

Check the role of advertisements in urban tourism sustainable development (in Qazvin)Sadroddin Motevalli¹, Farnaz Amiripur², Ali Fallah³¹Department of geography, Islamic Azad university, Nour branch, Nour, Iran²Master of science in geography, Islamic Azad university, Nour branch, Nour, Iran³Department of management, Islamic Azad university, Nour branch, Nour, Iran

Abstract: Advertisement as an important success implement in everyone's life requires that these implement as scientific, social, cultural and relevance branches has been studied carefully and with a scientific, art, more critical and specified view has been used until it follows success and goals. now a days in tourism industry must use of advertisement as an important implement professionally, because the success of advertise for the cultural and tourism values of a country based on a correct and professional perception of advertisement and their values. because the professional advertisement could be consider as a winner implement for the development of cultural goals in inside and outside. Otherwise it is wasting of time, capital and energy. For advertising activities in tourism industry in the world today should views this belief and faith to the advertisement that advertisement is not splurge but it is a kind of fundamental and normative investment in order to organizational and national goals and if it is normatively and correctly done it could had a valuable achievements. in this regard the goal and the duty of advertisement is to increase marketing and every inattention and the lack of correct operation of these implement, not only cause the failure but also it cause to lag of competitions and marketing and tourism precessions and finally it cause to failure and bankruptcy in the world of correct and normative marketing in the international field. The goal of this research is to check the role of advertisement in urban tourism sustainable development. Research method of this research is based on an applied goal and the nature of the descriptive item. In this research the SWOT model and T.TEST and regression has been used. The result of this research shows that the advertisement cause to develop the tourism industry in QAZVIN. meanwhile it is shown that the level of advertisement in Qazvin don't enjoy of a good utility and requires to the review and the presentation of a proper policy in order to weakness and threats by using of the strength points and opportunities. [Sadroddin Motevalli, Farnaz Amiripur, Ali Fallah, **Check the role of advertisements in urban tourism sustainable development(in Qazvin)**. *Life Sci J* 2013;10(1s):474-483] (ISSN:1097-8135). <http://www.lifesciencesite.com>. 77

Key world : urban tourism, sustainable development. advertisement. Qazvin

Introduction

Today, tourism is one of the important sector of economic that could be considered as a clean industry. and within increasing in foreign exchange revenues for the national economy decent helping to stimulate job creation, especially in hospitality, local and international transportation and crafts play an important role. (economic affairs and planning organization 1379). tourism can be termed white industry. because unlike most manufacturing industries, without polluting the human environment, underlying friendship and understanding between nations and bring peace and to the people (peter, 1387, 45). many countries, knows this dynamic industry as the main source of ncome, employment, in frastructure development and private sector development, especially in developing countries, on the other forms of economic such as production or exploitation is not economically feasible or don't have an important role in the business, pay much attention to tourism development. if we want that tourism industry be a good source of income for the region, various agencies should provide necessary support to develop the tourism

industry. correct advestising and widespread awareness in cities with domestic and foreign promotions in order to features and natural talent for drawing pictures of various tourist attractions in Qazvin and understanding of history and economic, social life is very effective in sustainable development of urban tourism the use of mass media such as tv, radio, telephone, mail, facilities and opportunities to holding exhibitions and conferences and cultural and art festivals within or outside the country. publications that have interestung pictures are also used in domestic and international festival and confereces are very important. (Razavi 1374:105-6). the use of modern techniques in advestising practices to introduce tourist attractions and city tourism and participation in touring exhibitions of world famous and active city culture homes in different countries and creat the necessary background in abroadseembassies, to provide this attvactiams fir fans trceling to the city of qazvin and using of the television and internet in order to develop of urban tourism is very essential. (sarlak 1379 : 8-235). meanwhile, the city of qazvin as the organ that has years of rapid growth so it has a

potential for the development of urban tourism, because it has many potential tourism. therefore, this study. this study aimed to develop appropriate capacities to meet urban tourism development. protection of natural and synthetic attractions of the city with on emphasis of approach sustainable development and also the role of advertisement that done in development of this subject and has done this by providing appropriate solutions through effective advertising sustainable development of urban tourism in the city of Qazvin.

Statement of the problem

Urban areas because of cultural and recreational are considered as a most important tourist destinations. move over, even if the attractions are located in urban. the city will provide services to the surrounding areas are associated with tourism, therefore the large volume of tourist facilities are in the city, so the it can be a ideal location for tourists attraction, and this makes emphasis on the development of sustainable urban tourism undeniable. The most important driver develop sustainable, integrated and effective planning is one of the most important elements of effective marketing and advertising that is effective.

Qazvin city as a cultural, tourist cities with having very tourism attractions, by using the effective advertising solutions by achieve sustainable development of urban tourism could be considered as one of the most important tourism hub city.

Research undertaken

In recent decades, tourism has been as the largest service industry and all countries in the intense competition for the industry have been enjoying the benefits. urban areas form the most perfect human bases and includes the major centers of economic, scientific, recreational, medical. and also includes the cultural, historical and natural attractions the most important spaces that considered between different purpose of tourists visiting are the cities, so can be said that cities are a major focus in attract tourists. basically nowadays one of the most important urban user, is presenting new tourism services. because the post modern era of the formation of the main propositions of globalization, information technology and mobile tourism and new era in social and cultural structures of humans, especially in urban infrastructure is triggered. with these qualities in urban centers due to the accumulation of civil and social infrastructure can be considered as a suitable site for recruiting and attracting domestic and foreign tourists. the importance of this tourism industry when it combined with history civilization and natural specific

conditions will doubled and with relevant programs easily had ability to become to the major country hub tourism. and so the cities such as Venice, Rome, Milan, Paris, London, New York, Shanghai, Tokyo, Mumbai, or a sample of region Dubai will be able to annually. Attract several million visitors each year. appropriate investment in tourism infrastructure and superstructures building industry (either through public assistance and the participation of domestic and foreign private sector), extensive advertising flexible rules, estimates of tourist culture, thousands of HR professional and operating effectively increase the number tourists components of urban tourism development.

Thousands of operating and HR professionals

Thousand of HR professionals and other operating factors are the effective factors will increase the number of tourists and urban tourism development to the country. development in every aspect require planning and in fact planning plays a key role in the economic, social, cultural and political development. although attention to the role of planning in expansion the development countries have a relatively long history and these countries in order to achieve a sustainable development have used of the science and careful planning, but in developing countries generally have less attention than this.

Methodology

The methodology of this research is based on applied purpose and the nature of cross-case analysis and correlation that studied the role of advertising in the sustainable development of tourism in the city of Qazvin. the spatial domain of this research is the city of Qazvin.

Research hypothesis

1. advertisement is a significant factor in the sustainable development of urban tourism.
2. it seems that the virtual media can play an effective role to play in terms of urban development.

Theoretical concepts of research

Urban tourism

Urban tourism is traveling to the city with attractions based on a variety of different reasons, urban facilities that made a motivation and attraction in person sight. the city is attractive to all ages. some people like to take their vacation in the city. today, urban tourism as the most important activity that cause changes in the environment is widespread in big cities. (Movahed 1386, p 33-34)

Urban areas due to the historical and cultural attractions are of the most important tourism destinations. cities are usually large and diverse

attractions, including museums, monuments, theaters sport stadiums, parks, amusement park, shopping centers, places of historic architecture and places associated with events or people have known that cause to attract tourists. (hatton, m, j. 1999:85). Along with the development of tourism in urban areas, to meet the needs of tourists, more support services such as restaurants and accommodation are made. a large share of tourism infrastructure development in urban area is changing shape and function and image and ancillary services provided under the impact of the fall. more acceptable and common feature of the city are :

- A. high density physical
- B. playing culturally – social different rules
- C. playing different economic rules
- D. the central objective of the urban and regional network (momeni – mahdy 1377, 135)

Tourists performance in urban spaces, urban tissue surrounding attractions shaping are accommodation and ancillary activities that in approach with amusement centers, historical cultural as they are manifested. the performance of tourism in urban areas forms in order to different motivations. some of which are : visit friends and relatives, business trips attending trade fairs and conferences, visit to culture heritage, religious travel, attending events and locations, solve issues of health care, shopping, entertainments, sports or academic problems, personal reasons (jafari, j, 2000, 38). According to this motivations, performance is in multi-dimensional urban spaces. Inside approach in responding to the needs of the economy and outside approach in cultural interaction are in some cases it is clue to cultural conflicts. there fore in order to process a spatial pattern in the city, urban tourism, cross – functional tourist – host and producer of the tourism in relation to travel to urban areas with different motives and visiting of attractions, and the use of facilities and services related to tourism. (paplyyazdi and sagmaie 1386 p 188-190)

Advertisements

"don" and "stone" in the commercial advertising in urban marketing book offer a definition for advertising that can be raised through such a systematic approach. Advertising consists of out comes of the non-personal communication and pay meats paid through various media to in form or persuasion that formed port of the general audience, as the environment. There fore, by attention to the proposed definitions, advertisements issues can be examined from several perspectives, including the views can be listed be low :

- advertisement level and relying on the internet and external policies

- advertisement based on individual and thematic issues
 - advertisement in macro level, and based on the various means of communication
 - advertisement in macro level a utilizes the assistance provided by state
 - advertisement in macro level based on the business needs of the private sector
- thus, it is important to note that tourism development advertisement in the process are intimately linked. because the tourism industry in the development process, is a section of economic production structure that could have a key role in the jobs creations and generation in developing countries.

Tourism advertising tools

tourism development projects must provide by expert and in many cases by cooperating and consalting of a skilled team of expert through attention to the techniques of psychology and sociology.

Tourism development tools include

wall advertisement, distribution, mailing, brochures, catalogs, press radio, television, cinema, posters, roads, public transportation, public works facilities, trade shows, professionals, and gifts and prizes.

Wall advertisement and distribution

description of the features and benefits of the underlying commodity that is produced and based on a case, where appropriate with the image and relative logo like advertisement printed on paper which is attached to walls or panels especially in urban and also could distribut some of them in the streets and homes. how to choose a combination of words and phrases and paper types and sizes of paper of cord as a result of this advertising can be effective, fewest errors in content of form may be ignored pedestrains and discarding advertisement by recipients.

Post

advertisement and annouements sent by post for the people whose address were noted before. obviously, the advertisement receiver must be affected somehow postal customer can become business stakeholders and this requires that the advertisement subject be a required of him and the provisions convinced a satisfied him of a different divections, submission by mail and by name the recipiens name is generally desirable for recipients.

Brochures and catalogs

Features and specifications of goods and tourism services pamphlets as a sheet of paper or several sheets and often combined with photos and essential description of different parts of the desired services and the addresses and phone numbers in it. Shopping centers are included. Joop and photo quality paper in catalog are important and should be marked. Excessive in volume and number of pages, booklet and detailed technical description is boring and should be avoided. Apply art techniques such as painting and graphic and craft them into the margins of the text and the catalog can be effective. (Pearce, Douglas, 2001, p81)

News papers

Advertisement in newspapers is most prevalent. Widely circulated newspapers contain a greater range but sometimes on advertisement box with uniform shape and other large newspaper advertisements cause that avoid or quickly pass through the eyes of the readers perspective so screen selection and place of advertisement print and its place in newspaper are important. Flow while maintaining dignity and strength of the text has been considered by the readers. The use of titles such as "look", "we give you glad tidings", "once you select will always be our customer" and so are repetitive and insulting phrase. All the advertisement should be set by considering the fact that the audience would not be restrained and dignified, and feel that the just you politely tell them something. As the low frequency printed advertisement probably cause to forgotten for the readers, replication and ordered printed and each days continuance of an advertisement disenchantment and frustration and sometimes provide their anger, so that the it will has a negative result. Advertise decorated with caricatures of the most ludicrous and childish often is waste in public opinion but make adorned with artistic lines and signs leading to this dignified and stately shows. Mostly in the advertisement require that a phrase be considered as a main theme and a fixed message. In selecting the short message applying the art must ultimately taken because the receiving line and attract the attention of passing and rejecting it is not much more than a hair. So advertising slogans are so spoiled caused by unthinking and oblivious users that raised the peoples sensitivity so that the message of acceptance and good reflection takes place with the original announcement. Advertisement in the journal have the same characteristics of a newspaper, in addition to the readers of the magazine typically has immanent. So more time is spent reading and turn it. Therefore more attention should be paid in the advertisement particularly beautiful and clear picture of the advertisement must be appropriate for, also

magazine selection for advertisement should be suit to the subject of advertisement some artificial magazines are more appropriate for a variety of good for commercial advertising.

Radio

To get peoples attention and introduce the radio tourism services also could be a good means. Advertisement text and audio quality and probably the kind of music along with and the time of the advertisement distribution are the notes that should be considered and calculated for the effectiveness of the radio message. The listener connect to the messenger through ear. If the slogan and the advertising sms is so rich and thought provoking and tender, by repetition listening occasionally of radio stays in the memory.

Television

Television is one of the most reliable and sensitive advertising goods. The time in television is limited and advertisement don't have more than a few seconds and really formulate a few seconds film that contain the good speech and image that could be effective is very difficult. And requires collaborations. As tv has visited and with playing a advertisement short film will flounder many customers and friends for goods and services firms with the extensive application will be able to bring the negative result for the films that are devoid of effective agents. In the small screen of television and in the competition of advertisement, the campaign is an absolute winner and could attract the attention of millions to itself that have interesting and innovative and fresh content from the other films. Tourism advertisement in television are available in various forms. For example, a large firm could cover the cost of producing a feature film or series and or scientific documentary and etc and presented it to the television institute with the stipulation that in the during of play, be noted that a certain firms that producing the some product or service as a paid service covered the cost of producing this program, in the distributed program has many audiences and be memorable and exciting a affect their emotions, this will lead to that create a sense of appreciation a admiration and respect for these firms.

Cinema

At cinema and before starting the main movie, the short advertising film are displayed from the screen and the location of the theater and the presence of a large audience and their high readiness for watching the film is so that the cinemas audience in compared with the television, is that the audience see what is show from the cinema screen with a

mather of consius and ceerious and the effect of watching mories from the cinemas screen is lasting in the mind and so it is found that the tourism advertising film has his own importance but it is obriously that a number of cinemas viewers are less than television, the major points that should be considered in making a propaganda television film also will beconsidered at the cinemas film

Posters

Usualy, the main subject and central sbgan of a advertisement with a photo in the high-quality paper and are made in in medium and large sizes. and sometimes in a text and posters along used of the lines and design art like graphic.

It is obriously that wath a text and images and posters colors were in novatine and be fit and beatiful of aliferent aspects it would be more controversial note poster in stall and Can be vattached in a place where ever that the traffic is concentrated and legal and ethical barriers don't exit and where placed in the public eye poster is a good advertisemet device and is avaulable and public (schroeder, t, 1996, 93).

Roads

The desert arent immune from the onslought of the tourism advertising campaign even in the case of oppricateionclomains such as mountains and hills and commercial spaces as well suitable and satisfactory.be cause it has divect relation to tourism and usually paintings visitors and the desert commercial paper are the trelers that due to the long travelling distance and time are in a state of stillness and turmoil with in the urban arent ruling on the deserts enviromentthere fore by the further reflection browsing arauud. The important not that should be followed here is that the time for consider the deserts arauud painting for trolers is very short and sometimes doesn't exceed for a few moment so the message sgould be very short and not exceeding a few words to tally and while decorated with the capitalized and bold lines and appears to be written. It is evident that the signs and road writing must be obtained through reflective and had required glow in the dark nights.

Public places

Athletic fields, display halls, restaurants and cafes around airports and terminals, factories, schools,universities, mosques and churches and many of places that constantly or sectionally are gathering place for people are suitable places for tourism advertising shows of course the type and propaganda should be appropriat to the location and characteristics of who gather it. and this should be done by the permit of the real and legal owners.

Public transport

Urban and inter-urban buses, passenger minibuses, trains and subways and trams and their related stations are the equipments and facilities that can be used for urban tourism advertisement. The advertisement in side the bus is mostly instalating and body writing.however, because of the size and type of vehicle, the dimension and sex and color of the advertisement also should be relevant and appropriate and also the necessary arrangement for the purpose shall be done.

Utility installations

Some big tourism companies that have good financial resources could hit two birds with one stone this way so that they establish charities, orphanages, libraries chinics and hospitals, schools, dormitories, public parks, sport clubs, cinemas and theaters, hotels, free press center of artistic, scientific and etc. give them to the municipal and state property or arrangments as the board of trustees and others to adopt. usually in the corner of building a panel that speaks a bout donors name is installed. or the profile name of the donor and clear manner that appears to be carred and painted on the wall of which is established. it is the best way to advertise urban tourism because of the hand of a human ect of charity done and could partly be a religious matter in contrast of people who turn the wheels of capital and force the institutes and on the other hand motivate the respectand admiration and willingness toward the founding donors and donors. in addition, this type of advertising service usually has the continuous result.because installation utility left behind and they did so many years and is used by many people and specially and for their maintenance willingness a further efforts rise.

Various ceremonies

Many occasions, the local, national, religious, international, regional event held by groups and societies, tourism companies, when necessary and there is something in common could be the organizer of their ceremony and participating. news coverage of organize such parties poses the name of the organizer or companies or those who were involved in the establishment of such communities spontaneously visage and board of such meeting should not be loaded of tracts and posters and direct advertisement but the scientific and professional issues and events and real events and central leg is latures should involved the main theme, for example a natural tourism producing company could concluded a chamber to celebrate world envivoment day who also during guests lectures on the latest

scientific and statistics a clierements to improve the enviromentalquality. annd appropriate films to be displayed in this field and in this regard has been prepared and distributed pomphlets to be published and while the insertion and release of the news media should be in this parliament.

Exhibitions

exhibition is a appropriate location for the present samples a tourist agency can either participate in the exhibition or accounted a boothin a public exhibition and under the term and public conditions of exhibition gives their product visible to the general public and or separately and independently organize a private exhibition for introducing their product, it is naturally that the private exhibition has move specific scope but the main feature of the public exhibitions is that if a product actually has a high quality and has a special privileges could seem like, an index along with other commodities. transportation facilities and sevicng preparation and adjustment of decoration in the exhibitions location and probably order sample and small gifts as a memorials and the warm and kindly behavior of a exhibitions staff can be useful for setting up an exhibition (Richter,l.k, 1983 :37)

Famous people and scientific indicators and tourism

in many communities, private life, be haviors manner and attitudesand fringe and aspects of work of a famous people and scientific, cultural, political, social, artistic,sporting aspect.however are at the attention and curiosity of public. some of the tourism advertising agencies with arrangements

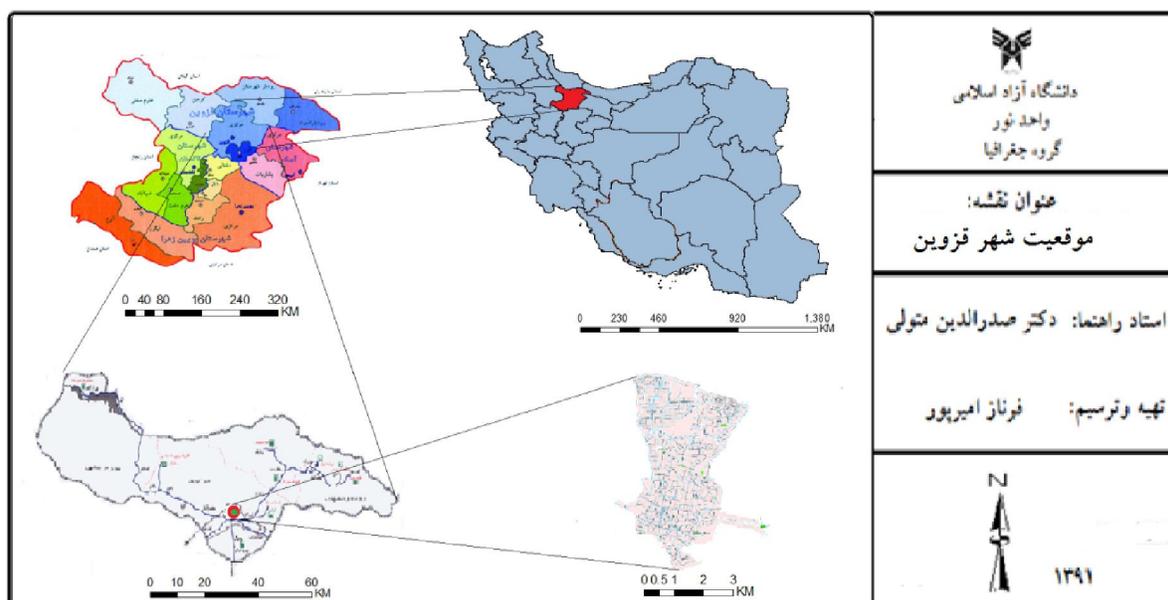
in the case of famouspeoples participation in community and among the interviews brilliantly aware of their individual interest of food and clothes and cars and houses and certain things and display this discoveries in a direct and indirect manner and by means of this complaint a advertising situation for a product. this tactic and propaganda trick could gain prestige for the advertisement in many cases.

Gifts and awards

surely receive a gift and a reward if not unwarranted, unnecessary it is pleasant for everyone and without doubt, this advertising method is effective and efficient. thismethads subtle effect is to create a kind of gratitude in the contacts and customers awards are done with arranging a competition and selection. but the work should be a fuse that operates without sinning honest and does not provide the confidence needed to lead also he giffs should be fine and good operation and especially in the right time and place will be awarded. therearevlots of situations that can be tried to awarded the gifts. and the designers and advertisiuy executors discover events and make the necessary arragements and by considering the oppropriateness of the gift to the age, gender, shape and position of receivers decipher the problems in order to onoid violation of iterations.

introduction of a studys area

qazvin in tran with an area of 15.821 square kilometers in the central area between 48 degrees and 45 minutes to 50 degrees 50 minutes east longitude and 35 degrees 37 minutes north latitude is 36 degrees 45 minutes. from the north limited to province of mazandaran and gilan, hamedan and



zanjan province of west, central and east of tehran province in the south. (karannejad 1379.29).

hypothesis based on the research finding

hypothesis #1- advertising is a significant factor in the sustainable development of urban tourism hypotheses #2- it seems that the virtual media can play an effective role to play in terms of urban development 2.2.1 reasons to approve are reject the proposer hypotheses using descriptive and inferential statistics results. Advertising is a significant factor in the sustainable development of urban tourism. According to the findings of research between those considered the advertisement bloned as effective factors in sustainable development of urban tourism, 1/3300 choose the creat options. their SD achieved /43718 those who choose the large option their mean obtained 3923/2 and their SD obtained /30981. and those who choose a low alternatives their average obtained 2/2662 and their SD obtained /31657 and those who choose ineffective, the average of their, obtained 2/9063 and their SD obtained /08400 Significomtamout of evidence confirming the hypotheses $p \leq 0.05$. also the correlations indicate to the strong correlation between the variables. so we conclude that advertisements are an effective factor in the sustaunable development of urban tourism. so that significant amounts of variance test. (anova) is equal. sig = 000 and by the values obtained, the hypotheses is confirmed. The correlation is very strong evidence of a positive correlation between the variable of advertisement and sustainable development of urban tourism. $R=0.925$ the general correlation between 1+ and 1- in what amounts romage from 1+ to be closer than ever to 1 correlation – closer than poor correlation and zero correlation with its neutral and numbers below zero here reverse correlation. Here strong positive correlation ($R=0.925$) exists between variables. in this

regard. table number (1-6) and the correlation in table (6-2) and marked regression of the first hypothesis. Statistically significant level regression in table (5-2) indicating that the hypothesis is confirmed.

Regression graph

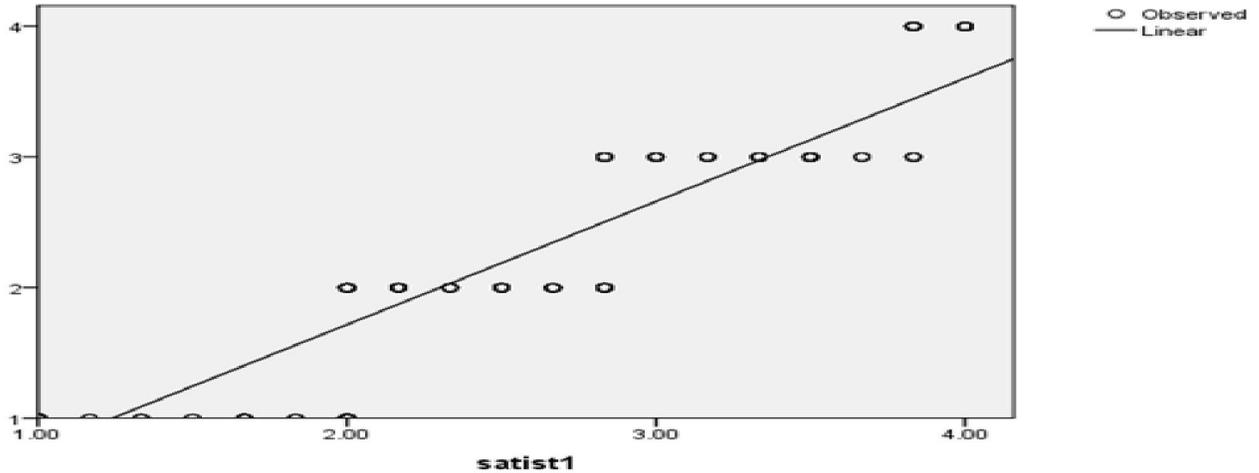
This chart has been prepared by the purpose and content of the advertising is very effective in promoting sustainable urban tourism or not. figure (5-1) shows the balanced distribution and positive correlation the regression line draw. It seems that virtual media can play an effective role to play in terms of urban development. According to results from inferential statistics, virtual media data average in terms of urban development respondents 1/96 and estimated that 350, its spobtain 839/0 of the average sustainable tourism and its impact on the city of Qazvin 2/2126 and 350 have been calculated standard deviation 0/99734 is obtained. The analytical study shows that there is a relationship between the role of the virtual media and development tousim of Qazvin city, following reasons, the hypothesis is confirmed Significant amount of evidonce low $p < 0/05$ confirmed the hypothesis. also, the correlations indicate a positive correlation between the variables. the values obtained from table (4-10) and figure (4-9) of question 9 and table (4-12) and figure (4-11) of the question 11 and the end of the table (4-13) and figure (4-12) of question 12, the hypothesis is confirmed, the result is, the use of virtual media in urban tourism development s effective. so that the significance leve; of the test (t.test) is equal to sig=0/000 by the values obtained, the hypothesis is confirmed. in this regard, table no(3-5) and a correlation table (5-4) the regression of the second hypothesis is specified.

Table(5-1) the correlation of the first hypothesis

Index	number	average	SD	Content F	significant	Correlation
very high	152	1/3300	/43718	735/356	/0000	/925**
More	99	2/3923	/30981			
Law	67	3/2662	/31657			
Ineffective	32	3/9063	/08400			
Total	350	2/2367	/97629			

Table (5-2) the regression of the first hypothesis

	Model	Sum of squares	Df	Averagr square	F	Sig.
1	Regression	284/514	1	514/284	2057/078	/000 ⁰
	Residual	48/132	348	0/138		
	Total	332/646	349			



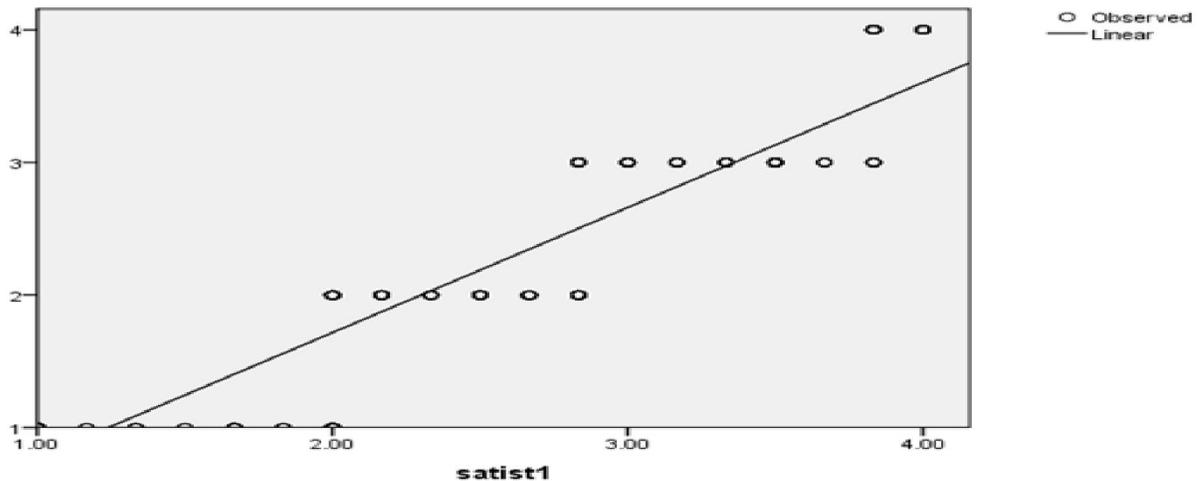
Figure(1-5) advertising is a significant factor in the sustainable development of urban tourism
5-2-2-2 hypothesis#2

Table no(3-5) correlation of the second hypothesis

Index		Average	Number	SD	Content T	significant	correlation
Pair 1	Virtual media	1/96	350	0/839	12/872	/0020	/934**0
	Tourism development	2/2126	350	0/99734			

Table no (4-5) regression of the second hypothesis

Model	Sum of squares	Df	Average square	F	Sig.	
1	Regression	157/303	1	157/303	340/2398	/002 ^a 0
	Residual	43/988	348	/1260		
	Total	145/347	349			



Figure(6-2) about the relationship between the role of virtual media in the tourism development.

Conclusions

Due to the issues outlined about the role of advertisement in the sustainable development of urban tourism should state that this fledgling tourist industry in the areas of executive management of urban by emphasising on social, cultural and economic planning in structure of irans city and the other part of society should be one of the top of the main activities of the urban tourism trustee apparatus at any time and in any state, also emphasis on the urban development and tourism in urbans and historical context of modernization and tourism in the urban tourism areas should be on the recipe of government and are societys municipal. construction and reconstruction of recreation spaces at urban and outside the city tourism the city tourism spaces.

Along with providing adequate facilities to public and private sector to help in the growth of urban industry and urban sustainable development and local and regional. competition to promote held the urban tourism opportunities in order to developing the urban tourism should be in the executive management recipe of the urbans. Provide the diverse need (social-cultural-srvices-transportation-rest-recreational information and ect) for urban tourism beside the reinforcement the participation of the private sectors and citizen to meet this needs could help to the development of the industry in our societys cities also creation of different experimental contexts at the space of urban tourism and existence of adequate facilities (hotel – apartment hotel- guest houses- dinnings – the fast food – domestic and international transportation in the city and ect) by considering the tourist income, must be placed on the impotence of planning. existence of internal and external advertisement in the urban tourism introducing of a city, development of cultural centers, cultural, dynamic of urban tourism, training of experts in this field, growing and attention to the various research in the tourism areas for example urban tourism in the societys city, changing the attituds of the officials and citizens towards attracting the urban tourists, providing good behaviour towards the guests, traffic controll, air pollution, enviromental degradation, coordination between responsible agencies for urban tourism, and stop putting the blame on the other urban tourisms agency and the other acquitted neck to your device, attention to give the information process to the urban tourist, advertising and internet design at the sustainable development of urban tourism, offering local customs, traditional and local music, indigenus clothing and ect, could be the most important strategies factors for the sustainable development of urban tourism in iran and among this the city of Qazvin. according to this, strategies and programs for

sustainable development of the industry are represented in Qazvin that could be studied in the following line.

proposals and solutions

Develop a comprehensive tourism policy laws and regulations pertaining to tourism in iran and how to use it facing with a variety of uncertainties, imperfections, conflicts and constraints. despite of the different laws of tourism in iran and their legal and administrative positive effects, totally they could not being successful to meet the goals of tourism development plans, particularly to lead and monitor the economy, housing, social justice provision of public services and ect.

Reform of tourism management

In the current condition responds to the goal of tourism sustainable development, environmental protection, civil society organization and promote life s quality needs to a broader and more organized management

-review of the tourism development plan to the approach of spatial justice

-developing urban tourisms regulations and criterias

-developing an urban tourism data base

The first problem of delay in urban tourism planning is the lack of necessary information for decision-making and starting the activities. in addition detailed information is very important for the correct response. data acquisition, storage, retrieval and analysis of data is the most important factor in the success of any scheduler

-encourage the private investors to develop the tourism development at the private economic exploitation in the relation to social welfare and public.

-give credit and support of the public movement in Qazvin s tourism advertisement development.

-providing opportunities for authors who work in the field of tourism.

-organizing seminars and conferences on international, national and regional levels.

-create tourism informing network.

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