



STRATEGIC MANAGEMENT OF RURAL TOURISM TOWARDS GENDER – SENSITIVE PLANNING

Fazileh Dadvar-Khani^{1†} --- Mansour Ghanian²

¹Associate professor of Geography and rural planning, Faculty of Geography, University of Tehran, IRAN, and Visiting scholar at Faculty of Environmental studies, York University, Canada.

²Associate Professor of Ramin Agriculture & Natural Resources University of Khuzestan. Department of Agricultural Extension & Education Mollasani, Ahvaz, Iran.

ABSTRACT

Gender blind tourism management, eventually will lead to unsustainable development. This Qualitative research has established to explore the gender needs and opinions related to tourism development, via strategic management The statistical population of this research is elite people that has been involved in tourism activities in rural areas of Kan district in the North- West of Tehran- Capital city of Iran .Two focus group including 23 men and 16 women had attended in separate workshops .The technique of SWOT had been used .The result shows there are convergence between the views of men and women about strengths of tourism. Meanwhile the divergence appears in the case of weaknesses and threat points, as that women are more concerned about environmental degradation. However, men think about physical facilities. As opportunities, men emphasis on economic prosperity, but women believe that tourism promotes them a higher social status in the family and society.

Keywords: Strategic management, Rural tourism, Gender sensitive, Tourism planning, SWAT method, Iran.

Received: 20 July 2016/ **Revised:** 17 September 2016/ **Accepted:** 3 October 2016/ **Published:** 22 October 2016

Contribution/ Originality

This study is one of very few studies in Iran, which have investigated the differences and similarities between gender's perceptions about tourism in their village. The primary purpose of this paper is to contribute towards decision making in order to promote tourism via strategic management based on gender – sensitive planning.

1. INTRODUCTION

Recently, tourism has become a global industry. Its transnational commercial and logistic infrastructure employs hundreds of thousands and penetrate even the most remote communities (Coleman and Crang, 2008). Tourism, have been explained in various ways, depending on the disciplinary context. However, a general definition of tourism is agreed upon, that being; "... the relationships and phenomena arising out of journeys and temporary stays of people travelling primarily for leisure or recreational purposes" (Pearce, 1989). Indeed, rural tourism has been characterized as "peace and quiet," "fresh air," "non-urbanized," and "lots of space" (Kulkarni, 2011). The one assumption that all researchers in tourism have to agree upon is that the tourism has different effects on host communities.

One of the goals that policymakers and planners in tourism follow is to plan according to the will and opinion of local communities, this plan should consider all aspects of tourism as well as its positive and negative effects. Goals for the development of a region are set of productivity and competitiveness with the use of proactive, planned

and strategic realization. Strategic development of rural areas is one of the basic tasks of municipal managers. Strategic planning is therefore the main tool for the social-economic development. The plan is a key document and there are many issues that positively or negatively influence such strategic plan. Besides strategic planning of tourism, extremely important is the support of the host community as well as the possibility of sustaining such activities. The individual regions, towns and municipalities compete among themselves in attracting economic subjects.

Rural community and tourism, both deal with their own opportunities due to relations and the influence of each other as an organic whole in the National development. Nowadays, researchers focus on the promotion of the rural tourism as a Gender-blind planning.

Actually, the development of rural tourism and the process of social change have mutual backgrounds, Collaboration and beneficial interactive development of each other, but the relevant research is deficient at the moment. Therefore, this article will bring gender analysis theory in strategic rural tourism planning trying to bring about the mutual beneficial policy of rural tourism and gender sensitive planning. Understanding of gender perception and their demands opens a new perspective on planners. More realistic planning as well as gender analysis in tourism strategic planning, leaves researchers a new research approach.

Although it has been generally agreed that women play a significant role in community and human resources development, environmental management, public health and so on, when reviewers discuss tourism, women become "invisible" again, just like the former analysis of other social phenomena, such as economy or social innovations.

The discussion of gender and work which is particularly focused in many tourism researches has been a crucial issue for a long time, however, this field is just raising the debate in economic manner and still we need to understand the varieties of perceptions and demands of rural communities, particularly when it comes to gender. So in this paper Tourism and Gender is going to examine from a new perspective that focuses on women as a part of planning body of tourism in rural areas. Since we are living in a gendered space, all parts of the tourism experience are grounded in and influenced by, our collective understanding of the social construction of gender (Kinnaird and Derek, 2000).

The rural Tourism in Iran examines the strong long-term potential being offered by the local tourism industry, bolstered by rapidly growing demand from emerging markets. Today rural tourism development requires to switch strategic model of planning and to optimize the social structure by the time of distributing of the development's benefits of Iran's rural tourism industry. In the face of the transition of rural tourism, how to fulfill the both sexes collaboration and how to promote rural progress and development by full participation of men and women in all process of tourism planning have become major issues in this transition. The aim of this article is to examine the differences between men and women in their perception, attitudes, demands and priority in tourism development via strategic planning of tourism development.

Therefore this research is an attempt to answer the following questions: what do men and women think about tourism development in their area? What is the convergence and divergence between the views of rural men and women about the development of tourism in their villages? How men and women see the strategic tourism planning and is there any difference between the strategy that has been offered by men or women? Our argument is that planning concerning rural tourism in both developed or developing countries need to be recognized within the context of gender and development.

2. THE LITERATURE REVIEW

In geography "Space" is an abstract concept that refers both to the familiar idea of physical surroundings and to the impact that particular spatial configurations have on many aspects of life, from social relationships to economic opportunity (Pruit, 2013) Linda Mc Dowell writes "deeply implicated in the social production of space", Also Feminist geographers' central concern has been to explore the ways in which cultural ideologies of gender play a

fundamental role in the production, organization and experience of space (Goodman *et al.*, 2014). As Goodman writes in her book, Space –gender relations are not a simple “mapping” of one context onto another, but rather work as integrated, mutually constitutive processes...”. She adds “Gendered performances operate differently depending on spatial context and spaces are shaped by the social interaction and gendered dialogues that play out within them (ibid).

Rural spaces like other geographic spaces are highly gendered spaces and all behaviors and actions reflect attitudes, beliefs and opinions concerning the status and roles and responsibilities of both sexes. An explicit focus on gender developed from the 1970s as feminist scholarship and activism coincided to highlight gender difference and inequality. Since then, a wide number of theoretical currents have stimulated a range of studies and academic thought. During the late 1980s and early 1990s gender studies in rural geography began to make up ground. Thus, gender analyses of rural tourism have an increasingly flourishing existence in rural studies (Dadvar-khani&saiedi).

In the recent years a growing body of approaches to the study of gender in tourism have been appeared. It was Kinnaird and Hall who had driven the book which was the first systematic attempts to combine the focuses of tourism and feminist studies (Kinnaird and Hall, 1994). As they argue: “Unless we understand the gendered complexities of tourism, and the power relations they involve, then we fail to recognize the reinforcement and construction of new power relations that are emerging out of tourism processes, from the values and activities of the transnational tourist operator to the differential experiences of individuals participating as either hosts or guests” (Kinnaird and Derek, 1996). There are a number of studies dealing with the interactions of gender and tourism development (Kinnaird and Hall, 1994;1996;2000; Harvey *et al.*, 1995; Swain, 1995; Wilkinson and Pratiwi, 1995; Sinclair, 1997; Pruit, 2013). These studies revealed that there is a strong correlation between these issues, but other factors and their influence on the development of rural tourism have been explored just fragmentally.

The United Nations Environment Programme (2011) observes that tourism generates jobs and business opportunities for host populations and can reduce and eliminate poverty. Notably, scholars like Ashley (2002); Chachage (2003); Luvanga and Shitundu (2003); Roe *et al.* (2004) Also, according to the UN World Tourism Organization, greater equality is an essential component of a sustainable tourism industry (UNWTO, 2015) DM research indicates that tourism can provide equality in community and among gender (DM, 2012).

In contrast, there is strong evidence that tourism employment generated through FDI promotion is unlikely to greater gender inequality, and indeed may exacerbate inequalities. In spite of the structural gendered inequalities of work in tourism, feminists have always been acutely aware of the ways in which women’s entry into the paid workforce tends to have contradictory and complex effects on gender relations and the lives of women workers (Tinker, 2006). Ruth Pearson argued that although Mexico’s share of technical, managerial and administration jobs has increased, these opportunities had not been made available to Mexican women (Pearson, 1995).

Tourism is a phenomenon that has a high potential to change the gender relations and power in the society. For a better understanding of tourism features requires a deeper understanding of rural tourism where social relations and gender relations is well understood. Rural tourism development is the set of activities and action of diverse actors-individuals, organizations, groups – which has taken together leads to progress in rural area. The tourism industry represents a huge economic factor and its environmental and social impacts are obvious and have been well documented (Vivian and Derek, 1994). From the global perspective, it appears that there has been a broad increase in the participation of women for tourism industry at a global level. The general picture suggests that the tourism industry seems to be a particularly important sector for women as (46 % of the workforce are women according to ILO data). Swain (1995) in a study of ethnic arts production showed that most of the Kuna and Sani women who produced handicrafts for tourist markets gained increased power within the household but not within the wider society, where traditional gender roles persisted (Sinclair, 1997). There may also be uneven control over household finances, and women may face difficulty gaining power at the community (Sinclair, 1997). Moreover

Castelberg-Koulma (1991) argued that the provision of accommodation in agro-tourism co-operatives alters prevailing gender norms and enables Greek women to gain increased income and power.

So, the processes of change that are inherent in tourism-related activities have implications for the ordering of the new power relations that emerge. Gender-sensitive tourism planning for rural community is a favorable way to increase sustainability of rural tourism and to reduce inequality in process of tourism development.

3. METHODOLOGY

In some cases, quantitative techniques are inappropriate because there is insufficient historical data or data quality is poor. In such cases, we use either traditional decomposition methods or smoothing methods as a basis for analysis and forecasting. Indeed tourism itself is a very complex and rapidly growing phenomenon. In this realm, it is difficult to separate tourism from other development activities and measure its effects in a certain location quantitatively. Therefore, qualitative method has been conducted to allow us to understand the phenomenon in a more interactive way in relation to other development activities. SWOT¹ Model as a sufficient tool had been conducted to explore both internal and external factors that may have influenced tourism in the area. The research was done base on of participatory method.

Case study research was conducted concerning gendered perspective of tourism in Kan rural area on the West-North of Tehran, the capital of Iran. Fieldwork was carried out in the rural areas of Kan on 2014. Kan villages were chosen as the study site for several reasons: the location of Kan rural district, next to the greatest city and capital of Iran, its attractive landscape and also improving transportation in the area were factors in the tourism site selection. The purpose of the field study was to understand how tourism has influenced the social dynamic of communities in the villages, especially understanding gender perspective and vision which have been formed on the base of gender relations and its dynamic. In the process of data collecting and on the base of focus group method, consultative workshops including 16- 23 qualified persons in two groups of men and women, were selected. The study population was selected among rural communities that were involved in different activities regarding the tourism industry either directly or indirectly. So we believe that they are the representative of their community and can reflect the community's idea about tourism development.

4. DISCUSSION AND FINDINGS OF THE STUDY

The interviews were focused on the general perception of tourism and particularly on respondents' attitudes about rural tourism development. These data had been collected base on gender analysis. The scheme of the interviews was based on open questions lead by the interviewer. The key issues were focused on: perception of tourism in general terms and their specific area, in particular terms, like the main strengths and positive aspects of tourism in the kan area; major weaknesses and problems of tourism as well as their perception of future Tourism in their villages, These focus group sessions were held separately for men and women, enabling us to compare the perception of both sexes.

4.1. The Ranking of Factors

The factors which were affecting and affected by tourism were investigated through the research workshops. The result is shown in table 1. The table shows the final ranking of each factor based on men's point of view.

¹ Strengths, Weakness, Opportunities and Threats

Table-1. Final ranking of each factor based on men's attitudes about tourism

A final ranking	Ranking of threats (T)	A final ranking	Ranking of opportunity (O)	A final ranking	Ranking of weaknesses (W)	A final ranking	Ranking of strengths (S)
2	T1- Increasing crime	1	O1- Increasing the regional economic power	1	W1 - Inappropriate road and access way	3	S1 - Promoting public awareness
2	T2- Increasing cultural and social disorders	2	O2- More access and communication with city area	2	W2 - No place to accommodate visitors	2	S2 - Increasing land prices
3	T3- Increasing insecurity in the region	3	O3- Creating job opportunities for the unemployed	3	W3 - Low growth in agriculture and horticulture	1	S3 - Income generation
3	T4- Increasing road accidents	3	O4- Reducing migration to the city	4	W4 - Increase in second homes and presence of non-residents people in the village and district	1	S4 - Creating new job opportunities
1	T5- Sales of agricultural and horticultural land and construction of villas			3	W5 - Invasion of privacy of villagers by tourists	3	S5- Increasing public participation in social activities

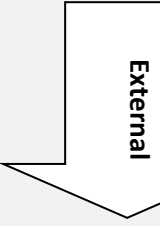
Source: Research findings

Table 1 shows that for the men's group, the most important strength point for tourism development is creating new job opportunities and income generation. In this regards from their viewpoint the most important weakness points were "inappropriate road and access ways" and also "lack of accommodation for visitors". Additionally the issue of "increasing the regional economic power" and also "increasing the access and communication with urban areas" were the most important opportunity points of tourism development. According to Table 1, the concepts of "Increasing crime", "Increasing cultural and social disorders" and "Sales of agricultural and horticultural land and construction of villas" were the most important traits in tourism development on the base of man's viewpoint.

4. 2. Strategies and Solutions

Continue on with combining the strength's points (S) and opportunity's points (O) strategies (SO), with combining the weakness's points (W) and opportunity's points (O) strategies (WO), with combining strength's points (S) and threat's points (T) strategies (ST) and with combining weakness's points (W) and threat's points (T) strategies (WT) developed and presented. Table 2 shows mentioned strategies.

Table-2. Matrix of tourism development strategies in Solghan village from the man's point of view

SWOT analysis		Strengths (S) S1 – Promoting public awareness S2 - Increasing land prices S3 - Income generation S4 – Creating new job opportunities S5- Increasing public participation in social activities	Weakness (W) W1 - Inappropriate road and access W2 - No place to accommodate visitors W3 - Low growth in agriculture and horticulture W4 - Increase in second homes and presence of non-residents people in the village and district W5 - Invasion of privacy of villagers by tourists
		Opportunities (O) O1- Increasing the regional economic power O2- More access and communication with city area O3- Creating job opportunities for the unemployed O4- Reducing migration to the city	SO strategies SO 1: Identify regional economic capacities and conduct entrepreneurship courses to use the identified capacities. SO 2: Organizing and create jobs related to tourism activities with reform of the village and Tehran metropolitan interrelationship. SO 3: Organize and develop NGOs and cooperatives in order to lead to public participation in the tourism’s activities. SO 4: Introducing the Soleghan village as capital surrounding Tehran metropolitan in order to gain investors.
Threats (T) T1- Increasing crime T2- Increasing cultural and social disorders T3- Increasing insecurity in the region T4- Increasing road accidents T5- Sales of agricultural and horticultural land and construction of villas	ST strategies ST 1: Informing the villagers about the crimes of tourists and anomalies that associated with tourism. ST 2: Planning in order to multiple use of the land. ST 3: Informing tourists about the norms and values of villagers.	WT strategies WT 1: Organizing the rural land use and prevent the sale of farm and garden WT 2: Organizing and improving communication networks inside and outside the country, equipping it to traffic signs and increased police presence on the roads. WT 3: Increasing the number of police patrols in the holidays. WT 4: Preparing places for temporary housing in order to prevent the entry of tourists to the privacy of the gardens and rural areas.	

Source: Research findings

4.3. Choosing the Final Strategy Using the Quantitative Strategic Planning Matrix (QSPM)

Quantitative strategic planning matrix determines which one of the chosen strategic alternatives is more suitable and in fact it prioritizes the strategies. In order to provide the quantitative strategic planning matrix (QSPM), all strategies shown in Table 2 wrote in a horizontal row. In continue Attractive Scores (AS) determined for each factor. According to the importance of each factor in the formulation of the strategies , the (AS) takes the scores between 1-4 (1- Unimportant, 2- Low important, 3- Average important, 4- High important)

In the next stage the Total Attractive Scores (TAS) were determined. TAS is equal to the weight score multiplied by the AS. Finally, the summation of all TAS calculated the maximum TAS was chosen as the best strategy and shown by * in the table (see Table 3).

Table-3. Quantitative strategic planning matrix

Factors	Weight score	SO							
		SO1		SO2		SO3		SO4	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS
S1	0.18	2	0.36	1	0.18	2	0.36	1	0.18
S2	0.24	1	0.24	1	0.24	1	0.24	3	0.72
S3	0.28	3	0.84	4	1.12	2	0.56	1	0.28
S4	0.28	3	0.84	4	1.12	2	0.56	3	0.84
S5	0.26	1	0.26	1	0.26	4	1.04	1	0.26
O1	0.46	4	1.84	1	0.46	2	0.92	3	1.38
O2	0.42	1	0.42	4	1.68	1	0.42	4	1.68
O3	0.31	3	0.93	3	0.93	2	0.62	2	0.62
O4	0.31	1	0.31	2	0.64	2	0.62	1	0.31
Summation of TAS		-	6.04	-	6.63*	-	5.34	-	6.27

Source: Research findings

Continued Table 3

Factors	Weight score	ST					
		ST1		ST2		ST3	
		AS	TAS	AS	TAS	AS	TAS
S1	0.18	1	0.18	1	0.18	1	0.18
S2	0.24	1	0.24	4	0.96	1	0.24
S3	0.28	1	0.28	2	0.56	1	0.28
S4	0.28	1	0.28	2	0.56	1	0.28
S5	0.26	2	0.52	1	0.26	1	0.26
T1	0.44	4	1.76	1	0.44	2	0.88
T2	0.44	4	1.76	1	0.44	4	1.76
T3	0.39	2	0.78	1	0.39	1	0.39
T4	0.39	1	0.39	1	0.39	1	0.39
T5	0.48	1	0.48	4	1.92	1	0.48
Summation of TAS		-	6.19*	-	6.1	-	5.14

Source: Research findings

Continued Table 3

Factors	Weight Score	WT							
		WT 1		WT 2		WT 3		WT 4	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS
W1	0.48	1	0.48	4	1.92	1	0.48	1	0.48
W2	0.46	1	0.46	1	0.46	1	0.46	4	1.84
W3	0.39	4	1.56	1	0.39	1	0.39	1	0.39
W4	0.21	1	0.21	1	0.21	1	0.21	1	0.21
W5	0.40	1	0.40	1	0.40	1	0.40	4	1.6
T1	0.44	1	0.44	1	0.44	4	1.74	1	0.44
T2	0.44	1	0.44	1	0.44	4	1.74	1	0.44
T3	0.39	1	0.39	2	0.78	4	1.56	1	0.39
T4	0.39	1	0.39	4	1.56	1	0.39	1	0.39
T5	0.48	4	1.92	1	0.48	1	0.48	1	0.48
Summation of TAS		-	6.69	-	7.56	-	7.85*	-	6.66

Source: Research findings

Continued Table 3

Factors	Weight score	WO									
		WO 1		WO 2		WO 3		WO 4		WO 5	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
W1	0.48	4	1.92	1	0.48	1	0.48	1	0.48	1	0.48
W2	0.46	1	0.46	4	1.84	1	0.46	1	0.46	4	1.84
W3	0.39	1	0.39	1	0.39	1	0.39	4	1.56	1	0.39
W4	0.21	1	0.21	1	0.21	1	0.21	3	0.63	1	0.21
W5	0.40	1	0.40	2	0.80	4	1.60	2	0.80	1	0.40
O1	0.46	1	0.46	1	0.46	1	0.46	1	0.46	1	0.46
O2	0.42	4	1.68	1	0.42	1	0.42	1	0.42	1	0.42
O3	0.31	2	0.62	4	1.24	1	0.31	1	0.31	1	0.31
O4	0.31	4	1.24	3	0.93	1	0.31	1	0.31	1	0.31
Summation of TAS		-	7.38*	-	6.77	-	4.64	-	5.43	-	4.82

Source: Research findings

According to the table of QSPM which provided for all types of strategies (WO, ST, SO and WT) separately, based on elite’s men attitudes the WT3 strategy (Increasing the number of police patrols in the holidays) with the high rank of 7.85 was chosen by men as the best strategy for tourism development in Soleghan village. Moreover from the women’s point of view, there is different story. Table 4 showed the final ranking of each factor based on elite’s woman's.

Table-4. Final ranking of each factor based on women elites' point of view

Final ranking	Ranking threats (T) of	Final ranking	Ranking opportunity (O) of	Final ranking	Ranking weaknesses (W) of	Final ranking	Ranking strengths (S) of
1	T1 – Increasing conflicts among families.	1	O1 – Improving the social condition of women.	1	W1 – Degradation of environment.	1	S1 – Helping to creation of new jobs.
2	T2 – Increasing insecurity in the region.	2	O2 – Increasing freedom.	2	W2 –Unsettle of serenity Of residents.	2	S2 – Increasing revenue source, especially for women.
3	T3 – Increasing strife among residents and tourists.	2	O3 – Increasing desire of family for education of girls	2	W3 – Increasing of young migration to the city	3	S3 – The women got better cultural situation.
		3	O4 – Creating income.	3	W4 – Change of folklore of the region.	4	S4 – Employment.
				1	W5 – Increasing the social and cultural inelegance	5	S5 – Improvement of appearance of the village.

Source: Research findings

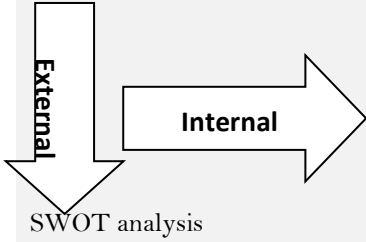
Table 4 showed that in the elite women’s point of view the most important strength points for tourism development are creating new job opportunities and increasing the revenue source especially for women. In this regards from their viewpoint the most important weakness points were “the degradation of the environment”. Additionally the factors of “Improving the social condition of women” were the most important opportunity points

of tourism’s development. According to Table 4 the factors of “Increasing conflicts among families” and “Increasing insecurity in the region” were the most important threats in tourism’s development from the women’s perspective..

4.4. Strategies and Solutions

Continue on with combining the strength’s points (S) and opportunity’s points (O) strategies (SO), with combining the weakness’s points (W) and opportunity’s points (O) strategies (WO), with combining strength’s points (S) and threat’s points (T) strategies (ST) and with combining weakness’s points (W) and threat’s points (T) strategies (WT) has been developed and presented. Table 5 shows these strategies.

Table-5. Matrix of tourism’s development strategies in Solghan village from the women point of view

 <p>SWOT analysis</p>	<p>Strengths (S) S1 – Helping to creation of new jobs. S2 – Increasing revenue source especially for women . S3 – The women got better cultural situation . S4 – Employment . S5 – Improvement of appearance of the village.</p>	<p>Weakness (W) W1 – Degradation of environment . W2 –Unsettle of serenity of residents . W3 – Increasing of young migration to the city W4 – Change of folklore of the region . W5 – Increasing the social and cultural inelegance</p>
<p>Opportunities (O) O1 – Improving the social condition of women. O2 – Increasing freedom . O3 – Increasing desire of family for education of girls O4 – Creating income.</p>	<p>SO strategies SO 1 –Creating new jobs especially for women. SO2 - Create period markets and permanent exhibition for the supply women's products, including: crafts, food, plants, etc. SO3 – Making NGOs and cooperation especially for women and empowerment of women by attention to the existence cooperation. SO4 – Making educational courses such as computer, marketing, producing flowers, packaging horticultural products and etc. SO5 – Providing the possibility of more communication between women and tourists and making communicational channels for more cooperation.</p>	<p>WO strategies WO1 – Using women power for revive of destructed environment. WO 2 - Preparing places for temporary housing of tourists. WO 3 – Informing the rural families in order to promoting the situation of rural girls and women. WO 4 – Reviving domestic customs. WO 5 – Making modern jobs fits to the region’s facilities and young potential. WO 6 – Conducting educational courses and informing the natives for better communication by tourists.</p>
<p>Threats (T) T1 – Increasing conflicts among families . T2 – Increasing insecurity in the region . T3 – Increasing strife among residents and tourists.</p>	<p>ST strategies ST 1 – The expansion of home-based businesses ST 2 – Establishing an organization in order to track the tourism affairs. ST 3 – Community participation in maintaining order and</p>	<p>WT strategies WT 1 – Establishing cultural - entertainment centers like cinema, theater and cultural center in central villages. WT 2 - Closely monitor and regulate construction in the area and improve infrastructure by the public sector. WT 3 - Expanding social workers in</p>

	<p>security in the country and facilitate access to law enforcement. ST 4 – Use of tourism potential in family-based job creation ST 5 – Installation of production – service networks for with a focus on tourism with an emphasis on women's labor force. ST 6: Encourage rural women to create tourist's cooperatives and providing training and financial assistance to them.</p>	<p>home health agencies. WT 4 - Create public parking for private cars of tourists. WT5 - Educational sessions for parents in schools to reduce tensions between generations. WT 6 - Provide financial assistance to youth and entrepreneurs in the field of tourism activities.</p>
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Source: Research findings

Table-6. Quantitative strategic planning matrix

Factors	Weight Score	SO											
		SO 1		SO 2		SO 3		SO 4		SO 5		SO 6	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
S1	0.48	4	1.92	4	1.92	1	0.48	4	1.92	4	1.92	1	0.48
S2	0.46	1	0.46	1	0.46	1	0.46	1	0.46	1	0.46	1	0.46
S3	0.41	1	0.41	1	0.41	1	0.41	1	0.41	1	0.41	3	1.23
S4	0.33	4	1.32	4	1.32	1	0.33	4	1.32	4	1.32	1	0.33
S5	0.31	1	0.31	1	0.31	1	0.31	1	0.31	1	0.31	1	0.31
S6	0.22	1	0.22	1	0.22	1	0.22	1	0.22	1	0.22	1	0.22
O1	0.45	1	0.45	1	0.45	4	1.8	1	0.45	2	0.90	4	1.80
O2	0.41	1	0.41	1	0.41	1	0.41	1	0.41	1	0.41	2	0.82
O3	0.32	4	1.28	1	0.32	1	0.32	1	0.32	1	0.32	3	0.96
O4	0.33	2	0.66	1	0.33	1	0.33	4	1.32	3	0.99	1	0.33
Summation of TAS		-	7.44*	-	6.15	-	5.07	-	7.14	-	7.26	-	6.94

Source: Research findings

Continued Table 6

Factors	Weight score	ST											
		ST 1		ST 2		ST 3		ST 4		ST 5		ST 6	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
S1	0.48	4	1.92	1	0.48	1	0.48	4	1.92	4	1.92	1	0.48
S2	0.46	1	0.46	1	0.46	1	0.46	1	0.46	1	0.46	1	0.46
S3	0.41	1	0.41	1	0.41	1	0.41	1	0.41	1	0.41	3	1.23
S4	0.33	4	1.32	1	0.33	1	0.33	4	1.32	4	1.32	1	0.33
S5	0.31	1	0.31	1	0.31	1	0.31	1	0.31	1	0.31	1	0.31
S6	0.22	1	0.22	1	0.22	1	0.22	1	0.22	1	0.22	1	0.22
T1	0.42	4	1.68	1	0.42	1	0.42	4	1.68	1	0.42	1	0.42
T2	0.39	1	0.39	3	1.17	4	1.56	1	0.39	1	0.39	1	0.39
T3	0.36	1	0.36	3	1.08	4	1.44	1	0.36	1	0.36	1	0.36
Summation of TAS		-	7.07*	-	4.88	-	5.63	-	7.07*	-	5.81	-	4.2

Source: Research findings

Continued Table 6

Factors	Weight Score	WT											
		WT 1		WT 2		WT 3		WT 4		WT 5		WT 6	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
W1	0.46	1	0.46	1	0.46	1	0.46	1	0.46	1	0.46	1	0.46
W2	0.42	2	0.84	2	0.84	2	0.84	2	0.84	1	0.42	1	0.42
W3	0.42	1	0.42	1	0.42	1	0.42	1	0.42	1	0.42	1	0.42
W4	0.38	1	0.38	1	0.38	1	0.38	1	0.38	1	0.38	4	1.52
W5	0.46	4	1.84	4	1.84	2	0.92	2	0.92	3	1.38	1	0.46
T1	0.42	1	0.42	3	1.26	1	0.42	4	1.68	4	1.68	1	0.42
T2	0.39	1	0.39	1	0.39	2	0.78	1	0.39	1	0.39	1	0.39
T3	0.36	1	0.36	1	0.36	4	1.44	1	0.36	2	0.72	1	0.36
Summation of TAS	-	5.11	-	5.95*	-	5.66	-	5.45	-	5.85	-	4.45	

Source: Research findings

Continued Table 6

Factors	Weight Score	WO											
		WO 1		WO 2		WO 3		WO 4		WO 5		WO 6	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
W1	0.46	4	1.84	3	1.38	1	0.46	1	0.46	1	0.46	1	0.48
W2	0.42	1	0.42	4	1.68	1	0.42	1	0.42	1	0.42	4	1.68
W3	0.42	1	0.42	1	0.42	1	0.42	1	0.42	4	1.68	1	0.42
W4	0.38	1	0.38	1	0.38	1	0.38	4	1.52	1	0.38	1	0.38
W5	0.46	1	0.46	1	0.46	1	0.46	2	0.92	1	0.46	2	0.92
O1	0.45	1	0.45	1	0.45	3	1.35	1	0.45	1	0.45	1	0.45
O2	0.41	1	0.41	1	0.41	2	0.82	1	0.41	1	0.41	1	0.41
O3	0.32	1	0.32	1	0.32	2	0.64	1	0.32	2	0.64	1	0.32
O4	0.33	2	0.66	1	0.33	2	0.66	1	0.33	1	0.33	1	0.33
Summation of TAS	-	5.36	-	5.83	-	6.96*	-	5.25	-	5.23	-	5.39	

Source: Research findings

According to the table of QSPM which provided for all types of strategies (WO, ST, SO and WT) separately, based on women’s point of view the SO1 strategy (Creating new jobs especially for women) with the highest score of 7.44 was chosen as the best strategy for tourism development in Soleghan village.

5. CONCLUSION

This paper has taken a critical approach to the relationship between tourism and gender-sensitive planning, By exploring both implicit and explicit gendered assumptions embedded in tourism development policy, the paper has highlighted some of the tensions and complexities of this issue. Although it has been understood from both men and women’s idea that being near to Tehran is an important opportunity for the villages to attract tourists and also to increase the community’s knowledge, analysis of data extracted from the workshops show that there are convergence between the views of men and women about the strengths of tourism development in the rural areas, except a small difference that women believed, tourism have brought more new job opportunities for female.

Meanwhile the more divergence can be seen in the case of weaknesses and threat points, so that as a weakness of tourism development men were focusing on lack of proper roads and transportation as well as shortage in accommodation for tourists. However, the women mentioned the environmental degradation and the reduction of the security and safety of local people as the main weaknesses. Also men declared that tourism has increased the economic potentials of the villages and facilitated the relationship between rural and urban areas. on the other hand women believed that the most important opportunities that tourism has brought was the increase in women’s status in the family and society. This finding is similar to Pearson (1995) in Mexico and different with DM (2012). In the case of treat, again a divergence is appears, for example men concentrated on the growth of violence and

insecurity in the society, social and cultural anomalies and changing in agricultural land use to second homes for tourists. Also women focusing on the increasing of conflict in the family due to tourism development, because it can change the norms in rural patriarchal society.

The research outcomes regarding the strategies between two sexes are different. As the strategies which are resulted from the men's attitudes is to increase the number of security guards watching in weekends. Meanwhile, the strategy derived from women's view is completely different as they insist on generating new job opportunities for women, particularly for educated females. Finally, the differences between men and women's attitudes and views regarding tourism development is a reflection of their life experience, needs and demands.

Funding: I acknowledge University of Tehran for the leave study permission No 170/156972.

Competing Interests: The authors declare that they have no competing interests.

Contributors/Acknowledgement: All authors contributed equally to the conception and design of the study. As the recipient of the appointment as a Visiting Scholar of the Faculty of Environmental Studies at York University, I would like to express my sincere gratitude for the tremendous support that I have received for academic year of 2015 – 2016.

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