

Urban Landscape and Proper Solutions for Promoting Native Culture in Attracting Tourists (Case Study: Zahedan, Sistan and Baluchistan Province, Iran)

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Abstract: Cities are the greatest symbols of human civilization built by mankind for the comfort and safety. Cities must have the qualities and features to provide comfort and convenience. In many successful countries in the tourism industry, cities are the foundations of tourism development due to their special positions. Developing suitable urban spaces and reconstructing seemingly abandoned spaces for reviving the old aspects of society are some of the effects of urban tourism development. The desirability of urban landscape in different dimensions and their coordination with cultural, social, and natural characteristics have a great influence on the morale of citizens and tourist attraction. Among the factors affecting the urban landscape, culture has its own physical-functional structures in different directions due to its diverse nature so that it demands special attention of urban planners. The problem that is strikingly seen in urban landscape is lack of identity. Therefore, it is essential to investigate the urban space as one of the subsections of the concept of space in accordance with the identity structure and urban consciousness for the tourism development. This article aimed to study the urban landscape and offer solutions to promote the native culture for attracting tourists in Zahedan, Iran. A hypothesis was developed using the interviews with tourists and locals (643 individuals) and factor analysis model. The results showed that Factor Analysis Model is appropriate using the KMO of 0.69 and significant Bartlett's Test of Sphericity. A total of 11 components were introduced as the ones affecting the variance explanation and tourist attraction in Zahedan. Therefore, it is concluded that native culture was found to be the most effective component in attracting tourists in Zahedan, Iran.

Keywords: Urban Landscape, Native Culture, Tourism, Zahedan.

INTRODUCTION

As the most important manifestation of civilization over a long history, cities have always been a reflection of human thought to regulate their collective living space. In the Iranian culture, cities are comprehensive concepts and consist of various cultural, social, economic, historical and natural dimensions (Maleki and Ahmadi, 2011: 1-17). Nowadays, urban planners, economics, traffic, law, and social scientists are no longer confined to solving urban problems, but there is a need for new skills such as psychology, anthropology and ethnology (Edward, 2005: 65). The confrontation between man and environment in the branch of environmental psychology shows the direct relationship of behavior and environmental dimensions (Alexander, 2010: 94). Cultural criteria, personal taste, thought and social institutions in cities determine the urban appearance and design (Fritz, 2008: 113). Urban landscape shows the public culture and attitude. Urban landscape is an important component effective in attracting tourists. In many successful countries in the tourism industry, cities are the foundation of tourism development due to their special positions.

As an alternative economic activity in a single-product economy, tourism can accelerate the development process by diversifying the national economy (Papoli Yazdi and Saghaee, 2006: 82). Today, tourism industry is considered one of the important tools in identifying national and cultural identity, education, income, growth, and dynamism of the economy (Moshiri et al., 2011: 110). In fact, tourism in a whole economic world is a flow of movement towards a service-information economy of the present age, which processes a new approach to geographic spaces. This shows the complexity of tourism flow, especially in cities as major tourist centers (Saghaee, 2005). Urban tourism is a complex combination of various activities that combine environmental features, the city's capability and attraction to attract visitors and provide services (Movahed, 2007: 34). Urban tourism has a dual nature, that is to say, on the one hand, cities are the main important origins of tourism and, on the other hand, they are considered the tourist destinations. What is related to the urban tourism is that cities are tourist destinations. In fact, tourists aim to enter the urban space, meaning that cities are tourist destinations (Rahnamee, 2007: 3). Urban tourists have different characteristics. In general, urban tourism aims at two issues: Trade and Culture (LOW, 1996: 168). Tourist attractions are the main reasons for traveling to a specific destination. As attraction components due to the special features and charm,

tourist destinations can attract tourists from distant places. More attractive, diverse, and special tourist attractions have greater elasticity. As a result, they will have a much wider scope of influence. Investing in tourism cannot have bright prospect without attractions. Hence, attraction is the primary element and the mainstay of the tourism industry. Urban tourism attractions can be classified in different ways. Gun believes that all elements and components of the tourism system are divided into two groups: supply and demand. Demand includes international and domestic markets and local residents who use attractions, facilities and tourist services. Supply includes attractions, activities, residential facilities and other amenities and tourist services (Gun, 2000: 12). Many studies have been conducted on urban tourism. For example, the first model of residential satisfaction was expressed by Marena and Rogers (1975). They believed that residential satisfaction depends on one's perception of environmental features such as cleanliness, neighborhood security and individual characteristics such as gender, age, social class. One aspect of environmental satisfaction is the fact that people in different residential environments have different levels of satisfaction so that residents of different environments feel satisfied with the types of homes, accesses, facilities, services and the neighborhood in which they live. They have pointed out that the neighborhood characteristics are the most important indicators affecting residential satisfaction (Rafian and Khodaei, 2009: 235).

The study by Flori Bahi et al. (2008) on factors affecting the environmental satisfaction considered four groups of components: Imagination of Social Environment, Access to Services, Green Space and Social Relationships.

In his book *Urban Landscape*, also translated into Persian, Cullen (1999) believed that urban landscape is the art of integrating visual and structural elements to buildings, streets, and locations making the urban environment.

The study by Azara (2008) on *Landscape and Living Nature* investigated tourism and landscape in Switzerland. Azara stated that enjoying the summer among strange flowers and plants and beautiful vegetation make the urban landscape beautiful and brings a truly enjoyable landscape linked with nature. Switzerland is a legendary country with its truly influential landscape of beauty and lush mountains, lakes, waterfalls, etc. This has made Switzerland on top of tourism.

The study by Sisti (2008) on the *Effect of Landscape on Understanding Urban Space* showed that we should not look at landscape as a protective approach and focus only on its features. On the contrary, environmental landscape needs to be in the organization of urban space, and it should also focus on the relationship of the environmental system.

The study by Vaezi and Saghafi (2013) on the *Role of Urban Landscape Quality in Islamshahr's Physical Identity*, Iran determined the visual management methods, organization of landscape and objective elements using qualitative and quantitative analysis methods. They offered solutions to promote the urban landscape physical identity.

Atashin Bar (2009) investigated the continuity of identity in urban landscape. The components creating identity were studied in this article. Meanwhile, the role of environmental beauty was taken into account to promote the environmental quality and its effectiveness in urban identity.

Doyran et al. (2012) studied the visual comfort components in urban landscape with emphasis on Zanjani Hussainiya¹, Iran. The results showed that improving the visual comfort components had a mutually reinforcing and interactive effect on urban landscape. Reducing these components leads to environmental confusion, heterogeneity and visual disturbances.

Therefore, it is essential to organize environment especially urban landscape. Zahedan is among the cities with many upheavals and irregularities in terms of urban landscape. Such irregularities can be seen all over the city. These irregularities can be a factor for lack of tourist attraction. Today, managers, experts, and citizens agree on the need to upgrade the city's image; however, native culture seems to be the most important component in attracting urban tourists to Zahedan. Therefore, this article aimed to study the relationship between the local (native) culture in urban landscape and tourist attraction. Finally, solutions are offered in this regard.

MATERIALS AND METHOD

Desk and field studies were performed to collect the data. This is an applied, descriptive-analytical study. The statistical population consisted of in-flow tourists to Zahedan from March 21st, 2015 to September 22nd, 2015² and residents. The former was reported 527461, while the latter was 560725. Note that the 2011 Census was taken into account for the population of Zahedan. A sample of 643 was selected using Cochran's

¹A Hussainia is a congregation hall for Shia commemoration ceremonies, especially those associated with the Remembrance of Muharram.

² The period covers the first six months of Solar calendar.

sampling. A 31-item questionnaire was developed to assess the role of native culture in urban landscape and tourist attraction. Then, hypotheses were developed.

Study Area

Zahedan is considered the most important city of Sistan and Baluchistan Province, Iran due to its privileged geographic, administrative, political and educational status. Zahedan is located on the Iranian-Pakistani road, connected to Pakistan via road and railways in Mirjaveh Border³. Baluchistan- Sistan, Khorasan- Baluchistan and Kerman- Sistan and Baluchistan connection is via Zahedan. Therefore, this special position and the service and business function have given it an outstanding status in eastern part of Iran. At the same time, its political center as the capital of Sistan and Baluchistan province has brought about the concentration of offices, institutions, corporations, organizations, banks and insurance, and the concentration of knowledge and capital (Ibrahim Zadeh, 2012: 107).

Zahedan is geographically located at 60° 51' 25" E Longitude and 29° 30' 45" N Latitude. It is 1385 meters above the sea level. Zahedan is the capital of Sistan and Baluchistan Province of Iran next to Afghanistan and Pakistan. It borders Zabol to North, Iranshahr to Southwest, Pakistan to East, and Khash to Southeast. Zahedan mainly has hot and dry climate. It experiences very hot days and cool nights. The average annual temperature is 18.5 degrees Celsius and the warmest and coldest months are July and January with average daily temperature of 28.7 and 1.7degrees Celsius, respectively. Precipitation is very low in Zahedan: The average precipitation in 2011 was 74.9 mm of which the highest and lowest were in January and August by 17.5 and 0.1 mm, respectively (Varesi et al., 2008: 145). [Fig. 1] shows the geographical location of Zahedan in Iran.

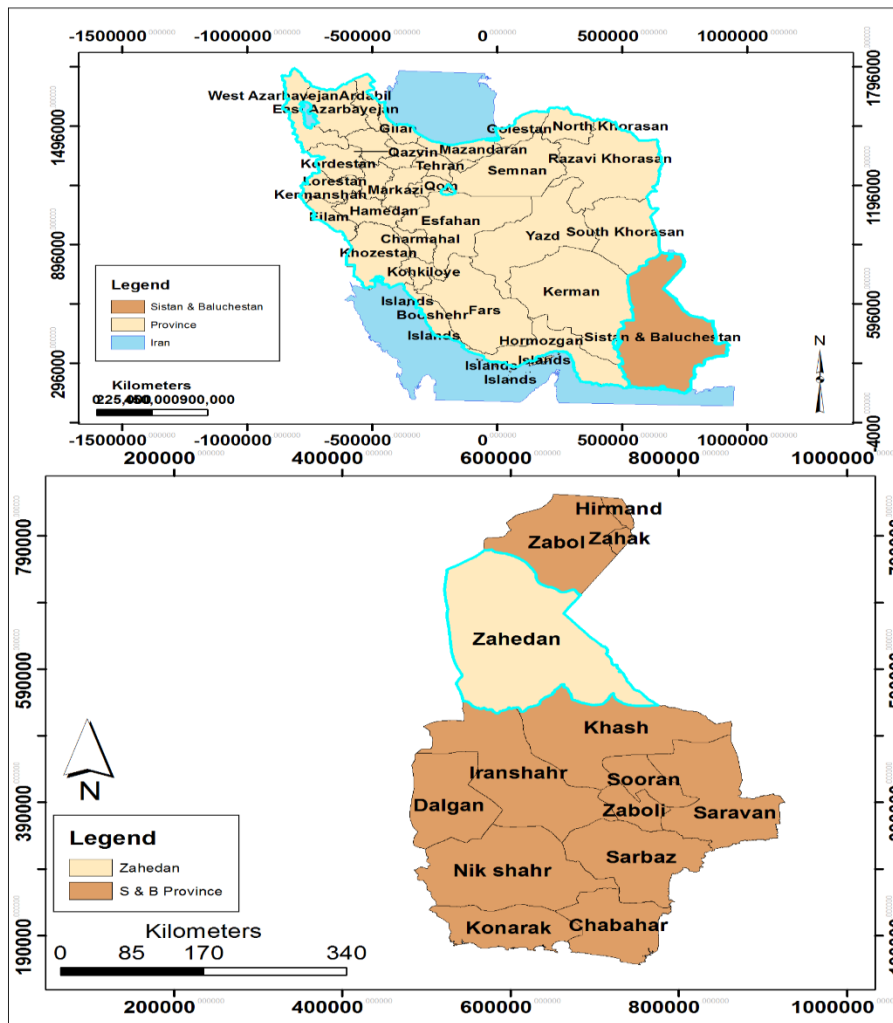


Figure 1: Geographical Location of Zahedan, Sistan and Baluchistan Province, Iran
By: Author

³Mirjaveh is the main road crossing point between Iran and Pakistan. The Pakistani border post is at Taftan.[3] Mirjaveh is also the point where the railway line from Pakistan crosses the border on the way from Quetta to Zahedan.

DISCUSSION AND RESULTS

Exploratory Factor Analysis was used in SPSS for the hypothesis testing, assuming that native culture is effective in urban landscape and tourist attraction. The model is used to investigate the most effective urban landscape components in tourist attraction in Zahedan, Iran. The results showed that urban landscape had a significant relationship with tourist attraction. Factor analysis was done on a matrix of 31 items and 643 participants. It aims to recognize the most important variables. The results are as follows:

Step I: KMO Statistic and Bartlett's Test of Sphericity

According to [Table 1], since KMO is 0.69, data are appropriate for the factor analysis. Bartlett's Test of Sphericity is also significant since it is less than 0.05. In other words, a correlation was found among the variables.

Table 1: KMO Statistic and Bartlett's Test of Sphericity

| KMO and Bartlett's Test | | |
|--------------------------------------------------|--------------------|-----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .694 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 10532.541 |
| | df | 465 |
| | Sig. | .000 |

Source: Author

Step II: Variable Sharing

[Table 2] shows the variance of variables. For example, 64.7% of Item I, 66.7% of Item II, and 78.8% of Item III, etc. show the variance. Initial Column shows the variance prior to extraction. Therefore, they all equal 1. As it can be seen in [Table 2], the variance is greater than 65% for most of the items, indicating the capability of variables in explaining the variance.

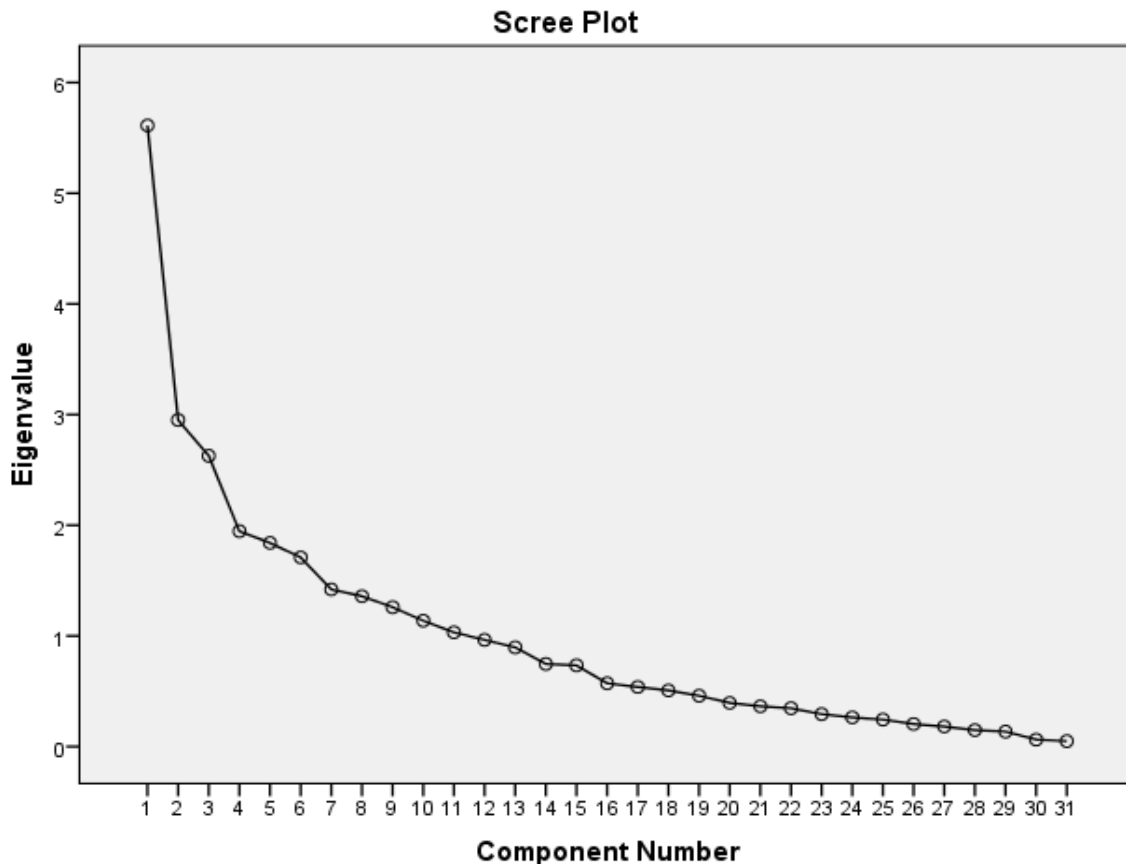


Figure 2: Scree Plot of Determining Optimal Number of Elements
Source: Author

Table 2: Initial and Secondary Variance of Components for Variables in Factor Analysis

| □□□□ | Item | Initial | Secondary |
|------|----------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| 1 | Diverse and Beautiful Urban Landscape | □□□□□ | 0.647 |
| 2 | Urban Buildings fit with others | 1.000 | 0.667 |
| 3 | Highlighted Structures with respect to Native Culture as an Urban Sign | 1.000 | 0.788 |
| 4 | The Role of Urban Art in Urban View Enrichment | 1.000 | 0.680 |
| 5 | The Presence of Cultural Symbols (Statues of Celebrities, Professors of Various Sciences, etc.) in Squares and Parks | 1.000 | 0.756 |
| 6 | Reconstruction of Urban Sidewalks in line with Native Culture | 1.000 | 0.774 |
| 7 | Use of urban Furniture Appropriate to the Climate and Native Culture | 1.000 | 0.730 |
| 8 | Resistance and Beauty of Urban Furniture | 1.000 | 0.800 |
| 9 | Promotion of Native Culture and Knowledge by Urban Elements | 1.000 | 0.809 |
| 10 | Color Harmony in Urban Spaces | 1.000 | 0.788 |
| 11 | The Diversity and Proportionality of Commercial Spaces, Billboards and Wall posts | 1.000 | 0.814 |
| 12 | Proportionality and Beauty of Street Elements (stations, benches, direction boards, etc.) | 1.000 | 0.636 |
| 13 | Quality of Urban Entrances to Attract Tourists | 1.000 | 0.745 |
| 14 | Coordination of Urban Facilities and Installations with Surrounding Environment | 1.000 | 0.651 |
| 15 | Ease and Convenience of Traffic and Urban Transportation | 1.000 | 0.658 |
| 16 | Appropriate View of Natural Scenery (Proper View of Mountains or Natural Spaces such as Forest, River, etc.) | 1.000 | 0.684 |
| 17 | Skyline was Observed in the Formation of City (Street Skylines: Upper Building Crown and Street Intersection is in line with Skyline) | 1.000 | 0.665 |
| 18 | Consistency of modernization and improvement of the traditional texture of the city with the principles of native architecture | 1.000 | 0.656 |
| 19 | Diversity and Harmony of Materials used in Buildings with Surrounding Areas | 1.000 | 0.715 |
| 20 | Suitable Urban Density (Increasing Efficiency, Optimal Utilization of Urban Land, Rational Adjacency between Applications and Compatibility) | 1.000 | 0.806 |
| 21 | Urban Green Spaces Proportional with other Spaces | 1.000 | 0.783 |
| 22 | Appropriate Light of Urban Spaces | 1.000 | 0.729 |
| 23 | The Presence of Spaces for Social Communication of Citizens in Neighborhoods | 1.000 | 0.665 |
| 24 | Observation of Safety of and Privacy of Residents and Citizens | 1.000 | 0.787 |
| 25 | Proper Garbage Collection | 1.000 | 0.770 |
| 26 | Optimal Landscape and its Effect on Tourist Attraction | 1.000 | 0.829 |
| 27 | The Effect of Native Culture Symbols used in Urban Landscape for Attracting Tourists | 1.000 | 0.801 |
| 28 | Urban Landscape and Tourist Satisfaction with Trip and City | 1.000 | 0.797 |
| 29 | Willingness to Repeat Trip due to Urban Landscape | 1.000 | 0.800 |
| 30 | Willingness to Introduce the City to Friends in terms of Urban Landscape and Native Culture | 1.000 | 0.691 |
| 31 | Interest in City in terms of the Manifestation of Native Culture in Urban Landscape | 1.000 | 0.773 |

Source: Calculations

Step III: Eigenvalues and Variance Corresponding to Components

[Table 3] shows the eigenvalues and corresponding variances to components. In Initial Eigenvalues Column, initial eigenvalues are seen for each of components through the estimated variances. The variance is based on the percentage of total variance and cumulative percentage. Eigenvalue of each component is the ratio of the all variable variances determined by the component. Therefore, eigenvalues show the exploratory

significance of the factors in relation to the variables. Lower eigenvalues mean that the component was slightly effective in determining variable variance. The next column shows the variances of components with eigenvalues of greater than one.

Table 3: Variance Percentage and Various Eigenvalues

| Component | Total Variance Explained | | Extraction Loadings | Sums of Squared Rotations | | Sums of Squared |
|-----------|--------------------------|----------------|---------------------|---------------------------|----------|-----------------|
| | Initial Eigenvalues | | | Loadings | | |
| | Total % | ofCumulative % | Total % | ofCumulative % | Total % | ofCumulative % |
| | Variance | % | Variance | % | Variance | % |
| 1 | 5.612 | 18.104 | 5.612 | 18.104 | 2.843 | 9.172 |
| 2 | 2.951 | 9.519 | 2.951 | 9.519 | 2.481 | 8.003 |
| 3 | 2.628 | 8.476 | 2.628 | 8.476 | 2.436 | 7.858 |
| 4 | 1.946 | 6.278 | 1.946 | 6.278 | 2.231 | 7.197 |
| 5 | 1.840 | 5.936 | 1.840 | 5.936 | 2.220 | 7.162 |
| 6 | 1.710 | 5.515 | 1.710 | 5.515 | 2.067 | 6.668 |
| 7 | 1.420 | 4.581 | 1.420 | 4.581 | 1.888 | 6.091 |
| 8 | 1.358 | 4.382 | 1.358 | 4.382 | 1.771 | 5.713 |
| 9 | 1.259 | 4.063 | 1.259 | 4.063 | 1.749 | 5.641 |
| 10 | 1.137 | 3.669 | 1.137 | 3.669 | 1.668 | 5.382 |
| 11 | 1.032 | 3.329 | 1.032 | 3.329 | 1.539 | 4.965 |
| 12 | .964 | 3.109 | | | | |
| 13 | .897 | 2.892 | | | | |
| 14 | .746 | 2.407 | | | | |
| 15 | .734 | 2.368 | | | | |
| 16 | .572 | 1.846 | | | | |
| 17 | .539 | 1.737 | | | | |
| 18 | .507 | 1.637 | | | | |
| 19 | .459 | 1.481 | | | | |
| 20 | .394 | 1.272 | | | | |
| 21 | .364 | 1.174 | | | | |
| 22 | .347 | 1.118 | | | | |
| 23 | .293 | .946 | | | | |
| 24 | .264 | .851 | | | | |
| 25 | .244 | .786 | | | | |
| 26 | .204 | .656 | | | | |
| 27 | .182 | .586 | | | | |
| 28 | .149 | .481 | | | | |
| 29 | .135 | .436 | | | | |
| 30 | .063 | .203 | | | | |
| 31 | .049 | .159 | | | | |

Extraction Method: Principal Component Analysis.

Source: Author

As it can be seen in [Table 3], 11 factors are capable of explaining variances. If we rotate the components using Vtrimax, the components are as follows in order: 9.172, 8.1003, 7.858, 7.197, 7.162, 6.668, 6.091, 5.713, 5.641, 5.382, 4.965. In total, they cover 73.853% of variance.

[Fig. 2] shows the eigenvalue changes in relation to the components. This diagram is used to determine the optimal number of elements. According to the diagram, slight changes are observed after the 11th element. Therefore, these 11 components can be extracted as the most important components affecting the variance explanation.

According to [Table 3] and [Fig. 2] the results showed that the use of native culture in urban landscape was found to be the most important component in attracting tourists from the perspective of residents and tourists. That is to say, the first 11 components were mostly effective in explaining variance. These components are Diverse and Beautiful Urban Landscape, Urban Buildings fit with others, Highlighted Structures with respect to Native Culture as an Urban Sign, The Role of Urban Art in Urban View Enrichment, The presence of cultural symbols (statues of celebrities, professors of various sciences, etc.) in squares and parks, Reconstruction of Urban Sidewalks in line with Native Culture, Use of urban furniture appropriate to the climate and native culture, Resistance and Beauty of Urban Furniture, Promotion of native culture and knowledge by urban elements, Color Harmony in Urban Spaces, and The diversity and Proportionality of Commercial Spaces, Billboards and

Wall posts. Therefore, the manifestation of native culture can be effective in attracting tourist. As a result, the hypothesis is verified. [Table 4] shows the share of variables in components after rotation. The variable is placed inside a factor with highly significant correlation.

Table 4: Rotated Component Matrix

| | Rotated Component Matrix ^a | | | | | | | | | | |
|-----|---------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Component | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| S1 | .247 | .317 | .078 | .122 | .214 | .255 | .276 | .223 | -.463 | -.103 | .049 |
| S2 | .385 | -.001 | .014 | .010 | .023 | .117 | -.083 | .243 | .246 | -.214 | .576 |
| S3 | .037 | .060 | .008 | .177 | .845 | -.024 | .128 | .037 | -.082 | -.033 | .110 |
| S4 | -.260 | .017 | .158 | .643 | .320 | -.126 | .036 | .194 | .002 | .037 | .125 |
| S5 | .140 | .041 | .049 | .817 | -.075 | -.019 | .148 | .135 | .025 | -.072 | -.116 |
| S6 | .097 | .089 | .223 | .257 | .073 | -.011 | .001 | .764 | .026 | -.087 | .206 |
| S7 | .060 | -.017 | .240 | .115 | .069 | .090 | .087 | .136 | .701 | -.288 | .206 |
| S8 | -.056 | -.125 | .816 | .087 | .114 | .061 | .124 | .185 | .199 | .032 | .017 |
| S9 | .079 | -.078 | .014 | .048 | -.020 | .122 | .857 | .133 | .027 | .099 | .127 |
| S10 | .042 | .788 | -.009 | .135 | .042 | .222 | -.053 | .157 | -.077 | .077 | .239 |
| S11 | .487 | .228 | .474 | .166 | -.042 | -.052 | -.007 | -.226 | .083 | .180 | .421 |
| S12 | .385 | .579 | -.135 | .098 | .172 | -.035 | .004 | .042 | .124 | -.186 | -.206 |
| S13 | .853 | -.005 | -.010 | .014 | .054 | .006 | -.019 | .100 | -.018 | -.057 | .027 |
| S14 | .198 | .100 | .224 | .082 | -.174 | .245 | -.013 | .313 | -.195 | .561 | -.067 |
| S15 | .028 | -.040 | .024 | .006 | .203 | .010 | .141 | -.021 | -.087 | .756 | -.114 |
| S16 | .342 | -.066 | .142 | .277 | .099 | .312 | -.192 | -.062 | -.036 | .150 | -.542 |
| S17 | .246 | -.019 | .182 | .177 | .616 | .244 | -.186 | -.085 | -.066 | .075 | -.221 |
| S18 | -.008 | .127 | .325 | .508 | .265 | .368 | -.218 | .042 | -.085 | .104 | -.054 |
| S19 | .062 | .179 | .121 | .001 | .187 | .786 | .063 | .064 | -.052 | .030 | -.016 |
| S20 | -.053 | .116 | -.028 | .066 | .044 | .859 | .162 | .008 | .122 | .064 | .020 |
| S21 | -.047 | .053 | .153 | -.156 | .771 | .228 | -.081 | .062 | .092 | .245 | -.078 |
| S22 | -.195 | .132 | -.068 | .364 | .319 | .060 | .040 | .133 | .289 | .502 | .276 |
| S23 | .299 | .188 | -.172 | .624 | .012 | .251 | .007 | .042 | .091 | .216 | -.032 |
| S24 | .066 | .098 | .126 | .104 | .001 | .087 | .153 | .758 | .264 | .264 | -.036 |
| S25 | .073 | .108 | .343 | -.001 | -.076 | .043 | .161 | .178 | .755 | .033 | .001 |
| S26 | -.018 | .003 | .853 | -.019 | .133 | .078 | .077 | .186 | .172 | .014 | -.083 |
| S27 | .045 | .074 | .164 | .052 | -.007 | .063 | .854 | -.028 | .104 | .056 | -.123 |
| S28 | -.080 | .863 | .041 | .010 | -.035 | .189 | .010 | .034 | .023 | .066 | -.041 |
| S29 | .436 | .386 | .459 | .131 | .034 | -.040 | .046 | -.268 | .222 | .211 | .250 |
| S30 | .380 | .523 | -.046 | .051 | .065 | -.091 | .088 | -.058 | .001 | -.035 | -.494 |
| S31 | .838 | .105 | -.014 | .045 | .010 | .025 | .180 | .075 | .004 | .117 | -.073 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

Source: Author

[Table 5] shows the correlation coefficients of component prior to and after rotation.

Table 5: Correlation Coefficient among Components before and after Rotation

| Component Transformation Matrix | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|
| Component | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | | | | | | | | | | | |
| 1 | | .386 | .388 | .388 | .401 | .310 | .344 | .166 | .268 | .168 | .214 | .038 | | | | | | | | | | |
| 2 | | | -.449 | -.404 | .479 | -.003 | -.014 | -.105 | .179 | .281 | .442 | -.021 | .296 | | | | | | | | | |
| 3 | | | | .566 | .140 | .061 | -.160 | -.536 | -.308 | .205 | .025 | .297 | -.274 | .205 | | | | | | | | |
| 4 | | | | | -.408 | .375 | -.408 | .068 | -.347 | .228 | .486 | .309 | -.051 | .059 | .111 | | | | | | | |
| 5 | | | | | | .176 | -.338 | .177 | -.354 | -.088 | .206 | .574 | -.152 | -.137 | .354 | -.388 | | | | | | |
| 6 | | | | | | | .197 | -.452 | -.259 | .625 | -.029 | -.371 | .176 | .267 | -.204 | .106 | -.073 | | | | | |
| 7 | | | | | | | | .128 | -.096 | -.285 | -.210 | .633 | .005 | .412 | .028 | .016 | -.478 | .219 | | | | |
| 8 | | | | | | | | | -.187 | .376 | .085 | .063 | .221 | -.631 | .285 | -.413 | .047 | .329 | .052 | | | |
| 9 | | | | | | | | | | -.189 | .102 | .143 | .306 | -.057 | .000 | .147 | -.168 | .213 | -.546 | -.666 | | |
| 10 | | | | | | | | | | | .033 | -.216 | -.251 | .335 | -.094 | .367 | .061 | -.628 | .382 | .092 | .285 | |
| 11 | | | | | | | | | | | | .066 | -.005 | -.424 | -.196 | .160 | -.102 | -.157 | .255 | .657 | .307 | -.355 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Source: Author

[Fig. 3] shows rotated 3-D diagram. The diagram shows the dispersion of variables in relation to the most important 11 components.

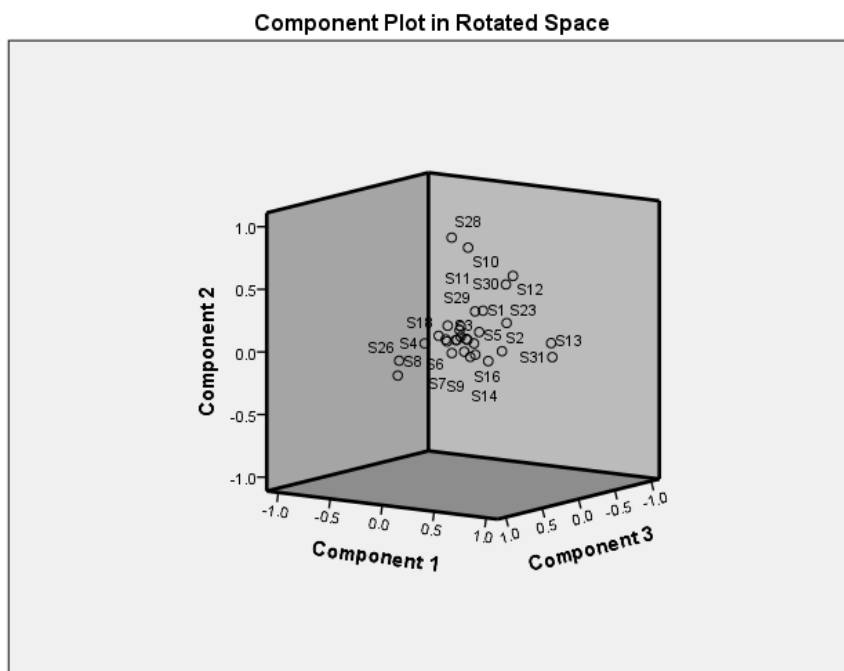


Figure 3: 3-D Dispersion of Variables to Extracted Components
 Source: Author

CONCLUSION AND RECOMMENDATION

Appearance is an important characteristic of cities, known as one of the city's and people's identity indicators. Cities are not like an art work in which the artist can claim freedom of action, but they are a common visual and functional context that all citizens must inevitably be exposed to and should be able to use it every day. Citizen and tourist satisfaction with the urban landscape is effective in not only their calmness and efficiency but also their interest in cities and increase sense of urban identity. Therefore, this article aimed to investigate the manifestation of native culture and urban landscape and the effect on tourist attraction in Zahedan, Iran based on an analytical model. Since KMO is 0.69, data are suitable for the factor analysis. Bartlett's Test of Sphericity is also significant, since it is less than 0.05. This means that the alternate hypothesis is verified, that is, a correlation was found among variables. The results showed that the use of native culture in urban landscape was found to be the most important component in attracting tourists from the

perspective of residents and tourists. That is to say, the first 11 components were mostly effective in explaining variance. The following recommendations can be made:

Developing and approving criteria for organizing Zahedan's physical identity and landscape including coordinated urban furniture, harmonic color, and skyline coordination.

Establishing Urban Landscape Committee in Zahedan Municipality for controlling and monitoring the physical development and construction and hiring experts for environment design

Removing the visually impaired and ugly obstacles such as extensions, flooring, urban furniture and equipment, domestic and urban installations

Using incentive and even punitive means by city administrators and supervisors such as discount on the urban tax payment or vice versa, the imposition of fines in case of damage to the city view and the urban landscape, and the destruction and obligation of illegally constructed building in coordination with the approved rules and regulations

Establishing rules and regulations for improving the quality of the environment in terms of urban and urban landscape and guiding development plans (Urban Master Plan) to prepare the ground for the initial changes of the current turmoil

Strengthening monitoring of relevant authorities in order to strictly implement the rules and regulations

Running awareness programs for citizens since lack of awareness on citizenship rights and consequently no demand in this regard cause some problems

Founding recreational and tourist attractions in the countryside, decentralizing, and investigating the village-city plan to use it in Zahedan

Using graffiti on old and abandoned buildings

Painting abandoned buildings, paving stones, etc. with happy and inspirational colors

Founding open public spaces for the creation of native citizens and creating eye-catching views, possibly natural ones

Running urban beautification classes and promoting the culture of beautification and green space design

Making effort to maintain the urban health and cleanliness

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