
REVIEW AND ASSESSMENT THE SOCIAL AND ECONOMIC STRUCTURE OF THE ZANJAN PROVINCE IN TERMS OF ATTRACTING TOURISM

1. **Valiollah, rabieifar**, PH.D student in Department of urbanism, Islamic Art University of Tabriz, and Teacher of elmi-karbordi Jaame University, Iran, (Corresponding author)
2. **Omosalameh, babaee fini**, Assistant professor in Department of Geography, Payame Noor University, Tehran, Iran
3. **Amir Hosein, Valibeglu**, MSc student in Department urban Planning, Qazvin Islamic Azad University, Iran
4. **Jafar, mehdiyoon**, MSc Department of Geography and Rural Planning, Tarbyat moallem University of Tehran, Iran
5. **Asghar, Teymouri**, MSc Department of Geography and urban Planning, University of Zanjan, Iran
6. **Shahram, Mohamadi**, MSc student in Department urban Planning, Art University of Isfahan, Iran
7. **Faramarz, hadavi**, PH.D student in Department of Geography and Urban Planning, Payam Noor University of Tehran, Iran

ABSTRACT:

Today, the tourism industry has developed and enhanced the activities important for developing countries to achieve Economic development and potential use of natural and human potential is considered. Due to the fact that the province has a significant role in the production of handicrafts and hospitable people can also be an effective adsorbent In this study it was tried to the social and economic structure of tourism in the province and has And appropriate strategies for dealing with situations better and more readily attract been measured tourism to be presented.

In the present social and economic situation in the province using SWOT technique has been evaluated and determined And methods of data collection and data analysis of more documents, descriptive and analytical According to the findings, despite the province having great cultural treasures, unique crafts, education, high youth demographic and economic characteristics suitable for tourism, Potential to become a tourism hub of the country. Strengths and weaknesses on the field with a little difference, but the opportunities to good advantage In order to overcome the threat have not been well used. The threats and opportunities are dominant. Strategies and contingency strategies show. And the strategies and priorities have been proposed based on matrix QSPM

Key words: tourism, social and economic structure, Zanjan province

Introduction

"Exploring Sirvan in different lands, a part of human life and the needs of the booming in this century, extensive transport facilities, limitations of human communication between different communities destroyed and therefore tourism as a major issue in human life has been raised. Industry to develop economic, social, cultural and political nation, and has created countless jobs, provide friendship and peace between nations and the promotion of human knowledge is "(Mansouri, 2003). Tourism in the process of becoming a tourist destination, the quality of life, value systems, family relationships, attitudes, traditions, customs, behavior patterns, and many other components of economic, social and cultural influences is These effects can be overpopulation, crowding, use of infrastructure, employment status, impact on earnings and poverty in the community pointed out (quoting Dasvl Kazemi, 2004) The impact of such a change to be able to establish that the precipitous growth in tourism over the past decade and the future based on its With emphasis economists, technicians and technologists and support for developing countries to

strengthen the industry towards sustainable development goals in these countries are allowed With emphasis economists, technicians and technologists and support for developing countries to strengthen the industry towards sustainable development goals in these countries are allowed This strategy not only in developing countries but also includes the industrial world (quoting ancient involved Kohnmvy, 2004). Due to the wide variety of tourist community, a group of researchers, the impact of the industry in three categories: economic, environmental and social - are classified cultural At the same time they pointed out that some of the items specified for each class are the same as in other classes overlap (Matysvn and Wall quotes Kazemi, 2004) Due to the influence and impact of tourism on the social and economic structure of society, can be noted The proper facilities and services for economic and social policy can be expanded in a certain period of booming tourism demand will be more Conversely, they cannot demand a more restrictive and more restrictive leverage returns (absolute champion, 1997). And of course, the best use possible of the effects caused by the Thus the social and economic structure of the different functions that can be important is tourism the study in this area will need. In this province, having a high tourism potential of natural and man with a privileged geographical position and population centers such as Tehran and Tabriz, Ability to attract the attention of the top tourist tourism can have different dimensions.

Research Methods

Research methods are mostly based on the nature and aims of the study is set. This method yields a major descriptive and analytical in the present study, two methods have been applied Dominant approach to investigate the quantity and type of applied research. In order to collect information through library research are discussed. Precious relevant information resources in the study area provided most of this information is not available from field studies Statistics for research data centers and information by going directly to the Statistical Center of Iran, Organization and Management of Cultural Heritage and the State took Internet sites and databases, as well as the university library is collected and used and data analysis with emphasis on objective observation and descriptive studies using the model (SWOT) was conducted best tourist places for display using Geographic Information System (GIS) maps have been produced. For indoor and outdoor environments were studied in Zanjan province for weighting and rating has been the status quo for all internal factors (strengths and weaknesses) and external factors (opportunities and threats) of expert opinions were used.

The method of analysis of the model is carried out in four stages as hierarchical

1 - Internal and external strategic assessment of the environmental and geographical Zanjan province:

All internal and external factors of environmental and geographical Zanjan province were evaluated Important factors are important to identify and set priorities.

. To assess the internal and external strategic factors of IFE and EFE matrices using

A- matrix of inner or internal factor evaluation (IFE)

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

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

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

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

B) External factors and external evaluation matrix (EFE)

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

2- Four strategic planning strategies of SWOT

By comparison the strengths, weaknesses, threats and opportunities in the SWOT table and applying analysis, the four SWOT strategies are presented and through this assessment, four types of strategic approach WT, ST, SO, WO is obtained .

Table 1: Four strategies SWOT

Internal environment			External environment
Weaknesses (w)		Strength (s)	
adaptive strategy (WO) (Minimum- Maximum)	invasive strategy (SO) (Maximum- Maximum)	opportunity (o)	
defense strategy (WT) (Minimum - minimum)	contingency strategy (ST) (Maximum - minimum)	Threats (t)	

3 - Prioritizing strategies using matrices QSPM

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

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

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

institutional – managerial status strategies of Zanjan are prioritized with the numerical value and are comparable with each other

Theoretical Principles Research

"Tourism and the Greek origin of the word is getting around the Tour means Greek to Spanish and French and has finally found its way to England the following definitions are used in the Oxford Dictionary:

- 1) The place or places where the short travel a lot to see.
- 2) Pass a short trip somewhere.
- 3) Means that large amounts of money through the tourism industry, with foreign tourists who come to earn some countries are.

In general, the word tour is derived from the word tourism means a trip back to the spot and follow a specific itinerary. ""(Ali Asgari, 1997)« Tourism (Tourism) is the activity or activities that people can relax, work or other reasons outside of their usual travel and at least one night stay for a maximum of one year in succession where the chosen "(Sanai, 1996).

"Tourism is a phenomenon of the distant past, societies have been considered According to the different needs of economic, social, historical, and ... The momentum has continued This phenomenon since the Industrial Revolution, particularly during the last century, has expanded dramatically, Underlying science and technology in international relations and economic development of nations "(Ali Asgari, 1997).

When "Thomas Cook" of London launched his first tour, about 150 years ago, this action over a century and a half of ups and downs and changes, the largest social movement in human history became here goes the next century, the greatest economic, social and cultural wellbeing "(Zubair, 1377). In total, a staggering increase in tourism due to improved communications, increased wealth and prosperity and more leisure is (Bonnie Fee 1995, 15) Tourism or tourism industry since 1950 with great changes that some have called it a revolution tourism this led to the development and maturation of "mass tourism" and in the near future "quality tourism" will become. We have a strong and professional tourism activity worldwide is great So that before the first oil, then placed in a row and then above it is growing (Masumi, 2007, 9).

"According to the World Tourism Organization, which is affiliated to the United Nations, tourism is the largest industry in the world" (Lund Berg and others, 1995, 3) The first travel in most countries and regions to exploit its economic interests" (World Tourism Organization, 2001, 66) The World Tourism Organization statistics that show offers an important impact on tourism in the global economic system, the third largest industry after oil and automobile industries, dynamic and growing industry is the only industry where the introduction "(Gay Shame, 1377, 297 quoted Nasser M. 2004). "As a force for social change, tourism has been the impact of the Industrial Revolution. In less than three decades, tourism has transformed the world's view of business "(quoted from Bonnie Facebook Svdjych 1995, 16).today tourism has become one of the greatest levers of economic social change in human history So that the number of international tourists in 1950, which did not exceed 25 million in 1992 have been to over 594 million people . According to the World Tourism Organization predicts the number of tourists in 2010 to one billion people in 2020 to 6/1 billion people will increase (Sacrifice 2004). The magnitude of tourism to create jobs and income is not limited. If the thought of planning and development, direct and indirect benefits of tourism to the economic, social, cultural and political environment and make a significant contribution to play in national development In other words, to promote social justice indicators, improved living standards, prosperity and regional balance lead. In some cases, regional economists, tourism as the only resource deployment and development of less developed regions have seen "(Masumi, 2007, 10).

"Cultural environment - social media activity is tourism. Thus, culture and tourism community interact with each other. This discussion is related to two aspects:

- Impact and influence on each other's culture and society, culture and tourism community.
- The impact of tourism on culture and society (Ibid, 55).

"The benefits of tourism to the local community and cultural patterns and also bring problems. Social work - cultural tourism, including tourism development in each region are the most important considerations, however, measure the impact of the economic and environmental impact is far more difficult. In countries that are still socially and economically very traditional, very critical of these works are important. Although the incidence of social tourism - cultural, but it should be remembered that in principle lead to the development of any new changes are sought. Tourism is the only source of change in society "(World Tourism Organization 1994, 78-79). Economic consequences usually measurable and manifest contrast, only some of the social costs of tourism are obvious, but in other cases not. In the past, the Dutch capital of Amsterdam was the center of attraction hippie and drug addicts. The city's reputation was tarnished, which is a social cost (Lund Berg and others 1995, 83).

"Social problems caused by drug addiction, alcoholism, crime, and prostitution, as well as the tourists are likely to intensify.

Research suggests that these problems are rarely the main reason for this is that tourism but can they provide developments "(World Tourism Organization 1994, 82).

Introducing the study area

Historical understanding of the phenomenon is the foundation stone of the present situation and the understanding of the phenomenon makes the estimation of future changes possible (Habibi, 2004). Zanjan where is now the center of Zanjan province due to being over old Ray (city) - Azerbaijani business road has been significance. History of Zanjan rise reach to Median era. Assyrian texts named some places like Maday and Andia that is probably refer to the same city. Hmdollah Mostofi in his book titled "Nezaholgholob" believes Ardashir Babkyan has built this city. Later it is called Zndygan, which means who has a Scripture. Shortly later changed to Zangan and then after the Arab invasion changed to Zanjan. The Muslim geographers have been named this with another small city near it "Abhar" as the towns of Mountain Province. In the Qajar era, especially after the construction has taken place in the reign of Abdullah Mirza, it is considered one of the major cities in Iran. One of the great events that occurred on and had a great impact on the direction and destiny of the city next to the name of Mullah Muhammad Ali Zanjani was personal rebellion against the regime at 1276 AH. Civil war between the Babis and the interim government (Shah) lasted nine months of the rebellion and sedition, destruction and devastation of the city and its inhabitants were imposed. Zanjan province picks up the eastern part of Tehran – Tabriz road with average height of 1663 meters above sea level. Based on the geographical location is located in 48 degrees 29 minutes east longitude and 36 degrees 40 minutes north latitude and is located between a set of heights in the North, North East, South and South-West.

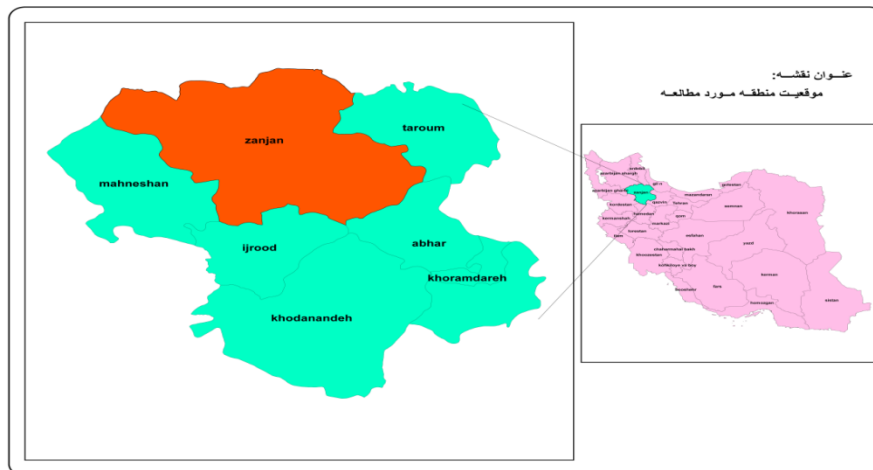


Figure 1: Location of Zanjan, the authors, 2012

Tourism Assessment in Zanjan province

Strengths and weaknesses (internal factors) and opportunities and threats (external factors) in the social and economic structure of the Zanjan province are:

Social and economic factors

Weaknesses:

- W1, lack integrated advertising and marketing programs for the tourism industry of the province;
- W2, lack of training in tourism and related areas in the province in higher level;
- W3, weak banking facilities granted to the applicant's private sector tourism activity in the province;
- W4, low scientific and technical workers in the tourism services sector;
- W5, of-service courses for workers in the tourism sector;
- W6, migration of people to excessive large cities, especially Tehran and Tabriz;
- W7, dependent severe travel agencies to other large agencies in matters related to tourism marketing.
- W8, affected community before the tourists due to lack of preparation and training to maintain the traditional principles and beliefs
- W9, denial and strong determination to attract tourists and tourism development
- W10, being ready to accept tourists and especially his service needs and views, expectations and activities expected from the

Strengths:

- S1, enjoying huge Culture, Arts and Iranian Islamic civilization, in the Zanjan province include Soltanieh great historic dome;
- S2, existence of genuine Islamic traditions such as devotion and its social and cultural implications;
- S3, a spirit of hospitality and hospitable people;
- S4, possession of the young population structure and favorable context for the development of the tourism industry;
- S5, high levels of literacy in the province;
- S6, significant role in the production of handicrafts, including: carpet, knife production (by traditional), broidery and ...;
- S7, diversity considerable tourism resources in the province;
- S8, launched website of most executive agencies related to economic activity and Tourism;
- S9, related tourism activities in various economic exhibitions;
- S10 developed considerable Tourism Service.

Threats:

- T1-- lack of economic vision of social and recreational activities;
- T2-poor participation of women in the tourism sector activities;
- T3-inappropriate and unfair distribution of social and cultural facilities and services at the national and provincial scale;
- T4-Syastzdgy and Vamzdgy some of the social and cultural programs and art related to tourism;
- T5-damaging effects of foreign cultures and the culture of the local community, especially with the proliferation of new communication and information technologies;
- T6-economic approach to tourism spending, and sales are not considered resources (human and natural resources destruction)
- T7-poor banking facilities granted to the mobility demands of the private sector tourism activities;
- T8-traditional advertising and information systems to enhance their knowledge in the field of tourism;
- T9-failure monitors direct marketing activities;
- T10- competing neighboring provinces in attracting tourists.

Opportunities

- O1- Proximity to major population centers and industrial poles (Tabriz, Qazvin and Tehran);
- O2-near the northern city of culture and consequently increasing social and cultural ties with the region;
- O3-young The possibility of using their talents;
- O4-cost banking facility to encourage private sector participation in cultural and artistic Qalythay people in artistic and cultural activities;
- O5-; shortage of personnel in the tourism sector and the potential to attract more labor exploitation in tourism
- O6-attracting tourists through modern methods of marketing and advertising;
- O7-support systems administrators associated with tourism activities, especially in attracting the private sector;
- O8-assigned part of the international marketing activities of the Cultural Heritage and Tourism in the Province;
- O9-prepared to accept the teachings of the private sector related to tourism, including in the field of modern marketing techniques to attract tourists;
- O10-time operational experiences with other neighboring provinces in the field of tourism

Table 2: Matrix IFE social and economic structure

Internal strategic factors		Weight	Rated situation	Weighted score	Description
	W1, lack integrated advertising and marketing programs for the tourism industry of the province;	0.059	2	0.118	Lack of economic potential of tourism
	-W2, lack of training in tourism and related areas in the province in higher level;	0.044	3	0.132	
	-W3, weak banking facilities granted to the applicant's	0.044	2	0.088	Poor little private sector investment

Weaknesses	private sector tourism activity in the province;				and tourism activities	
	W4, low scientific and technical workers in the tourism services sector;	0.029	3	0.088	Poor service delivery in the tourism sector	
	W5, of-service courses for workers in the tourism sector;	0.029	3	0.088		
	W6, migration of people to excessive large cities, especially Tehran and Tabriz;	0.029	3	0.088	!The loss of young and motivated work force, particularly in the tourism sector of activity	
	W7, dependent severe travel agencies to other large agencies in matters related to tourism marketing.	0.044	3	0.132	Bounded by the Province and weaknesses in marketing tourism agencies Tvrgdran	
	W8, affected community before the tourists due to lack of preparation and training to maintain the traditional principles and beliefs	0.044	3	0.132	Destruction and damage to the traditional principles and beliefs	
	W9, denial and strong determination to attract tourists and tourism development	0.059	2	0.118		
	W10, being ready to accept tourists and especially his service needs and views, expectations and activities expected from the	0.059	2	0.118	Inadequate investment and efforts in the tourism sector	
	Strengths	S1, enjoying huge Culture, Arts and Iranian Islamic civilization, in the Zanjan province include Soltanieh great historic dome;	0.074	4	0.294	
		S2, existence of genuine Islamic traditions such as devotion and its social and cultural implications;	0.044	3	0.132	
S3, a spirit of hospitality and hospitable people;		0.044	2	0.088		
S4, possession of the young		0.059	4	0.235	Abundant labor for	

	population structure and favorable context for the development of the tourism industry;				tourism activities
	S5, high levels of literacy in the province;	0.044	3	0.132	High knowledge to understand and control the negative effects of tourism and its benefits
	S6, significant role in the production of handicrafts, including: carpet, knife production (by traditional), broidery and ...;	0.059	4	0.235	
	S7, diversity considerable tourism resources in the province;	0.074	5	0.368	More attractions to draw tourists
	S8, launched website of most executive agencies related to economic activity and Tourism;	0.044	3	0.132	Development of the tourism sector
	S9, related tourism activities in various economic exhibitions;	0.059	2	0.118	
	S10 developed considerable Tourism Service.	0.059	3	0.176	Arrange to attract more tourists
	Total	1		3.015	

Note 3:

Table 3 - EFE matrix of social and economic structure

Internal strategic factors	Weight	Rated situation	Weighted score	Description
T1-- lack of economic vision of social and recreational activities;	0.057	3	0.171	Lack of proper understanding of tourism
T2-poor participation of women in the tourism sector activities;	0.043	2	0.086	Correct and complete lack of available labor
T3-inappropriate and unfair distribution of social and cultural facilities and	0.057	2	0.114	

Threats	services at the national and provincial scale;					
	T4-Syastzdy and Vamzdy some of the social and cultural programs and art related to tourism;	0.043	2	0.086		
	T5-damaging effects of foreign cultures and the culture of the local community, especially with the proliferation of new communication and information technologies;	0.043	3	0.129		
	T6-economic approach to tourism spending, and sales are not considered resources (human and natural resources destruction)	0.057	3	0.171	Destruction of human and natural resources	
	T7-poor banking facilities granted to the mobility demands of the private sector tourism activities;	0.057	2	0.114		
	T8-traditional advertising and information systems to enhance their knowledge in the field of tourism;	0.043	2	0.086		
	T9-failure monitor direct marketing activities;	0.043	3	0.129	Marketing activities without direction or incorrect	
	T10- competing neighboring provinces in attracting tourists.	0.057	4	0.229	Attract more tourists by competition with the nearby provinces of Zanjan province	
	Opportunities	O1- Proximity to major population centers and industrial poles (Tabriz, Qazvin and Tehran);	0.057	3	0.171	It easier to attract tourists
		O2-near the northern city of culture and consequently increasing social and cultural ties with the region;	0.057	3	0.171	
O3-young The possibility of using their talents;		0.057	3	0.171		
O4-cost banking facility to		0.057	2	0.114	Thriving arts and	

	encourage private sector participation in cultural and artistic Qalythay people in artistic and cultural activities;				cultural activities
	O5-; shortage of personnel in the tourism sector and the potential to attract more labor exploitation in tourism	0.043	3	0.129	
	O6-attracting tourists through modern methods of marketing and advertising;	0.043	2	0.086	
	O7-support systems administrators associated with tourism activities, especially in attracting the private sector;	0.043	3	0.129	Growth and prosperity of the private sector in tourism activities
	O8-assigned part of the international marketing activities of the Cultural Heritage and Tourism in the Province;	0.043	3	0.129	Possibility of direct marketing within the province
	O9-prepared to accept the teachings of the private sector related to tourism, including in the field of modern marketing techniques to attract tourists;	0.057	4	0.229	Tourism motivation and knowledge to perform
	O10-time operational experiences with other neighboring provinces in the field of tourism	0.043	2	0.086	
	Total	1		2.729	

According to the above tables, the most important strengths and weaknesses and the opportunities and threats weighted score based on the current situation and the importance of social and economic structure of the province. Is as follows.

Positioning strategy of the province's social and economic structure in Figure 1 is as follows. X-axis and Y-axis on the score of -0.376 and -0.272, which shows the contingency strategy This model is based on taking advantage of the strengths of the system is designed to deal with threats The goal is to maximize the strengths and minimize the threats.

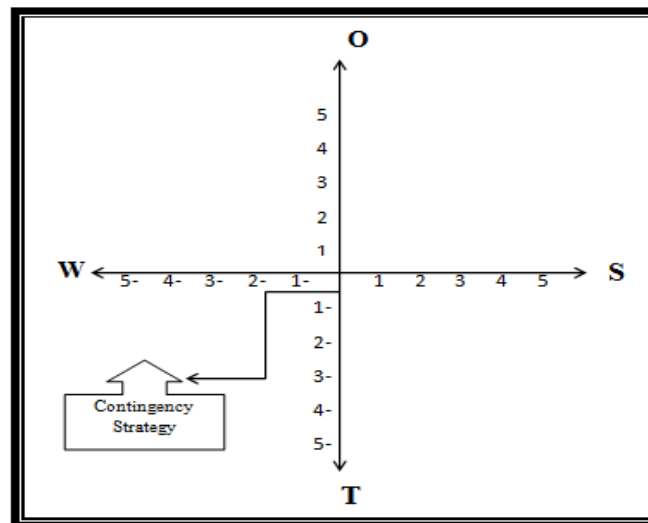


Figure 2 - Location of sampling strategies in social and economic structure

- SWOT matrix of the four strategies in the social and economic structure of the province:

1 - Aggressive strategies (SO):

SO1- introduced into the dome, the largest dome in the world as a masterpiece of art, culture and architecture of the province and country.

SO2-use and emulate the experience of successful countries in attracting domestic and international tourists

SO3-develop and strengthen the publicity and information programs to introduce the province's natural attractions, historical and cultural features of the hospitality of the people of the province for employment and income for residents of The main focus of the activities on sampling

SO4- tourist resources and tourist attractions such as the free use of the potential of cultural and historical perspectives.

SO5-use efficiency and story purpose of increasing motivation among urban and near urban centers (Tehran, Tabriz) In order to exploit the tourist attractions and products in order to generate employment and income for residents.

2) - Contingency strategies (ST):

ST1-tourism plan for the tourist hub of the capabilities and potential and actual tourist areas of the province

ST2-variety of facilities, activities and services in order to satisfy the tourists and thus increase the number of tourists visiting the province, and also the use of different classes of people in different activities

ST3-economic use of resources, tourism and the tourism industry categories - commercial plant and related workshops

ST4-training courses as well as courses in academic expertise with a focus on tourism in the province.

ST5-tourist sites to prevent security breaches.

3) Adaptive strategies (WO):

WO1-review and evaluation of cultural resources - historic, natural and man-made traditions of their native province.

WO2-according to the provincial tourism (Astangrdy) as the factor income distribution and regional balance

WO3- way communication to address particular major and minor routes leading to important tourist attractions of the province.

WO4- maintenance management and repair and restoration of cultural monuments and its.

WO5-also review the types and how to take advantage of people's contributions to the development, preparation and implementation of urban plans and equipment beyond the city terms of tourist facilities and services necessary Specialists from various institutions in the areas of rehabilitation and development measures are necessary.

4 - Defensive strategies (WT):

WT1: Educate and inform people on how to deal with tourism and tourists in the provinces surveyed in order to avoid conflicts between tourists and people that ought to tourists in the area of culture, customs, and other special places to be taught.

WT2-development training human resources in the tourism sector to provide efficient services in this sector

WT3-development seminars and meetings with other agencies and officials associated with the investment in the tourism industry and entrepreneurs

WT4-inviting local and foreign investors to invest in construction of facilities and special rates for hotels, residential complexes, resorts, forest, creating sports fields, and ...

WT5- establishes security by establishing special police protection for tourists and tourist places of entry.

Table 4: Matrix SO & ST strategies QSPM internal factors in the social and economic structure of the province

SO & ST																				المعيار وزن	IFE		
ST ₅		ST ₄		ST ₃		ST ₂		ST ₁		So ₅		So ₄		So ₃		So ₂		So ₁					
TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS				
0.11	1	0.118	1	0.35	3	0.11	1	0.11	1	0.11	1	0.11	1	0.47	4	0.11	1	0.11	1	0.11	1	0.11	W ₁
0.13	1	0.528	4	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	W ₂
0.08	1	0.088	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	W ₃
0.08	1	0.352	4	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	W ₄
0.08	1	0.352	4	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	W ₅
0.08	1	0.088	1	0.08	1	0.08	1	0.08	1	0.26	3	0.08	1	0.26	3	0.08	1	0.08	1	0.08	1	0.08	W ₆
0.13	1	0.132	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	W ₇
0.13	1	0.132	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	W ₈
0.11	1	0.118	1	0.11	1	0.11	1	0.47	4	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	W ₉
0.23	2	0.236	2	0.11	1	0.47	4	0.47	4	0.11	1	0.11	1	0.11	1	0.23	2	0.11	1	0.11	1	0.11	W ₁₀
0.29	1	0.294	1	0.29	1	0.29	1	0.88	3	0.29	1	0.88	3	0.88	3	0.88	3	1.17	4	0.29	1	0.29	S ₁
0.13	1	0.132	1	0.13	1	0.13	1	0.26	2	0.13	1	0.26	2	0.26	2	0.26	2	0.13	1	0.13	1	0.13	S ₂
0.08	1	0.088	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.35	4	0.08	1	0.08	1	0.08	1	0.08	S ₃
0.23	1	0.235	1	0.23	1	0.70	3	0.70	3	0.47	2	0.23	1	0.23	1	0.23	1	0.23	1	0.23	1	0.23	S ₄
0.13	1	0.132	1	0.13	1	0.39	3	0.13	1	0.26	2	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	S ₅
0.23	1	0.235	1	0.94	4	0.23	1	0.70	3	0.23	1	0.70	3	0.70	3	0.23	1	0.23	1	0.23	1	0.23	S ₆
0.36	1	0.368	1	0.36	1	0.36	1	0.36	1	0.36	1	1.10	3	1.10	3	0.36	1	0.36	1	0.36	1	0.36	S ₇
0.13	1	0.132	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	S ₈
0.11	1	0.118	1	0.47	4	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	S ₉
0.17	1	0.176	1	0.17	1	0.17	1	0.70	4	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	S ₁₀
3.13		4.054		4.30	7	4.1		5.90	8	3.55	5	4.93	8	27	5.73	2	3.85		3.89	4	3.01	5	Su m

Table 5: Matrix SO & ST strategies QSPM internal factors in the social and economic structure of the province

SO & ST																				استراتيجيات	EFE		
ST ₅		ST ₄		ST ₃		ST ₂		ST ₁		So ₅		So ₄		So ₃		So ₂		So ₁					
TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S				
0.17	1	0.17	1	0.68	4	0.17	1	0.17	1	0.17	1	0.51	3	0.51	3	0.17	1	0.17	1	0.17	1	0.17	T ₁
0.08	1	0.08	1	0.08	1	0.34	4	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	T ₂
0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	T ₃
0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	T ₄
0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	T ₅
0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	T ₆
0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	T ₇
0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.34	4	0.08	1	0.08	1	0.08	1	0.08	T ₈
0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	T ₉
0.22	1	0.22	1	0.22	1	0.45	2	0.68	3	0.22	1	0.22	1	0.68	3	0.22	1	0.68	3	0.22	1	0.22	T ₁₀
0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.68	4	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	O ₁
0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.51	3	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	O ₂
0.17	1	0.51	3	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	1	0.17	O ₃
0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	O ₄
0.12	1	0.12	1	0.12	1	0.12	1	0.38	3	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	O ₅
0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.34	4	0.25	3	0.08	1	0.08	1	0.08	O ₆
0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	O ₇
0.12	1	0.12	1	0.12	1	0.12	1	0.38	3	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	1	0.12	O ₈
0.22	1	0.68	3	0.22	1	0.68	3	0.22	1	0.91	4	0.22	1	0.22	1	0.22	1	0.22	1	0.22	1	0.22	O ₉
0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.34	4	0.08	1	0.08	1	0.08	O ₁₀
2.73		3.53		3.24	3	3.67	5	3.70	4	4.27	2	3.07	2	4.04	6	3.16		3.18	8	2.72	9	2.72	Su m
5.86		7.58	4	7.55		7.77	5	9.61	2	7.82	7	8.01		9.77	8	7.01		7.08	2	5.74	4	5.74	Su m tota l

Table 6: Matrix WO & WT strategies QSPM internal factors in the social and economic structure of the province

WO & WT																				استراتيجيات	IFE		
WT ₅		WT ₄		WT ₃		WT ₂		WT ₁		Wo ₅		Wo ₄		Wo ₃		Wo ₂		Wo ₁					
TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S	TAS	A S				
0.1	1	0.4	4	0.1	1	0.1	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.47	4	0.11	4	0.11	W ₁
0.1	1	0.1	1	0.1	1	0.1	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	W ₂
0.0	1	0.1	2	0.0	1	0.0	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	W ₃
0.0	1	0.0	1	0.0	1	0.3	4	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	W ₄
0.0	1	0.0	1	0.0	1	0.3	4	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	W ₅
0.0	1	0.0	1	0.0	1	0.0	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	W ₆
0.1	1	0.1	1	0.3	3	0.1	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	W ₇
0.1	1	0.1	1	0.1	1	0.1	1	0.52	4	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	W ₈
0.1	1	0.1	1	0.1	1	0.1	1	0.11	1	0.35	3	0.11	1	0.11	1	0.47	4	0.11	1	0.11	1	0.11	W ₉
0.3	3	0.4	4	0.4	4	0.4	4	0.23	2	0.47	4	0.11	1	0.47	4	0.11	1	0.11	1	0.11	1	0.11	W ₁₀
0.2	1	0.8	3	0.2	1	0.2	1	0.88	3	0.29	1	0.88	3	0.29	1	0.29	1	0.88	3	0.29	1	0.29	S ₁
0.1	1	0.2	2	0.1	1	0.1	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.26	2	0.13	2	0.13	S ₂
0.0	1	0.0	1	0.0	1	0.0	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	1	0.08	S ₃
0.2	1	0.2	1	0.7	3	0.2	1	0.23	1	0.70	3	0.23	1	0.23	1	0.23	1	0.23	1	0.23	1	0.23	S ₄
0.1	1	0.1	1	0.1	1	0.1	1	0.13	1	0.39	3	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	S ₅
0.2	1	0.2	1	0.7	3	0.2	1	0.23	1	0.23	1	0.23	1	0.23	1	0.23	1	0.23	1	0.23	1	0.23	S ₆
0.3	1	0.3	1	1.4	4	0.3	1	0.36	1	0.36	1	0.36	1	0.36	1	0.36	1	0.36	1	0.36	1	0.36	S ₇
0.1	1	0.1	1	0.1	1	0.1	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	1	0.13	S ₈
0.1	1	0.1	1	0.1	1	0.1	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	1	0.11	S ₉
0.1	1	0.1	1	0.7	4	0.1	1	0.17	1	0.17	1	0.17	1	0.17	1	0.35	2	0.17	1	0.17	1	0.17	S ₁₀
3.2		4.5		6.2		3.8		4.11	4	4.33	6	3.6		3.36	6	3.54		4.08	6	3.01	5	3.01	Su m

Table 7: Matrix WO & WT strategies QSPM internal factors in the social and economic structure of the province

WO & WT																				امتیاز مورد نظر	EFE
WT ₅		WT ₄		WT ₃		WT ₂		WT ₁		Wo ₅		Wo ₄		Wo ₃		Wo ₂		Wo ₁			
TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS		
0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.171	T ₁
0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	T ₂
0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	T ₃
0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	T ₄
0.129	1	0.129	1	0.129	1	0.129	1	0.516	4	0.129	1	0.129	1	0.129	1	0.129	1	0.516	4	0.129	T ₅
0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.171	1	0.684	4	0.171	1	0.171	1	0.171	1	0.171	T ₆
0.114	1	0.342	3	0.456	4	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.114	T ₇
0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	T ₈
0.129	1	0.129	1	0.129	1	0.129	1	0.129	1	0.129	1	0.129	1	0.129	1	0.129	1	0.129	1	0.129	T ₉
0.229	1	0.687	3	0.687	3	0.458	2	0.229	1	0.229	1	0.229	1	0.229	1	0.687	3	0.229	1	0.229	T ₁₀
0.171	1	0.342	2	0.513	3	0.171	1	0.171	1	0.171	1	0.171	1	0.513	3	0.171	1	0.171	1	0.171	O ₁
0.171	1	0.342	2	0.342	2	0.171	1	0.171	1	0.171	1	0.171	1	0.513	3	0.171	1	0.171	1	0.171	O ₂
0.171	1	0.342	2	0.171	1	0.171	1	0.171	1	0.684	4	0.171	1	0.171	1	0.171	1	0.171	1	0.171	O ₃
0.114	1	0.114	1	0.114	1	0.114	1	0.114	1	0.456	4	0.114	1	0.114	1	0.114	1	0.114	1	0.114	O ₄
0.129	1	0.387	3	0.387	3	0.129	1	0.129	1	0.516	4	0.129	1	0.129	1	0.129	1	0.129	1	0.129	O ₅
0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.258	3	0.086	O ₆
0.129	1	0.387	3	0.516	4	0.129	1	0.129	1	0.387	3	0.129	1	0.129	1	0.129	1	0.129	1	0.129	O ₇
0.129	1	0.129	1	0.129	1	0.387	3	0.129	1	0.129	1	0.129	1	0.129	1	0.387	3	0.129	1	0.129	O ₈
0.229	1	0.229	1	0.916	4	0.229	1	0.229	1	0.687	3	0.229	1	0.229	1	0.229	1	0.229	1	0.229	O ₉
0.086	1	0.086	1	0.172	2	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	1	0.086	O ₁₀
2.73		4.445		5.461		3.217		3.117		4.688		3.243		3.414		3.446		3.289		2.729	Sum
5.978		8.973		11.663		7.111		7.231		9.024		6.843		6.78		6.988		7.375		5.744	Sum total

Conclusions and recommendations

So far as can be concluded that the expression of the power and potential of the province and to attract tourists Still a long way to reach the potential exists benefit from the tourism industry, such as income and employment-related needs of all sectors of the industry And create the necessary coordination between the management and the division of labor between sectors involved in tourism in the private and public sector demand.

Matrix elements of internal and external strategic social and economic structure of the province shows that internal factors 3.015 rating are a weighted matrix table. The resulting number is slightly more than the average (3) is the strengths and weaknesses of some of that triumph. And a weighted score of 2.729 is the matrix table outside factors. Here the results are less than the average number of opportunities and threats that are dominant. And made use of the opportunity as well to overcome the threats are, in general, we can say that the matrix-matrix internal factors than external factors has relatively favorable.

But that strategy is the matrix QSPM to get out of the existing social and economic structure of the province and move to attract tourists Control the negative effects of tourism and the tourism Potential of the province, in priority order based on the final score would suggest the following.

Table 8 - combined strategies in Zanjan’s institutional – managerial structure

Priority	Final score	combined strategies in Zanjan’s institutional – managerial structure
1	11.663	WT3-development seminars and meetings with other agencies and officials associated with the investment in the tourism industry and entrepreneurs
2	9.778	SO3-develop and strengthen the publicity and information programs to introduce the province's natural attractions, historical and cultural features of the hospitality of the people of the province for employment and income for residents of The main focus of

		the activities on sampling
3	9.612	ST1-tourism plan for the tourist hub of the capabilities and potential and actual tourist areas of the province
4	9.024	WO5-also review the types and how to take advantage of people's contributions to the development, preparation and implementation of urban plans and equipment beyond the city terms of tourist facilities and services necessary Specialists from various institutions in the areas of rehabilitation and development measures are necessary.
5	8.973	WT4-inviting local and foreign investors to invest in construction of facilities and special rates for hotels, residential complexes, resorts, forest, creating sports fields, and ...
6	8.01	SO4-tourist resources and tourist attractions such as the free use of the potential of cultural and historical perspectives.
7	7.827	SO5-use efficiency and story purpose of increasing motivation among urban and near urban centers (Tehran, Tabriz) In order to exploit the tourist attractions and products in order to generate employment and income for residents
8	7.775	SO5-use efficiency and story purpose of increasing motivation among urban and near urban centers (Tehran, Tabriz) In order to exploit the tourist attractions and products in order to generate employment and income for residents
9	7.584	ST4-training courses as well as courses in academic expertise with a focus on tourism in the province
10	7.55	ST3-economic use of resources, tourism and the tourism industry categories - commercial plant and related workshops
11	7.375	WO1-review and evaluation of cultural resources - historic, natural and man-made traditions of their native province.
12	7.231	WT1: Educate and inform people on how to deal with tourism and tourists in the provinces surveyed in order to avoid conflicts between tourists and people That ought to tourists in the area of culture, customs, and other special places to be taught.
13	7.111	WT2-development training human resources in the tourism sector to provide efficient services in this sector
14	7.082	SO1-introduced into the dome, the largest dome in the world as a masterpiece of art, culture and architecture of the province and country.
15	7.01	SO2-use and emulate the experience of successful countries in attracting domestic and international tourists
16	6.988	WO2-according to the provincial tourism (Astangrdy) as the factor income distribution and regional balance
17	6.843	WO4-maintenance management and repair and restoration of cultural monuments and its.
18	6.78	WO3-way communication to address particular major and minor routes leading to important tourist attractions of the province.
19	5.978	WT5-establish security by establishing special police protection for tourists and tourist places of entry.
20	5.86	ST5-tourist sites to prevent security breaches.

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