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Investigating The Capabilities, Bottlenecks And Strategies of Tourism Development (Case study of Shirvan County)

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ABSTRACT

In tourism industry development schemes paying attention to qualitative measures and social goals is necessary, since an inappropriate and uncoordinated development can pose great threats on nature and environment. Tourist attractions and potentials are among unique capitals of countries and regions. Identifying and planning for these attractions, in order to develop tourism and regions, is of premium importance. In order to reach a stable urban development, one should plan given the existing attractions and strategies and given the social, cultural and economic factors. Shirvan with a several-thousand historical history is one of the oldest regions in Iran. This city enjoys lots of attractions and potentials which also have touristic capability. Nevertheless, to date there were no scheme in tourist development field in this region. So, by recognizing abilities and attractions of this city we can contribute to this region's tourist attraction. The objective of this research is to identify the target tourist places, to investigate the capabilities, abilities, to identify the attractions and to present strategies to reduce the existing bottlenecks. The question is that are there any strategies and solutions to develop tourism in this city? The research methodology of this research is descriptive, analytical survey. Information has been collected in field and library methods, and using SWOT software, the advantages-disadvantages, threats, opportunities and strategies and solutions to develop tourism of the city has been presented. The results of this research show that, in spite of the fact that Shirvan enjoys lots of capabilities to develop tourism, it has a high vulnerability threshold which requires a review and appropriate policy to remove the limitations and bottlenecks.

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INTRODUCTION

Human beings in their different periods of life have traveled in order to see natural attractions, enjoy more appropriate bio-facilities, and be aware of ethnic and cultural diversity and have tolerated its problems, thus tourism is as old as the History (Zahedi, Shamsolsadat, 2006). Tourism industry around the world is one of the main earning resources and yet is an effective factor in cultural exchange between countries and as the most extensive service industry has a special position. Therefore, many countries are in a close competition over increasing their revenue and interests from this industry. Developing tourism industry, especially for developing countries that are faced with problems such as high unemployment, limited economic and currency resources and being single-product, is very important (Sabagh Kermani, Majid, 2000). Nowadays, developing tourism is considered as a potential regional power along with other activities and studies have shown that there is a positive and significant relationship between economic development and growth of countries (Lee, kwan, k, 1995). This industry relying on the preliminary capitals (tourist attractions) and principal and realistic planning, they can become a huge resource for production in national and regional levels (Elliott, James, 1997). Tourism development requires special facilities, including: desirable weather, historical and cultural relics, natural attractions, customs and traditions, infrastructures, facilities and equipment (Heydari, Rahim, 2008). Having understood this, countries started to provide appropriate facilities and equipment to attract tourists. Leading countries in tourism sector either in terms of natural sights like lakes, sunny beaches, and full-of-snow mountains, or in terms of other elements and building some artificial attractions and also creating an organizational structure with providing extensive investing beds could response to a vast demand for tourism needs and, to the same extent, have enjoyed its effects and achievements (Ehsani Gholamhosein et al. 2009). The four-season nature of Iran, its tourism and religious attractions and its 7000-year civilization have enabled it to be in the first ranks of the world tourism, but unfortunately, despite such high capabilities, it couldn't use the

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least existing facilities toward social growth and stable development and growth in tourism sector (Motii Langaroodi, Seyed Hassan, 2011). Many of these advantages have remained potential, which can waste the developmental abilities of tourism sector and attracting tourists. Different regions of Iran, especially North Khorasan, have abundant landscapes and capabilities, but the point that should be considered here is the evaluation of the existing situation of these capabilities and abilities in order to empower these regions and develop tourism. With regard to this, tourism industry can prepare the background for developing countries and using the existing capabilities can achieve development. Shirvan a city in North Khorasan State and is rich in natural, cultural, historical and religious relics. The first step toward developing tourism industry of this city is to identify the existing attractions and potentials as well as the bottlenecks and to evaluate natural powers and to have a strategic planning to exploit these capabilities in line with tourism development. Yet, our country, especially Shirvan city that is one of the deprived regions, is faced with a lot of challenges in different sectors and different factors to develop tourism. These challenges can be acknowledged in managerial sectors, lack of tourism capability identification, investments, public partnership, infrastructures and culture. With regard to this, the present research tends to introduce the natural and historical attractions of Shirvan and investigate the facilities and limitations and tourism strategies of the city in order to be able to help the related sectors. Therefore the question here is that: are there any strategies and solutions to develop tourism in this city?

History of research:

A lot of studies have been conducted around tourism, yet there is a need to more studies in city tourism. In the following we point out to some of these studies: SalarKahzadi (2010) in a paper titled "analyzing the effective factors on tourism development" with SWOT analyses showed that in spite of the extensive potentials in Kordestan in tourism, lack of infrastructures, weak marketing activities, and weak tourism management were the most important barriers for tourism development in Kordestan. Masihi *et al.* (2011) conducted a research titled "strategic planning for tourism industry development in southwest of Iran", the findings of which show that tourism can be developed when its background, an interconnected network of tourist attractions, is reviewed and defined. Hoseini, Seyed Ali and MohammadiJalili (2012) in a paper titled "analyzing the tourism capabilities in order to strategic planning for Soltanieh" with SWOT method concluded that Soltaniehenjoys such rare elements as historical and natural attractions and proximity to big population centers, but its bottlenecks are short stay of tourists and lack of economic attitude toward tourism in the city and region. Madhooshi and Naderpoor (2003), in evaluating Lorestan tourism barriers, consider the following as the most important factors of tourism underdevelopment in this city: multiplicity of decision-making centers, weak facilities, and weak tourism services. Jonson Werbeck (1998) in investigating the capabilities and attractions of tourist cities which are constituted of historical buildings, urban landscapes and sights, museums and art galleries, theaters, events, etc. conclude that these are the primary elements and there are other facilities that are important for tourists but are less likely to be the reason for tourists to visit the city. Ashorth (1992) studies as "urban tourism development" conclude that urban tourism development needs a comprehensive progress of theories, concepts, techniques and analysis methods in investigating the role of cities in tourism and identifying the touristic places in cities.

Tourism:

Until late 1970s, tourism was introduced as a golden and non-pollutant activity and its desirable effects and benefits, especially its economic profit, was emphasized continuously (Wight, p: 1993). Nowadays, tourism is one of the most promising activities, which is regarded as development gate. Generally, tourism constitutes a flow of capital, human, culture and mutual relation among them. Therefore, it creates different effects on geographical spaces (Briedenann, J. and E. wickens, 2004). Nowadays, tourism is not discussed with the concept and image produced by Marcopolo, Ibn Betooteh, NaserKhosro, etc. who surfed the world and left logbooks or tended to explore the unseen and the unknown, but it is discussed with other concepts. Today, tourists travel in order to have fun, tour and pilgrimage, pass leisure time and rest, get familiar with other cultures, and to visit historical and ancient buildings (Alvai, Mahdi and Zohreh Dehdashti, 1994). Currently, many countries consider tourism as the best way for communication and development of cultural level, creating international understanding and gaining economic revenue. Many aspects of attractions and facilities were initially created to service local habitants, but tourists' use promotes them. Urban tourism should be planned carefully. The seating and the way of creating the attractions and other required infrastructures and maybe organizational improvement should be adopted (Ranjbarian, Bahram and Zahedi, Mohammad, 2000). Depending on the different tourism potentials and resources, the tourism targets can present one or more types of tourist attractions to the tourists as the tourism product. Tourism includes all the services and features that are placed together in order to provide what the passenger wants. It has different types, but tourism experts around the world, have specified 4 general spaces as the tourism targets including: Rural space or green tourism, Mountainous space for mountain sports, Coastal space with special features, Urban space (Ghalibaf *et al.*, 1390).

The presence of several historical – cultural attractions and special and human-made attractions in different places with tourism growth has led tourists to invade these targets. Because they have a lot of tourist attractions, urban areas and regions are considered important tourism targets (Papli Yazdi and Saghahi, 2006). Therefore, a great extent of tourism facilities is concentrated in cities. Urban tourism is the mutual performance of the tourist, the host and tourism space production in relation to travel to urban regions with different motivations and to visit the attractions and use the facilities and services of tourism which have different effects on the space and urban economy (Mohammadi, Ali, 2007). Due to economic profitability, increased public income, employment and the different methods used for supporting the urban facilities and services and helping with maintaining and reconstruction of historical places, tourism is important for small and large cities (Taghvaii, Masoud, and Akbari, Mahmood, 2008). In different regions and traditional cities, tourism establishes itself in a firm economic structure. In cities that attract tourists, tourism is the promoter of urban growth and development. In non-tourist cities, this industry is discussed as a scheme and urban managers require new images of the cities and increased tourist attractions. Urban environments are important both as the origin and destination of tourist movements. As some urban relics and elements has attraction and interest, other elements are found in other cities too, which are regarded as negative and repulsive factors, among them are mountains and impassable highlands, different pollutions and light quality, police and urban safety etc (Kooshesh Tabar, Mohsen, 2008).

Tourism development:

Tourism development is a complex process which includes international and national development factors and groups involved with the government policy, planning and legislation. Tourism development is to develop this industry and attracts tourists to a region using the existing resources, so that a full synergy is created among tourism elements (tourists, people and target) and the potential advantages of tourism development of economic, social, cultural and political aspects are realized (Motii Langaroodi, Seyed Hassan, 2011). Three main factors in tourism development are tourists, the people and the target features, the amount of adaptation and overlap of which creates a region that an interlacing development will realize. Interlacing development is like the adaptation of the main three factors in tourism development of the area or domain of tourists, which includes the expectations or needs, culture and values, personal features and financial and economic powers of the tourists (Mohammadi, Ali, 2007). Tourism development as a strategy should be investigated from different economic, social, ecologic, and institutional aspects. Tourism can revive the economics of local communities by partnership in entrepreneurship and income creation, and also it can play a role in local culture improvement and can make a change in preserving or reconstructing the environment and the human-made things (Taghvaii *et al.*, 2008). Tourism development increases occupational opportunities, income and wage creation for native and local people and extends the relationships between city and village. In the other hand, given the capabilities and various attractions, Iran has several opportunities to develop tourism which is possible through planning and developing infrastructures.

Tourism development strategies:

Tourism strategy determines that which kind of tourists, where and how should be developed and by what kind of facilities and services and what kind of attractions should be developed. Tourism policy strategies establish a geographical place for the future and determine their landscape for huge country-wide or world-wide plans and determine their position in huge plans and are documents for tourism development in future. In fact tourism strategy is the tourism market landscape (Movahed- Ali, 2007). As it is inferred from global studies and experiences, essentially tourism development has two kinds of positive and negative effects in environmental, social and cultural areas. Therefore tourism development should be organized in such a way that have the highest positive and the lowest negative incomes. From this view, strategies and policies in each region should be selected given its special conditions and culture that is compatible and coordinated with national objectives and native and local values. Several factors play a role in tourism development, but three factors are key and important ones: the host (people), tourists and the attractions. The overlap among these three factors is tourism development and can be the main tourism strategy. Stability concepts have been accepted widely as the basic approach for any kind of development including tourism development. On the contrary of traditional approach, stable tourism can supply the balanced the socioeconomic and environmental goals in national and local levels. The method used in tourism planning, like other development programs, should be in such a way that allows stable development. The way of realizing stable development conveys that in addition to realizing interests for today's community, it will preserve natural, cultural and other tourism resources for continuous usage (Ghalibaf *et al.*, 1390).

In this regard the most important factors are:

- Increasing accessibility to tourist attractions through creating infrastructures, parks, etc.
- Maintaining natural and cultural attractions in developing cities.
- Balancing the habitants' and visitors' interests.
- Promoting cultural and social livability of local communities.

- Promoting the economic livability.
- Unstable consumption pattern (Taghvaii, Masoud, and Akbari, Mahmood, 2008).

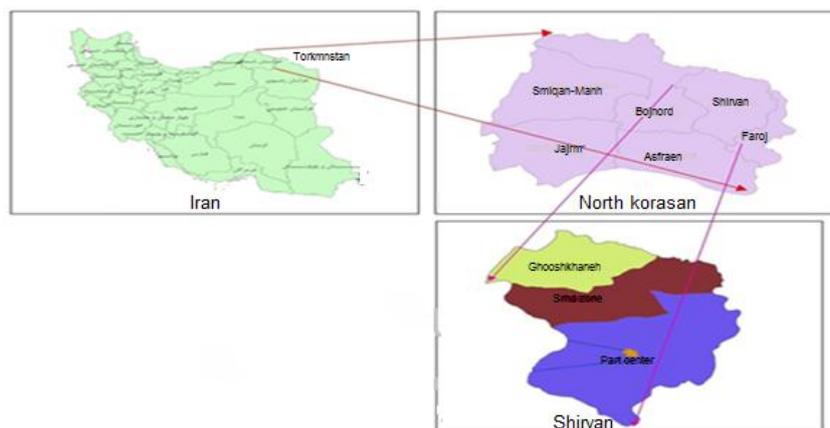
Potentials and attractions of Shirvan:

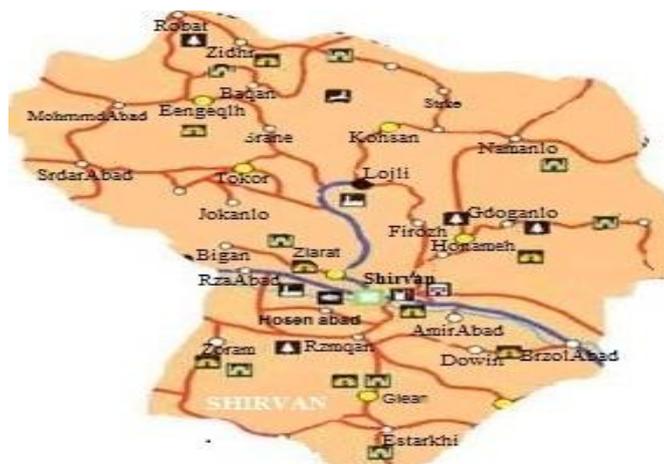
Table 1: dividing the tourist attractions of Shirvan

| Tourist attractions | | |
|---|--|--|
| Cultural attractions | Natural attractions | Human-made attractions |
| <p>Castles, Tombs, Mosques, architectural styles, crafts, special rural and urban spaces traditional and Mugam music, and local dances are the most important cultural attractions of this city.</p> <p>- various ethnic context with different cultural components</p> <p>- cultural sights and agricultural and livestock products</p> <p>- half-habitant tribes and nomads in the region, and their crafts, carpet-making, Glim-making</p> <p>- Beheshte Hamzeh and historical cemeteries dating back to pre-Islamic periods</p> <p>- Baba Tavakol Shrine in Gelian</p> <p>- Bandar Ibn Isaa Tomb in Zorom village</p> <p>- Zakaria Peyghambar in Gelil Sarani</p> <p>-Yahya Shrine next to Tapeh Nader in Shirvan</p> <p>-Hamz Ibn Moosa Reza Shrine located in Ziarat</p> <p>-Teymoori Tomb in North of Hamzeh Reza</p> <p>-Ort Sheykh located in Henameh Village</p> <p>-Sheykh Rashidodin building located in Bidvaz village suburbs</p> | <p>Mountains, caves, rivers, falls, springs, and various vegetations are considered as a natural attraction.</p> <p>- Shirkooh in Shirvan</p> <p>- Gelil Sarani protected area in Shirvan</p> <p>- Oghaz Yaylak</p> <p>- Kismar green hillside and the a famous spring called Bagan and Fatemeh Khanom located in Oghaz</p> <p>Springs: Kani Gholop, Kani Salkhan, Kani Naleh in Zortanloo Village</p> <p>- Gelian Yaylak and its green nature</p> <p>- Estarkhi Fall and Ghale-zoo Fall</p> <p>-Barzoo and Shoorak Dams</p> <p>-Trnav and Gohman- Honamhe – landscapes</p> <p>-Behesht Zorom Valley</p> <p>Mountain-climbing and hiking</p> <p>Shah Jahan Mount from Aladagh mountains - Alkhas mountains (located in Turkmenistan boundary)</p> | <p>-protected areas-Artificial parks festivals and -cultural and are centers conferences</p> <p>The hill of ancient citadel, known as</p> <p>-Tapeh Naderi</p> <p>- Glor Tapeh located in the west of</p> <p>- Esteghlal Shirvan ‘ shirvan hillMansooran Hill and Ziarat Hill.</p> <p>Caves:</p> <p>-Dastkand Cave Honameh</p> <p>-PoostinDooz in Loojli</p> <p>-Chartaghi Teymoori</p> |

The research scope:

Shirvan County is a city in North Khorasan State. Its total area is 3789 kilometer and is confined to Turkmanistan in North, to Esfarayen in Sounth, to Farooj in East and to Bojnurd in west. Its capital is Shirvan city and Lojli is a city in North of this County that includes 7 villages, namely Ghooshkhaneh, Jirestanen, Takmaran, Zorom, Seukanloo, Gelian and Ziarat. Shirvan is among high cities in North Khorasan which is located in the vally of a boundary river, Atrak, between Kopedagh and Aladagh Mounts. It has a relatively cold weather in winters and a warm and moderate weather in summers.





The research method:

This research is a descriptive-analytic research and is conducted using SWOT model, which is one of the strategic tools for matching internal advantages and disadvantages. From the viewpoint of this model an appropriate strategy maximizes the advantages and opportunities and minimizes the disadvantages and threats. The required information was collected by field and library methods. All the external-internal factors were developed using Delfi method, field observation, library studies and coordination with Cultural Heritage organization, and finally the strategies to decrease the bottlenecks and tourism development for the studied region were addressed.

SWOT analysis is an appropriate tool that investigates and analyzes all the factors in different situations in order to develop and present acceptable strategies in region level. SWOT is an acronym of the words: strengths, weaknesses (internal factors) opportunities and threats (external factors). In this pattern opportunities and threats are indicative of major desirable and undesirable challenges that faced in the environment, and against them, strengths and weaknesses, show internal facilities, capabilities and lacks.

This matrix is one of the most important tools through which managers can compare the information and present 4 types of strategies. SO strategies, ST strategies, WO strategies, WT strategies,

External and internal factors in the region's tourism:

In order to investigate the capabilities and address the existing problems in Shirvan tourism development using SWAT factors, in order to remove weaknesses, threats and in order to improve strengths, opportunities are listed and we will address to strategies for developing tourism given the most important strengths and opportunities.

A. In this stage the internal environment effects of the studied scope are investigated and listed in the following table in order to identify the strengths and weaknesses affecting tourism development:

Table : IFE matrix of internal factors affecting the tourism of the studied area

| | Strengths | Weaknesses |
|--|--|--|
| Economical | <ul style="list-style-type: none"> - Crafts and agricultural and livestock products -Ability in terms of capabilities and wide fields for investment in tourism industry -Various herbal and bestial biological areas -The existence of a young and active population | <ul style="list-style-type: none"> -Lack of appropriate employment in the County -Non-exploitation of potentials and attempts to attract the required capabilities for tourism development -Short-term stay of tourists in these regions -Lack of the required resources in tourism development -Low level of people income in the county -The population's reliance on agriculture and animal husbandry for employment and income |
| Social – cultural – population-related | <ul style="list-style-type: none"> -Customs and mores, and a local and traditional culture special to the people and ethnic and cultural variety in Shirvan -Historical and cultural monuments and listed valuable attractions -The presence of security in the region -The ability to attract population due to the existence of land and a good geographical position -Existence of cultural attractions such as Shrines and mosques -Having more than 100 villages, of which 21 have more than 1000 population and having 2 cities in the county, Shirvan being its capital | <ul style="list-style-type: none"> -An increase in migrations and a decrease in population -Lack of advertisement and awareness for tourists -Lack of tourist tours and services -People's unawareness concerning tourism privileges -Lack of cultural places in many villages |

| | | |
|------------------------|---|--|
| Skeletal – spatial | -Want of any barriers or topographic feature for facility establishment Availability of equipments and services in most parts of the county Ease of access and nearness of the cities -Special touristic regions with historical and intact contexts -Direct access of villages to urban centers -Enjoying infrastructural and superstructural services and health care services | -Lack of welfare and accommodation facilities like hotels -Inappropriateness of environmental and skeletal infrastructures Want of rest rooms Increased servicing costs -Lack of an appropriate road system to connect villages to rural districts and vice versa. |
| Structural managerial | -Authorities believe in relative employment and making money by tourism development | -Lack of convergence and cooperation between people and authorities concerning tourism in the region -Want of a correct planning and management for tourism development -Want of exact statistics and existence of advised decision-makings from authorities -People's unawareness about how to use the existing capabilities |
| Geographical – natural | -Appropriate weather -Natural attractions like mountains, caves, falls, springs and herbal spices Appropriate and desirable soil for agricultural purposes Intact regions for tourism boom | -The rural regions are mountainous and impassable |

B. In this stage the external environment effects of the studied scope are investigated and listed in the following table in order to identify the external opportunities and threats affecting tourism:

Table: EFE matrix of external factors affecting tourism in Shirvan

| | Opportunities | Threats |
|--------------------------------------|--|---|
| Economical | Possibility of more fundraising and money-making from tourists of other cities Create jobs through tourism development Tourists of other conterminous countries can enter this county and it will lead to custom transactions Fundraising from private sector by motivation | Failing to raise funds due to short stay of tourists Increased land price and increased financial load for creating tourism equipments Lack of an economical attitude toward tourism sector in the region Inattention to serious planning for tourism development Lack of enough budget assignment for tourism sector |
| Social – cultural – population-based | Possibility of attracting researcher from around the country in order to investigate the existing monuments Possibility of holding conferences and Mugam music programs in order to introduce the culture, tradition and attractions to the tourists Possibility of creating cultural exchanges and going out from cultural isolation Possibility of controlling social deviances The existence of listed historical and cultural valuable monument in the province The existence of a provincial TV channel and exploiting it for advertising and introducing the capabilities | Lack of advertisement and informing for tourists An increase in social violations as a result of tourist entrance Destruction of native and local culture as a result of increased tourists Increased pressure on the natural resources as a result of extended consumerism culture in the society |
| Skeletal – spatial | Possible long-term accommodation for tourists after building the accommodation and recreation centers Possibility of building more appropriate roads to advance transportation and ease the access for tourists Being located in a good position and a trajet for travelers (Shomal-Mashhad) | A weakness in marketing, because tourism is seasonal |
| Structural – managerial | Possibility of strategic management and planning for stable tourists Organizing the adjunct activities like crafts, building museums, etc. Support from authorities and the government in tourism programs Possibility of creating tourist websites in order to introduce the capabilities and electronic system in introduction | Inattention from the county authorities of the province and the government concerning tourism Lack of an exact planning from senior management The region and the adjunct regions' deprivation and a sort of ignorance from the authorities |
| Geographical – natural | The existence of various natural landscapes and being adjunct to Shahjahan heights – Petelgah and its adjunct regions | The incidence of droughts and endangering of water and natural resources |

In the above tables the strengths, weaknesses, opportunities and threats were specified and in the following table, given the comments of authorities and people, we have tried to prioritize the external and internal options in order to obtain a quantitative and regional result.

Prioritizing the strengths and weaknesses and opportunities and threats in the viewpoint of tourists and authorities:

| Prioritizing the strengths | Prioritizing the weaknesses | Prioritizing the opportunities | Prioritizing the threats |
|--|---|--|---|
| Being formidable in terms of capabilities and vast lands for investment in tourism industry The existence of top tourism regions with historical contexts The existence of various herbal and bestial biological areas The existence of historical, cultural and natural attractions with an established value The existence of intact regions for tourism boom The existence of security in the region Local and traditional customs and mores and cultures special to the people and ethnic variety The existence of crafts and agricultural-livestock products | -Non-exploitation of potentials and attempts to attract the required capabilities for tourism development Lack of welfare and accommodation facilities Lack of an appropriate road system to connect villages to rural districts and vice versa. People's unawareness about how to use the existing capabilities and unawareness about tourism advantages The rural regions are mountainous and impassable Inappropriate environmental and skeletal infrastructure Increased migration and decreased population Addiction to drugs | Possibility of more fundraising and money-making from tourists of other cities with motivation Create jobs and economic boom through tourism development Possibility of creating cultural exchanges and going out from cultural isolation Being located in a good position and a traject for travelers (Shomal-Mashhad) Support from authorities and the government in tourism programs and paying attention to top tourist regions Possibility of holding conferences and Mugam music programs in order to introduce the culture, tradition and attractions to the tourists Possible long-term accommodation for tourists after building the accommodation and recreation centers | The region and the adjunct regions' deprivation and a sort of ignorance from the authorities Failure to obtain the initial investment as a result of short-term stay of tourists Increased pressure on the natural resources as a result of extended consumerism culture in the society The region's sensitivity due to being coterminous with Afghanistan Increased land price and increased financial load for creating tourism equipments Lack of enough budget assignment for tourism sector A weakness in marketing, because tourism is seasonal An increase in social violations as a result of tourist entrance |

Presenting strategies and solutions of tourism development:

Invasive-computational strategies:

In invasive strategies where focus is on internal strengths and external opportunities, the external opportunities are exploited. The following solutions are presented to exploit the existing advantages in order to develop tourism:

- Identifying and using the attractions and capabilities by investing in attracting tourists and compete with the adjacent regions
- Exploiting the increased travel motivation with regard to the appropriate situation and standing in Shomal-Mashhad route.
- Investing and exploiting the existing attractions and, subsequently, creating jobs and decreasing factors such as unemployment, social deviance and addiction
- Declaring the privileged touristic regions (rural-nomadic) with support from authorities and establishing their historical relics
- Adopting the required preparations in order to connect Shirvan touristic regions to the adjacent attraction networks
- Promoting advertisement and notification activities in order to introduce the city

Diversity strategies:

In diversifying strategies where the focus is on internal strengths and external threats, and also the region's capabilities are shown against the threats, the goal is to increase the existing capabilities and reducing the threats by developing tourism scheme.

- Diversifying the facilities and capabilities of the main touristic regions and equipping the routs with touristic facilities, utilities, and entertainment and providing the persistence motive in tourists.
- Adopting plans and focusing protection and safety in acute boundary spots in order to prevent drug contraband
- Identifying and investing with planning in developable regions and promoting and improving the culture (preserving traditions, customs, religions, etc.) and leaving isolation

Review strategies:

In addition to emphasize on internal weaknesses, it has been tried to exploit external opportunities in order to remove weaknesses of the touristic regions.

- Reviewing the distribution of tourism facilities, services (including residential-welfare centers)
- Reviewing the development policies of the regions talented for tourism and developing related institutions and organizations in the city in order to learn people how to use tourism capabilities and advantages and training how to exploit tourism relics
- Paying attention to the privileged touristic regions, appropriating the environmental and skeletal infrastructure by investments, and adopting the required budget in order to prevent rural migrations
- Coordinating the plans among organizations responsible for tourism development in the State

Defensive strategies:

In defensive strategies which are based on internal weaknesses and external threats the following are suggested in order to remove them:

- Creating facilities (loan) and investment grants for constructing residential complexes, recreational facilities and investing in appropriate plans for tourism development.
- In order to encourage people to travel and creating long-term persistence motive in tourists in Shirvan and tourism development of this region, marketing researches and research in diverse aspects and attractions of the city in target markets should be exploited.
- Identifying the different touristic potentials in the city and appropriating and making them accessible for them.
- Holding investment developing meetings and seminars in tourism industry by city councils and the related agents
- Promoting and extending advertisement in tourism sector through modern methods, media, brochures, book, etc.

The most important effects and benefits of tourism development in Shirvan:

- 1- Decreasing unemployment rate, economy development and preventing rurals from migration to Shirvan.
- 2- Flourishing handy crafts and business, employment and income-creation for native habitants
- 3- Bringing out the city from isolation and deprivation
- 4- Creating firm mutual relations among urban regions and village and regional development
- 5- Cultural upgrading and promoting cultural exchanges
- 6- With an increase in income level of families and a decrease in unemployment factors such as unemployment, social deviance and addiction will decrease.

Bottlenecks and problems in tourism underdevelopment of Shirvan:

Despite the attractions and potentials in this city, there are several barriers for tourists, the most important of which are:

- 1- People's unfamiliarity with touristic capabilities and attractions and relics and incuriosity toward them
- 2- A weakness in traffic signs and tourist guides along the routes and connection networks with touristic regions and inappropriate road and transportation infrastructure coverage of the target touristic villages
- 3- Lack of appropriate and enough rest rooms in most parts of the city for tourists
- 4- Leaving historical buildings and gradual destruction of them
- 5- Lack of guide signs and maps to access the historical and cultural and natural elements
- 6- Disparity of the attractions and accessibility to the touristic regions of the city
- 7- Lack of appropriate places for landfills and waste waters in most touristic regions
- 8- Successive famine and its effect on the natural resources

Conclusion:

Given the deprivation of this region, the special geographical conditions and situation have created a set of most important natural attractions and potentials which can be used as the backgrounds needed for tourism development with careful planning and considering appropriate strategies. As such, these capabilities can be a means to create income and occupation for the people of the city. Even the least abilities and capabilities should be exploited, since they can affect touristic, cultural, economic, and social development of the city. Shirvan city, in spite of having potential abilities, due to the lack of infrastructure facilities and inattention of the authorities toward tourism, is not a tourist attractor. As it was mentioned, another problem is the lack of infrastructures. Lack of infrastructure facilities is a problem for exploiting the existing potentials. Achieving the tourism development goals requires promoting and developing infrastructure facilities. This problem won't be solved just with investing and waiting for tourism development. Using SWOT method in the studied region, 43

strengths and opportunities and 37 weaknesses and threats are identifiable as the limitations and bottlenecks of the region for tourism development. In a simple analysis it can be said that the vulnerability threshold of the region is high and it needs appropriate policies in order to remove the weaknesses and threats using strengths and opportunities.

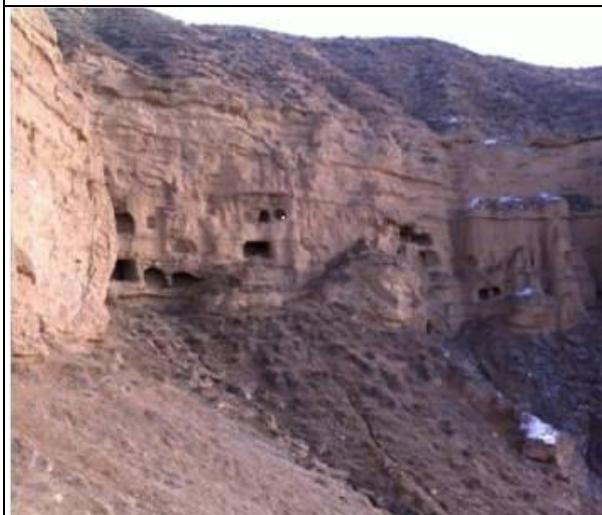
There is a long way to develop tourism in this city and tourism development in Shirvan requires a comprehensive, targeted and prospective planning with an appropriate management, creating infrastructures, the required facilities, paying attention to all the related sectors (economic, cultural, social, etc.) native people partnership and effective advertisement. As it was stated, this city has high capabilities but it can be said easily that these facilities haven't been used toward tourism development. Among the most important problems of tourism in this part are: the lack of a cohesive planning for tourism, lack of residential and welfare infrastructures, lack of advertisement and failing to exploit the existing facilities.



Waterfall of Estarkhi



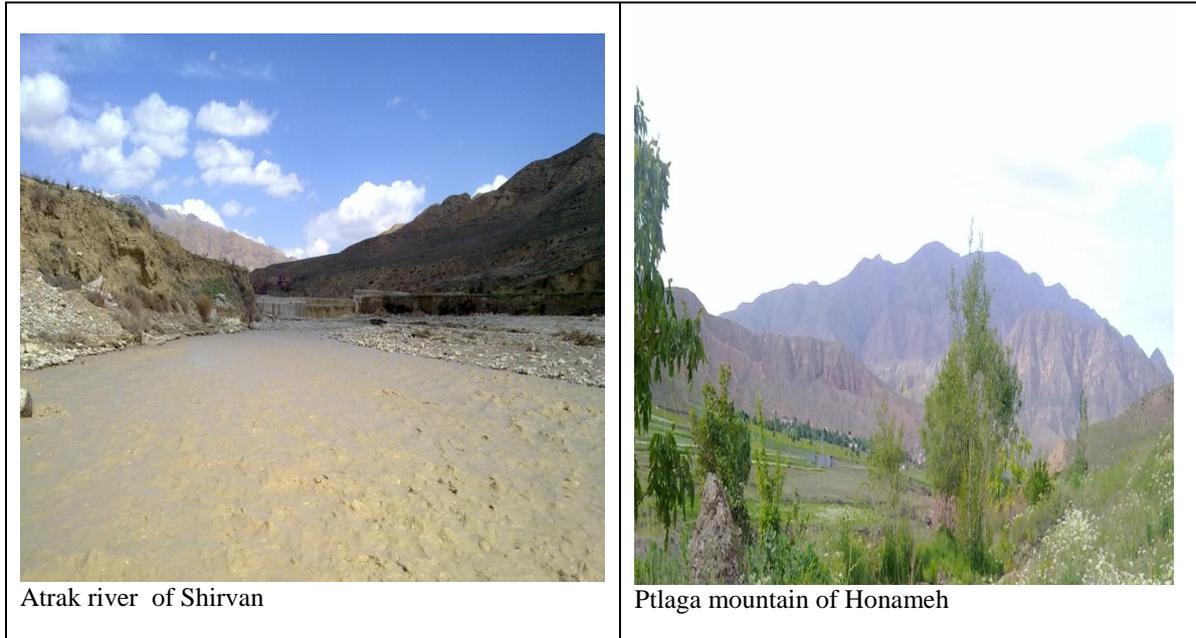
Behesht valley of Estarkhi



Cave of Honameh



Preserve region of Golill



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