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DESIGNING A MODEL FOR PHYSICAL-SPATIAL ORGANIZATION OF ECOLOGICAL ZONES WITH A GREEN SPACE CONSERVATION APPROACH (A CASE STUDY OF DISTRICT 9, ISFAHAN MUNICIPALITY)

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ABSTRACT

Due to the existing rules and regulations applied by different organizations and absence of optimal control by these organizations, urban ecological textures need unified ecological management that has optimal control and supervision over all these zones and make it easier for natural tourism to be in public use and earn sustainable economic and cultural income. For this reason, in this paper, a model for ecotourism management with an emphasis on urban ecological textures is provided for District 9 of Isfahan Municipality. For this reason, first, the Star method has been used as a model for interviewing experts and relevant municipal experts in Isfahan city management. The main dimensions are urban texture management, the ecological texture, ecotourism. Then, by drawing a simplified diagram of Star technique and using grounded method and combining the two approaches, a suggested model is designed according to examining the current situation, measures taken, and providing strategies in terms of urban texture management in the dimensions of ecotourism and ecological texture. Lastly, the results of ecotourism management are mentioned in all the above dimensions.

INTRODUCTION

Tourism development has many advantages for both managing ecological areas and for tourists, but it should be borne in mind that tourism activities in the lack of appropriate planning and management can have a negative influence on tourist experiences and more significantly on the quality of destination areas (Jafari *et al*, 2011). The most common approaches of sustainable environmental management is the ecological evaluation of the environment (Mansouri Daneshvar *et al*, 2017), which regularly includes a range of systematic approaches in environmental management. In this regard, ecotourism evaluation should be considered as an imperative tool for sustainable tourism development. Given that most

urban areas today have a high and non-standard density, how to harmonize these urban spaces with nature and generate an urban ecosystem to achieve the values of sustainability is an essential issue (Madi *et al*, 2014). Experience has shown that in places where tourism without planning and policy and attention to the social, cultural and economic characteristics of developed areas, often suffers from social and biological issues. Such a manner in the development of tourism and ecotourism results in irreversible environmental and social damage in a region and these areas in preference to generating a source of income, become crisis centers for the people and managers of the region (Tavakolinia *et al*, 2018).

Isfahan city has been a end point for many domestic and foreign tourists for a long time. This city, with historical and natural temptations, has played a key role in attracting foreign tourists to the country. District 9 of Isfahan Municipality includes the Nazhvan ecological region. In latest years, the devastation of gardens and agricultural lands, disturbance of social unity of neighborhoods, the existence of damaged and unattractive texture, absence of attention to tourism potentials in the area, disorders in textures with rural or historical background have resulted in decreased spatial desirability in this area. Because of the presence of ecological textures in the region, their conservation and development needs better management practices. In this regard, the fundamental purpose of this research is to design an ecotourism management model with emphasis on urban ecological textures in District 9 of Isfahan Municipality. The recommended model is based on considering the potentials, dimensions and economic, social, environmental and cultural constituents. Furthermore, for better management of ecotourism in this texture, the final model is accessible in such a way that the different dimensions of ecological texture management are considered and are according to the potentials, dimensions and economic, social, environmental and cultural components, so that the technique can provide effectiveness and feasibility. Likewise, considering the significance and role of ecotourism in tourism and accordingly the economy and development of the country, the suggested model has been designed with emphasis on urban ecological textures. The recommended model can help improve the management of the region, improve the tourism condition and the region's position at the national and international levels, and has the capacity to be generalized for ecotourism management of all comparable urban ecological zones.

THEORETICAL FOUNDATIONS

In this section, an attempt is made to study the theoretical literature together with associated models and theories. First, some of the most basic concepts are clarified so that the whole investigation can be understood by the audience.

Urban Ecological Texture

Urban ecological texture includes the connection of humans and their structures with other organisms living in cities, which is constructed in balance and interaction with the natural environment and allows humans to flourish in harmony with nature and achieve sustainable development, with a full understanding of the relations between environment, economy,

politics and sociocultural factors, which are based on ecological values. Ecology literally means ecology and in the dominant sense is the natural relationship between plants, animals and humans on the one hand and their environment on the other. An ecological city is a sustainable city that can give the occupants a meaningful life without destroying the ecological base on which it depends on. This view should be applied in the rebuilding of existing urban structures, new development around cities and new cities (Masoud, 2011, p. 2). The aim of generating an urban ecological texture is less input materials and less output from waste and pollution. In this texture, efforts are made to decrease the pressure on the environment and natural resources (Maleki *et al*, 2014, p. 105).

Urban Management

Urban management is a broad organization containing operative and relevant formal and informal elements and components in different social, economic, and physical dimensions of urban life to manage, direct, and control of comprehensive and sustainable development of cities, which has a large organization and has the most significant role in the success of urban development projects and meeting the requirements of the population, the flow of traffic in the city, urban welfare, housing, land use, reformation, culture, infrastructure facilities and the like (Aminian and Aminian, 2014, p. 8). The city administration, along with being responsible for establishing a fair distribution of city facilities, has the mission of conserving the environment and health of urban life, the beauty of the city, generating public spaces for communication and interaction of citizens and ranges of all city life aspects, by guiding the physical changes of the city (Soltani, 2007).

RESEARCH BACKGROUND

Because of the significance of ecotourism, much investigation has been done in this field. Rootenberg (2012) studied the development of a theoretical model associated with the perceived influences of tourism on the quality of life of the host community. After reviewing and analyzing the theoretical outlines associated with tourism and quality of life, particularly social exchange theory, a model is offered that displays that the exchange process takes place between tourism development and the host community (Rootenberg, Cindy, North-West University, 2012). Mascarenhas *et al* (2015) examined the role of ecotourism in the environmental sustainability of rural areas with an emphasis on ecosystem services in ecological and spatial ecological planning, in order to generate sustainable spatial and environmental policies in tourism. For this purpose, documents associated with spatial development and environmental sustainability have been analyzed (Mascarenhas *et al*, 2015). Gavrilă studied the creation of city and village associations and their role in the development of tourism as an opportunity to stimulate economic development in rural areas, which displays that it is a suitable alternative to dependence on agriculture in rural communities (Gavrilă-Paven, 2015). In the next research, Yang *et al* (2014) studied the effects of spatial overflow and spatial heterogeneity. To this end, economic and spatial factors affecting this growth during the years 2002 to 2010 were addressed. The findings indicate that several significant

factors such as local economic growth, localization of the economy, endowments of tourism resources and tourism infrastructure, as well as the influences of spatial overflow and the effects of mutual competition of the city concerning tourism resources and infrastructure can be effective in spatial balance and tourism development (Yang and Fik, 2014). Boonpat in another study, examined the relationship between tourism and development, focusing on its influences on a historic town in northern Thailand, which has changed in recent years because of the rapid growth of the tourism industry. Its main purpose has been to assess how these modifications affect the local identity, culture, and lifestyle of the local community. The results indicate that community-based tourism such as cultural tourism and historical tourism, unlike mass tourism, gives residents more opportunities to manages their activities and protect their social identity (Boonpat, Sa-Ngiam, University of Newcastle UponTyne, 2010).

Different researches have been conducted in Iran in the field of ecotourism and associated cases as follows. Bazmarara Peleshti *et al* (2017) assessed suitable ecotourism development zones in the Khayez protected area using a multi-criteria evaluation method called weighted linear composition (WLC) using GIS technology and AHP weighting technique. Lastly, appropriate areas for ecotourism with diverse degrees of power and desirability have been determined (Bazmarara Peleshti *et al*, 2017). Mir Karimi et al, 2016, investigated the principles and concepts of achieving successful ecotourism, emphasizes the necessity for the participation of local people and maintaining their pleasure in performing tourism activities to achieve the goal of sustainable development. The purpose of this research is to clarify, interpret, and separate the concepts associated with tourism and ecotourism, and provide some principles and policies essential for sustainable ecotourism (Saeedi, 2016). Sharifi Bostani (2015) studied ecotourism zoning by a fuzzy model according to which the ecotourism zoning of Shiraz city has been performed. The results of the study revealed that 37.14% of the total area of Shiraz city has a very high potential for ecotourism activity. Areas with high vegetation density, water resources and natural areas (springs, lakes, rivers, etc.) as well as appropriate climatic conditions have the greatest potential for ecotourism activities in the city (Sharifi Bostani, 2015). Movahed *et al* (2014) assessed the ecotourism development strategies in Kurdistan province using SWOT and QSPM models. The results of this research reveal that ST strategy is the best strategy to move towards the optimal development of ecotourism in Kurdistan (Movahed *et al*, 2014). Khodaeian *et al* (2014) evaluated areas prone to ecotourism development in Talesh city, identifying the best places, strategies for sustainable development of ecotourism, and also avoiding the adverse consequences of tourism development (Khodaeian *et al*, 2014).

RESEARCH METHOD

Introducing the Study Site

Region 9 is one of the areas on the western outskirts of Isfahan, which forms part of the western border of Isfahan and has a tourist location because of its historical sites (Atashgah Mountain and Menarjonban) and ecological sites (Nazhvan and Zayandehrud areas) (Figure 1).

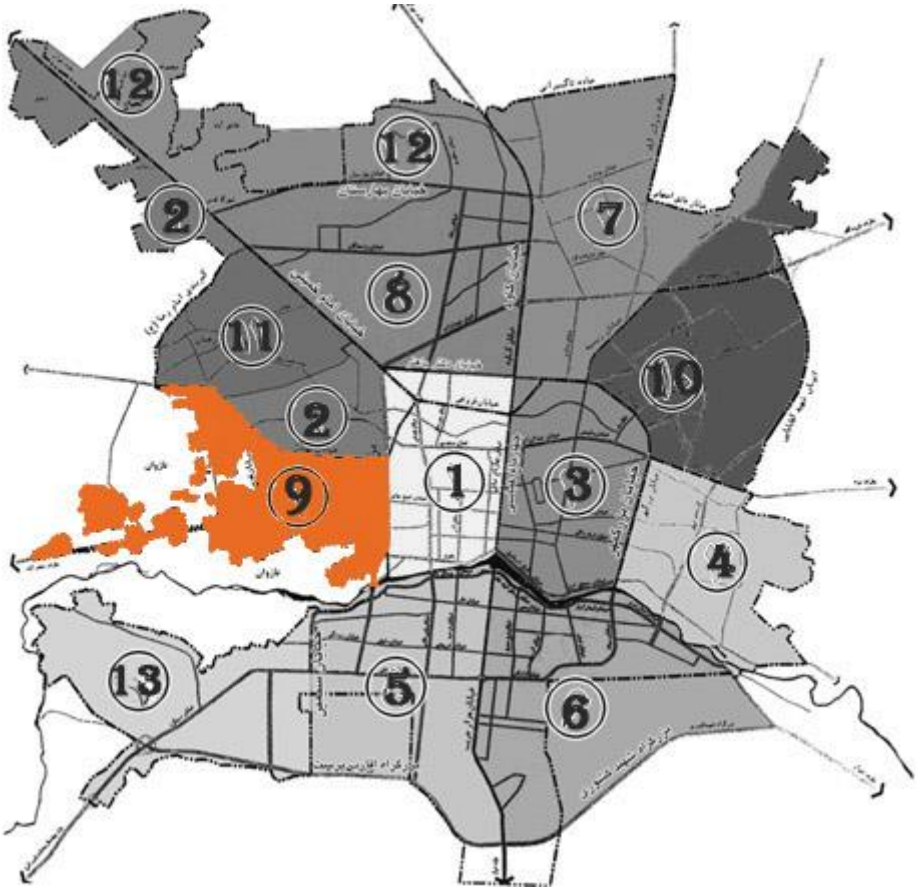

Figure 1 Areas of Isfahan and location on the site

The rural texture of this region has been situated in the city of Isfahan for about 15 years. Though, the infrastructure of urban life has not been fully developed in this area yet. Due to the lack of attention to the ecological zones of the region and the unfavorable condition of the texture management of the region and as Isfahan city is the residence and workplace of the researcher and also as it is easier to provide information, it was selected as the study site.

Ecological Texture of the Study Site

Isfahan is one of the least covered areas in Iran in terms of vegetation, but in the Zayandehrud basin, because of good soil and climate, appropriate conditions have been shaped for the growth of plants and trees. The natural vegetation of region 9 is Nazhvan natural park with an area of 1200 hectares (Mousavi *et al*, 2009, p. 31). Because of its proximity to the Zayanderud and the presence of different materials and streams, this area has many ecological zones in the form of a strip that includes the Zayanderud and is distributed throughout the region that covers the existing streams and materials. The natural vegetation of region 9 is Nazhvan natural park with an area of 1200 hectares (Mousavi *et al*, 2009, p. 31).

Table 1. Vegatation condition in 2018 (Source: Statistics of Isfahan, 2018).

Nazhvan Green Protective Belt		Traffic Islands	Streams	Scattered Green Parts		Neighborhood Park		Local Park		Urban Park	
Area	Number	Area	Number	Area	Number	Area	Number	Area	Number	Area	Number
1163 ha	1	1755	590185	33322	7	4238	3	53513	11	198884	10

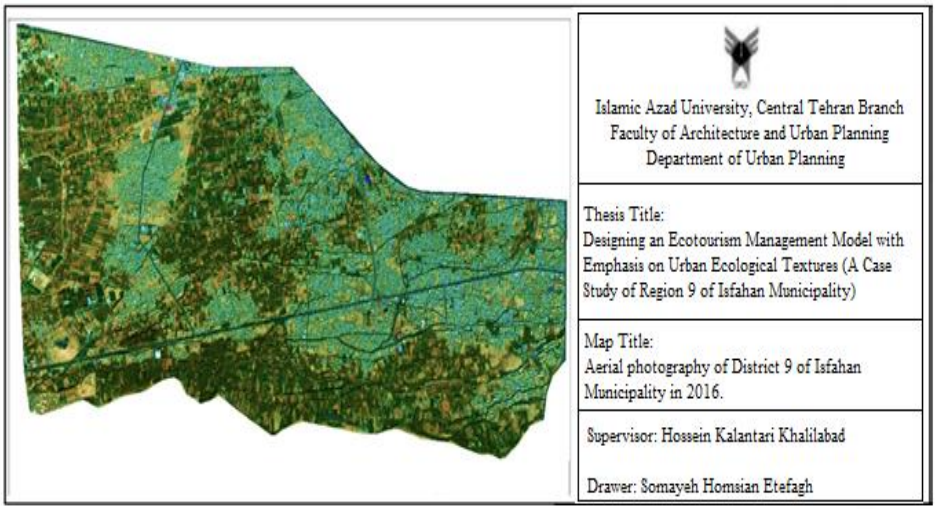

Figure 2 Aerial map of the year 1995, region 9 (Isfahan Municipality) (Source: esup.isfahan.ir website).

Model Implementation Process

This investigation has a qualitative method and the grounded theory has been used as the research method. For this purpose, first, the interview protocol is developed according to the STAR method framework, then the concepts, categories, and subcategories are extracted by the grounded theory method. The statistical population of this research includes 15 experts working in District 9 of Isfahan Municipality. The sampling technique is purposeful. The in-depth interview method was used to collect information. In this research, 15 people were interviewed and from the tenth interview onwards, repetition was witnessed in the received information; but for assurance, it continued until the fifteenth interview, although after the eleventh interview the data was completely duplicated and saturated. The interview began with questions about "ecotourism management with an emphasis on urban ecological textures" (open interview) and the rest of the questions were based on the answers of the interviewee. All interviews were recorded and reviewed several times to extract important points. Lastly, the data obtained from the interviews were analyzed, and concepts, micro-, and macro-categories were identified. The macro-categories of the model include ecotourism, urban texture management, and ecological texture, which are described below.

ANALYSIS OF FINDINGS

In this research, to provide a model for ecotourism management in District 9 of Isfahan Municipality, the grounded theory method has been applied. This is a technique for conducting qualitative analyzes and is based on interviews carried out. Interviews can be done in different ways. In this research, interview questions were designed according to the STAR method framework. For this purpose, questions were designed in the form of concepts, present situation (S) or status of the region, task (T) of the responsible organizations in the region, proposed actions (A) to improve the situation of the region and the expected result (R) based on the following general questions:

1- What is the current situation of the region in terms of ecotourism management, with regards to the current ecological textures?

2. What organizations and institutions are involved in the management of ecotourism in the region, taking into consideration ecological textures?

3. What are the recommended measures and programs provided for the management of ecotourism in the region, with regards to the ecological textures?

4. What are the predictable results of each of the recommended programs?

Then, using the grounded theory method, the categories and subcategories of the ecotourism management model have been identified with an emphasis on urban context management. The summary of the steps of the current research based on this technique is as follows:

Step 1: Entering the interview information into the computer

In the first step, the answers to the interview questions, which were in handwritten form, entered the computer and were written in the Word version.

Step 2: Extraction of the initial codes

According to the answers to the questions, the central and primary factors have been extracted.

Step 3: Doing open coding

At this step, the initial (open) coding was done. This means that the code contained in each of the answers has been extracted. The initial coding was performed to prepare for the axial coding.

Step 4: Performing axial coding

At this step, axial coding was done. For this purpose, by making adjustments to the original code that has been extracted, axial coding has been performed to prepare the table for the selected coding.

Step 5: Performing selective coding

In this step, by organizing the selection codes, the ground is prepared for adjusting the components that form each category of central codes.

Step 6: Development of a model derived from the grounded theory method

At this step, the required edits have been applied to the codes.

Open coding

To implement the technique, interview questions were designed with library and field studies, in three areas of urban texture management, ecological texture, and ecotourism. After the interview, the answers were handwritten. After repetitive reading of the interview, significant factors were identified. These factors or categories were used to do open coding. The results are depicted in Table 2.

Table 2. Open coding.

Basic Concepts	Open Code	Obtained from Interviewees
Establishing order in conserving ecological zones	A1	P1, P5, P7
Preventing abuse by some people	A2	P2, P5, P9, P11, P14
Conservation of ecological textures	A3	P1, P3, P4
Making grounds for public use of these lands	A4	P6, P5, P14, P7
Offering people-centered and participatory projects	A5	P12, P8, P3
Tightening monitoring rules	A6	P15, P10, P4
Offering different tourism projects	A7	P13, P9, P2, P11, P14
Identification of all sources and their applications	A8	P8, P2, P7
Identification of all lands prone to resource use	A9	P5, P9, P11, P8, P13
Principled allocation of land uses	A10	P1, P4, P8, P11, P13
Suggesting a national plan for Nazhvan lands	A11	P4, P15
Approval of the Nazhvan land protection plan	A12	P4, P15
Allocation of sufficient resources for the Nazhvan land protection plan	A13	P4, P15
People's participation in the Nazhvan land protection plan, with regards to their interests	A14	P4, P15
Confident observation in the implementation of the protection plan of Nazhvan lands	A15	P3, P13, P14
Coordination of organizations to manage the ecological texture of the region	A16	All of the codes
Holding sessions on the conservation and extension of ecological zones	A17	P6, P12, P14
Extension of green spaces and ecological and natural area	A18	P1, P2, P3, P5, P7, P8, P10, P12, P14
Optimal protection of green spaces and ecological and natural areas in the region	A19	All of the codes
Clean Air	A20	P1, P2, P3, P6, P8, P11
Creating liveliness and freshness	A21	P1, P2, P3, P6, P8, P10
Attracting more tourists	A22	All of the codes
Development of ecotourism	A23	All of the codes
Extension of ecological zones of the region	A24	P1, P2, P3, P5, P7, P9, P11, P12, P14
Conservation of ecological zones	A25	All of the codes
Avoidance of construction violations	A26	P3, P7, P8, P12
Holding many meetings with neighborhood trustees and training in the media	A27	P4, P11, P13, P15
Development of a comprehensive tourism plan	A28	P6, P8, P9, P12, P15

and informing the people		
Encouraging people to accompany the all-inclusive tourism plan	A29	P8, P9, P13, P15
Improving people's awareness of conserving the natural environment	A30	P2, P4, P7, P10, P14
Avoiding the abuse by some people	A31	P1, P2, P4, P6, P8, P11
Motivating the people to accompany the all-inclusive tourism plan of the region	A32	P1, P3, P5, P7, P12, P13, P15
Improving the quality of current ecological spaces and zones	A33	P3, P5, P8, P10, P12
Involvement of people in improving the quality and pace of work	A34	P3, P14, P15
Decreasing the costs of managing the ecological texture of the region	A35	P9, P12, P15

According to Table 2, the interviewees provided different components in each of the sub-sectors of ecotourism management. Meanwhile, some components have been common to all respondents. Components such as synchronization of organizations to manage the ecological texture of the region, optimal protection of green spaces and ecological and natural areas in the region, attracting more tourists, development of ecotourism, and conservation of ecological areas, are components that all respondents have stressed. The interviewees approved that the first step in improving the ecological texture of District 9 is to protect the present natural areas. Consequently, this issue has been repeated under diverse titles among the recognized codes. On the other hand, the coordination of agencies involved in the management of the region is a significant step towards the management of the ecological texture of the region. Depending on the type of texture of the region, different organizations are involved in its management. The most significant of these is the municipality. The absence of coordination between these organizations causes the goals defined for the region to not be achieved. Consequently, this issue is very essential and all the interviewees agreed on it. This issue has been repeated in all opinions, as attracting more tourists will result in the economic fortune of the region. Some codes have also received less attention. Codes such as suggesting a national plan for the Nazhvan lands, approving the Nazhvan lands protection plan, distributing sufficient resources for the Nazhvan lands protection plan, and public participation in the Nazhvan lands protection plan, considering their interests, are also of this category. Other codes have been repeated sporadically among expert opinions. By open coding, 35 dissimilar codes were extracted. These codes have been reviewed for classification and a fundamental coding process has been carried out for them.

Axial coding

To do axial coding, the codes identified in the open coding step were separated into diverse categories. For this purpose, codes that have harmonies in terms of concepts and content are placed in the same categories. The findings of axial coding are presented in Table 3.

Table 3. Axial coding.

Code	Concept	Category
A1	Establishing order in conserving ecological zones	Legislation
A2	Preventing abuse by some people	
A3	Conservation of ecological textures	
A4	Making grounds for public use of these lands	
A5	Offering people-centered and participatory projects	planning
A6	Tightening monitoring rules	
A7	Offering different tourism projects	
A8	Identification of all sources and their applications	Resource management
A9	Identification of all lands prone to resource use	
A10	Principled allocation of land uses	
A11	Suggesting a national plan for Nazhvan lands	
A12	Approval of the Nazhvan land protection plan	
A13	Allocation of sufficient resources for the Nazhvan land protection plan	
A14	People's participation in the Nazhvan land protection plan, with regards to their interests	
A15	Confident observation in the implementation of the protection plan of Nazhvan lands	Control and observation
A16	Coordination of organizations to manage the ecological texture of the region	
A17	Holding sessions on the conservation and extension of ecological zones	
A18	Extension of green spaces and ecological and natural area	Protection
A19	Optimal protection of green spaces and ecological and natural areas in the region	
A20	Clean Air	Development and improvement
A21	Creating liveliness and freshness	
A22	Attracting more tourists	
A23	Development of ecotourism	
A24	Extension of ecological zones of the region	Economic
A25	Conservation of ecological zones	
A26	Avoidance of construction violations	
A27	Holding many meetings with neighborhood trustees and training in the media	social
A28	Development of a comprehensive tourism plan and informing the people	
A29	Encouraging people to accompany the all-inclusive tourism plan	
A30	Improving people's awareness of	environmental

	conserving the natural environment	
A31	Avoiding the abuse by some people	
A32	Motivating the people to accompany the all-inclusive tourism plan of the region	
A33	Improving the quality of current ecological spaces and zones	Cultural
A34	Involvement of people in improving the quality and pace of work	
A35	Decreasing the costs of managing the ecological texture of the region	

In the axial coding process, codes that are in the same line in terms of content are identified and categorized. For this purpose, all identified codes are classified into 10 categories, namely legislation, planning, resource management, control and observation, protection, development, and improvement, economic, social, environmental, and cultural. For this purpose, the influence of legislation is considered in 4 codes, planning in 3 codes, resource management in 7 codes, control and observation in 2 codes, protection in 3 codes, development and improvement in 4 codes, economic in 3 codes, social in 3 codes, environment in 3 codes and cultural in 3 codes. For instance, from the experts' standpoint, legislation in the field of ecological texture management in Region 9 generates order in conserving ecological zones, avoiding the abuse by some people, conserving lands of ecological textures, and generating grounds for public use of these lands.

Selective coding (selection)

The last analysis at this step has been performed to develop the theory. At this step, the relationship between the categories is determined. Based on investigations, ecotourism management with an emphasis on urban ecological texture management can be examined in three dimensions of urban texture management, ecological texture, and ecotourism. In other words, to recognize the management components of ecotourism, it is essential to study management from these three viewpoints. Urban texture management includes legislation, planning, resource management, and control and observation. By suggesting different plans and trying to achieve them, managers can pave the way for the implementation of laws that protect the ecological texture of the region. Planning is one of the mainstays of management at all levels. This factor is more noticeable in the management of the urban ecological texture. As the financial resources of the municipality of District 9 are limited for texture management, so it necessitates that pioneering strategies and approaches such as the national plan for Nazhvan lands be offered and implemented. The last step is to better control and observe the implementation of the recommended plans. The ecological texture contains two categories of protection, as well as development and improvement. The extension of the texture and achieving the goals defined for it necessitates the optimal protection of the current tissue and efforts to develop and improve it. In this manner, we can hope for more success and attraction of tourists in the region. To assess ecotourism, we must study its influence on economic, social, environmental, and cultural indicators. From an economic standpoint, the production of innovative and economy-oriented plans results in the

extension and conservation of ecological zones in the region. The social dimension needs the maximum participation of the people in the management of the texture of the region. From an environmental viewpoint, enhancing public mindfulness of the natural environment significantly contributes to better conservation. From a cultural standpoint, performing cultural activities results in improving the quality of current ecological spaces and areas, involving people in improving the quality and pace of work, and decreasing the costs of managing the ecological texture of the region.

Development of the final model

Based on the research process, review of the data of this paper, and the applying two methods of grounded and Star theory, the model design steps are as follows (Figure 3).

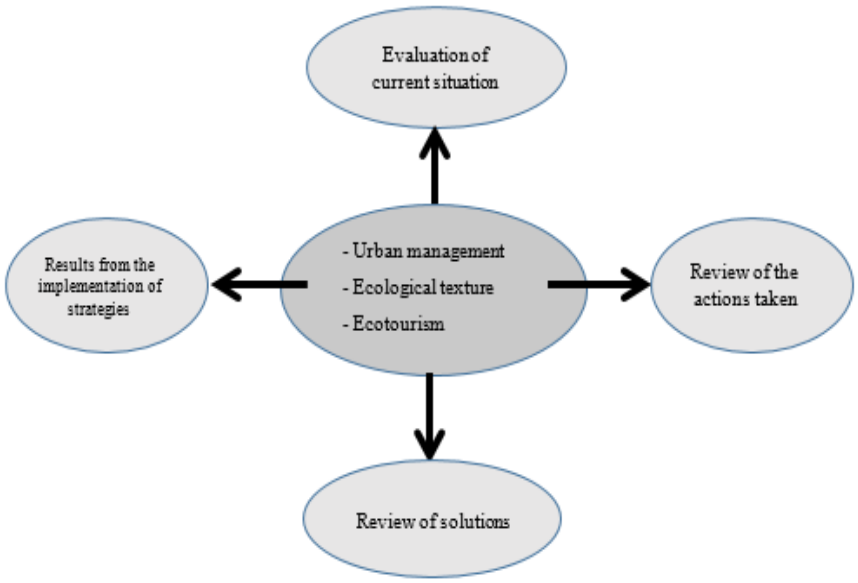

Figure 3 Structural model of ecotourism management

Step one: Simplifying the Star method

- Reviewing the present situation in District 9 of Isfahan Municipality in terms of management, ecotourism, and ecological texture
- Reviewing the measures taken and the responsibilities of each of the organizations involved in terms of management, ecotourism, and ecological texture in District 9 of Isfahan Municipality
- Providing strategies and that what actions should be taken by the organizations and people regarding the management, ecotourism, and ecological texture
- If all organizations and people do these things, what will be the outcomes?

Second step: simplification of grounded theory method

Then, through the grounded theory method and in line with the analyzes performed with the help of open and axial coding and selective

categories and subcategories, a simplified model of the grounded method is given, which includes three dimensions:

- Urban texture management including planning, legislation, control and observation, and resource management categories
- Ecotourism includes economic, social, cultural, and environmental categories
- Ecological context includes: protection, and development and improvement categories

A simplified model of the grounded theory method is provided below (Figures 4, 5).

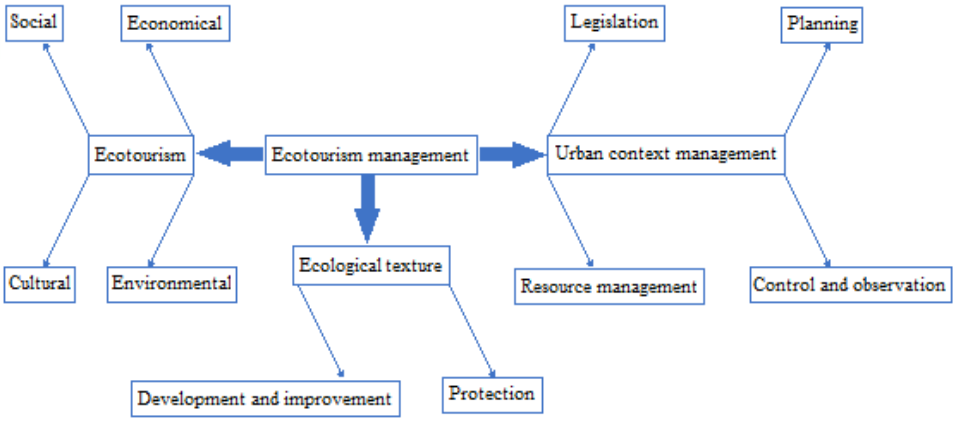

Figure 4. Key dimensions and categories.

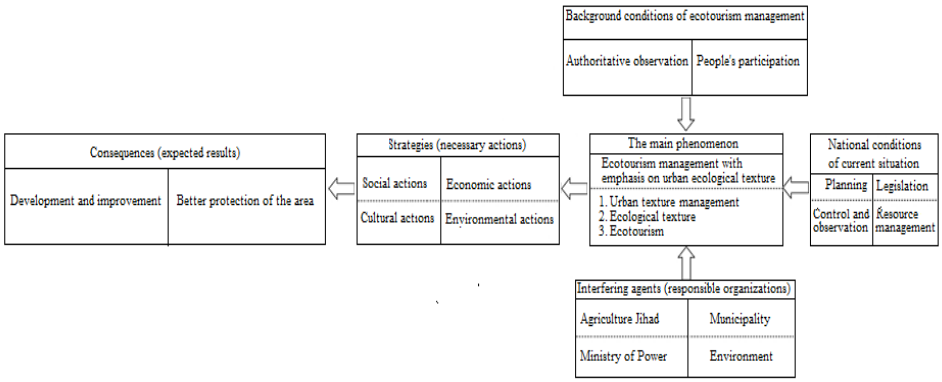

Figure 5. Simplified model of grounded theory method

Third step: Combining the two methods applied to design the ecotourism management model

After simplifying the two methods applied and modeling them based on the research method, which emphasizes the focus on management and is in line with ecotourism, conservation, and extension of urban ecological texture, the core of the design was considered the urban texture management and its branches were dimensions of ecological texture and ecotourism.

Fourth step: designing an ecotourism management pattern

By means of the Star method and considering that the criterion in designing a management pattern that is the best result for ecotourism management, the method is as follows (Figure 6):

- Checking the current status
- Reviewing the actions taken
- Providing strategies

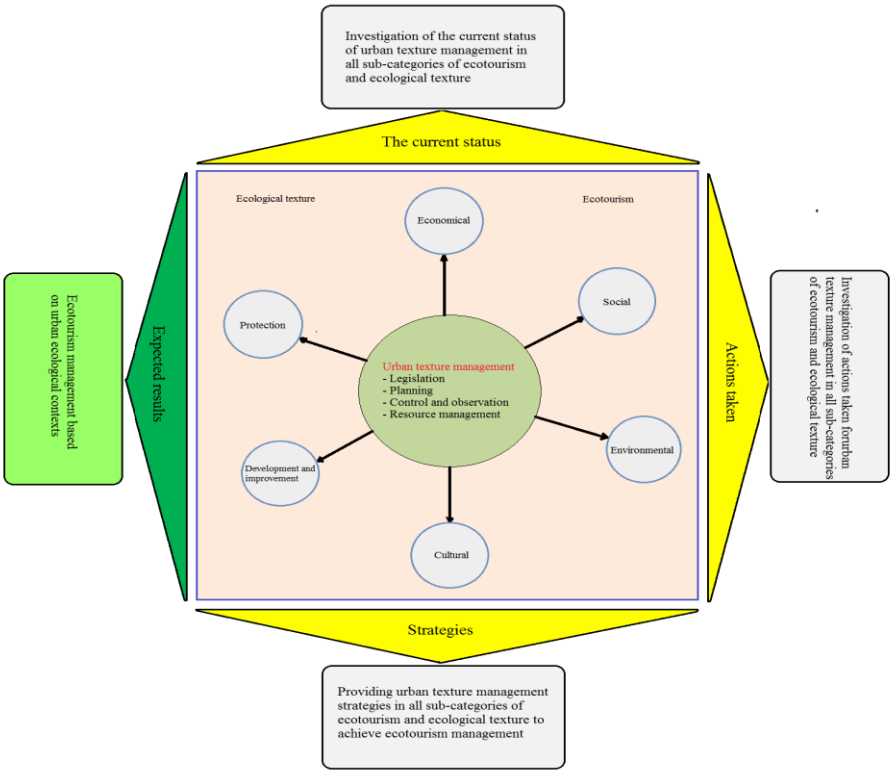

Figure. Ecotourism management model with an emphasis on urban ecological contexts.

In terms of management, urban texture includes:

- Legislation
- Planning
- Control and observation
- Resource management

In all categories derived from the dimensions of ecotourism, ecological texture includes:

- Economical
- Social
- Environmental
- Cultural
- Ecological texture protection
- Development and improvement of ecological texture

CONCLUSION

Based on the results, legislation, planning, resource management, and control and observation are the causal factors for the current situation in the ecological texture of District 9. Consequently, presenting people-centered and participatory plans and generating grounds for public use of ecological texture lands in the legislative part by regional managers and tightening supervisory rules in planning, identifying all resources and their applications, identifying all lands prone to resource use and principally

distributing materials to the lands in the resource management part, as well as the coordination of organizations to manage the ecological texture of the region to further control and monitor the region, will improve the present situation. In the ecological texture part, the results reveal that conservation and consequent development and improvement of texture are of great significance. Thus, managers should first try to preserve the ecological zones of the region and then try to develop and enlarge it. In the ecotourism part, analyzes reveal that economical, social, environmental, and cultural factors play an imperative role.

According to the results, mostly the municipality, Agriculture Jihad, Ministry of Energy and Environment are involved as intervening agents in the management of the ecological texture of District 9 of Isfahan Municipality. Consequently, these organizations, with decisions such as approving legislation on clean air, conserving and expanding green space to avoid pollution of ecological zones and construction ban in these areas, preserving garden and agricultural applications and implementing land use change laws, have a great influence on better ecotourism management in the region.

According to the suggested model, the participation of the people in the management of the texture of the region, together with authoritative observation, provides the ground for motivating the people and avoiding likely abuses. These factors have been emphasized by many of the interviewees who are experts. Consequently, if presenting plans and programs that, under the control and observation of the responsible organizations, take into account the participation of the people in the management of the texture, and become a priority for decision makers, it will result in improvement of the current situation in the region.

Based on the investigations conducted in this study, the implementation of basic actions in the economical, social, environmental and cultural fields has important values for the preservation, development and improvement of the ecological texture of the region. Economic actions can include the exploitation of property rights, the development of ecotourism and agricultural tourism with the essential facilities, the use of Article 14 of the Urban Land Law for the construction of orchards, the construction of greenhouses for medicinal plants and the sale of agricultural and horticultural products and the trade of fruits and vegetables in rental gardens.

Social activities include holding various meetings with neighborhood trustees and training in the media, holding ritual ceremonies and flower and plant festivals, attracting tourists and development of tourism.

In line with environmental actions, the development of related laws and regulations to preserve and expand as much as possible and the coordination of executive agencies, organizing different uses in the region, can be efficient.

In the cultural field, actions such as holding meetings with neighborhood trustees to train, holding flower and plant ceremonies and festivals, participatory planning, and all actions to attract tourists and tourism in the form of seasonal and local fairs to show the local features of the region, are the solution to many issues in the region. Generally, these

findings result in the implementation of the best ecotourism management method with emphasis on urban ecological textures.

The examinations in this research reveal that the present situation of ecological texture management in District 9 of Isfahan Municipality is not satisfactory. For this purpose, according to the work done, the proposed model of ecotourism management in District 9 of Isfahan Municipality has been presented, which displays that measures can be taken to improve the situation. The results specify that, weakness in laws, absence of appropriate planning and lack of attention to the basic applications, has caused the ecological situation of the region is not in the present favorable conditions. In this research, a model is provided that can be applied to generate positive results to improve ecotourism management in District 9. Therefore, for better management of ecological textures, especially in District 9 of Isfahan Municipality, special attention should be paid to the dimensions of urban texture management, ecological texture and ecotourism. Thus, it is essential for managers to recognize and analyze their current situation in these dimensions, and pay attention to them in their planning.

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