

Assessment and Classification of Seismic Zones of Tabriz City by Fuzzy Logic Using AHP and TOPSIS in ARCGIS Environment

Hosein Hataminejad

Assistance Professor, Geography and Urban Planning, Department of Geography, University of Tehran, Tehran, Iran

Avub Manouchehri Miandoab*

PhD Candidate in Geography and Urban Planning, University of Tehran, Tehran, Iran

Hasan Ahar

MA student in Geography and Urban planning, Islamic Azad University of Qazvin, Qazvin, Iran

Mohammadali Saleki

MA student in Geography and Urban Planning, Tarbiat Moallem University, Tehran, Iran

Received: 15/01/2012

Accepted: 13/02/ 2013

Extended Abstract

Introduction

Possibilities of seismicity due to geological position, tectonic condition, and numerous faults in cities alongwith human factors like urban population, increase of weak urban shelters, and disproportionate urban planning relative to earthquake disaster have increased the seismic vulnerability of cities in Iran. According to the researches of National Context Plan of Iran by department of housing and urban development, the area of Iran has been categorized into very high risk, fairly medium-risk, fairly low-risk and low-risk regions and about 50% of urban population of Iran live in fairly high and high and very high-risk regions. In other words, zonation map of relative risk of earthquake in Iran indicate that the majority of urban areas are in fairly high-risk range and approximately all of the country is in upper-middle-risk range and small areas are in low-risk region. Among the various levels of physical planning, the most efficient to reduce earthquake vulnerability of cities is the intermediate level. Assessment of damages or injuries directly or indirectly is related to the adverse situation, planning and urban design. Bad condition of physical elements and improper uses of land, inefficient urban networks, urban compact, high density, the establishment of infrastructure, shortage and poor distribution of urban open spaces and etc. play a vital role in increasing the earthquake damage in cities. Therefore, earthquake is not in itself a disaster and what makes the phenomenon of earthquake a disaster in cities in many cases is inappropriate urban status. The vulnerability assessment of cities against earthquake in geography and urban planning is of high importance. Physical dimensions can be regarded as the most tangible and important role in urban planning and earthquake mitigation. Body shape including various elements of their organization can be possible through planning and urban design. This can be implemented through physical divisions of the city and neighborhood classification, the communication network and hierarchy of urban centers, filled and empty levels, sectors and localities, urban signs, the block segmentation and classification of different patterns of urban, urban open spaces, population and building densities, distribution and growth.

Methodology

This is an analytic- exploratory research and with the nature of data and lack of control on the effective data this is a non-experimental research. Data of the research have primarily collected by library and documentation and the study of various texts about earthquake and consequent damages. The study area of this research is Tabriz City. According to the importance of urban vulnerability assessment against earthquake in Geography and Urban Planning, the fuzzy

* Corresponding Author: Email: ayub.manochehri@gmail.com

Tel: +98 9141832907

method has been employed in GIS environment. In this research, fuzzy logic method integrated with Analytical Hierarchy Process (AHP) and TOPSIS model were used in GIS for developing estimation of vulnerability of cities to earthquake and determination of the effects of each criterion in vulnerability of cities. In this method, both spatial and descriptive data have been integrated. Needed criteria were chosen by using former studies and expertise comments. At next stage, weights of criteria have been assigned by AHP. After that the weight of criteria transmitted to fuzzy by triangular numbers. After that, negative and positive ideal has been obtained by using TOPSIS model. At the end, ultimate map were prepared in GIS by combining all the criteria.

Results and Discussion

There are two subjects in the assessment of disasters: the method of urban planning in relation with disaster prevention is capable to determine vulnerable areas. Estimation of damage develops preparation and counter-measure after earthquake. The first step to mitigate the damages is "assessment of vulnerability of region" and then "estimation of damage". Assessment of vulnerability of region requires data of the region in small scale (geographical data). New urban development plans, regulation of infrastructures, environmental improvement and other confronting plans to disasters can be used in relation to this topic. Totally, the principles of urban planning are: Reconstruction of vulnerable areas, and developing safe and hazardless areas.

For disaster risk assessment, it is necessary to prepare hazard zonation maps and geographic data about the geology, land use, population, buildings, equipment and other urban areas, urban activities. The information can be updated by GIS.

Conclusion

The results indicate that the northern areas of Tabriz have the highest risk of damages. These areas do not have safe conditions in terms of physical, economic, social and cultural properties. The populations of these areas are living in informal settlements of the city. As a result, attention to these areas is necessary and must take priority for improvement in the regions. As the occurrence of earthquake seems to be inevitable in Tabriz by reviewing the past years earthquake records, probability of an earthquake is possible at any time, this can be essential to have a suitable planning for the vulnerable areas of the city. The areas cover about 2% of entire city. North and east of the city are the next priority with high risk. These areas cover approximately 9 percent of the city of Tabriz. Given that a large part of the structure of the old city of Tabriz is located in this area, planning for empowerment in this area should also be based on the priorities. Central and southern areas are less exposed to the risk than other areas. Generally, in the city of Tabriz, the risk is high. More attention should be paid to all issues that will increase the safety against earthquakes, especially the rules of construction. Compliance with regulations of 2800 in Ministry of Roads and Urbanization will lead to resistant buildings against earthquakes.

Keyword: *earthquake, fuzzy logic, multi-criteria decision making model, Tabriz, zonation.*

Design of Entertainment- Tourism Camps (Case Study: Silvānā)

Hamed Mazaherian

Assistant Professor, Faculty of Architecture, University of Tehran, Tehran, Iran

Reza Ziari*

MA in Architecture, Kish International Campus, University of Tehran, Kish, Iran

Received: 16/11/ 2013

Accepted: 15/06/2014

Extended Abstract

Introduction

Iran has great potentials for tourism and spending leisure time within natural attractions; and it attracts numerous tourists due to various climate conditions in different seasons. West Azerbaijan province and particularly western part of of Urumia and Silvānā (Silvāneh) region is a unique area in climate and natural properties. It has a lot of natural resources. Enjoying a Kurdish culture, Silvānā is located at a distance of 40 km to the west Urumia city. In terms of its location and natural and hill species, Silvānā is one of the most beautiful natural areas of Iran. It has received a special beauty and attractiveness due to existence of Chāy River and Silvānā Dam with the surrounding hills. It seems that Silvānā area has the potential of creating various tourism attractions for provincial and national visitors due to its mountainous and cold climate in different seasons of the year. This area has a unique spatial, natural and climatic situation; therefore, the existence of an entertainment–tourism sport camp seems to be extremely necessary. Examination and review of theoretical principles, the paper analyzes the climate, the site, and the physical planning and design of such camps.

Methodology

This is an applicable – developmental research with analytical-descriptive method. The research components are various types of camps, entertainment camps, tourism camps, tourism spaces, and designing entertainment– tourism camps. The sources of collecting data are texts, references, various sites, and the statistics obtained from Statistical Center of Iran and other organizations in Urumia as the center of province and Silvānā city. For further investigation on the site, the paper also presents its perspectives with a sample volume of 50 specialists from the province and Urumia city. After preparation and adjustment of climatic, environmental, social, economic, physical, and infrastructural as well as tourism issues on the region and camp types and foreign and domestic samples, the paper presents its plans and designs concerning the entertainment – tourist camps around Silvānā dam.

Results and Discussion

Nowadays, tourism resorts play a significant role in development plans and tourist attractions. This role has broad economic, social, entertaining and echo-touristic aspects; and the visitors want to reside in natural, open and inexpensive environments with suitable facilities. Based on Britannica Encyclopedia, the word “camp” refers to a recreational activity which its participants use tents or vehicles compatible with this activity or the structures designed especially for a temporary residence. The word “camp” usually is referred to the area where people settle in and where individual, group, family or military units reside. In fact, camping is the resort which is established along the roads or in scenic and good climate areas and has different features including proximity to the scenic points and tourist attractions. It can be regarded as inexpensive and temporary residence, presenting recreational facilities and services.

* Corresponding Author: Email: abtin_0002002@yahoo. com

Tel: +98 9121260602

The plan of camping construction is prepared based on a series of designing patterns and technical principles. In the national physical plan, Iran has been divided into 10 regions. Development strategies and policies for each part of the region have been defined and determined. Different criteria and purposes are considered in camping rating and leveling. These are including the range of tourists' services, flexibility of the equipment, facilities and tourism services, and designing resorts compatible with environmental and climate conditions. The size and capacity of the camps are specified according to climatic and ecological considerations and also due to factors such as the kind of tourism demands, capacity determination and camp ratings.

Conclusion

The paper designs the following items for this camp: parking, restaurant, coffee shop, commercial complex, cultural complex, internet café, bank, mosque, amusement park, horse riding tracks, carting, paintball, golf course, tennis court, basketball court, indoor pool, outdoor pool and water slide, green space, children playground, zoo museum, residential area, shops, exhibition, traditional restaurant, international restaurant, facilities, hotel, clinic, police station, pharmacy, fire station, taxi stand, guard stand, office building, bowling center, football field, jet skiing site, fishing site and etc.

Keywords: *camp designing, camping, physical planning, Silvānā, site analysis.*

Opportunities and Challenges of Regional Convergence in Persian Gulf

Bahador Zaree*

Assistant Professor, Political Geography, Department of Geography, University of Tehran,
Tehran, Iran

Hossein Shahdousti

MA.in Political Geography, University of Tehran, Tehran, Iran

Ali Zinivand

Lecturer in International Relations, Islamic Azad University of Tehran, Tehran, Iran

Received: May 15, 2013

Accepted: March 19, 2014

Extended Abstract

Introduction

Persian Gulf during history became a place of communication and strategic, economic, political, and geopolitical and geo-economy location in international relations and interactions. The first half of the twenty-first century has experienced special features in the region. From the beginning of the twentieth century to 1980s, some efforts were made to establish relationships between the countries of the region with the cooperation of the United Kingdom. However, none of these works was completed and led to conflicts and challenges in the future of this region. The efforts of America along with Britain and France in the Persian Gulf region led to the arms race, different and conflicting views of security, lack of public trust, territorial and border disputes, lack of vision and common norms and cultural and ethnic discrepancies among the Persian Gulf states. Twenty first century should be called the century of regional integration by governments with regard to the benefits of this convergence in the world.

Persian Gulf region enjoys some privileges and a common component of regional integration if that agreement can be reached on a collective and a convergence of regional cooperation factors including common territory and the neighborhood, Islam and shared cultural values, oil and gas resources in common, policy coordinator for the common geopolitical necessity of planning and common issues such as the environment, tourism and drugs. It seems that the focus on the issues common in the real and concrete social, economic, political and security allows for understanding, consensus, collaboration and ultimately regional integration among the states of the region. Persian Gulf region is one of the areas that despite the grownups and their history, with the support and involvement of trans-regional powers and regional efforts, are following the formation of convergence between countries in this important area of the world. But today we are witnessing the formation of regional integration that we've been able to cover all the countries in the region. From the beginning of the twentieth century to 1980, which is coincided with the creation of the small countries of the southern Persian Gulf area, many attempts were made to work in the UK for convergence between these countries but none of the collaborations was resulted in a complete convergence and some lead to conflicts and challenges.

Methodology

The importance of this study is an analysis on the current situation and a description. This research has been carried out by collecting library data, including external sources of Geopolitics, International Relations and regional studies of Persian Gulf. For internal resources we have made interviews with experts and specialists in this field some. The data have been analyzed based on theoretical foundations and real events.

* Corresponding Author: Email:b.zarei@ut.ac.ir

Results and Discussion

Concurrent with creation of small states in Persian Gulf region, many efforts were made to establish relationships between the countries with the cooperation of the United Kingdom. These works did not lead to challenges and conflicts among the states. Because some powerful countries in the region that didn't have a treaty with England independence (such as Iraq, Iran, Saudi Arabia and later) went out of this Treaty. Due to the presence of some elements of divergence among countries in the Persian Gulf countries it seemed that the states must be aware of the component of convergence. In the future, we will see a convergence between the countries of the Persian Gulf region.

Conclusion

Political and geopolitical situation of the Persian Gulf region, throughout history, under consideration is the premier regional and cross-regional situation. The importance of the Persian Gulf region for cross-regional powers regularly was in progress ever since the Portuguese until today. This is one of the concerns that moved Persian Gulf states toward the creation of joint security arrangements without the presence of trans-regional powers. But with such a matter, it is important to have regional integration arrangements with the Persian Gulf states.

Keywords: *convergence, divergence, Iran Persian Gulf, regional and trans-regional powers.*

Theoretical Perspectives on the Globalization; Advantage of Spatial Characteristic

Oumars Yazdannpanah-Dero*

Assistant Professor, Political Geography, University of Tehran, Tehran, Iran

Received: 18/08/2013

Accepted: 21/03/2014

Extended Abstract

Introduction

Most studies of TNCs from emerging economies do not have an explicit theoretical underpinning. There are even fewer studies which put a particular theory into practice. Several theoretical frameworks, however, have been proposed. Globalization basis of the globalization process is from the philosophy of capitalism that is the utilitarianism of Bentham and other writers.

The idea is that maximization of self – interests is the virtue and the rationalism. Individuals, while selfishly maximizing their own interests, maximize the combined as the invisible hands of the market by Adam Smith.

Methodology

Another adverse effect in separation of production from consumption engendered by the process of globalization is the protection of consumers from the effects of production. The most straight forward example of this phenomenon is the demand from the developing world. The depletion of Local resource bases has often provided a check to economic excesses, but, in today`s world, over– consumption can deplete resources on a global rather than just in a local scale. If a resource is depleted globally, it is lost to human kind forever.

A second example is the international trade in pollution. If richer countries can export pollution to poorer countries, then a natural check on local pollution levels is lost and the problems of pollution threaten the global society rather than just local.

Results and Discussion

Those constraints can be significant when it comes to services to individual customers: training services, personal banking and personal telecommunication or retailing are some examples. However, there are two major trends that can reduce language constraints. The Governments also impose regulatory constraints that often work against globalization, often because they limit the free flow of personnel regulation. By internet and EDI control, they impose localization constraints (local content policies, local ownership and joint venture policies).

Conclusion

The world of the 21st century will mark a global transition into an urbanized human race. From the third world people living in cities in 1950, we expect that this proportion will be doubled by 2050. As we have learned over the past half century, urbanization offers both risk and promise. With more than five billion people likely to be living in these cities within the next 50 years. Failure to address urban infrastructure and assure adequate standards of living will create human culture media ideal for the selection, mutation, and transmission of deadly and resistant microbes. Global systems able to produce and distribute food are essential for healthy people.

Keywords: globalization, global citizen, local scale, theoretical globalization.

* E-mail: qiuo72@yahoo.com

Tel: +98 9121435543

Assessment of Local Manager Satisfaction with Local Organizations Services (Case Study: villages of Shirvan and Chardavol County)

Alireza Darban Astane*

Assistant Professor, Geography and Rural Planning, University of Tehran, Tehran, Iran

Morteza Ghanbari

MA.in Geography and Rural Planning, University of Tehran, Tehran, Iran

Mohadese Sahraei Khanghah

MA.in Geography and Rural Planning, University of Tehran, Tehran, Iran

Received: December 22, 2013 Accepted: April 14, 2014

Extended Abstract

Introduction

The services offered by the public organizations might be defined as intangible and totality of systems, activities and benefits which assist to resolve the nonphysical problems. The expectations of villagers from services increased gradually from the local organizations by the reason of developing technologies and improvement of communications. In today's democratic governments, it is important to meet people and satisfy them with the community. This seems necessary for People's participation in local governance and consequently for organizational success. In rural areas, a range of services are offered by local public organizations.

Quantitative assessments of service quality can also identify gaps between citizens' perceptions of public organization services and that of managers. Finally, service quality assessments can be used as a strategic tool for marketing of public services. Hence, the purpose of this study was to measure and analyze the rural satisfaction of local organizations in Shirvan and Chardavol County.

Methodology

There are several approaches to measure satisfaction that can be input to the SERVQUAL and gap model. From that initial research, Parasuraman et al. developed a service quality instrument called SERVQUAL that consisted of 22 pairs of statements which measure customer expectations and perceptions of service delivered on a seven- or nine-point Likert scale. For each pair of statements, the gap difference between the two scores is calculated. The idea is that the service is good if perceptions meet or exceed expectations and problematic if perceptions fall below expectations.

Research Statistical Unit is all rural households over 20 villages in the county. Research statistical population is all members of the village council. This study was done by counting all. The overall 510 questionnaires were collected from 168 villages. The data were collected using a closed questionnaire. The survey was administered in 2012 with the help of three field assistants.

The model of Service Quality Gaps was used to assess satisfaction and One sample Chi-square used to analyze and assess the comments. Cluster analysis was also used to compare and cluster the villagers' satisfaction and one way ANOVA tests and Duncan's post hoc test was used to compare the satisfaction of villagers in different counties. Pearson correlation was performed to identify which service quality dimensions were correlated strongly with citizen satisfaction. Data from 445 valid questionnaires were analyzed using SPSS 16.

Results and Discussion

The study has also attempted to identify the most important service quality dimensions that

* Corresponding Author: Email: astaneali@ut.ac.ir

determine citizen satisfaction with public services. The results showed that the villagers have little satisfaction with all of the local organizations. Average satisfaction index on a Likert scale was equal to 2.54 and also Average distance index to services was equal to 15.5 km. ZARDALAN sub district villagers are the least and KARZAN sub district the most satisfied with the public services. Cluster analyses showed that four group of services have better performance. Firth group of services were including primary school, health center and rural telephone. Second group were radio, TV channels (two, one and three TV channels), rural electricity and mobile service. The third group was rural health insurance and the fourth group was rural water and road. Correlation analysis revealed a positive correlation between the index of rural enjoyment and the public consensus. There is also a negative correlation between index of distance access and the public consensus.

Conclusion

General results of the study indicate low satisfaction of the people with the quality of local organizations in the city of Shirvan and Chardavl. This showed the importance of local organizations to provide comprehensive services. Especially the spatial distribution of rural satisfaction showed that dissatisfaction in underserved sub district (Zrdlan) is broader and more perceptible

One of the research results is that the index of rural enjoyment is important in explanation of the villagers satisfactory. Although at first glance this result seems reasonable and acceptable, but it is expected that successful projects can make it difficult to provide Hierarchical Regionalization.

It seems that despite some deficiencies in the services area, rural views to the functioning of such institutions must be changed as well.

Quantitative assessments of service quality can also identify gaps between citizens' perceptions of public organization services and that of managers. Finally, service quality assessments can be used as a strategic tool for marketing of public services.

Keywords: *local organizations, rural satisfaction, service quality, Shirvan and Chardavol County.*

Evaluation of Old Urban Neighborhoods in Response to Sense of Safety (Case Study: Malekabad, Qazvin)

Mohammad Mehdi Azizi

Professor, Urban Planning, College of Fine Arts, Urban Planning Department, University of Tehran, Tehran, Iran

Elaheh Shabanioola*

Instructor in Urban Planning, College of Fine Arts, University of Tehran, Tehran, Iran

Received: September 08, 2013 Accepted: May 21, 2014

Extended Abstract

Introduction

Urban neighborhoods have experienced changes over time. The urban physical body is formed appropriate to the circumstances and needs of each period. People at any time use some available tools to achieve the needs and aspirations they have. As a result, the body of each neighborhood is a reflection of the ideas, the methods, and the tools developers had at their time.

Feeling safe is one of the important human needs and one of the most characteristic qualities of the space. On the other hand, in today's complex urban communities, environmental factors cause different types of crime, lawlessness and chaos, and thus, the lack of security in cities and urban areas. Meanwhile, the urban texture of the old neighborhoods in Iran was known for their security and safety of its residents. Although this issue has also been influenced by social and cultural factors, the intelligent designing and planning of such neighborhoods should not be ignored.

The main objective of this research is to identify the spatial characteristics of the old neighborhoods of cities which helped the inhabitants improve the safety of their environment. This is because it is based on Islamic principles (such as maintaining privacy) and provides a fertile field for research and gaining experience. This article is classified in the category of qualitative research and the method of research is based on a case study. Research has been performed by use of spatial analysis software, GIS.

Methodology

Urban security in different periods has always been analyzed by numerous theorists. The result of these discussions and votes, before taking shape as schools and documented opinions, were individually expressed by theorists and experts. In this study, the formation of opinion and a summary of the most important scholars are discussed about security and crime in urban areas. With an overview of the world literature and urban security standards, the most comprehensive theory is the "theory of crime prevention through environmental design, or CPTED". The theoretical framework of this research is obtained by the theory. It has been implemented in one of the oldest and original neighborhoods in the city of Qazvin. Malek Abad is one of the old neighborhoods of Qazvin, which has fully been shaped in organic texture according to the city's core development and in spite of the recent construction and renovation. It still retains its old identity and composition. Overall, the neighborhood can be mentioned as a mix of residential homes, public places and some local land uses. But the private, semi-private and public domains of the neighborhood as well as its access control, according to its antiquity, provides an appropriate field of research. Evaluation is done by using methods of Goeller Scorecard and Checklist of criteria.

* Corresponding Author: Email: Elsh_urb@yahoo.com

Tel: +98 9125819677

Results and Discussion

There have been 3 criteria for the research framework: 'territorial reinforcement', 'access control' and 'natural surveillance'. The data needed for each one have been gathered through two ways; questionnaires and field works. First criterion (territorial reinforcement) has been defined by two sub criteria "sense of ownership" and "definition of public and private spheres". Some indicators including 'referring to a unique name for the neighborhood', 'unique mental boundaries of the neighborhood in the residents mind', 'housing time of residents', 'recognition of the neighbors of together' and 'matrix of response – location' are evaluated in the first criterion for the case study. The second criteria (access control) is divided into 8 sub criteria including: Visual permeability, separate pedestrians and cars, the passing traffic, texture penetration and ability to provide parking lots, useless streets and spaces without protection, marked and visible entries, lighting, and having ways potentially to escape. The last criterion (natural surveillance) is comprised of two sub criteria: 'size and congestion of space' and 'form of space'. All the mentioned criteria and sub-criteria have been developed to assess the response of neighborhood body to the sense of security of residents and to be able to compare the results obtained. Finally, all of them have been ranked in the 5 scale range of Likert (in which score of 5 is the most desirable rating). Results of these assessments show that among the three specified criteria, Malek Abad neighborhood is in a good condition in criteria of 'natural surveillance' by gaining the score of 4. It means that visual control of the neighborhood is doing well and on the other hand, the theory of the observer's eyes on the street is fully achieved there. The case in criteria of 'territorial reinforcement' obtained score of 3.77 which is a little above the average. It shows that (often non-normative) construction affected the neighborhood structure to some extent and disassembled the order of organic and hierarchical ways. Although the territorial separation in the residents mind is very powerful, it requires some improvements and suitable spatial building to make boundaries of public, semi-public and private spaces clearer and more recognizable. The most significant problem in the studied neighborhood was in the criteria of access control. It is evaluated under average by score of 2.95. According to third criterion, there were several problems in different places, such as: violating the privacy in the main streets, no sidewalks in most places, especially in the southern area, directing traffic passing through the neighborhood streets, low permeability in some passages especially deadlocks for emergency, the inability to provide adequate parking lot, existence of useless spaces and abandoned and desolate land and finally, and the lack of suitable definition for neighborhood's entry.

Conclusion

Finally this can be concluded that the evaluation of Malek Abad neighborhood as an example of the old neighborhood of the historic city of Qazvin indicate that it has succeeded in responding to the needs of its residents to feel safe reasonably. However, renewal and setbacks and some other changes have been implemented mostly in main pathways of neighborhood. These have led to additional vulnerabilities of old texture in the access control. Items that cause the strengths in such a neighborhood are also shown and finally, the scientific and operational research findings are presented.

Keywords: *checklist of criteria, crime prevention through environmental design, design against crime, Goeller scorecard, sense of security.*

Zonation of Urban Development Landuses Using Fuzzy Logic within Geographical Information System (GIS), Case study: Gorgan, Gonbad and Aliabad

Mohammad Salavarzizadeh

PhD Candidate in Geography and Urban Planning, University of Isfahan, Isfahan, Iran

Jamal Mohamadi

Assistant Professor, Geography and Urban Programming, University of Isfahan, Isfahan, Iran

Abdollah Kaboodi*

MA. in Environmental Studies, Faculty of Environments, Gorgan, Iran

Received: June 26, 2012

Accepted: July 07, 2013

Extended Abstract

Introduction

According to the theoretical foundations, land is a limited and vulnerable resource which can be perpetual or retrievable, in case. Fortunately, since the late of nineteenth century on, human has realized it to have an incessant and frugal exploitation from an area in order to implement programs and projects. Such issue is considered as an introduction to land using map or management for using of lands. The scholars declare that land users are the most valuable, cheapest and effective solution concern for reduction of environments destruction and prompt the social peace and economical efficiency. The development methods have been stable, not to signify the economical peace and criterion.

Rapid development and evolution of computer technology consisting of hardware and software compartments in the recent decades provided tremendous technical facilities in relation to processing the geometrical and graphic data of land. Moreover, it has been organized through applying information. Our surrounding environment is saturated with multi-criteria and humans are compelled to make decision in such fields, thus, they designate appropriate techniques for conscious determination.

The need to development of a strategy and programming in various cases is one of the major reasons to be appealed into multi criteria analysis in land using map. Therefore, as the domination of multi criteria decisions over environmental management has been considerable, this makes the development of specific devices for their controlling within GIS environment.

The present study provide part of data on Urbana's development and predict the ecological potency of Aliabad, Gonbad and Gorgan in Golestan Province because of spatial decisions for the capable districts of Urbana's development by applying multi criteria methods within geographical information system.

Methodology

This article is going to achieve the capable districts of Urbana's development by the help of GIS. As long as making the decisions is various, using MCE method can effectively analyze ecological resources with multi variables. The preferred formula for (MCE) is as follow.

$S = \sum_{i=1}^{n} W_i X_i * J_i C_i$	S = Suitability for the intended zone	W _i = Weight of each layer
X _i = fuzzy layers	J _i = Accent mark	C _i = Boolean layers

* Corresponding Author: Akaboodi64@gmail.com

Results and Discussion

To understand initially the general targets, increase in fundamental information of turban's development is accommodated to the results of assumptions and various research experiences. After passing through scientific shortages and collecting sufficient data, it seems necessary to provide a database with substantial amendments. There are two kinds of data layers in MCE method as Boolean and fuzzy layers. Boolean layers have 0 and 1 values which imply the definite limitation; however, fuzzy ones have multiple number scalar numbers in condition. Depending upon the weight of factors and parameters for any use of the layers, values of fuzzy layers will be ranged from 0 to 255, in 8 bit. Its desirability increases as far as it is closer to the value 255. Specific parameter for any user would be saved as fuzzy layers. Any layer has a Boolean and or (0 and 1).

The weights of factors are represented according to the bilateral comparisons of Analytical Hierarchical Process (AHP) in the IDRISI software. One of the most prevalent methods in using data combination is Weighted Linear Combination (WLC). In WLC, the standard factors multiply by their own appropriate weights, and then they are accumulated together. As the weights have been accounted in any cell, the created dataset layer should be multiplied by the Boolean limitation in order to exclude the limited zones from evaluation. Final layer of favorable combinational calculation from 0 to 255 boundaries have no limitation to be developed. In this situation, the layer will be combined through WLC. Final map of Urbana's development land using has the valued ranged from 0 to 255. This layer is prepared to be reclassified.

Conclusion

According to the verbal ecological model of Urbana's development land using, most interesting districts are located in suitable slopes (0 to 13 percent) in elevation of 400 to 1200 meter. The southern aspects are suitable and the least amount of water and windy erosion is in the selected areas. The suitable area are in the closest gaps to the 100 meter of buffer from the user of urban and rural areas and also lakes, more deeper wells of district, and in enough distances far from the faults. The suitable areas are also keeping the suitable distance from the protected areas. The main characteristics of the suitable areas are acceptable rainfall covering 500 millimeter, half-evolution soil to full evolution with medium granulation, absence of original stones as marl and shist, and also accumulation of the vegetation lesser than 30 percent. According to these definitions, after combination of the maps prepared based on increasing and decreasing trends, the final land suitability map layer for Urbana's development have been categorized in three potential classes: 1. high, 2. middle, 3. week. The results indicate that 38455306130 square meter of the area have high potential, 36553066 square meters have middle potential and 5067405586 square meter is week.

Keywords: *Aliabad, fuzzy logic, GIS, Gonbad, Gorgan, zonation, Urbana's development.*

Analysis on the Role of Religion on Development of Religious Tourism

Mir Najaf Mousavi*

Associate Professor, Geography and Urban Planning, Urmia University, Iran

Naser Soltani

Assistant Professor, Geography, University of Urmia, Iran

Ali Bagheri Kashkooli

PhD Candidate of Geography and Urban Planning, University of Isfahan, Isfahan, Iran

Received: 10/07/2013 Accepted: 13/08/2013

Extended Abstract

Introduction

Religious tourists are cultural visitors who travel to pilgrimage sites, relics, religious monuments, religious practices, spending their leisure time in places and religious centers of the world. However, for many of pilgrims it is important traveling shrine as well as itself shrine. This is because the pilgrimage is not only a foreign trip but also an inner journey and spiritual journey.

Religious and spiritual attractions of tourism in Iran are very precious. One of the religious attractions is shrines and holy places attracting every year a large number of tourists. The Zoroastrians have several shrines in Yazd, but the most famous shrines is Chak Chak. Every year there are thousands of people of our country around the world. This research examines the role of religion in the development of religious tourism with emphasis on shrines of Zoroastrians Chak Chak. Thus, two hypotheses are discussed:

1. There are a significant correlation between an increase in number of tourists in the Chak Chak Shrine and development in Ardakan city.
2. There are a significant correlation between religious beliefs of Zoroastrians and development of their religious places.

Methodology

According to the evaluated factors, this is an applied research with a descriptive-analytical method. Statistical population, are domestic and foreign tourists in Chak Chak Shrine. For data analysis, inferential statistical methods have been used. These tests are regression, analysis of variance, path analysis, and also for SWOT method of strategic planning.

Results and Discussions

Zoroastrians of Iran and the world usually go to Chak Chak Shrine from 13 to 17 June each year. After the end of religious rituals, various sites (religious and historical places) are visited in Yazd province and Ardakan City. This leads to economic development of the region.

To determine the main causes of development of the religious tourism, independent variables are entered into the regression model. Based on the results of path analysis, the highest effects are on development of religious tourism in Ardakan City. The variables of existence pilgrimage places and zoroastrians have the rate of 0.822 and adherence to religious rituals with rate 0.752. The results of Simple Linear Regression Model are equal to 0.652. The increase in the number of visitors can accelerate the development process of the city. In other words, increasing number of tourists will lead to increased development and also enhancement in indicators of economic development in the city. Furthermore, multiple correlation coefficients (R) confirmed calculate relationship between religious beliefs and development of pilgrimage and sacred places, with rate of 0.812 as 61.2 percent of changes in development of pilgrimage and the sacred places are resulted from religious beliefs.

* Corresponding Author: Email: Mousavi424@yahoo.com

Tel: +98 9144211702

Conclusion

Today, tourism is the most extensive part of service industry and one of the greatest economic resources in the world. Iran has a long history of having a very proper position among other countries. Religious attractions are including tourist destinations. With proper planning and management, Iran can be identified as a suitable region for attracting investment opportunities. It can be obtained in a reasonable position in the world in terms of attracting tourists. Chak Chak shrine is in income source and the factor of economic development for the Ardekan and Yazd. It has led to development of religious tourism. We can see the role of religion in the development of tourism. Government disregards the lack of private sector investment and the lack of appropriate facilities and infrastructures as the main obstacles to the development of religious tourism in the region.

In other words, in the areas where have religious places, much higher levels of development are related to the religious tourism. Finally, the strategies such as the efforts to establish welfare facilities and equipment in places of pilgrimage, use of Mehregan Celebration as an opportunity to send a message of peace and friendship of Iranians to the world, extensive advertising to attract tourists, and improvement and protection of places of pilgrimage can lead to the development of religious tourism in Ardakan City of Yazd province. Some suggestions for development of the tourism and consequently economic development are presented as following:

- Attempts for construction of welfare facilities and facilities of tourists in the Chak chak shrine.
- Making culture for appropriate behavior by foreign tourists.
- Use of the proceeds to improve and protect the tourism development.
- Creating green spaces or other attractions in the vicinity of the pilgrimage places.
- Pave the roads and paths connecting to the shrine.
- Widespread propaganda to tourist attraction by introducing the prominent works of historic in the surrounding areas of shrine.
- Security for tourists, especially at night.
- Use of renewable energy for power supply.
- Use of this space to convey a message of peace and reconciliation of Iranians all over the world.

Keywords: Ardakan city, Chak Chak Shrine, religious tourism, strategic planning.

Analysis of Urban Fabric Vulnerability against Earthquake (Case study: Tehran, District 2)

Abolfazl Meshkini

Assistant Professor, Geography, Department of Geography, Tarbiat Modares University, Tehran, Iran

Safar Ghaed Rahmati

Assistant Professor, Geography and Urban Planning, Department of Geography, Tarbiat Modares University, Tehran, Iran

Reza Shabanzadeh Namini*

MA.in Geography and Urban Planning, Department of Geography, Tarbiat Modares University, Tehran, Iran

Received: 19/07/2013

Accepted: 04/08/2013

Extended abstract

Introduction

In our times with the development of social-economic systems and urbanization, earthquake is one of the major natural hazards causing damage to buildings and urban infrastructures. During the twentieth century, population growth causes construction of settlements in high risk areas. A large number of the population will settle in vulnerable areas. Many of the major cities have been at or near the active faults. Thus, the vulnerability of cities, especially in urban contexts in developing countries, is a serious hazard for urban people. Hence, the study of earthquakes in urban areas is also important, not only for developing countries but also in developed. Among these, Tehran as a metropolis in the recent decades has a growing and increasingly irregular and non-homogeneous situation of non-standard textures. Despite the increase in construction in some areas of the district 2 of Tehran, due to the high price of land, it has developed rapidly with high density. The District 2 has a population of over 321,496 people. Much of the area is developed as a result of the rapid construction in the past two decades. On the other hand, the existence of faults in the vicinity and within this area increases vulnerability of the region to natural disasters. Hence, it is necessary to identify the structures requiring serious remediations to reduce vulnerability to earthquakes in the urban contexts.

Methodology

This is a descriptive and analytical research. The section of descriptive is use of library and archival research objective for selection of criteria in accordance with the descriptive data. The analytic model in this study is to determine the seismic vulnerability of the region to be used in the model of ANP and Fuzzy. One of the common methods of multi-criteria decision making process is Network Analysis Process (ANP). Model of ANP consider the relationships between the elements of decision through replacement of hierarchical network architecture. Some questionnaires were designed to get the opinions of experts (30 experts). The criteria helped to determine the value and importance of the approach of ANP to calculate the weights of the criteria. After obtaining the weight of each set of criteria by the ANP model, Fuzzy logics was used to combine the layers by spatial analysis in GIS. Finally, vulnerable areas in the study area have been discerned.

Results and Discussion

Identification and prioritization of effective criteria of the vulnerability in urban planning and appropriate corrective actions in the urban areas is of particular importance during a hazard.

* Corresponding Author: rezashbz@yahoo.com

Tel: +98 9119762402

Therefore, in this study, the indicators in environmental, physical and social aspects are chosen following a set of criteria. The questionnaire was designed for rating of the criteria for each study. To get expert opinions, the tables have been recorded and used to determine the value and importance of the criteria by ANP method to calculate the weights of the criteria we have discussed. In this study, eleven criteria have been considered. After entering the inputs to Super Decision software, the final weight is obtained by the set of criteria. Spatial Integration by GIS techniques and fuzzy operators contributed to identification of vulnerable areas. Vulnerable areas have been discerned in the study area. The areas of less vulnerability are illustrated in related maps.

Conclusion

The values in the standardization of map layers and the weight of each layer is considered zero to one. The closer number to one, the greater is the utility and desirability of the area. As you can see in the map, the pixels that are closer to dark spaces have value of zero and reduced from space utility and with high vulnerability. Conversely, the pixels that have been gray and white in colors, the vulnerability index have more. It can be found in the map, the majority of the district 2 has moderate vulnerability and the eastern half, and both South and North-West parts of district 2 of Tehran Municipality have a high vulnerability due to high density of residential population. The central part of the urban area due to the lack of open spaces and bright colors of certain users are more desirable.

Keywords: *Analysis Network Process (ANP), earthquake, Tehran, urban texture.*

New Regionalism Approach to Improve System of Spatial Development Management in Iran

Mozaffar Sarrafi*

Associate Professor, Geography and Urban Planning, Shahid Beheshti University, Tehran, Iran

Naser Nejati

Graduate of Regional Planning, Shahid Beheshti University, Tehran, Iran

Received: July 17, 2013 Accepted: August 26, 2013

Extended Abstract

Introduction

The spatial development management in Iran is not well integrated and thus, manifested in the chaotic and somehow win-lose competitions within the regions. This results in inefficient use of resources and regional disparities. Overcoming this hurdle needs new solutions which are encountering the challenges related to the contextual capacities in public sector and civil society as well as lack of legal institutional arrangement for the spatial integration at regional scale. It should be taken into consideration that nowadays, Iran's national resources (i.e., oil revenues as the most important national source) are dwindling and consequently, the regional resources ought to be relied more than the past.

The system of spatial development management in Iran is not proper for fulfilling this new role. In this regard, finding new approaches to improve the spatial development management in Iran, will contribute to better regional resource mobilization which is discussed in this study.

Methodology

The aim of this research is to study the new regionalism approach and to investigate its applicability in the spatial management system of Iran. Therefore, firstly the shortcomings of spatial management system of Iran are analyzed in three interrelated contexts of appropriate capacities among managers, experts and citizens relative to the integrated spatial management. Then, each of the existent plans and programs and the related regional decision making institutions in Iran is studied. Hence, the spatial loopholes at the regional level not covered by the plans and programs are recognized and the statutory deficiencies are identified. Then, the new regionalism approach is explained and the possibility of its application to cover the shortcomings in the spatial management system of Iran is deliberated.

The research method is based on analysis of secondary data and formal related documents about Iran's spatial management system. In addition, the academic sources with regard to spatial regional development have been reviewed to provide the theoretical framework for the problems.

Results and Discussion

New Regionalism is an approach which recognizes certain regions capable of cooperation and integration among their intra-regional institutions in pursue of political, socio-economic, cultural, and environmental synergies. New regionalism attempts to reduce the political dispersion (if not confrontation) of regional stakeholders. With the status quo, these attempts may include a spectrum of preliminary to radical actions. As a matter of fact, new regionalism should be implemented step by step to ease the resistance to change as well as to give it time for tailoring to the most appropriate institutional arrangement. Voluntary cooperation among municipalities and specialized institutions for pooling resources to provide regional services and/or collective industrial projects is a good initiation. These will set the stage for further integrations over time.

* Corresponding Author: Email: sarrafi53@yahoo.com

In Iran like other developing countries, for implementing and sustaining the process of new regionalism formation, has good regional governance based upon democratic decision making, rule of law, transparency, accountability, inclusiveness, efficiency and equity. Accordingly, collaboration of regional rivals becomes possible through the trust-building arising from good governance. Besides, the lack of capacities in public sector and civil society mentioned as hurdles will be ameliorated.

All in all, the findings of this study indicate that the new regionalism approach is useful for completing many deficiencies of the present regional development in Iran. These are regional disparities and inefficiencies in resource utilization. The rival political divisions at regional scale are hampering coordinated development and this approach has the capability to reduce the rivalries and establishing collaborative milieu. It has been construed that the needed actions should be taken step by step, starting with those simple ones which can be done with the existing laws to create the capacity for the next reformist steps.

It is also shown that due to the nature of new regionalism, it can be used in order to utilize and strengthen the comparative advantages of Iran's regions at both national and supra-national scales. The application of new regionalism approach in the spatial management system of Iran necessitates, on one hand, the recognition of a buoyant and flexible new regional level of governance and, on the other hand, the provision of the statutory status at this level in the administrative divisions of the country. New regionalism can be applied for a variety of socio-economic, political and environmental objectives at different scales of national and supra-national levels with the inclusive participation of all key players and concurrent top-down and bottom-up processes. The institutional arrangement for such an approach is missing now.

Conclusion

Bearing in mind the nature of new regionalism which emphasizes on the integration - not the assimilation - within the existing dispersion of spatial institutions, it can be utilized at different global and national scales to prevail the particularism. In addition, new regionalism has the potential to upgrade social capital and sectoral synergy among the regional stakeholders. In this regard, the Iranian spatial development management has capabilities yet to be realized. Having said this, the need for greater decentralization (i.e., toward devolution) of the bureaucratic system is an imperative measure.

In conclusion, the new regionalism approach can initiate cooperation among spatially divided regional entities in socio-economic, political and environmental issues. The approach leads to utilization of the competitive advantages at both national and international levels which, in turn, is conducive to spatial development of regions. The contextual requisite for this is good governance. In fact, good governance is needed to ensure the transparent, accountable, responsive, lawful, efficient, democratic and equitable decisions at the public sphere of regions. Decentralization plays a major role in this regard and the regions should be given more authority over their own resources. However, this is a gradual institutional process concomitant to the capacity building among all the regional agents of development. Therefore, a step by step process has been introduced while the necessary statutory pre-requisites are prepared.

Keywords: administrative divisions in Iran, good governance, new regionalism, regional development, spatial management system of Iran.

The Role of Charitable Institution of Relief Committee in Physical Improvement of Housing Quality of Rural Poor People (Case Study: Rural Kandovan District of Miyaneh Township)

Abdolreza Roknoldin Eftekhari

Associate Professor, Geography, Department of Geography, Tarbiat Modares University,
Tehran, Iran

Akbar Mirjalali*

MA.in Geography and Rural Planning, Tarbiat Modares University, Tehran, Iran

Received: July 13, 2013 Accepted: October 01, 2013

Extended Abstract

Introduction

Housing as a real phenomenon of the human lives has always been struggling. House is a necessary part in the lives of rural people as both a living and a work environment. The quality of housing in all housing has traditionally been considered. In this research, housing and its socio-economic status are considered. Thus, we can say that housing is one of the factors affecting the quality of life. Quality of life is a multidimensional and complex concept. Some see it as welfare, social welfare, happiness, and satisfaction. About half of the world population is poor and approximately 600 to 800 million people living in non-standard housing. Because of the place they lacked the necessary security and infrastructure and facilities, and wastewater utilities and are also exposed to numerous hazards. In order to resolve this gap in the late twentieth century, major solutions were proposed to this problem. One of the strategies was establishment of organizations or charities (NGO) in the world. In the example of Iran, the Imam Khomeini Relief Committee (RA) was established for charitable aids to the poor. This research investigated the role of the charitable relief in the physical improvement of rural housing in Iran.

Methodology

This descriptive and analytical research has used library resources. Data for the study were collected through observation, interview and questionnaire design (field sampling and interviewing with patients). The validity and reliability of the tools were measured using Cronbach's alpha coefficient. It was equal to 0.8654, which is acceptable. The questionnaire used in our study has qualitative and ordinal scale. It is based on the population of 37 villages in three districts of KANDOVAN and Mianeh respectively. The population includes 160 households covered by the beam. This sample was randomly selected. SPSS software was used for data analysis to apply Wilcoxon non-parametric test. The Kandovan is 1244 square kilometers, which constitutes 22% of the total area of the Mianeh City. Up to 920 households, including 46 urban and 874 rural households are covered by the Relief Committee.

Results and discussions

This research was carried out to investigate the actions of the institution and its impact on physical quality improvement of rural housing in the Kandovan District, Mianeh. The results show that all the components and items related to their housing activities by Relief Committee.

The average number of positive ratings and a significant level of the state to cover the cost of coverage are good. Wilcoxon test indicated that the mean differences were significant. This

* Corresponding Author: Email: akbarmirjalali@yahoo.com

Tel: +98 9149012782

means that because of the better coverage the improvement was acceptable. This indicates the fact that it is true that the committee was effective on the physical improvements in rural housing in Kandovan but not enough to remove the concerns in the housing of the region.

Conclusion

Quality of construction materials used from the manufacture of steel and concrete for housing units has increased in the recent decades. Residential treatment facilities and services such as electricity, water, gas and telephone are also increased during this period. This change reflects the improvement in the quality and quantity of housing in rural areas during the last decades. Housing was a major consideration in the Development Plan. The application of NGOs and charitable organizations would strengthen the attention to the rural housing. The results indicated that the actions of the Relief Committee for all variables in the physical condition of housing has led to significant changes in their clients.

Many of the patients of families were satisfied with the physical quality of housing built by the committee. Therefore, we can reject the hypothesis H₀ in favor of H₁ and Committee actions to improve the physical condition of housing is covered by the client. This improvement was lower than the mean level. Given that about one third of patients have been homeowners for other clients in the future they take great efforts to improve the physical housing of others.

Keywords: *charitable institutions, Imam Khomeini Relief Committee, physical quality of rural housing, rural development.*

Strategies for Winter Tourism Development in Rural Areas (Case Study: Villages around Shemshak Ski Piste, North of Tehran)

Masoud Mahdavi Hajilui

Professor, Department of Geography, Science and Research Branch, Islamic Azad University, Tehran, Iran

Bahar Beishami*

PhD Candidate in Geography and Rural Planning, Department of Geography, Science and Research Branch, Islamic Azad University, Tehran, Iran

Received: August 21, 2013 Accepted: September 17, 2013

Extended Abstract

Introduction

Tourism is changing into a main basis for social welfare and economic and social development of communities and governments. Tourism has been one of the greatest economic sections of the world, with 988 international inputs and 1 billion dollars income in 2011. It is a multi-purpose industry with a considerable share in providing the countries with the added value during the last decades, and an important source of income for development of the countries. Nowadays, tourism is something beyond an industry and, in fact, a sustainable social and global phenomenon which possesses its own specific complexities. Many developed countries of the modern world assume tourism as the best way for promotion of culture, providing international understanding and achieving plentiful economic income. Actually, the main purpose to develop domestic and foreign tourism is social and economic development of destination areas. Tourism attractions are the main reason for travelers to visit a site. Attractions are motivations which can be used for attracting visitors, because of their specific characteristics and beauties.

Rural tourism is a sector of different dimensions in sustainable economic, social and environmental development of local communities to achieve bidder. Therefore, to achieve this, it requires the design, development and implementation of the strategic model, together with appropriate strategies for specific areas with tourism planners and managers. Therefore, this study aimed to develop a strategic model for rural tourism development in the study area.

Villages are of great importance concerning the tourism attraction, and many tourists visit the rural areas. Therefore, sustainable rural tourism and its intelligent management require suitable planning. Iran has also many cultural, historical and natural attractions, however, the country has not been successful to get a suitable position in the world tourism industry and a trivial share of the industry's income has been devoted to Iran. The point is also true in Iran's domestic and specifically rural tourism. Tourism as an efficient instrument plays a crucial role in economic development of the rural areas. It has greatly been considered in many countries in order to overcome the socio-economic challenges of their rural areas. Tourism, today as one of the most dynamic economic activities plays also an important role in the sustainable development of local areas. This industry through a simultaneous combination and utilization of the internal and external resources has many social, economic, cultural and environmental benefits.

A survey on the literature reveals that one of the crucial rural tourism in mountainous areas is winter tourism. Winter tourism and winter sports are dependent on snow. The winter sport destination is defined as a geographic, economic and social unit consisting of companies, organizations, activities and etc. Thus, enough snowing is the basis for providing the visitors with required services, activities and snow sports. Beyazit also defines the winter tourist as an individual who visits the area for pleasure and to play winter games and sports and to use its

* Corresponding Author: bbeishami@yahoo.com

Tel: +98 9124454804

snow related natural attractions. The most attractive winter sport is ski. That is why snow is known as white gold required for winter tourism.

The most proper snow depth is 30-50 centimeters for this purpose with at least 100 days sustainment which, in turn, depends profoundly on other factors including the slope and the sunshine angle and radiation. Developing the ski camps is very profitable for the local population including economic and income diversity, improvement of infrastructures and services, providing the local dwellers with mental security and reduction of environmental damages. Being seasonal is the most crucial characteristic of the winter tourism which is a function of the weather and holidays.

The authors have become interested in studying various aspects of the winter tourism, because of its importance in one hand, and presence of numerous visitors on the other hand. Generally, majority of the field studies and scientific studies conducted in the world and Iran confirm that tourism is an effective facilitator for the economic social development and revival and restoration of the societies.

Methodology

The key question of the research is that "What is the appropriate strategy for developing winter tourism in rural areas around the Shemshak ski piste?" the present study has been conducted to answer the question, through a survey and field study among the experts and elites using a SWOT model. Validity of the questionnaire was confirmed by the panel of professors and tourism experts, and alpha Cronbach's coefficient was calculated (72%) to evaluate its reliability.

Results and Discussion

The Harvard or SWOT model has been taught in Harvard commerce school since 1920 as a unit of commercial policy. It has been the main sprite of the most strategic compiling models in various economic, service, public and non-profitable sections.

The main purpose of the model is to relate the organization to the environment to achieve the best strategies. The most important points in the model are strengths and weaknesses points of the organizations and the effective opportunities and threats. Therefore, data collection process was conducted using field studies and open ended questionnaire. At the beginning, we studied the area's internal and external environment and determined the opportunities and threats. They were ranked according to the questionnaire data analysis and opinions of the experts. Eighty two questionnaires were distributed and 74 ones were completed by the experts at local and province levels.

Conclusion

The results reveal that the winter tourism development strategies in the villages around the Shemshak ski piste tended to be a competitive strategy in the frame work of 8 side-strategies which are practicable and pursuable. However, to achieve a proper position in winter tourism development, we need an offensive assaulting strategy with regard to participation of the villagers around the Shemshak ski piste as the main axis.

Keywords: *rural development, Shemshak ski piste, Tehran Province, tourism, winter tourism.*