

Monitoring of prospects of development of rural tourism in the city of Garmsar by using of SWOT model

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Abstract

Rural tourism by providing new opportunities to many villages as a means to rural communities gives renaissance, will because of development of these areas and Keep standing its settlements. On the other tourism development without planning cause social and environmental damage in rural settlements; so must according to the environmental characteristics and the terms of any place, used from a special kind or the combination of these approaches and strategies for the development of tourism in rural areas. in this article beginning used combined methods (survey methods and analytical method) at this stage according to further information available Paid to check attractions, tourist service facilities and tourism situation and its impact on community development study and then in later research, to analyze the information and provide strategies to expand rural tourism SWOT method has been used that early according to a survey conducted on the internal environment and the external environment area, a list of strengths, weaknesses, opportunities and threats was identified and then by the opinions of people, tourists and responsible people and the weighting of each of these issues and then calculate and analyze them, priorities were identified and finally to overcome or minimize weaknesses and threats and strengthen and improve strengths opportunities in connection with the promotion of tourism in rural areas studied, appropriate strategies presented. The population studied in this research comprises three groups that using Cochran sampling for households (people) 170 and for tourists 140 and to authorities, 52 people for example, is selected.

Keywords: rural tourism, Garmsar, rural development, SWOT.

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1. Introduction

Most countries by offering a variety of strategies and approaches, have done wide activities and initiatives in providing tourist attraction, development of tourist activities. Anyway if asked to obtain a clear concept of tourism and its related activities, first to recognize the important concepts of this industry and its variants, therefore under will be discussed to define some terms.

In general, rural tourism from two aspects is important one as a global campaign and the role of regional and local development policies; Therefore, it is reasonable to be accepted does not exist and generally acceptable definition from rural tourism. Furthermore it must be admitted that distinctive features such as activation and special situations, apart rural tourism from other sectors or forms of tourism, but it is interesting to note that there is no definition or features from rural tourism that is widely accepted. While at first glance, trying to define rural tourism it seems to be an easy task, as Lynn says: tourism of that happens in the country side; say rural tourism but such simple definition also have many ambiguous. For example, tourist definitions can be different and especially in the framework of suburbs the difference between the activities that forms of tourism, leisure or sports and recreation counts, sometimes it can be dark and fades. Yet the countryside is equally difficult to define; so conceptually that seems simple defined rural tourism as tourism that have found the areas around the cities, but this definition cannot contain a set of activities and different forms of management and developed institutions in different countries which will operate in conjunction with the tourism industry. From the perspective of the wider concept, can rural tourism knew encompasses a range of activities, services related to recreation and relaxation tourists that by farmers and rural people takes place to attract tourists in their areas in order to earn money. If this broader interpretation be accepted generally rural tourism, farm tourism and agriculture covers and consequently includes provide services such as accommodation, catering,

entertainment and recreation facilities, local celebrations and ceremonies, production and sale of handicrafts and agricultural products etc. to tourists (Mo'tamedi mehr and mosa Pourrmyandehi, 2006: 45-64).

In Europe, rural tourism consultants is being used to refer to the agritourism (farm-based tourism), but if necessary, all tourist activities in rural areas covers and described.

In this case, according to the definitions listed from tourism and rural tourism can be defined rural tourism this way: rural tourism can be told to all activities and services that by farmers, people and governments for leisure, recreation and tourism as well as activities that carried out by tourism in rural areas it can also including agricultural tourism, farm tourism, ecotourism and cultural tourism reduction (taqadosi Zanjani and daneshvar Anbaran, 2006: 179-192). As mentioned according to the above definitions, rural tourism single is not Contains agritourism, but takes all activities that tourists do in rural areas; therefore we can say that rural tourism with different motivations Such as geological and unique eco-adventure opportunities for access to cultural attractions to visit or quality of the space and the environment in rural areas.

Participate in many activities and so certain types of tourism is seen in rural areas that it depends to the passenger, destination features and incentive travel; Therefore, due to the tourists travel intentions, rural tourism is divided in to five categories:

Table 1. Types of rural tourism

Natural Tourism	Mainly engage in the ecological attractions
Cultural tourism	Related to the culture, history, heritage and ancient rural people
Indigenous tourism	A type of tourism That In addition to interacting with the natural attractions (such as rivers and mountains ...) Associated With Life and social norms That These are also interacting with the natural attractions
village Tourism	In this type of tourism tourists have lived In households Village And participate In economic and social activities of the village.
Agricultural tourism	In this type of tourism Tourists without Creation The negative consequences On the ecosystem of the region host Interact with traditional agricultural activities Or are involved in

Source: (taqadosi Zanjani and daneshvar Anbaran, 1385: 179-192)

Also according to Jenny Holland et al. rural tourism can take instead of the concept of farm tourism and or agricultural tourism, but both of them counts large components of tourism in rural areas. According to

what was said, we can say that rural tourism is a new approach in the context of rural development that is such as development dimensions and varied works; so development of rural tourism often is proportional with share of rural areas in social and economic reforms. Therefore comments and different theories in the case of tourism development in rural areas and its relation to the development of rural areas emphasize that the current direction is changed to "tourism-led growth." therefore, tourism is an essential element towards the restoration and reconstruction of rural areas and some know it as a part of the tourism market and believe it can be used with other forms of tourism such as: sun, sea, sandy beaches comparison, some also believe that rural tourism can be regarded as a philosophy for rural development this aspect can be important from three points of view raised: rural tourism as a strategy for rural development: approaches that apply tourism as a strategy for rural areas, seen in different contexts. These approaches considering the degradation villages and the decline of agriculture trying to offer new strategies to revitalize rural areas through the creation of complementary activities or transform these areas due to the physical and human resources

The only way to rehabilitate the villages knows providing detailed strategy plan that can both human and natural resources to benefit them and can to be cause of generating income and increasing prosperity of life in rural areas. Therefore, they believe that through the expansion of tourism as an alternative to agricultural activities in these areas Can acquired to this matter. For this purpose these strategies usually follow the following approach:

1. Rural tourism as a development strategy.
2. The change of less developed rural areas (barqi and others, 2012: 15-26).
3. Rural tourism as a reform policy of rural settlements: In this strategy, tourism as a key sector for rural reform even in areas that from the past they did not boom in tourism activities, to be handled. Proponents of this theory believe that they're able to reduce the reliance of rural producers to agriculture and they are to be used in the new economic opportunities (which compete with more global marketing); for example, in eastern Europe more on tourism the emphasis is as a tool to rebuild the villages after the decline of

agriculture; while in Africa more emphasis is the low diversification of rural areas more developed. Hence in this strategy usually follow the following three approaches:

1. Rural tourism as policy reform
2. Reconstruction of the decline of agriculture
3. Develop and improve products and tourism products (Najafiasl, 2014: 147-166).

3. Rural tourism is a tool for sustainable development and protection of natural resources: Sustainable tourism policy in today's world is a comprehensive approach that for long-term growth of the tourism industry no adverse effects on natural habitats. Also emphasize that in terms of tourism development, human will be able to certain aspects of the environment positive or negative is modification or manipulation.

For this reason, over the past few years, the concept of sustainable tourism to a certain extent improved and established until the can be respond to threats of tourism disorganized, sustainable tourism, review tourism within borders and like a triangle relationship among the host society and its territory one direction and the guests, the tourists In this regard triangle looks like. Currently rural tourism plans to modified tensions between the three sides of the triangle and in the long term establish balances. Also this section of tourism intends to minimize cultural and also environmental damage, provided visitor satisfaction and in the long run provided basics growth area and be a way to obtain a balance between the growths of tourism and needs the protection and conservation of natural resources. For this purpose these strategies usually follow two following approaches:

1. Rural tourism a tool for sustainable development
- 2-distribution and distribution in order to preserve capital and tourist resources.

According to different views and theories of tourism, rural development, goals and iconic works for them, we can say that rural tourism from one side by providing new opportunities for many villages a device that gives resurrection to rural communities; it is cause development of these areas and keeps alive this's settlements. On the other hand development without planning caused Social and environmental damage in rural settlements; So must according to the

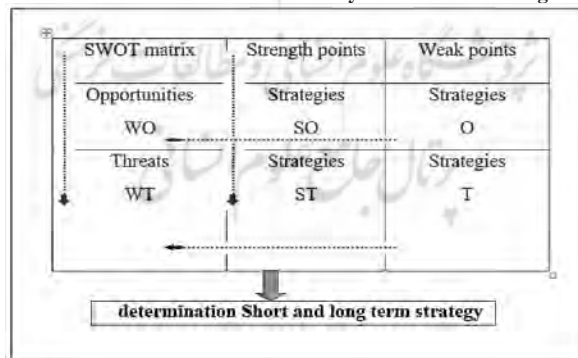
conditions and characteristics of each place, of a particular kind or a combination of these approaches and strategies used for the development of tourism in rural areas (Mahmoudinejad and others, 2007: 54- 95)

2. Research methodology

In order to achieve the objectives of the study, in this article at first used the hybrid approach (survey methods and analytical method) at this stage according to further information available the attractions, facilities and services for travel and tourism status and its effects have been studied in community development discussed and then in later research, to analyze information and providing rural tourism development strategy has been used SWOT method at first according to surveys conducted the indoor and outdoor environment area, a list of strengths, weaknesses, opportunities and threats were identified and then by surveys of the people, tourists and officials and weighting to each of these issues and then calculation and analyzing them, priorities identified and finally to reduce weaknesses and threats and strengthen and improve strengths opportunities in connection with the promotion of tourism in rural areas studied, Provided appropriate strategies.

It should be noted the population studied in this research three forms using Cochran sampling method for households (people) 170 and for tourists 140 and for officials the number 52 was chosen as examples.

Table 2. SWOT matrix and the way of determine strategies

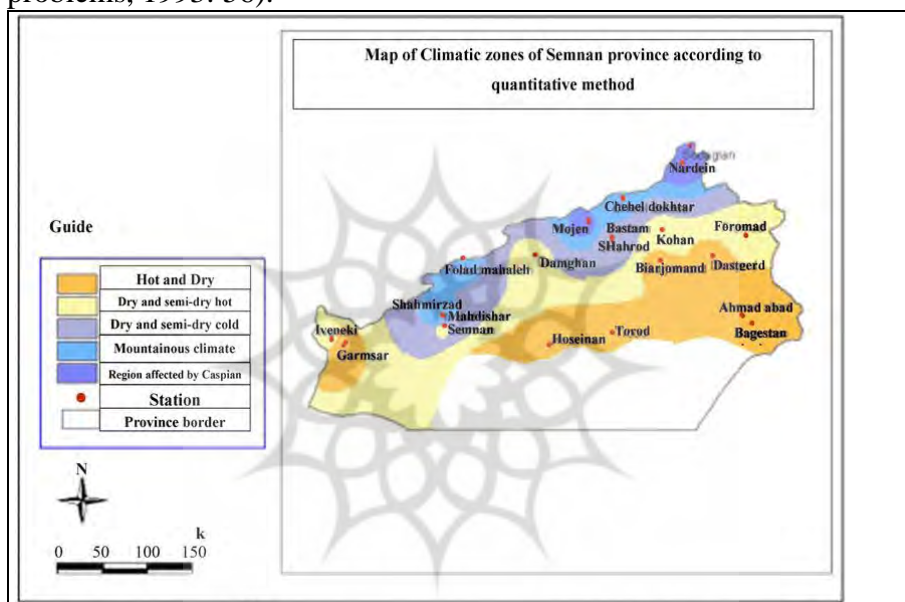


Source: author

3. Some general points about the scope of the study

City of Garmsar to 1958 was one of the parts of Tehran and in the fourth Persian date Bahman 1958 became the independent city of

Garmsar. This city is 85 kilometers from Tehran and it is located in the Southeast. IN ancient times it was called "khar" and in ancient times it said, "Shining sun." The city has a warm and dry climate in summer and cold in winter. Now this city is a city in Semnan province that agriculturally is in second place post anymore of the said province and in terms of agriculture in the province has From particular importance (A visit to the city Garmsar: Garmsar: Plant and its problems, 1993: 56).



Map No. 1. Political divisions of Semnan province

Source: (<http://file.scirp.org>)

Around land cultivated in Garmsar is 45 thousand hectares and about 1863 hectares of land there in the garden. The city is the most important summer melon crop that This fruit not only in our own country and between people of different cities has a lot of fans, but in many countries also, has opened for itself a special place. City population is Over 75,000 that of these 30,000 in the city center and other Scattered in districts and villages subsidiary (A visit to the city Garmsar: Garmsar: Plant and its problems, 1993: 56).

In terms of development indicators were assigned City of Semnan by far compared to other cities in the first place, the city anymore, ranked second, Garmsar city ranked third and the city of Damghan with a relatively large distance in fourth place (Azkia, 2002: 40).



Map 2- city position of Garmsar in Semnan province

Source: Statistics Agency

Evaluation of city of Garmsar which earned third place in comparison to other cities, suggests that city of Garmsar in the education sector ranked first, in the arts and culture, health, agriculture and mining industry ranked second, third place in urban development and in population and employment, rural development and transport and communications is ranked fourth.

The most important factors for the city's progress can know having a network of two-lane railway transport and the two-lane roads of Tehran- Mashhad, having three active and growing industrial town, geographical location privileged access to the political center, commercial and economic, the existence of only permanent river province at that, production and greenhouse cultures dense off-season, existence land without opposition to the establishment of various infrastructure facilities, Unique mines such as sodium sulfate, celestine and so on. Of course, issues and problems Such as poor quality of drinking water and agriculture, lack of spaces equipped health, advancing desert and the sand dune, open manufacturer of evaporative gypsum and salt within the parameters of urban development and amenities, inadequate watershed management plans for reform of saline and alkaline soils, Lack of appropriate indicators of the development of mineral processing and the upward trend of

degraded pastures dry due to several droughts prevent proper development of Garmsar city (Amin Beidokht, 2006: 23).

Table 1. List of the villages of Garmsar

Row	Name of the village	Village Code	District Name	Section Name
1	Rshmeh	120	the suburbs	Central
2	Rikani	121	the suburbs	Central
3	kardvan	122	the suburbs	Central
4	Mohammad Abad	123	the suburbs	Central
5	Meligan bala	124	the suburbs	Central
6	Shah Sefid	125	the suburbs	Central
7	Fond	126	the suburbs	Central
8	Koshk khaleseh bala	127	Lajran	Central
9	Lajran	128	Lajran	Central
10	Node khaleseh	129	Lajran	Central
11	farvar	130	Lajran	Central
12	Haji Abadatshgah	131	Lajran	Central
13	farvan	132	kohan Abad	Aradan
14	Kohan abad	133	kohan Abad	Aradan
15	Kondqlykhan	134	kohan Abad	Aradan
16	Dolat abad	135	Yatery	Aradan
17	Deh Sultan	136	Yatery	Aradan
18	Hosein Abad kordeh	137	Yatery	Aradan
19	Emamzadeh Zulfikar	138	Yatery	Aradan
20	Emamzadeh Abdullah	139	Yatery	Aradan
21	Rostam Abad	140	Yatery	Aradan
22	Davar abad	141	Yatery	Aradan
23	Hasht abad	142	Yatery	Aradan
24	Yatery bala	143	Yatery	Aradan
25	Ganda	118	Eyvanakey	Eyvanakey
26	Cheshmeh Nadi	119	Eyvanakey	Eyvanakey

Source: Bureau of Statistics

4- Analysis

In order to develop strategies and policies for rural areas through the promotion of tourism, understanding the four factors of SWOT in order to address weaknesses, threats, strengths and opportunities for improvement be considered inevitable. Based on this, development strategy for these areas with list of the most important strengths and opportunities in order to:

- 1-design aggressive strategies Based on the use From competitive advantages of rural areas
2. explain the opportunities facing the region in order to eliminate weaknesses by providing strategic review, In order to reallocate resources
3. The strengths of the regional plan In order to address sub-regional threats, with emphasis on diversification strategies In order to meet the needs of rural areas as well as

4. Plan defensive strategies to meet regional vulnerability

4.1. Internal factors affecting the development of rural tourism in the area of Garmsar

The purpose of this stage is Sensing indoor area studied to identify strengths and weaknesses; means aspects is considered that in achieving the objectives of the planning and execution of its task have favorable environment or inhibitors. therefore in this section three categories of existing strategies, practices and resources, considered and examined and divided as the strengths and weaknesses and in the context of rural development dimensions (economic, social, cultural, ecological and institutional).

4.2. External factors affecting the development of rural tourism in the area of Garmsar

The purpose of this stage is to explore the effects of the external environment in the study area to identify opportunities and threats that area in connection with the promotion of tourism is faced with. Therefore, based on studies and environmental status of the study area, collection and effective opportunities and threats on this area in terms of tourism in the framework of rural development (Economic, socio-cultural, eco natural biological and institutional) was consideration and review.

Table 3. Matrix factors affecting the development of rural tourism In Garmsar

	Weak points	Strength points
Economic	The reluctance of people to invest in the tourism sector for different reasons Including: Increased land speculation And the purchase and sale of land, Lack of familiarity with the tourism industry and ...Lack of planning and public investment in this area	Susceptibility and fitness area Investment and tourism planning In order to use natural and human resources And presenting it as an important hub for tourism
Economic and cultural	Inappropriate and inadequate health facilities and services Inappropriate and inadequate accommodation and welfare facilities and equipment lack of trained personnel in these areas Inadequate distribution of tourists in different seasons Conflict between cultural tourism and rural people Most people tend to use proprietary rural areas in the form of private villas	Awareness and education of people and a sense of partnership the villagers there are customs, local culture and traditional as well as historic sites and spectacular that Sometimes that have remained from the past
Ecological	Inadequate infrastructure and physical environment inadequate equipment and recreational facilities	There is a beautiful and unique landscapes In rural areas studied Close proximity to major population centers such as Tehran and other cities around Easy and convenient access to these areas for tourists
Institutional	Villagers lack of knowledge and lack of training in how to deal with tourists	Trust authorities to create jobs through tourism as one of the appropriate mechanisms for rural development

Source: author

Table 4. Matrix external factors on the development of rural tourism in Garmsar

	Opportunities	Threats
Economic	Increased government attention to investment in the tourism sector Incentives to increase private sector investment in these areas	Rising land prices and land speculation and thereby increase the financial burden Facilities and equipment for tourism and they are not affordable
Sociocultural	Increased incentives for tourism and recreation among people in the area There is a large pole near the district's population Denial of service and good facilities to tourists competing in recreational areas Due to the high population density in the region	Increase services and facilities At Rival recreation areas in the future Increase motivation tourists to travel to other tourist spots rival Overpopulation and crowded the area Than the next competitor The proliferation of social communication With the arrival of tourism in the region than ever before The disappearance of local culture
Ecological	-	Destruction of trees and vegetation and its harmful effects, such as increased flooding, destruction of agricultural land and rural farms Water and soil pollution and climate of this area than competing areas
Institutional	Increased attention and support staff Of Rural Development With the approach of employment and income There are various governmental and non-governmental institutions and organizations In neighboring towns To provide services Being specialists In the vicinity of the Regions In Tehran and Semnan cities	Lack of government permits and facilities for the expansion of services and tourist facilities in the area

Source: author

6. analysis of strengths, weaknesses, opportunities and threats

As shown in Table 5, in rural areas studied 9 internal strength in against 11 domestic weakness and 7 external opportunities against 11 external threat is identified and investigated. In this way, In total 61 strengths and opportunities as advantages 20 weaknesses and threats as constraints and bottlenecks facing the region villages to expand tourism can be identified.

In a simple summary and analysis we can say that these areas have a very high threshold of vulnerability. And requires review and appropriate policies in order to address weaknesses and threats. Using the strengths and opportunities.

In addition, in this section we tried until the In addition to the above, evaluated by questionnaire advantages and limitations of area in order to rank the alternatives. From the perspective of the people, officials and tourists in addition to contributing to this method to Gained results quantitative and logical and more doctrinaire; Therefore, according to comments and calculations Prioritization was done.

This table represents the sum of the weights given, mean scores and the relative weight of each of the strengths, weaknesses, opportunities and threats from the perspective of three groups of respondents. It should be noted that in this study, reviewed threads in four categories: economic, socio-cultural, natural biological echo and with five degrees of intensity (very high, high, medium, low, very low) and this process and workings grading is used throughout the study. Now paid review and analysis of the weaknesses, strengths, opportunities and threats from the point of view of the groups participating in the study:

Table 5. Matrix Swot- main factors affecting the development of rural tourism in Garmsar

Outer	Internal
Opportunities O	Strengths S
O1 = increasing incentives for tourism and recreation in ...	S1 = beautiful and unique landscapes
O2 = There is largest population in the near ...	S2 = plains and beautiful hills
O3 = increased government attention to planning and investment ...	S3 = sports and recreational attractions of the area
O4 = motivation of the private sector to invest ...	S4 = easy and convenient access to these areas
O5 = Being skilled and experienced	S5 = Being local customs and culture
O6 = Being government and non-governmental organizations	S6 = having quiet environment and without noise
O7 = failure to provide appropriate services and facilities	S7 = Being adequate market for sale
Threats T	Weaknesses W
T1 = rise facilities in historic districts	W1 = inadequate residential facilities and equipment
T2 = lack of licensing and government facilities	W2 = inadequate health facilities and services
T3 = increase motivation and willingness of tourists to travel	W3 = reluctance of people to invest
T4 = density of population and too crowded	W4 = inadequate recreational facilities
T5 = Contamination of water resources, soil and climate of this area	W5 = lack of skilled and trained
T6 = increasing social offenses with the arrival of tourists	W6 = poor distribution of tourists in different seasons
T7 = Destruction of vegetation and trees and monuments ...	W7 = inadequate environmental infrastructure
T8 = destruction of agricultural land and rural land	W8 = lack of planning and investment
T9 = the loss of traditional culture and the local language and ...	W9 = conflict between cultural tourism and rural people
	W10 = lack of knowledge and lack of awareness of villagers
	W11 = Most people tend to use proprietary =

Source: author

1. Correspondence:

SWOT analysis shows that according to authorities beautiful landscape components with green spaces and gardens with an average rating of 42/2 and the relative weight of 74/0 as the internal strength and then various attractions component with an average ranking 32/4 and 74/0 relative weight next in importance contract at development

of rural tourism in return Traditional culture and local with mean scores of 86/2 And the relative weight of 3/0 is as the least significant internal strength in development of tourism in the area.

also according to authorities Factors increasing motivation for travel between people with an average ranking 40/4 and 36/0 relative weight as the most important opportunity is outside, while the component failure to provide appropriate services and facilities In areas of competition In the area with mean scores of 27/2 and the relative weight of 93/0 is as the least external opportunities in order to develop tourism. in the case of internal weaknesses officials believed that most people tend to use components from gardens and farms Privately with an average ranking 61/4 and 83/0 relative weight contract as the most important internal weaknesses, the components of a lack of expertise in these areas with mean scores of 29.1 and 71.0 relative weight has it the lowest priority among the weaknesses for tourism development.

Table 6. SWOT analysis matrix (priority rankings and polls strengths, weaknesses, opportunities and threats of the people, officials and tourists)

tourists				Officials				People				SWOT analysis
Rank	Relative weight	Average weights	Total weight	Rank	Relative weight	Average weights	Total weight	Rank	Relative weight	Average weights	Total weight	
1	47/0	23/2	580	1	47/0	24/4	106	1	46/0	12/4	644	Strengths S1 = beautiful and unique landscapes S2 = There is high plains and elevations for ... S3 = historical hub of the area attractions S4 = easy and convenient access to these areas for ... S5 = close to Tehran S6 = There is a variety of attractions hub S7 = The existence of "customs and local culture S8 = having quiet environment and without noise S9 = There is the perfect market for sale
4	41/0	67/2	506	2	45/0	08/4	102	3	42/0	86/2	564	
5	41/0	65/2	504	8	21/0	81/2	89	4	41/0	69/3	568	
4	40/0	57/2	492	7	22/0	91/2	67	6	40/0	56/2	549	
2	45/0	07/4	561	4	45/0	04/4	101	2	45/0	40/0	620	
2	46/0	12/4	569	2	47/0	24/4	102	7	39/0	48/3	547	
9	27/0	27/2	341	9	40/0	68/2	89	8	26/0	21/3	784	
7	40/0	62/2	500	5	40/0	27/2	82	5	26/0	66/3	563	
8	0/45	2/69	368	6	0/45	3/13	75	9	0/19	64/2	406	

1	38/0	17/4	575	2	-45/0	09/4	94	1	26/0	92/3	607	weaknesses
3	321/0	48/2	480	7	-26/0	88/2	72	5	22/0	45/2	550	W1 = inadequate tourist facilities and equipment
9	29/0	21/2	443	8	-25/0	71/2	65	11	27/0	99/2	463	W2 = inadequate health facilities and Travel
6	31/0	22/2	472	4	-27/0	96/2	68	2	22/0	61/2	528	W3 = reluctance of people to invest in ...
8	30/0	22/2	459	11	-17/0	92/1	48	9	40/0	42/2	518	W4 = inadequate facilities and recreational equipment
5	31/0	20/2	469	2	-27/0	04/4	97	2	24/0	70/2	574	W5 = lack of skilled and trained
4	32/0	29/2	482	9	-22/0	50/2	60	4	32/0	57/3	529	W6 = Inadequate distribution of tourists In inappropriate seasons of the year
2	33/0	58/2	494	6	-26/0	88/2	72	6	32/0	68/7	570	W7 = inadequate infrastructure and the environment.
11	26/0	91/2	402	5	-27/0	95/2	65	10	28/0	04/4	468	W8 = lack of planning and investment ...
10	29/0	19/3	440	10	-20/0	02/2	55	8	21/0	28/2	520	W9 = conflict between cultural tourism and rural people
7	21/0	41/2	470	1	-28/0	16/4	104	7	0/22	2/20	525	W10 = lack of knowledge and lack of training of villagers
												W11 = tendency of most people to the exclusive use of...
2	55/0	52/3	527	1	62/0	40/4	110	2	54/0	81/2	595	Opportunities
1	55/0	86/2	532	3	50/0	48/3	87	1	55/0	86/2	599	Q1 = the incentive for travel and leisure
6	41/0	89/2	299	4	45/0	96/3	79	5	45/0	17/2	485	Q2 = There is a large pole near the country's population
2	54/0	68/2	508	2	52/0	64/2	91	4	52/0	61/2	559	Q3 = increased government attention and investment planning
5	42/0	92/2	404	5	43/0	04/2	76	3	54/0	76/2	586	Q4 = increasing private sector investment incentives
2	51/0	54/2	489	6	39/0	75/2	68	7	27/0	56/2	400	Q5 = Of expert and experienced
7	40/0	78/2	382	7	29/0	72/2	66	6	43/0	02/3	471	Q6 = There is institutions and government agencies and non-governmental
												Q7 = failure to provide appropriate services and facilities In...
2	41/0	57/3	492	5	40/0	56/2	89	6	26/0	23/3	498	threats
4	40/0	56/3	491	6	39/0	52/2	88	9	28/0	56/2	299	T1 = rise facilities and services In recreation areas
1	41/0	67/2	507	9	34/0	08/2	77	7	29/0	62/2	408	T2 = lack of licensing and government facilities
5	39/0	48/2	480	7	39/0	54/2	85	3	40/0	60/4	543	T3 = increase motivation and willingness of tourists to travel
4	40/0	56/2	491	2	45/0	05/4	89	4	40/0	61/3	557	T4 = density of population and too crowded
6	37/0	30/2	456	8	37/0	30/2	74	5	48/0	41/2	516	T5 = contamination of soil and water resources and climate of this area
9	30/0	71/2	474	1	29/0	22/2	102	2	41/0	69/3	568	T6 = increasing social offenses with the arrival of tourists
7	37/0	22/2	459	2	47/0	22/2	97	1	42/0	81/3	586	T7 = Destruction of trees and vegetation and ...
8	34/0	09/3	426	4	42/0	96/2	95	8	29/0	60/3	405	T8 = destruction of agricultural land and rural farms
												T9 = the loss of traditional culture and local

Source: author

Furthermore, From this perspective destruction of trees and vegetation and its harmful effects with an average rating of 34/4 there as the most important external threat to promote and develop tourism. Analysis of strengths, weaknesses, opportunities and threats from the perspective of the authorities shows that ingredients that are In the first quarter and second quarter of the axis (opportunities and strengths) most of

them has a relative weight is greater than 3/0 that this reflects the fact that Optional components are of good and stable condition and those that has a relative weight of between 0.00 to 3.0 for example in strengths there is local customs (7 S)And sports and recreational facilities (3 S)their disadvantage and to improve and upgrade. According to the same ingredients that are in third and fourth quarters axis (weaknesses and threats), it shows that Most of these components are of very adverse conditions. In the meantime ingredients that weigh between 0/00 -3/0 are, are unfavorable and must be upgraded and ingredients that relative weight of more than -3/0are, are very undesirable situation which must be replaced or removed.

2- People

SWOT analysis also shows that From the perspective of the people, beautiful landscape components with green spaces and gardens with mean scores of 31.4 and the relative weight of 54/0 as the internal strength and the there is suitable market for the sale of agricultural products to tourists with mean scores of 46/2 and the relative weight of 92/0 as the least significant internal strength is in development of tourism in the area. Furthermore, according to people inappropriate accommodation and welfare facilities and equipment in the villages with an average rank of 3/29 and the relative weight of 43/0 as the most important internal weaknesses and components of the reluctance of people to invest in various sectors of tourism with an average rank of 2/99 and the relative weight of 72/0 has Lowest priority in the internal weaknesses. In the case of external opportunities people believed that Component of there is close largest population in rural areas of the region with an average ranking 68/3 and 55/0 relative weight is the most important external opportunities; While the component of governmental and nongovernmental organizations in Tehran With an average rating of 27/2 and 93/0 relative weight as the least important external opportunities to develop tourism. Furthermore People believed that component destruction of agricultural land and rural farms with mean scores of 3.18, there as the most important external threat to promote and develop tourism.

Ingredients that are in the first quarter and second quarter of the axis (opportunities and strengths) they are often relative weight of more than 3.0.This indicates that Components of good condition and

sustainability and are suitable for tourism development and those with a relative weight between 0/00 to be 3.0. For example, in strengths 9 S, The existence of suitable market for the sale of agricultural products to tourists Have a bad condition and should be improved. According to this chart ingredients that are In third and fourth quarters axis (weaknesses and threats) Shows that most of these components have of very adverse conditions, in the meantime, ingredients that have the relative weight higher than -3/0, are very undesirable situation that Should be replaced with appropriate strategies and deal with these cases.

3. Tourists:

According to the table and figure SWOT analysis We can say that from the perspective of tourists features beautiful landscape with green space and gardens with mean scores of 2.4 and the relative weight of 74/0 as the internal strength and the component of the local culture and customs and traditional with an average ranking 74/2 and 72/0 relative weight as the least strength is built in tourism development in these areas.

Furthermore according to tourists component inappropriate accommodation and welfare facilities and equipment in the villages with mean scores of 71.4 and the relative weight of 83/0 as the most important internal weaknesses and cultural tourism component of conflict between the people and residents of the village with an average ranking 19/2 and 62/0 relative weight Has The lowest priority in the internal weaknesses.

In the case of external opportunities tourists believed that component of the incentive for travel and leisure among people with an average ranking 68/3 and 55/0 relative weight as the most important external opportunities and component failure to provide optimal services and facilities Competition in areas of high density with mean scores of 87/2 and the relative weight of 04/0 as most minor external opportunities is to promote tourism. Moreover tourists believed that Factors increasing the motivation and desire of tourists to travel to other areas in the future rival with mean scores of 76/3 As the most important external threat is the development of tourism.

Ingredients that are in the first quarter and second quarter of the axis (opportunities and strengths) the majority of the relative weight of

more than 3/0 are this shows that this component have condition stable and should be strengthened. According to the same ingredients that are In third and fourth quarters axis (weaknesses and threats) shows that most of these components relative weight of more than - 3/0 are and the conditions have very bad that threats and weaknesses must be removed or replaced.

6. the final Prioritize

According to results SWOT analysis Matrix and the results presented in earlier forms were acting The formation of table 7 the table reflects the prioritization and ranking of each indicator the views and opinions of contributors and also reflects the common views them.

Table 7. prioritize the factors affecting the development of rural tourism From the perspective of three groups

Priority	Prioritize threats	Priority	Prioritize opportunities	Priority	Prioritize vulnerabilities	Priority	Prioritize strengths
1	Destruction of agricultural land and rural farms	1	Increased incentives for tourism and recreation	1	Inadequate facilities and equipment stay...	1	Beautiful and unique perspectives with...
2	Destruction of trees and vegetation and works...	2	There is a large pole near the country's population	2	Most people tend to use proprietary	2	Close to Tehran
3	Contamination of water resources, soil and climate of this area...	3	Incentives To increase private sector investment	3	Inadequate distribution of tourists in different seasons	3	There is a variety of natural attractions
4	Enhanced facilities and services In recreation areas	4	existence Of and experienced	4	Inadequate facilities and recreational equipment	4	There is plains suitable for sports such as car racing
5	Overcrowding population and crowded	5	Increased government attention and investment planning	5	Lack of planning and investment....	5	having quiet environment and without noise
6	The loss of traditional culture and native	6	existence government agencies and non-governmental organizations and	6	Inadequate health facilities and services	6	Easy and convenient access to these areas for...
7	The proliferation of social offenses with the arrival of tourists	7	Failure to provide appropriate services and facilities	7	Being poor infrastructure and environment...	7	Recreational attractions of These areas
8	Lack of licensing and government facilities			8	Lack of skilled and trained	8	existence good market for sale
9	Increase motivation and willingness of tourists To travel			9	The reluctance of people to invest in...	9	existence customs and local culture
				10	Villagers lack of familiarity And lack of awareness of them		
				11	The conflict between cultural tourism and the village...		

Source: author

it is necessary to mention according to prioritize the importance of each of the participants' comments, they are considered an important factor between zero and one for here was considered For managers index (05/0) and the ratio (03/0) and for tourists coefficient (02/0). As the table inferred, beautiful landscapes and unique components as the most important internal strength and component inappropriate accommodation and welfare facilities and equipment, has the first priority of internal weaknesses in rural tourism development in the study. Furthermore the external opportunities, Component of the incentive for travel and leisure detected as the first priority of foreign opportunities For the development of tourism and the foreign threats Component destruction of farmland and rural farms has as the most important external threat.

7. Providing guidelines and strategies for the development of rural tourism in the region of Garmsar

7.1 Competitive / offensive Strategies SO

At aggressive strategies that based on internal and external strengths opportunities, The following strategies to exploit the advantages available in order to study the development of rural tourism by offering:

- emphasis on the development of ecotourism and indigenous tourism because of comparative advantage to develop this type of tourism In the villages surveyed.
- utilizes optimized and targeted increases in incentive travel between urban class as well as near the populated urban centers (Tehran) in order to take advantage of the attractions and products of rural tourism in order to create employment and income for residents of the surveyed villages.
- Identify and enjoying the attractions, products and The relative merits of tourist areas including recreational areas in order to compete with other rivals.
- coordination between institutions and related sectors, in order to integrate the functions of rural tourism by holding meetings and coordinating the implementation of management measures with the participation of government agencies, non-governmental, public and entrepreneurs.

- preparation and operational support private sector to invest in the tourism industry in Garmsar through transparency of government policies and local programs, how taxation and subsidies and bank loans and
- Using experts and experienced in order to make the people of cooperative organizations as well as promote tourism education through meetings and various meetings with surveyed area.
- The major focus of tourist activities on utilization of existing resources and attractions as a tourist without perspectives, elevations gardens, green spaces and ...in order to generate income and create employment and rural development.

7.2 Diversity Strategies (ST)

The diversification strategies that internal and external threats focused on strengths, presented the following strategies in order to meet some of the needs of rural areas in order to remove the threat:

- diversification of facilities, activities and tourist servicesIn order to satisfy tourists and thereby increase the number of tourists in Garmsar as well as the use of different categories of people in various activities.
- determining the optimum carrying capacity and population density in different places of tourist villages surveyed in order to reduce the pressure and overcrowding in the places and attractions and prevent them from loss and destruction.
- development of agricultural tourism the utilization of landscapes, farms and rural gardens in order to earn money and also prevent the destruction of crops and vegetation.
- diversification and development of advertising programs to introduce natural and man-made attractions, cultural characteristics, architecture and customs of the rural area and participate in other festivals, exhibitions and seminars actively.
- Develop and equip the area tourist routes and gave signs, rules and regulations in these locations and developing and training manuals for tourists.
- operation of the organization, rules and regulations in order to reduce environmental risks and pollution, and natural biological Echo areas and tourist sites.

- the safety of tourist destinations in the region in order to avoid social violations and other offenses.

7.3- review strategic WO

In the strategic review while emphasizing on internal weaknesses, is trying take advantage of external opportunities in order to overcome the weaknesses faced by rural tourist areas. For this purpose, presented the following strategies.

- To revise the type and manner of planning and government support for rural tourist areas, rational use of institutions, laws and regulations support to develop and equip infrastructure, tourist facilities and equipment in rural areas to be studied.
- review in the distribution of resources, services and tourist facilities and priority reallocation of these facilities to rural areas with Medium and high capability to attract tourists
- Review the rules and regulations of the land (land) rural in villages and tourist sites in the area in order to take advantage of its parts for Public (people and tourists) and also prevent land speculation.
- to revise the types and how to use popular participation in development, preparing and implementing projects and equip rural areas studied in terms of tourist facilities and services, its necessary up to by specialists and institutions rehabilitation and development of these areas in order to take serious measures.
- review and development institutions and related organizations in the area of study to educate people and tourists in order to optimize utilization and targeting of benefits and positive effects of tourism.

7. 4. defensive strategies (WT)

This strategy while emphasizing on Fix the vulnerability of the study area, presented the following strategies:

- seminars and conferences rural development investment in the tourism industry. By rural councils with other devices and related officials and entrepreneurs, invite domestic and foreign investment and investment facilitation, and special concessions in construction of hotels, residential complexes, recreational facilities Such as amusement parks and forests, the creation of sports fields, natural history museum and rural landscapes and
- educating and informing people On how to deal with tourists and tourism in the villages surveyed, in order to prevent conflicts between

tourists and the public, that should be taught to tourists in the field of culture and customs, and other special places.

- legislation and regulations To use tourism attractions and products and preventing degradation, pollution and loss of resources in these areas.

- facilitate and encourage participation in the development of infrastructure, tourist facilities and earn money this way as well as the private sector On the grounds that people can not participate or invest.

- To encourage people For travel in to these villages and the development of rural tourism in Garmsar must use the researchIn the field of tourism and marketing research, different aspects and various attractions in the area identified the target markets for advertisers and exploited.

Table 8. Summary matrix of strategies and guidelines for the development of rural tourism in the area of Garmsar

Threats T	Opportunities O	SWOT analysis
T1 = increased leisure Items and services in the areas...	O1 = inducements for tourism and recreation in ...	Outer
T2 = lack of licensing and government facilities	O2 = existence the huge population of the country near the poles	
T3 = increase motivation and willingness of tourists to travel	O3 = increased government attention and investment planning	
T4 = density of over-population and crowded	O4 = increasing private sector investment incentives	
T5 = contamination of water, soil and climate of this area	O5 = existence expert and experienced	Inner
T6 = increasing violations of tourists	O6 = existence of the institutions and government agencies and non-governmental	
T7 = Destruction of trees and vegetation and works	O7 = failure to provide appropriate services and facilities	
T8 = destruction of agricultural land and rural farms		
T9 = the loss of traditional culture and local		

<p>ST diversification strategy,</p> <ol style="list-style-type: none"> 1. diversification of activities, facilities and tourist services in order to implement a wide range of people and also satisfy tourists 2. The development of agricultural tourism in order to exploit the rural landscape in order to earn money and create jobs 3. diversification of promotional programs to introduce tourist attractions and products in this area and to attract tourists 4. Determine the optimum carrying capacity and population density in the centers and entertainment venues in the villages studied 	<p>Competitive strategies / offensive SO</p> <ol style="list-style-type: none"> 1-emphasis on developing tourism and ecotourism 2. efficient and targeted use of increased motivation among citizens in order to make effective use of human and natural attractions of the region 3. Identification and development of attractions and facilities to compete with other competing regions 4. Using experts to create an organization of people 5. coordination between related institutions and departments in order to integrate the functions of tourism and the principles of attractions ... 6. The major focus of tourist activities on the natural attractions and rural applications in order to create employment and income 	<p>Strengths S</p> <p>S1 = beautiful and unique landscapes S2 = plains and hills S3 = attractions and sports entertainment hub S4 = easy and convenient access to these areas S5 = proximity to the city center S6 = Existence various attractions S7 =Existence customs and local culture S8 = a quiet and no noise S9 = existence perfect market for sale</p>
<p>defensive strategies WT</p> <ol style="list-style-type: none"> 1. seminars and meetings development of rural tourism (2) facilitate and encourage participation in the development and equipping of rural infrastructure, supported by state-run tourist facilities and equipment 3. educate and inform people on how to deal with tourists as well as educating tourists about the culture, customs and rituals, and local laws and traditional 4. Special rules codification For optimum utilization of attractions, products and tourist services For tourists to prevent the destruction and the loss of these attractions 	<p>review strategies WO</p> <ol style="list-style-type: none"> 1. Review the type and how to plan and support government Rural tourist areas of the region 2. The revision of the distribution of tourist facilities and services and other services in the region. 3. The revision of the rules and regulations of rural land in order to exploit it for the public and prevent land speculation and price 4. Reload the type and usage of public participation in this area to develop and equip villages and delegating tasks to local people 	<p>Weaknesses W</p> <p>W1 = inadequate residential facilities and equipment W2 = inadequate health facilities and services W3 = reluctance of people to invest in ... W4 = inadequate facilities and recreational equipment W5 = absence of trained specialists W6 = poor distribution of tourists in different seasons W7 = inadequate infrastructure and environment ... W8 = lack of planning and investment W9 = conflict between cultural tourism and rural people W10 = lack of knowledge and lack of awareness of villagers W11 = Most people tend to use proprietary</p>

Source: author

Conclusion

According to theoretical research resources and field studies carried out, in order to provide guidelines and strategies for the development of rural tourism By techniques SWOT, Capabilities and limitations tourist in the area of study Was found and practical answers and solutions to develop tourism. With this description the results can be presented in both qualitative and quantitative aspects:

1. The results of the qualitative aspects of each of the internal and external factors have been identified, indicate that:

A: The most vulnerable areas in terms of tourism development is very high.

(B) a preference for rural areas is largely restricted.

(C) the needs of the region in terms of tourism, given the magnitude of the threat and limited opportunities often very high.

(D) the distribution and reallocation of resources in the study area due to limited opportunities and high weaknesses is vital.

2. Examine the results of the quantitative aspects of the strengths, weaknesses, opportunities and threats analysis and ranking priorities of internal and external factors affecting the respondents indicated that:

A: Among the strengths of the region studied environmental factors, such as landscapes and unique with gardens and fields as the most important benefit of these areas for the development of tourism considered the optimal use of these natural and eco-tourism for tourism development is emphasized.

(B) According to the results, among the weaknesses inappropriate accommodation and welfare facilities and equipment and transport services in priority In this regard with the participation of local people and public and private sectors This has been fixed as obstacles to tourism development, improvement and upgrade.

(C) the addition of external opportunities, factors increasing motivation travel and tehran metropolis located near the village according to solutions offered Can take advantage of these take in order to develop tourism.

D. From external threats also destruction of agricultural land, rural farms and destroy

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