

Abstract

Today, one of the very important cases in tourism industry is planning for visiting the historical sites. Tourism in the individual and collective form, it needs planning, In fact, this utility exposed in the facade and landscape of tourist sites. Tourist centers as document of history and civilization of countries have great significant. These centers were considered one of major part of tourism, for this, constitute a large proportion from employment and income. Shiraz metropolitan with historical antiquity usually was one of interest tourist's cities. Several factors are involved in this issue, it seems that the lack of coordination land uses around the tourist centers and inappropriate spatial distribution of the land uses are these factors. The research tries to determine what is relationship between attractiveness of tourist landscape and its efficiency hypothesis and their nature, the research method is descriptive – analytical. The attractiveness and efficiency assessed through the questionnaire which by using Cochran formula 310 questionnaire was calculated as the sample size and statistical analysis was performed by one-sample T. test in SPSS software. To test the second hypothesis, To determine the appropriate location – space of land uses of around the tourist centers were used method of indicators based on eight spectrum (8 indicators). results of the study show that there is a direct correlation between attractiveness of tourist centers landscape and suitable efficiency (performance) and by increasing attractiveness of tourist centers landscape could enhanced suitable efficiency (performance) And with doing this work can help to increase the number of tourists for this city. Also the results indicate that any historical sites that have more proportion in land use, having more tourists. by using GIS can provide favorable conditions for the analysis of the current situation of land uses around tourism centers and according to cultural land uses criteria, centers that hadn't any proportion in their land uses can be identified.

Key words: Urban Townscape, Shiraz metropolis, Tourism centers, GIS



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