

## **The Role of War Tourism in Countering the Enemy's Soft War Case Study of Ilam Operation Area**

***Mohammad Rahmani\****

*Faculty of Art, Department of Urban Planning, Islamic Azad University,  
Hamedan, Iran*

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### **Abstract**

The war and the remaining works have territorial, psychological and social dimensions. It can be said that war is a scene of the epic, resistance and brave men of soldiers who have always enjoyed their homeland and their ideological attitude for the next generations and for a patriotic pattern and patronage of the motherland. War tourism is a form of tourism that experts in this area have placed it as a special tourism and some adventurous. In Iran, war tourism has a lot to do with what tourism planners define, because the main battlefield of the enemies of this border after the Iraqi imposed war against Iran has entered into an aggressive range of its cultural and psychological reach, Supreme Leader is referred to as "cultural invasion" and sometimes "soft warfare". Therefore, in a practical, analytical and descriptive study, the researcher studied the role of war tourism in identifying the spirit of resistance, sacrifice and martyrdom in order to confront the soft warfare of the enemy has been addressed. In this research, the statistical population of the Ilam Visitor Survey is randomly selected individuals. The sample size was 100 according to Cochran's formula. The SWOT analysis was carried out and its strategies determined, and ultimately, with the help of the IFE and EFE matrices, it became clear that in the development of war tourism to deal with the soft war of the enemy, internal factors had weaknesses and the strengths of the external factors. Also, the strategy used in this research is an adaptive strategy that prioritizes these strategies using the QSPM method.


***Keywords: Tourism, War, SWOT, QSPM, Ilam Operational Region***

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*Corresponding author: mohammad.rahmani1@gmail.com*

*Received Date: 29 May 2017*

*Accepted Date: 28 August 2017*



### **Introduction**

Tourism, due to its interdisciplinary nature, has different attitudes, and this has led to many definitions of it. In one of the technical definitions of tourism provided by the World Tourism Organization, "Tourism is the activities of people who travel outside their usual habitat for rest, work and other reasons, for a maximum of one consecutive year" (Paplay, 2006: 13).

Tourism is a set of different phenomena, including inputs, motivations, behaviors, and places (Stephen L. j. Smith, 2011: 481). Tourism is the largest and most prosperous industry in the world today, and it is considered as a powerful tool for economic growth, poverty alleviation, preservation of natural and cultural resources, promoting and enhancing mutual understanding and respect among nations and communities. This is a somewhat lucrative and motivated industry that some countries like Iran have been able to earn revenue from this important, and low-income industry as much as a country's oil revenues.

Therefore, it should identify the existing capacities and capabilities of this industry and analyze each of them from different dimensions in order to exploit all its opportunities, minimize the weaknesses, develop strengths, and to sum up it should develop country's tourism industry. The subject of tourism has been studied in various aspects of economic, social and political life, and each of the experts of this field, discuss it from an outlook (Azizi et al., 283: 2012).

In recent years, we have seen the growth of tourism with special interests, where the motivation of the tourist is to see a new, familiar place, or create a new interest or new way of tourism in a special place. Soft warfare, in general, measures the cultural planning, political and social states that affect the attitudes, motivations and values of the audience, and in the long run they can change their behavior, their individual and social behaviors (Eliasy, 10: 2008). It may be said that the war has a greater psychological, social and

cultural impact than armed war on the battlefields. Increasing the level of cultural expectations of the society, global conditions of cultural exchange, changes in the age and sex of the Iranian society and the crises caused by the economic development programs have created the grounds for the emergence of a new trend in Iranian social cohesion (Rafi Pour, 297: 2008).

Accordingly, cultural platforms are considered as one of the most important areas of the soft warfare, which ignores the many damages to various social layers. Today, war does not only involve fighting, but also includes a part of the time during which willingness to fight and battle is fully evident, so the concept of time should be considered in the nature of the war (Rom, 2011: 88). So this form of battle can have a crawling state that, by breaking down the norms and reducing the tribulations of abnormalities in a society, derives its values and beliefs, which are the foundation for the civilization of every border. All focus on soft warfare is on social and cultural activities aimed at bridging the hearts and minds of the target community without bleeding. In this form of war, whose victories are faster and less physical intrusion, hostile acceptance is also easy (Moon Prophets, 21: 2010). Soft warfare is a total of cultural, political, and social measures that have been influenced by the views, attitudes, motivations and values of the audiences and, in the long run, have caused changes in their behavior, their individual and social behaviors (Eliasy, 2008: 10). It may be said that this war has a greater psychological, social and cultural impact than armed war on the battlefields. Increasing the level of cultural expectations of the society, global conditions of cultural exchange, changes in the age and sex of the Iranian society and the crises caused by the economic development programs have created the grounds for the emergence of a new trend in Iranian social cohesion (Rafi-Pour, 2008: 297). War tourism is carried out in order to visit the memorials left over from the war period, and with nostalgic sensations, it is reminiscent of the courage, procrastination, and memories of the difficult times that the people of a region and its brave soldiers who defended the homeland. In Iran, besides the occurrence of various wars in the past, the 8-year-old war zones of the Holy Defense annually attract hundreds of thousands. (Jahanian et al., 2009: 29). Visiting of visitors to the geographical conditions of the

region with territorial characteristics, which is associated with specific geomorphologic conditions, creates the most difficult military and tactical arrangement in the operational areas of the Holy Defense Years, which reminds the brave spirits of brave people throughout the history of Iran which is named as the honor of the homeland, Nowadays, with the cultural insight of Iranian society in religion, this spirit is mentioned as the morality of sacrifice and martyrdom. Therefore, combining the image of this great spirit of Iran in the past and present, expresses the point that if attention can be a serious counter attack against the enemy's soft war.

Regarding war tourism as a type of tourism with special interests, tourism literature shows that a number of people visit sites and war zones for personal reasons. People also find these sites with social motives and it may be the only possible way to express their dismay at the deaths of the dead and the incidents in these wars. A number of people also come to these areas to learn about the history and past of these events. People also travel to these sites and regions in order to memorize their loved ones and their lost friends or for personal experience. These are, in fact, the driving forces or motivation of individuals to travel to war regions. As the number of visitors to such areas increases every year, custodians are expected to better plan the involvement of different groups to promote and improve this kind of tourism. Progress in this regard, regardless of the provision of necessary infrastructure, is possible. War tourism or travel to sites and war zones as a type of tourism with special interests, which in the tourism literature is also one of the most popular types of adventure tourism, is one of the fast-growing and most popular tourism markets that are popular today. There are also many international tourists.

In our country, valuable measures have been taken to raise awareness of the new generation of the country with devastating attack of the enemy, by the widespread support of the Western world against the Islamic nations, which is capable of examining throughout various psychological, social, cultural and even economic aspects. The extent of warfare and the extent of the war zones and the shape and tactics of the enemy's ranks in each region created a special territorial arrangement that sometimes the brave Iranian resistance to the geographical condition of our land, which the observer sees, is a

testimony to the spirited morale and popular heroism that only Iran deserves it. The Rahian-Noor and the camps that are being held by stately stations with a completely cultural and spiritual perspective are part of the war tourism, and the author believes that war tourism has a wide dimension in which one-dimensional attention to this issue in for of Rahian-Noor is a disadvantage. Therefore, with a scientific attitude from the knowledge base of tourism, it can be seen that this kind of travel destination can be expanded by providing some infrastructure and using modern methods and giving it to the people and even the private sector, and the increased its cultural impact, wider and even deeper.

But what's worrying is that if government systems enter a type of activity, they are not willing to give it to the people or they do it hardly, or maybe they are not familiar with the form of assignment. The philosophy of Rahian-Noor traveler in the war tourism can be the transfer of the culture of sacrifice, courage and martyrdom to different classes of the society. In this regard, forming Rahian-Noor camps and attracting war tourists should be the most effective and most important components of promoting this culture and displaying part of the sacrificial scenes of martyrs, war veterans and warriors in the eight years of holy defense, martyrs, veterans and warriors have committed sacrifices for eight years of holy defense. People travel to these areas for a deep understanding of their hearings or renewed memories of that time. But the depth of love for the homeland and the recognition of the land, the capacities of the captured areas of the enemy, which is considered the national wealth of the country, and the interests of the Iranian people of the earth to all the cultures and tribes living in it and the history of all the betrayal of the traitorous kings who are fragments of sweet bodies It has given the land impenetrable to the throat and its insolence. From Iran, the land named the great men who saw the martial place of love-making in their homeland in the glacial blue of the Persian Gulf, the blue sky of the country's mother, and the soil of the flourishing of its heroes, the wish of every free Iranian man and woman who, if they had a programmed, The ability to take advantage of the patriotic and Iranian capabilities of the people used to fight the war that they now called soft warfare. Ilam province is one of the most troubled provinces that have been spotted in the 8-year Iraqi-imposed

war against Iran. It is a blessing for men of great humanity who cannot plot, regulate and formulate it.

In this area, in the course of the imposed war, trenches, dirt, tunnels, canals and various defensive elements were created by Islamic warriors to defend the Kayan of the Islamic state during which time they had a functional role, and now some of these areas and agents made with some weapons and war material destroyed from the remains of war are a special attraction for visitors as a nostalgic factor especially for those who supported the warriors during the war directly with they were involved ... (Tahmasbi, 2012: 3).

#### **Research Methodology**

This research is of a practical nature and is a method of observing that the researcher has conducted a survey to collect information from the visitors of the Ilam battlefields. The method of data collection is through a questionnaire and the extraction of information from documentary and library resources. The main purpose of the research is to develop strategy for the development of war tourism in order to combat soft war. The researcher used the SWOT model to analyze information and providing strategies for developing war tourism in the face of soft warfare and then prioritize strategies based on the QSPM matrix.

#### **Analysis of research findings**

The province of Ilam is one of the target provinces in Rahian-Noor visits and the tourism of war, and a large number of compatriots travel each year to visit the war zones in the province of Ilam. This province during the year is a host of Rahian-Noor visitors and tourists, but the volume of visits from operational areas of the province during the period of Nowruz is increasing significantly. In 2012, 128 thousand tourists visited monuments and operational areas of Ilam province. This year, 77 thousand people have visited from the operational areas of Ilam province, and by the end of the year 150,000 people are expected to visit Ilam province ([www.jamejamonline.ir](http://www.jamejamonline.ir)).

Determining the landscape is one of the necessities that must be considered in the development of tourism. In the document on tourism, with the development of a vision, this question will be answered: Where is destination of war tourism in the horizon of the plan? It is necessary to determine the vision, which in an effective

manner motivates people to achieve a desirable future. When the vision is determined using stakeholder feedback, the resulting document reflects the personal perspectives that exist in the hearts and minds of managers and staff (about the future). Having a shared vision brings benefits, a phenomenon that can bring stakeholders out of the routine way and put them in a new position. A position that promises a clear future and they see opportunities, opportunities and challenges in their own right. The outlook represents the goals and desires of the war tourism areas in the future. By setting the perspective, the horizon is clear and all activities will lead to it, which will ultimately lead the region to achieve to the desires (Sahrayee, 2010: 113). The geographic features of war zones, including heights, peaks, valleys, surface waters and vegetation, are described in the military geography of each region for the deployment of troops and military departments use their camouflage against the enemy as natural and non-artificial conditions. For visitors to the operational areas, the scene is a show of war that human resources and military requirements are prepared in accordance with these conditions. In fact, these conditions are in the plains, slopes, and altitudes, and a different form of individual and collective barricades. Bringing each one is very attractive, spectacular, and audible in an accurate description of the land relations and the war. From the trench, which is the smallest component of the form of defense in the war, and has a variety of types, such as the headquarters, campus, division, to the geography of war zones and geomorphologic forms, soil and rock, all create different living spaces for individuals and groups in operating areas. What stories that the warriors have experienced in these scenes, or fought divers in the dark nights to the destination, or when the enemies whom were swallowed by the swamps. But on the other hand, this land fascination, which culminates the love for the homeland, is the strength and ideological point of view of the people who stand in military uniforms from the peaks and heights of war zones and are clearer than the waters of the noble war zones and are blue than the sky. The great Islamic Iran creates points from their epics with the greatest effects of heaven. One can mention the places where these warriors sacrificed in the liberation of the region and resistance in preserving and protecting part of the territory of our beloved country in the history of the war.

For example, in the Ilam operations area, we find names that are associated with these important warfare issues and the morale and sacrifice for the warriors, which are intended for visitors as a tourist attraction of war and spiritual, such as the sacrifice of the Qalawis and the memory of the 3rd way of Jundullah and others topics that appeal to the spirit of the spirit of resistance to any form of invasion of this water and soil. The researcher in the study area is looking for offering the strategy. In this research, the strategy is referred to as a research goal or mission, and a strategy for activities that provide coordination between internal resources and capabilities, opportunities and threats in the external environment, and in this perspective, the search for strategic and planning would be provided.

In a way that makes decisions for managers of the field of basic war tourism and methods for controlling and adapting the environment to development policies in a given area. Therefore, in the following table, the Delphi scholar and the question of the elites of this field, identified the strengths and weaknesses as internal issues, opportunities and threats as external issues in the area in question and the extent to which Ilam's operational area is extracted and placed on the SWOT table.

**Table 1: Weaknesses, Strengths, Opportunities, Threats**

Strengths	1. Remained works of war
	2. Predictability and readiness of war zones to visit tourists of war
	3. An easy and convenient way for these war tourists
Weaknesses	4. Little time camps for Rahian-Noor travelers and war tourism
	5. Lack of proper advertising
	6. Weakness in the transportation system
	7. Lack of national belief and awareness of the people
Opportunities	8. Inappropriate sanitation of these areas
	9. The context of human self-development
	10. Familiarity with the word sacrifice, martyrdom and sacred defense culture
	11. To preserve and promote the spirit of Jihad, self-sacrifice and arrogance in society to confront soft warfare.
	12. Confronting the soft war of the enemy through the modeling and introducing the objective effects of sacrifice, resistance and martyrdom.
Threats	13. Transfer the values of sacred defense to youth
	14. Insecurity of war zones
	15. Tourist Look
	16. Using weak, false, incomplete and inefficient information
	17. A slight look at the tourism issue in war zones

Source: Research findings

Then, according to the table below, set the SWOT matrix in the process defined in this method for determining the strategy, so that in the next step we will determine the strategies and evaluate each of these factors.



**Table 2: SWOT Matrix**

SWOT matrix	<p>O1: The background to human self-development.</p> <p>O2: Familiarity with the word sacrifice, martyrdom and sacred defense culture.</p> <p>O3: Maintaining and enhancing the spirit of jihad, self-sacrifice and self-defense in society to confront soft warfare.</p> <p>O4: Confronting the soft war of the enemy through the modeling and introducing the objective effects of self-sacrifice, resistance and martyrdom.</p> <p>O5: Transfer the values of the sacred defense to the youth.</p>	<p>T1: Insecurity of war zones.</p> <p>T2: tourist look.</p> <p>T3: The use of weak, false, incomplete and inefficient information.</p> <p>T4: A slight look at the issue of tourism in war zones.</p>
<p>S1: Remaining works of war</p> <p>S2: Predictability and readiness of war zones to visit tourists of war</p> <p>S3: An easy and convenient gateway for these tourists</p>	<p>So (aggressive)</p> <ol style="list-style-type: none"> <li>1. Familiarity of war tourists with the word sacrifice, martyrdom and culture of sacred defense with respect to works left behind by war.</li> <li>2. Appropriate network development for proper access.</li> <li>3. Identify and exploit the attractions, products and benefits of war tourism in war zones to combat soft war.</li> <li>4. Optimal and targeted use of increased internal and external motivation as well as extensive promotion in this regard.</li> <li>5. The promotion and training of war tourism and the effect on the elimination of the effects of warfare through numerous meetings and meetings.</li> </ol>	<p>St (contingency)</p> <ol style="list-style-type: none"> <li>1- Names of streets, squares, schools and universities called martyrs and emperors.</li> <li>2- Emphasizing promotional activities on sites and international tourism networks about the works and attractions of war zones.</li> <li>3. Informing tourists and raising their awareness of the culture of sacrifice and testimony and the values of the Islamic Revolution in war zones, where accurate information can be used to deal with soft warfare.</li> </ol>
<p>W1: The Little Time of Rahian-Noor and War Tourism</p> <p>W2: The lack of proper advertising</p> <p>W3: Weakness in the shipping system</p> <p>W4: Lack of national belief and awareness of the people</p> <p>W5: Inappropriate health of these areas</p>	<p>Wo (adaptive)</p> <ol style="list-style-type: none"> <li>1. Increase the amount of advertising and activities to understand the benefits of war tourism to resist the soft war.</li> <li>2. Encouraging and encouraging people to travel to this area through its various aspects</li> <li>3. Constructing and encouraging people to contribute to the protection of warfare to counteract the effects of the soft war.</li> <li>4. Suitable service for transferring tourists.</li> <li>5. Provide more amenities to tourists</li> </ol>	<p>(Defensive) Wt</p> <ol style="list-style-type: none"> <li>1- Provide a road map for access to war zones to increase security in war zones.</li> <li>2. Provide diverse and planned travel packages through multilingual tourism websites. Destinations in war zones.</li> <li>3. Facilitate the arrival and departure of elderly and disabled tourists.</li> </ol>

Source: Research findings

However, if we are to determine the strategies needed to develop the war tourism in the Ilam operational area, based on the IFE internal factor assessment matrix and the EFE external evaluation matrix, we will focus on weighting each factor with the Delphi method.

**Table 3: Internal Factor Assessment Matrix (IFE)**

Internal strategy factors	Weight	Normalized weight	Current status score	status	Weighted Score
<b>Strengths</b>					
Works left out of war	340	0.16	4		0.64
Prerequisite and ready for war zones to visit tourists of war	320	0.15	3		0.45
An easy and convenient gateway for these tourists	260	0.12	3		0.24
<b>weak points</b>					
Little time for Rahian-Noor and war travel camps	260	0.12	1		0.12
The lack of proper advertising	240	0.11	2		0.22
Weakness in the transportation system	220	0.1	1		0.1
Lack of national belief and awareness of the people	260	0.12	2		0.24
Inappropriate health of these areas	260	0.12	1		0.12
Total					2.13

Source: Research findings

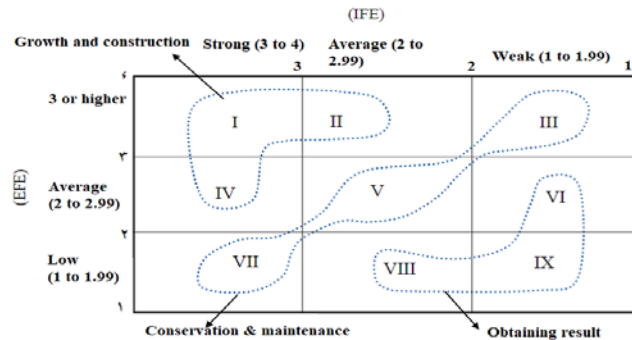
Then, using the IFE and EFE matrices, we use the strategies used to improve conditions in the development of war tourism.

**Table 4: External Factor Assessment Matrix (EFE)**

External strategy factors	Weight	Normalized weight	Current status score	Weighted Score
<b>Opportunity</b>				
Provides the context for human self-development	380	0.14	3	0.42
Familiarity with the word sacrifice, martyrdom and sacred defense culture	360	0.13	4	0.52
Maintaining and upgrading the spirit of jihad, self-sacrifice and arrogance in society to confront soft warfare.	300	0.11	4	0.44
Confronting the soft warfare of the enemy through the modeling and introducing the objective effects of sacrifice, resistance and martyrdom	280	0.1	4	0.4
Transfer the values of sacred defense to the youth	320	0.12	3	0.36
<b>Threat</b>				
Insecurity of war zones	310	0.1	2	0.2
Tourist look	280	0.09	1	0.09
The use of weak, false, incomplete and inefficient information	290	0.09	2	0.18
A slight look at the tourism issue in war zones	340	0.12	2	0.24
Total				2.85

Source: Research findings

The extraction of the obtained information should be based on the priorities set forth in the research objective in the matrix of strategies and executive priorities and presented in the following figure.



**Figure 1: Matrix of Strategies and Implementation Priorities (Hadiani et al., 2011)**

Source: Research findings

In this research, the strategy matrix and executive priorities can be divided into three major areas and different strategies are used for each area. First, strategies for growth and development (aggressive) can be implemented for sectors that are located in homes 1, 2 or 4 (from above and from left to right). Second, for the units located in homes of 3.5, the strategies for maintaining (adaptive and contingent) should be used. Third, for the units located in homes at 6.8.9, they must implement defensive strategies. Based on the results obtained from the IFE and EFE matrices, the strategies used in this research are adaptive and contingent strategies. Therefore, we will evaluate the following eight strategy strategies from the set of strategies for prioritization using a quantitative strategic planning matrix.

**WO (adaptive)**

- 1- Increase the amount of advertising and activities to understand the benefits of war tourism to resist the soft war.
2. Encouraging and encouraging people to travel to this war zone through its various aspects
3. Constructing and encouraging people to participate in the preservation of warfare to counteract the effects of the soft war.
4. Suitable service for transferring tourists.
5. Provide more welfare facilities to tourists

**ST (contingency)**

6. Names of streets, squares, schools and universities called martyrs and self-sacrificing ones
7. Emphasizing the activities of advertising and advertising on sites and international tourism networks about the works and attractions of war zones
8. To inform tourists and raise their awareness of the culture of sacrifice and martyrdom and values of the Islamic Revolution in war zones, which accurate information can act in the fight against soft warfare.

**Prioritize strategies**

In this step, the QSPM matrix is used to estimate the scores of each strategy and prioritize them. In this method, internal strengths and weaknesses, and then opportunities and external threats are written in the right column of the matrix. The top-of-the-line strategy matrix is written in the SWOT model. In the next step, the attraction score is

determined. In order to determine the attractiveness scores, one should ask about whether these factors play a major role in choosing strategies for each of the internal and external factors that contribute to the success of the organization.

If the answer to this question is yes, then, with these key factors, we must compare the strategies together so that the relative importance of a strategy is determined in relation to other strategies. The attraction score is as follows:

1 - No attraction 2 - Somewhat attraction 3 - With attraction of rationality 4 – Awesome

If the answer to the above question is not, it indicates that in the process of selecting strategies, this factor does not play any important role (in terms of strategic position), in which case it should not be attractive to the strategy in relation to this factor. In the next step, summation of the attraction score is calculated, so that the weight of the factors in the charts will be multiplied. Finally, the total attraction score of each of the matrix columns is computed. The sum of the attraction score reflects the relative attractiveness of each strategy, which only comes from the effect of the internal and external factors involved. No matter how much total attraction scores are, the strategy is more attractive.

**Table 5. Quantitative strategic planning matrix for the development of warfare against the soft war**

	Strategy 1	Strategy 2	Strategy 3	Strategy 4	Strategy 5	Strategy 6	Strategy 7	Strategy 8
1. Remaining works of war	2.56	1.92	2.56	2.56	1.92	1.32	2.56	1.92
2. Predictable and ready for war zones to visit Jag tourists	1.35	1.35	1.35	1.35	1.35	0	1.35	1.35
3. An easy and convenient way for these tourists to battle	0.72	0.72	0.72	0.72	0.72	0	0.72	0
4-Little time camps for light travelers and war tourism	0.36	0	0	0.48	0	0	0	0
5. Lack of proper advertising	0.88	0.88	0.66	0	0	0.66	0.88	0.88
6. Weakness in the transportation system	0.3	0.4	0	0.4	0.2	0	0	0
7. Lack of national belief and awareness of the people	0.72	0.72	0.72	0.72	0	0.72	0.72	0.72
8. Inappropriate sanitation of these areas	0	0.36	0	0	0.36	0	0.84	0
9. The context of human self-development	1.32	1.32	1.32	0	0	0.84	1.56	1.32

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10. Familiarity with the word sacrifice, martyrdom and sacred defense culture	1.56	1.56	1.56	1.56	0	1.04	1.32	1.56
11. To preserve and promote the spirit of Jihad, self-sacrifice and arrogance in society to confront soft warfare.	1.32	1.32	1.56	1.32	0	1.32	1.2	1.32
12. Confronting the soft war of the enemy through the modeling and introducing the objective effects of sacrifice, resistance and martyrdom.	1.2	1.6	1.6	1.2	0	1.2	1.08	1.2
13. Transfer the values of sacred defense to youth	1.08	1.08	1.08		0	1.08	1.08	1.08
14. Insecurity of war zones	0	0	0	1.08	0	0	0	0
15. Tourist Look	0	0	0	0	0.27	0	0	0
16. Using weak, false, incomplete and inefficient information	0.32	0.54	0.54	0	0	0.36	0	0
17. A slight look at the tourism issue in war zones	0	0	0	0	/??	0	0	0
Total	13.69	13.77	13.67	11.39	5.53	8.54	13.31	11.35

Source: Research findings

### Conclusion

The present study was conducted with the aim of developing war tourism against the soft war in the Ilam operational area.

According to the results obtained from IFE tables. EFE found that in the development of war tourism to deal with the soft warfare of the enemy, internal factors have weaknesses and have strong points in external factors.

Also, the strategies used in this research should be of the type (adaptive and contingent).

The following strategies were expressed:

#### **WO (adaptive)**

1. Increase the amount of advertising and activities to understand the benefits of war tourism to resist the soft war.
2. Encouraging and encouraging people to travel to this war zone through its various aspects.
3. Constructing and encouraging people to participate in the preservation of warfare to counter the effects of the soft war.
4. Suitable service for transferring tourists.
5. Provide more welfare facilities to tourists

**ST (contingency)**

6. Naming streets, squares, schools and universities called martyrs and emperors

7. Emphasizing promotional and promotional activities on sites and international tourism networks about the works and attractions of war zones.

8. Informing tourists and raising their awareness of the culture of sacrifice and testimony and the values of the Islamic Revolution in war zones, where accurate information can act in the face of soft warfare.

According to the results of QSPM quantitative planning matrix, among the strategies developed, the highest attractiveness score is related to the strategy of encouraging people to travel to this war zone by introducing its various aspects with a score of 13.77 and the least attractiveness and relevant score is related to the strategy of providing more welfare facilities to tourists with the score of 5.53. Based on the results obtained from the QSPM matrix, the proposed strategies in priority order are:

1. Encourage people to travel to this war zone through its various aspects

2-Increase the amount of promotions and activities to understand the benefits of war tourism to resist the soft war.

3. Constructing and encouraging people to participate in the preservation of warfare to counter the effects of the soft war.

4. Emphasizing promotional and promotional activities on sites and international tourism networks on the effects and attractions of war zones.

5. Suitable service for transferring tourists.

6. Informing tourists and raising their awareness of the culture of sacrifice and testimony and the values of the Islamic Revolution in war zones, where accurate information can be used to counteract the war.

7. Names of streets, squares, schools and universities called martyrs and emperors

8. Provide more welfare facilities to tourists.

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