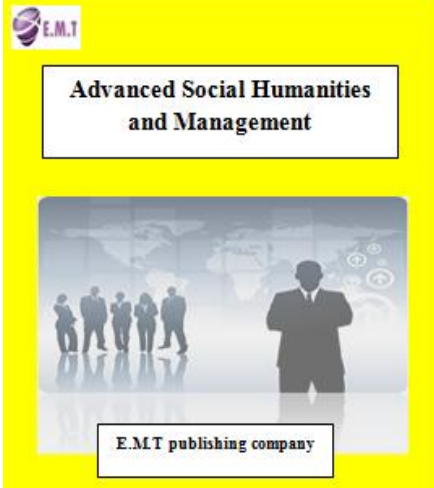


Strategy codification of Paveh district villages tourism development

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Abstract

Tourism in the current situation, one of the most important areas of development strategies, and will be used. Many countries lack the necessary potential by creating artificial attractions have been able to increase their economic prosperity. The country, and especially the Kurdish region and villages Paveh district, with its natural attractions and tourism in particular, have failed potential, use the outbreaks, and requires a comprehensive and strategic planning, as well For the study, based on a descriptive analysis and use of data from the questionnaires, and the use of resources in this area, and in the framework of the SWOT, the development of rural tourism development strategy Paveh district, action is . Results indicate that, within Paveh take advantage of a variety of natural attractions that require officials to pay more attention in this regard that, in fact, tourists and officials in this direction is that, within Paveh One of the areas in the field of tourism, but in the field of tourism infrastructure, and the management is in trouble. So the most important strong

point Paveh also a tourist attraction that has been detected, and can also be the most important strategy in this regard, operation and planning of public and private sector, a variety of tourist attractions Paveh, in order to create employment and further development in Paveh that can cause the development of local and national. Based on the analysis using a different approach, in the Paveh district villages in tourism, it was observed that there were villages city of great potential, are in the field of tourism, in which the highest score among the strengths , in the villages, belonging to the susceptibility of the region to invest in tourism, which is the first priority. The most important strategies in the sector (so), have all indicated that they should be different from the potential of tourism to be used efficiently.

Keywords, tourism, rurals of Paveh district, strategy, development, SWOT.

Introduction

From indices among of vital and symbolic world of the old and new civilizations, tourism is only a symbol, its geographical extent of the nation's political boundaries, administrative divisions and does not determine the scope of national authority (Khosravi, 2006, 4). Tourism industry after oil and cars, is considered the world's third-largest industry. The turnover of the industry in the country, is an important issue, and in the future, certainly one of the first industries in the world. Years ago, tourism centers, had generally. With the passage of time and advancement of the industry gradually many branches as rural tourism, rural tourism, cultural tourism, electronic and virtual tourism, food tourism, space tourism, adventurous tourism, beach tourism, mountain tourism, climate, and nostalgic tourism health tourism, were added (Armaghan, 2007: 20). According to World Bank estimates, the level of the world's wealth in 2020 will grow 3.0 per year, while the number of international tourists, annual quarter the growth rate (Ranjbarian, Zahedi, 47: 2009). In order to diversify the sources of economic growth and foreign exchange earnings, as well as the creation of new job opportunities in the country, development of tourism is of great importance, because Iran is among the top ten countries in terms of tourist attractions in the world, and in terms of 5 of civilization is the civilization that reflects the diverse and unique attractions of historical, religious, cultural and natural country (Tayyebi et al., 84:2007). This reflects the importance of this industry in the global and national economy and the necessity of planning is involved in this. As the twentieth century ended, there is still some regional development in the country, is facing numerous problems and challenges. It seems that past strategies in developing regions has been very successful, and failed to address such issues as poverty, employment, health, food security and environmental sustainability, provide. These guidelines on the distribution of the benefits of growth and development, not been very successful, and have caused many problems for some areas. One of the strategies that have recently been used in many countries, the development of tourism, in deprived areas and has the potential for tourism development (Qaderi, 2004: 36). Tourism is an important economic sectors, has to be considered as a clean industry, and also increase revenue for the national economy, helping to boost decent employment, and also the income. The industry

forward as an industry, in the development of other industries including hotels, restaurants, domestic and international transportation and crafts play an important role, and the (Department of Planning and Economic Affairs, 2009: 2 3). In recent decades, the development of the tourism industry and make it as one of the main economic activities, from developed and developing, and major tourism destinations compete to attract tourists, planners will have to In order to increase revenues from tourism activities, to two important issues: the satisfaction of tourists and to promote the enjoyment, and the quality of the tourism experience, the second attempt to protect the interests of host communities (Inskeep 1991: 15). Unfortunately, Iran, due to the presence of cultural attractions, historical and natural is the tenth country in the world, very little of a few thousandths of a percent, or 630 million dollars of this money has attracted large (Farzaneh, 2001 : 3). If the unsustainable development of tourism activities, and compliance with environmental and human capacity for these purposes, then sooner or later these objectives will be met with tourism market decline, and tourism will boom purposes (Tabibian et al, 2007: 18) .To create a comprehensive and sustainable development, as well as alternative sources of income, rather than oil resources requires the use of all amenities, and the ability to occur. In this regard, the development of tourism economic phenomenon that economists call the third dynamic, and growing the automotive industry and know the basic needs of the country, the study of barriers to the development of this industry in the different regions of the country, is necessary be. The city villages Paveh district, as one of the areas under consideration of the revenues from tourism and the development of GDP, despite having a variety of tourist attractions, in terms of revenue yet, ideally from their use, and definitely to identify and promote regional tourism should be, all factors of positive, negative, and potential capacity is detected, and based on the development of rural tourism development strategy Paveh district, should be taken.

Research background

Rezvani (2005), in his article also pointed out that the environmental impacts of tourism in the dam basin Latian, by using SWOT, studied and analyzed. Vafayi (2007), master's thesis at the University of Isfahan, entitled "Analysis of the process and the formation of the physical form of old Kashan", in the context of Kashan, and pays its formation, and concludes that the disproportion network access, lack of facilities, the quality of buildings and materials used in the construction of buildings such factors, in the form of morphological and physical changes in old Kashan considered. Mahdizadeh (2007), the principles and strategies of tourism development in Iran, to study the tourism industry are discussed, and solutions such as the expansion of the activities of municipalities, and other organizations has to offer, and come to the conclusion that, all issues relating to tourism Iran, in collaboration with relevant organizations will be high. In another article, entitled "Analysis of factors affecting the development of tourism, in the northwest of the country, using the Strategic SWOT», Esa Ebrahimzadeh (2009), the development and modification of management institutions, strengthening advertising, interaction and collaboration between regional authorities free, and organizations and people related to tourism, and ecotourism development of the most important approaches to tourism development in this area has seen. Hamidi et al. (2010), to review the strategy of sport tourism in the country (Iran), engage and results show that, on the strength of sport tourism in the country, there are a variety of items in the local games of the highest importance, weakness in the lack of planning and strategy statements, accurate and scientific development of sport tourism in the country, the highest disadvantage from the standpoint of respondents in this sector is high, and at the point of opportunities climatic or weather conditions Air suitable for camps and tournaments, including skiing, boating and more. . . The highest importance and the threats, despite the negative attitude statements and propaganda about Iranian foreign countries, as most of the country's sport tourism industry, is threatened, were selected. Ebrahim-Zadeh and colleagues (2011), to provide strategic planning tourism development, with emphasis on religious tourism (case study: the city of Qom), and have the advantage of the model, have reached the conclusion that, in fact, conservative strategy WO2, with a score of 6/94 as the best strategy for the development of religious tourism in the city of Qom, is considered. In order to fulfill this task, the strategy can be implemented and strengthened with entertainment spaces (parks and amusement parks), and green spaces as well as the strengthening of natural attractions, as a complementary element of religious tourism, during the whole year, to avoid from seasonal tourism city, and increased length of stay of tourists in the city implemented. At the same time aggressive strategy So2, with a score of 7/33, the most effective strategy would be considered after conservative. In order to achieve the objectives of the research, and the development of tourism to take advantage of this strategy, the development of Islamic science on the one hand, and an increase

in advertising and recruiting foreign students, cultural and religious tourism, with the introduction of the real status of religious functions and cultural city of Qom, the other job and stable income countries, as well as, on the other hand is recommended.

Positions of area research, and the most important of thous attractions

Paveh district, is one of the 13 district of Kermanshah province, in the far northwest of the province is located. The city from the south to the cities of peers and Rawansar, from West to Iraq, East Kurdistan, and from north of the Kordestan province is limited. The center of the city, is Paveh 21 46 longitude, and 03 of 35 latitude, and altitude of 1540 meters above sea level. Paveh city center, the 124 kilometers of Kermanshah - is Paveh. Paveh at 566 kilometers from Tehran (air gap) is located. Villages, including villages Shamshir, Khanghah and Hajji Bozorg. Shamshir village, within 10 km from the Paveh district, and 178 km from the city of Kermanshah is located. Khanghah Village, at a distance of 2 kilometers from the Paveh district, and 186 kilometers from the city of Kermanshah. Hajji village about 30 km northwest of the Paveh district, and at a distance of 205 km from the city of Kermanshah is located. Figure 1 Location city and villages, and Table 1 shows tourist attractions.

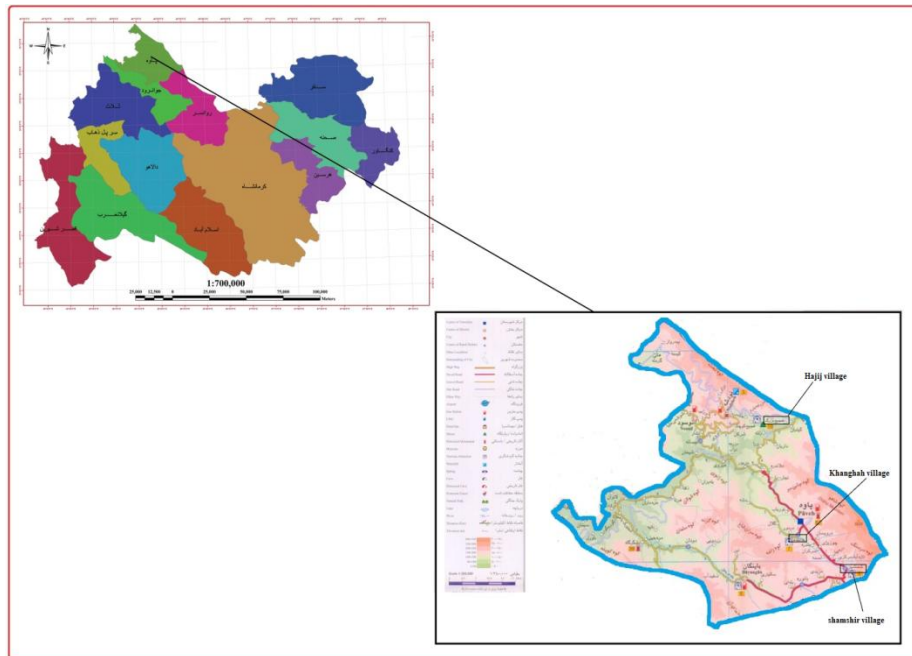


Figure 1. Location of the study area

Table 1. List of villages Tourist Attractions

attraction	Name attraction	Description
Shamshir village	river	Gelal river The river is located in the south of the village. And Facades Shahu, stems.
	garden	Rural around garden
	Forest park	Forest park Cham Shara The park is located 3 kilometers from the village, and the perfect place for tourists, is.
	forest	Darak garden area This area, located 4 kilometers from the village. The vegetation of the area, including peanuts and oak trees.
	garden	Khodaveis garden The garden, located 3 kilometers from the village, and a good place for tourists.
	Cave	Quri Qale Cave The cave, Asia's largest water cave, had 3140 meters have been identified. The cave, a unique feature.
	forest	Dense forest The forest, located in the cave, and vegetation in the

				forest, including trees: Cherry Mountain, almond, oak and fig. Animal species found in these forests include: pigs, wolves, foxes, goats, total and rabbits.
Khanghah village	spring	Shalam spring	Naw	This spring, the landscape is beautiful.
	Mountain	Mountain Dalani		The height of the mountain is 2564 meters.
	Mountain	Mountain Atashgah		The mountain, the village is located.
	garden	Village garden		
	forest	Oak forest	Dense	The forest, overlooking the village set against mountain.
	river	Village river		Near the river, the perfect place for tourists and locals.
	Furnace	Tiered architecture village		The architect, the most important reason to attract tourists to the village.
	Monument	Old house	spring	The monument, not clay in the hands of a certain age.
Hajij village	river	Sirvan river		The margins of the river, beautiful scenery pleasing, created for tourists.
	spring	Rural spring		The springs flowing from the highlands Shahu.
	Waterfall	Boll Waterfall		The waterfall has therapeutic properties. Mineral water cascade, and its export.
	Emamzadeh	Kose Hajij		The shrine of Imam Musa Kazemm Grandchildren, and the brother of the man in the village of Britney, to be buried in Paveh.
	Monument	Cheleh Khaneh		
	Monument	Shark sanctuary		

Research Methodology

This study, based on a descriptive analysis and use of data from the questionnaires, and the use of resources in this area, and in the framework of the SWOT, the development of rural tourism development strategy Paveh district, action. The population in this study, including officials and tourists who, during a period of summer 2014 (July, August and September), the target villages (3 villages) go, and Range statistical entire area consists Paveh district is . Sample size equal to 2500 (for governor Paveh, 2014), have been considered. The sample size of 330 patients were selected on the basis of which, 400 were selected for more reliability, and according to experts in the field, the questionnaire consists of questions that have been approved.

The final results of the strengths, weaknesses, opportunities and threats.

SWOT analysis in order to identify, and evaluate internal factors (strengths and weaknesses) and external factors affecting the area (opportunities and threats), the development of tourism in Paveh, is used (Wheelen, 1995,341) . In fact, this method as a tool to identify strategic issues, and provide appropriate guidelines and strategies, is used. First, measure the indoor and outdoor environment area, a list of strengths, weaknesses, opportunities and threats were swimming, and then by the survey and talking with local people, officials and tourists, the factors identified and to treat or minimize weaknesses and threats and strengthen, and enhance the strengths and opportunities associated with the development of tourism in the regions studied, the conclusions and recommendations, strategies were appropriate.

Internal factors affecting tourism in the study area

Using internal evaluation matrix, identify and assess the relationships between different subjects, and to provide solutions to them, (David, 2004, 36). In this section, three categories of strategies, practices and resources, attention, and studied, and as the strengths and weaknesses, and in the context of tourism development (economic, socio-cultural, environmental, institutional and organizational , geographic, infrastructural and marketing), divided as follows,

Table2-strength (Strenghts)

Strengths	Factors
<ul style="list-style-type: none"> * Susceptibility and prepare the region for investment and tourism planning, the use of natural and human resources, and presenting it as an important tourist pole * There are a variety of fruits and agricultural products, and the market for the sale of agricultural products to tourists * Proximity to the domestic and foreign market, taking advantage of the communication path * There are spectacular villages * The share of human resources ready to work 	Economic
The presence of local culture and customs and traditional crafts and multiple *Traditional tissue, and the building's historical value, to attract tourists	Sociocultural
	environmental
* According to the authorities to create jobs by expanding tourism, as one of the most appropriate mechanisms, in the development area	Institutional and organizational
The presence of diverse natural resources and appropriate landscape, such as rivers, springs, woods in the village to develop tourism sector * There are numerous springs in the area Water and air in the warm season * Having a quiet and without noise, especially for city dwellers to rest and relaxation The presence of the forest, as special interest tourism in region	Geographic
	Infrastructure
* There are ways of communication for foreign tourists	Marketing

Table 3-weaknesses (Weaknesses)

weaknesses	Factors
<ul style="list-style-type: none"> *Unwillingness of regional public and private sector, to invest *An increase in rural-urban migration, lack of jobs *Lack of proper operation, the advantage of communication for tourism 	Economic
<ul style="list-style-type: none"> *Improper distribution of tourists in different seasons (high density spring and summer) *Conflict between cultural tourism, and Indigenous Peoples *Most people tend to use the land for agriculture, livestock and informal activities *Unwillingness of local people, tourism planning, tourism and good luck 	Sociocultural
*Lack of attention to environmental laws and environmental degradation	environmental
<ul style="list-style-type: none"> *Lack of knowledge of indigenous peoples and their lack of training in how to deal with tourists *Lack of specialists, and trained in the area *Mismanagement and lack of stability *Inconsistencies between public sector agencies with each other, and their independent functioning, and lack of coordination between the public and private 	Institutional and organizational

sectors *Lack of tourism infrastructure, such as roads and utilities needed	
*Stay away from population centers and big cities *There are geographical constraints, such as valleys and mountains and... *Tilt the rural poor for construction	Geographic
*Inappropriate and inadequate health facilities, services, accommodation and welfare facilities and equipment *Inappropriate communications, and transportation *Inadequate equipment and recreational facilities, leisure and sport	Infrastructure
*Weakness Advertising *Lack of planning in terms of tourism, using the advantage of proximity to the West	Marketing

External factors affecting tourism study area

The purpose of this step is to explore the effects of the external environment in the study area, to identify the opportunities and threats that the area in terms of tourism, is facing. In this regard it should be noted that, opportunities, facilities and features that, outside of the area on the tourist areas, directly or indirectly, are effective, as well as threats outside the region are also factors that , the inefficiency of these areas have direct and indirect effects. According to studies, and check the status of the area of interest, opportunities and threats affecting the region in terms of tourism (economic, socio-cultural, environmental, institutional and organizational, geographical, infrastructure and marketing), the consideration was that, to be drawn as follows.

Table4-opportunities (Opportunities)

Opportunities	Factors
* Increased government attention to planning, and investment in the tourism sector * Increase motivation for the private sector to invest in tourist areas, in line with government policy * Ability to create job opportunities, particularly for rural youth * An increased willingness to invest in foreign tourism, the authorities	Economic
* Increase motivation for tourism and recreation in urban and suburban people * Exchanges * Increased willingness of local people to deliver and maintain their art and culture to tourism * Improve the fortunes of the people and authorities of tourists	Sociocultural
* Improved attitudes of people, tourists and officials to protect the environment, and the lack of pollution	environmental
The presence of skilled and experienced in the surrounding towns, which take advantage of them. * Positive attitude to tourism development, the management structure of the city and province * The development and provision of development projects, including projects of regional development, planning and organizing and ranking of settlements	Institutional and organizational
* Lack of natural and cultural resources and diverse perspectives, in district * Position of the village, in the Paveh city and province	Geographic
*Failure to provide facilities, services and good facilities for tourists,	Infrastructure

competing in recreational areas *Increased and improved communication routes in the area	
*Near the northwestern and western countries *Use of qualified personnel for planning and advertising to attract tourism	Marketing

Table5- Threats

Threats	Factors
*An increased focus public and private sector to invest in tourism sector in competition	Economic
* Lack of knowledge about the capabilities of privileged area, from the provincial authorities * Tourists inadequate knowledge of the area, and the lack of sufficient information * The loss of traditional culture and local (eg, language, local customs and clothing, architecture, housing, etc.) * Immigrants with different social culture	Sociocultural
* The loss of trees and vegetation, and its harmful effects, such as increased flooding, destruction of farmland and rural land and water pollution, soil and climate of this region * Paveh further destruction of villages, and infect them	environmental
*Lack of systematic structure, the development of rural tourism *Lack of coordinated management in tourism	Institutional and organizational
*Flooding in the village, because of river flooding in context	Geographic
*Ability to increase the facilities and services at competitive recreational areas, compared to this area in the future *Low levels of hygiene, and lack of health services	Infrastructure
*Negative publicity in the world against Iran *Tourism More ads in rival	Marketing

The final analysis of the factors affecting rural tourism Paveh district

For final analysis, a data table based on internal factors (weaknesses and threats) and external factors (opportunities and threats), with 4 columns contain factors, weight, grade and weight score is. In column A (external and internal), the most important strengths, weaknesses, opportunities and threats to the system, refer. In column two (weight) to each of these factors on the basis of their potential impact on the strategic position of the current system (based on the findings of identification, and analysis of the status quo) the weight of the (most important) to zero (the most trivial) every day. The more weight, the effect of the current situation and the future of the system, the greater the (sum of column 2, regardless of the number of factors, 1). In column three (grading), to each factor based on the current position of the system to the specific factor score of 5 (very good) to 1 (poor), (According to the results of identification and analysis status quo) will be. This grading indicates that, how the system will respond to each of the external factors. In column four (rated weight), weight of each factor (column 2 multiplied by column 3) multiply, so that it achieved a weighted score. Thus, for each factor, a weighted score of 1 to 5 is obtained, the average (mean) of the scores is the number 3. Finally, the weighted scores of all internal and external factors, in column 4 to separately gather together talking, and we calculate the weighted scores. The total weighted score indicates that a system how to existing and potential factors and forces in its external environment responds. Always weighted average total score in a system, in one area, number 3 (Hunger and violin, 2005, 90-92). If you are above it, and if it is more important than it is, the less importance and influence.

Analysis of internal factors affecting rural tourism Paveh district (IFAS)

To organize internal factors, in terms of issues facing the strengths and weaknesses of the system, using the calibration factors and considering the importance of strengths and weaknesses with regard to the effectiveness of each of them (Ebrahimzadeh and Aqassizadeh, 2009, 117), the function of rural tourism Paveh district, calculated in Table 6 were determined,

Table 6 analysis of internal factors (strengths)

Weighted rating	Grading	Weight	strengths
0.36	4	0.09	susceptibility and prepare the region for investment
0.28	4	0.07	There are a variety of fruits and agricultural products, and the market for the sale of agricultural products to tourists
0.12	2	0.06	.customs and local culture and traditional crafts and multiple
0.12	2	0.06	According to the authorities to create jobs by expanding tourism, as one of the most appropriate mechanisms, in the development area
0.48	4	0.12	There are various natural resources and appropriate landscape, such as rivers, springs, woods in the village to develop tourism sector
0.05	1	0.05	There are numerous springs in the area
0.32	4	0.08	good weathering the warm season
0.21	3	0.07	a quiet and without noise, especially for city dwellers to rest and relaxation
0.05	1	0.05	.proximity to the domestic and foreign market, taking advantage of the communication path
0.44	4	0.11	There are villages in the spectacular
0.32	4	0.08	Traditional tissue and historically valuable building, to attract tourists
0.21	3	0.07	The forests, the special charm of tourism in the region
0.05	1	0.05	.The high proportion of human resources ready to work
0.04	1	0.04	There are ways of communication for foreign tourists
3.05		1	Sum

From the perspective of the people, the question was, the most important strengths that rural tourism Paveh range, it is in the field of tourism, namely, diverse natural resources and appropriate landscape, such as rivers, springs, woods in the countryside, to developing the tourism sector with a score of 0/48 weight in the first place, the villages very spectacular, is in second place with a score of 0/44 weight. Susceptibility and prepare the region for investment, are in third place with a score of 0/36 weight. In rural areas of weaknesses within Paveh also, according to the respondents, the weight and the weight rating on the table (7) is specified.

Table7- analysis of internal factors (weaknesses)

Weighted rating	Grading	Weight	weaknesses
0.24	4	0.06	reluctance of the private sector, and government investment area
0.36	4	0.09	inappropriate and inadequate health facilities, services, accommodation and welfare facilities and equipment
0.15	3	0.05	Lack of proper operation, the advantage of communication for tourism

0.08	2	0.04	4distribution of inappropriate tourists, in different seasons (high density spring and summer)
0.03	1	0.03	Conflict and differences between cultural tourism and indigenous peoples
0.02	1	0.02	Most people tend to use the land in agriculture, animal husbandry and informal activities
0.08	2	0.04	unwillingness of local people, tourism planning, tourism and good luck
0.08	2	0.04	Lack of attention to environmental laws and environmental degradation
0.03	1	0.03	lack of indigenous peoples and their lack of training in how to deal with tourists
0.08	2	0.04	.The lack of skilled labor and trained in the area
0.32	4	0.08	mismanagement and lack of stability
0.28	4	0.07	The lack of coordination between public sector agencies with each other, and their independent functioning, and lack of coordination between the public and private sectors
0.03	1	0.03	increase rural-urban migration, lack of jobs
0.03	1	0.03	Stay away from population centers, and big cities
0.2	4	0.05	Despite the geographical constraints, such as valleys and mountains and
0.32	4	0.08	The lack of tourism infrastructure, such as roads and utilities needed
0.28	4	0.07	Tilt the rural poor for construction
0.24	4	0.06	inappropriate equipment and recreational facilities, leisure and sport
0.15	3	0.05	weakness Advertising
0.02	1	0.02	Inappropriate communications, and transportation
0.02	1	0.02	The lack of planning in terms of tourism, using the advantage of proximity to the West
3.04		1	Sum

Based on the above table can be seen that, inappropriate and inadequate health facilities, services, accommodation and welfare facilities and equipment, with a score of 0/36 weight in the first place, with weaknesses that, it shows the weakness and infrastructure, and Lack of planning on the part of the relevant authorities, tourism planning.Mismanagement and lack of stability in it, and the lack of tourism infrastructure such as roads and utilities needed, 0/32 in second place with a score of weakness, and lack of coordination between public sector agencies with each other, and their independent functioning and lack of coordination between departments public and private, rural and poor slope for the building, in terms of weight score with 0/28, was in third place.

The results of the analysis of external factors affecting the rural tourism Paveh district (EFAS)

To organize external factors, in terms of opportunities and threats faced by the system, using the calibration factors and considering the importance of opportunities and threats, and due to the effect of each of them on regional functions villages city Paveh, calculated and determined as the following table.

Table8- analysis of external factors (opportunities)

Weighted rating	Grading	Weight	Opportunities
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0.36	4	0.09	.increased government attention to planning, and investment in the tourism sector
0.4	4	0.1	increase incentives for private sector investment in tourist areas in line with government policy
0.44	4	0.11	Ability to create job opportunities, particularly for rural youth
0.21	3	0.07	.Increased willingness to invest in foreign tourism, the authorities
0.1	2	0.05	.increased incentives for tourism and recreation, among urban and suburban
0.18	3	0.06	Exchanges
0.24	4	0.06	increasing willingness of local people to deliver and maintain their art and culture to tourism
0.18	3	0.06	.improve the fortunes of the people and the authorities, against tourists
0.08	2	0.04	improve the attitude of people, tourists and officials to protect the environment, and the lack of pollution
0.15	3	0.05	.there are and experienced specialists, in cities around the possibility of using them.
0.04	1	0.04	The positive attitude to the development of tourism, the management structure of the city and province
0.1	2	0.05	The formulation and preparation of development projects, including projects of regional development, planning and organizing and ranking of settlements
0.15	3	0.05	There is a lack of natural landscape, the nearby provinces
0.1	2	0.05	The specific situation of the village, in the Paveh city and province
0.04	2	0.02	Failure to provide facilities, services and good facilities for tourists, competing in recreational areas
0.2	4	0.05	.Near Northwest states and the West Country
0.1	2	0.05	.17Use of qualified personnel, and advertising plan to attract tourism
3.08		1	Sum

As can be seen, allows the creation of employment opportunities for rural people, especially the youth with 0/44 weight rating, the highest rating's weight, and the first available opportunity, in rural areas is Paveh, and the important role benefits tourism, the development Paveh which should be considered further, to create employment and entrepreneurship in the region and the country, to be effective. Highest score next, increasing the motivation of the private sector, to invest in tourist areas, in line with government policy, which, with 4.0 indicates a lack of attention to the tourism sector, notably now that, can be used as an opportunity in the future, be addressed to it, lead to the development of tourism in the region. The third opportunity Paveh impressive, indeed increased government attention to planning, and investment in the tourism sector, with a 0/36 weight rating, which is in this position, it represents the status of planning and public sector investment is which, according to the tourism sector can contribute to the optimal utilization charm of the area, and the development of the cause Paveh. In fourth place, increase the willingness of local people to deliver and maintain their art and culture to attract tourism with 0/24 weight rating that can be given to the tourism sector, and greater participation of indigenous sector, the results and benefits Tourism, because of the desire of local people has caused, they also found that they can retain their heritage, and also culture and their identity, to oblivion Not assigned. Table 9. The results of the analysis of the threats, it will show the weight and the weight score.

Table9- analysis of external factors (threats)

Weighted rating	Grading	Weight	threats
0.52	4	0.13	Increase the attention of public and private sector, to invest in the tourism sector, in competition
0.18	3	0.06	Lack of understanding of the unique capabilities of the provincial authorities
0.48	4	0.12	Insufficient recognition of tourists from the region, and the lack of sufficient information

0.1	2	0.05	The loss of traditional culture and local (eg, language, local customs and clothing, architecture, housing, etc).
0.18	3	0.06	.Simmigrants, with different social culture
0.04	1	0.04	Destruction of trees and vegetation and its harmful effects, such as increased flooding, destruction of farmland and rural land and water pollution, soil and climate of this region
0.1	2	0.05	Paveh further destruction of villages, and infect them
0.36	4	0.09	lack of systematic structure, the development of rural tourism
0.04	1	0.04	The lack of coordinated management in tourism
0.44	4	0.11	.flooding villages, because of river flooding in context
0.28	4	0.07	The possibility of increasing recreational facilities and services in the areas of competition, in comparison to this area in the future
0.15	3	0.05	The low level of hygiene, and lack of health services
0.18	3	0.06	The negative publicity in the world against Iran
0.28	4	0.07	Tourism in competing more ads
3.33		1	Sum

Based on the above table can be seen that, given the increase in public and private sector, to invest in the tourism sector, in competition with a score of 0/52 by weight, in the first place threatened. Tourists inadequate knowledge of the area, and the lack of sufficient information, with a score of 0/48 in second place in the world. In the third, flooding villages, because of river flooding in that context, with a score of 0/44 weight placed in this position. The next time the lack of systematic structure, the development of rural tourism, with a score of weight is 0/36.

The analysis of strategic factors

In this model, using tables to analyze internal and external factors, and their combination, the most important strategic factors in rural tourism Paveh district, will be introduced. In fact, an analysis of strategic factors, strategic planners decided to adopt, can the strengths, weaknesses, threats and opportunities, limited to the smaller number of factors. This article deals with the weight of each of the factors included in the tables to analyze internal and external factors, has been done. In fact, the heaviest elements in the two tables in terms of weight, should be transferred to the analysis of strategic factors (Hunger and Violin, 2007, 130-127). This important strategic factors affecting rural tourism Paveh district, is summarized in the table below.

Table 10. The analysis of strategic factors (SFAS)

planning			Weighted rating	Grading	Weight	Factors
longterm	midterm	short term				
*	*		0.48	4	0.12	S1 =. Diverse natural resources and appropriate landscape, such as rivers, springs, woods in the village to develop tourism sector
*		*	0.44	4	0.11	S2= There are spectacular countryside
		*	0.36	4	0.09	S3 = vulnerable and ready the region for investment
*		*	0.32	4	0.08	S4 = traditional texture and structure of historical value, to attract tourists
		*	0.36	4	0.09	W1 = unsuitable and inadequate health facilities, services, accommodation and welfare facilities and equipment
		*	0.32	4	0.08	W2 = poor management and lack of stability

		*	0.32	4	0.08	W3 = lack of tourism infrastructure, such as roads and utilities needed
*		*	0.44	4	0.11	O1 = Ability to create job opportunities, particularly for rural youth
*		*	0.36	4	0.09	O2 = increased government attention to planning, and investment in the tourism sector
		*	0.24	4	0.06	O3 = increasing willingness of local people to deliver, and maintain their art and culture to tourism
		*	0.21	3	0.07	O4 = increasing willingness to invest in foreign tourism, the authorities
		*	0.52	4	0.13	T1 = increasing attention of public and private sector to invest in tourism sector in competition
*		*	0.48	4	0.12	T2 = inadequate knowledge of tourists from the region, and the lack of sufficient information
*		*	0.44	4	0.11	T3 = flooding due to river and flood the village, within the context
*		*	0.36	4	0.09	T4 = lack of systematic structure, the development of rural tourism
*		*	0.28	4	0.07	T5 = possible increase recreational facilities and services in the areas of competition, in comparison to this area in the future

Now each of these factors interact with each other, to develop different strategies for competitive / aggressive (so), diversity (st), revision (wo) and finally defensive strategies (wt) which will be discussed below.

Strategies

Competitive Strategies / invasive (so)

The guidelines focus on the strengths of internal and external opportunities that are based on include:

- Due to natural tourism attractions, attention and more support by relevant organizations, to develop tourism based on nature comes into action;
- Taking advantage of the cultural and historical attractions, along with tourism, development and cultural exchanges;
- Development of tourism in the spring and summer maximum, due to the pleasant weather of the season, and the provision of services and facilities it fits.
- Use Global rating, the tourism development of Paveh;
- increase the potential and tourist facilities, and enhance the management and government oversight, the development of tourism in the development of the region;

Diversification (st)

The diversification of the internal and external threats focused strengths, and include the following:

- rural tourism, is a multifaceted activity that economic activity is one of them, and like any other economic activity, requires marketing and should therefore, be followed scientific principles, and to implement it in the cause of progress and development it provided;
- Increase investments, whether in the private or public sector, in tourism activities in order to create jobs;
- Increase the services and amenities, from the government to develop the tourism industry in the region, according to the natural and human capacities and capabilities.
- make the most of the potential of mountains, springs and attractive villages, in order to attract domestic and foreign investments;

Strategies Overview (wo)

Emphasized the weaknesses of internal and external attempts to take advantage of opportunities, in order to eliminate weaknesses in front of the tourist area, and include the following:

- Review the distribution of resources and support, and to prioritize the allocation of resources, in order to develop and equip the infrastructure, facilities and equipment related to tourism, in rural areas with potential like Paveh villages;

- interaction and consultation between authorities, especially in the public and private sector in tourism development in order to optimize the use of natural attractions;
- Provide better and more appropriate services and facilities in the region, especially in the natural and cultural tourist attractions, in order to create jobs and promote intellectual and cultural exchanges.

Defensive strategies (wt)

These strategies range from the vulnerability of tourism, emphasize the following:

- Identify and limit capacity utilization of tourism resources available for prevention of excessive use of barriers that often lead to erosion and the loss of it;
- Private participation in the promotion, protection and sustainable utilization of natural attractions, historical and cultural tourism;
- promotion of tourism and health facilities and services, the level of development of tourism infrastructure, and attract tourists to the region;

Conclusions and Recommendations

Paveh area, enjoy a variety of natural attractions that require officials to pay more attention in this regard that, in fact, tourists and officials in this direction is that, Paveh range of areas in the field tourism, but in the field of tourism infrastructure, and the management is in trouble. So the most important strong point Paveh also a tourist attraction that has been detected, and the most important strategy could also, in this context can also be exploited, and planning public and private sectors from various tourist attractions Paveh, in to create jobs and further development in Paveh that can cause the development of local and national. Based on the analysis, applying various methods in the villages Paveh district, took place in the field of tourism, it was observed that, rural city of great potential, are in the field of tourism, in which the highest score in between points strength, in the villages, belonging to the susceptibility of the region to invest in tourism, which is the first priority. The most important guidelines that, in part (so) are all expressions of this are that, should the potential of tourism, to be used efficiently. The following measures can be effective in curbing the threats and weaknesses and sustainable development of tourism, the

- Capacity and determine the optimal density of population in the study area.
- Review the type and manner of planning and coordination between institutions and executive agencies responsible for the creation of an integrated management entity.
- Planning for sustainable tourism, in rural and urban areas, using criteria such as the consent of local people, providing rights and security of tourists, employment, social pressure, control and supervision of local and environmental protection.
- Developing and implementing strategic plans and development for sustainable development of tourism in the region, in coordination with related institutions, instruments, and particularly the participation of local people.
- Establish a system and to get a model that can be expanded during the absorption and utilization of the benefits of tourism, reduce its negative impacts.
- Specific legislation in order to make optimal use of area attractions, and avoid changing natural landscape and historic area.
- Fees from tourists, in case of damage to resources and environmental degradation.
- Tax legislation and tax from tourists, to income for the region.
- The establishment of an institution to manage, and organize tourism.
- Construction of tourism to the architecture, local style and modern in uncultivated land in order to prevent, inhibit the spread of undesirable changes in land use and tourism.
- Prevent the occupation of rivers and streams and lakes, with the necessary legislation.
- The use of knowledgeable and experienced managers, the highest nobility to the strengths, weaknesses, threats and opportunities of tourism in the region, and in order to overcome obstacles and challenges necessary arrangements, to take action.
- _ Adopting a participatory approach to planning for sustainable tourism.
- Community participation in order to invest in providing facilities, services and tourism.
- Prevent the development of physical infrastructure, tourism, agricultural lands and orchards and guidance on disability and barren land.

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