



Urban Sustainable Development Solutions by Creating Dynamic Tourism Pedestrian Passage in Historical Textures (Case Study: Sepah Street in Qazvin)

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Received: 01.02.2015; Accepted: 06.06.2015

Abstract. One of the solutions to achieve sustainable growth in urban areas, attracting tourists and creating local and national revenue solution, is to provide a chance to visiting the urban historical attractions in the form of pedestrian tourism axis. Creating this axis provides a chance to preserve and mend historical sites and revive urban environment. Also in addition to reduction of traffic and air pollution issue, helps tourists to better understand historical attractions and increases security sense with the absence of cars. This can boost tourism sustainable development in urban areas with an approach towards preserving historical attraction. This can also positively affect tourist sight clarity, urban identity and communal image. But creating pedestrian axis must not impact the lively and active aspects of the environment. Thus, with an evaluation of Khayyam pedestrian and using field method and interview, the weak and strong points of Sepah axis was evaluated and solutions for creating active tourism pedestrian were extracted. The method to the present study was descriptive-analytic. Data was gathered in library and by field method and finally it turned out that changing required professions in tourism, conversing urban views, repairing and rebuilding historical sites to gain a higher visual quality, building welfare equipments and many other changes, make it possible to create dynamic tourism pedestrian in the site.

Keywords: Tourism pedestrian, sustainable development, urban tourism, Sepah Street in Qazvin

1. INTRODUCTION

Today urban tourism is considered with preserving ancient and historical attractions. Sustainable development is based on preserving resources and maintaining them for future generations. Hence, the most logical practice resulting in mending, reviving and preserving historical attractions in ancient urban attractions is designing tourism pedestrians. On the other hand, urban tourism is facing lack of space for parking tourist or private cars. Because tourists are not familiar with inter environments, alleys and alternative passages in urban areas, they inevitably take main, traffic axis and roads. Traffic caused by increasing number of cars and narrow nature of ancient and historical passages in urban areas as the dominant tourist goals are current issues in historical and ancient cities in Iran. Generally, existence of cars moving as pedestrian is difficult also the security of pedestrians and their basic needs in urban areas are completely ignored.

Because pedestrian is the most important way to move around and visit tourist attractions, activities, feel excitement and mobility of life, discover values and hidden attractions in an environment (Abbas Zadeh, 1391:2), creating pedestrian areas can be a solution. Based on Dobbs (2009), a pedestrian can walk in urban areas for leisure, sport, achieving urban facilities or working purposes. Compared with using a car when, walking one can have a better visual understanding have more experience of the details and events in the city, because of the slow motion.

In Qazvin one of ancient cities in Iran, in which UN-HABITAT pilot plans have been introduced through tourism and reviving livelihood centers, not much plan have been dedicated to this field.

Qazvin province with 1190 historical attraction constitutes 12% of historical buildings in Iran and is ranked first in the country. Residency in Qazvin goes back 10 thousand years. The city has been

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capital for a hundred years in Safaviyya and is titled city of Ab Anbar¹, the capital of Calligraphy in Iran and the city where four prophets were buried in, has great potentials in tourism regarding the many historical and religious attractions (Vaziri, 1392:12).

Qazvin is developed like many other cities in Iran and has a car based planning. In the current decade, traffic in Qazvin has increased significantly and this lessened the quality of urban space. Lack of parking areas, car and pedestrian interference, lack of pedestrian security and lack of suitable space criteria for tourist movement and using the space are obvious in historic, old and tourist sites (Shahab: 1390). Based on Barton Shaw, designing leisure pedestrian passages in specific parts of the city is an efficient solution for attracting Iranian and foreigner tourists to the historical texture center along with preserving valuable attractions which can improve historical identity and helps improve the quality of the city and social life (Ahmadian, 1392). Therefore in the present study we tried to evaluate effective factors in creating dynamic urban tourism pedestrian passages in historical texture and as a sample in Sepah Street as much as possible. It seems that for creating dynamic urban tourism pedestrian passages in Sepah axis, mending historical attractions, considering efficient changes, building welfare facilities and considering environmental beautification are essential.

2. BACKGROUND AND RESEARCH NECESSITY

Building pedestrian passages goes back Julius Caesar in Rome. He was forced to restrict wagon movements except wagons needed for handling building tasks and some governmental coaches in the city at some specific times because of the crowd issue. Also in London in 1666 disciplines like authorizing wagon transmission, compulsion of using wide wheels in wagons and restricting number of horses were imposed. One of other initial acts in this field happened in 1858 by Olmsted the very famous American landscape architect for designing central park of New York. He designed a stone bridge for pedestrians over the carriage pathway (Ranjbar, 1389:85). Separating pedestrian and carriage pathways was first done in late 1940s in rebuilding destructions of world war II and reconstructing historical centers of European cities (Abbas Zade, 1391:2). Essen, Germany was the first leading European city in changing urban pathways to pedestrian pathways in historic and central areas (Hosseini: 1392). Paying attention to this field was more pronounced after World War II and in the process of rebuilding European cities. The success of Essen created a condition to close dominant central and historical sections of European cities on cars till 80s. Meanwhile the trial experiences of non-traffic areas were introduced in Rotterdam, Netherlands and Stockholm, Sweden.

Some countries, especially after World War II tried to rebuild the view of a city with new approaches and in this way with a new look at human tried to consider him/her prior to car at least reduce the dominance of carriers on pedestrians (Hamshahri Online, 266922).

In Northern America in early 1960s the orientation to urban centers was so much and during a decade a hundred and fifty roads pedestrian passages in American cities like Kalamazoo pedestrian mall in Michigan and Old town Mall in Maryland State were built.

The pedestrian passage in Istanbul Esteqlal Street, Ramillas in Barcelona, Freedom in Boston, America which connects 16 important historical points and Stroget Street in Copenhagen, Denmark are samples of known pedestrian passage in the world (Shahrsazan website).

Planning for leading cities to develop pedestrian passages was first started with restricting two way passages, limiting parking in some areas, creating specific areas for public transportation

¹ water reservoir

vehicles and creating pathways for car passages but later specially in 80s twentieth century another kind of the intervention was introduced in Europe and that was controlling car drivers transmission, without banning it in peaceful interaction with pedestrians.

This way of thinking doesn't accept the idea that cars which are an integrated essential part of lives are completely banned and stated that restricting the car passage and increasing the pedestrian passage is more efficient. Thus, "roads with slight traffic" came into being as another intervention in validating pedestrian and his/her presence in European urban areas (Shahr Raz, 4/4/93:9).

In Iran, there have been two pedestrian passages from long time ago. One group are the markets as a business pedestrian area in historical and tourism centers and the other leisure pedestrian areas like Charbagh in Esfahan. In current city architecture there is marginal experience in the field of building pedestrian passages or pedestrian areas. Tabriz has been the first to take action with creating three axes of Momtaz and Shakhes Tarbiat, Ostad Shahriar and Ghale Sangi for separating pedestrian and vehicle passages. Jannat street in Mashhad central texture, Sepah Salar axis (saf), Keshvar Boulevard and Marvi pathway in Tehran are among the actions taken in order to create pedestrian passages in Iran (Shahab: 1390). The main purpose of changing Sepah Salar Street to a pedestrian passage is tourist attraction along with increasing safety coefficient of valuable historical buildings (Bazvandi, 1393:35).

In Qazvin the first act of creating pedestrian passages happened in summer 1393 in southern axis of Khayyam Street. After creating this passage which is dedicated to pedestrians despite creating more problems for vehicle transmission of residents, there were many advantages like less traffic and noise pollution, security of no car being around and peace for pedestrians and residents. Creating tourism pedestrian passage in Sepah axis is among the latest categories in urban development planning. Regarding the latest studies conducted in Iran pedestrian walk seems to be a factor in reviving axis and urban historical texture and creating lively ideal space for citizens especially Qazvin tourists.

3. THEORETICAL CONCEPTS AND DEFINITIONS

3.1. Pedestrian Passage:

Pedestrian areas are a part of urban space that are restricted for cars at a part of day or the whole of the day because of some specific reasons and only pedestrians are authorized to pass (Hosseini, 1392). Pedestrian areas are important in the role of linkage and access role, and meanwhile provide a safe, convenient space for social leisure, recreation and sightseeing (Bazvandi, 1393:35).

Based on these tourism pedestrian areas are appropriate for creating facilities needed for tourists and tourism activities without car. Also tourism is a path linking tourism attractions in the city to facilitate the visit. Sometimes the axis plays the role of a linkage and sometimes is an attraction for tourists by itself (Shokohi, 1390:159). High quality pedestrian areas are used as tourist attraction sites now. Assigning the fourth ranking of tourist attractions in the world life to "Trafgar" square in London and considering the role of pedestrian areas in urban health clearly reveals the need to plan for such developments and improve the quality (Ranjbar, 1389:85).

The areas provide many different functions like spending leisure time like rest, play and recreation, landscape, buy and supply cultural and art pieces which adds to the attractions of such spaces even more. Pedestrian spaces cause the interaction of main framework factors of a leisure time place. For example, responding to many leisure needs of users, constituting all hours of usage and being economical. These spaces are of the best, cheap, available and mostly paid attention to tourism, leisure and leisure time activities spaces in the world and are developing day by day. So

that today multifunctional pedestrian networks and width are one of the main development and competition issues for attracting tourists and economic expansion (Shahab: 1390).

3.2. Urban Tourism

Cities are considered as one of the most important heritages of mankind and are the major tourism destinations especially cultural and historical tourism. Thus, urban tourism as one of tourism forms either for citizens and visitors from elsewhere has been in tourists' center of attention since 12960s (Rahnemaei, 1390:83).

In urban planning reconstructing cultural and social identity of historical places with the aim of using potentials, has had successful experiences. Lack of awareness about existing historical and cultural in different urban areas, hours and days of using it, traffic and etc are among problems that local and foreign tourists face. While a great number of students, graduated professionals, retired people and households don't know how to fill the gap of leisure time (Haman, 84).

Identifying and introducing features, attractions and potentials are basics of tourism and they are measures for identifying the admission capacity of tourist, market expansion plan and marketing management.

Whenever tourism resources (natural, cultural-social and other sources) come with tourism equipments they turn to attractions (Haman: 85).

Urban tourism is travelling to the city with different incentives and based on different attractions. An urban tourist is one who travels more than one day and less than a year to a city other than his own place with the incentive of leisure, trade, visiting family and relatives, using the urban equipments and facilities and urban attractions.

Urban tourism consist of three sections: the first section is primary tourism elements which are virtually considered as the basic factor or attracting tourists and entails places to visit like: historical sites, historical streets, gardens and parks and other places related to tourism activities such as cinemas, treasuries and galleries.

The second section includes residential facilities and stores and the third section are elements that handle guidance and tourism services. Tour pathways, tourists' occupancy, shopping centers and centers to buy souvenir in the city and places for social interaction make up the tourism site of a city (Shokouhi, 1390:158-9).

3.3. Tourism and Sustainable Development

First time sustainable development was introduced as a development that is not tied with excessive use of limited resources in a land and can substitute and revive resources in other ways in order to provide a chance for later generation to continue the development (Faraji Raad, 1389:32), Thereby, in urban sustainable tourism the focus is on environmental aspect and urban sustainable development policies projected. Such policies affect tourism and tourism development impacts urban sustainability. Tourism sustainable development is a coordinated development with environmental and historical resources so that there is the least damage to resources and preserves them for the future generation.

Tourism sustainable development reveals a move from traditional approaches in the field of tourism development to a more holistic (more systemic) approach which not only pays attention to market needs but also the needs (requirements) of society and environment are also emphasized (Ghadami, 1390:59).

4. THE NECESSITY OF CREATING PEDESTRIAN PASSAGE IN ORDER TO DEVELOP URBAN TOURISM.

City is a place where people live and interact. Providing the means of transmitting and meeting their urban needs are the basic goals in planning and designing urban pathways. Therefore facilitating vehicle and pedestrian movements are important at the same level. Feeling safety in cities is an index for understanding the status of social respect of citizens. With such a view many predict that to the end of 21st century with limited energy resources plan to create pedestrian cities would be world wide matter and cities would have pedestrian areas. But it seems that creating pedestrian cities relies on cultural and view point training (which exist in any given society for using pedestrian pathways and limiting cars) more than urban planning and just running construction and operational (Mehr News, 2357681).

Developing and providing facilities in open urban spaces (landscapes, streets, squares, historical sites, urban tourist sites and etc) is one of the most important axes for sustainable development which plays a critical role in improving the quality of the environment and preserving natural and historical values of the cities.

Therefore reconstruction of ancient urban areas and reviving their quality and also creating different public spaces like exhibitions, markets, leisure and theme parks and etc can be the result of a group attempt and shared thought of planners, executives, urban authorities and people.

A pathway that is human like, dynamic and lively results in social life improvement, its gives identity and creates good memories and by itself is a public arena shows the face of a city and ironically is a “destination” and “pathway” at the same time.

Plans to build tourism pedestrian areas with the aim of preserving the texture, improving tourism, logical development of urban development and doing other lateral goals are the most important actions (Ghadiri, Hamshahri Online, 21004).

5. NECESSITY OF REVIVING HISTORICAL CENTERS

In Iran Cities urban historical areas are severely old in the field of framework and operational aspects. Weakness in services and gaining access to these centers always intensifies the situation (Rahnemaei, 1390:89).

Creating tourism axis can be used as one of the ways to revive historical urban spaces and attracting tourists. If tourism axes are equipped with stated values and features they can revolutionize surrounding texture. For example creating trading activities in tourism axis in a way to attract tourists revolutionizes the economy of the region. Also changing the functionality of historical buildings to rest areas like hotels and restaurant is effective.

Organizing and reviving old urban centers with the pedestrian areas not only preserves these textures due to the increased quality of the spaces and properly equipping them and meeting resident needs of ideal urban areas in daily life but also activates tourism development cycles in the texture and not only this increases the social and cultural identity but also are the effective experienced ways for creating and reconstruction of public arenas and lost identity and lost memories in historical sites in Iran (Haman, 90).

6. FEATURES OF TOURIST PEDESTRIAN PATHWAYS

The pedestrian are is interesting for tourists by itself and provides a better chance for visiting historical and ancient areas along with shopping required things. These axes are created in order to link tourist sites in urban areas and facilitate the visit. Facilities include places to take rest,

playground, leisure activities, furniture for human pause and increasing visual beauty, lighting for identifying urban symbols in high and low height, plants and green areas, fountains and art and recreation centers.

The used material in building the way must create a sense of security and they should not create swings while walking as much as possible so that bike riders, handicaps, ladies with baby carriage or shopping basket can conveniently move. Also vehicles must be away from vehicle pathway completely and be reachable by different groups of tourists. Also the slip must be aligned, with proper pedestrian passage and drainage. Determining the beginning and the end of pedestrian area are the most important features. Creating a start and end central point with appropriate attraction, improves the incentive for passing.

According to Brog (2201), in planning for urban transportation, organizing and increasing urban travel appropriateness especially in historical sites has been neglected. The reason can be sought in insufficient traditional transportation models in urban planning. Paying attention to the shortest pathways, least travel time, most appropriateness and quality of the travel, the least expenses of improving the city, using the maximum potential of different pathways and preventing excessive car passage than the capacity of the pathways which results in reducing using potentials of other areas causes a better movement in historical textures of the cities (Mozaffar, 1390: 34, 35).

7. FACTORS EFFECTING DYNAMIC URBAN TOURISM PEDESTRIAN AREAS

When it comes to tourism dynamics of pedestrian many factors are taken into consideration. Jackobs (1961) sees the urban attractiveness and liveliness of urban spaces tied with specific features like not being quickly transmittable, having places for pause and inviting areas for citizens and tourists, having top and focus center in cities and having limitations and borders.

As schelhoren (1991) puts it because people spend much time in buildings for the purpose of resting, work and etc, these urban movements either in vehicle or on foot represent life in a city. Researchers argue that walking is one of the oldest and most basic means of urban travel and according to Zegeer (2002) this is ignored when planning for urban transportation systems (Mozaffar, 1390:33).

Factors effecting pedestrian dynamics include: the style of forming space, appropriate distribution of urban attractions and social and historical indicators, density and diversity of activities and design. But based on Jackobs, understanding the activity and current life in the city and urban life needs the view upon urban areas as complex systems and the definition of space is active and constantly changing (Mozaffar, 1390:34).

Having a lively space in pedestrian area during day and night is important. Twenty four hour street are not only more attractive and fun but also because of citizen monitoring advantages are safer (Shahab, 1390:69).

For creating dynamic pedestrian passages the following factors are important:

1. Liveliness: the social life must constantly showoff in these passages so liveliness is one of the basic features of them. Liveliness factors and diversity of pedestrian passages, creating diverse and appropriate functions with each passage scenario, setting up service functions resulting in citizens' presence and also setting up leisure functions, diversity of furniture in the way, coordination of light in walls along the way and the focus of light on elements and specific buildings are among these (Abbas Zadeh, 1391:4,5). The most important aspects of human presence in urban areas are pedestrian walking which gives a liveliness and dynamic aspect to the area and also increases their social role (Kashani Jo, 1388:50).

2. Permeability: results from appropriate access to pedestrian spaces. Whenever citizens are assured about easy access to these areas with private car, taxi, bus or subway, the efficiency of these areas increase (Bazvandi, 1393:34). Accessibility can be introduced as the most important element and feature of pedestrian functions. Accessibility is defined in different frameworks (like: accessing people, activities, products and resources and accessing places and information).
3. Clarity: means how much people can get about the place. Paying attention to visual view of passages turns it to a readable and high quality environment. Clean and beautiful pedestrian passages increase the chance of people showing up and using the space. The passage must have a discipline in its elements so that it is provided as an appropriate area to the viewer. In other words, the space in the pedestrian passage must qualify visual appropriateness (Abbas Zadeh, 1391:4, 5).

8. FACTORS EFFECTING THE CREATION OF URBAN TOURISM PEDESTRIAN PASSAGES:

To create urban tourism pedestrian areas many factors like functionality, framework, and economic, social and environmental factors come into play and each entail many measures:

A) Functionality Measures:

This measure includes proper trading institute, different active retailers, behavioral stations and haunts. These investments create an environment full of attractive views, smells, noises and shopping for pedestrians.

B) Environmental Measures:

Environmental support against bad weather conditions, creating a ceiling for the passage and providing natural tree shadows or even artificial structures protects tourists and pedestrians against sun and rain.

C) Framework Measures and Physical Quality:

Paying attention to buildings and structures surrounding pedestrian area is important from physical quality perspective.

D) Social Measures:

Pedestrian passages are places where citizens meet and cooperate in a social life. These areas function as a sample of the whole city and must be accepting different groups. In these areas citizens learn to be with each other in an interactive relation and try to improve their social lives (Pakzad, 1384:282). Meanwhile, tourists will have the chance of interacting native people, talk with them and culturally unify with them. So they can gain valuable experiences through cultural contrast and social exchange.

9. EVALUATING KHAYYAM PEDESTRIAN PASSAGE: ADVANTAGES AND DISADVANTAGES

In Third of Tir, 1393 (June 24th, 2014) the plan to build the pedestrian in Qazvin (in southern axis of Khayyam Street which is one of the important central business districts (CBD) in the city was administered. The plan was a response to heavy traffic issue in this axis and Taleghani Street with east-west pathway. Field studies, interview with residents and shopkeepers of different businesses along with police guards gathered valuable hints such as the residents and shopkeepers' traffic is systemic. Residents and their guests drive in substitute surrounding axis. Three parking areas have

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been built for this reason. Also a bike riding path is designed along way the pedestrian passage which is not widely used due to lack of proper culture-building practices (picture 1).



Picture 1. Khayyam pedestrian passage: green path is for bike riding (source: author).

Economically, some businesses like providers of industrial and agricultural tools and home appliances, sell less than what they used to sell before the pedestrian passage was built. They must load from 14 to 16 each day and there is time when the load arrives early, they must wait for long hours to the due time of unload or if possible they need to carry the load with load carriers through other axis around. The other problem the shopkeepers mention is that their major buyers are women, the loads are heavy and the pedestrian is long so they can not carry the loads to the main street cross road where cars pass and workers or shopkeeper must give a hand. In other businesses selling rate is as before.

Night guards provide the security at night for cars and pedestrians. A guard moves around at night and acts if he suspects anything. There are some dark points in the way which can cause security issues. Adding light can be a good solution.

In a pool of Qazvin municipal 60% of people are content and the other 40% stated they dissatisfaction of the new situation because they are not yet used to it. After more advantages come into view the rate of dissatisfactions will decrease (Field studies).

10.SUBJECT AREA: SEPAH STREET IN QAZVIN

Sepah Street in Qazvin is the first street design in Iran in Safavid dynast when Qazvin was the capital and in 1387 was officially registered in National recording registry as the first street in Iran. Tahmasp I Shah built the street simultaneous with building “JafarAbad” (the two side of the road halls and houses, Saadat Abad Garden, dolatkhane, harem and gardens located at the east and west of the hall) introduced the street in “Shahrestan Ghadiim” area or “Hesar Shapoor”. The street was seemingly named after an area in Harat where Tahmasb Shah lived when he was a prince. The street is one of the most important works remaining from that time and was accepting foreign nations and VIPs twice the present extent when Tahmasb Shah and Abbas Shah ruled. The street which is also called “Ali Qapu” or “Dolti” was the downtown area long time ago and now is near Farhang axis and borders Chehel Sotoun and Ali Qapu in the north and Salamgah Street and Rey Street in the south. At the time of Nasser al-Din Shah Qajar with the consultancy of Sa'd al-Saltaneh (who ruled Qazvin later) and based on the order of Mirza Ali Asghar Khan in 1259, the big Quest house of Qazvin, Chapar Khaneh and India and Europe telegraph office was build in the northern part of the street of Safavid Shah (from the front door of Qazvin masque to

the present Sepah crossroad) and Sepah street was linked with Tehran Street (Old Tehran Street at present) through a narrow road in the east of the guest house. The guest house and the Chapar Khaneh were later destroyed and a green square took the place instead which was ruined due to the lack of water. Later after the railroad was built in Qazvin and after setting up a station in south of the city, Sepah Street was extended further and the green square along with Sa'd al-Saltaneh Caravanserai were destroyed. The Caravanserai was located in north part of the street extending from Darvazeh Tehran to Hossein princess Salangah. The street or the so called square had a starting and finish point in the best way possible. So that it linked two important spots. Also the two spots had a mutual visual role towards each other (Shokouhi, 1390:164) (picture 2).



Picture 2. Sepah Street at the end of Qajar_dynasty (source: Internet).

11.KNOWING HISTORICAL STRUCTURES IN SEPAH STREET

In the street many valuable buildings like mosques and Ab Anbar have been built and the oldest one (Jama_Masjid) goes back to the primary Qazvin.

1. **Atigh_Jame'_Mosque:** in one of the oldest and most important mosques in Qazvin located in Dabaghan district along the western margin of Sepah Street. The mosque is 1200 years southern porch and Haronie dome belongs to Seljuq_dynasty and northern porch and eastern transom belongs to Safavid_dynasty and the rest belongs to Qajar_dynasty (picture 3).



Picture3. Southern porch of Atigh_Jame'_Mosque in Qazvin (source: author)

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2. Ali Qapu transom: Only the main southern door out of seven entrances of Safavid_dynastyn arg which opens to Shah square and Street is left which is called Ali Qapu. Mosaic tile cornice is written by Alireza Abassi in Thuluth script (Qazvin tourism guide) (picture 4).



Picture 4. Ali Qapu transom (source: author)

3. Sheikhol Islam Mosque and School: the school was build a century ago by one of Torkaman emirs and was mended and rebuilt for two times in Qajar_ dynasty. The reconstruction by Mirza Masoud Sheikhol Islam resulted in adding two backyards linked to entrance Vestibule of the school (Haman) (picture 5).



Picture 5. Sheikhol Islam Mosque and School (source: author)

4. Sepah market: The eastern side of the market in front of Jame'_Mosque Bazaar and transom remained from Qajar_dynasty and most of the structures belong to Pahlavi. The market is a center of shopping for fruits and vegetables in Qazvin (picture 6).



Picture 6. Sepah market (source: author).

5. Roshan bathroom (Mirza Javad): this building is located at the beginning of western side of Sepah Street in Imamzadeh Ismaeil alley and belongs to Qajar_ dynasty. It is ruined now and needs immediate attention (Shahb: 1390).
6. Sepah Ab Anbar: is located in Sepah Street Jame'_Mosque alley and belongs to Safavid-dynasty. The oldest Ab Anbar in Qazvin is located in northern Jame'_Mosque Bazaar which was built by "Ali Khan" Suleiman_I emirs. The specific features of this building are urban pattern network, brick bottom and impediment (Qazvin Tourism Guide).
7. Caravanserai_of_Sa'd_al-Saltaneh: The Caravanserai was so big located on the opposite side of Tehran Street and was an out city Caravanserai in Qajar- dynasty. It was divided in to two parts when Reza Khan ruled because the Sepah Street was extended. One part was street and the other was used for building houses and shops. When Sepah Street was a pedestrian passage in 1389, some parts of the Caravanserai columns were detected and were buried when the street was set up (field studies).
8. Tomb of Sheikh Ahmad Ghazali: the building located in Imamzadeh Ismaeil alley down the crossroad towards east and Seke Sharihan district and is known as Ahmadi mosque.
9. Imamzadeh-Ismaeil mausoleum: He was a son of Iam Sadegh and the mausoleum was reconstructed in Qajar-dynasty and is a validated holy shrine in Qazvin. It is located at the southwest part of Ali Qapu transom (first of Koroush Street) (Qazvin Tourism Guide) (Picture 7)



Picture 7. Imamzadeh-Ismaeil mausoleum (source: Qazvin Tourism Guide)

10. Zobeide Khatun mausoleum: it is located in Baynad alley in the west side of the street and she was the daughter of Imam Musa Kazim. The mausoleum in located in the east of the apron and the mosque is located in the north part (Qazvin Tourism Guide).
11. Asayyed Jamal Hussainiya: is located in the west side of Jame'_Mosque which is more than 3000 years. The present building has been reconstructed and developed.
12. Hakim Ab Anbar and Saqqa-khaneh: Haj Mirza Hakim built a big pool at the end of market alley in front of Jame'_Mosque which is known as Hakim. The Ab Anbar has 36 steps and the transom cornice is made of sky-blue tile. Simultaneously the Saqqa-khanehwas build that is yet on foot (picture 8).
13. Historical buildings of Iran hall: the building is about 150 years. A man called Russian Hakimof brought giant woods which had designs on them, later it turned out that the woods belonged to another building and are second hand so they were all taken away and the building was reconstructed. The building was dedicated to school and later changed function like police station, Tobacco reserve, state registry organization, workers syndicate, Shibani school (field studies-interview).

The present function of the building is a reception hall and can be properly organized to attract tourists and develop urban tourism.

12.SEPAH STREET FEATURES: WEAK AND STRONG POINTS.

12.1. Weak points:

- Narrow passages in ancient and historical texture and not sufficient access.
- Inactive during 9 – 10 pm and having insufficient light.
- Imbalanced activities so that northern and western parts are less active than southern and eastern parts (market).
- There is no public parking space for people who come to market tor business or even people who come to visit or for religious matters. Therefore there is a big problem with double parking issue along the way.
- There is no WC and welfare equipment, modern or traditional restaurant, lawn or a place to pause and rest.
- Timeworn building along the way that reduce visual attraction.
- Lack of exclusion system of water resulting from rain so that water spilled over the road.

12.5. Strong points

- Being in the historical district and having many historical buildings.
- Pavement area of the pedestrian and street conducted in 1389 by municipal of Qazvin as a mending project (picture 8).



Picture 8. Pedestrian passage project of Sepah Street (right picture: Internet and left picture: author)

- Market attracts a lot of people especially during the day.
- Many passengers come to this way because main axis of the city contact here.
- Two rows of old and new trees that create a good view.
- Great width of the street that makes it easy and convenient to do religious, ethical rituals (picture 9).



Picture 9. Bahman 22nd 92 march and Muharram 93 in Sepah Street (source: author)

13. SOLUTIONS FOR CREATING DYNAMIC TOURISM PEDESTRIAN PASSAGES IN SEPAH STREET:

Historical texture of Sepah Street is an identity of Qazvin and developing tourism in this region revives the historical and cultural identity and gives it a new life. Despite an old history and around 100 years capital age of Qazvin and having valuable historical places much attention has not been paid to attracting historical and cultural tourism.

Ignoring ancient textures makes them worn out and reduces economic values and finally the population spreads away. Therefore reviving these buildings to achieve urban tourism development goals, results in increased values and functions. In order to reach tourism goals and create a unified historical, cultural and recreational space to provide services some changes are necessary. And planning to attract tourist happens with conducting various schemes:

1. Organizing substitute roads for transportation and traffic transmission: because of the important role this street has in traffic transmission and transmitting people, first another axis must be designed so that urban tourism design doesn't cause transportation problems. To do this eastern substitute roads seem to be good choices. The roads can be developed and organized. Optimizing passage through historical textures in Sepah Street with maximum different passages is possible. This way time and money is saved. Also businesses can load without problems.
2. Reviving and reconstruction of historical values: historical places in Sepah Street must be preserved and mended specifically building in historical areas must be monitored and guided. Design based on historical texture can add to the attractions. As an example take modern architecture of Caravanserai_of_Sa'd_al-Saltaneh in Qazvin market (picture 10). Reconstruction of old structures as modern ones and designing symbols according to historical texture can bring a new life in to the frame of an old region.

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Picture 10. Reconstruction of Caravanserai_of_Sa'd_al-Saltaneh. (Source: right picture: Tourism Guide and left picture: Vaziri: 13).

3. Homogeneous functions with tourism: it is necessary to change some repair shops, garages, workshops, motor services and ruins that are not compatible and homogeneous with tourism. Functions that create silent or inactive spots along the way must be removed and functions entailing continuous presence of people must be added. Repairing and reconstructing old and big buildings and creating harmony in functions and homogeneous among them must be in a way to use the space in cultural and tourism function with the help of cultural heritage organization and municipal. Old valuable building like Iran hall can be used for cultural functions. Office time consuming functions must not exist along the pedestrian passage. Also times of using the space must be diversified and people can use it at many times during a year.
4. Wide advertising and tourist attraction plans: in order to encourage tourists for visiting Sepah axis historical attractions road advertisements along entrances of the city and central shopping centers are required also students must be authorized for free ticket visits.
5. Investment in historical place and encouraging people to take part in creating new functions in the field of tourism: occupations like supplying and selling handicrafts in Qazvin like: handmade carpet, embroidery, Metal fabrication, Wood_carving, Sash_window and other handicrafts (picture 11). At present there are shops selling antiques at the beginning of the axis and this can be developed.



Picture 11. A sample of Qazvin handicraft (source: Qazvin Tourism Guide)

6. Night lighting: urban lighting can remove unsuitable urban structures and symbols and emphasize of urban framework. Not only lighting can emphasize on attractions and attract urban and cross city tourists but it can also it can be attraction by itself. Like many lighting festivals in various cultures and countries. Lively spaces in Naghshe Jahan Square in Isfahan, Imam_Reza_shrine in Mashhad and El-Gölün Tabriz is due to proper lighting. Lighting can help develop urban tourism along with improving the quality of life (Vaziri, 1392:4).
7. Predicting and designing cultural and recreational night spaces and predicting pause spaces: it is possible to create business functions, restaurants, coffee shops, traditional restaurants, bench, Abkhvor, pools, bike renting stations, an opportunity to take a rest briefly and spending leisure time activities. Urban furniture must not be monotonous and many different materials and form are suggested for use along the way. Also the lighting of the structure must be taken into attention (Bazvandi, 1393:37). There must be places for women to pause and rest.
8. Space access: setting up taxi stations and places to get in and out of the car close to the pedestrian passage. In order to reach sustainable development goals in tourism and with the aim of increasing health, happiness and vivacity among people and decreasing traffic and air pollution bike riding and horse coaches can be used that are also adding to the attraction.
9. Considering places for religious and ethical rituals; Sepah Street's open space has been used in many national and religious occasions in Muharram and Ramadan. The space is also useful for conducting other rituals like Ta'zieh that is done in Hossein Imamdazeh and Sultan Sayyed Mohamad Imamzadeh. Celebration of 15th Shabban, Shahnameh Khani, Siah Bazi, Yalda night ritual, last Wednesday of the year, Spring welcoming party, Haji Firuz and Nane Sarma street performances have been conducted with municipal assistance.
10. Performing different contests and exhibitions: local wrestling, exiting competitions, cooking competitions or traditional baking competition is common among women in Qazvin. Competitions like, designing and calligraphy, handicraft exhibition, calligraphy exhibition, designing and drawing visitors faces, traditional and local music, inviting artists and live performances in the pedestrian passage, Mareke Giri show, Acrobat, giving prizes, celebrating different celebrations of harvest or local costume like what has been done in other historical sites like Chehel_Sotoun museum palace or Kolah Farangi mansion (picture 12).



Picture 12. Harvest celebration, Samanu cooking and local celebrations (Qazvin Tourism Guide)

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11. Designing and building beautiful calligraphies like other places around the city, especially in this region which is the capital of calligraphy in Iran and introduce it to tourists. Also building statues like the ones exist in Sepah street, wall paintings and calligraphies and beautiful tile works (picture 13, 14) of famous Qazvin artists can positively impact the process of attracting tourists and create a unworldly, pleasant view.



Picture 13. Painter statue in Sepah and calligraphy symbols around the city (source: author)



Picture 14. Wall paintings and tile works with the concept of calligraphy (source: author)

12. Setting up important and vital facilities: in order to access the pedestrian passage there must be parking in substitute rods. Organizing and reforming the system for exclusion of surface water is essential to prevent flood in case of raining. Plans shoed are considered to build WCs, reception kiosks and welfare equipments.
13. Considering enough lawns and grass can add to livelihood. Also we can revive the main function of this area which was playing Polo and design an area to play and watch these games.
14. Determining urban tourism pathways in substitute roads results in easy and better access to hidden tourism attractions like Hakim Ab Anbar, Zubeide Khatun mausoleum, Ahmadi mosque, sayyed Jamal Hussainiya and etc. this can be done with increasing quality of roads in valuable textures, installing signs and lighting.

15. Reforming the space can be done with Visual arts. Statues can be made of dried trees like other parts of the city examples are seen in Narges garden (ladies garden) or Hokm Abad garden (picture 15).



Picture 15. Statues made of dried trees.

16. Changing the function of old buildings to museum like Bolor Bathroom that is a stone museum or Hakim Ab Anbar that is the exhibition and place of building traditional Iranian instruments like Tar, Santur, Setar. Many others can turn into traditional restaurants, teahouse and other family service spaces (Vaziri, 1392, 12,13).

14. CONCLUSION

Tourism sustainable development is a coordinated development in line with natural and historical resources so that the least damage threatens resources and they are preserved for future generations. Different urban tourism like religious, business, medical tourism and others increase income and play an important part in social life dynamics. In urban tourism which is based on visiting historical and cultural attractions in the city especially historical cities like Qazvin, mending and preserving historical buildings and sites is the top priority. In a car based life of today the best way of preventing historical textures ruin is to prevent driving in these areas and pedestrian has been suggested as a response to the issue by thinkers.]

Sepah Street in Qazvin with great historical background and tourist attractions is a choice for running the program. Therefore, in the present study weak and strong points of the axis and also Khayyam pedestrian passage is identified and noticed. Then with modeling executive experiences of municipal over different regions in Qazvin and experiences in other cities of Iran, solutions are suggested to create pedestrian passages in Sepah axis. The most important issue here is traffic transportation and planners in municipal must substitute other axis for leading the traffic elsewhere. Driving through substitute roads namely eastern roads of the street at the back of the market is possible after organizing and widening.

Meanwhile changing functions and having diverse business activities in the area along with letting handicraft related business start to work in the area more cultural, recreational and tourism attractions are brought to the area. Changing businesses in Sepah market that are required by tourists, changing city symbols, repairing and reconstructing historical sites in order to increase visual quality, preparing parks and tourism accommodation and setting up facilities like restaurants and hotels helps the process of changing Sepah Street to a dynamic tourism site.

15. ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Qazvin municipal, Guards in Khayyam pedestrian passage and Imam Khomeini axis, shopkeepers in Khayyam passage and Sepah Street and Last but not the least; I would like to thank Mr. Beheshti for his continuous support.

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