

Recognition Status Damavand county tourism of Approach social and cultural structure

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Abstract: Today tourism is considered as advanced industrial and scientific, from important and noticeable activities in order to development and use of natural and human potential capacities. According to this is that Damavand city own people with manners and traditional culture and also have welcoming people that can be effective for tourism attraction in this research has been an attempt to investigate social and cultural structure of Damavand city based on attraction tourism and proper strategy is presented for better position and more preparation for attraction and face with tourism. In this study has been recognized position of social and cultural structure using swot technique. Methods of data collection and information analysis are more documents, descriptive and analytical. According to research findings this province with have cultural resources, high educated level; youth population and proper social characters for attraction tourism have high capacities for attraction tourism. In this context strengths' excel of weaknesses and also opportunities' dominant on treats. The method of strategy show aggressive strategy. Finally the priorities and strategies have been proposed based on matrix QSPM.

Keywords: tourism social, cultural, Damavand County

INTRODUCTION

Very old history of Iran and it's located in The Silk Road and communication road of worlds of East and West has been caused that Iran is considered as one of the important poles in the world. Ancient traditional culture and its combination with Islamic culture increased its importance and especially in recent year has been increased. Many scientists, sociologists, researchers and tourists about review and study of this region. Variety and different effects and sins that remained of Iran genetic culture –civilization next to available social capacities can be used as tourism attractions [1] and also provides abundant benefits that formed of physical and non-financial benefits. Tourism achieved is that importance of attention will be cleared, this is major factor in this day tourism is considered economical key in the developing countries. Since in this countries have been preferred tourism more than other develop plans. Due to the constraints and opportunities of the tourism sector, addressing the bottlenecks in the country's economic boom, the release

of a single product economy and attain sustainable development will be effective.

The most important of aspect of tourism economical is planning and total economic policy in the first stage. Static increase of tourism causes economic prosperity, engagement and other social benefits especially in the rural and local society. Tourism not only improve economical situation but also increase social and cultural benefits [2]. Based on the situation in present market interior and foreigner tourism is clear that many of tourists visit many places in the world, many places of cultural tourism attractions face with many of visitors and some of other attractions is seen more than its normal capacity. In the other places usually or actually the same places there are cultural cases that devote to attention of visitors but according to factor or factors they don't this role successfully. In the other places cultural tourism start recently or isn't available at all [3] and The usability and social attraction isn't used functionally. And distribution of visiting rates and tourism at the international level and

within the country is highly uneven. Overall tourism industry in our country, domestic tourism and international tourism ever has achieved favorable development. And the level of development of the program has been developed. International tourism since its inception always the numbers of tourists and exchange has been more than the same numbers of inputs. Due to its rich tourism resources, mainly due to many reasons such as: wrong goals and incorrect policies and social issues-economic and non-economic development and infrastructure construction. Under social and cultural dimension also causes abuse and Overriding values and has been elimination of tourism category [4]. Based on this in the period from 1995 to 2020 growth average of many tourists across of the world is predicted about 4/1 percent. The figure in the same period for Africa is 5/5, America 8/3, Southeast Asia and the Pacific 5/6, Europe 1/3, Middle East 7/6 and South Asia 2/6 per cent per year [5]. So it is worth considering the capabilities and limitations identified, proper strategy are being taken for achieve faster and more appropriate place in the available tourism attraction the Damavand city is as one of cities of Tehran province that have major tourism advantage in the Provincial and national levels,

Due to the city located in Population massive poles such as Tehran and Karaj the city requires total attention. Due to social and cultural construction of the city, for use of available capacities in this field variety social and cultural benefits will be fellow for the city. The aim of the research is detecting and evaluation strengths and weaknesses points, opportunities and social and cultural construction threats and also provides strategic policies in order to changes weaknesses to strengths and threats to opportunities for regeneration social and cultural construction Damavand city.

MATERIALS AND METHODS

Generally methodology has been a searching for facts or certain manners for detecting effects between events and understanding them principle or regulations. Master approaches is control research on the space of the quantities and qualities research. Research approach has been descriptive and analysis and necessary data collection for research has been through accurate library studies and use evidences and documents, also studies and field operations and direct observation for record information. In the study complete study has been done in order to social and cultural construction of Damavand city and then profits from (swot) technique for analyses. Interior and outer Damavand city have been studied for the reason and then by means of quaternaries with static community that consist of 25 person from present managers, researchers, experts has been used for Weight and evaluation the condition of all interior signs (strength and weak points) and outer signs (threats and

opportunities). In fact analyst approach and model approach is mentioned has been done in four steps

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Matrix of inner or internal factor evaluation (IFE)

The matrix is a tool to analyze the internal factors. Thus the strengths and weaknesses of environmental and geographical province have been identified in the relevant columns.

After identifying the internal factors of strengths and weaknesses in each factor a weighting factor between zero (no importance) till one (very important) was assigned and normalized data was used for weighting, that weight of allocated coefficients must be equal to one. To Weighting each factors and decisions in up or down important factors the viewpoints of experts were concerned and then weighted factors were normalized between zero to one. And also for normal function can be normalized the status quo with a score between 1 and 5, each operating was determined according to the following criteria that is called "status quo point".

Very good = 5, above average = 4, below average = 3, Average = 2, Poor (bad) = 1

In the matrix IFE it is important to note that the rates are assigned based on existing activities and basic environment and weights have been assigned and determined based on importance degree of each studied factor. Then weighted score for each factor is calculated by multiply scores for each row of internal factors in its normalized weight and insert a new column, finally the sum of weighted scores have been calculated that minimum is 1 and maximum is 5 and its average will be 3. If the final score of matrix IFE in regulatory strategies be less than 3 it means preferred strategy in terms of internal factors is overall weak, and if the final score in IFE be greater than 3 indicate that the strategy in the term of total internal factors is strength. The matrix also has a column called description which explains why the agent and its condition are described as the score and weight to justify.

B) External factors and external evaluation matrix (EFE)

Preparation process of the matrix EFE is as same as the matrix IFE only difference is that instead of the internal strategic factors external ones are used and the process is exactly like the previous matrix.

Four strategic planning strategies of SWOT

By comparison the strengths, weaknesses, threats and opportunities in the SWOT table and applying analysis, the four SWOT strategies are

presented and through this assessment, four types of strategic approach WT, ST, SO, WO is obtained . 4 - Prioritizing strategies using matrices QSPM

The QSPM (Quantitative strategic planning matrix) matrix consists as follow: first column of the matrix lists the outside strategic factors of Damavand institutional- social and cultural structure all the threats and opportunities and internal strategic factors within the institutional- managerial structure includes all Strengths and weaknesses of Damavand administrative. Same elements of the matrices IFE and EFE are taken. Weighted score for each factor in the second column of the table is obtained exactly from overall strategic priorities and the next column of strategies matrix that comes from SWOT matrix included quadruple WO , ST , WT and SO and each corresponded column to variety of strategies is divided into two columns. One is in column AS and the other is in column TAS and in column AS attractiveness is rated so that any desired operating strategy has been tested and it has been rated. In the points of interest this question should be answered whether these factors affect the choice of strategy? If the answer to this question be positive attractiveness should be rated with special attention to the relative attractiveness of each strategy comparing other strategies. Points of interest are as follows:

Score 1 = not attractive, Score 2 = somewhat attractive, Score 3 = attractive in acceptable level, score 4 = very attractive.

If the answer to the question above is negative, indicating that strategic factors do not affect the strategy thus attractiveness score for that strategic operating strategy row will be equal to one. Scores in the second column multiply the interest rate and total attractiveness score are inserted in the column TAS and the relative attractiveness of each strategy are desired. Total Points of TAS is calculated in the bottom row of the table that is the strategy priority score.

Theoretical Investigation:

Tourism contain different meanings that is mentioned the most normal them in the following .travel organization (wto) has defined tourism in the visiting model. The visitors who are that follow the country instead of their country. The group consists of travelers and people who go to the short sport ful travels [6]. The definition of The World Tourism Organization of tourism is something more than usual holidays. For the reason tourism consists of activities that tourists do, tourists people who are go to the travel for different reasons such as: free time, work, and other goals, that they go to the travel outer of their position less of a year in other words tourism is a person who that go to the other places outer of their places don't for working and acquire money and they stay in the place more than one

night and less than one year. The tourism industry is combination of different activities of transportation, feeding, and also related to location and management that continually and coherent act for servicing to tourists [7].

Tourism divides to two major groups; Outsider (international) that is generally and normal shape of tourism .that done from country to country.

Inward tourism (native) consist of all of travels that done in the country and includes certain geographical limits. One of the social revolutions in the current societies, free time is as one of importance needs of current societies and necessity for living technology pressure. According to the field tourism is one of methods passing and has been developed. Tourism and free time in the after modern age as a right, and change to the living bases and human [8]. One of the main points of tourists whose origin are in developed countries, in the third millennium is that these consumers are knowledgeable and professional, and interested participants are looking for high quality and will be from older group and motives of travel will be some what altered. Learning are seeking, tourists travel curiously and become so active and get out from passive situation and spending merely leisure time. Tourism has become a scientific process that started many years. Press Organization (WTO) and the World Association of Travel and Tourism (WTTC), among many other prestigious institutions, indicating that the changes we see after the Second World War [9]. Such transformational change in tourists for their products and services should also occur. When we deal with tourists expected to be more knowledgeable, more professional, more experienced and more curious so tourism destinations should also be able to offer services tailored to their expectations [5]. "Leo suggests that tourism attractions or the catchy tourist destinations, can bean intellectual frame work, organization, or knowledge-based, adapted to the characteristics of the audience [10]. Iran is a country with a diversity of climate and four seasons in every season of the year has a suitable area for development of tourism industry. Iran in cultural dimension is also a combination of cultural and biological diversity, whiles the origins of one of the oldest human cultures and in terms of its geographical and climatic characteristics, has been considered as the melting furnace cultures and peoples throughout history. If the United Nations Scientific and Cultural Organization (UNESCO) know our country in among of the world's top ten with tourist attractions certainly the culture can be shared motivation for such a choice. Thus, the culture, as structures of the development of tourism in Iran, can play a significant role [11]. Today, one of the factors that attracts tourists to visit the destination, is the culture that different from their own culture in fact these differences that motivate people to travel and

determine [12]. Including the important factors that plays a prominent role in attracting tourists beside culture, is the social structure and social facilities destination, community facilities, including a village welfare, welfare centers and family welfare camps, boarding facilities, and facilities for you are created by agencies and staff clubs are managed. These facilities are offered ton on profit. The social structure is one of competent factors to absorb the demand created by tourists as tourism [13]. Different types of social structure and culture, while putting effect of attracting tourists to their destinations, with the consequences and implications for tourists to see, the social consequences of tourism is that tourism effects on the structure, relationships, groups, and institutions. Educational and cultural impact of tourism on the physical and abstract products of human activity, especially on value systems, knowledge and behavior should not be ignored. The term "social influence -cultural" Both are as a recovered. These effects through meetings and exchanges between visitors and hosts social-cultural ties between the two categories, and the more general statement of changes occurring in the areas of receptive tourism development Tourism forms [14]. Cultural dimensions-social ,tourism, sustainable tourism is an integral element. In tourism research, tourism's role in the progression or prevent the need for more attention to social and cultural progress. Because social dimensions-cultural, economic and ecological perspectives are generally in favor of the marginalized [15].

Instead, most concentrate primarily encompassing a wide range of sustainability concepts related to economic performance measurements and Marketing, is dedicated [16]. With the arrival of tourists to their destinations and cultural capabilities-target social and cultural integration of the major tourist destinations and heavily influenced by the works. It seems that, in societies with strong cultural base and culturally homogeneous, and less influenced by the culture of the guests in turn may influence them to be more powerful. But a society with fragmented cultural or social break down resulting from deteriorating economic conditions, political instability, and the like are involved, it affected to be culturally more guests can [5]. The role of tourism in cultural exchanges, two approaches are proposed: One is the development of cultural tourism and cultural integration is positive and constructive role, and that tourism has a negative role in the development of culture and cultural convergence. In other words, some researchers believe that tourism has asocial and cultural impact, Including increased crime and delinquency, prostitution, social, develop mental abnormalities, and ultimately, the dissolution of native culture [12]. In the discussion sustainable tourism, the number of tourists to the extent they are allowed, then the capacity when the thres hold reaches an area where local residents, because they're destroying the

environment, tourism, local culture threatened. However, creatings warm and noise and of desirable effects, have been reluctant to increase the number of tourists [17] with respect to the issues raised, it is necessary to lever age some residents, to participate actively in the development of future tourism planning and decision making, with the goal of quality of life items [18]. And in their interactions with tourists facing roles will have the best and most useful.

Approach to community participation in tourism planning: In general, this approach is planned to benefit the people and the people should be involved in the planning and development of tourism in their areas. The fields of popular participation can be divided in four parts of political, social-cultural, economic and environmental issues. In this participate the purpose of participate is community participation, involvement of people, groups and factions ranging from the public, private, cooperative and state in various stages of planning, implementation and monitoring and evaluation. Political participation, including members hip in guilds and unions, and various organizations to assist local authorities indecision- making. Cultural participation community including public companies and related in stitutions in the formulation of objectives, policies and appropriate behavior when visiting a community with a Host of other people as tourists. Economic partnership including: investment in people, institutions and businesses related to the proposed projects and programs. Environmental cooperation, including environmental regulations and standards, tourism activities[19].

Introduction ofthe study area

Damavand city, with an area of 188 thousand hectares, is located in the geographical coordinates 35 degrees 26 minutes to 35 degrees 54 minutes north latitude and 51degrees 48 minutes to 52 degrees 33 minutes east. The city in south-central Alborz Mountains is located and in East of Tehran province, from the North to the province Mazandaran, from the south to province Semnan of the Eastto Firoozkooch and of West to Shemiranat city of Tehran, and Pakdasht is limited. Based on political administrative division set forth in Statistical Yearbook, in2009 province of Tehran, Damavand city has two center districts and Roodehen, five villages to names Abrood central point of Absard, Abarshyv centered Sarbandan, Tar River Mra' center, Abali of centering Abali capital, Mehrabad by centering of Mehrabad and 5cities names Damavand, Roodehen, Absard, Kylanand Abaliand 112villageswhich had. habitancy. Damavand city, based on population and housing census in1385, had the population of 95622 people, of which 71478 people were in urban areas and 24144 were in rural areas. In fact one can say 74.8% of the population lived in the city of Damavand city and 25.2 per centin rural areas.

DISCUSSION

According to the theoretical framework of tourism, recognizing the city of Damavand, in relation to social structure is specified and then factors based on quantitative and qualitative data using factors of in the context of intra-regional factors (weak points and strength) and SWOT ,using regional outside (threats and opportunities), has been organizing and planning

strategies for the future planning framework for sustainable tourism development in the social structure - the cultural city of Damavand be provided.

Evaluation matrix of inner or internal(IFE)and external factors and external(EFE)in the social structure-the cultural city of Damavand:

Table 1: Matrix IFE social structures - cultural city of Damavand

Description	Weighted score	My current situation	Weight	Internal strategic factors	
	0.167	2	0.083	W1-lack of accommodation facilities and equipment in the field of tourism and the services sector revealed these places with population imbalance tourists	Weaknesses
There are weaknesses in the present city attractions	0.125	3	0.042	W2-not having enough information on tourist attractions in the city of city	
Not understanding the tourism and attractions	0.188	3	0.063	W3-lack of expertise and training in these areas.	
	0.125	3	0.042	W4- distribution of tourists in different seasons and seasonal and permanent jobs related to tourism	
	0.125	2	0.063	W5-conflict and cultural differences between tourists and people in rural areas	
Narrowing the field of tourism and tourist villages	0.188	3	0.063	W6-orientation of most people in most villages, villas and exclusive use of the private gardens.	
	0.188	3	0.063	W7-existence of indigenous peoples negative view towards tourists and tourism	
To provide reasonable grounds engage with other cultures	0.250	3	0.083	S1-awareness and literacy among the people of the village and there's a sense of partnership between the people of this city	Strengths
Valuable tourist attraction	0.313	3	0.104	S2-existence of customs, local culture and traditions and historical sites and seeing some "of the past have remained.	
	0.188	3	0.063	S3-a spirit of hospitality the city	
	0.333	4	0.083	S4-possession of the young population structure and the presence of suitable conditions to develop tourism	
Favorite attraction of tourist	0.333	4	0.083	S5-producing handicrafts in the city by housewives	
	0.250	3	0.083	S6-existence of genuine Islamic traditions such as devotion and its social and cultural implications	
	0.333	4	0.083	S7-low-density population in the city, resulting in little change into tourist attractions (natural and man-made attractions)	
	3.106		1	total	

Table 2 : Matrix EFE social structures - cultural city of Damavand

Description	Weighted score	My current situation	Weight	Internal strategic factors	
Some of the problems in attracting tourists	0.255	3	0.085	T1-lack of awareness and lack of cultural tourism and its impact on the environment, tourism, tourist behavior Resulting in damage to attractions, gardens and pollution, environmental degradation, including soil and water and ...	The threat
Contrasting cultures	0.191	3	0.064	T2- cultural differences and conflict between local communities and local tourists	
	0.170	4	0.043	T3-proliferation of social crimes in the area before the arrival of tourists	
Overcrowding, congestion, damage to tourism	0.191	3	0.064	T4-density in excess of tourists throughout the year	
	0.170	2	0.085	T5-existence of strong cultural centers, art and history surrounding the city to attract tourists and their competition with the city of Damavand.	
	0.255	3	0.085	T6 -Culturally inappropriate and unfair distribution of resources in the province and the city and national scale.	
	0.255	4	0.064	T7-changing consumption patterns and living worship of the host community and promoting consumer culture and fashion	
	0.340	4	0.085	O1-facility rebuilding about 159 of which are cultural and historical part of the hills and castles are deserted and in ruins.	The opportunity
	0.426	4	0.106	O2-creating jobs and reducing unemployment by expanding tourism and its related problems.	
There is plenty of work force	0.340	4	0.085	O3-young community and the possibility of their talents	
	0.191	3	0.064	O4-The Art of the agencies associated with tourism activities in the country	
Using the potential of the adjacent population centers	0.191	3	0.064	O5-close to major population centers and industrial poles (Karaj and Tehran), enabling social and cultural ties	
	0.255	4	0.064	O6-cost banking facility artistic and cultural activities to encourage private and public participation in cultural and artistic activities	
	0.128	3	0.043	O7-establish cultural exchanges with tourists and expand the breadth of scope of people leads And areas for development and acceptance by the community provides better tourism.	
	3.362		1	total	

According to the above tables Based on the strengths and weaknesses and the opportunities and threats weighted core, which is obtained from the importance of the situation and social-cultural structure city of Damavand, Is as follows: Three main weakness absence of W3-W6- oriented specialist strained in these areas, most people use the village's most exclusive private villas and gardens W7-existence of indigenous peoples negative view towards tourists and tourism Weighted Score 0188 are placed at the same level; Greatest strengths, three strengths S4-a young population structure, and appropriate are as to develop tourism in the city, by the S5-produces handicrafts. Housewives S7-density and low population in the city, resulting in little change transformed into tourist attractions (natural and man-made attractions) with having a score of 0.333 weight at the same level are placed. The main threats are: T1-lack of awareness and lack of cultural tourism and its impact on tourists' behavior and the resulting damage to the environment, tourism attractions, such as environmental pollution and degradation of soil and water gardens, and more. T6-distribution facilities inadequate and unjust cultural

sector in the province and the city and national scale. T7-changing consumption patterns and life in the host society and the spread of consumer culture and fashion, love and. With a score of 0.255 weight are equally important; And the important opportunity is to create jobs by expanding O2-tourism and reduce unemployment, and problems caused by the weight rating 0.426.

Positioning strategy of the social structure-the cultural city of Damavand:

Strategic situation in the social structure-the cultural city of Damavand in Figure 1 is as follows.

Score on axis X of 0.604 and on-axis Y of 0.426, which is actually offensive strategy (SO) shows, in this strategy, all systems demand situation through which they can both strengths and opportunities to maximize the upgrades are possible. Unlike the reaction solution which is a defensive pattern, the invasive pattern is considered active solution. So adopting aggressive strategies are recommended for this collection.

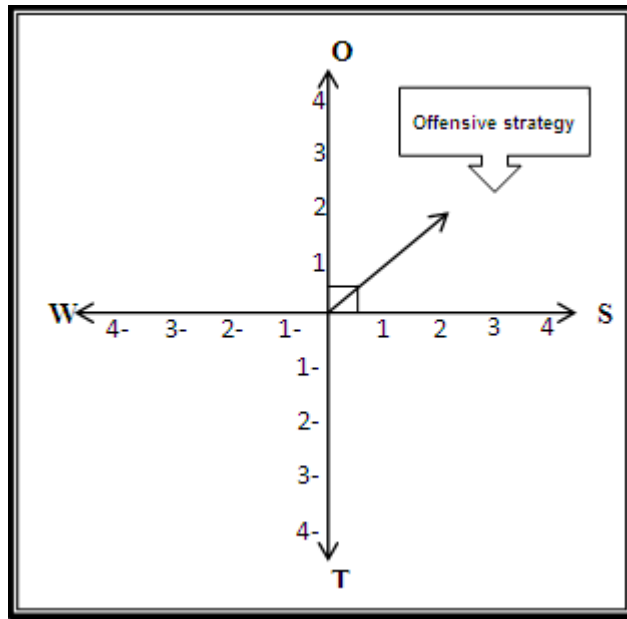


Figure 1 - Location of the structure and strategy of social - cultural city of Damavand

SWOT matrix of the four strategies in the social structure-the cultural city of Damavand

1. Aggressive strategies (SO):

- So1-The use of young and educated work force morale and friendliness and hospitality of the people visiting the city's tourism
- So2-Considering and planning for human attractions of the city including customs and local culture and tradition, historical places and arti-facts for tapping by the tourism industry
- So3-Thereasonable and efficient use of human and natural attractions, due to the low population density in the city remains without and of course there are no changes and little damage and many of the attractions that many tourists
- So4-advertiseand regulate the programs, which use of the large population centers in the vicinity of the city living in favor of tourism in they can have a contribution in attracting tourists from major cities around.

2 –Appropriately strategies (ST):

- ST1-formationexhibitions,conferences and meetings for promoting and recognizing talent and special human and natural resources, tourism, city
- ST2-Learningtotourists, both the host, in order to respect each other’s culture and values, in order to prevent conflict between them and any problems maintaining traditional culture and history of indigenous peoples to maintain and sustain the environment their self
- ST3- The use of local potentials for investment protection and care of the human and natural attractions in the city

ST4- Equitable allocation and distribution of resources in the national and provincial level for fair competition between different provinces and cities to attract tourists

3- Adaptive strategies (WO):

- WO1- Allocation of suitable facilities for the population in tourist places and also provides other services needed by tourists
- WO2- advertising and educating tourism, the recognition of the human and natural attractions, the city people for aping the potential of the city and change the negative view of indigenous people, tourism and tourists
- WO3- create the possibility people to investing the local tourism industry with the micro and macro funds, and facilities needed in this area
- WO4-Attention to the revival of art and cultural attractions to attract tourists’ interested organizations related to this field

4 –Defensive strategies (WT):

- WT1 – Meting the security of Tourist Places to prevent violations of these places and have a sense of security for tourists and local people
- WT2- Determining the optimal population density, tourism in various places, especially in the tourist season, to reduce the pressure and density over the places and attractions and to prevent their destruction
- WT3 - Attention to the success functions of other provinces and the city ,to take measure in the field of tourism and compete with them
- WT3- Considering the successful practices of other counties and the city, to make deliberate efforts to compete with them in the fields of tourism
- WT4-Explain the concept of tourism as an industry has unique benefits for host communities.

Matrix QSPM provides strategies in social structure-cultural city of Damavand:

Table 3: Matrix QSPM internal factors SO & ST strategies in the social structure - the cultural city of Damavand

SO & ST																موزون امتیاز	IFE
ST ₄		ST ₃		ST ₂		ST ₁		So ₄		So ₃		So ₂		So ₁			
TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS		
0.501	3	0.668	4	0.167	1	0.167	1	0.167	1	0.167	1	0.167	1	0.167	1	0.167	W ₁
0.125	1	0.125	1	0.125	1	0.5	4	0.125	1	0.125	1	0.125	1	0.125	1	0.125	W ₂
0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	W ₃
0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	W ₄
0.125	1	0.125	1	0.5	4	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	W ₅
0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	W ₆
0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	W ₇
0.25	1	0.25	1	0.25	1	0.25	1	0.25	1	0.25	1	0.25	1	1	4	0.250	S ₁
0.313	1	0.313	1	0.626	2	0.313	1	0.313	1	0.313	1	1.252	4	1.252	4	0.313	S ₂
0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	S ₃
0.333	1	0.666	2	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	1.332	4	0.333	S ₄
0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	1.332	4	0.333	1	0.333	S ₅
0.25	1	0.25	1	0.5	2	0.25	1	0.25	1	0.25	1	1	4	0.25	1	0.250	S ₆
0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	1.332	4	0.333	1	0.333	1	0.333	S ₇
3.44		3.94		4.044		3.481		3.106		4.105		5.794		5.794		3.106	total

Table 4: Matrix QSPM external SO & ST strategies in the social structure - the cultural city of Damavand

SO & ST																امتیاز موزون	EFE
ST ₄		ST ₃		ST ₂		ST ₁		So ₄		So ₃		So ₂		So ₁			
TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS		
0.25	1	0.765	3	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	T ₁
0.19	1	0.191	1	0.764	4	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	T ₂
0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.170	T ₃
0.19	1	0.573	3	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	T ₄
0.17	1	0.17	1	0.17	1	0.51	3	0.68	4	0.17	1	0.17	1	0.34	2	0.170	T ₅
1.02	4	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	T ₆
0.25	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	T ₇
0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	1.36	4	0.34	1	0.340	O ₁
0.42	1	0.426	1	0.426	1	0.426	1	0.426	1	0.426	1	0.426	1	0.426	1	0.426	O ₂
0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	1.36	4	0.340	O ₃
0.19	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.573	3	0.191	1	0.191	O ₄
0.19	1	0.191	1	0.191	1	0.573	3	0.764	4	0.191	1	0.191	1	0.191	1	0.191	O ₅
0.25	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.765	3	0.255	1	0.255	O ₆
0.12	1	0.128	1	0.128	1	0.128	1	0.128	1	0.128	1	0.128	1	0.128	1	0.128	O ₇
4.12		4.25		3.931		4.08		4.441		3.358		5.27		4.548		3.362	total
7.56		8.19		7.975		7.561		7.547		7.463		11.064		10.342			SumTotal

Table 5: Matrix QSPM internal factors in the social structure of WO & WT strategies - cultural city of Damavand

WO & WT																امتیاز موزون	IFE
WT ₄		WT ₃		WT ₂		WT ₁		Wo ₄		Wo ₃		Wo ₂		Wo ₁			
TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS		
0.167	1	0.334	2	0.334	2	0.167	1	0.167	1	0.334	2	0.167	1	0.668	4	0.167	W ₁
0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.5	4	0.125	1	0.125	W ₂
0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	W ₃
0.125	1	0.25	2	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.125	W ₄
0.25	2	0.125	1	0.125	1	0.125	1	0.125	1	0.125	1	0.25	2	0.125	1	0.125	W ₅
0.376	2	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	W ₆
0.752	4	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.752	4	0.188	1	0.188	W ₇
0.25	1	0.25	1	0.25	1	0.25	1	0.25	1	0.25	1	0.25	1	0.25	1	0.250	S ₁
0.313	1	0.313	1	0.313	1	0.313	1	0.939	3	0.313	1	0.313	1	0.313	1	0.313	S ₂
0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	1	0.188	S ₃
0.333	1	0.999	3	0.333	1	0.333	1	0.333	1	0.666	2	0.333	1	0.333	1	0.333	S ₄
0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	S ₅
0.25	1	0.25	1	0.25	1	0.25	1	0.5	2	0.25	1	0.25	1	0.25	1	0.250	S ₆
0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	1	0.333	S ₇
3.983		4.064		3.273		3.106		3.982		3.606		4.17		3.607		3.106	total

Table 6: Matrix QSPM external factors in the social structure of WO & WT strategies - cultural city of Damavand

WO & WT																امتیاز موزون	IFE
WT ₄		WT ₃		WT ₂		WT ₁		Wo ₄		Wo ₃		Wo ₂		Wo ₁			
TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS		
0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.765	3	0.255	1	0.255	T ₁
0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	T ₂
0.17	1	0.17	1	0.17	1	0.68	4	0.17	1	0.17	1	0.17	1	0.17	1	0.17	T ₃
0.191	1	0.191	1	0.764	4	0.382	2	0.191	1	0.191	1	0.191	1	0.764	4	0.191	T ₄
0.17	1	0.68	4	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	T ₅
0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	T ₆
0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	1	0.255	T ₇
1.02	3	0.34	1	0.34	1	0.34	1	1.36	4	0.34	1	0.34	1	0.34	1	0.34	O ₁
1.278	3	0.426	1	0.426	1	0.426	1	0.426	1	0.852	2	0.426	1	0.426	1	0.426	O ₂
0.68	2	0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	0.34	1	0.34	O ₃
0.382	2	0.191	1	0.191	1	0.191	1	0.764	4	0.191	1	0.191	1	0.191	1	0.191	O ₄
0.191	1	0.573	3	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	1	0.191	O ₅
0.255	1	0.255	1	0.255	1	0.255	1	1.02	4	1.02	4	0.255	1	0.255	1	0.255	O ₆
0.384	3	0.128	1	0.128	1	0.128	1	0.128	1	0.128	1	0.128	1	0.128	1	0.128	O ₇
5.677		4.25		3.931		4.059		5.716		4.549		3.868		3.931		3.362	total
9.66		8.314		7.204		7.165		9.698		8.155		8.038		7.538			SumTotal

CONCLUSIONS AND RECOMMENDATIONS

After identifying various aspects of tourism in recent decades, more and more studies are felt necessary to further attract more tourists. Existence many benefits necessary to attract tourists of this area would be required.

Today, tourism is not only an economic phenomenon harmless, but as the industry is multi-dimensional, that control costs and prevent the negative effects that tourism can guarantee stability and other benefits of covert and over utilizeit.

By employing this perspective the results of internal and external factors of social structure and culture to attract tourism in the city of Damavand was obtained are as follows.

Matrix of internal and external strategic factors, social structures-cultural city of Damavand shows the total weighted score of internal matrix table is 3.106; the resulting number is slightly higher than average(3) that according to the current situation, the strength of the social –cultural structure of Damavand

city overcome on weaknesses; and sum of a weighted score of the matrix table outside factors is 3.362. Again, the resulting number is greater than the average and opportunities overcome on threatens. In sum External factors matrix has relatively better condition than internal factors . But the strategy is to solve the matrix QSPM the status quo, the social structure-the cultural city of Damavand, and move to the top position in the national and provincial priority order based on the final score would suggest the following;

Table 7 - Proposed strategies in the social structure - the cultural city of Damavand

Suggested strategies for social structures - cultural city of Damavand	Final Score	Priority
SO2-focus and planning for human attractions of the city including customs and local culture and tradition, historical places and artifacts for use by the tourism industry	11.064	1
SO1-use of young and educated work force and a spirit of friendliness and hospitality of the people visiting the city's tourism	10.342	2
WO4-the revival of art and cultural attractions to attract tourists interested organizations related to this field	9.698	3
WT4-explain the concept of tourism as an industry has unique benefits for host communities	9.66	4
WT3-the successful practices of other counties and the city of deliberate actions in the field of tourism and compete with them	8.314	5
ST3-use of local potentials for investment protection and care of the human and natural attractions in the city	8.19	6
WO3-generating investments Aboriginal people in the tourism industry with its micro and macro funds, and facilities needed	8.155	7
WO2-promotion and tourism education and the recognition of the human and natural tourist attractions in the city peopleIn order to exploit the potential of the city and change the negative view of local people and tourists to tourism	8.038	8
ST2-training in order to host tourists and people respect each other's culture and values in order to avoid conflictAnd any problems between them and the preservation of traditional culture and history of indigenous peoples to maintain their value and sustainability of ecosystems	7.975	9
ST4-allocation and equitable distribution of resources at national and provincial level for fair competition between different provinces and cities to attract tourists	7.563	10
ST1-up of exhibitions, conferences and meetings of identifying and promoting talent and special human and natural resources, tourism, city	7.561	11
SO4-ad, and adjustment programs of huge population centers of tourist interest in the vicinity of the city are living in their cityAnd they have a stake in attracting tourists from major cities around	7.547	12
WO1-in facilities and equipment appropriate to the population in places of tourist demand and supply of other services required by tourists	7.538	13
SO3-use, decent and optimization of human and natural attractions that the city has been left unused because of low population density.	7.463	14
WT2-capacity, flexible and determining optimal population density in different places of tourism, especially in tourist seasonIn order to reduce the pressure and density over the places and attractions and to prevent the loss and destruction of their	7.204	15
WT1-tourist places to prevent breaches of security at these places and have a sense of security for tourists and local people	7.165	16

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