The impact and efficiency of social spaces in elevating and improving social systems (Case study: Cheshme Ali historical site of Damqan)

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Abstract
The formation of social interactions is dependent on personal behaviors that are adherent to living environments. Behavior is an accessory of the mutual impacts of human factors that are rooted in the person on the one side and in the environment on the other. The way these environments are caused by the occurrence of social behaviors on a higher level leading to social interactions in the evident world. The aim of this study is to investigate the role of the natural skeletal environment of the Cheshme Ali entertainment-historical site of Damqan as a part of the urban space with high environmental capacities to provide and satisfy the needs of the urban community in different levels and also to study the site's human community (needs, social centers, ages, goals and expectations). Then, based on the potentials and capacities of the site, the goals are determined and through the use of the SWOT analysis guideline, the needed measures for reaching the goals (providing social justice, creating social relations in the highest levels to help the flourishing process, identifying and improving dynamic and lively social spaces, providing the spiritual and physical needs, reaching mental peace and security, etc.) are taken.

Keywords: social interactions, skeletal space, Cheshme Ali entertainment-historical site, human community, the SWOT guideline analysis

Introduction
Human nature, ever since his birth finds meaning in the environment and it evolves and flourishes in the environment. The environment is an inseparable part of man's life and the formation of man's flourishing takes place in social interactions in the environment and skeletons with capacities. It is evident that forming relations with the environment to reach the necessities and provide the human needs relies upon the correct awareness of man and environment in the form of programs.

But, in contemporary times and with the growth in industrial societies and the impacts of this growth on human lives in spiritual and physical aspects, the necessity and the role of social and entertainment spaces to relieve and satisfy human needs for urban designers and programmers have increased. In this study, the role of the Cheshme Ali entertainment-historical site as a powerful and effective (with a presence capacity) in social relations and systems as a skeletal environment is considered. The analysis and investigation of human community based on need analysis aspect is done by SWOT analysis in terms of presenting solutions and conclusions.

Environment
Environment is everything that exists in the surroundings and potentially connects with the person.
Different types of environment

1. Skeletal environment: It consists of geographical (natural) places. In fact, it is the objective environment and the surrounding realities around man that form the basis of human behavior.

2. Social environment: This type of environment is formed by human around us and also our mutual relationships with them. It includes institutions such as persons and groups, family, neighbor, salesperson, etc.

3. Psychological environment: It is people's mental vision.

4. Behavioral environment: This environment includes the factors that one reacts to. It is a part of the environment including elements that one is sensitive about them.

General model for designing the environment

1. Humanoid model: It is designed based on physics, with human dimensions and compatibilities and observing the standards, dimensions and scales.

   Sometimes the function can also change this concept. For instance, in the mosque, the concept of grandeur is depicted by designing high entrances and minarets that are trying to reach out to heaven.

2. The self-flourishing or relational model: The basis for this model is more on mutual social relationships and it takes place based on connections. For example, in designing a park, social relationships are more in consideration.

   In other words, providing primary and material needs is more in the attention rather than spiritual needs. Since man is an entity with both material and spiritual needs, all of his needs must be satisfied.

Healthy sustainable environment

As it was mentioned earlier, men seeking a better healthier life, set to go to cities. Most of these cities do not enjoy good conditions for living. On the other hand, utilizing a healthy environment and social welfare are two of the most evident rights for any person and community. Therefore, urban environments must turn into sustainable places for humans to live in. Healthy sustainable environments should have the following functions:

- Encouragement, programming and sustainable management of land functions
- Providing healthy environmental infrastructural facilities (clean water, clean air, sewage, dispensing waste)
- Encouraging the utilization of optimized energies technologies
- Supporting the activities of sustainable construction industries
- Determining the desirable population in each city
- Providing suitable transportation systems
- Creating and expanding green areas in cities and trying to safeguard and expand them
- Creating and expanding cultural and entertainment centers

Human behavior in designing spaces

Behavior is the fashion in which an activity is incorporated.

Human behavior is a set of personal needs and motives, imagination capacity and the person's mental impression of the world that is a result of his or her understanding and interpretation of that image. Each activity, affected by time and place conditions can take different forms and cause different behaviors. For instance, sitting on a bench, leaning, etc. are activities that are related to the sitting action.

The environment can be the source of understanding, recognition, effectiveness and spatial behavior. The effectiveness and spatial behavior are strongly under the effect of the person or
group's mental patterns. These patterns are in interaction with man's needs and motivations and these very same patterns ultimately complete the human understanding. Therefore, there is a cycle among understanding, spatial behavior and mental patterns.

**Man and needs**

### The hierarchy of human needs

In the opinion of Marlowe, the American psychologist, the needs also have a hierarchy that is shown in the pyramid below.

Needs that are in lower stages of the motivation scale should be satisfied before the needs that are in the higher stages of the scale unless the lower needs are partially satisfied. The higher levels will be more evidently human.

**A look through the environmental and social needs of humans**

Human needs are divided into two categories of environmental and social.

1. Environmental needs
   A) Spiritual: Mental safety, aesthetics, body's spiritual peace, sense of belonging to the space, creating reclusive spaces
   B) Physical: Aesthetics, peace, growth, health, survival, creating a sense of safety
2. Presence in the society
   Forming social connections, the existence of spaces without boundaries, proper behavioral boundaries, designing and creating healthy creative social spaces

**The studied boundary and setting**

Cheshme Ali, whose original name based on historians is Ali Boulaq in northwestern Damqan and on the road between Damqan, Kiasar and Sari and is located 32 kilometers away from Damqan. There are beautiful green gardens and mountains around it. They are watered from the
Cheshme Ali water. This source is located in the boundaries of Dehestan Roudbar in terms of geographical divisions. It has two lakes, one of which is located in the north of Fathalishah's palace and the other is located in the south of the Fathalishah's palace. The northern lake is connected to the dirt hill with rocks and ravel. The biggest portion of the source's water comes out of this part.

Figure 1: Cheshme Ali

Figure 2: Cheshme Ali's location in relation to the city of Damqan

Knowing Cheshme Ali building

Environmental factors

Motivation for the construction of the Cheshm Ali building

In the southern part of the Cheshme Ali site, there is a building that was constructed by Aqa Mohammad Khan Qajar. In the northern side and inside the lake, 500 meters away from Abde hills, there is a two story building and has a confined porch in the water that was built by Fathalishah
Qajar. Both stories are open on both sides and each one who sits in it can see both sides of the lake. It is written history that as Fathalishah Qajar, was born in Moloudkhane, Damqan, after being crowned king, became very interested in his birth place and traveled several times to Damqan. In a travel when he was going toward Khorasan to prevent the advancement of Nader Mirza, son of Shahrokh Naderi in Mashhad, he stopped at Cheshme Ali and ordered a palace to be constructed without hesitation. When he returned there, he saw the Cheshme Ali palace and was very happy. The poets of that time were very clever and told beautiful poems. The engravers engraved them on stone and installed them in the palace.

Cheshme Ali's significance in one look

• Having historical buildings with aesthetic and artistic values
• The cultural significance in previous generations and the present generation: The ecologic significance and human ecology of Cheshme Ali which was mentioned, have caused this natural phenomenon to be considered as a holy indicative of nature and cultural value among the community ever since the past. This source is known as a symbol of god's abundance and mercy. To solve the problems and hardships of life, they seek help from its supernatural power. One of the very significant aspects of this site's difference (like many other religious buildings) with other memorials and cultural heritages is that its main aspects and cultural functions are still alive and active and have not turned into museum elements.

• The ecologic/natural significance of the source, especially with regard to its position in the general geography of the area: It must be noted that in Iran's internal plateau which is considered among the driest areas for living, big sources such as Cheshme Ali are very important sources of life and consistency for ecosystems and consequently the realization of the needs of men, societies and human ecology.

• The environmental/ecologic significance: As it was mentioned in the previous point, the limited water sources on the marginal areas of the desert play a vital role in the ecologic life of the area. These sources usually create small, island-like ecosystems that are often very vulnerable and rare. These ecosystems, in their evolulational phases, turn into ecosystems that are very different from the ecosystems of that region. With the severe contradiction these ecosystems have with their neighboring ecosystems, they create very evident and significant edge effects and come to have a very determining role in the landscape. These things, as they are defined in their place in basic environmental studies, apply completely to Cheshme Ali.

**Iranian gardens in terms of architecture**

In this part, a general investigation of Iranian gardens and their structure is done and then the examples that were similar and compatible to Cheshme Ali site in terms of the natural characteristics of the land and other conditions will be analyzed.

The structure of Iranian gardens is based on the definition of man's movement path in a linear line; a linear constant movement that leads to a key point in the garden's space which is defined as "mansion", "summer house" or "palace". This is a place that is designed within the garden's space. Based on the existing plans of Iranian garden examples, some points regarding the way the gardens are organized can be mentioned. The Iranian garden has a rectangular shape and it is organized based on the path of the main rivulet. This path which defines the main line of movement in the garden's space, takes the person from the entrance area (which in example have been introduces as the entrance imaret) to the main imaret (palace or summer house).

**Principles of the Iranian garden**

The Iranian gardens have for principles as follows:

1. Water (which comes out of the source and flows in a path or some paths)
2. The palace (which is located on the water source)
3. Trees (that are placed in line)
4. The rectangular floor (which is even, inclined or with stairs)

As Cheshme Ali has these four characteristics, therefore, it is a garden.

Iranian methods of garden decoration

Old gardens in Iran are mostly built in sub-mountain areas and hot and dry regions and their construction in such areas is because of the natural sources or canals.

The area of each garden relies on the amount of the water for watering the garden. There are also old gardens in the lower areas of hills that are in suitable conditions. The main base in the creation of these types of gardens is the existence of water in the heights and the good fertile soil in these areas. The design for Iranian gardens and their imarets is often a combination of the Islamic and Iranian style of architecture and gardens. The main elements that give Iranian gardens life and unique beauty are the inclined zigzag rivulets that make the view of the garden so desirable. In general it can be said that Iranian gardens have one or more parallel hinges that the garden paths cut through these two hinges with an orthogonal angle; like in Shahzade garden with one hinge and the Delgosha garden of Shiraz and the Fin garden of Kashan in two hinges. There are also gardens in which the imaret is located in the center of the garden like the Jahannama garden and the Soltanabad garden of Shiraz. It seems that the hinges of the stapled rivulets are of the same significance.

Now, by investigating examples of architecture in gardens it can be confirmed that Cheshme Ali is also considered a garden in terms of architecture.

**Human factors (the sociological analysis of the data)**

In this part of the study which is related to the societies and their characteristics, the information have been gathered based on the distribution of questionnaires that will be discussed item by item in the future.

**Gender**

In the beginning of the data analysis, the descriptive statistics extracted from the present study will be presented. With regard to the results from the tables related to the descriptive statistics, the sociological analysis can be incorporated.

**Table 1: The subjects' gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Amplitude</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>60</td>
<td>65.2</td>
</tr>
<tr>
<td>Female</td>
<td>32</td>
<td>34.8</td>
</tr>
<tr>
<td>Total</td>
<td>92</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Age**

As it is seen in the following table, the total number of the people who took part in the present study is 92 persons, 60 of which were male (62.5%) and 32 were female (34.8%).

**Table 2: The subjects' age**

<table>
<thead>
<tr>
<th>Age</th>
<th>Amplitude</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 24</td>
<td>28</td>
<td>30.4</td>
</tr>
<tr>
<td>24 to 32</td>
<td>32</td>
<td>34.8</td>
</tr>
<tr>
<td>32 to 38</td>
<td>24</td>
<td>26.1</td>
</tr>
<tr>
<td>More than 38</td>
<td>8</td>
<td>8.7</td>
</tr>
<tr>
<td>Total</td>
<td>92</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Regarding the other factor of this study, meaning age, based on the table above, it can be seen that the age intervals of the subjects start in less than 24 and end at 48 years old. A more accurate analysis of the questionnaires show that the least age of the subjects show that the youngest subject was a 21 year old and the oldest was a 56 year old. With regard to the table above, the most amount of amplitude is that of the age interval of 24 to 32 year olds (34.8%) and the least amplitude is that of the age interval of more than 48 years old (8.7%) which consists of only two subjects.

**Education status**

With regard to the level of education of the subjects and with attention to the results in table 2, it can be seen that the least amount of amplitude is that of those with degrees higher than bachelor with 8 subjects (8.7%). The most amount of amplitude is that of the bachelor degrees and bachelor students with 44 subjects (47.8%) and those with diploma or technician degrees with 40 subjects (43.5%).

**Table 3: The subjects' education level**

<table>
<thead>
<tr>
<th>Degree</th>
<th>Percentage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma and technician degree</td>
<td>40</td>
<td>43.5</td>
</tr>
<tr>
<td>Bachelor degree and students</td>
<td>44</td>
<td>47.8</td>
</tr>
<tr>
<td>Higher</td>
<td>8</td>
<td>8.7</td>
</tr>
<tr>
<td>Total</td>
<td>92</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Income status**

**Table 4: The subjects' income status**

<table>
<thead>
<tr>
<th>Income range</th>
<th>Amplitude</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 thousand</td>
<td>8</td>
<td>8.7</td>
</tr>
<tr>
<td>200 to 500 thousand</td>
<td>8</td>
<td>8.7</td>
</tr>
<tr>
<td>500 to 800 thousand</td>
<td>48</td>
<td>52.2</td>
</tr>
<tr>
<td>800 to 1200 thousand</td>
<td>12</td>
<td>13.0</td>
</tr>
<tr>
<td>More than 1200</td>
<td>16</td>
<td>17.4</td>
</tr>
<tr>
<td>Total</td>
<td>23</td>
<td>100.0</td>
</tr>
</tbody>
</table>

With regard to the income status of the subjects and based on the results of the above table, the sociological analysis of the income of the subjects shows that the most amount of amplitude is that of the third group with incomes between 500 and 800 thousand per month and the subjects in this group are 48 persons (52.2%). Next is that of the interval with more than 1200 thousand incomes with 16 persons (17.4%). At the third place is the interval with 800 to 1200 thousand with 12 persons (13%). And in the end, there is the amplitude of 8 persons in the intervals of 200 thousand and 200 to 500 thousand with 2 subjects (8.7%). What is understood from the descriptive results above is the fact that the biggest proportions of the subjects of this study are those with an average and above average levels of income. With the income level of average and above average, these people have more tendencies to travel to this site.

Community centers effective on the design and the type of inhabitance

- Based on the investigations done on the subjects and tourists, they are divided into two groups of one day tourists (without staying the night) and those who stay the night.
- Tourists who stay the night include the following groups:
  - Traditional local and regional tourists (entertainment and culture)
  - Some of the passing passengers
  - Some of the special tourists (nature hiking groups and special cultural tourists)
• One day tourists include the following groups:
  - Traditional local and regional tourists (entertainment and culture)
  - Passing passengers
  - Young groups of the city of Damqan and neighboring regions
  - Some of the special cultural tourists, especially those who travel for a short designed program to the area

**Problems and challenges**
Accepting tourists more than the capacity of the site one one hand and the lack of a correct management of sources and environment on the other hand confronts the site with contradictions with the structures and processes of sustainability. In the pathology of issues, the following factors can be pointed out.

• Lack of compatibility in relation with the efficiency of the spaces in need of capacity in Cheshme Ali
  - Lack of a dynamic lively site
  - Leaving the health issues unheeded in the general level of the site
  - Lack of a proper culture in the utilization of the positive facilities and potentials of the site
  - Lack of entertainment service facilities
  - The overt number of tourists in the site in the year's hot seasons
  - Lack of a proper social culture in observing health issues in the site
  - Leaving the environmental issues unheeded in the region
  - The placement of the area in a region with a relative high amount of seismicity
  - The placement of the site next to a number of connective routes and the creation of traffic jam and the danger of car accidents
  - The old age of the trees in the site and the danger of them falling on tourists

With regard to the notes made above and based on the skeletal power and capacity and structure of the site, a unified plan in the line for reaching the goals that will be presented in what follows can be presented. These also can help realize a number of needs that other places are unable to provide in reaching healthy sustainable social systems.

**Objectives**
The studied groups, based on their unique conditions and characteristics and withregard to the present issues and challenges have the following objectives:

• Providing social justice
• Having healthy social interactions
• Providing aesthetic needs and mental safety
• Areas without boundaries
• Creating optimized functions for the lands
• Designing healthy and lively social spaces
• Guiding a healthy sustainable tourism expansion
• Providing the needs of the targeted group of people (physical and spiritual needs)

**The methodological analysis approach (SWOT)**
One of the most suitable techniques of programming and methodological analysis (strategy), the SWOT matrix (analyzing points of strength, weakness, opportunities and threats) that today is used as a modern tool for analyzing the functions and the gap state, used by designers and methodology evaluators (Nilsson, 2004). Therefore, in this study it is used. The boundaries of the SWOT matrix are expansive and in fact, it is considered as a conceptual framework for systematic
analyses. It provides the possibility for investigating the factors and comparing the hardships, threats, harmful aspects, opportunities, demands and states of external areas with points of strength and weakness (Esty, 2001). The combination of these factors together in fact, is the basis for devising 4 types of methods that are presented here and in table 5.

A combination of points of strength and weakness SO: Confrontational method
A combination of points of strength and threats ST: Pertinence method
A combination of points of weakness and opportunities WO: Adaptive method
A combination of points of weakness and threats WT: Defensive method

Table 5: The SWOT matrix and determining the methods

<table>
<thead>
<tr>
<th>Points of weakness W</th>
<th>Points of strength</th>
<th>The SWOT matrix</th>
</tr>
</thead>
<tbody>
<tr>
<td>WO methods</td>
<td>SO methods</td>
<td>Opportunities O</td>
</tr>
<tr>
<td>WT methods k</td>
<td>ST methods</td>
<td>Threats T</td>
</tr>
<tr>
<td>WT</td>
<td>ST</td>
<td></td>
</tr>
</tbody>
</table>

Table 6: The methodological matrix

<table>
<thead>
<tr>
<th>Weakness W</th>
<th>Points of strength S</th>
<th>Strength S</th>
</tr>
</thead>
</table>
| 1. The emptiness of some of the spaces in the site in the western part, especially at night because of the lack of any active functions there  
2. Not heeding environmental issues in the site  
3. Lack of a proper culture for the utilization of the present facilities  
4. Overt number of tourists in terms of the site's service capacities  
5. The improper distribution of tourists in different seasons of the year  
6. The tendency of most people to the exclusive utilization of facilities | 1. The placement of social spaces in specific intervals that cause the increasing compression of people  
2. Forming a mental connection between people with religious, cultural and historical places  
3. Creating social interactions among people everywhere in the site  
4. Holding religious and cultural ceremonies in the historical site  
5. The high liveliness of the site caused by the expansive presence of people in it and the elements of water and trees  
6. The appearance of moral and cultural characteristic in the people living in the site's skeletal spaces  
7. Attracting people with different age and gender characteristics in the site | Internal effective factors in the method |
| The confrontational method (SO) | 1. Designing social places as opportunities for holding traditional and religious ceremonies and introducing that culture to the tourists to create more motivations for attracting more tourists  
2. Having coordination between organizations (universities) and authorities of the site to incorporate educational and analytic affairs based | Opportunities O |
| 1. Holding religious, cultural and traditional ceremonies in the site  
2. Sense of belonging to historical sites and buildings  
3. Having social interactions in each point, an opportunity for people's collaboration | |

Openly accessible at [http://www.european-science.com](http://www.european-science.com)
<table>
<thead>
<tr>
<th>Threats T</th>
<th>The pertinence method (ST)</th>
<th>The defensive method (WT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The share of most properties with private possessors as a threat for the incorporation of landscape organization plans</td>
<td>1. Expanding and developing sustainable tourism for the utilization of landscapes, gardens and green spaces for the commercial aspect and creating jobs</td>
<td>1. Holding conferences (conferences of investment and development of sustainable tourism) by inviting the authorities and different investors</td>
</tr>
<tr>
<td>2. Attention to the commercial benefit in constructing the structures and developing the site</td>
<td>2. The capacity and determining the desirable limit of population compression in entertainment places and centers and the whole site</td>
<td>2. Preparing and encouraging the people to collaborate in the way of development and facilitating the site in terms of infrastructures, facilities and tourism facilities with governmental support</td>
</tr>
<tr>
<td>3. Contamination of water, soil and regional resources in these areas</td>
<td>3. The optimized utilization of parts without plans and programs through the use of the diversity and compatibility of activities</td>
<td>3. Educating and informing the people in the way they interact with tourists and also informing the tourists about local and traditional culture, costumes and regulations</td>
</tr>
<tr>
<td>4. Increasing the facilities and services in entertainment areas</td>
<td>4. Introducing the religious culture of the area through the use of the diversity and liveliness of the site</td>
<td></td>
</tr>
</tbody>
</table>

| 1. Incorporating the capacity plan and the economic and cultural utilization | 2. Expanding and developing sustainable tourism for the utilization of landscapes, gardens and green spaces for the commercial aspect and creating jobs | |
| 3. Improving cultural conditions | 3. The capacity and determining the desirable limit of population compression in entertainment places and centers and the whole site | |
| 4. The possibility for attracting scientific tours | 4. The optimized utilization of parts without plans and programs through the use of the diversity and compatibility of activities | |
| 5. The young and lively population | 5. The optimized utilization of parts without plans and programs through the use of the diversity and compatibility of activities | |
| 6. The educated population with high social awareness | 6. Introducing the religious culture of the area through the use of the diversity and liveliness of the site | |
| 7. Having high functional capacity as an educational environment | 7. Introducing the religious culture of the area through the use of the diversity and liveliness of the site | |
| 8. The historical background as a tourist attraction that leads to tourist attraction and economic growth | 8. The historical background as a tourist attraction that leads to tourist attraction and economic growth | |
| 9. The existence of demolished lands as an opportunity for the establishment of the needed functions | 9. The existence of demolished lands as an opportunity for the establishment of the needed functions | |
| | 10. The historical background as a tourist attraction that leads to tourist attraction and economic growth | |

The high liveliness of the site as an opportunity for attracting tourists to the capacity level of the site
3. The high liveliness of the site as an opportunity for attracting tourists to the capacity level of the site
4. Having social interactions in the site which leads to their collaboration for the improvement in the site's quality
5. The sense of belonging in the tourists to the site of the garden which causes the mental connection between them and these places and tourism motivations
6. Stressing on the expansion of natural tourism and regional tourism (ecotourism)
7. Designing lively dynamic spaces based on the site's capacity in creating social activities and satisfying their needs
8. Designing special sport tracks based on social motivations
9. Utilizing the special ;
10. Utilizing the diversity in the activities and the liveliness to sell local products and the utilization of worn lands for economic optimization

From becoming expensive on the historical and regional capacities of the site

| 3. The high liveliness of the site as an opportunity for attracting tourists to the capacity level of the site | |
| 4. Having social interactions in the site which leads to their collaboration for the improvement in the site's quality | |
| 5. The sense of belonging in the tourists to the site of the garden which causes the mental connection between them and these places and tourism motivations | |
| 6. Stressing on the expansion of natural tourism and regional tourism (ecotourism) | |
| 7. Designing lively dynamic spaces based on the site's capacity in creating social activities and satisfying their needs | |
| 8. Designing special sport tracks based on social motivations | |
| 9. Utilizing the special | |
| 10. Utilizing the diversity in the activities and the liveliness to sell local products and the utilization of worn lands for economic optimization | |

The pertinence method (ST)
1. Expanding and developing sustainable tourism for the utilization of landscapes, gardens and green spaces for the commercial aspect and creating jobs
2. The capacity and determining the desirable limit of population compression in entertainment places and centers and the whole site
3. The optimized utilization of parts without plans and programs through the use of the diversity and compatibility of activities
4. Introducing the religious culture of the area through the use of the diversity and liveliness of the site

The defensive method (WT)
1. Holding conferences (conferences of investment and development of sustainable tourism) by inviting the authorities and different investors
2. Preparing and encouraging the people to collaborate in the way of development and facilitating the site in terms of infrastructures, facilities and tourism facilities with governmental support
3. Educating and informing the people in the way they interact with tourists and also informing the tourists about local and traditional culture, costumes and regulations
These methods can provide the framework for the methodological choices. The mentioned methods are designed and incorporated based on the analyses of exterior environments (threats, hardships, harmful factors, demands, positions and opportunities), internal environment (points of weakness and vulnerability and strength and positive points) (Nilsson, 2002).

**Conclusion**

With the approach of methodological analysis in analyzing the social and functional systems of Cheshme Ali site, meaning the formation of the evaluation matrix for internal and external factors and comparing these factors with each other with confrontational, defensive, adaptive and pertinence methods was determined and on the other hand, the evaluations show that with regard to the conditions of the area, all the methods have the capability to be utilized.

- Preparing effective measures to create solidarity in both host and guest societies in the future
- Responding to new urban needs and guiding the demands for the utilization of the region to time spending and tourism activities in connection with the region's ecologic capacities and the conditions of the natural environment
- Utilization of potentials and facilities of the local residents to collaborate in different fields of construction, production, sale, etc.
  - Spreading out the regional cultural of each area
  - Creating lively centers for temporary inhabitance, entertainment and spending time in natural and attractive environments around urban centers
  - Creating compatibility between organizations (universities) and authorities of the site to incorporate educational and research affairs based on the historical and regional capacities of the site
  - Creating activities and places that attract tourists for economic growth
  - Attention to the growing role of tourist groups (including family groups and tours, special groups like scientific and educational tourists)
  - Creating and developing cultural and entertainment centers

**References**


