Role and Position or Multidimensional Planning in Developing Tourism and Ecotourism: Case Study of Mahdishahr and Shahmirzad Semnan Province, IRAN

ABSTRACT

By developing cities and phenomenal growth of urbanization, people are more enthusiastic in traveling in a way that they are called tourist and they have evolved the activity of spending their free time. Therefore focusing on the nature of tourism and its consequences has disclosed the necessity of conducting research and case studies in this regard. The present research paper is aimed to analyze the role and position of multidimensional planning in developing tourism and ecotourism in Mahdishahr and Shahmirzad of Semnan province. Although these regions possess lots of tourist attractions, it’s deprivation in all levels especially in developing Traveling industry is worrisome. For developing and growth of tourism and ecotourism in these regions, proper planning in this section is necessary. The research methodology of this paper is a combination of the following: historical methods, descriptive methods, documentary and field work, for data collection and information, fieldwork studies and questionnaire were usual and after collecting data, the data were analyzed using SPSS Software. The research results shows that multidimensional planning has an effective role in developing and organizing tourism in these regions and it will create employment and hence the full utilization of the regions various potentials is not possible until there exist a comprehensive attitude toward this issue and the multidimensional planning.

KEYWORDS: Planning, Multidimensional planning, Comprehensive attitude, Tourism.
Introduction:

Development and growth of tourist activities depends on various tourist attractions such as natural, cultural and historical attraction. Leading countries in tourism either pass natural attractions such as, lakes, sunny beaches and snow-covered mountains or posses old historical background and other elements such as artificial and manmade attractions, also these countries have created organized system and provided suitable condition for huge investment in this sector, therefore satisfying the Demands of lots of tourists and in return gained the positive and profitable outcome as well (Erb, 2005, Santana-Jiménez et al., 2011, Leask, 2010).

Mahdishahr and Shahmirzad regions are located in north part of Semnan province, in the Southern slopes of Elburz mountain ranges. These regions posses lot of gardens and pleasant weather they are very near to Semnan city and Tehran-Mashhad transit road. In the North part of Shahmirzad there are many summery counties of Sangsar tribe which holds high potential for development of tourism especially ecotourism. Having high tourism potential especially eco-tourism highlight the necessity of planning for development of tourism and ecotourism in the region and on the other hand the variety and multiplicity of tourist attractions and tourism potentials reminds is the need for a multidimensional planning. Attractions, facilities, and capabilities of tourism development in rural regions are diverse and varied, but unfortunately they have not been properly exploited. In the fourth phase of the national development plan and the 20-year prospect rural tourism has not received due attention. Besides, in "the national development plan and tourism and management" the concept of rural tourism or tourism development in the rural areas has not been properly dealt with. (Papli Yazdi, 2007).

Considering the importance of tourism in the process of rural development planning, it is of paramount importance to take it into account in rural plannings and plans. For the purpose of playing the positive role of tourism in the process of rural development, paying attention to environment management, local contribution, firm laws, marketing and realistic plannings in tourism seems necessary. (Rezvani, 2005) Therefore in macro planning for developing tourism according to the country’s rules and regulations, aiming at comprehensive and sustainable development of society along with taking cultural sensitivities in to consideration, if is
necessary to create new capacities and comprehensive planning to gain economic growth and increase foreign exchange income and employment. Because different modes of tourism have some link with other sciences and in general for gaining sustainable growth in tourism we need to systemize and manage tourist attractions in all aspects and also we should conduct detailed studies and setting objectives and planning for related resources in a comprehensive way and creating infrastructural facilities and establishing a link between different sectors of this industry in order to lead this industry to more sustainability. Therefore for growth and organizing tourism in these regions a comprehensive planning in all aspects is needed, because this will not be accomplished unless with comprehensive view and multidimensional planning.

**Need and Significance of the Study**

Mahdishahr and Shahmirzad have immense tourist potential. It has got the natural beauty, the climate, etc. This potential has not been tapped effectively. Though absence of infrastructural facilities is a major drawback for exploiting this potential, lack of well coordinated and properly directed efforts in marketing is also a reason behind the inability of the Mahdishahr and Shahmirzad tourism industry to mobilize a good number of tourists from within and outside Semnan even Iran. It is more important to view it from the tourist's point of view. This study will help to understand their perceptions and needs and thus aims to-

- Exploit the full potential of Mahdishahr and Shahmirzad tourism
- Improve the image of "Mahdishahr and Shahmirzad"
- Increase tourist arrivals
- Combat the competition by newly developing tourist destinations in Mazandaran and northern cities.
- Attract tourists best suited for Mahdishahr and Shahmirzad conditions (Rishi, 2007).

**Study of area:**

Mahdishahr is one of the Semnan provinces in Iran. It is the Capital of Mahdishahr City. This city is located in the southern part of Elburz mountain range and in the north and north east of Semnan city and if is located within 20 Km from Semnan. Geographical position of this city is within longitude of 53° 21' and latitude of 35° 43’ and its elevations is 7,630 meters above sea level s.
1. Tourism Selected Areas in Mahdishahr

1.1 Tourism Selected Area in Roudbarak

Roudbarak is 80km away from north of Semnan and located in Mahdishahr and in the route of Shahmirzad to Fouhla Mahaleh. Due to wide-leaf forests and fresh climate; chiefly in summer season a lot of tourists are attracted. Having the various small and large rivers in this area and the view of streams from the lower part of valley has formed the name of Roudbarak. There is only village named Roudbarak with non-habitant population. Majority of people only live there in summer and in the other seasons settle to Mazandaran and Golastan. Climate, ecological conditions and natural environment have provided, capacities and different opportunities; including variation of forest and pasture species, difference in temperature in comparison with Semnan climate, especially in summer, reaches to 20 degrees centigrade. The other attractions of this area caused many tourists from Semnan, Damghan and southern border of Mazandaran come to visit there. Geographical situations and animal species, hunting birds, springs and various rivers, abundant fresh drinking waters, green lands, beautiful perspectives, topographical conditions in the area, variation in medical plants, edible mushrooms and forest fruits are attractions for tourists too. Roudbarak lacks of facilities; but drinking water is only available in the village and electricity net is being operated there. The only available road to this area is a graveled road needed to be repaired. Semnan geographical location and neighboring with Mazandaran in north as province that is regarded one of the leading tourism centers due to its favorable nature and geographical locations (Mazandaran_based tourism organization, 2008). No doubt, tourism is one of the important sectors in terms of economic development of Mazandaran. This condition applies for the communities, especially Mazandaran, in which individuals pursue various activities to make money. Since application of local resources to make and enhance income minimizes the dependency upon national resources, such communities shall persist in the long run depending on their local resources (Poudial et al, 2008). By the all attractive concepts of Semnan in term of historical, natural and manmade places Semnan is place for those tourist who they comeback or go to Mazandaran as well. In this case, Sangsar is place with very pleasant place is one of the main tourist targets for rest and pleasure (Honari, 2010).
1.2 Darband as Tourism Selected Area

In the north of Semnan between Mahdishahr and Shahmirzad, a small village with a nice view named Darband is located. Fresh air and drinking water is famous for tourists there. Darband as a tourism area is located 18km away from north of Semnan. The distance from Mahdishahr is 2km and from Shahmirzad 3 km. The climate condition is similar to central Elburz Mountains with a low rain in summer and heavy rain in winter. Along with the spectacular area like Hikoo historical path, and old castles such as Kafar Ghaleh, Shir Ghaleh, Reza Abad Ghaleh and Ebrahimkhan Ghaleh, Goleroudbar River, farms and trees in the village, mountainous and nice climate with beautiful nature formed a beautiful perspective for environmentalist and tourists. In addition to these places and more importantly in the whole, Darband cave, located 3km away from northwest of Mahdishahr, with rare features can be background to develop tourism industry in this area.

Darband Cave with a 140 million year old history is the second great calcareous cave in Iran. It is about 150 meters long, 30 meters wide, and 30 meters height. The great stalactite and stalagmite monuments, calcareous and cauliflower-like walls and also small calcareous rocks with abundant, regular and round skulls in the big and small patterns astonish each viewer. Being the major road of Semnan of Sari near this area, coursed it has a special situation. Beautiful perspectives attract everybody passing from desert road. Recently, access to Darband from outside Semnan province through Tehran-Mashhad communication route has been provided. On the other hand, Darband is linked to Sari and the north cities via Fouladmahaleh and Kiasar.

This area is near the Tehran-Mashhad railroad and this has increased the tourism advantages. Darband has linked to electricity net, drinking-water pipes and gas pipes through Shahirzad.

1.3 Parvar as Tourism Selected Area

Parvar, a village without any inhabitants is located in the northeast of Semnan. However, including an area with some villages named Parvar, Kaverd, Taman, Talajim, Finesk and Molladeh. The whole of this area on the basis of the higher council approval of game keeping and supervising on hunting has been announced as a protected area. Plant covering with special variation of forest, including forest fields, pasture and areas planted with
trees. The most important communication road in this area is Semnan-Fooladmahaleh road. It has been covered with asphalt to entrance of Parvar area and is the only, suitable communication route for this area. There are graveled road which link the villages to each other. Foundation facilities such as electricity net and telephone are available but no gas pipes lied there. However, for each village, drinking-water supply has been provided too. Due to the various springs, the village in this area prospers drinking water supply. Mobile lines in some areas are possible but needs installation of high beams to amplify. Totally, Parvar area contains various natural attractions. Variation of forest species and pastures, and variety of animal species; one forth of mammal species throughout the country are found in this area, temperature difference with Semnan, chiefly, in summer, having different higher areas from mountainous cliffs, and hills, various spring with different country sides along with variation of the medical plants are the attractions. The suitable communication road (Semnan-Sari) can account for investment in tourism industry.

1.4 Tourism Selected Area in Chashm

Chashm village is the part of Shahmirzad and located 19km away from North West of Shahmirzad, 48km far from north of Semnan, 30km away from Mahdishahr and located at the foot of Neizova high peak. Chashem is a mountainous village and the drinking water is originated from springs and aqueducts. Geographically, Chashem is a mild and cold area. The most important tourism attractions in the area are natural ones like the beautiful and spectacular heights of Neizova and Chashem tribe’s summer resorts along with tribe’s traditions and life with making dairy products. Proximity to the beautiful areas like Rouzieh spring, the beautiful ‘Kahesh’ village and minor roads to Firouzkouh along with proximity to some nice area for Sangsari tribes can be an ideal and considerable area for tourists. Also, Neizova peak is one of the attractive places for mountain climbers coming to visit there throughout the country. To reach Chashem, an asphalt road is used via Shahmirzad route.

Research Objectives:

This research attempts to propose appropriate strategy and solutions to improve and develop tourism in rural areas and regions. It also analyses the impacts of tourism on development of employment as a great and profitable activity of these regions.
It also analyses the creation of various job opportunities and new economic resources, injection of investments and foregone exchange into these regions and maintaining the capitals in the regions, development and protected of traditional industries and handicrafts and also protected of rituals and heritages of these regions and publicizing it because some of these rituals and native professions are unique in the world for example the tribes of Sangsar use unique process to make dairies. While the percentage of poor people in urban areas is increasing, there are still more in rural areas, both in total numbers as well as a proportion of the population. One key opportunity of involving more of the poor in tourism is to develop tourism enterprises where they live. This is not to say that the poor will necessarily own an enterprise, or even provide the labour, just because it is located in a rural area, but location is a first step. Furthermore, two strengths of tourism for increasing participation are that a) because the customer comes to the product (not vice versa), there are more opportunities for expanding the range of transactions; and b) tourism usually involves a wide range of enterprises, i.e. the small and informal as well as the well-established or multi-national (Ashley, et la., 2001). One advantage specific to rural tourism is that the nature of the product often involves enterprises that feature local ownership such as bed and breakfasts (B&Bs), home visits and farm stays (Holland., et la 2003). Among other important objectives of this research are to increase the quality of village landscapes and organization, renovation of natural and or manmade environments, expansion of Infrastructural investments such as development of roads, health service, etc.,

**Research Background:**

There are different researches which have been done on tourism and tourism planning which are as follows:

There are not enough researches about the regions, although these regions are of high importance for its tourism and ecotourism perspective. In the research paper titled, “Introductory planning for development of ecotourism” the researcher introduces the tourist resources of Iran and the objectives of National park and wildlife resorts, the researcher draws a conclusion that in order to create a chain plan in ecotourism, in the first step the ecological range and capacity of resources should be estimated and then a practical method for this should be proposal (Sharifi, 1997). In the book titled “National and regional planning for tourism” the author analyses the
importance and methodologies for planning in tourism and draws the process for planning in tourism, the conclusion the author is drawn is that utilization of a coherent method and maintaining the balance between economical, environmental, cultural and societal factors are critical for planning in tourism (Ranjbarian 2000). According to above said and previous studies there are very few studies about the tourism in Mahdishahr region and are more descriptive and tourism and its effects on the region is not studied comprehensively and systematically. The present research paper attempts to study the region according to multidimensional comprehensive planning approaches. But recently Semnan Azad University and department of geography efforts has done some researches in this realm (Egibli. et la 2010a, 2011b)

**Research Techniques:**

SWOT Analysis can be utilized in the tourism industry is as a tool for systematic evaluation of the strengths, weakness, opportunities, and threats affecting tourism development in each study area in order to identify the most promising tourism development opportunities at a regional and community level. It is a key tool for communities to plan for tourism development. The SOWT Analysis depends on collection through local input and on information gathered through a steering committee. It will suggest, in broad terms, how to: build on regional and community strengths; overcome weakness that currently constrain tourism development; Approach tourism development to minimize the potential impact of threats, and; Make the most of available opportunities (Schumann., 2008).

Totally 150 questionnaires were distributed out of which 103 were distributes among tourists, 36 were distributed among manager of related organization and 11 of questionnaires were distributed among Experts. Using Cochran method sample volume was calculated and questionnaires were completed of after data collection, they were analyzed using SPSS. To highlight the systems constraints, future potentials and challenges a SWOT (strength, weakness, opportunity and threat) analysis has been taken up in this work. The SWOT is based on authors’ own experiences during field visits, professional's views (i.e., government officials, consultants and managers) revealed during informal talks, and semi structured interviews and available literature on the subject. The SWOT suggests that there is a huge possibility to improve the system but the strong legal framework is a positive and supportive feature (Paliwal, 2006).
Table No.1 potentials and tourist attractions of Mahdishahr and Shahmirzad

<table>
<thead>
<tr>
<th>Attractions</th>
<th>Kind of attractions</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural attractions</td>
<td>Climate</td>
<td>Suitable climate for tourism in all 4 seasons.</td>
</tr>
<tr>
<td></td>
<td>Topography</td>
<td>High mountain peaks along with ecotouristic and</td>
</tr>
<tr>
<td></td>
<td>Hydrology</td>
<td>Abundant water resources and mineral spa good for dermatitis.</td>
</tr>
<tr>
<td></td>
<td>Gardens</td>
<td>With many gardens spread all over the regions such as apricot, walnut</td>
</tr>
<tr>
<td></td>
<td>Flaura and fauna</td>
<td>Existence of various and scarce Flaura and fauna and herbals.</td>
</tr>
<tr>
<td>Historical attractions</td>
<td>Kafer castle species</td>
<td>Pre Islam era located in southern part of Mahdi-shahr</td>
</tr>
<tr>
<td></td>
<td>Shahmirzad castle</td>
<td>Pre-Islam era, within 3 km from north-west of Shahmirzad</td>
</tr>
<tr>
<td>Social cultural</td>
<td>Handicrafts</td>
<td>Rug weaving Jajim weaving</td>
</tr>
<tr>
<td></td>
<td>Tradition and rituals</td>
<td>Existence of Ashayer tribe aril rituals related to them.</td>
</tr>
<tr>
<td>Other attractions</td>
<td>Close to Semnan city</td>
<td>It is very close to Semnan city and Tehran-Mashhad high way.</td>
</tr>
</tbody>
</table>

According to table-1 we make a conclusion that in order to develop the tourism in these regions it is required to recognize the potential regions and also price analyses were be done to develop model for planning. Among the methods of analysis which can be used for recognition of potentials of regions is SWOT analysis (Hekmatniya, mosari, 2007). SWOT analysis on tourism capabilities of shahmirzad and Mahdishahr demonstrate that in there are lots of potentials in tourism such as, abundant water resources, mountain peaks, various flora species. But there exist some weaknesses
related to tourism in these regions which hinders the natural talents and internal potential capabilities of these regions to flourish and to develop integrally. Among these factors are, managerial weakness. Therefore, because the tourist attraction of these regions are categorized into different levels such as natural, historical, etc... it is necessary to pay comprehensive attention and observation to tourism in these regions and we should prepare a specific plan for these multidimensional attractions.

- Multidimensional planning and Development of tourism and Ecotourism in these regions data analysis is one of the elements of the scientific approach of a research and if is very crucial parts of a research paper.

In this research paper in order to verification or rejection of proposed hypothesis’ (ANOVA) Analysis of variance is utilized. The main criteria for value of a hypothesis are its testability and testing hypothesis is an accurate measure for verification or rejection of a researcher’s assertion. Although a hypothesis never or verified absolutely, it may confirmed or rejected. Therefore one of the most important statistical decisions is the judgment regarding the research hypothesis.

**Research Hypothesis:**

H0: There is no significant relationship between multidimensional planning and development and Organization of tourism in Shahmizad and Mahdishahr regions.

H1: There is a significant relationship between multidimensional planning and development and Organization of regions under study.

**Research Methodology:**

Indorse which were analyzed in this research are as follows: creating facilities for better utilization of tourist attractions and introducing there attractions, providing facilities for sport and water parks and development of existing campsite. The research subjects were asked about weather creating and providing any of the above said issues, will need multidimensional planning and the where questions in the form of Likert Scale arranged from totally agree to totally disagree and were classified into 2 category. Data were processed by SPSS Software in order to analyze the correlation between 2 variables (Indexes and multidimensional planning) utilizing one-way ANOVA. The ANOVA test is usually run when you have three or more groups. If you have only two groups and you compare the
means, you are-in effect- running a t-test the examination of a single dependent variable using ANOVA is called one-way ANOVA. The examination of the impacts of two independent variables is two ANOVA and so on (Smith, 2010).

**Analyzing the Frequency of observation:**

The research hypothesis was initially tested according to participant's responses which the output is presented in the bellow table.

**Table - 2: No. of responses by tourists its frequencies and percentages.**

<table>
<thead>
<tr>
<th>Percentages</th>
<th>Frequencies</th>
<th>Respondents Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>41.76</td>
<td>71</td>
<td>strong agree</td>
</tr>
<tr>
<td>30.5</td>
<td>52</td>
<td>agree</td>
</tr>
<tr>
<td>15.8</td>
<td>27</td>
<td>disagree</td>
</tr>
<tr>
<td>7.0</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>2.94</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>1.76</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>170</td>
<td>total</td>
</tr>
</tbody>
</table>

**Table - 3: No. of responses by Managers of related organization, its frequencies and percentages.**

<table>
<thead>
<tr>
<th>Percentages</th>
<th>Frequencies</th>
<th>Respondents Pinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>42.8</td>
<td>24</td>
<td>strong agree</td>
</tr>
<tr>
<td>35.71</td>
<td>20</td>
<td>strong agree</td>
</tr>
<tr>
<td>7.14</td>
<td>4</td>
<td>agree</td>
</tr>
<tr>
<td>8.9</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3.57</td>
<td>2</td>
<td>disagree</td>
</tr>
<tr>
<td>1.7</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>56</td>
<td>total</td>
</tr>
</tbody>
</table>
Table-4: No. of responses by Experts of related organization, its frequencies and percentages.

<table>
<thead>
<tr>
<th>Percentages</th>
<th>Frequencies</th>
<th>Respondents Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>38.46</td>
<td>10</td>
<td>strong agree</td>
</tr>
<tr>
<td>26.92</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>11.5</td>
<td>3</td>
<td>agree</td>
</tr>
<tr>
<td>11.5</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>7.69</td>
<td>2</td>
<td>disagree</td>
</tr>
<tr>
<td>3.8</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>26</td>
<td>total</td>
</tr>
</tbody>
</table>

Table - 5: Results for one-way ANOVA **p<0.07 *p<0.05

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Opinion</th>
<th>Average</th>
<th>Variance</th>
<th>Proportion to group who agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist</td>
<td>Strong</td>
<td>61.5</td>
<td>13.43</td>
<td>0.021*</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>19.5</td>
<td>10.61</td>
<td>0.384</td>
</tr>
<tr>
<td></td>
<td>Disagree</td>
<td>4</td>
<td>1.41</td>
<td></td>
</tr>
<tr>
<td>Managers</td>
<td>Strong</td>
<td>22</td>
<td>2.83</td>
<td>**0.003</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>4.5</td>
<td>0.71</td>
<td>0.329</td>
</tr>
<tr>
<td></td>
<td>Disagree</td>
<td>1.5</td>
<td>0.71</td>
<td></td>
</tr>
<tr>
<td>Experts</td>
<td>Strong</td>
<td>8.5</td>
<td>2.12</td>
<td>0.025*</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>3</td>
<td>0</td>
<td>0.547</td>
</tr>
<tr>
<td></td>
<td>Disagree</td>
<td>1.5</td>
<td>0.71</td>
<td></td>
</tr>
</tbody>
</table>
Graph 1: Results for one-way ANOVA ** P<0.01  *P<0.05

- **General conclusion of testing the Research Hypotheses:**

For testing Hypotheses one-way ANOVA and Tokki test were used and in all test P<0.05 were considered as a degree of significance of the results and the proposal hypothesis, according to responses and opinions of all three groups of respondents (Tourists, managers, Experts), were tested accordingly. This test has a significant effect on development and organization of tourism in regions. Analysis of research hypotheses as it is shown in table - 4 indicates that the tourists were agree and verified the research hypotheses with degree of significance of P<0.05 and managers also responded positively to the hypotheses with degree of significance of P<0.07. Experts also verified the hypothesis with degree of significant of P<0.05 Graph -1 represents all of the above said issues. Therefore according to the above information the hypotheses of the research are verified.

**Suggestions:**

In order to organizing and utilizing tourist attractions for sustainable growth we need to take necessary measures in research and implementation phases, within the framework of prior plans which can be used in intended used in intended places in various periods. Given the fact that these measures should be scientific and take the posterity's interest in to consideration, therefore all of the following measures in different section
have presented for systematic utilization of these regions. These plans have
definitely enough flexibility for increase or decrease in the volume of
programs. Undoubtedly being unresponsiveness to any of these sections will
lead to serious damages in optimized long-terms utilization of these places.
However, selection and implementation of any of these proposals can be
monitored by managers in charge and they can modify or prioritize these
objectives to apply minimum standards:

Social suggestions:

Establishment of mobile police stations along with welfare facilities
working in holidays will contribute in making the place sofa and pleasant for
tourists.

- Economic Suggestions:

Repairing and renovating of ancient antiquities and sightseeing building
traditions restaurants with traditional decoration. Smoothing unpaved roads
in villages and tribe regions. Providing an equipments for different supports
and maintain climbing, reinforcing the cooperative stores, developing public
places for accommodation of tourists especially those who say over night
near springs and mineral spas.

- Cultural Suggestions:

Introducing and publicizing natural, historical and pilgrimage attractions
to darn more and more tourists, providing maps and broachers of these
regions for travelers according to the latest information and statistics,
making films, CD’s and posters about attractions in these regions and
distributing them, creating and reinforcing informational tools at the
entrance roads and installing signs in villages.

- Organizational and Managerial Suggestions:

Organizational and Managerial actions regarding the issue are as
following: creating and establishing policy-making councils in Tourism
Industry, composed if; governors, country offices, office of culture and
Islamic guidance, municipality, officer of environmental protection, and
employing specialized people in tourism and management in different
related institutions, creating a positive attitude in management and heads of
different related organizations forward tourism and which this sector can
play an important role in economical social and cultural development of
those regions. Allowing publics participation in making plans for
development of tourism and educating them on how for behave tweed tourists, coordination between tourism advertising plans and other working organization in these regions in order to draw tourists. Also, Semnan is one of those cities that are located in dry region in Iran. This geographical feature caused Semnan and cities around affect by “sand, sun, sea” tourist policies in past and after Islamic movements in Iran.

- **Ecological suggestions:**

  Prevention of converting gardens into residential areas development of vegetation by employing latest water-resources management prevention of destroying the farm lands and collection of garbage regularly in these regions to aver environment and prevention of pollution, constructing public restrooms and using natural absorbents to avoided environmental problems.

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