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Examining the effective factors in promoting the vitality of Tourist Walkways, Case example: South Lalezar St., Tehran

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Introduction

Pedestrian urban spaces are an answer to the great human need in the city. The city is not only a physical density of buildings and roads, but also a platform for the perfection and civil crystallization of the society. In fact, the planning and design of urban pedestrian routes can be among the necessary and important measures in revitalizing urban centers and attracting urban tourists and a factor for promoting social and cultural interactions in cities. As a place for common and popular recreational activities, tourist walkways provide the possibility of mutual communication of the city for the visitors of urban areas. Walking allows people to increase their understanding and awareness of the urban environment and cultural values of these areas. Architectural-urban complexes are usually considered as a symbol of the culture and history of the city in which they are located, although they may have lost their functionality and main role due to the passage of time, but they still have potential talents that can become real. For this purpose, various researches have been conducted on the vitality of sidewalks, but the issue of vitality in tourist sidewalks has not been specifically addressed.

Lalezar Street can be considered as one of the valuable and touristic complexes; Lalezar street is one of the old streets and the city center of Tehran, this street which today has a crowded and anonymous view. Considering the historical-cultural values of this passage, the aim of this research is to investigate the effective factors in improving the vitality of the tourist footpaths, especially the southern Lalezar, and to introduce the potential of the street to turn this axis into a lively tourist footpath. Attractive so that it can revive the lost values of the street and give it a new identity and spirit to get out of the current state of soullessness and name it as a tourist walkway.

Methodology

The current research is based on the practical purpose, descriptive-analytical in nature, based on a survey-type quantitative method, and spatially based on library and field research. The statistical population includes 31 people who are experts in urban design, urban planning, architecture, etc., who were randomly selected. The means of

gathering information in this research is in the form of studying sources, available documents, library documents and field studies. In this research, a researcher-made questionnaire tool was used (including questions related to the qualities of the lively tourism footpath in most of the four physical dimensions, objective aesthetics, mental and environmental aesthetics) and the questionnaires were prepared based on the Likert scale.

Then, the information was evaluated in Spss software for inferential analysis. Also, Kolmogorov-Smirnov and Shapiro-Wilk tests were used to determine the normality of the data, and after proving the normality of the data, one-sample T-parametric tests, Pearson's correlation test, and regression tests were used. The validity of the questionnaire was done by face method and the Cronbach's alpha coefficient of the questionnaire was equal to 0.825, which has good reliability. In this research, 4 indicators including functional, objective, mental and environmental are considered, the dependent variable is vitality and the independent variable includes 13 sub-indices (permeability, security, diversity, behavioral positions, visual proportions, safety, comfort and convenience, legibility), identity and sense of belonging, branding, climatic comfort, cleanliness and energy efficiency).

Discussion of Results

In the analytical statistics section, Shapiro-Wilk and Kolmogorov-Smirnov tests were used for the normal distribution of data and the use of quantitative methods in order to draw conclusions, design and prove the correctness of the issues raised. has 0.05% and it can be said that the data distribution is normal and parametric tests can be used. Accordingly, by using the one-sample T-test, the results at a significance level of less than 0.05 indicated the importance of the functional index in the design of lively sidewalks; According to the obtained results, the significance level of all the indicators used in the research is above the average level of 3, which indicates the complete agreement and agreement of the experts with the presented statements; Among the determined sub-indices, diversity and safety sub-indices respectively have the highest statistics in pedestrian design and increasing vitality. Among the other tests used in this part is the Pearson correlation test, based on which all design indicators have a direct relationship with vitality, among them, the highest correlation between environmental index and vitality with a value of 0.840 and the lowest relationship between functional index and vitality with a value of 0.345. Finally, he used the multiple regression test, according to the results of which, the environmental index with a value of 0.430 had the greatest effect on the dependent variable of vitality, followed by the subjective aesthetic index with a value of 0.385 and the objective aesthetic index with a value of 0.305. have, the performance index with a value of 0.246 has the lowest effect on the dependent variable of vitality. Therefore, due to the need to pay attention to the environmental, subjective, objective and functional aspects, respectively, they play the greatest role in promoting the vitality of tourist trails. But according to SWOT table, test results and the importance of grade indicators Solving the problems, two alternatives are presented for the southern tulip field.

Conclusions

Development of pedestrian life, creation of sidewalks, revitalization of pedestrian spaces, and improvement of the pedestrian ability of spaces. A city with the aim of promoting urban tourism, especially in historical contexts, has improved the quality of the environment and increased urban attractiveness, and can have the greatest contribution in satisfying the citizens' leisure and vitality.

Among the common points of the two alternatives, we can mention the following: injecting various activities and uses, considering different and inclusive flooring, considering the scope of redesigning the walls and viewing the showcases on both sides of the sidewalk, considering the pedestrian area in the middle with the placement of urban furniture and the establishment of peddlers and the overflow of uses, the pedestrian area considering the entire southern tulip field, the revival of cultural identity by the revival of cinemas, the revival and definition of cultural events in the houses of Bushehri and Union, the preservation of Mehran and Berlin alleys As a sidewalk, holding events and using the Lalezar Mosque as a religious hangout in the neighborhood, unifying the additional elements of the facade (such as shop signs), placing tourist guide signs along the axis (in Farsi and English), creating lighting along the axis, planting trees and plants on both sides of the sidewalk.

Finally, based on theoretical foundations and research literature, 4 indicators (functional, objective/physical aesthetics, mental and environmental aesthetics) were categorized; The results showed that environmental, subjective, objective and functional indicators respectively have the greatest effect on the vitality of tourist trails. In short, for the vitality of a tourist walkway in the city center, you should pay attention to these tips and suggestions (13 proposed sub-indices): a combination of mixed uses and activities, the opportunity for social and selective activities, ensuring the safety and security of tourists, physical diversity, participation and interaction of citizens, the presence of street arts, pause and stop spaces, attention to the background and the identity of the fabric, the existence of various accesses to various places and services, visual proportions, safety and security, comfort and cleanliness. Lalezar Street, which was once a symbol of Iran's modernism and art, nicknamed Tehran's Champs-Élysées, now has only an inappropriate and dilapidated body and has lost its past vitality. Therefore, the need to pay attention and organize this cultural and historical crossing is one of the important and constructive measures.

Keywords: Vitality, Tourism, Tourist Walkways, South Lalezar St

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