

Evaluation of the Capabilities of Development of Ahar city of Iran, with an Emphasis on the Role of Road Transportation Network

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ABSTRACT: Nowadays, transportation and traffic are the key issues in urban and regional studies. Throughout history, road transportation had a significant role on the development of cities. Transportation industry, especially road transportation, can be seen as a driving force for the development. Efficacy and capabilities of road transportation is the base of sustainable development. Then, the aim of the present study is to emphasize the need for the use of road transportation in urban development. The study used analytical method of the study and library and field studies were used to collect data. First strengths, weaknesses, opportunities and threats of road transportation and urban development were determined using SWOT analysis and then the solutions were discussed. The results showed that the final solution is to promote the development of tourist spots, mines, agriculture and animal husbandry. This is an offensive strategy based on the strengths using the available opportunities and promoting road transportation network, which makes sustainable development possible.

Keywords: Road Transportation, Urban Development, Strategic Planning, Ahar City, SWOT Model

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INTRODUCTION

One of the most important challenges of modern societies is the achievement of development and progress. The main goal of many human activities and efforts is considered to be developmental goals. From this point of view, development is a comprehensive and continuous process in all aspects and areas of the community, and it is realized as a large and long-term strategy (Nemati, 2013). Development, in particular the development of sustainable urban is seen as a fundamental concept in urban planning and foresight to the city as a matter of fact (Marsuvsy and Bahrami Paveh, 2011).

Transportation and traffic has always been brought up as a key issue in urban and regional studies which is fulfilled by linking up most studies with each other and flow of people, goods, energy and information, and - if not exaggerating- the life and death of cities depend on public transportation (Amini Nejad and Ekhtiari, 2010). The importance of transportation in the global development, regional and urban is uncovered for everyone. Transportation network and communication service are the major transportation infrastructures through which the different transportation vehicle movement is done. This movement is the originator of an action or activity system that is usually evaluated by the size, type and frequency of used vehicles movement (Khisty, 2003). Nowadays, if transportation service is called an industry in the world, it shows the development and the importance of this service as a connector of industries with each other and as an element relating consumption and production markets. In this regard, the relationship between transportation system and the economic and social development process of societies is so complex and sensitive that the economic experts regard it as a driving force of development behind transportation

industry, considering its efficiency and strength basic to sustainable growth.

In addition to the economic and essential impact, the transportation industry also affects social integration through which the conformity to cultural aspects and identity unity is achieved among the people of a country or a region due to the increased mobility. On the other hand, the improvement of roads and management of traffic have made dynamic business networks, economic prosperity and national ties more robust (Sasan, 1985).

Role of Transportation Planning in Urban and Regional Development

If we take a holistic view in the analyzing of transportation, transportation and in particular sustainable transportation is a set of integrated, dynamic, continuous policies and guidelines, and includes the objectives of economic, social, environmental that involves equitable distribution and efficient use of resources for meeting needs of transportation in society and future generations (Ostadi Jaefari and Heidari, 2011). According to its history in the world, it should be mentioned that road transportation systems is the most common and easiest way for the movement of goods and passengers, among the transportation systems. Flexibility, inexpensiveness, covering a broad range of activities and influencing the overall development of other economic sectors are of its properties. After World War II, road transportation networks were improved rapidly in the world (Heister, 2013). The most remarkable progress was interstate highway system of America which was opened with the strategic goal of providing a national road system to help America economy in 1956 (Weingroff, 2006). Since the 1970s, each modern state built a national highway system, and this was already being done in many countries. Due to being placed in strategic direction of Asia, Europe, and

North to South in the one hand and having coastline to open sea, being bordered with the countries surrounded by lands, having abundant energy resources and natural position, Iran is always of the unique position in variety freight transportation, especially road transportation. (Shariati, 2009).

The strong relationship between transportation and people's daily life regarding access to social service and welfare, and its crucial role in improvement of human life is similar to the foundation of a bridge over which the different sectors of societies cross, moving towards sustainable growth. Today, transit and traffic as an interdisciplinary science and socio-political phenomenon take a very significant role in quality and socio-economic structure of a society. In fact, one of the necessary tools which have a major role in achieving progress and development is dynamic transportation.

This infrastructure provides not only employment opportunities, but also influences the development of other economic sectors, such as agriculture, industry and services. So, if this key sector isn't developed in line with the other parts of the economy, according to the bilateral relations of development and transportation, it may be one of the most inhibitor factors from growth and development of the country. (Gaed Rahmati et al., 2003)

In fact, in keeping with the sustainable development of urban areas, the role of transportation systems management is addressed so an important element of sustainable urban development (Zourbakhsh et al., 2010) that the experts call it the cornerstone of stable development. The development of transportation infrastructure in urban regions leads to an increase in both labor force competency and potentiality and in investment. Indeed, it functions as a link between industries with each other, and also as a factor establishing and preserving the linkage between the industry and consumption market (Marsousi and Bahrami Paveh, 2011). The main argument may be put forward for this subject is that the extension, existence of transportation network, safe and access roads, and transportation links to the other centers in a region are counted as the beginning of the economic activity and employing labor force energy of the region. The existence of transportation in a community increases the level of thought, knowledge, culture and civilization of the people of that community. In fact, the transportation provision in a country indicates the degree of a country development (Yaghini, 2008).

The economic role of transportation is explainable by identifying the transportation contribution to gross domestic and national product (GDP and GNP), which in developed countries it is contributed to be 10-18%, while in developing and less developed countries it varies 5-7% of the gross national product. In Iran, this number has ranged from 5 to 8% (Marsousi and Bahrami Paveh, 2011). In other words, the process of the formation of economic activity added value is directly or indirectly affected by the activities of the transportation sector, so that even one economic activity in its recycle may not be found not to be benefited from the service provided in transportation sector.

Another point to be made is the transportation system quality and capacity which significantly affect the development type of a region or a country (Seyyed Hosseini, 2013). So the quality of road network should be

chosen in accordance with the region and programming accepted on the basis of region capacity. In other words, the movement of various vehicles, rhythm of movement and its volume identify various types of infrastructures (Amini Nejad and Ekhtiari, 2010). Enjoying appropriate transportation connections, most of the remote areas would go out of the geographical isolation, attaining appropriate geographical position (RitterJean, 1971). Improved transportation creates new opportunities in the development of potential areas in terms of access and linking between places and events. Failure in transportation limits the economic activities to the internal use, implying that if each activity, including transportation, relies on only domestic markets, then it will lose its performance due to the market small size and saturation after even a long time. This is while the global market is unlimited. Therefore, a country transportation activity should be directed towards the use of opportunities available to the area until transportation join to global network transportation. For example, the growth of economic in south eastern Asian countries, such as Taiwan and Singapore which has been possible through the increasing export, has greatly been indebted to the investment in infrastructure and transportation equipment and the improving management of transportation.

In line with it, the study on the road networks of Iran, in particular East Azarbaijan province shows that populated towns of the province are established next to interconnecting road junctions and crossroads. Although the appearance of early towns have not been subject to the existence of interconnecting network ways, the existence of the main roads is not denial at the growth and stability of population of these centers. In other words, convenient transportation and easy access to major economic and social centers lead to population density and stability, and the preparation of other facilities facilitates the connections of the region to be the focus of development and growth. In this case, the development of connection network brings the cities, such as Tabriz, Maragheh and Ahar into the centers of development. Likewise, the geographical isolation and the absence of network roads make the towns, like Hashtrood, Kaleibar, Varzeqan and Kharvana less developed. In fact, it may be concluded that the majority of urban and regional development aspects depend on transportation directly or indirectly. And certainly, furtherance of efficient transportation system and road networks would lay the ground for more advances.

MATERIAL AND METHODS

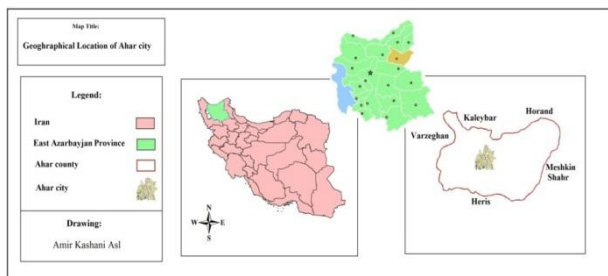
The method of the present research was applied to explanation of the status quo and the creation of relationship between concepts and description- sectional method. The data were collected through the documents, library review and the survey studies (questionnaire) to recognize the capabilities, limitations and shortcomings of transportation road and its role in urban development. In accordance with the study literature and documents, in field study a list in the form of questionnaire was provided in two internal and external factor sections, including strong and weak points, opportunities and threats of road transportation and its impact on urban development in inventory. Then, a total 50 experts and specialists as well

as Ph.D and M.A. students were asked to answer the questionnaires. The qualitative data was transformed to the quantitative data, valuation of the items, by making use of experts' comments and Likert Scale. According to the results, the executive and appropriate strategies were presented. Then, the collected data were analyzed on basis SWOT model. Accordingly, strong and weak points, opportunity and threat of Ahar development were identified in the shadow of road transportation.

Scope of the research

Due to diversity in climate and high capacity of historical, cultural, economic, industrial, tourism contexts, East Azerbaijan province in Iran, especially the Qaradagh (Arasbaran) as an important section of Azerbaijan, being of a unique position may affect all areas in the country. Ahar as one of East Azerbaijan province towns is placed in North West of Iran with geographic coordinates of 38.3- 39.08° latitude and 46.75- 47.55° longitude, being the center of Ahar city. As the center of Qaradagh (Arasbaran) region with 2404 km² area and with a 128,111 population, Ahar has been counted one of the most important cities in Azerbaijan throughout the history. Its population was estimated to be about 92,608 people according to the census in 2011. Today, its population has increased to over a hundred thousand because of immigration took place after the earthquake in 2011. Nowadays, Ahar town (Arasbaran), the center of historical Ahar city being found in 1323, includes six cities with regional development and the promotion management of its regions (Sarvar and Kashani Asl, 2013).

Figure 1. Geographical Location of Ahar city

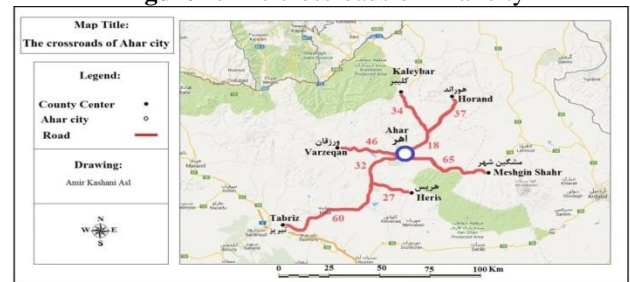


Road networks of Ahar

Provinces of East Azerbaijan and Ardabil are located in border lines and have transit role in northwest area, which may offer superior services to the adjacent provinces as one of the regional center. Being situated in connection point of these two provinces, of course adopted ways between international Tabriz - Baku road and also central cities of Arasbaran, Ahar had been paid so attention that it may be called the gate of the most northern parts in Arasbaran region. Indeed, Ahar town, Ahar city in particular, is counted a strategic point of East Azerbaijan, because it crosses in the province tourism highway, especially in Arasbaran wild areas, and has diverse tourism attraction, historical places, and also acts as a bridge linking marginal areas of Republic Azerbaijan and Armenia to the southern parts of the province. According to the geographical location, in addition to having hundreds kilometres of rural roads, Ahar is of considerable road network with six cities: Tabriz, Meshkinshahr, Harris, Kaleibar, Varzeqan and Horand.

Ahar location in the confluence of four connect axis of the cities has brought into a crossroad contact with other areas for this city.

Figure 2. The crossroads of Ahar city



RESULTS AND DISCUSSION

Findings using SWOT strategic model

One of the most suitable planning and analyzing strategies is SWOT matrix which has been used to analyze the functions and to assess the strategies by designers (Nilsson, 2004). In fact, SWOT analysis is the systemic identification of factors to provide the best rationally and intuitively compatibility with strategies (Hekmatnia and Mousavi, 2008). To prepare and construct the table of internal and external influencing factors, four levels were undertaken: a) in the first column, the most important internal (strong and weak points within the system) and external factors (opportunities and threats in outside of the system) were codified. b) In the second column, to determine the early coefficient of each internal and external factor on the basis of both questionnaire answer and probability of them on present strategic location system, the number of each item is multiplied by the value of each item in Likert Scale to find early coefficient of the parameter. c) In the third column, weighted percent or average of each factor should be estimated in ratio to the total. c) The next column is specified for determination rank to each factor which is effective in the level of present strategy effectiveness to show reaction to the factors.

Rating 4 presents a very fast reaction, and by approaching to number 1, reaction intensity and effectiveness diminishes. d) The final coefficient of each factor is calculated by this way that each factor value is given to each factor is multiplied by the secondary coefficient. Finally, the final coefficient available in the last column is added with each other separately, and the final coefficient of each internal and external factor is estimated. The calculated number- total final coefficient- is between 1 and 4 showing how a system replies to the available and potential factors in outer environment. Final score average is 2.5.

The closer the total final coefficient to 4, the better the determined strategy would be. This is while approaching to 1 means that the strategies are weak. Analysis of the SWOT technique gives several types of strategies including:

a) strength-opportunities or invasive strategy: this strategy focuses on strengthening positive internal and external features of development. It is applied when there are numerous and confident strong points and opportunities, so that the effects of threats and weakness

may reach to the least. b) WO reviewing strategy: this strategy concerns its logic to positive internal factors, so that negative internal factors may be controlled or fully be deactivated. c) ST controlling environment strategy: this strategy should be planned to identify threats. To reduce these threats, the variables which are recognized as strong points are used. d) WT controlling negative factor

strategy: this strategy is the integration of the first and second strategies. This method is used when the weakness and threats are strong. In this condition, the positive internal and external factors may be not so strong. However, they should be used to neutralize and limit the external and internal threats and to remove the internal factors (Chang and et al, 2005).

Table 1. the results of internal factor analysis (strengths)

Strengths (S)	Primary coefficient	Secondary coefficient	Rank	Final coefficient
S1 – common and convenient transportation road to transportation commodity and passengers.	245	0.114	3	0.342
S2 – interesting of being in crossroad situation and in the confluence of four connecting axis to Ahar, Tabriz, Varzeqan, Meshkinshahr, Kaleibar and Horand in four directions.	235	0.109	4	0.436
S3 – proximity to transit routes and international transportation corridors.	215	0.1	4	0.4
S4 – a large number of experts and experienced forces in construction, transportation, urban and regional planning.	185	0.086	2	0.172
S5 – inter-urban road connections with intra-urban routes through various belts around the city.	200	0.093	3	0.279
S6 – appropriateness of social security in the region.	240	0.111	3	0.333
S7 – resources and capacity for high production, industry, agriculture, culture and tourism.	230	0.107	4	0.428
S8 – making use of knowledge and new technologies in roads and possibility to expand the roads.	190	0.088	2	0.176
S9 – various villages and towns along the road.	195	0.090	3	0.270
S10 – existence of large state and Azad university centers in Ahar.	210	0.097	3	0.291
Sum	2145	0.996	---	3.127

Table 2. The results of internal factor analysis (weaknesses)

Weaknesses (W)	Primary coefficient	Secondary coefficient	Rank	Final coefficient
W1 – lack of protective equipment, welfare facilities, help and save on the roads.	185	0.099	3	0.297
W2 – lack of proper suburban and inter-urban transportation arteries.	176	0.094	2	0.188
W3 – conflict between the government and police organization in administration of the roads.	169	0.091	2	0.182
W4 –rise of construction projects without any adequate assessment and study, lack of budget and supervision on projects and infrastructure road constructions.	210	0.112	3	0.336
W5 – high energy (fuel) consumption by fleet of road transportation.	177	0.095	2	0.19
W6 – inappropriate effects of heavily congested traffic on vacation on operation of general and private transportation system.	200	0.107	3	0.321
W7 – lack of road standardization, low level of its safety and inappropriateness of some road access, and connection lack of all populated centers to major roads.	215	0.115	4	0.46
W8 –absence of government written planning to guide investors and paying little attention to correct maintenance and development of roads.	181	0.097	2	0.194
W9 –absence of proportion between supply and demand services of road transportation, and lack of optimized available capacity use.	180	0.096	2	0.192
W10 –exhaustion of both private and public road fleet.	173	0.092	1	0.092
Sum	1866	0.997	---	2.452

Table 3. The results of external factor analysis (Opportunities)

Opportunity (O)	Primary coefficient	Secondary coefficient	Rank	Final coefficient
O1 – benefiting of area tourism opportunity to create job vacancy and prevent migration with road expand.	191	0.102	3	0.306
O2 – appropriate climate and natural conditions for the purpose of investment.	175	0.093	2	0.186
O3 – being located in proximity of free commercial Aras area (Khodaafareen) and border of Azerbaijan and Armenia and proximity of communication path.	213	0.114	4	0.456
O4 – codifying and planning to develop and promote regional roads.	207	0.111	4	0.444
O5 – high technical and executive potential in development of intelligent systems and recent technology in transportation industry.	182	0.097	2	0.194
O6 –existence of areas rich in mineral water with medical applications.	168	0.09	2	0.18
O7 – holding national festivals and conferences in the area.	159	0.085	2	0.17
O8 – developing zones and industrial towns adjacent to the region roads in shadow of convenient transportation facilities.	200	0.107	4	0.428
O9 –possibility to upgrade the administrative part in Ahar due to being in the path of development.	174	0.093	3	0.276
O10 – mining industry expansion along with road development and investment.	193	0.103	4	0.412
Sum	1862	0.995	---	3.055

Table 4. Results of external factor analysis (Threats)

Threats (T)	Primary coefficient	Secondary coefficient	Rank	Final coefficient
T1 – giving less welcome to investment in road plans by domestic and foreign investors because of the inefficient proportion of investment in transportation section.	163	0.094	1	0.094
T2 – slow process of legislation in country and delaying in changes or becoming the problems worse, and powerful cloak in the region.	174	0.101	3	0.303
T3 –increase in emigration to towns and informal settlements and false job.	159	0.092	2	0.184
T4 – expanding city along the roads and managing problems in the city, such as destruction and land use change.	151	0.087	1	0.087
T5 – lack of attributing to time and enough budget and credits to development.	180	0.104	3	0.312
T6 – ill environmental and social effect directly and indirectly on towns and villages on the impact of the road development.	193	0.112	4	0.448
T7 – unconventional, inappropriate and variable policies in internal and international transportation arena, regulation defect, and weak transportation structures.	165	0.095	1	0.095
T8 – adverse effects of road building project on wildlife species.	202	0.117	4	0.468
T9 – glacial and cold weather at about one third of year.	161	0.093	1	0.093
T10 – being located in the seismic zone.	174	0.101	2	0.202
Sum	1722	0.996	---	2.286

Now, after recognition, evaluation and category classification of external and internal factors and determination of each factor value, we can use external factor assessment matrix tables (EFEM) and internal

factor assessment matrix tables (IFEM) to identify economic, technological, political, cultural and social factors, main work stage, namely strategies and related methods to each section.

Table 5. Internal and external factor matrix (IE)

SWOT	Opportunities	Threats
Strengths	<p>Maximum - Maximum strategy: (offensive) SO₁: quantitative and qualitative upgrading and constructing the roads, developing transportation network infrastructure, and accelerating in the linkage of Ahar to Tabriz - Baku highway to develop Ahar to develop Ahar because of its proximity to transit roads, international and northern neighbor countries transportation corridors, and also interesting of this city being located in crossroad situation, and also in the confluence of four connecting axes to Ahar. SO₂: making use of large state and Azad university centers in Ahar with having a society over 14 thousand students to train expert and experienced forces in construction, transportation, and urban and regional planning program to take step in the path of stable development of the area SO₃: the use of high mineral resources capacity and production, industrial, agriculture, cultural and tourism capacities in Ahar to spread and facilitate road communication with interest of appropriate investment for creating job vacancies and preventing from residents emigration</p>	<p>Maximum - Minimum strategy: (conservative) ST₁: troubleshooting factors and reasons causing failure and unsuccessfulness in some experiences, such as investment and constructing road projects and also transportation industry. ST₂: presenting strategies based on knowledge and technology to deal with the limitations of climate, geological conditions and also bad effects of environmental life and social as a result of road spread, in collaboration with academic centers. ST₃: controlling and also monitoring of the city full development in order to avoid increasing the amount of emigration and informal accommodation and false jobs, and also applying structural and spatial management in order to avoid problems, such as destruction and land use change.</p>
Weaknesses	<p>Minimum - Maximum strategy: (review) WO₁: reducing high consumption energy (fuel) by fleet transportation due to the short distance of southern East Azerbaijan cities to north parts of East Azerbaijan and Ardabil by passing Ahar transportation links. WO₂: expanding and promoting regions and industrial towns in Ahar, building industries for the region mines through regional planning and a special focus on transportation. WO₃: informing, organizing national festival and conference in the region in order to further identification and us age of the unknown potential.</p>	<p>Minimum - Minimum strategy: (defensive) WT₁: remodeling and repairing transportation fleet road with standardizing roads, increasing the safety level of roads and connecting all the populated centers to major roads for balanced development of the region. WT₂: codified planning to correct maintenance and development of urban and suburban routes with proposing on time and enough budget and credits for optimized use of available capacity. WT₃: coordination of all organs and organizations connected to transportation and strategic planning to improve performance and avoiding parallel work.</p>

Strategic factor analysis summary (SFAS)

In this stage using the tables of internal and external factors and their combination, the most important strategic factor regarding the subject, has been presented.

In fact, the heaviest factors in the table should be conveyed to the strategic factor analysis table which is noted in the following table.

Table 6. Analysis and strategic factors (SFAS)

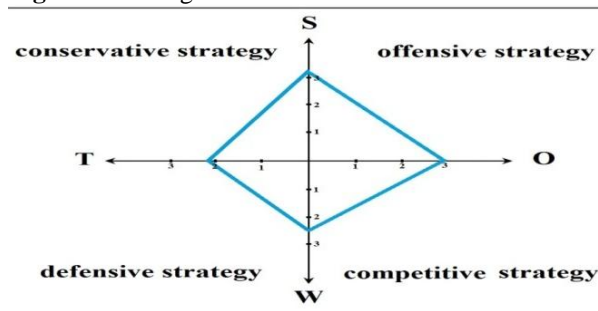
Strategic factors Data	Weight	Rank	Time required for strategic planning		
			Short-term	Medium-term	Long term
interesting of being in crossroad situation and in the confluence of four connecting axis to Ahar, Tabriz, Varzeqan, Meshkinshahr, Kaleibar and Horand in four directions.	0.109	4	---	*	*
resources and capacity for high production, industry, agriculture, culture and tourism.	0.107	4	*	*	*
appropriateness of social security in the region	0.111	3	*	*	*
common and convenient transportation road to transportation commodity and passengers	0.114	3	*	*	---
proximity to transit routes and international transportation corridors.	0.1	4	*	*	*
rise of construction projects without any adequate assessment and study, lack of budget and supervision on projects and infrastructure road constructions	0.112	3	---	*	*
inappropriate effects of heavily congested traffic on vacation on operation of general and private transportation system	0.107	3	*	*	---
unconventional, inappropriate and variable policies in internal and international transportation arena, regulation defect, and weak transportation structures	0.115	4	---	*	*
developing zones and industrial towns adjacent to the region roads in shadow of convenient transportation facilities	0.107	4	---	*	*
codifying and planning to develop and promote regional roads.	0.111	4	---	*	*
mining industry expansion along with road development and investment	0.103	4	---	---	*
being located in proximity of free commercial Aras area (Khodaafareen) and border of Azerbaijan and Armenia and proximity of communication path	0.114	4	*	*	*
slow process of legislation in country and delaying in changes or becoming the problems worse, and powerful cloak in the region	0.101	3	---	---	*
ill environmental and social effect directly and indirectly on towns and villages on the impact of the road development	0.112	4	---	*	*
adverse effects of road building project on wildlife species	0.117	4	---	*	*
being located in the seismic zone	0.101	2	---	*	*
lack of attributing to time and enough budget and credits to development	0.104	3	---	---	*

For determining the general situation of the region's strategy, the final ratio of internal and external factors is used. At last, using the final ratio of each fourfold factors, it is discussed that which strategies and of which kind and in which way should be determined. The described picture if lean to one side shows the strategies of that region.

Table 7. The final coefficient is obtained from internal and external factors

Internal factors		External factors	
S	W	O	T
3.127	2.452	3.055	2.286

Figure 3. Strategic Action and Position Evaluation Matrix



The results showed that the strategies of present study, is close to defensive strategies and authorities should try to use the weaknesses and strength and move toward this goal.

CONCLUSION

Nowadays dynamic, concerted and organized transportation is one of the main criteria for evaluating the amount of urban development. Based on what mentioned, a society that enjoys effective transportation system, will be more developed. In fact, transportation which is one of the effective of factors in development should be consistently developed with other parts. The growth and effectiveness of transportation is directly related to economic growth and stable urban development. Through investigation and study one can notice the systematic role of transportation systems in stable urban growth. Some experts introduce transportation as the framework of development.

A brief glimpse at road networks and urban development, can show that the development of road networks and spatial growth of cities are mutual related and they are important factors in spatial development of the cities, in a way that positions of the cities with regard

to communication networks has a significant role in the amount of development. Regarding this case and offensive strategies of SWOT analysis and also strategic position of the Ahar city, tourism industry, mine, related activities, agriculture development and animal husbandry, can be mentioned as the main factors for urban development.

In this regard, the most important items that can be mentioned are regional and urban development based on industrial, agricultural and manufacturing capability that utilizes the natural resources and human talents as well as attracting domestic and foreign investors, leading to a balanced distribution of population and capital. This issue has an important role in the intellectual development and the reduction of disparities between the cities and regions. Attracting capital investment could accelerate economic growth and the circulation of goods and capital, causing more communication between the place of production and consumption. In fact, production and distribution are the most important economic reactions which reduce the demand for shipping. Provision of such a demand, requires transportation networks, as well as the main lines of the transportation between the locations of the supply and demand. Concerning the proper geo-strategic position of the area due to its proximity to the main arteries and international shipping, being an industrial estate as well as the potential talents in the field of manufacturing of food products, lumber, manufacturing and packaging, in the field of industry and commerce, the city has great capabilities for the development and investments. Historical market of Ahar, has long been an economic centre and continues its activities along with other economic centers. Agricultural and animal husbandry are two economic poles, and carpet weaving in the neighbor villages and among the nomads is prevalent. Ahar city is famous in animal husbandry, and even in the determination of live meat price in the country. A significant number of cattle of the city is sent to slaughterhouses throughout the country. Horticultural products are more than 150 tons; Satarkhan Dam is of the potentials of the city as well as the ability to produce more than 160 thousand tons of crops as well as the existence of agriculture industry construction in recent years, adding to the capacities of the City. Beside these cases, Ahar city is one of the rich mineral areas in terms of storage and variety of materials and its copper mines, like that of Mazrae copper mine which is one of the rich resources of copper in the world. This can be due to the ease of access to raw materials, which makes it possible to create industries to have optimal use of this blessing.

The next item that can be noted is tourist's attraction. Planning and management of tourism development is considered as one of the most important sustainable industry development. This industry, in terms of income and job creation, can compete with oil and car industry. According to experts, tourism industry is a good opportunity that plays a very effective role in improving quality of life in different dimension. Effective transportation system causes the boom and the development of the region. Fandoghlu forest areas at a distance of 24 km from Ahar and Sheikh Shahabuddin Shrine and Adab museum and Ahar historical market, Jame mosque and dozens of historical monuments are of the capabilities of the city for investment in tourism industry. The other case which is a potential of Ahar city

is training local and professional human resources which can be effective in promoting educational and investigative field is university centers. Today, there are more than 14000 students in the city which makes it a main university center in the country. Considering these cases, taking practical and effective steps to invest and build infrastructure in different dimensions, especially in transportation network and pursuing it can create a promising future for the city.

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