



Providing a Comprehensive Framework of Strategy Development on Promotion of Urban Environmental Management in District 22 of Tehran Municipality

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Abstract

Increasing population growth and urbanization problems require an environmental management with a strategic approach. The purpose of the study is to investigate how urban environmental management in the district 22 of Tehran is in order to promote. In this regard, the Fred.R.David `s Strategy Comprehensive Approach was used. In the first stage were used the preparation of the statement of macroeconomic goals and objectives, at the input stage, the external evaluation matrices and internal factors evaluation. At the comparative stage, to identify the weaknesses, strengths, threats and opportunities of the matrix, and then to determine the status of management and to propose the best kind of strategy The modified position matrix and IE matrix were used. Ultimately, the QSPM matrix was used to execute the decision making process. According to the findings of the research and the final score of less than 2.5 determined in the environmental management of the municipality of district 22 of Tehran, the strengths and opportunities obtained to overcome the disadvantages and threats have not been properly used and the type of strategy, defensive. The results showed that three strategies, "Evaluation of Areas Requiring Protection", "Reforming Legal and Organizational backgrounds, Reforming Organizational Structure and Integrated Urban Management are the most important Promotion strategies for urban management.

Key Words: Urban Environmental Management, Promotion, Statement vision, Strategy, QSPM Matrix

Introduction

The term strategy originates from Greek. This term is taken from old words like "strategos" meaning general and "strategia"

which means art or general duty. Therefore, it could be said that strategy, in fact, has been in connection with managing a war and

military expedition and it means locating yourself and the opposition and planning to encounter them in an appropriate situation (Kajanus, 2000). In encyclopedia Britannica and other reliable dictionaries such as Oxford and American Heritage, strategy is defined as the art of military command. However, this term is used widely in managing organizations. Strategy is a set of decisions and objective-oriented activities so that it can coordinate organizational sources and skills along with opportunities and threats (Flouris & Dostaler, 2007). Strategic planning is a type of planning that the definition of missions, duties, and perspectives is determined in it (Ramezani & Salari, 2017). In strategic planning, prediction is replaced by forward-looking methods and ideas, which means to recognize possible situations based on economic, social, political, and technological developments and to make logical decisions about the goals and upcoming activities of the organization. (Flouris & Dostaler, 2007). A great management of a city requires a meticulous review and look at the executional activities, which could be resulted in reforming methods and improving capabilities. The existence of weaknesses and threats in providing better urban environmental services, even in short scale, can take a great deal of energy and cost from municipalities. Likewise, reforming exceptional procedures using strengths and opportunities, even in short scale, can promise not only economic value added for itself but also it can create social value added for citizens as well (Niemeijer, 2002).

Of the given strategic planning and management methods, SWOT Matrix is one of the most common methods in planning strategies (Kajanus, 2000), (Flouris & Dostaler, 2007), (Ramezani & Salari, 2017), (Ramezani *et al.* 2010) which have been utilized frequently in urban planning and management, too (Srivastava *et al.* 2005). For example, Ramezani et al (2010) in his article “Planning strategic urban environmental management: Tabriz case study” has designed EFE and IFE matrix. Using EFE and IFE matrices, the main external and internal factors of environmental management in Tabriz in terms of eight sections including air quality management, environmental management of water supply network and wastewater, solid waste management, noise management, landscape management, energy and environment management, environmental management of urbanization and city development, and environmental management of non-governmental organizations were evaluated. In order to improve the management, SWOT matrix was applied and QSPM Matrix was used to analyze the degree of absorption for each strategy. In addition, Khalifipour et al (2012) in the article “Evaluation of Kashan environmental Situation Using SWOT” collected data thorough given sources and questionnaires using this technique. Then, the score of internal (2.65) and external (2.41) factors were calculated which showed the environmental situation in Kashan follows the variety pattern. In another study carried out by Ramezani & Salari (2017), urban environmental management of



hospitals was analyzed through this method. Despite the significance of management in urban environment and its importance to promote, lack of substantial studies could be seen so that most of the studies are limited to analyze the urban environmental quality and quantity and there has not been enough focus on planning strategies in order to improve environmental management or no article has been published in this regard. Therefore, a comprehensive study on management aspect and factors to improve the quality of urban environmental management can cover such needs.

District 22 of Tehran Municipality is considered as a great example since it has been attached to Tehran in recent years and now it has been faced with the growth of construction plans. If these plans lack sustainability and there are not any management strategies, we will witness a large number of environmental damages in the future (SOE, 2011). Thus, in order to manage this area perfectly, it seems necessary to prepare a wide range of plans and it requires implementation of strategic plans in order to promote urban environmental management. The present study has been carried out based on the comprehensive planning strategy in order to improve urban environmental management in District 22 of Tehran Municipality and is seeking an answer for the following questions: 1) what are the effective internal

and external factors in promoting urban environmental management? , and 2) what are the most appropriate strategies to improve the urban environmental management according to the current situation affecting the internal and external atmosphere of the municipality?

Methodology

Study area

District 22 of Tehran municipality is located in the northwest of Tehran which is between the east longitudes of 51° 5' 10" to 51° 20' 40" and north latitudes of 35° 32' 16" to 35° 37' 19" and down Vardij-Kan's river basin. This area is surrounded by Alborz mountain range from north, Kan River from the east, Tehran-Karaj Freeway from the south, and Vardavard Plain from the west and it is adjacent to District 5 and 21 Tehran municipalities. The northern border of District 22 of Tehran municipality starts from southern hillsides of Alborz to 1800 meters above sea level. Historically, the development of this area goes back to 1971 and the urban comprehensive plan refers to this time. In fact, District 22 of Tehran municipality has always been in the center of city planners and urbanization experts' attention because of its remarkable environmental potential and variety of land structures on the one hand, and being unspoiled on the other (Barati& Behzadfar, 2016)(Fig. 1).

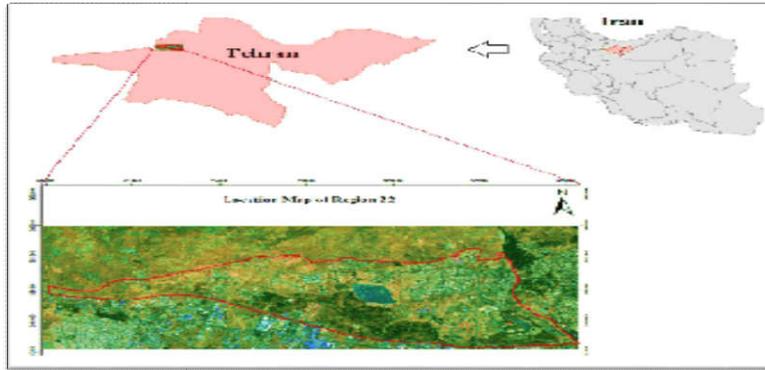


Figure 1. District 22 of Tehran Municipality

This study is practical in terms of its objective and it is a descriptive research in terms of obtaining data, and it has carried out to study the urban environmental management status in the given district. The present executive model of strategic planning is taken from strategic management model of Fred R. David (Fred, D. 2011). This model is shown in fig. 2 within the comprehensive decision-making framework. The given methods and tools in this model helps strategic managers recognize strategies, evaluate and choose them (Chang & Huang, 2013). Given the fact that there is enough information about limitations and

urban environmental management tools in the district in order to provide strategic plans, different methods were applied such as library research method, obtaining information from different sections in the municipality, content analysis and statistics. In the field research various methods were used e.g. field visit, available reports, questionnaires using Delphi method, conducting surveys, and interviews. According to the nature of the study, a statistical society including 20 urban environmental management experts in a variety of fields were chosen.

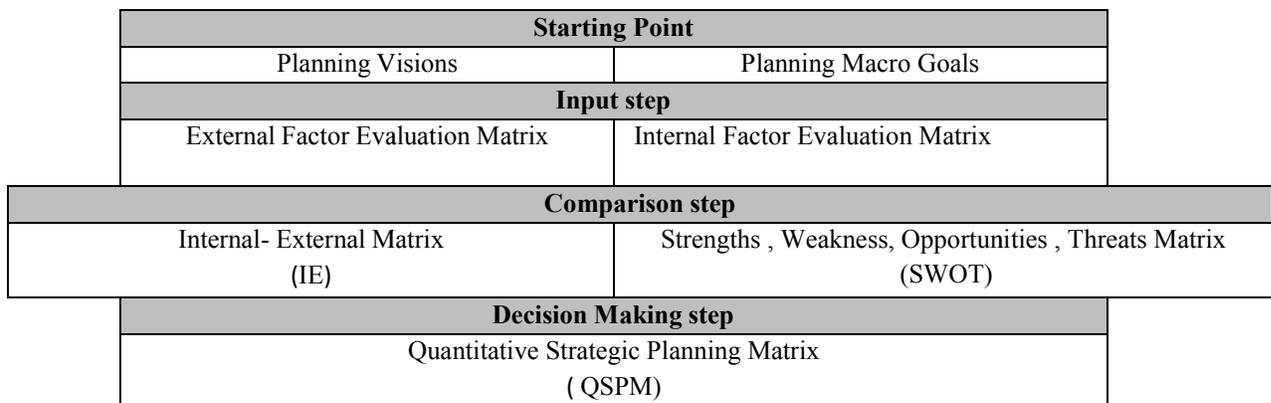


Diagram 1. General perspective of research method to plan the strategies



After recognizing internal and external factors, a list of weaknesses, strengths, opportunities, and threats pertinent to environmental management within the research scope was prepared and IFE and EFE matrices were applied to evaluate internal and external factors, respectively. A coefficient was given to each factor from zero (unimportant) to one (very important) which represents relative significance of this factor to others. Then, the current situation for each factor was determined using a score between 1 to 4 (poor, fair, good, and very good). This score shows the effectiveness of the current planning of urban environmental management. To determine the final score for each factor (weighted score), the score of current situation multiplied the significance score of each factor. The total final score of each factor shows the situation of the municipality about internal and external environmental factors in the scope of research, which is determined by IE Matrix. In next step, SWOT matrix was created through strengths, weaknesses, opportunities, and threats and then after comparison of internal strengths and external opportunities, SO strategies were determined. Comparing internal weaknesses and external current opportunities led to determine WO strategies, a comparison between internal strengths and external threats resulted in determining ST strategies, and finally WT strategies were planned by comparing internal weaknesses and external threats. In next step, QSPM matrix was applied to prioritize determined strategies. The total absorption score (TAS) is calculated by

multiplication of each internal or external factor weight in absorption score (AS) of each strategy which has a score between 1 to 4 (not absorbing, absorbing, reasonably absorbing, very absorbing). The total absorption scores of each column in quantitative strategic planning matrix shows the total strategy to other strategies. In other words, the difference between the total absorption scores in strategies shows how ideal a strategy is in comparison with other strategies. (Fred, 2011), (Ramezani & Salari, 2017), (Abya *et al.* 2015)

Research Findings

As it was mentioned, the macro goals and visions are determined in the first step. In fact, the vision for a city means that a goal is offered to the residents and managers for their efforts and it describes where the city is probably going to reach in the future. The vision predicts probabilities in the future it goes beyond the current procedures and it reflects the long-term results of society's understanding about the development goals. Generally, the vision aims to answer questions like "What potential does this city or district have to be?" (Flouris & Dostaler, 2007)

Starting Point

A. District 22 of Tehran Municipality Vision

The vision of District 22 regarding the Special Detailed Plan (2026) is as the following:

District 22: the area contains almost all types of natural environmental elements (e.g.

mountain, river, lake, forest, etc.) and the artificial context must be coordinated with it. This process will be possible if the population policies and reforming criteria are controlled with the help of all organizations, and this will lead to have a pioneer area in terms of environmental protection and the ecological function of the city will be improved for the whole districts in Tehran day by day. Providing residential services and facilities such as public transportation and proper update equipment and supplying modern technological centers, and recreational areas for the residents, District 22 has been an attractive area to reside in Tehran. District 22 has provided facilities such as excellent public transportation, special sidewalks and lanes for bicycles along with highways and streets and this gives the citizens to have many choices in this regard. The sustainability of spaces and public centers provides a growth in social and economic development as well (Group of PART, 2018).

Urban Macro Goals in District 22

The long-term goals of environmental management of District 22 of Tehran Municipality based on the documents, managers' point of view, and experts are as follows:

- Protection of natural environment based on active conservation of valuable nature;

- Providing sustainable and various transportation;
- Providing an optimum and ideal management in the district based on the appropriate criteria and regulations;
- Production and improvement of social investment and creating local and urban communities at the same time;
- Providing economic development and managing the district using sustainable incomes (Group of PART, 2018).

IFE and EFE Matrix of Urban Environmental in District 22

Regarding the comprehensive strategic planning and relying on the vision and macro goals in the district and also negotiation with the team of experts in evaluating the effective factors in promoting environmental management in district 22 which is a developing area, the results represent that there are 12 internal strengths against 12 internal weaknesses and 17 external opportunities against 15 external threats. There are 29 strengths and opportunities known as the advantages and 27 weaknesses and threats are considered as management limitations in the area. Tables 1 and 2 show the sum of given weights, strengths, weaknesses, opportunities, threats, and overall score.



Table 1. The Internal Factor Evaluation for the strategic urban environmental management

Strengths	Weighted coefficient	score	Weighted score
S1: Providing and implementation of upstream plans in the district (Tehran comprehensive plan - detailed updated plan)	0.042	3	0.12
S2: Planning (Vision, missions, goals, and strategies) and implementing strategic plan in the district	0.043	3	0.13
S3: Creating sustainable development and a healthy viable area	0.046	4	0.18
S4: creating essential infrastructures and improving communication technology especially the electronic city (intelligent city)	0.041	4	0.16
S5: Concentration on the organizational health and controlling the functions related to environmental violations and financial clarification	0.04	4	0.16
S6: Providing public transportation system and a proper system of accessibility in the district	0.043	4	0.17
S7: Using experts and highly trained specialists in the municipality and relevant organizations and having their ideas in management and relying on their academic and professional experiences.	0.043	4	0.17
S8: Allocation of clean industrial activities in district 22 – in the urban comprehensive plan	0.04	3	0.12
S9: Need assessment and sensitivity in recognizing the concerns and environmental expectations of residents and NGOs in the district	0.038	3	0.11
S 10: Bottom-up planning and urban environmental management and contribution of people in implementation, control and clarification.	0.037	3	0.11
S 11: implementation of programs and developmental plans and protection of the environment using updated management methods.	0.041	3	0.12
S 12: Providing plans in order to develop infrastructures such as urban wastewater and public transportation systems.	0.042	4	0.16
Weaknesses (W)			
W1: organizational weaknesses and violations and lack of putting urban environmental management in the appropriate organizational chart	0.041	2	0.081
W 2: Paying no attention to environmental qualities in modern detailed plans in the district	0.04	1	0.04
W 3: Not allocating environmental-contributory budgeting and credit in order to meet the needs of the residents	0.041	1	0.041
W4: Lack of assessment and control on the environmental contractors and comparing their function with current standards and prosecution of violators	0.032	1	0.032
W5: dominance of urban infill development over environmental decisions due to profitability of estate and lands in the district	0.043	1	0.043
W 6: dependence of the municipality on unsustainable income	0.038	2	0.066
W 7: Deficiency of communication, training the residents in environmental issues	0.033	1	0.033
W 8: interference of different governmental organizations in urban management and parallelism without keeping standards and rules	0.041	2	0.082
W 9: Lack of accountability of urban laws and lack of coordination urban planning with the concerns and needs of residents (urban justice)	0.039	2	0.039
W 10: Lack of having ideal urban infrastructures, lack of refineries for wastewater system, and pollution of underground water.	0.042	2	0.084
W 11: Incongruity in the field of study, professionalism, commitment of the urban environmental managers with their job positions and duties in their departments	0.041	1	0.041
W 12: Island function and lack of environmental integrated management and coordination among different departments in the municipality	0.04	2	0.081
Total	1		2.37

Source: Writer's findings



Diagram 2. Weighted score in each of strengths (A) and weaknesses (B)

Table 2. External factor assessment in urban environmental management

Opportunities (O)	Weighted coefficient	score	Weighted score
O1: High motivation of private sector investors in order to contribute and invest in various projects of the district	0.028	3	0.084
O2: Young and educated residents in the district and having their opinions and suggestions	0.028	3	0.084
O3: Upstream plans in trans-regional uses and its positive results	0.029	3	0.087
O4: High tendency of residents and NGOs to take responsibility and contribute in environmental issues.	0.028	3	0.084
O5: A variety of educational centers, social contribution and interaction in the district such as cultural houses, neighborhood houses, libraries, mosques, etc.	0.027	3	0.081
O6: Rules, which enforce garrisons and military bases to move out of the study area.	0.029	3	0.087
O7: Creation, development, and obtaining new energies in the district such as solar, wind energy etc.	0.033	4	0.132
O8: Providing public transportation system (subway, monorail, etc.) and man-oriented paths (bicycle lanes, sidewalks, etc.)	0.034	3	0.102
O9: The possibility of collecting surface water due to north-south slope in the district	0.033	3	0.099
O10: The possibility to create, develop and organize Tehran green belt and potential of fertile lands, and increase of landscapes and forestation	0.03	3	0.09
O11: Taking advantage of natural attractions, rivers, and valleys to improve tourism and sustainable income	0.034	4	0.136
O12: Existence of a suitable topography, natural resources, rivers, valleys, springs, aqueducts, landscapes, and prevalent wind flow of Tehran	0.034	3	0.102
O13: Existence of a variety of open spaces in the district and improvement of the environment	0.034	3	0.102
O14: Replacement of sustainable incomes rather than selling density	0.035	3	0.105
O15: Planning a coordinated system in urban environmental management in connection with budgeting so that it can supply the most important needs in the district.	0.03	3	0.09
O16: A change from regionalism to neighborhood-oriented approach	0.029	3	0.087



O17: Using worldwide experiences and theories in order to plan midterm programs of the municipality	0.03	3	0.09
Threats (T)			
T1: an increase in population absorption of District 22 in case the constructions continue and floating population	0.035	1	0.035
T2: Passing irreversible threshold, bearing capacity of the area in case there is no control over the condition in the area, and lack of attention to the carrying capacity in projects, cumulative effects and assessment of developing projects in the area	0.035	1	0.035
T3: Lack of criteria to supply and allocate services in proportional share lands in district 22	0.032	1	0.032
T4: Lack of coordination and difference between the point of views and policies of upstream plans and urban executives in planning developmental vision of district 22	0.03	2	0.06
T5: Lack of attention to neighborhood counseling units (meddling in selling density in the district)	0.026	1	0.026
T6: Unreasonable expectations of officials from district 22 in providing urban, national and transnational services	0.029	1	0.029
T7: To continue making agreements, issue permits and increasing density and existence of various buildings in the district and its costs for urban management and its environmental consequences	0.03	2	0.06
T8: The gap between neighborhoods from each other and inaccessibility to them and its consequences	0.025	1	0.025
T9: Creation of neighborhoods with low sense of community of residents and shortage of social communications between them	0.024	1	0.024
T10: An increase in environmental pollution and traffic congestion due to high volume of trips, traffic jam, and major centers.	0.034	1	0.034
T11: Seismic potential, flooding threats, and soil corrosion	0.031	1	0.031
T12: Dry climate, an increase of temperature in district 22 within a decade	0.033	1	0.033
T13: Using too much underground water supply could result in land subsidence	0.034	1	0.034
T14: negligence in approach and contribution, and citizen rights in upstream plans and rules	0.031	1	0.031
T15: Lack of legal mechanism and planning for sustainable income	0.03	2	0.06
Total	1		2.20

Source: writer's findings

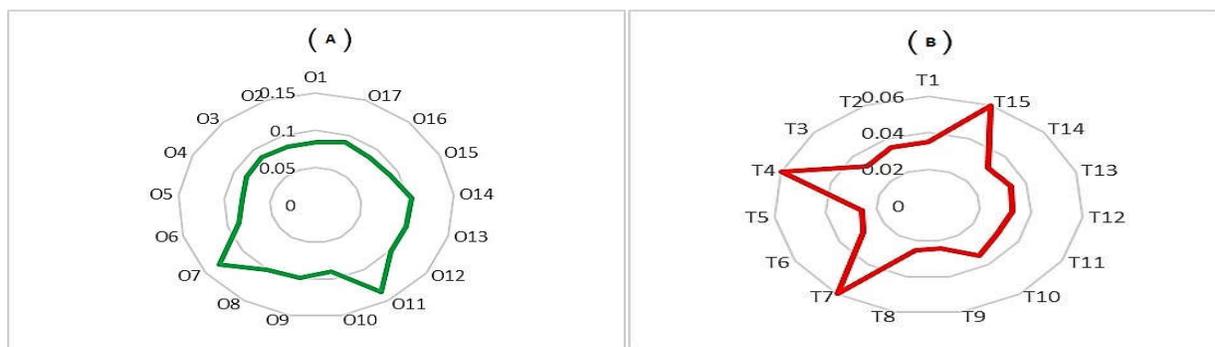
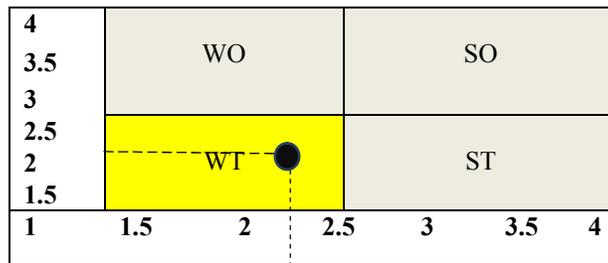


Diagram 3. Weighted score for Opportunities (A) and Threats (B)

Generally, according to table 1, sum of weighted scores for internal factors equals 2.37 and since it is fewer than the average, it could be said that despite many strengths, district 22 has many weaknesses in terms of internal factors. Since external factors score is 2.20 according to table 3 and that is fewer than 2.5, so the district faces threats in terms of external factors and the

current situation of strategic environmental management in district 22 is defensive since internal and external scores matrix meet according figure 2. As it can be concluded from figure 2, in spite of considering this area as the pioneer district in sustainable development and the last straw to improve Tehran, district 22 of Tehran municipality is in a poor condition in terms of management and planning.



Internal factors

Figure 2- IE Matrix: Current environmental situation of district 22 of Tehran Municipality (Source: Writer)

Supplying SWOT Matrix

If four sections of IE matrix are assessed, it could be said that SO is in an ideal situation, ST and WO are in fair situations, and WT is in a poor

condition. According to each one (Table 4) the required strategies have been applied in SWOT Matrix (Fred, 2011), (Ramezani & Salari, 2017), (Abya et al.2015).

Table 4 – SWOT Matrix

Strategic factors	List of strengths S1 – S2 – S3 ... Sn	List of weaknesses W1 – W2 – W3 ... Wn
List of opportunities	List of SO Strategies	List of WO strategies
O1	SO1: commitment of all operations and activities to the strategic sustainable planning	WO1: Development of clean energies and new technologies
O2		
O3	SO2: Integrity between natural elements in the district and changing that to an ecological network in the district in order to improve environmental function	WO2: : Completion of green belt for west of Tehran thorough water-saving cases and based on Tehran’s climate
:		
:		
On	SO3: Concentration of private investment on supplying public services in the district considering logical encouraging criteria	WO3: Directing construction investments in the district to create public transportation
	SO4: Agreements and contracts to develop the district perfectly	WO4: Protection of different areas in the district (region borders)
		WO5: Planning macro technological, information, and communication programs in



	<p>SO5: Credit supply and absorbing investments by creating tourist attractions in the outskirts instead of constructions</p> <p>SO6: Assigning some affairs to citizens and providing contributory management</p>	<p>order to make the systems intelligent and to cut the procedures</p> <p>WO6: Improvement in public training in the field of urban environmental management especially to the personnel and managers</p> <p>WO7: financial supply to use modern technology</p> <p>WO8: Ongoing control in planning, implementation and using environmental projects (landscapes, waste, etc.)</p>
<p>List of threats</p> <p>T1 T2 T3 : : Tn</p>	<p style="text-align: center;">List of ST strategies</p> <p>ST1: Planning effect arrangements criteria, according to the results of environmental, traffic, social, economic studies, etc. developing the environment based on its capacity.</p> <p>ST2: Creation of the context to communicate, coordinate and cooperation of environmental managers with academic centers.</p> <p>ST3: Preventing from environmental problems and protection based on the contribution of all beneficiaries and influencers.</p>	<p style="text-align: center;">List of WT strategies</p> <p>WT1: organizational reform and creation of an integrated urban environmental management and planning comprehensive urban environmental programs</p> <p>WT2: setting norms and basic cost rate for density and excess density in order to manage constructions and balanced distribution of population to control absorption of population in the district</p> <p>WT3: Budgeting supply and decrease in the costs of executive management through recognizing and improvement of sustainable incomes</p> <p>WT4: Investment and contribution with beneficiaries and using the assistance of private funding in order to complete the structures and wastewater system in the district</p> <p>WT5: Evaluation and determination of areas required protection and preventing from illegal constructions in order to protect the current ecosystem</p> <p>WT6: Necessity to implement comprehensive and detailed urban planning in order to impose a limit on issuing residential construction permits and also to stop issuing permits for enormous projects like malls, trans-regional hospitals, etc.</p> <p>WT7: Review, updating and completion of detailed plan of the district in order to protect open spaces in comparison with closed spaces in line with prevention of heat islands and natural spaces.</p>

		<p>WT8: Incentive policies and using NGOs to train, social cooperation and contribution of residents in urban environmental issues, social integrity and making decision among future residents.</p> <p>WT9: Legal and organizational reform in the district and obviate deficiencies.</p> <p>WT10: Improvement and absorption of private and governmental sectors investments to develop and promote different aspects of clean public transportation.</p> <p>WT11: Providing a comprehensive system to control, supervise, and evaluate the organizational function and quality of contractors in urban environmental management.</p>
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Source: Writer’s findings

Preparation of QSPM Matrix

In step 4, which is decision-making level, 11 strategies are judged and analyzed by experts out of 28 according to obtained management. QSPM Matrix determined relative absorption of each

strategy. In order to do so, the results of EFE and IFE Matrices as well as SWOT Matrix were used. The analysis and quantitative value of final absorption to promote urban environmental management in district 22 and ranking of strategies has have been shown in Table 5.

Table5. The attractiveness of strategies to internal and external impacts and their ranking

Strategies	The attractiveness of external factors Score	The attractiveness of internal factors Score	Total	Ranking of strategies
WT1	3.29	2.86	6.15	3
WT2	3.17	2.63	5.9	4
WT3	1.98	2.94	4.92	11
WT4	2.63	2.94	7.73	7
WT5	3.07	3.41	6.48	1
WT6	2.63	3.17	5.88	5
WT7	3	2	5	10
WT8	2.44	2.97	5.37	9
WT9	3.11	3.35	6.46	2
WT10	2.44	3.1	5.55	8
WT11	2.88	2.92	5.72	6

Source: Writer’s findings

Discussion and Conclusion

In response to the first question which refers to the recognition and study of the most important internal factors affecting the environmental

management of district 22, it must be said that “the tendency of urban management to sustainable development and criteria of a healthy viable city” has been regarded as the most significant factor with the score of 0.18 and “interference and variety of governmental



organizations in urban management and parallelism without keeping norms and standards” is considered as the most important management weakness in the district with the score of 0.082. Of the external factors, “natural attractions, rivers, valleys, with high ecological capacity to improve and attract tourists and build sustainable income” scored 0.136 were known as the most crucial opportunity, and two factors of “An increase in the capacity of viability of District 22” and “Lack of attention to the collective effects of developing projects in the district and excess of bearing capacity” both scored 0.035 were considered as the most important threats of environmental management in District 22. Some of these strengths, weaknesses, opportunities, and threats were compatible with upstream and downstream documents. The cases that have been mentioned in strategic urban development document of District 22 as capabilities and limitations of the district include “concentration of plans and current projects to develop the district based on neighborhood-oriented approach and pedestrian-orientation”, “tendency for high density and compressed contexts”, “existence of natural resources and elements in the district, heights and Kan & Vard Avard watersheds”, and “transportation system and suitable accessibility in the district”. In addition, in this document some factors such as “Shortage of water sources and wastewater infrastructures”, “gap between new neighborhoods (Barati *et al.* 2016) and “Various kinds of pollution in neighborhoods such as the pollution of underground water and potable water in the district” have been mentioned. (SOE, 2005)

The results show that the current environmental management situation of District 22 is defensive. According to this pattern, steps must be taken to decrease the damages of these threats and weaknesses and in order to cope with the threats, strengths must be used maximally. Since the present study has covered all ecological, economic, social, cultural and organizational factors, its results can broaden the view of district officials and the province on environmental management factors, and the managers will be able to consider all these

problems, opportunities, and considerable potential in their future planning.

About the second question of this study, it must be said that according to table 4, 11 defensive strategies have been chosen as the most appropriate key strategies in order to promote urban environmental management. In line with Tehran District 22 Vision, three basic strategies have been applied:

The first priority: Evaluation and determination of areas required protection and preventing from illegal constructions in order to protect the current ecosystem (WT5)

The second priority: legal and organizational reform in the district and obviate deficiencies. (WT9)

The third priority: organizational reform and creation of an integrated urban environmental management and planning comprehensive urban environmental programs (WT1)

According to the above mentioned results, the management has to plan in order to develop environmental approach and natural resources in the district, and based on the major concerns of the residents and confirmation of experts, the management must reform the legal issues and plan a comprehensive integrated management for governmental, private and public executives, and prevents from excessive development which will result in the damage and destruction of the district in the near future.

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