Journal of Tourism & Hospitality Research
Islamic Azad University, Garmsar Branch
Vol.8 , No 1,Autumn 2020, Pp. 57-75

The relationship between urban resilience and tourism crisis management in Iran

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Abstract
Urban crises are a constant companion of cities and urban management tries to protect cities against these crises. One of the crises that requires management to improve urban resilience are tourism crises. Because in these crises, the tourism infrastructure may be damaged or the security of tourists and the entire tourism system may be destroyed. The purpose of this article is to analyze the relationship between urban resilience and tourism crisis management in Iran. The main question of the article is how improving urban resilience can help manage tourism crises in Iran? The method of this article is descriptive-analytical. The findings of the article show that industrial tourism is growing rapidly and generating income, but on the other hand, this industry is extremely fragile and has very little resilience to crises, in a way that by creating the slightest insecurity and disorder in the tourism infrastructure, it will be severely stagnated. Therefore, resilience of cities is in fact equal to the stability of the tourism system and the stability of the tourism system makes the tourism industry not be completely paralyzed in times of crisis.

Keywords: urban resilience, tourism crises, sustainability of tourism system

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Received: 12/08/2020 Accepted: 17/09/2020

Introduction

According to the United Nations Tourism Organization, the European continent ranked first in the world in 2017 with 671 million international tourists and $ 450 billion in revenue. The Americas with 207 million tourists and revenue of $ 313 billion, Asia-Pacific with 324 million tourists and $ 371 billion revenue of Africa, Africa with 63 million tourists and $ 33 billion revenue of fourth place and the Middle East with 58 million tourists per year and revenue of 58 Billion dollars is ranked last in the world (Rezaei et al., 2015). In 1950, the world had only about 25 million tourists, but in 2007 this figure reached 825 million per year, and in 2017 a total of 1 billion and 323 million tourists to visit the historical, natural and tourist destinations of other countries left their country and it is predicted that by 2030, the world will have more than 1.8 billion tourists, which is a very clear vision of this industry in the world.

The tourism industry is one of the five main sources of foreign exchange in four-fifths of the world, i.e, in more than 150 countries, and ranks first in more than 80 countries (Rezaei, 2010). Meanwhile, developing countries have not been deprived of the benefits of this industry,

As in the vast majority of developing countries, except for some countries such as Iran, tourism is one of the main sources of income and in one third of poor countries has been the main source of income. The development of the tourism industry is of great importance for developing countries, which are faced with problems such as high unemployment, distorted international image, limited foreign exchange resources and a single-product economy, mainly oil (Rezaei, 2013). Tourism is generally considered as travel. In recent years, however, it has included any travel that takes a person out of their work or living environment. Tourism can also mean business related to attracting, catering and entertaining tourists. A person who travels is called a tourist. Tourism can be domestic (the tourist travels within his own country) or foreign. Most tourists care more about the climate, culture or nature of their destination than anything else.

The rich have always traveled to faraway places because traveling to faraway places costs more (Rezaei,2013). Organized tourism is a very important industry all over the world today. The word tourism is

derived from the word tour meaning to travel, which is rooted in the Latin word Torun's meaning to go around, to go back and forth between origin and destination, and to turn from Greek to Spain, France, and finally to England. In the past, tourist were also told travelers that the Arabic words were originally derived from the verb tourism (Rezaei et al., 2014). The tourism industry in Iran has very high potential for growth and development. According to the World Tourism Organization, Iran ranks tenth in ancient and historical attractions and fifth in the world in terms of natural attractions. In 2016, a total of 4,911,920 foreign tourists visited Iran, and compared to the previous year It has dropped 9.9 percent. According to experts, this industry has not had the development it deserves (Rafieian et al., 2011). One of the reasons is the lack of suitable economic bases in Iran to attract investment in the construction of hotels and other ancillary industries in this field. Investors' ignorance of the situation in Iran and poor publicity, as well as the spread of negative news from Iran, social and religious restrictions for foreign tourists, as well as political tensions with some Western countries are other obstacles to the growth of Iran's tourism industry. The purpose of this article is to analyze the relationship between urban resilience and tourism crisis management in Iran. The main question of the article is how improving urban resilience can help manage tourism crises in Iran? The method of this article is descriptive-analytical.

Theoretical approach

In the dictionary, the word means elasticity, reversibility and resilience, but in mental health texts, resilience is more eloquently equivalent. Resilience is rooted in physics and means jumping backwards (Stirling, 2014: 28). In fact, resilient people are able to jump back. They have the ability to survive and even overcome adversity. Resilience can enable a person to overcome adversity successfully and improve his or her social, demographic, educational, and professional competence despite being in a position of extreme stress. Resilience is a trait that varies from person to person and can grow or decrease over time. Resilience means the ability to cope with difficult situations and respond flexibly to daily biological pressures (Rafieian and Motahari, 2011). Resilience does not limit stress, it does not eliminate biological problems, but it gives people the power to

face the problems ahead in a healthy way, to overcome difficulties and to move with the flow of life. Some people naturally have this trait, but the good news is that this trait is not exclusive to a few, and experts say that other people are able to learn and improve resilience, resilience, ability, or consequence of adaptation to success. It is associated with stressful and problematic conditions (Hamzehei, Tehrani, 2016: 136-121).

Urban resilience and reversibility

Urban resilience and resilience depend on the degree to which the city is able to protect its assets, as well as ensure continued access to services and functions that are the well-being of its citizens. Urban resilience depends on the degree of fragility of the urban system as well as the capacity of social institutions (such as individuals, families, groups, and the public or private sector) to adapt to change and absorb shocks (Ramazanzadeh Lesboui, 2011). A resilient city is a stable network of physical systems and human communities. Physical systems are the environmental components and structures of a city that include roads, buildings, infrastructure, communication facilities, soil, geographical features, and the like. In general, physical systems act as the body, bones, and arteries of a city. In the event of an accident, physical systems must be able to survive and function in critical conditions. Communities are considered as social and organizational components of the city, directing activities and responding to their needs and using their experience (Salmani et al., 2016). In the event of an accident, communities must be able to rescue and operate in a valley of critical and special circumstances. It is also a resilient society that takes purposeful action to enhance the individual and collective capacity of its citizens and institutions so that it can respond to and influence a period of economic and social change. Urban resilience depends on the connection and coordination between physical and social systems, and the relationship between the two systems plays a decisive role in the event of a disaster.

In the event of an accident, cities as a device that includes all of the above implementation must be able to withstand the stressful conditions of the accident and maintain their performance (Romero-Lankao, 2016: 44). If the physical systems collapse as the body of the city, other systems will not be able to continue to function, and if the

social system as the brain of the city fails, the performance of the city in the face of disaster can not be called. Vulnerable communities and cities are not resilient to disasters, on the contrary, taking measures to reduce vulnerability is not enough to make cities resilient to disasters alone. Resilient cities are built on the basis of the rules gained from the experiences of past accidents in urban environments. They may bend to the forces of disaster, but they do not break. In resilient cities, fewer buildings should be overturned, less electric shocks should occur, fewer households and occupations should be at risk, fewer casualties should be present, and communication disruptions and inconsistencies should occur less frequently. Communication and decentralization are among the important coordinates of resilient cities, so that economic, social, and similar networks are evenly distributed at the city level (Behtash, 2014: 36). Many governmental and non-governmental organizations now prioritize strengthening the resilience and resilience of groups and communities through research, development and development of programs, policies and, in addition, Educational measures have been taken to manage accidents (Salehi et al., 2010). When natural disasters occur, more damage is done in cities than in any other environment. When a natural disaster occurs in a city, the consequences are worse than in any other environment or habitat. With the increase and growth of urbanization and large and small natural disasters and catastrophes that constantly occur in the urban environment, years of effort and effort for development and progress are destroyed repeatedly (Kharazi, 2014). One of the goals of reducing the effects of natural disasters is to affect the physical form of cities by considering hazardous areas separately. This goal has been formulated with regard to temporary urban planning plans such as sustainable urban development, smart growth, and modern urban planning. Sustainable urban development seeks to address current needs without compromising the ability of future generations and their needs, but this approach is critical without empowering cities to be resilient and resilient to natural disasters and ensuring that cities are not vulnerable to increase due to Successful development of the urban future (Khalatbari and Bahari, 2010).

Vulnerability is a function of the degree of positioning (who and what is at risk) and the sensitivity of a system (the degree to which places

and people are harmed). Vulnerability comes from the interaction of human systems, artificial environment and natural environment. One of the effective factors in the vulnerability of the community is its location in vulnerable areas such as beaches, floodplains, seismic areas and potentially contaminated sites. The vulnerability of the artificial environment also depends on its position in relation to the source of danger or threat. Insecure infrastructure and buildings, inadequate public infrastructure, and industrial and commercial development increase the vulnerability of the artificial environment in communities.

The density of the artificial environment is another important feature in the vulnerability of society. Public infrastructure and arteries (water and sewage, bridges and roads, etc.) are especially important for communities whose loss imposes an irreparable financial burden on smaller communities, which are often considered to lack the resources to rebuild (Hamzehieh Tehrani et al., 2016).

In the bibliography of disasters and catastrophes, there are clearly defined characteristics of resilient systems. For example, in the Disaster Reduction Committee, the characteristics of resilient communities are as follows:

1. Appropriate and relevant disasters are identified and understood.
2. Communities at risk know when danger is imminent.
3. People at risk are safe.
4. Resilient and resilient societies experience the least disruption in the course of life and their economic and livelihood after disasters (Rezaei, 2010).

Local disaster resilience also means that the local community is able to withstand severe natural disasters without suffering devastating losses, loss of productivity or quality of life, and receive a great deal of outside help. (Rafieian et al., 2011). A resilient city is a stable network of physical systems and human societies. Physical systems are the natural components of the city, including roads, buildings, infrastructure, communications, and power plants, as well as water, soil, topography, geography, and natural systems . In sum, the physical systems are the body of the city (its bones, arteries, and muscles). During disasters, physical systems must survive and function under intense pressure. A city without resilient physical

systems will be very vulnerable to disasters (Farzad Behtash et al., 2013). Resilient and resistant cities are built according to the rules derived from previous disaster experiences in urban environments. They may bend to the forces of disaster, but they will not fail. Resilience and reversibility are important for two reasons. First, because the vulnerability of social and demographic systems and technology is not entirely predictable. Second, people and assets in resilient cities need to do better in the face of disasters than in places and communities that are less adaptable. One of the benefits of planning for urban resilience is that there is no need to focus on a specific pattern of urban form, or urban development. This flexibility allows for accountability and adaptability, given the unique circumstances of cities and development programs. This issue causes intellectual creativity to be created in order to think of different ways to achieve resilience and reversibility, without being limited to a specific framework (Fallahi and Halali, 2013). In the routine view, the goal of resilience is a global ideal at the individual, organizational, and urban levels, but in fact resilience and disaster recovery require a combination of several seemingly opposite factors. The city is a collection of diverse stakeholder networks in a complex structure, it can be difficult to create a template for the opportunity for auditing so that all stakeholders can tailor it to their current mission and goals. San Francisco, California, meanwhile, uses the Resilience and Reversibility Cycle with its eight application areas to show partners, both inside and outside the government, how their mission is to engage with stakeholders in other miscellaneous departments work and it may be thought that their work is completely different (Kazemian et al., 2014).

Area of the study

Iran is an independent country located in southwest Asia and the Middle East. Iran is connected to the Oman Sea and the Persian Gulf from the south and to the Caspian Sea from the north. Shiism is the official religion and Persian is the official language of Iran. Iran with an area of 1,648,195 square kilometers is the 18th largest country in the world (Farzad Behtash et al., 2013). Iran has a population of more than 81 million. Iran is bordered by Armenia, the Republic of Azerbaijan and Turkmenistan to the north, Afghanistan and Pakistan

to the east, and Iraq and Turkey to the west. It is also directly connected to Russia and Kazakhstan via the Caspian Sea.

Iran is one of the oldest origins of human civilization in the world. Civilization has existed in this country since 4,000 BC (more than 6,000 years ago). Throughout history, Iran has been important in terms of the country's geography. Politics in Iran is based on the constitution that was adopted in 1979. According to the Tourism Organization, the share of Iran's tourism industry in GDP is about $ 119 million (equivalent to 2.4 percent), which is expected to increase to four percent in 1402. Also, currently, 475,000 Iranians are employed in the tourism industry and related industries, which is 1.2% of the total active labor force in Iran and according to government plans, should increase to 3.2% by 1402. According to statistics published by the World Tourism Organization, Iran's tourism last year (2016) grew by 12 percent, while global tourism growth was 4 percent.Perhaps for this reason, private sector investment in tourism grew by 20 to 30 percent during 1995. However, according to the head of the Cultural Heritage, Handicrafts and Tourism Organization, during the last two years, the number of foreign tourists entering the country has been only 4.6 tenths of the world's tourists (Farzad Behtash et al., 2013).

Map 1: Iran's position in the world
Source: https://www.istockphoto.com

According to the statistics of the World Economic Forum on Iran's tourism competitiveness indicators and its comparison with its regional competitors in the field of tourism, it can be said that Iran has had a favorable growth in many indicators in recent years. Iran ranked 114th out of 139 countries in 2011, asending 16 levels in 2013 ranked 98th out of 140 countries, 97th out of 141 countries in 2015, and asending 4 levels in 2017, ranked 93rd out of 136 countries in the world (Fallah et al.,2014). Iran's score in the 2017 Tourism and Tourism Competitiveness Index is equal to 3.4, which in 2015 was 3.4. Iran has also risen from ninth rank among Middle Eastern countries in 2015 to eighth rank in 2017 in this group. The growing trend of tourists entering Iran and the very favorable situation in indicators such as competitive prices along with the growing trend in other indicators of competitiveness, shows the attractiveness of investing in Iran's tourism industry (Fallahi and Halali, 2013). Official figures show a turnover of more than $ 800 billion a year in the world tourism industry, of which Iran's share is less than one-tenth of one

percent; A very small share shows that our tourism industry has not been able to play its role as an important factor in economic development and also to introduce Iran as a tourist and cultural country. Because Iran, due to the history of ancient civilization and its numerous and intact relics left from the glorious era of Persian civilization, even has the potential to be a leader among the countries of the world. Numerous factors (including mismanagement in tourism planning or instability in the Middle East) have made Iran's tourism industry to have a position lower than its potential; but apart from the existing shortcomings and insufficiencies, Iran's propaganda in cross-border media to attract tourists is also very weak. The growth rate of investment in tourism in Iran since 2013 has always maintained its upward rate, so that in 2016 compared to 2013 we saw a growth of more than six percent and according to the forecasts of the World Tourism Organization, this growth will continue in the coming years. (Ghanbari et al., 2016). Iran's tourism infrastructure faces some shortcomings. Shortcomings that indicate the need for more attention and investment with the plan and purpose. One of the goals of Semga is to solve these problems and attract capital in order to improve and provide the infrastructure for attracting tourists. According to experts, Iran has several attractions for investing in tourism, the most important of which are the following:

1. Scattering of tourist attractions
2. Existence of various capacities in the types of tourism (natural, historical, religious, medical, commercial, etc.) and the diversity of the environment and the country's ability to use natural resources
3. Rich culture and history
4. Security
5. Domestic and foreign customers
6. Government support and banking system
7. Officials believe in job creation through the expansion of tourism
8. Existence of religious places of different religions; Churches, tombs and shrines of Jews and Zoroastrians
9. Existence of Imam Reza (AS) shrine, holy shrines and shrines to attract Muslim tourists from neighboring countries

10. The country has a large number of young workers and interested in the tourism industry
11. Appropriate literacy situation in most tourist areas of the country (Kazemian et al., 2014)
12. Cheap labor, cheap energy, cheap services, high demand
13. Competitive price

Map 2: Map of Iran's tourist attractions
Source: https://www.freevector.com

Findings

Resilience in the urban tourism system means that it can perform its functions despite the fluctuations of the tourism market (Radadi et al., 2016). This sentence means that resilience can be defined and measured for people, organization, company, nation, country, social movement. Resilience has been widely used by various scientific disciplines in the last four decades (Radadi, Ali; Najafi Farashah, Seyed Ali Mohammad; Azarfar, Amir, 2016) For the first time and more than 40 years ago, the term resilience in psychic literature Cognition was introduced with emphasis on individual resilience. Resilience to shock capacity and return to the first state in a functional

way, or at least, is sufficient resistance to prevent breakage or even collapse of systems (Latifi, 2010). Hence, resilience is undoubtedly a public good. Resilience at the national level means the process of absorbing adversity or adapting to changes resulting from environmental threats (Rumi et al., 2009). In addition to psychology, the term can be used in political science, business management, sociology, history, crisis management and planning, urban planning, and international development. This shared use never means the same concept or theoretical underpinning. It has different applications, different methods and methodologies. The application of this concept has increased in the economy, especially after the financial crisis of 2008. As the World Economic Forum has published a special report in the appendix of the Global Risk Report 2013, entitled Creating National Resilience to Global Risks - (Radadi et al., 2016). Resilience has been discussed at various levels in theoretical texts. Individual resilience, organizational resilience, social resilience, and national resilience, commonly referred to as social resilience in the latter case. Some studies have introduced multiple levels of individual, social, institutional, national and regional for resilience (Rumi et al., 2009).

Crisis resilience has been one of the most important theoretical and practical concepts in crisis management in recent years. This concept has been widely used in resilient societies. Researchers have tried to identify the characteristics of resilient societies and introduce strategies for creating these societies. In this regard, relatively little attention has been paid to crisis resilience organizations as an important component of social resilience. Public and private organizations must strive to withstand crises. Resilient organizations are organizations that due to their high level of preparedness, planning and flexibility can overcome crises with low costs (Masoumi, 2015). One of the most important ideas that has been proposed in the current decade in both crisis management and urban management is to create resilient cities that are resistant to various crises. Here are ten important principles for building resilient cities, citing and using the Hyogo Framework for Action 2005-2015. By considering these principles, city officials and managers must see how resilient their city is. These 10 principles are:

1. Establish organizations that help to understand and reduce risk with the participation of the public and civil society. Create unity and solidarity between these organizations in this field. Make sure that all organizations and departments of the city are well aware of their role and responsibilities in reducing risks and preparing for crises.2. Allocate a specific budget to reduce risk and provide incentives for homeowners, low-income households, various social groups, companies and the public sector to invest in risk mitigation. 3- Provide up-to-date and accurate data on hazards and damages, perform risk assessment and analysis, and use them as a basis for urban development plans and decisions. Make sure that this information and programs or programs of the city's resilience are easily available to the people and the people are aware of them (Nowruzi, 2016). 4. Invest in and take care of critical infrastructure such as surface water collection facilities that help reduce risks. Adapt them to climate change conditions as needed. 5- Evaluate the safety of schools and hospitals in the city and, if necessary, rehabilitate or renovate them. 6- Carefully implement and apply the rules of construction and realistic land use. Identify a less risky area that can be given to low-income households. Strengthen informal settlements as much as possible. 7- Implementing educational programs in the field of risk reduction in schools and local communities. 8. Protect ecosystems and natural habitats to reduce floods, floods and other hazards that your city may be affected by. Adapt the city to climate change by preparing and implementing risk mitigation measures. 9- Establish timely warning systems and crisis management capacities in your city and hold regular crisis preparedness exercises and maneuvers in the presence of the people. 10 - After each crisis, make sure that the needs of the people and survivors, which have been identified and determined with the help of the people and their representatives, are at the forefront of reconstruction (Hosseini et al., 1398).

High risk management provides many opportunities to increase urban resilience. These opportunities are due to the coordination and actions that exist between the various executive, operational and crisis management departments. Comprehensive high risk management strategies are based on 5 pillars: 1- Identification, assessment and control of risk 2- Reduction of risk through preventive measures and

focus of risk reduction affairs 3- Insurance and financing of disaster risk 4- Preparedness. 5. Response and resistance after the crisis, repair and reconstruction with the aim of reducing the risk of future disasters in the framework of the above approach, the main elements and components of urban resilience to disasters can be listed in the following 4 elements: a- Social resilience: indicates demographics status of a society based on age, gender, ethnicity, race, socio-economic status and social capital (Ebrahimi et al., (2017)).

Although measuring social capital and planning for its realization in the field of resilience seems difficult and complex, but participation and social belonging, the ability of groups and citizens to adapt and a sense of spatial belonging can be considered as its key components in the field of resilience.The scope of such resilience includes the social capacity for coping and resilience and the realization of a key concept of community-based crisis management. B- Infrastructure-Physical resilience: indicates the vulnerability of buildings and structures, property of citizens, transportation systems and communication networks, as well as shelter capacity, facilities and health infrastructure, the degree of possible damage to the building from risks, critical infrastructure and facilities, sensitive and important, the vulnerability of roads and streets for emergency evacuation and vital arteries after the crisis (Amiri, 2018). C- Economic resilience: includes the scope of economic resilience includes various economic indicators such as employment, trade, the ability of various economic sectors to function during and after the crisis and the continuation of business-related activities, income and meeting the needs of the affected community.. D- Managerial-institutional resilience: refers to governmental and non-governmental systems of governing and managing urban communities, in fact, all institutions and institutions whose performance can be effective in crisis management according to a definable time frame. The private sector, civil society organizations, various government departments at the national, regional and local levels according to their duties and missions can play a role as actors in the element of accounting (Eskandari et al., 2016).

Conclusion and Scientific Research Achievement

One of the characteristics of the contemporary world is facing a variety of threats and dangers. The dangerous modern society and city must have the requirements and facilities to face and manage this phenomenon. These hazards can be natural, such as earthquakes, floods, tsunamis, and hurricanes, or man-made, such as terrorism and organized violence. The issue of resilience that has been raised in recent years refers to how resilient a community and city are to natural and other disasters. Regarding resilience, the main emphasis and focus was on the physical dimensions of cities. How and to what extent can structures, buildings, facilities, and municipal services be rebuilt and returned to normal conditions before the demolition, and what is the process? Inclusive resilience; A measure of a system's ability to absorb change while still having previous resistance. The resilience of a city requires the cooperation and collaboration of many organizations and stakeholders. The degree of resilience of cities to hazards varies. This difference depends on variables such as urban buildings and structures, climate, type and severity of threat and, more importantly, the degree of readiness of people and city managers to withstand the crisis and repair it. How durable and resistant buildings or highways and bridges are to earthquakes or floods, and how and when they can be restored to pre-existing conditions if urban management is destroyed, but it is also important. We need to know what the residents of the city understand about the critical situation and how much they can tolerate the mentioned conditions so that the city can return to the normal course of its life. In resilience, the resuscitation of cities is emphasized after disasters, but more importantly, enduring the pain, suffering and pressure of the crisis on the body of the city and its people at the time of occurrence. Therefore, these two steps must be complementary: 1- Facing the crisis and enduring and resisting "technical and physical structures" and "social organization" against accidents and disasters (durability and collapse) 2- The city management can cooperate with the people and return damaged residents, structures and organizations to normal conditions (reversibility). New approaches to crisis management prescribe the transition from the concepts of vulnerability to resilience and offer two new aspects: in the first approach, leadership and coordination of

different sectors and components such as citizen participation, civic groups and mobilization of different sectors and levels of government, whether national, regional or local, is considered. In the second approach, urban planning and urban development strategies are considered in combination. In fact, cities need to have specific perspectives and strategies to improve disaster resilience and to design or update relevant standards and regulations. In case of time intervention as a key element affecting the quality of resilience in the concept of resilience, this concept can be defined in three ways: futuristic resilience that seeks to develop the potential capacity needed for future disaster management. Simultaneous resilience, which considers the skills of the city and citizens to deal with disasters simultaneously, and retrospective resilience, which can be identified by focusing on reversibility and recovery from injury. Based on these two approaches and its three functional forms that rely on the components of management, the components affecting the quality of urban resilience can be listed as follows: 1- Reflection and inclusive 2- Strength and durability 3- Flexible 4- Source-oriented 5- Comprehensive 6- Integrated in disaster resilience cities, disaster planning and management is such that the minimum human casualties and economic losses are imposed on the city and the necessary protection and support is provided for the continuation of livelihood, life and health of citizens. Collective identity, security and social stability in such cities provide the opportunity for interaction and mutual relations between citizens and make the city a scene for a common destiny during and after the high event. In this context, empowering actors in the field of crisis management in cities provides the opportunity to improve the status of resilience more than before in the light of effective and efficient management and leadership can significantly reduce the potential effects of accidents. Provides access to financial and credit resources in emergency situations based on contingency planning approaches, sustainability and continuity of public services and crisis management, and if spent in the pre-crisis stage, leads to physical and construction empowerment in the city and eventually the physical vulnerability decreases. In the planning dimension, integration in policy-making and leadership of city

development allows planners to apply the principles of city resilience to disasters in the light of the basic guidelines set.

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