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## Strategic planning for tourism development with emphasis on the role of participation of local communities (The Case study: Alborz province)

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### Abstract

Tourism activity has been relatively stable in recent years, and despite the uncertain outlook for the global economy, macroeconomic tensions and unemployment in many countries, it has become clear that this sector has benefited from the process of globalization; In such a field, considering the development of science and technology and the progress that has been made in research models, planners are trying to plan in the field of tourism by using new models. Tourism development planning in Alborz province with emphasis on the participation of local community in these plans will create jobs and economic growth in this province. Therefore, in this research, which has been done by descriptive-analytical method, an attempt has been made to present strategies in the field of tourism development in Alborz province by using a combination of SWOT and AHP models; Therefore, based on the calculations of the SWOT model, threats with a score of 2.939 have the highest coefficient, followed by weaknesses with a value of 2.936, opportunities with a value of 2.911, and finally strengths with a value of 2.903; However, after combining the results of the SWOT model with the AHP model, the defensive strategy (WT) with the estimated value of 4.078 has obtained the highest value of the calculated weight, followed by the aggressive strategies with the measured value of 3.895, the competitive strategy. With a measured value of 3.773 and finally a conservative strategy with a value of 3.626 in the lowest rank of the hierarchy of strategies is considered. Thus, based on this output, suggestions have been made for the development of the tourism sector in Alborz province.

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**Keywords:** Tourism Development, Local Community Participation, SWOT-AHP Model, Alborz Province.

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