

Sustainable tourism system management and planning in metropolises of Iran

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Abstract

Sustainable Urban Tourism Management and Planning in today's world have become indisputable and undeniable. In this context, given this tourism, it is a phenomenon that is partly and in part a denominator of the whole economic, political, social and cultural system of a country. As a result, trying to flourish it requires management and system planning. The purpose of this paper is to examine the necessity of management and systematic planning of sustainable tourism in metropolitan areas of Iran. The main question of the article is that the management and planning of sustainable tourism system in the metropolitan areas of Iran should have what model and specifications? The hypothesis we are trying to analyze in this article is to answer the main question. The systematic planning of sustainable tourism in the metropolitan areas of Iran should bring all the institutions of the sovereignty of the country, especially the security institutions, in to a workable and sustainable cycle. The method of this paper is an analytical descriptive study in which it will try to study the subject of the research using scientific and research papers as well as scientific and research articles. The results of the article show that Sustainable tourism management and planning in the metropolis of Iran is a complex and challenging phenomenon that it requires government administration and planning at the legislative and executive levels and regulatory levels.

Keywords: System Planning, Sustainable Tourism, Iranian Metropolises.

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Received Date: 18/02/2020

Accepted Date: 14/03/2020

Introduction

In 2008, export incomes of international visits and exchange of tourism goods accounted for about 11% of total global exports (Sadaei & Dehghani, 2010: 57). It is expected that this figure will continue to grow at least until 2018. Therefore, in the next few years tourism will play an important role in the global economy. One of the branches of economics is Macroeconomics. Macroeconomics of tourism usually studies economic growth, balance of payments, job creating and expenses. Because tourism has a significant impact on all these areas, it is an attractive option for most governments. However, economic benefits must be compared to environmental and social costs. The possibility of acquiring foreign currency (especially strong currencies such as the US dollar, British pound or euro), which has a huge positive effect on the balance of payments, drives governments to develop tourism. Tourism can help increase GDP. GDP means the market value of all goods and services produced by a country's economy over a given period of time. Although the jobs created by tourism are usually part-time and seasonal, tourism does create jobs in several levels. In addition, tourism can also help to attract investment (e.g. from foreign companies) and improve the multiplier effects of income (Sadaei & Dehghani, 2010: 57).

However, government perspectives on economic development and research methods which are used to measure the macro-economic benefits of tourism are somewhat complex. Tourism is economically attractive to developing countries and countries with few industries (such as islands);

This has led to their over-dependence on the industry. The share of tourism in the GDP of countries which is heavily dependent on the industry reaches 50% or even higher (for example in the Caribbean or the South Pacific) and that is a very high risk, since it is possible that the tourism industry of the country may be affected by a factor any time (Such as natural disasters or terrorism).

Inviting specialists from abroad can also cause social and cultural problems, as people may feel that they are in control of a dominant and foreign regime. This issue is particularly sensitive in countries that were formerly colonial; therefore, many governments try to limit the amount of foreign investment and labor in their country (Danieffard et al., 2011: 24). The dependent countries should also strengthen their other sectors

of the economy and link them to the tourism industry. For example, these countries can produce their own goods rather than importing them that lead to economic depletion (e.g. by developing farming or fishing techniques). The type of tourism also affects the amount of economic leakage. For example, the development of all-inclusive travel packages is usually not a good choice for these destinations, as most of the proceeds go to the pockets of tour operators or foreign chain hotels. Small islands such as the Caribbean and the South Pacific can cooperate together to provide the goods and labor they need from within their region. Because it is difficult to distinguish tourism expenses from other national expenses, many countries now collect tourism satellite accounts³. Today, TSAs are widely used as a good tool to measure the importance and position of tourism in a country's economy. The World Tourism Organization, the United Nations, the Organization for Economic Co-operation and Development and Eurostat have endorsed the methodology of the Bureau of Transportation Security. Data on visitor spending is collected from surveys and other tourism industry data from national economy accounts (Ayr, 1996). In TSAs, detailed statistics on the size of different sectors of tourism, the nature of tourism

3- TSA

demand, the nature of tourism supply and the direct impact of tourism on GDP and employment are collected. A STA is re-organizing the system of national accounts to identify the extent of tourism's impact on the national economy (Danieffard et al., 2011: 24). In its 2008 report, the World Travel and Tourism Council explicitly cited the most commonly used international method of collecting data from the Bureau of Transportation Security. On the demand side, each of the components of the final demand is collected from the gross domestic product (derived from travel and tourism spending). On the supply side of GDP, tourism is the sum of the demand components that form the consumption of tourism minus the imported components of that GDP. The tourism economy is calculated as follows: the total tourism demand minus its imported components. The World Travel and Tourism Council (2008b) used a data-output approach to determine the added value that increases the share of travel and tourism in GDP. In this approach, the output relationship of each industry with the components of tourism demand is examined (Ranjbarian & Zahedi, 2004: 52). Planning is a

process of achieving goals. Depending on the activities, any program can be long-term, medium-term or short-term. For executives seeking external support, planning is the most important and key document for growth. Planning can play an important role in helping to prevent mistakes or identify hidden opportunities. Planning helps predict the future and build a somewhat conceivable future. It's the bridge between where we are and where we want to go. Planning looks to the future. Planning or designing means thinking in advance (Ayer, 1996: 64). Experts from many outlooks have come up with many definitions for planning, some of which are:

1. Determine the goal, find and make way for it.
2. Deciding what should have been done.
3. Visualizing and designing the desired future situation and finding and constructing ways and means to achieve it.
4. Designing operations that modify an object or subject in a predefined manner.

Planning is a kind of objective social phenomenon and has its own characteristics; at the same time it is not a unique event and has no definite beginning and ending but a continuous and constant process that reflects changes and aims at reaching goals. In today's complex organizations, it is impossible to survive without exact planning, and planning involves knowing future opportunities and threats ahead and anticipating how to deal with them (Khatami & Mahdizadeh, 1998: 43). Tourism has become a competitive industry in recent years, and for more incomes countries tend to new ways of presentation and innovation in this industry. Based on the results of researches carried out by different institutions and bodies in the field of tourism, the following are suggested for the growth and development of tourism:

1. An appropriate and comprehensive definition of the tourism industry and its intended purposes
2. Increasing border and internal security
3. Prevention of domestic incidents and occurrences against foreign tourists (international)
4. Providing solutions to eliminate global diplomatic problems (Ghazi, 1999: 41)
- 5- Expansion of communication and modern means of transport, development of aviation and airport services and exploitation of

communication and communication routes, improvement of health facilities and water networks and ...

6. Fixing the weakness of hotel and restaurant services
7. Holding Iranian cultural week in the target countries
8. Holding international exhibitions and conferences at international level to identify tourism potentials and participate actively in international exhibitions abroad
9. Permanent publication of books, articles, catalogs and photos of Iranian tourist attractions and preparation of tourist maps and brochures containing tourist needed information.
10. Establishing a compiled system of domestic advertising for international tourists and introducing opportunities that can be provided through education, film distribution and necessary training (Ibid. 1999: 41)
11. Preventing personal tastes in domestic and international tourism propaganda and providing scientific marketing solutions in this field.
12. Iran's competitors in the tourism industry have always presented negative propaganda against Iran, calling it an insecure country. Propaganda internationally and widely about describing the true face of Iran can largely counteract this.
13. Preventing from variety of decision-making centers and strengthening the tourism industry's main and in charge organization more than ever before
14. Preventing from interference of related organizations' duties and their joint policy making
15. Encouraging Iranians living abroad to use Iranian culture and customs

2-2-3- Tourism Management and Planning

There are several definitions of the term tourism, some of which are discussed below. The tourism is referred to a short and temporary trip, in which the traveler travels to a place outside his / her work or dwelling place for travel, and he/she spends part of his income (Alvani, 1995: 115); But as defined by the United Nations in 1964 on the recommendation of the International Conference on Transport and Tourism in Rome, tourism includes the activities of individuals who travel to places out of his/her home place for rest, recreation, meeting their friends, business, professional affairs, treatment, religious motives,

pilgrimage, etc. and reside there at least 1 night and up to 1 year in succession (Sinaei, 2003: 15). Tourism management and planning is a comprehensive process for determining the measures that a tourism agency or destination must take to achieve the stated goals (Zangi Abadi et al., 2010). Planning is a regular series of actions and activities designed to achieve one goal or set of related goals. According to this definition, planning is a process for:

- Forecasting and determining the sequence of changes;
- It is providential;
- It seeks optimal solutions to solve problems;
- It is designed to maximize and increase the development benefits, whether physical, economic, social or environmental;
- and it leads to predictable consequences. From this general definition it is concluded that planning (including tourism planning) can take place in a variety of forms, including physical and economic development, service providing, marketing infrastructure upgrading, and business development.

Compiling comprehensive plans is the oldest and most inefficient planning approach to specific tourism requirements. The primary purpose of compiling comprehensive plan is to provide a complete clear guidance document for development. The plan explains the final target or sequence of actions and encourages or compels all public or private organizations to move toward those goals. One of the strengths of the Comprehensive Plan is that it outlines a detailed overview of the development process, but it also has some shortcomings, including that it is too rigid and inflexible in conducting a changing activity such as tourism and it's not realistic in practice. The dynamic nature of tourism has led some planners to shift from a comprehensive program development approach to dynamic programs that are more adaptable. The main difference between these two programs is that, unlike the comprehensive program, which is compiled periodically and occasionally, in dynamic planning, the development process is constantly adapted to changing conditions.

System planning in tourism is of great importance for many reasons. Physical planning, because of its potential in controlling development, provides the necessary mechanism for structured provision of tourism facilities and infrastructure in vast geographical areas. In parallel with

the development of tourism, its geographical aspect becomes more important. In the past, many forms of tourism planning were done locally and were specific to the same location. This indicates the relatively limited horizons that most of the tourism patterns are based on, but with the development of transportation and space expansion, the necessity of planning systems that have the capability to coordinate tourism development at the regional and even national level has become more necessary.

Tourism development naturally follows a discrete pattern. This discreteness is reflected in the many different elements that need to be seen together in the tourism program; therefore, a system that coordinates activities and thus provides the development of the industry's capabilities is essential. Given that in many tourism destinations various factors do not follow the same ownership and management pattern, a planning system that integrates and structures these factors is very valuable. In this way, by applying planning systems in the field of marketing, tourism and product locations can be promoted and properly managed after they have formed.

There is a clear link between planning and the principles of sustainable development. In the context of sustainable tourism development, it is implied that their goal is not only to preserve the resources that the industry is dependent on, but to maximize its interests for the local community. This will be possible through proper management of resources. The most common form of this type of intervention is the tourism development program and the development of an effective management plan for this purpose. Planning can be a mechanism to distribute and redistribute investments made in tourism and economic interests associated with it. Planning can also help the development of new tourism sites and if necessary, to restructure old destinations that tourists abandon.

The integration of tourism in planning systems gives the industry a political importance, since many planning systems are influenced and controlled by political objectives. As such, a place for tourism as a driving force for social and economic change is considered which it had not previously considered seriously. Finally it can be said, one of the common goals of planning is to forecast potential contamination of demand and to coordinate supply with demand. In addition, planning

moves towards maximizing visitors' satisfaction by proper control of physical development and service delivery. There is currently a lot of evidence from around the world that indicates the possibility of potential negative effects of low rates of visitors' satisfaction on tourism destinations that have not been planned is more than other destinations. Effective tourism planning, however, often promotes tourism products for the benefit of the host and the tourist. The main question of this paper is: what model and characteristics should the systematic planning of sustainable tourism in the Iranian metropolises have? The method of this paper is descriptive analytical, which will try to study the subject of the study using scientific and scientific articles.

Theoretical and conceptual approach

According to the definition by the United Nations in 1964 on the recommendation of the International Conference on Transport and Tourism in Rome, tourism includes the activities of individuals who travel to places out of his/her home place for rest, recreation, meeting their friends, business, professional affairs, treatment, religious motives, pilgrimage, etc. and reside there at least 1 night and up to 1 year in succession (Sinaei, 2003: 159). Matison and Wall⁵ have used an analytical and somewhat generalized approach to tourism that includes the dividing of journey process into three main elements, namely a dynamic phase that involves moving to and returning from the destination, with a stationary phase that includes residence and a consequential element that explains the physical and social economic impacts on the environment. In general, tourism is desirable in a functionalist approach, and by adopting appropriate methods can solve tourism problems (Lee, 1988: 28). Functionalists in sociology regard the study of tourism as a phenomenon in the social system. Most functionalists seek to obtain that the central value system consists of meaningful individual parts. Mayo Jarvis used functionalism to examine the needs of social psychology, including the sense of curiosity and adventure that needed satisfaction, and believed that it was necessary to balance the needs of the personality system. Another motivation is the motivation for fun. However measuring the satisfaction rate can measure the difference between the tourists' expectations and the destination's realities (1992). Functionalism has a particular fit to tourism analysis, although functionalist approaches imply appropriate tourist

systems and seek to find the structure of actors and inform of their dynamics, although they are combined with other ways to present real order (Ibid, 308). According to Maslow's theory, the human is a needy creature whose prosperity degree is a function of needs supply, so tourist satisfaction is also a function of the supply of human needs in the tourist dimension, and the tourist attitude is a function of tourist satisfaction. According to Tailman, tourist satisfaction is a function of meeting the needs of a tourist in the host community. Therefore, the social environment of the host community must accommodate a tourist and respond to his or her normative needs in order to meet social needs. On order and security aspect, the host community needs to provide security for a tourist so following this social admission he/she can perform his tourist activities.

⁴ - governmentai transport

⁵ - mathieson and wall

⁶ - mayo and geraviz

Factors such as tourist awareness, tourist experiences and propaganda, each of which in different ways represents that the tourists' activities are intentional, which are stated in the exchange theory. In Homens' Exchange theory, tourist activity as a rational exchange is a function of the principles stated in the Homens' Exchange, and a tourist seeks to maximize the reward in the course of his tourist exchange, and if he achieves the reward, his satisfaction is obtained, and he/she will achieve a positive attitude (Turner, 1990). In the theory of psychoanalysis, Alport stated a sense of satisfaction or euphoria is a mood that comes from meeting basic human needs. For example, when a hungry or thirsty person reaches for food or water, the pleasurable state that he experiences after getting these (normative) needs, is a satisfied feeling of pleasure that any ordinary person can imagine (Allport, 1995: 25). Tourism, as one of the most important phenomena of the Third Millennium, which with its progressive growth, has had a significant impact on the economic growth and dynamism and cultural exchanges of the countries over the last half century. As many scholars have called the present century the century of tourism. The focus on tourism is even more significant when, according to available statistics, the tourism industry is today regarded as the second-largest source of income for more than 49 developing countries and is a strategy to increase their

income and poverty alleviation. According to the World Tourism Organization's forecast by 2010, more than 43 percent of the world's employment will be in the tourism sector. The World Tourism Organization predicts that by 2020, the number of tourists will reach 6.1 billion. According to statistics from the same organization, more than 50% of the employment problem in developing countries can be resolved through the development of this industry. However, the development of tourism as well as global development has not paid attention to the elements and contexts of this industry and with the aim of profitability and increasing social welfare causes destructive effects, so there is an inappropriate and unsuitable image of the relationship between tourism and environment. Although tourism is an industry, it is surrounded only by the commercial sector; it is also run and developed by another part and part called the public sector. In general, the first role and duty of the government is to supervise, approve and enforce the law, order and preparation for defense and disciplinary. . However, most countries have considered a much more prominent place for tourism than regulation. In most countries, tourism promotion and marketing are one of the tasks of the government. They spend millions of dollars annually attracting tourists and visitors to their country. All over the world, governments are attracting a great deal of tourists by creating attractions such as museums, ancient sites, hotels, national parks, and so on. The public sector holds and manages most of the infrastructure such as water resources, sewage disposal, police, fire station, street lighting, power plants, etc. that tourism is dependent on (Rasulzadeh Agdam et al. ., 2015: 80).

Although government agencies may initially plan and make policy for local residents, these urban services are of vital importance to tourists. Some areas and resorts are not well known to tourists; Formal city planning, codification, and zoning or how tourism development and improvement is related to government performance on tourism planning and development, such as business sector decisions, are essential. Unlike other economic activities, the tourism industry operates in an environment that is shaped by different forces. One of the most important forces is a very complex network of policies, laws,
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regulations, and other measures implemented by the government (Ziaei et al., 2011: 86).

The tourism industry is made up of various industries and activities that extend not only across nations and regions, but also across traditional lines of commerce and industry. Therefore, organizations providing tourism services should operate within the framework of the institutions and organizations of a single or multi-state government, with due regard to all the relevant laws and regulations. Internationally, tourism is largely dependent on countries' communications and cooperation, given the complex network of laws, regulations and policies. . For example, if you consider air travel from one country to another, the availability of tickets, the number of flights, and the cost of the flight are subject to travel contracts between the two countries. Currency conversion is another issue that needs to be taken into account and relevant international contracts has a large role in this regard. The issuance of visas, immigration laws and contracts related to the entry of foreigners into another country and customs regulations should also be considered. It is very clear that the basis and foundation of international travel is largely determined by the operations and policies of governments; In other words, if the host country fails to make contracts and enforce regulations that allow relevant agencies and companies, such as airlines, banks and MIG staff, to provide travelers and tourists with required services, it will be inadequate and interested people can't go there even if it is the most interesting and attractive region. Therefore, the success of tourism and international travel depends on public policies that must be carefully studied (Ziaei et al., 2011: 86). The government is one of the key players in managing tourism development. The government plays the role of legislator and supervisor in matters such as transportation, financing, management and marketing; It is therefore obvious that it has a clear responsibility for decisions related to tourism development in coastal areas. Governments at the national and local levels can play a large role in ensuring sustainable tourism development. One of these activities is the creation of a legal framework that can provide tools for implementing sustainable tourism activities. Creating a legal framework requires the execution of following responsibilities:

- A. Review existing laws to ensure that they promote and support sustainable tourism.
- B. Approve a national tourism law that will form the basis for long-term tourism policies.
- C. Create communication between tourism law and other laws such as laws regarding environmental management or the workforce. In addition, the government should pay particular attention to monitoring land use plans. These plans should be developed in a way that land use and necessary resources are in line with sustainable tourism. Legislation should effectively minimize the impact of construction on the environment. Other government tools are economic tools such as taxes and duties and creating financial incentives. Imposing taxes and duties can have important consequences for sustainable tourism. Taxes and tolls can be used to punish unstable practices that have a negative impact on the environment, such as air pollution. On the other hand, these tools can change the behavior of consumers and businesses by modifying prices, costs and incomes; therefore, it is important that these tools are designed and used so as not to harm the revenues and interests of the tourism sector in addition to mitigating the negative environmental impacts. The government may also consider financial incentives (such as tax exemptions) for the use of environmentally friendly technologies, given its responsibility for sustainable tourism. Regarding the sensitivity of coastal areas and its appeal to tourists, the government is obliged to adopt and enforce regulations on sustainable tourism while planning long-term support for these areas. Extreme use of coastal areas not only causes environmental problems, but also adversely affects the culture and traditions of the inhabitants of those areas. In order to have sustainable tourism, it must be accompanied by optimal use of resources and little impact on the environment, cultural and social values, while at the same time bringing benefits to local communities (Ziaei et al., 2011: 86).

Metropolises of Iran

Iran currently has 18 metropolises, including 9 formal metropolises and 9 informal metropolises. The list of these metropolises with their populations is as follows;

No	Name of city	status	Name of province	Population 2016
1	Tehran	Formal	Tehran	8693706
2	Mashhad	Formal	Razavi Khorasan	3001184
3	Isfahan	Formal	Isfahan	1961260
4	Karaj	Formal	Alborz	1973470
5	Shiraz	Formal	Fars	1565572
6	Tabriz	Formal	East Azerbaijan	1558693
7	Qom	Formal	Qom	1201158
8	Ahvaz	Formal	Khuzestan	1184788
9	Iran shah Metropolises	Formal	Iran shah Metropolises	946651
10	Uremia	Informal	West Azerbaijan	736224
11	Rasht	Informal	Mazandaran	679995
12	Zahedan	Informal	Sistan and Baluchistan	587730
13	Hamadan	Informal	Hamadan	554406
14	Iran metropolises	Informal	Iran metropolises	5370718
15	Yazd	Informal	Yazd	529673
16	Ardebil	Informal	Ardebil	529374
17	Bandar Abbas	Informal	Hormozgan	526648
18	Arak	Informal	Arak	520944

Source: (Monsef et al., 2014)

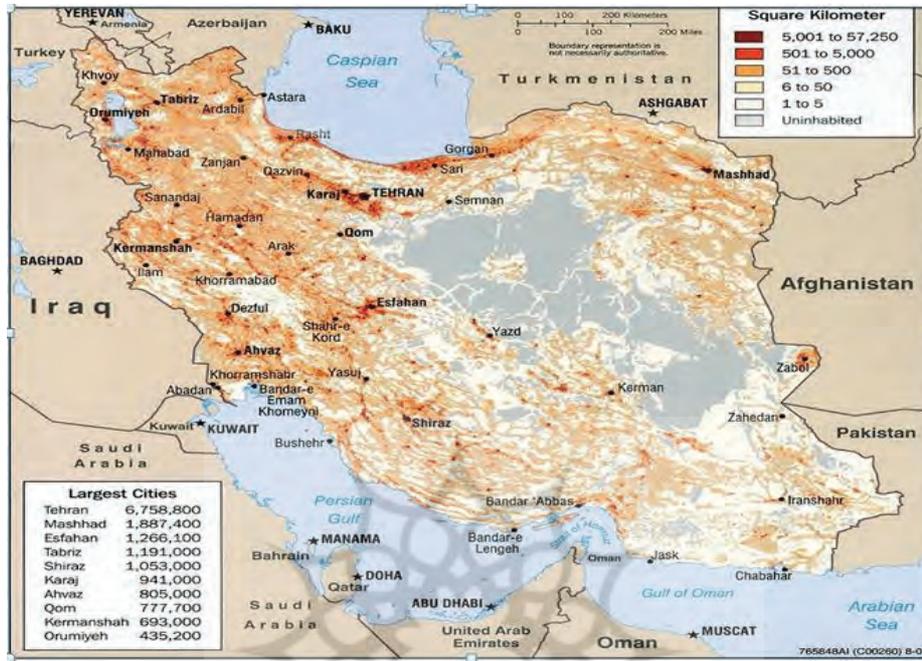
In mainstream literature, the term metropolis is equivalent to the mother city (metropolis) and refers to cities with at least one million inhabitants and a centralized economic-political centrality at the regional or national scale. The definition of metropolis was amended by the then Minister of Housing and Urban Development at the Supreme Council of Urban and Architecture Mohammed Saedikia, making cities with a population of more than 500000 people metropolitan areas. Due to the lack of a single legal definition of metropolis in Iran, only cities with over one million people can benefit from the benefits of the Value Added Tax law. With the approval of the High Council for Urban Planning and Architecture, cities under one million people can legally and officially become metropolises, but cannot benefit more from the VAT law. At present, the cities of Tehran, Mashhad, Isfahan, Karaj, Shiraz, Tabriz, Qom, Ahvaz and the metropolises of Iranshah are officially considered metropolises. Tehran is the capital of Iran and the capital of Tehran province. Tehran is also the largest and most populous city in Iran, with a population of 15232564. Regarding population Tehran is the second largest city in West Asia, the third largest city in the Middle East and the 29th largest city in the world. In the year 1161 solar hijri, Agha Mohammad Khan Qajar, after getting into power, elected Tehran as his capital. At present, many different ethnicities live

in the city. Farsi dialect is the common language of the city. The majority of Tehran's population is composed of Asna Ashari Shiites and Sunni and Christian minorities. Tehran is considered the economic hub of Iran, as 30% of the workforce and 45% of the country's companies and industries are concentrated in this city. Tehran is also one of the major tourist destinations in the country because of its many cultural attractions.

Mashhad is the capital of Khorasan Razavi province and is the second most populous city of Iran, with a population of 2782976. Mashhad in Arabic means "martyrdom place"; the name was chosen because of the martyrdom of Imam Reza (as) in this city. The first mosque in shrine of Imam Reza was built by Shahrokh Mirza around the year 797 solar Hijira, which is still standing. Mashhad had highly political and religious importance in the tenth century solar Hijira. Currently, Mashhad is managed by the municipality of the city. Mashhad is the second largest car manufacturing center in the country. The city's economy revolves mainly around cultivating fruits, pastries, precious stones and souvenirs for pilgrims. Mashhad is also an important tourism city of Iran as it has many large hotels.

Isfahan is a capital city of Isfahan Province, and has a population of 2.391.738. Isfahan was once the greatest city in the world which had reached its peak in safavid period. That's why they dubbed the city "half the world". Of course, Isfahan is now one of the most beautiful cities in the world with its unique Iranian-Islamic architecture. Isfahan's city center is currently the world's fifth largest shopping mall. Isfahan has numerous markets, several bridges, cathedrals, parks, historical houses, tombs, minarets, various mosques, museums and old schools, including major tourist centers of Iran and the world. Isfahan is also famous for producing beautiful carpets, delicious Biryani, traditional music and sports clubs.

karaj is the capital of Alborz province and has a population of about 1967005 people . The Safavids and the Qajaris played an important role in the development of this city. Karaj used to be a city for summer vacations, but it is now one of the largest industrial cities in Iran. Families of middle-class of Tehran usually prefer to live in Karaj because of cheaper housing costs and better climate.



Map 1: Iranian metropolises

Source: (<http://www.mappery.com>)

Sustainable Tourism in Iranian Metropolis

A review of the literature on tourism planning illustrates that there are four major approaches and perspectives in this regard;

1. Economic growth perspective
2. Physical-spatial organization perspective
3. Improvement of social conditions Perspective
- 4- Sustainable Development Perspective

Until the late 1970s, tourism was introduced as a golden, pollution-free activity and business, and its emphasis was on its favorable effects and benefits, and in particular on the economic benefits. In the 1980s, environmental impacts became a concern for planners, and in the 1990s, with the simultaneous emphasis on favorable and unfavorable tourism outcomes, the move from mass tourism to the sustainable development approach began. Experience has shown that everywhere tourism has developed in random and without planning, environmental and social problems have emerged, and in the long run tourism problems will be greater than its benefits; Because uncontrollable development without management can reduce the attraction of a tourist destination so that

other tourists don't want to go there anymore and that will cause serious economic and social problems for local communities. In other words, the development of unplanned tourism will not only bring about sustainability that will also lead to the destruction of the region (Nasrallahi & Mosa Beigi Deh Abadi, 2014: 60).

Yong Swar Brook (2011, Sabzi Translation) in the book entitled *Sustainable Tourism Management* states that after 1960, several reference books created a new path to the concept of sustainable development.

- In 1965, Michael Rovers' Report, *The Fourth Wave - a challenge of recreation and fun*, informed communities of the potential impact of the massive growth in leisure and time of recreational activities.

- The book *Youth Tourism: Good or evil* was published in 1973, drawing attention to the potential negative effects of tourism.

- *The Book of Tourism, an Event for Development* in 1979 was written by Décard, about the role of tourism in the economies of developing countries.

- In 1982, an influential article on tourism, entitled *the economic, social and physical impacts of tourism* written by Mattison and Wall, on the widespread impacts of tourism.

- The relationship between tourism and the host community, first described in detail by Peter Morney in *tourism discussion*, entitled: *A Social Alien*, in 1985.

- Swiss author Just Krippendorf looks at tourism and its effects from a tourist's point of view in his 1987 research paper entitled *Vacation goers*.

Several other public books were published in the early 1990s that sought to influence tourists' behavior directly by informing them of the negative effects of some forms of tourism." *Good Tourist*" book by Wood and Haus in 1991 and "vacation which has no cost for land" written by Alkiston and Heiler in 1992 are two of the most important ones (Nasrallahi & Mosa Beigi Deh Abadi, 2014: 60).

Sustainable tourism has become popular since the 1980s. At this time, tourism authorities and students began to interpret the implications of the Bronteland report for their industry. Although green tourism and green topics have been popular since then, a large forum in the University of Leeds in 1990 about what sustainable tourism today

covers and discussions about green shadows. The use of the word green tourism was an increasing interest in environmental issues in years after the growth of green politics in Britain, Germany and France. Green tourism is generally about reducing environmental costs and increasing the environmental benefits of tourism. This concept has become highly effective in the cycle of government activity. In 1991, for example, the British Tourism Board published a report entitled *Tourism and the Environment: Balance Preservation*. This report contains a set of guidelines for developing environmental friendly tourism procedures (Nasrallahi & Mosa Beigi Deh Abadi, 2014: 60).

Since the 1990s, the term sustainable tourism has become more commonly used. It included a perspective on tourism that recognized the importance of the host community, a perspective in which the workforce operates and tends to maximize the economic benefits of tourism to the host community. This concept was recognized by the European Union in 1995 in published Green Paper (Nasrallahi & Mosa Beigi Deh Abadi, 2014: 60).

Overall, sustainable tourism is the result of efforts to achieve sustainable development in all areas. The 1992 Earth Summit in Rio de Janeiro, Brazil, led governments around the world to develop a plan that would minimize environmental damage.

Sustainability concepts are now widely accepted as a fundamental approach to any type of development, especially tourism development. Unlike the traditional approach, sustainable tourism can achieve balanced socio-economic and environmental goals at national and regional level, including the most important sustainable tourism goals as follows.

- 1- Modifying the quality of the host community and improving their quality of life
- 2 -Benefiting visitors from experiences from tourism
- 3 - Preserving the region's environment.
- 4- Provision of income and sustainable economic benefits to host communities

Lamden in his book *Tourism Marketing* has stated the principles of sustainability in tourism as follows;

- 1- Sustainable use of resources: Preserving and using resources (natural, social, cultural) is very important and means long-term business.

2- Not overuse and waste: This reduces the cost of reconstruction and long-term losses and contributes to the quality of tourism.

3- Preserving diversity: Preserving and promoting natural, social, and cultural diversity is essential for the long-term sustainability of tourism and makes tourism flexible.

4- Planning: Development of tourism within a framework of local and national strategic planning in terms of environmental impacts enhances long-term sustainability of tourism.

5- Supporting the local economic system: Tourism should support economic systems by covering local economic activities and taking into account environmental values and costs.

6 - Involvement of Local Communities: The overall involvement of local communities in the tourism sector not only benefits them and the environment but also improves the type of tourism experience.

7. Consulting the stakeholders and usual people: consultation between officials, managers and investors of the tourism industry and local institutions is important. This will cause to work together and put aside the conflict of interest.

8. Crew training: Crew training and staff cause their adherence to standards and, in addition, recruitment of local crews improves tourism quality (Nasrallahi & Mosa Beigi Deh Abadi, 2014: 60).

9. The Marketing Responsibility of the Tourism Industry Since marketing provides complete information to tourists; it doesn't only enhance respect for the cultural, social and natural environment of the areas of interest, but also increases customer satisfaction.

10. Doing research: Research, information gathering and analysis does not only help to solve tourism problems but also bring benefits to destinations, industry and customers.

In 1997, Clarke stated that the development of the concept of sustainable tourism included four views, in chronological order and extent:

- Polar Parties Viewpoint: Based on this view, group tourism and sustainable tourism are seen as two poles. If we hope to develop sustainable tourism, we should not overlook group tourism.

- A spectral viewpoint: According to that, sustainable tourism and group tourism are the finals of the two poles, but it has been confirmed that

there are many different shades of the stability and tourism of a group that can be found in their intermediate points.

- Kinetic perspective: Expresses a perspective that positive work can make group tourism more sustainable.
- Convergence perspective: that all forms of tourism can be strived for sustainability.

Overall, the evidence suggests that tourism is developing today, given the scope and demand of geographic spaces, and is of particular importance and attraction. In the last three decades, when the traditional economy of a number of countries, especially developing countries, has suffered a severe downturn, tourism has helped their economies, making their livings and livelihoods dependent on other income. So governments are always trying to keep investors in the tourist stream in different places. In fact, tourism not only contributes to the local economy, it also seeks to improve the status of local communities. It is also important to note that regional tourism planning must be integrated into national tourism policies. With regional tourism planning, access to infrastructure and structure is balanced for all areas. On this basis, tourism can contribute to the formation of tourism in the region, with a tendency for sustainable development, which underlies regional development.

In countries where tourism is less flourishing, planning can provide the necessary guidance for its development. For tourism areas, planning is often necessary to rejuvenate the sector and preserve industry in that area. First, tourism should be planned at regional and national levels. In these levels, planning policy development policies, structural plans, facility standards, organizational factors and other elements are considered necessary for the development and management of tourism. Then, in the local and regional planning framework, more ambitious schemes can be developed for tourist attractions, tourism, urban and rural tourism development and other forms of tourism development (Mahboubfar, 2010 : 109 - 131) . National and regional tourism planning has several specific benefits. The points are:

1. Determine the policies and the overall objectives of tourism development and know how tourism is trying to accomplish and how these goals can be achieved.

2. The development of tourism occurs in such a way that its natural and cultural resources are retained indefinitely and for the present and future use.
3. The integration of tourism with macroeconomic policies and country and region patterns and the creation of close links between tourism and other sectors of the economy.
4. Provide a rational basis for public and private sector decision-making on tourism development
5. Optimizing and moderating the economic, environmental and social benefits of tourism by properly dividing these benefits and reducing the social problems of tourism.
6. Making the coordinated development of many elements of the tourism sector possible, in other words, linking tourism attractions, activities, facilities and services with the diverse and growing segments of different tourism markets.

The planned approach to tourism development at the regional and financial levels is now accepted as a principle in many places. However, plans and policies in some areas are still weak. Many countries and their regions are developing tourism plans. Countries that have not yet adopted such plans should consider this in the near future.

In some countries plans have been planned long ago; and perhaps it is outdated and obsolete today. It is necessary to review them based on current situation and future trend of the country. Currently based on the experience gained, the methods and techniques of tourism planning are well understood. It can be said with confidence that if the planning is implemented it will bring great benefits to each region. Tourism planning as a coordinated system is one of the basic concepts of tourism planning is that tourism should be considered as a system related to supply and demand factors. Demand factors are domestic and international tourism markets and local residents who use tourism attractions, facilities and services. The factors that supply tourism activities and attractions are accommodation and other facilities and services (Ibid., 2010: 109-131).

Attractions include hotels, motels and any other place where tourists spend the night. Tourism services and facilities include travel and tourism, restaurants, shopping and banking, currency, postal and medical services. The agents of supply are called tourism products.

Other elements related to supply elements are also needed in order to make infrastructure services and facilities reliable. Tourism infrastructure facilities in particular include:

The facilities are air, land, rail, marine, water, electricity, sewage, waste and waste disposal and telecommunications.

Supply factors	Demand factors
Attractions and Activities	International tourism markets
Residence	Domestic tourism markets
Other services and facilities	Residents use of attractions
Organizational Elements	Tourism facilities and services

Source: (Research findings)

Creating the right infrastructure is also important for protecting the environment. This helps maintain a high level of environmental quality that requires certain institutional elements for tourism. These elements are:

1. Organizational structures, especially the State tourism offices and the tourism union, especially the private sector, such as the Hotel union.
2. Tourism laws and regulations, such as setting standards and licensing for hotels and travel agencies.
3. Training and apprenticeship programs and training institutes to prepare people for effective work in tourism affairs and nurture the workforce.
- 4- Provide capital to develop tourism attractions, facilities, services and infrastructure and establish mechanisms to attract investment.
- 5- Compiling marketing and publicity programs to introduce the country and the region to the tourists and encourage them to visit the region to create tourism facilities and services and information in different tourism areas.
- 6- Providing travel facilities including obtaining a customs visa and providing other services and facilities for tourism entry and exit.

Elements of the organization also include how to increase and decide on the economic benefits of tourism and measures to protect the environment and reduce harmful social issues and preserve people's cultural heritage in tourism areas. As a related system, it is important that the purpose of tourism planning is the overall development of all sectors of the system, including supply and demand factors and organizational elements. If this system is planned to coordinate the development of all sectors, it will operate in parallel and bring in the desired resources. Formulating and adopting tourism development plans

and policies for an area are to guide and make decisions about tourism development policies. Tourism planning should be recognized as a permanent and flexible process. There should be flexibility within the framework of policies and proposals, as the possibility of compromise is achieved by changing conditions. Inflexible planning does not allow development to be open to changes. There may be changes in the market trend with the developments of transport technology on new forms of tourism. In such condition, if the tourism program is flexible, its fundamental goals should not be eliminated. However, the development patterns may be changed so that sustainable development must still be maintained.

Conclusion and scientific achievement of research

Tourism is currently considered one of the world's biggest economic resources and is expected to become the world's number one in the 2020 s. There have been around 700 million people in the world who have traveled as tourist and tourism revenues have been around us \$ 500 billion in 2001. Although Iran is considered one of the most prominent countries in the world in terms of tourist attractions, Iran's share of the revenues of the global tourism market is small and insignificant, suggesting the great challenges of tourism development in Iran. In 2000, about 34 million international tourists visited Iran and issued revenues of \$ 670 million (Mahmoudinejad et al., 2007: 54 - 65).

While tourism is the most important source of income for many developing countries, in Iran it accounts for less than half of GDP. On the other hand, although the growth rate of international tourists arriving in Iran (more than 20%) than its global rate (5%) in the last decade has shown a tremendous increase in foreign tourist arrivals, the collapse of the former Soviet system, and consequently the change in the composition of Iranian markets and domestic developments in the next rank, are the most important reasons for this growth. As far as 80 % of Iran's markets are related to the neighboring countries of the Republic of Azerbaijan, Turkey, Pakistan and Afghanistan, they use Iran mainly as transit destinations. On the other hand, the study of the trends of major tourist flows in Iran shows that the Iranian tourism industry is currently not in line with the policies of centralization and contrary to land-use strategies to reduce regional inequalities and improve the

quality of life of peripheral and less developed areas (Ibid. 2007: 54-65).

More than 80 percent of Iran's tourism interests belong to the more developed provinces of Tehran, Mazandaran, Khorasan, Isfahan and Fars, which are the focus of tourism facilities, services and attractions. . The findings of the study show that the unfavorable mental image of Iran as an unsafe tourist destination and economic developments are the major factors affecting international and domestic tourism in Iran. The study, investigation and evaluation of the current trend of the Iranian tourism industry indicates that the lack of a rational conceptual framework for tourism as an important industry, the exhaustion and inefficiency of the tourism facilities and facilities of Iran and its international communication network for tourism development at international level, Inadequate organizational structure and multiplicity of policy centers in the field of tourism, inefficiency of the current Iranian Tourism Authority as a heavy burden on the government, lack of enforcement of Iranian tourism development laws and regulations, unwillingness of the private sector to invest in this sector, government and semi-government management of major tourist facilities and services, lack of use of the TSA System in national accounts and disregard of statistics and data necessary for planning and information technology in the field of tourism, the lack of regional and local planning approaches to Iranian tourism, socio-economic and domestic political developments and the poor representation of Iran for international tourists by Western media are the main reasons for the failure of Iran's tourism development programs (Ghaffari and Molaei, 2002: 218-225).

Today, the constant changes taking place in the tourism environment make it imperative to constantly monitor internal and external events and trends so that they can adapt to changes at the right time and as needed. They need to identify and adapt to environmental change cleverly in order to survive. These destinations more than ever need efficient planning and management of the environment around them, and those tourism destinations can hope for their future in attracting tourists so that they can take advantage of these emerging environmental opportunities and avoid resulting threats. In general, Iranian metropolitan tourism planning is a process of equipping tourism

resources and unifying its efforts to achieve long-term goals and missions with regard to the internal and external possibilities and constraints that continue to be applied and processed in this type of planning. (Said Khani and Zarei, 2000: 41-43).

The stages of systematic tourism planning and management in the metropolis of Iran are:

Step One: Creating prospect

The first step in planning for tourism development in the metropolises of Iran is to formulate their future prospects. In fact, the prospect is a true picture of what a tourist destination wants to achieve in the future. In this process, firstly, with regard to analytical-sectional studies and also review of extracurricular documents, all perspectives of Iranian metropolises and all documents and plans that were decided on the future of Iranian metropolises were referred to as extracurricular projects. At the same time interviews and surveys of officials and experts of organizations involved in urban management, including Cultural Heritage, Housing and Urban Development, Municipality, as well as stakeholders in the development of tourism in the metropolis of Iran, (Travel and service agencies, tour operators, ...) as well as educators (tourism related scientific community), each of which has somehow been associated with the development of urban tourism and the views of officials and programs of those organizations, have been done. Obtaining the opinions of people and tourists during interviews and surveys was another part of the process aimed at finding out the views and suggestions of a variety of audiences and helping them manage and build a better future for Iranian metropolises. The results obtained from the above two stages were considered as a guide for determining the desired future.

Second step: Investigation of strategic (internal and external) factors in tourism development of metropolises of Iran

To formulate the SWOT table for long-term tourism development in the metropolis of Iran, the subject of the perspective of the metropolitan landscape in the field of tourism was the subject of the table. The implication is that the metropolises in Iran are facing with what strengths, weaknesses, and threats to reach a perspective of its long - term development. the purpose of external threats and opportunities is events, economic, social, cultural, ecological, environmental, political,

legal, public, technology and competitive trends that can gain or harm a lot in the future . Opportunities and threats are largely out of control for tourism destination, so the term ' foreign ' is used. The fundamental principle of strategic management is that tourism destinations should seek strategies to exploit external opportunities and avoid the effects caused by external threats or to reduce them. Internal strengths and weaknesses are among the controlled activities that the destination of tourism performs them in a very high or very poor manner. Tourism destinations are trying to implement strategies that reinforce their internal strengths and improve their weaknesses. In this section we attempt to identify and present the most effective strategic factors in order to better identify the proposed strategies in each of the following stages, as multiple factors neglect the strategic factors and mislead and confuse the formulation of strategies.

Table 3: Study of (internal and external) strategic factors in tourism development of metropolises of Iran

Internal strategic factors		External strategic factors	
Strengths	Weaknesses	opportunities	Threats
S1. Possessing one of the most important and extensive and unique collections of historical and Iranian-Islamic architectural collections.	W1. Lack of comprehensive tourism program for Iranian metropolises	O1. Increasing attention to tourism industry in International level as one of countries' sources of income and willingness to invest in this area	T1. worldwide negative publicity about Iran in the world and decreasing foreign tourists ' requests to Iran
S2. Historical, cultural and scientific history of the metropolis of Iran and the existence of various cultural-historical attractions.	W2. Lack of information and advertising in the field of introducing metropolis of Iran	O2. Proximity to Important Iranian tourism poles such as Isfahan and Shiraz	T2. The hot and dry climate of Iran metropolises, and bad weather in most of the year and the introduction of seasonal tourism
S3- Existence of special religious rituals and ceremonies in the city	W3. Existence of multiple decision making organizations in charge of tourism with the vague division of duties	O3. lack of strong scientific strength in the cities of Iran in order to restore and upgrade the old texture	T3. Increasing fossil fuel costs , gasoline quotas and reduction of domestic travel
S4. Existence of different religions in metropolis of Iran such as Zoroastrians	W4. There was no specialist and experienced people in tourism	O4. Iran 's metropolises relative security	T4. The existence of famous provinces in the tourism industry in the vicinity of Iran 's metropolises as a serious competitor, such as Isfahan and Shiraz
S5. Ecotourism attractions around Metropolis of Iran (desert, sand dunes, shirkoh, rural area(...	W5. Burnout country air fleet and rail	O5. The great cultural image of Iran's metropolises and the fame of their hospitality culture in the country.	T5. lack of sufficient knowledge of Iran 's metropolises as a scientific, cultural and historical city in the national level
S6. There are numerous traditional hotels in the old and modern context of the city	W6. Lack of international airport in the metropolis of Iran		T6. Low level of public literacy in the field of tourism and conservation of tourist attractions as
S7. Cultural Heritage Organization's attention to more advertising in the field of introducing Iranian metropolises in the form of book releases, CD	W7. Expanding the city towards outside and weakening centrality of historical and old texture		
	W8. Physical exhaustion, existence of isolated and deserted spaces and creating visual		

documentaries and ... S8. Preparation of Tourism Development Plans, such as Implementation of the comprehensive Plan of Tourism of the Iranian Metropolis Province S9- The emergence of treatment tourism and health tourism in the metropolis of Iran S10. The reputation of Iranian metropolis crafts in the country	disturbance in old texture W9. Hard to interpose with old textures due to its historical identity W10. Hard to permeate to Inside old textures and lack of parking W11. Accommodation of non-native people and immigrants in the old texture and lack of Tourist hospitality. W12. Shortage of recreation centers in the metropolises of Iran W13. No communication between Cultural Heritage Organization and Scientific and academic centers	cultural heritage and disregarding the context of the public. T7. New urban and architectural trends have tendency towards modern patterns in urban development, duality, and the lack of compatibility of historical context (old)with new tissues
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Source: (Research findings)

Step Three: Compiling Strategies and executive Programs

At this stage, after examining the strategic factors of Iranian metropolises, both internal and external factors (strengths, weaknesses, opportunities and threats) against the final perspective, both internal and external factors were extracted from binary contrast.

Table 4: Compiling strategies and executive programs

Offensive strategy S.O	Conservative Strategy S. T
<ul style="list-style-type: none"> Transformation of tourism industry as one of the most important sources of income in the city and metropolitan of Iran (s7, s1, s2, o3, o2, o1). Converting Iranian metropolises to the poles of Iranian-Islamic architecture research (O2 S2, S1, O7, O5) Development of resources and creation of cultural-historical attractions in Iranian metropolises (S4, S3, S2, O9, O8, O6, O5) Upgrading tourist facilities and services (O9, O9, O8, S10, S9, S6, O4) 	<ul style="list-style-type: none"> Directing and supporting investments in the tourism industry (S9 T1, T5, T6, S1, S2, S5, S8) Introducing and recognizing Iranian metropolises with unique historical contexts and diverse cultural, natural, and transnational attractions at national and transnational level (T1, T3, T5, T6, S1, S2, S3, S4, S5, S7) Increasing the 'attractiveness' of the city for tourists (S1, S3, S4, S5, S6, T1, T3, T5) Trying to preserve the identity of historical texture of Iranian metropolises S6, T6, T7, S1, S2
Competitive Strategy W	Defensive Strategy W
<ul style="list-style-type: none"> Modification and Improvement of Institutional and Management Elements of Tourism in Iranian Metropolises (O7, O6, O1, W4, W3) Improve access and improve network quality and transportation (O4, O3, W6, W5) Attempts to preserve and restore the historical identity of Iranian metropolises (W8), W7, O2, O5, O6, O7, W11) 	<ul style="list-style-type: none"> Improving the performance of tourism facilities and services (W2, T1, T5, W1) Preserving historic textures and reinforcing the social life of old textures (T7, T8, W8, W9, W6, W5) Marketing and Promotion of Information on Introducing Various Attractions of Iranian Metropolises (T1, T5, T7, W2, W4)

Source: (Research findings)

Table 5: Tourism Development Strategies and Plans in Iranian Metropolis

Strategies	Executive programs
Introducing and making known Iranian metropolis with unique historical context and diverse cultural, natural attractions at national and transnational level	Development of electronic tourism
	Further information and promotion of Iranian metropolis status among other cities in the country
Guiding and supporting private sector investments in the tourism industry	Extensive information dissemination at national and international levels to introduce investment opportunities in the city
	Creating incentives to raise capital in the city at both internal and external levels
Modification and improvement of institutional and management elements of Iranian Metropolitan Tourism	Recruiting tourism specialists to remove weaknesses in the specialized sectors
	Monitoring services provided by various authorities and dealing with inappropriate matters
	Sufficient informing to the tourism industry officials on the benefits of the tourism industry
	Use of continuous surveys and evaluation of the current status of the tourism industry in the city
Improve access and improve the quality of the network and transport fleet	Optimizing the status of city terminals, especially airport terminals and international airports in Iranian metropolises
	Development of a network of rural roads to enhance and expand rural tourism by providing appropriate access to key attractions
	Construction of parking near tourist sites
Increasing the attractiveness of the city for tourists	Organizing and equipping tourism centers in the old texture area
	Promoting the aesthetic aspects of the city
Trying to preserve the identity of the historical context	Arrangement of indexed urban spaces of the city
	Preservation, protection and restoration of historical textures
	Attempting to preserve the historical context and prevent modern symbols from entering the traditional context
Promote tourism culture among urban managers and people	Inspiring by patterns in old textures in new city developments
	To inform the residents of the city, especially the old people, of the benefits of the tourism industry
	Using People's Participation for Tourism Development in Iranian Metropolis

Transforming Iranian metropolises into one of the hubs of Iranian-Islamic architecture research	<p>Developing a appropriate mentality on national and transnational level about Iranian metropolises as a cultural, historical and scientific city</p> <p>Inspiring old-fashioned doctrines in new urban developments</p> <p>Changing the attitude of the people and the authorities towards the historical context as a cultural heritage by the development of the Faculty of Art and Architecture of the metropolis of Iran physically and scientifically</p> <p>Providing programs and thematic - local plans for the preservation of historical context</p> <p>Launching various tours for professors and students interested in traditional architecture in Iran's metropolitan cities and metropolitan provinces</p>
Developing resources and creating cultural-historical attractions in the metropolises of Iran	<p>Planning of mourning and mourning ceremonies in Muharram and Safar months at national and transnational level</p> <p>Planning for special ceremonies and rituals in the city</p> <p>Preparing, organizing, and designing routes where special events (religious, national, and local) are held annually</p> <p>Introducing Yazd celebrities and cultural figures such as Farokhi Yazdi, Mohammad Ali Islami Nodoushan, Mehdi Azarizadi and</p> <p>Extensive information dissemination at national and international levels to introduce investment opportunities in the city</p> <p>Preparing thematic-local plans for organizing some of the major tourism routes in the old context</p> <p>Defining new uses for provincial attractions such as inns, castles and abandoned warehouses</p> <p>Revitalizing one of the Iranian metropolis's aqueducts (Qanat) and allow them to visit even dramatically</p>

Upgrading tourism facilities and welfare services	Providing handicrafts and confectionery services and facilities near tourist sites
	Enhancing information in tourist places
	Improving the status and quality of services and accommodation
	Diversification of accommodation services and development of different types of accommodation to suit different types of tourism
	Recruiting tourism specialists (familiar with hotel management, tourism management, etc.)

Source: (Research findings)

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