Urban Tourism Spread with Emphasis On Sustainable Development Case: Roudbar Qasran

Azita Rajabi (PHD), Ghasem Kordi, Ali Gholamzadehdoab

Department of Geography, College of human science, Central Tehran Branch, Islamic Azad University, Tehran, Iran.

Department of Geography, College of human science, Semnan Branch, Islamic Azad University, Semnan, Iran.

ABSTRACT

Tourism is kind of trend which is existing with different figure in time aspect and our country, Iran, which has distinctive features to attract the most prominent in the world in tourism resources. The evidence suggests despite of great interest, tourism has a lot of disadvantages. This industry is looking to improve their life such as land, housing and food. Tourism can raise the level of public awareness about another culture and another nationalities and ethnicities. Lifestyle, causes the road development and expansion of economic infrastructure, boost recreational facilities and increase the utilization of natural adsorbents as well as it can interfere traditions, customs, lifestyles and cultural practices, causes the increasing the amount of taxes, rising crime statistics and destroying precious natural resources. To accomplish this, methods of library study and review of the literature content and field methods such as questionnaires, interviews and observation was used. After identifying the key questions and objectives by examining documents and researches which is done in this case and Presence in the area interviews, questionnaires, and observations and characteristic outcomes of tourism, The method of data analysis, analysis of strengths and weaknesses, opportunities and threats (SWOT), after detection of capabilities of each tourist destination tourist of the study area can be developed assessment questionnaire was prepared. For arranging destination based on specification variables, questionnaire variables were adjusted depend on 5 pieces Likert spectrum, that handicap 5 to most prosperous. Sub variables to value all aspect of tourism development. So environmental issues, socio-cultural, Limit domain, and development areas, Seasonality of demand, etc., was considered. Rating demonstrate tourism development capability of different destination. It means destination with great point have suitable potential to extension and proper functioning in terms of tourist activities. Some results found in study case about tourism development and it codify appropriate strategy for tourism development in study zone.

INTRODUCTION

Tourism is big phenomena in modern world. Nowadays the countries which think more to their own economic development, they regard their tourism Industry as an important need.

For this reason, tourism was developed in most countries, especially in west one as well as France that it was host for 89.5 million tourist in 2011 singly. (2011, word tourism organization). Indubitably, most of countries are following more potential, social, economic interests and gains in close competition to Respective countries and enhance the employment due to optimization this industry. Contribution of Tourism in global Economy increased significantly. So that has made income about 1030 billion dollars for different countries in 2011. Contribution of Tourism is 6 percent in gross domestic product, about 5 percent in developing country and 7 in employment. (Direct or indirect) tourism industry was allocated more than 30 percent of total exports of goods and services (WTO 2012) and after the petroleum, petrochemical and food industries is in fourth place. According to this subjects, significant growth and its economic importance, there is no surprising that tourism is a kind of economic and social development tool for tourist destinations especially in developing countries.
The purpose of this study:
First, is recognizing the tourism potential by exploring the study area to provide guidelines and suggestions in order to attract internal and external tourists, second is control and maintain the natural environment against. The development of urban tourism.
The research hypotheses are:
- Roadbar Qasran has potential to become one of the main centers of internal and external tourist attraction in Tehran.
- Urban tourism has desirable and undesirable consequences in urban development.
- Natural environment with an emphasis on sustainable development can role to tourist widening of socio-economic perspective.

Literature:
Doctor Rukn al-Din Eftekhar et al (2005) in research under the guidelines of Rural Tourism Development by model using of small Lavasan, have analyzed weaknesses, strengths, opportunities and threats from the perspective of the participants and beneficiaries of the important questions in the field of tourism. Doctor Mohammad rezaRezvani et al (2010) in research checked Status Shemiranat, titled “Comparative analysis of the economic impacts of second homes in rural areas, with daily tourism with sustainable development approach (city studied Shemiranat)”. Using cross - sectional -based questionnaire and view. The results show that tourism in the city Shemiranat couldn't affect positively on the employment of women, creating economic institutions, investment in productive activities, tourism promotion and investment in education services and tourist information. Outcomes patterns compared highlights that second home tourism impact is greater than the daily tourism model and it shows a significant difference. Abdin Zabar (1999) has provided a comprehensive set of sustainable tourism criteria and indicators in an academic study titled identify criteria and indicators for sustainable management of ecotourism in the case studies in a national park in Malaysia Tamangara. He reviews the concept of sustainable tourism and their scope and objectives and also describe Ecotourism subject, its definition, goals and dimensions.
Liu et al (1987), in an article, presented their research results with regard to the environmental impact of tourism in three different destinations, Hawaii, North Wales and Istanbul, Turkey (gadami,2006).

MATERIAL AND METHODS

Definition and concepts of tourism sector:
Tourism is a French word that is the root of tour that it means traverse rotary, wend the path and rove. “Tourism” which had means tireless for a century, it was studied and researched in sociology and sciences become synonymous with new meaning. Tourism in the past tense had meant In the past it was meant to enjoy that With the passage of time and changes in social and cultural life of the twentieth century, There was a change in the meaning of words "tourism" and "tourist" and Lexicographers say "tourist" to whom, which traveled by Understanding the various peoples and Understanding of global phenomenon for, Foppery and refreshing.
According to the World Tourism Organization (WTO) Tourism is said to an act that a person go to the trip and remain there less than a year to leisure, business and other purposes. (Gee, Sola 2005, page 22) Tourism in a broad sense, In addition to the groups mentioned, It includes people who travel in connection with their work and they are doing science and research the scope of the environmental impact of tourism on the environment and its influence is much broader.

Sustainable Development:
According to the World Commission on Environment and Development is presented in 1987 Sustainability means meeting the needs of the present generation without jeopardizing the ability of future generations to satisfy their needs. According to recent defined by the World Tourism Organization is presented in 1996 : Sustainable development should improve the quality of life of the host society and Provide valuable experience for tourists and protect environmental quality of Host community. Based tourism development is considering the relationship between tourists, host communities and destinations that make a relationship between these three components by the natural interest in the long-term. The concept of sustainable development is crucial because it includes the ideals and principles to understand recognize and fulfill the promise of a bright future and their disregard and ignorance, will degrade and destruct the environment and humanity. Sustainable development advert to economic growth and better living standards without loss of scarce natural resources and simultaneously, the collective heritage of all mankind social justice and the protection of valuable natural resources is emphasized.
Basic assumptions and ideals of sustainable development are:
- Economic- Environmental integration
Intergenerational commitment
- Quality of Life
- Social Justice
- Partnership
- Environmental protection

**Approaches to tourism planning:**
Planning approaches and theories as an intellectual framework that the planned activities are unsupported. Planning theory need to formally and identified approach and a strong academic framework. This is conceptual aspects that support planning and scheduling is signed with that. It has always been changed on scheduling approaches and is consistent with the conditions and methods of modern thinking. In other words, grow through the needs and change and cover evolutionary process. Tourism planners have considered Different approaches to the evolution of tourism planning. Hall Bring up one of the segmentation of tourism planning approaches (2000) and divide tourism planning Approaches into the following five main approaches (Hull 2000):

1- Benefit-oriented approach (Enthusiastic support)
2- Economic approach
3- Physical - Space approach
4- Community-oriented approach
5- Sustainable development approach

In this study, we consider sustainable development approach

**Different aspects of planning approach to sustainable development approach**

<table>
<thead>
<tr>
<th>Tourism planning problems</th>
<th>The basic assumptions and attitudes related</th>
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<tbody>
<tr>
<td>Understanding of the tourism system</td>
<td>The link between the economic, environmental and social – cultural worthiness</td>
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<tr>
<td>Ultimate goals, objectives and priorities.</td>
<td>The linkage of tourism planning with other planning processes</td>
</tr>
<tr>
<td>Policy n and implementation coordination of public and private sector</td>
<td>Holistic Planning</td>
</tr>
<tr>
<td>Cooperative control and bond</td>
<td>Maintain essential ecological processes</td>
</tr>
<tr>
<td>Understanding of the political dimensions of tourism</td>
<td>Protection of human heritage and biodiversity</td>
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<tr>
<td>Tourism planning that removes needs of residents and tourism activities in the competitive market successfully</td>
<td>International and inter-generational justice.</td>
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<td>Achieve a better balance in charm and the international opportunity</td>
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**The study area (RoudbarQasran):**
Roudbar in Persian means the beach and the reason for this naming is existence of a lot of river including Jajrood River and its many tributaries in the Roudbar Qasran valleys.

The same name also exists in other southern slopes of the Alborz Mountain, Like the city roudbar Olive (Manjil), roudbar Alamut, etc. Adding roudbar to Qasranis kinds of allocation add .As roudbar is part of Qasran and It is named for the removal of same name with The following same name areas. Qasran is the Arabic of Kouhsaran which is broader regional and historical that consists of two parts, inner and outer, or upper or lower and Its interior includes Lavasanat, roudbar Qasran and parts of the city of Karaj like Shahrestanak, Dizin, and Sara that In the past and now the norm for most people is known LavasanatAs Muhammad Hassan Khan al-Sani Nassir elder And Qajar court, writes in the book Albidan Marat about Qasran Upper : "say Upper Qasranto Lavasanat that if wedescend from Ghouchak Pass in north side of Tehran plains, we pass the Jajroud River and go on to north of river, we will arrive to Lavasan that it contains Grand Lavasan and Small Lavasan and says Lavasan : Upper Qasran"

The outer part of Qasran is Tehran(Except Rey unto the Ghar gate), shemiran, Kan&Soloughan. Before becoming the capital and before boom , (it means before the Mongol invasion which led to the destruction of Ray and the survivors migrated to Tehran) ,Tehran was one of the Insignificant villages outside Qasran.

**Jajrud Axis:**
The axis with the direction of south-west - Northwest extends roudbar Qasran Territory, is consistent Jajrud Green Valley and is considered as The main corridors leisure Greater Tehran metropolitan area .

The axis with the direction of south-west - northwest extends roudbar Qasranterritory, is consistent Jajrud Green Valley and is considered as the main corridors leisure Greater Tehran metropolitan area. This axis connects the three major tourist and entertainment hub to along its path Includes Lavasan, Shuan, Fasham, MEYGON and SHEMSHAK –Darbandsar and it’s The most crowded area of the axes used for a variety of recreational and tourism.
Use of this axis to be used in summer and winter recreation destinations.

*Axis FASHAM – Garmabdar:*
This axis corresponds to the lush valleys Garmabdar, resorts villages Lalani, Zaygan, that the region is home to tourist attractions and Lar is located in the walking path that compounds the value of tourism to natural.

*Meygon axis to Dizin:*
This section is based on the following Jajrud after Ushan city, Fasham and MEYGNON, there are many attractions due to locating in ski resort Darbandsar and SHEMSHAK and beautiful mountains and alpine skiing and mountaineering in winter for sports enthusiasts.

*Ushan axis to Ahar:*
The axis that matches the Ahar lush valley is located in the western part of the roudbar Qasranregion and Ahar villages, and flower gardens on the edge of Eagle River contains natural attractions.

*Varjin Protected Area:*
This area before the Revolution was considered part of the royal hunting ground. The area is about 26 thousand hectares of protected area that much of them are in Latyancatchment dam. Generally this area is mountainous and rich vegetation and they are particularly Shrub or bush types. It is also diverse and valuable wildlife animals including sheep, goats, leopards, hyena, wolf and fox and Landscapes, exquisite and irreplaceable value resorts are Emphasizing in the vicinity of Tehran.

*Central Alborz Protected Area:*
This area is a protected area of about 400 hectares that approximately 32% of them is in Latyancatchment dam. This area is from Sefidab along the Garmabdar to UShan road along the Ahar road and Shekarab heights above the Sangan.
This mountainous terrain is contained of natural landscapes, beautiful resort and recreational values, vegetation and diverse and very important wildlife.

**Discussion:**

*SWOT Matrix Preparation:*
Due to the favorable geographical position of Roudbar Qasran area and moderate climate and proximity to Tehran, beautiful gardens and fields cause the attention of tourists, tourism and investment property owners and investors in the sector of Villa building.
For this purpose, we survey weaknesses, strengths, threats and opportunities in the city.

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<thead>
<tr>
<th>Threat</th>
<th>Opportunity</th>
<th>Weakness</th>
<th>Strength</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Inefficiencies Projects , Regardless of opinion, and public participation</td>
<td>- Increase community participation by strengthening public institutions and public information</td>
<td>- Lack of attention to the importance of social institutions</td>
<td>- Existence of a participation sense in public affairs among the</td>
<td>Social</td>
</tr>
<tr>
<td>- Forgetting manners, customs and rituals specific to accustom the people of modern life</td>
<td>- Bringing cultural attractions, tourism revived local customs and rituals</td>
<td>- lack of attention to the customs, traditions and rituals specific area</td>
<td>- existence of certain customs area</td>
<td>Cultural</td>
</tr>
<tr>
<td>- Construction of cultural centers and help rehabilitate people and tourists as well as familiarity with the customs and traditions</td>
<td>- Lack of appropriate cultural centers in the region</td>
<td>- Failure to create a platform for better communication with people in the field of tourism and culture tourism</td>
<td>- hospitality of the people in different walks of life and backgrounds</td>
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<td></td>
<td></td>
<td></td>
<td>- Conference facilities for developing top talent, events and various events</td>
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Table 1: Analysis of strengths, weaknesses, opportunities and threats to Lavasan tourism development in Swot method
<table>
<thead>
<tr>
<th>Threat</th>
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</thead>
<tbody>
<tr>
<td>Lack of tourists and a result of lack of dynamism the tourism economy as caring about the natural and cultural potentials</td>
<td>- Interact with a diverse mix of patrols in other areas due to the proximity Roudbar Qasran, Ab-Ali and Lar etc.</td>
<td>- Appropriate plan for the rivers in and around the city due to its tourist attractions</td>
<td>Appropriated natural, animal, cultural, religious Potential</td>
<td>Attract potential</td>
</tr>
<tr>
<td>- Remain unexplored tourism potential of the area and the tourism economy is not working properly due to the lack of information</td>
<td>- Attract more tourists with the right information at the district, provincial, national and international</td>
<td>- Formulation and implementation of appropriate strategies to inform tourists aiming to explain the natural and cultural values in the region</td>
<td>- Lack of suitable information to the public and tourists</td>
<td>Information</td>
</tr>
<tr>
<td>- Non-stop for several days, tourists due to lack of proper facilities</td>
<td>- Construction and equipping of accommodation and catering facilities for the convenience of tourists</td>
<td>- Improve communication path</td>
<td>- The per capita supply infrastructure based on standard</td>
<td>Facilities and infrastructure</td>
</tr>
<tr>
<td>- Lack of access to some of the area's natural and historic areas due to lack of proper communication path</td>
<td>- Improve the quality and capacity of the tourism industry training centers to provide qualified staff</td>
<td>- Lack of suitable facilities and amenities befitting the area's residential</td>
<td>- Lack of infrastructure, providing a per capita basis standard</td>
<td>- Tourism facilities in the area</td>
</tr>
<tr>
<td>- Appropriate plan for the rivers in and around the city due to its tourist attractions</td>
<td>- Attract potential</td>
<td>- Tourism services, as well as tips and information to tourists by Cultural Heritage Administration</td>
<td>- Near the center, and there are facilities such as airports, hotels, etc. There Ski SHEMESHAK and Darbandsar</td>
<td>Services</td>
</tr>
<tr>
<td>- Analysis of strengths, weaknesses, opportunities and threats in SWOT method.</td>
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<td>Threat</td>
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<td>Weakness</td>
<td>Strength</td>
<td>Component</td>
</tr>
<tr>
<td>Failure to stop tourists with more time than a day due to lack of appropriate tourism</td>
<td>- No restrictions for tourists when choosing a variety of construction services and tourism offices</td>
<td>- Limitation of tourism services with respect to providing these services only during office hours</td>
<td>- Lack of tourism agencies in the area</td>
<td>Services</td>
</tr>
<tr>
<td>- Failure to use due to lack of space tourism and the strand spaces minimum value</td>
<td>- To encourage the participation of tourists in the places they are needed to provide support</td>
<td>- Untouched by tourism resources and tourism potential to create new applications based on a combination of natural and cultural attractions</td>
<td>- No required minimum space tourism</td>
<td>- Tourism services, as well as tips and information to tourists by Cultural Heritage Administration</td>
</tr>
<tr>
<td>- Geographically located in the correct position relative to other tourist spots in Iran</td>
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<td></td>
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<tr>
<td>Space Tourism</td>
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<tr>
<td>- Failure to attract enough tourists were not given the necessary training and therefore not understanding the economic importance of tourism to the area managers</td>
<td>- Provide better service and ultimately attract more tourists with training managers, staff and the public</td>
<td>- Lack of policy to develop tourism management capabilities for administrators</td>
<td>- Lack of trained managers and employees of organizations related to tourism and the host community</td>
<td>Education</td>
</tr>
<tr>
<td>- Set up and implement a plan to develop tourism management capabilities for administrators</td>
<td></td>
<td></td>
<td>- Lack of interest in education jobs associated with tourism</td>
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<tr>
<td>- Lack of research to determine the capabilities and needs of the tourism sector</td>
<td></td>
<td></td>
<td>- Lack of research to determine the capabilities and needs of the tourism sector</td>
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<tr>
<td>- There is plenty of space tourism in the region.</td>
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Analysis of climate and environmental characteristics:

Roudbar Qasran due to being located in a mountainous area, ecotourism is functional in Shemiranat. If that fixes the problem and strengthening environmental infrastructure along with its potential to attract more investment can be best utilized. One of the most important environmental problems in the region, along with pollution from human activities (such as the exploitation of mines) is in the range of Conservation Area that In addition to the environmental damage, it can cause economic losses to the local economy by increasing erosion.

In the field of construction and urban development can be said that due to the high slope region, major and risky faults, unfortunately, a flood and slip-up zone has a lot of limitations. But in relation to tourist activities in the region have favorable conditions that in the proper and efficient management, private avoid the tourist areas, strengthening infrastructure and ski mountaineering, raising the level of culture and education people in the area, Overall, the study area can be changed and improved.

Another important category of risks serious damage to the area due to exposure whole area to the adjacent to the roaring rivers is being flood.

This phenomenon is due to geological conditions (shallow rocky soils and extra rust) great loss and sub-branches in this area is inevitable. In this regard, construction and development projects (including projects in the watershed above), the lack of construction in the river and green space development on the river is essential.

In connection with the issue of vegetation and green spaces in the study area, several parameters must be noted to reduce the difficulty and optimized usage especially the gardens of the rich vegetation of the fruitful and fruitless area. It includes:

Encourage gardeners and farmers to improve and expand the capabilities of gardening and farming products, cherries, apples, etc., and not abandon them in favor Villa - Gardens and also provide the opportunities for the development of the gardens and enjoying the slopes stepped and terraced farmland and encourage public and private investment to create due to favorable climatic conditions and fruit and fruitless trees, in the summer of ecological performance in order to attract more tourists.

Analysis of the economic characteristics:

According to field visit to the area roadbar Qasran be noted that the area of tourism, agriculture, mining and housing has special features.

Field observations and statistics suggest that, despite highlighting the role of agriculture in the region, service sector, especially tourism and retail, the biggest share of the city's activities are devoted.

Currently, the employment situation in the city is such a stake in the employment of migrant workers in particular occupations such as custodian second homes, gardens, buildings, active mines and so on. Statistics exploitation in agriculture is declining because due to poor agricultural land with a slope slightly down and to get into the property market cycle to build second homes, farm residents are less concerned.

Shortage of housing in the city, facing not only enhance the quality of traditional houses located in the tissues must be considered. Because being the city's them on the fault Peripatetic, securing buildings in the area is most important thing.

Of course, it should be noted that these categories, Near Tehran and spread of second homes in the area increases in land prices and the cost of housing and other items in the city than other cities of similar size, which has been lead to an increase in average annual household spending.

It is essential to note that the city's tourism, recreation and ecotourism, as well as having the ability to get along with Tehran's population hub that there are not landscapes. As one of the most tourist areas in summer and...
in winter (for winter sports) that provide tourists ample facilities and infrastructure, according to the number of users and services to tourists and villages in the sphere of influence therefore, increases the cost of the service area.

It should be noted that the existing tourism facilities are not well suited to exploit the poor access, lack of adequate public quarters, did not boost Culture and Tourism organized as non-common All features of the tourism industry's hand unused in the Instead, in many ways, and residents of the area affected is tourism.

**Hypotheses to explain:**

Roadbar Qasran has the potential to become a major center for attracting domestic and foreign tourists in Tehran.

Due to the nature of information collected using the analytical method - a description of the area for tourism, the most important feature needed to become a hub of tourism attractions and destinations available at the destination motivate tourists to the source tourism is an important requirement for tourists. Since it has a variety of attractions and roadbar Qasran source of tourism in Iran has qualified for tourists, we can conclude that the act of creating the necessary conditions to maximize the tourism potential of this area could become one of the country's tourism hubs of Tehran.

*The nature of urban development in the region and to promote tourism with a focus on urban economics*”

The development of tourism has positive impacts on urban development are subjective. The consequences of the angles can be economic, political, cultural, social, and environmental and health states. Some positive economic effects, tourism is creating jobs and income tax payments increased supply of foreign exchange, and improve the balance of payments, increase exports and to increase foreign investment, economic and technical works with some of the price increases due to the facility and tourist facilities impose an additional burden on economic infrastructure, the impact of inflation on prices, labor mobility and manpower shortages in other industries, some positive political effects of tourism development, including efforts to bring stability and security to reduce the risk of political turmoil adjusted for unemployment ...

Some of the positive effects of tourism, cultural and social development, culture, increasing the possibility of cultural exchange and social interaction, few examples of positive environmental effects, namely the development of tourism and enhance the aesthetic trends and take advantage of the wonders of the natural world, tourism revenues in money and protect the natural charm of some of the negative impacts of tourism development environmental damage to water, soil, vegetation, wildlife, deforestation, causing environmental damage in natural streams , life , animals interfere worships providing health facilities, improvement of living standards, expanded exercise facility, to promote health , including the health positive effects of tourism development and sound pollution, endanger the physical and mental health , pollution can be seriously endanger people's health.

*Natural environment with emphasis on the expansion of tourism and sustainable development can be effective from a societal economic perspective:*

Considering the impact of socio-cultural, economic and ecological tourism, urban tourism can be a way to introduce indigenous ethnic identity and strengthened the traditional arts. With the introduction of new jobs and employment achievements in addressing tourism, increasing employment, reducing social inequalities and economic equilibrium provides. In the environmental field, increasing environmental tourism can be improved by strengthening the relevant institutions in the field of public participation led to the preservation of agricultural lands and lands under protection provided.

**Pattern of Development:**

In theory, three approaches are possible to organize activities in geographical space. Each of these approaches can develop a model of a communication system or link, find the area of objectivity.

Therefore, the proposed approaches and theoretical models concerning the organization and distribution of activity centers, accommodating and would be more efficient in the area. This strategy can be also called tourism development approach. This approach is based on the principle that instead of random dispersal of tourism activities in all areas of their impressionable or focusing on one or a few large activity center, it is better to lower costs, better use of the possibilities, stability distribute the benefits of tourism activities and tourism activities in the region, the epicenter of tourist activity levels in the developed and developing a network of communication lines are grafted together in an efficient manner.

The needs of each zone is characterized by the development of tourism activities That is what the attractions in the area are ,What is the pattern of development in each area and what development should be strengthened attractions and What facilities and services to be considered for any of its natural attractions, historical, cultural and man-made separately checked and What facilities and services to be considered that for any of its natural attractions, historical, cultural and man-made separately checked.
Effective planning factors and issues that generally affect the indices are called. Can be very high, and sometimes they are out of power for the review and analysis. It was determined that indicators of heart, it could be that simple models provide higher performance requirements. The most important of these variables are as follows:

1. Abundant tourist attractions
2. Diversifying tourism
3. Access and Infrastructure
4. Frequency of public facilities and tourism
5. Size of the destination\'s tourism
6. Demand tourist destination
7. Money and famous tourist destinations
8. Constraints on development
9. Administrative and political divisions

The detection capability of each tourist destination tourist destinations of the study area can be developed assessment questionnaire was prepared based on the destination variables are graded. The questionnaire is based on Likert 5 Pieces Set 5 being the most prosperous destination and the destination was rated one of the most deprived. The main outcome measures were tried and micro variables, measures are in place to evaluate all aspects of tourism development. Therefore, environmental issues, socio-cultural aspects and limitations of space, the seasonality of demand, etc. were noted.

Since the forms of tourism based on natural environments are shaped so the calculation capabilities of the main attractions on the local divisions are done. For the purposes of most suitable climate, beautiful landscapes, and pristine mountain scenery was good. Therefore, these variables were considered as tourism base.

Conclusions:
In many countries, tourism is one of the most effective ways to earn money and resolve his financial problems as they and believe that tourism creates economic opportunities and generate income, increase development momentum. But if tourism inhibition is released, the consequences will untoward. Not only does not help the development of the city, but the difficulties and inconsistencies of the development create.

Roudbar Qasran with distinctive capabilities in attracting tourists to the various levels of local, national and international can serve as a tourism hub in Tehran province and country.

However, it should be noted that the natural beauty and man-made attractions, historical that can be considered unique in its design, It is not correct to attract tourists, but on certain days It is only a half day or a day at the track to help break easily.

Facilities should be provided for the development of tourism in the city Natural capabilities and other functionality to allow tourists to visit And a place to relax and spend leisure time in the comfort and take convenience.

This paper introduces the tourist area roudbar Qasran The advantages of each of these features has been attracting tourists due While specifying the strategies and proposals for tourism, try the purposes of tourism development and job creation in this sector to provide residential facilities.

Finally we can say with positive and negative consequences with regard to promoting tourism in this area, the industry is capable, As one of the main solutions of interest to planners and executive bodies, especially municipalities should be

Suggestions:
With the aim of maintaining and developing the assembly areas of environmental science, culture, leisure, sports and birding tours in the city and region as the Dasht Garmabdar axis:

As mentioned in the discussion about the current state of knowledge Garmabdar and Lar village and its surrounding area are among the areas with environmental values A small distance away from the mountains and rivers and waterfalls are located in the area. These places ecotourism worth considering so many people are interested should visit this place. Due to the elevation along the series can be combined together to see tourism ecotourism and sport And also strengthen creating a birding tourism and sports tourism and to attract tourists to the area steps. In fact, this is one day tours and multi-day tours component which can be scheduled to be run in the region.

With the aim to attract travelers as tourists by providing quality tourism facilities they constructed temporary premises in the form of camping accommodation for passengers:

Usually arrives in time for the pre-season trip to the appropriate agencies and organizations concerned with passenger accommodation can specify locations and to introduce. This is the best place to decide where in the tourist group proposed to be (this can be a group of municipal leaders, county, natural resources, cultural heritage and tourism and the city council) through the choosing the places of better access passengers for
temporary accommodation (tent accommodation) or temporary space design (camping, pavilions and chambers right) take place.

With the aim of providing improved service standards and quality tourism infrastructure and tourist information center information and advertising for construction:

As also mentioned in discussions of tourism facilities, the construction site to help travelers and tourists can be part of the tourism priorities. This position will be located at the beginning of the tourist route of advertising possibilities including area maps, brochures introducing entertainment and tourist city and region And has the necessary guides along with tourists and their path to the state of the situation and the historical events in which they happened to meet. In addition, these centers can be the general duty to organize tours or services associated with it are responsible.

Aimed at job creation and the diversification of tourism marketing activities with the establishment of scientific and cultural events - art exhibitions held in the street on certain days of the year:

Culture of City (Department of Social and Cultural Council and Organization of Culture and Islamic Guidance), in traditional native culture of the region and also the convenience of passengers can be held in the form of street theater and performance in its annual display.

Hence the construction of particular places for the display or positioning of such an event in the park and the area attract tourists, the basic steps of this approach are considered.

Introduce the social and economic potential of the economy by promoting tourism to the town exhibiting products and achievements:

Herbs (thyme, wild tea, tragacanth, AL, mushrooms, etc.), a major producer of agricultural products (such as cherries, apples Shmrany, walnuts) and the forgotten crafts, local traders and investors as possible to attract tourists Economics offers. Exhibition area of competence, particularly in agricultural products in domestic and overseas, it can be molded into roudbar Qasran to introduce a more fruitful area.

With the aim of creating a viable environment for the sport in the country with scientific assembly - Cultural - Sports and leisure in sports competitions with respect to the existing (soccer, volleyball, swimming, boating, etc.):

According to categories of tourists in previous discussions, a group of visitors to the city have high investment potential athletes and athletic staff is cities and counties.

To provide context for the presence of this group in collaboration with relevant institutions (such as physical education, municipalities, governorates, etc.) is necessary for the design of urban tourism. Admitted that its realization through the mobilization and construction of sports facilities and water sports facilities appropriate to the probe Lake Latyan and rivers Jajrood , Sports teams with appropriate support, strong management and implementation of sports events, Sports Olympiads held student conduct regional competitions, Sports teams to various cities and inviting them to boost athletic association, According to women's sports, clubs develop, enhance athletic association, According to women's sports, clubs develop, strengthen and develop local sports, Particularly with regard to the ability to launch sports Placing it on the calendar done Federation tournament.

With the goal of providing a variety of amenities to suit the needs of tourists and tourist places of the city by providing scientific and cultural development and the construction of cultural and educational centers (cultural):

In the field of cultural tourism and the creation of cultural as the audience of tourists and even residents of the city are among those that should be paid special attention. Roudbar Qasran rich culture and history of a lack of suitable spaces purely cultural performance suffers. There is a small Library and Cultural Center Foundation, which is very difficult for the public to use it, would not respond to the large number of people and passengers. Thus, educational and cultural complex built in molding the cultural and educational topics will be useful both for leisure.

With the aim of reforming and improving the quality of urban environment in terms of visual and functional organization of figure and perspective to organize the facade and landscape design and urban furniture:

As was noted, Places the tourists, the input and output of the city and perhaps in all areas of the city as the locals call the place home, have a great need to organize. Lavasan city to have green spaces open to the many, despite Latyan Lake, Forest, potential for the project to be considered. But the current move being targeted and not amending the existing schemes in the field of view and perspective, Lack of regulations viewing in most applications, Body of apparent differences in different parts of the city, the city has a lot of damage to the visual quality. On the other hand the lack of a clear plan for development is urban furniture.
Appropriate passages Flooring regional climate modification and expansion of green space, Proper planting gardens in the street and alleys and streets, Proper lighting entities according to the user and also the surrounding tissues, etc. All and all can be expected.

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