Analysis branding the role and the symbols of urban development and progress in the position of the city of Zabol

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Abstract

Today, with the non-observance of the local urban planning, our cities have been identity crisis; and whatever is going on in the wider and deeper the crisis. On the same topics, symbols of urban infrastructure in urban or important elements in terms of architecture and design are inside the city and our experience in the domain of a contract between the citizens, has meaning, even to the manner of the time the significance of the effects more to city because it reflects the personality and identity of the city, in an extract of the structure are observed. So the goal was examining the role of urban symbols in the development and advancement of the status of the city of Zabol. To achieve this purpose, the data collection required detailed studies through a library research and the use of the documents and view and harvest field will be doing and then to analyze the findings of the AHP software has been used. According to the analysis conducted, the 5 criteria to evaluate and prioritize national and international symbols in Zabol, Using AHP, respectively Animation Cup with standard weight (0.269) in the first place, Asbad weight criterion (0.211) in the second villain, Shahre Sukhteh (burnt City) (overview) with a standard weight (0.201) in third place, Yaqub Layth Saffari with a standard weight (0.157) in the fourth and finally Rostam with a standard weight (0.124) in fifth place.

Key words: Development, Urban Symbols, Identity, Zabol

Introduction:

Questions of identity, especially in recent decades are certainly one of the most important questions in the field of humanities (Rahimzadah, 1993, 261). When the identity of a city, but also comes in a line of thought and mental image of the set of terms that represent features the panache of a city is (Brace Hull.et al, 1994). One of the areas of authentication factors, and in particular, collective identity and cultural history and civilization of a society and it's citizens, and human civilization building, which is one of the most striking aspects of the city and consequently spaces and symbols these spaces are available on (Naghyzadah, 2007: 340). That is such an important element of urban identity, an identity symbols that are representative of the town both past and present, have had a major role in introducing to the audience (Lotfi, 2012: 62). Symbols and urban elements such important buildings in architectural design and urban

design are considered, so the effects are sometimes even more important than the city itself. Because the identity, character and essence of a structure are visible. This symbol points to the study of the foundations of these buildings based on ideas, traditions, culture, identity and history of the city is based on (Hadafi, 2006: 12). We discuss the symbols and construction of urban spaces and cultural identity is an issue (Basiri, 2011: 2). And the urban turmoil in Iran, a city of symbols as a key factor identity can be major changes in the mental landscape of the city and it's cause. What position should improve urban quality should be considered in determining the appropriate intervention city. These interventions should be based on the characteristics and potential of the city and the proper use of the potential of the position are to enhance the quality and development (Javhari, 2010: 2). All cities in the world to put their name on the languages and in a manner to tourists to earn their own notation. Some exercises are on a monument of some famous celebrities and their introduction to the world of nature and wildlife in some cities they bring their own. Azadi tower in Tehran, Burj Al Arab in Dubai, Eiffel Tower in Paris, Leaning Tower of Pisa, and Petronas Towers in Kuala Lumpur and have made so much splendid and rich cities of the world beyond its specific symbols and elements that come to mind. Even in our own country, some cities such as Tabriz recognize certain symbols with Maqbarat-o-shoara, Isfahan with Siosepol or Naqsh-e Jahan, Imam Reza shrine in Shiraz to Mashhad Tomb of Hafez, Hamadan with Baba Taher, Tomb of. Historical and cultural symbols. Among which to introduce high value city. Perhaps creating a turning point in human thinking, other people could regain their symbolism and urban characteristics in this way will have a major role again. To carry out this goal, we must recognize the symbols and their efforts to preserve and promote to add such beliefs, symbols of nature and art used to create valuable and meaningful in cities (Bahrini, 2007: 230). We see a small-town thanks to it's famous symbols is the fastest growing and developing. And sometimes large cities witnessed the loss of their economic attraction primarily, negative growth in all segments of their. Notation, in large cities to promote the development of leading indicators. If you consider that most cities have not been able to discuss specific criteria and indicators as well as the less developed. Zabol is a city with rich historical and cultural background, but something in that field induced by the identity and history of the city and its people display no. Despite all the cultural and social potential of the city, each of which can play a significant role in the promotion and advancement of the status of Zabol, the city's lack of physical connection between the components of the index, the lack of people in the symbols of Allowing urban and urban inefficiencies that ultimately suffers.

The history of research and research necessity

In recent decades, including those who have been working on urban identity can be Kevin A. Lynch noted in his book (The Image of the City, 1960), the discussion focuses on the urban landscape. He is good for the city, raises the standards by which to measure the following 5 criteria as structure, identity, clarity, consistency, and readability occurs.

Also books and numerous articles on urban identity are written. The most important of these books can be written by M. Bahzdafar. The name of the Book is Urban Identity, noted that it has been to verify the identity of Tehran. He identified the elements causing the whole city in land area in Tehran is emphasized.

Mohammad Jalali Nasab on his master's thesis, the title role in the promotion of urban identity and urban areas, 2004 to examine the role of Shah Cheragh agreement in Shiraz urban identity is concerned, the results of this study show that: the issue of identity in general and the urban identity specifically, such that its role in the epistemological categories of persons, objects,

communities, and places that are of prime importance. Because of the psychological mechanisms involved in urban identity and increase citizens' sense of belonging to the city, and ultimately improve citizen participation is sustainability.

Khoshhal (2007) paper on symbolism in architecture, art symbols shown long lasting relationship remains what it is, and remains significant. When these meanings disappear or lose its importance gives it its shape or disappears or acquire new meaning. He has a pattern of Iranian architecture so that each building, depending on the area and location, build effective and functional requirements of the building, sustained and valuable patterns, to create a new expression that is not the same not imitative of other imported characteristics of civilizations.

Hadafi (2006) in their study as a symbol of the city is: Azadi tower in Tehran, sample structures, based on deep insights and concepts of architecture designed by Hossein Amanat arches incorporated into the architecture before after a beautiful symbol of Islam in Tehran. Neighborhood of the target elements with elements of urban transport concepts, content and dimensions are slightly different. Local elements, the smaller size and by physical characteristics and roles defined for them, texture and form of both old and new to sewing and integrity city displayed.

Razvani In this paper, the protection of cultural inheritance need for sustainable development, the role of monuments in urban areas the increase has paid enough attention (Razvani, 2008, 35) also Mammarian In this paper, the attitude of the architecture and its role in defining the identity and nationality of some cities and buildings, to emphasize (Mammarian, 2004, 11). In 2010 the issue of urban brands, under the brands of urban culture, the Samsun & Okanoo was studied in a theoretical framework to promote it. In 2008 the journal (Cities) an article by the Urban Brands Vanolo reflection on creating sustainable urban communities, were examined (Vanolo, 2008, 380), Urban Brands in 2009 affected the Olympic Games in China; with emphasis on brands Peking was studied by Zhan and Zhao (Zhan and Zhao, 2009, 246). Brand development of marginal areas around the cities of China, the research topic was, once again by a Chinese researcher named Folang, with emphasis on the development of the brands examined (Folang, 2010, 380).Assessing the impact of urban brands to suit all new residential construction in 2006 by Zhang and Chalip published (Zhang and Chalip, 2006, 50).

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Daneshpour (2000), research on to recognize the concept of identity in the public space of the city: Tehran case, Enqelab Street, to examine how the concept of identity living in Tehran pays the city for the promotion of public spaces. Mirmoghtadaei (2004), in this research, develop criteria for identifying and evaluating the physical city, case Study: Tehran. Understanding the spatial patterns of cities to examine the urban identity of the deals. He ended to develop urban criteria according to the principals of the urban fabric of urban areas can be revived.

Bahbodi in 2012, the paper reviews the cultural and historical identity of a city branding in Zabol, to find out the role of historical symbols of cultural identity in urban development in Zabol deals. He highlighted the plan can be developed about urban identity in Zabol helped.

Zabol is a city with a rich historical and cultural background. And despite all the cultural and social potential of the city, which could play a role in promoting the progress of Zabol place, but not in urban areas where special attention. With this issue in the study of urban symbols in to develop Zabol paid position.

Goals

- Explain and identify the status symbols of the city's Urban Development of Zabol.
- Context of optimal planning to create a desirable living environment with emphasis on the recognition of symbols.
- Pattern for urban development through the use of standards in the form of Reset guidelines, regulations and guidelines and the application of these strategies with promoting the identity of the city.
- Introducing a proper symbol for the city.

Area of study

Sistan region with an area of 15,197 sq km in the geographic range between 30°C and 5 minutes to 31 degrees 28 minutes latitude and 60 degrees 15 minutes to 61 degrees 50 minutes longitude in southeastern Iran and the northern part of the province and Balochistan by about one eighth of the total area allocated to the province. Average annual rainfall in the region 6/59 mm, mean annual temperature of 22°C and the average annual relative humidity is 38 Drsdmy.According to the classification criteria land Domarten 9/1 is classified as Dry area. One of the hallmarks of the region, which winds 120 days in the mountains between Afghanistan and plain air pressure, occurs. The wind almost from early June starting at about 4 months of the year continues in Zabol plain and almost Dravst September (late August) is terminated.
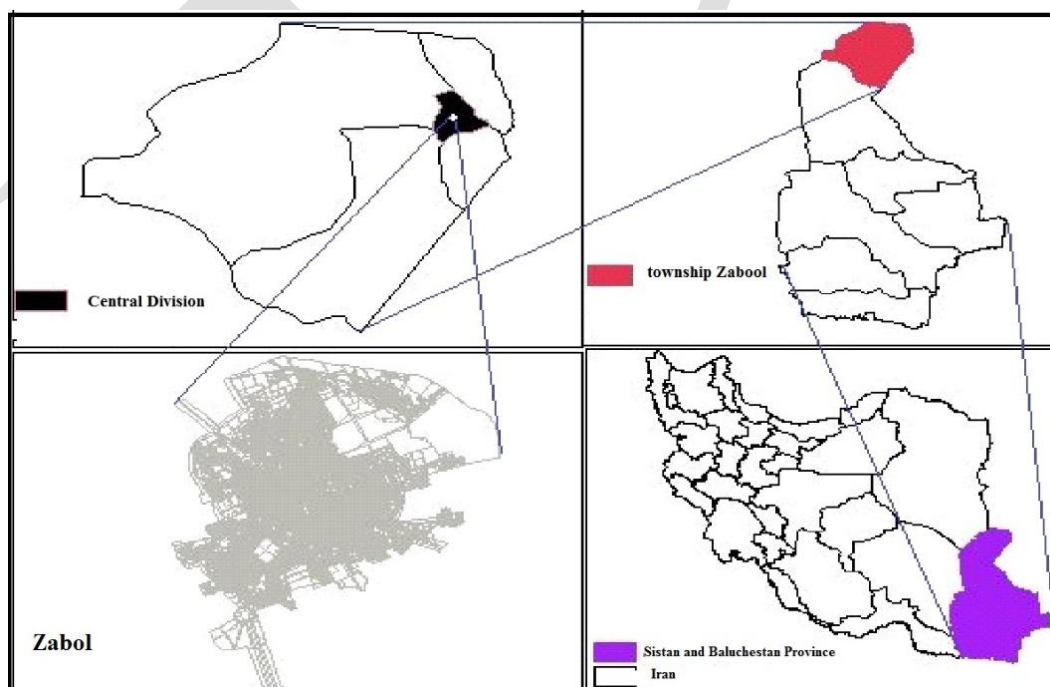

Figure (1): position in the region, Sistan-Baluchistan province Source: search results

Materials and Methods

The study was descriptive analytical motion track and field is a data collection form library. Means through which to gather the needed information library and research through a careful study of documents, and to measure the field (questionnaires, photographs, etc.) Will be considered. In this study, AHP is used to analyze the data of the software.

Discussion and conclusion:

Assessment and prioritization of national and international symbols in Zabol using AHP model

First, the problems of converting a hierarchical structure that includes a three-level hierarchy of objectives, criteria, and be choices are (Table 1).

Table (1): national and international symbols in Zabol

Yaqub Layth Saffari	A
Share sokhteh	B
Cups Animation	C
Asbad	D
Rostam	E

Source: search results

Comparison matrix to determine the binary parameters (A =aij) questionnaire results and their importance and expertise of specialists in this field is used.

Table (2): Matrix A couple of indicators

E	D	C	B	A	Indicators
3	1.3	1.5	2	1	A
5	1.3	3	1	1.2	B
2	1.3	1	1.3	5	C
5	1	3	3	3	D
1	1.5	1.2	1.5	1.3	E

Source: search results

Matrix pair (two for binary) index is obtained as follows:

It is to fill this matrix; scale of 1 to 9 is used to determine the relative importance of each element relative to other elements.

Table (3): 9 scale quantitative comparison of binary options

Intensity of importance	1	3	5	7	9	2-4-6-8
Definitaion	Equal importance	Weak importance of one over another	Essential of strong importnace	Demonstrated importance	Absoloute importance	Intermediate values

After forming the matrix of paired comparisons and values should be the norm. For this purpose, the value of each column of the matrix corresponding to the sum will be divided.

Table (4): Paired comparison matrix normalized relative indicators and weights

E	D	C	B	A	Indicators
0.191	0.195	0.298	0.197	0.287	A
0.062	0.059	0.038	0.156	0.24	B
0.091	0.077	0.038	0.175	0.269	C
0.19	0.229	0.027	0.292	0.424	D
0.289	0.229	0.19	0.292	0.141	E

Source: search results

The logical consistency of judgments

Now the same steps for all choices of (a, b, c,) we do. This step must be calculated to determine whether the inconsistency rate between paired comparisons we are compatible or not. Here are just a couple of inconsistency rate for comparisons of account we choices of similar operations to be performed on every indicator. Inconsistency rate can be obtained from the following relationship be:
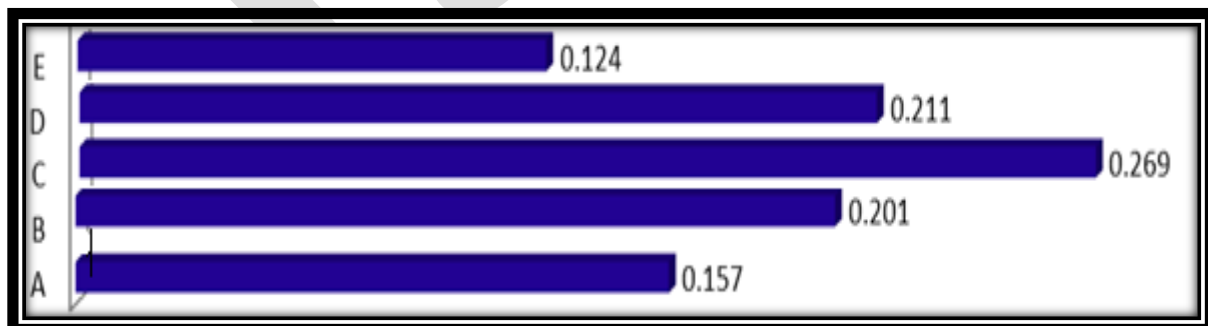
$$I..R. = \frac{I..I.}{I..I..R.}$$

Inconsistency rate (IR): the table below is extracted:

Table (5): the table below is extracted

N	1	2	3	4	5	6	7	8	9	10
$I..I..R$	0	0	0/58	0/9	1/12	1/24	1/32	1/41	1/45	1/45

So the inconsistency rate calculations in the present study, 0/06 is .Since $IR = 0/06$ smaller than 0/1, then the paired comparisons, there is a remarkable consistency

A (L: 0.157) C (L: 0.201) E (L: 0. 269) F (L: 0.211) H (L: 0.124)

Inconsistency = 0.060
With 0 missing judgment

Figure (2): Results of hierarchical analysis using expert choice software

According to the following table and symbols of national and international rankings in Zabol the following results have been obtained

Table (6): prioritizing national and international indices symbols in Zabol

Rank	Weight	Indicators	
4	0.157	Yaqub Layth Saffari	A
3	0.201	Share sokhteh	B
1	0. 269	Animation Cup	C
2	0.211	Asbad	D
5	0.124	Rostam	E

Source: search results

AHP model results

According to the analysis conducted, the 5 criteria to evaluate and prioritize national and international symbols in Zabol, Using AHP, respectively Animation Cup with standard weight (0.269) in the first place, Asbad weight criterion (0.211) in the second villain, Shahre Sukhteh (burnt City) (overview) with a standard weight (0.201) in third place, Yaqub Layth Saffari with a standard weight (0.157) in the fourth and finally Rostam with a standard weight (0.124) in fifth place.

Note: The ranking criteria, 20 of the AHP model of cultural heritage and archaeological experts are used.

Conclusions

International experience shows, over the past decade, according to the urban branding, sustainable urban development, and especially increases in urban income, is upward. City of Sistan and especially the city of Zabol also due to historical, cultural, archaeological and unique variety of their potential to manifest and create a new system are nationally and internationally. In order to develop the role of the "city of Zabol branding" is capable of.

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Suggestions

- ❖ Enhance the status and role of national, regional and international recognition of Zabol through the history and culture of the region.
- ❖ Development and enhance the quality of urban services (in tourist areas).
- ❖ Various conferences to promote and introduce the culture and history of the area.
- ❖ Development and promotion of policies and mechanisms for encouraging and promoting local culture.
- ❖ Maintenance, development and restoration of historic buildings and monuments.
- ❖ Identifying Quarters and texture to enhance the historical value of the city's attractions.
- ❖ Sistan known as Paradise archaeologists.

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