry day toward less precipitation regions.

The results of this paper show more intense precipitation in south of province in compare with north parts in a few days. The dry spell is very shorter in the southern part of province in compare to the northern part in similar days.

**Keywords:** Dry Day, Markove Chain, Occurrence Probability, Maximum Likelihood, Golestan Province.

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### **Estimation of the Seasonal Changing Effect on the Tourism Income in the Anahita Temple (Regression Analysis)**

Tourism income is one of several controversial subjects in tourism activity background. The methodology which is propounded on tourism-ground income have formed in the layout of tourism economics. This study, base on this layout is analyzed on incoming condition and explanation the most important intermeddling variants on tourism income and tourism income tension rate rather than each variables of the Anahita temple in Kangavar city by method of quantity- statistics analysis (Regression analysis). The intermeddling selective variants analysis, proves seasonal changing as the most factor in income fluctuations which affected on the number of tourism attraction. After that, the tourism income tension is calculated toward selective variables. In other words, tourism income in the Anahita temple have had tension to spring and summer collocation (0.633 and 0.533) than winter and autumn collocation (0.383 and 0.457). Therefore, most problems related to planning of tourism activity development in Anahita temple need to explanation in obligation related to warm seasons during the year. Accordingly, the tourism section in the Anahita temple managers can implement plans on tourism activity development as knowledge on precise tension value both year seasons and the relation with the other effectiveness ingredients.

**Keywords:**The Anahita Temple, Tourism Income, Seasonal Changing, Regression, Analysis.

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**Investigation of Effective Individual Variables on Citizens Satisfaction  
with Environmental Quality;  
Case Study :Comparison of Old and New Urban Pattern of Shiraz**

Measurement of environmental satisfaction amount is complicated and affected by several factors. In this paper, effective individual (economic, social and physical) variables on citizen's satisfaction with environmental quality were studied. So, pay attention to review of theoretical literature of environmental quality, the conceptual framework is codified included in sixteen factors, for assessment in Shiraz new and old pattern, and have been established for research and analysis. As T-assay showed that definition of citizens' satisfaction amount of environmental quality is under average and there is hardly difference between old and new pattern dwellers with satisfaction, the reason was followed in individual characteristics effects. These results obtain that in new pattern, the most effective variables on satisfaction from sixteen factors of environmental quality related to literacy levels, household monthly income and matrimony status although in old pattern the most effective variables related to literacy levels and matrimony status. Results of the study indicated that measure of citizens' satisfaction with urban environmental quality is high impressible with literacy levels; which it is recognized as the most significant effective variables in environmental perception. Among sixteen factors of environmental quality, buildings are the most impressed factors by economic, social and physical variables.

**Keywords:** Environmental Quality of Life, Satisfaction, New and Old Urban Pattern, Economic, Social and Physical Variables, Shiraz.

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### **Investigation Subtropical High Pressure Spatial Variations in Summer Rainfalls of the Southern Half of Iran**

In order to identify the spatial relation between the subtropical high pressure system with summer rainfall in the southern half of Iran, the data about the daily rainfall of synoptic stations of the southern half of Iran were examined from 1987 to 2005 thus six widespread raining periods were selected in this regard. After exploring the ground level pressure map and the geopotential height maps at levels of 300, 500 and 700 hpa throughout the selected rainy days, two different patterns were detected. In the first pattern, the moisture of the Indian ocean and the contiguous seas transfers to the low level of troposphere as a result of monsoonal cyclonic movement system. In the median levels, the western trough has expanded towards the southern half of Iran and resulted in the recoil of the subtropical high pressure toward the lower latitude. In addition, the subtropical high pressure axis places in the western-eastern manner. Throughout the rainfalls in this model, the maximum decrease in geopotential height occurs at 300 and 500 hpa respectively and continues into the median levels of the convection layer due to dwindling subtropical system. In the second pattern, the monsoon system has directed toward our area of investigation and severe rainfalls took place as the monsoon systems approached. In this model, the western streams trough have expanded toward the Mediterranean basin and results in the recoil of the subtropical high pressure flow toward the northern part of Africa, out of which a high pressure core is separated and located on Iran. In this situation, the high pressure system transfers to the upper levels also, the condition for monsoon wet stream elevation and convectional rainfalls has been provided. In this model, the maximum decrease in the geopotential height has occurred at 700hpa and the thickness of the convection layer is lower than the first model which would reach to 700 hpa level.

**Keywords:** Subtropical High Pressure, Synoptic, Summer Rainfall, The Southern Half of Iran.

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### **Topology of Fire Stations by Using Network Analysis and AHP Model in GIS Case Study: Qom**

Among different uses and available services in a city, the optimum distribution and topology of fire stations has imported by their emphasis, considering to safety in cities, producing preventive arrangements and appose to fire and incidents. Qom with a population of about 957, 457 in 2006 as a populous city, suffers from shortage of service units, including fire stations, from the point of view of their number and distribution. In this paper, by employing a descriptive-analytical method and utilizing network analysis in GIS space, we have studied the spatial distribution, site selection and area of operation of the existing fire stations of Qom. The results show that the distribution patterns of the fire stations of Qom is not appropriate, and it takes more than 5 minutes for the fire engines to reach the furthest point of their area of operation, which differs 2 minutes with the standard time, in fact, about one third of the city does not have easy access to this service. Therefore, by utilizing the method of Analysis Hierarchy Process (AHP), and its integration with GIS capabilities, five new stations have been site selected and proposed for regions outside the operation area of the existing stations, so that, on the basis of the three-minute standard of the arrival of fire engines to the location of the fire stations, the whole area of the city might benefit from the existing and proposed fire stations.

**Keywords:** Topology, GIS, Network Analysis, AHP Model, Fire Stations, Qom City.

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### **Analytic Hierarchy Process in Cultural- Historical Attractions of Neishabour**

Planning for optimum benefit from sources and tourism destination attractions is necessary which means attractions what depends on complete and exact cognition of planning subject. Unfortunately, has not been used any effective principle and acceptable scientific technique for plan development of destination attractions yet in Iran. Analytic Hierarchy process (AHP) technique is one of scientific- analytical techniques which provides investigation possibility of different alternatives to planners and managers. This method considering to simultaneous effect of the whole contributed criterions and the comparison of their points, prioritizes alternatives and determines the desirable alternative with usage of introduced terms.

Assessment and making level for tourism attractions with multi purpose determination technique is the aim of this article. At first theoretical basic and "Analytic Hierarchy process Technique" expandability in assessment of tourism attractions were discussed.

Then by using this technique, Neishabour's cultural historical attractions have been analysed, prioritized and finally, have been made levels. Adaptation of making level attractions with "production life cycle model" and "cognitive pattern" are several findings of this research.

The ultimate results showed city attractions with development priority have rested on three levels which be permitted to exist as some basic planning and making decisions for tourism managers of Neishabour.

**Keywords:** Attractions Hierarchy System, Analytic Hierarchy Process Technique, Production Life Cycle, Neishabour City.

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### **A Survey of Advertising Impacts on Tourists Attraction Case Study : International Tourist of Isfahan**

In recent decades, tourism has become the most spread industry of services and all countries compete to use tourism's benefits. A look at Isfahan's history, monumental traces, beautiful natural signs of Isfahans suburb shows the potential capacity of this city to tourists attraction.

Advertising is the most important tool for organization's success so causes to study carefully as scientific, social, cultural and communicational criterions. Nowadays, we have to use advertising as the most important tools professional in tourism industry because success on advertising which shows the credences of the culture and tourism depends on faithful conception and professional of advertising and its values. One of the most important bases of advertising are media. They are important to influence advertising on addressee and correct usage of media causes raising of message influence. For success in international tourism advertising, media have important role because the addressee sparse around the world and true choice of these have important role in tourism advertising's success. The article aim consisted of the survey of advertising media impacts which used in tourism industry of Isfahan and the cognition of suitable media for tourism industry. The analysis method of data is quantitative and qualitative with using of T-Test presumption, Friedman and Spearman Tests.

The results of this research show that, the used advertising tools in Isfahan region for international tourists attraction hadn't been so effective and it is possible to use 5 tools includes guide- book, internet advertising, TV, brochure and newspaper. The effect of these tools for regions, gender, age and different education has been different. Language and place of advertising can be defined on based of percentage of tourists who have been entered from different regions.

**Keywords:** Tourism, Tourist Advertising, Advertising Tools, International Tourists.