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Site selection for Handy Craft Market in South Khorasan Province Using Analytical Hierarchy Process (AHP)

M. Karami, Sh. Choobchian, Kh. Kalantari

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Extended abstract

1-Introduction

Today, one of the essential issues facing managers and planners is allocating resources to the spots which have the potentials to reserve the capital and provide the society with social and economic interests. In addition, finding a suitable spot has been the main concern of managers and planners, i.e. managers and planners, because of the resource deficiency, prefer to allocate the resources to the best places. In this regard, planners since a long time ago have tried to find out methods of choosing the best spot to centralize the industries and activities.

Finding a scientific location finding method has always been a main concern of the planners. In this regard, selecting effective criteria in choosing the best spot and using suitable models to modulate data are considered as significant. In the paper, using modern methods of spotting (Hierarchical Analysis) and taking economic, social aspects into account, some spots to establish markets for handicrafts in South Khorasan Province were suggested.

2- Theoretical bases

Simultaneously with the development of industry and its social and economic aftermaths, spotting theories to increase productivity of industrial activities and decrease their negative results and economic losses were offered. The theories have been proposed by thinkers such as: August Losch, A. Weber, Walter Isard, Greenhut, Smith, Palander, Lanhard, Christaler and Micheal Rawstron.

Author (s)

M. Karami (✉)

MA. student in regional development planning, Allameh Tabatabai University, Tehran, Iran
e-mail: Karami2888@yahoo.com

Sh. Choobchian

PhD student in Agricultural Development, Tehran University, Tehran, Iran

Kh. Kalantari

Professor of Agricultural Development, Tehran University, Tehran, Iran

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Affected by the systemic approaches to the late 1970s issues, spotting theories had a try at concurrent modulation of two previous theories. In this approach activities and industries must be located in a way that it generates the difference between costs and incomes (profit) as large as possible for the economic managers.

The AHP method, as one of the most modern methods of spotting industry, made the proposed statement so easy by changing attitude, not very unexpectedly, so that it can be certainly used as the most efficient and unmistakable method (Fernandez, 2009).

3– Discussion

The process of selecting optimal spots to locate the handicrafts market in South Khorasan Province

The first stage in locating markets of handicrafts in South Khorasan Province includes establishing hierarchy, weighting and selecting, which is described as follow:

Establishing hierarchy

Creating a graphic display is the first stage in the process of hierarchical analysis, in which, the objectives, criteria and options are showed (Ramanathan, 2001). Figure 1 shows hierarchical choices of suitable townships in order of priority for locating handicraft markets over the province. The criteria include:

Criterion 1: employees of handicraft industry and its condition

Criterion 2: enjoying tourism and cultural relics to locate the market

Criterion 3: general condition of employment in the province

Criterion 4: population and the number of rural and urban spots

Criterion 5: enjoying surface structures (education centers, schools, health centers and etc.)

Criterion 6: condition of the number of the incomer tourists of the township

Criterion 7: Having Airport

Criterion 8: Networks and routes

Criterion 9: Enjoying border market and customs

Criterion 10: industrial prosperity

Table1. Binary comparison of the criteria and indicating their priority

Criterion priority	Geometric mean	10	9	8	7	6	5	4	3	2	1	Criterion
0/29	3/8	7	3	6	6	2	7	6	5	2		1
0/18	2/29	4	2	3	3	1	4	3	3			2
0/07	0/84	2	2	1	1	1/3	2	1				3
0/05	0/63	1	1/2	1	1	1/3	1					4
0/04	0/56	1	1/2	1	1	1/3						5
0/15	1/99	4	2	3	3							6
0/05	0/63	1	1/2	1								7
0/05	0/63	1	1/2									8
0/08	0/03	2										9
0/29	0/54											10

Table 2. Indicating final priority of the townships to establish markets for handicraft Industry in the province

Township criterion	1th criterion	2th criterion	3th criterion	4th criterion	5th criterion	6th criterion	7th criterion	8th criterion	9th criterion	10th criterion	Importance rate	Final priority
Birjand	0/149	0/077	0/036	0/026	0/02	0/064	0/03	0/006	0/035	0/019	0/64	45/7
Gayenat	0/06	0/032	0/014	0/011	0/009	0/027	0/003	0/014	0/021	0/007	0/2	19/7
Ferdos	0/031	0/032	0/007	0/005	0/004	0/027	0/003	0/006	0/003	0/003	0/12	2/12
Sarayan	0/013	0/005	0/003	0/002	0/002	0/004	0/003	0/001	0/003	0/003	0/04	3/8
Sarbisheh	0/013	0/009	0/003	0/002	0/002	0/007	0/032	0/003	0/003	0/003	0/05	4/8
Nahbandan	0/013	0/009	0/003	0/005	0/002	0/007	0/003	0/019	0/012	0/003	0/08	7/5
Drmian	0/013	0/17	0/003	0/005	0/002	0/014	0/003	0/001	0/003	0/003	0/06	6/4

4- Conclusion

Studies indicated that firstly, regarding the abovementioned components as well as efficiency and effectiveness as the two important components, these markets in the townships are more economical and can facilitate its development. This is due to a

great part of the tourism attractions and the necessary facilities which were located in the townships. Secondly, according to table 2 Birjand enjoys a higher importance rate than the other spots of the Province. In this regard, based on the results of the

mentioned indicators and the in-depth interviews conducted with the experts of Tourism, Cultural heritage and Handicrafts of the Province and other related experts, three spots were suggested to locate markets for handicraft industry in Birjand, which are mentioned below.

5- Suggestions

Based on the results of the hierarchical analysis, three sites are suggested to

establish markets in Birjand, which follow in order of priority:

First priority: Birjand Castle

Second priority: Akbariyeh Garden

Third priority: The market located at Modarres Street.

Keywords: Tourism, Markets for handicraft industry, Hierarchical analysis, South Khorasan Province



Figure1. Suggested options in order of priority to establish markets in Birjand

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