



Evaluation of Tourism Industry Development Strategies Factors in Guilan Province

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Abstract

Iran due to its unique condition in terms of tourist attraction and because of the specific location and a variety of natural resources and human Phenomena, that different regions of the country including Guilan province has a typical position in terms of tourism which attracts a lot of tourists. By itself, ecological, environmental, cultural, historical and religious attraction in the north, we will see more development in the tourism industry by formulating and scientific solutions and preservation of cultural values and the environment. In this research, a descriptive – analytical approach has been taken in order to achieve mentioned goals. Also major sources of tourism are identified by field and library (Book, Magazines, Relevant document) study and with SWOT pattern, strengths, weakness, threats and opportunities will be specified and analyzed. The present research with fundamental question that whether tourism development reduces the effects of economic sanctions? Based on this assumption that, the development of tourism can reduce the effects of economic sanctions and we can use tourism industry as a means to deal with economic sanctions and create employment opportunities, distribution of income, foreign exchange increase, reducing migration, raising the living standard, regional balancing, transferring value to unprivileged area, development of rural and urban communities and the cultural and ethnic unity for the attainment of national unity.

Keywords:

Strategies, Development, Tourism industry, Economic sanctions, Guilan

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INTRODUCTION

Tourism comprises the main part of the world economy and is one of the biggest world industries. (WTO, 2008) Predicted that, international tourism in the year 2020 will reach up to 1.6 Billion and turn over result may be more than 2 trillion \$ all over the world and also It will be one of the most profitable industry in the world. In other words, It is called invisible exports (Rezvani, 2001). In fact, tourism comprises approximately 6% of the world trade. Annually, more than 700 million travels were made (Lee, 2000) Tourism should be considered as new phenomena which have originated in beginning of 19 century. Tourism development is caused by construction of an extensive network of transportation, highways and air transportation (Monshizadeh, 1998) the accumulation of wealth and knowledge triggered an industrial revolution in the second half of the eighteenth century which was greatly accelerated in 1780 and brought many impacts. (Palmer, 1979) commercial revolution was replaced with industrial revolution. (Lotfi, 2002) Tourism is one of the global flows which generate income and employment for local residents. (Briedenhann, 2004). The emphasis on the economy in geographical areas for development and welfare of local residents intensifies the importance of tourism. This calls for global macroeconomic policies in areas of tourism and turn it into a world phenomenon (Sugiyarto and Blake, 2003).

Today, tourism is more than a mere industry but rather the dynamic and social aspects of the world that has its own complexities (Fisher, 1989). The main elements of strategic plans in tourism are: The internal purpose, Resource assessment and options of tourism development, financial analysis, management and marketing techniques (Garther and Hawkins, 2002). The last stage in the planning of tourism projects is ensuring tourism planners of the socioeconomic benefits of tourism development plans (Kelly, 2002).

To achieve such a process, the commodity supply policies and tourism services should be specified while preparing the plans in national and regional scales. Certainly the management of

tourism in each region requires a management program which is in conformity with its environmental economic and social characteristics. The formulation of such program helps tourism management, facilities and possibilities. (Swarbook, 1999).

Site of study

Guilan province is located coastline with variable width and variable width in the eastern slopes of the Talesh highlands from Ridge to coast plain and apart from western Alborz up to end area of Shahrod valley until Guilan plain is associated with Caspian sea. This area is from Astra River in north till southern boundary (The section of Amarloo, Rodbar city in margin of Shahrool) in south in order between 36 degree and 36 minutes and 3 seconds until 38 degree and 27 minutes and 7 seconds North width in along north west – south east length 225 km and in orbit It is from Baghrodagh peak in Talesh highlands until Mazandaran western borders in east in order between 48 degree and 34 minutes and 25 seconds until 50 degree and 26 minutes and 42 seconds eastern length in variable width 105 till 25 Km.

Guilan province has 9% of the total area of the country and Guilan area is about 14711 km. Guilan is the smallest province after Kohkiluyeh Boyerahmad in Iran.

Guilan is adjacent to the Caspian sea and Azerbaijan Republic from north and northeast. From west with Ardebil and from south west to Zanjan province (Term city) and from south to Qazvin province and from east with Mazandaran province. Due to the geographical location, Guilan province is one of the fertile and most beautiful areas in the country.

MATERIALS AND METHODS

In this research is used for descriptive – analytical method for achieving goals. That is used for identifying locations attractions. Weakness and strengths, opportunities and threats are analyzed by SWOT pattern, this method is based on the principle that every phenomenon is in a competitive environment and is influenced by internal and external conditions, indeed It is systematic

Table 1: SWOT MATRIX

W-Weakness		Threats	
WO		So Strategies	
WT-		ST-	O- Opportunities
Defensive Strategies		Competitive Strategies	
		T-Threats	

that analysis of strengths and weakness in internal condition and analysis of the opportunities and threats in external conditions. (Wheelen and Hunger, 1995). Essentially SWOT is a strategic planning tool (Hom hack, 2001). The total analysis delivers a systematic method for identifying the factors and choose a strategy that are the best agreement between them (Elliott, 1997) .Therefore, the matrix can compare information and It presented four strategies. View of this model, an appropriate strategy can maximize strengths and opportunities and can minimize weaknesses and threats. Analysis of these factors is systematic in the external and internal environment. It provides support for location of decision. (Harrison and Jefri, 2010) and they form a SWOT model structure.

To develop a strategy in SWOT model, we can form a matrix. It is called matrix assessed this matrix can provide threats, opportunities, weakness and strengths (Table1). SWOT matrix has 9 cells. Four of them are the main cells, the cells that indicate strategy have titles: (SO), (WO), (ST), (WT). Therefore are provided for choosing 4 strategies. Quad strategy is included: Investing strategy (SO), Review strategy (WO), Competitive strategy (ST), Defensive strategy (WT).

However, studies are conducted on the internal and external environment (Guilan province) list of strengths, weakness, and threats was identified and after feeding back from officials, tourists, professors and researcher. To each variable and the calculation and analysis, priorities identified. Finally appropriate strategic threats and supporting the opportunities in order to reduce the effects of economic sanctions.

The overall, Matrix presented in this study, are included:

A) Set points of weakness, strengths, threats and opportunity in this study.

B) Assigned weighting factor between zero (not important) or one (Very important) each el-

ement in this collection are assigned (Sum of weighting coefficients) weight coefficients must be equal to one by normalizing.

C) Determine the status of each agent with a score between 1 to 5 (Weak:1, lower than average: 2, Average: 3, above average: 4: well: 5).

D) Calculate the weighted scores by multiplying (points) of factors in moralized weight and insert it in the column

E) Calculated as the sum of the weighted scores that minimum is 1 and maximum is 5.

Population have experts, tourism , department officials (Cultural heritage and tourism and handicrafts, protecting environment Guilan department of natural resources) and Professors, researchers, tourists in this study.

Capabilities and tourist attraction of Guilan Based on surveys and field studies in the area, Guilan has variety of natural, economic, historical, religious attractions. There are natural attractions such as: kote kome forest spa, Abasabad Natural lagoon with sought of approximately 100 hectares amirkelaye and kiakelaye Lagoons international, Bibiyanlo forest park, lavandvil, ganj kish and heiran in Astara, Kiashahr) Bojagh Lagoon, Perspective of Amlash, Anzali Lagoon and four areas for natural habitats and protected asisiakishem area, Sorkangel wild fire refuge and two areas of Chokam and Hosseinbekande hunting ban, Diverse Lagoons (Jokhandan Lagoon) . Puddles and beautiful mountain areas. Coastal forest and Talesh beautiful land scape, Shaft, Masouleh, Shafarood river in winding path, Bent mountain with nice falls (Visadar) and Shafarod dyke and arde mountain and summer ways, Zen daneh, Barzkon in Rezvanshahr, Eshkevarat areas unique plant species as: Sosan Chelcheragh and Zarbin, Dorfak free Hunting and Hunting ban region in Rodbar masafa yelaghat, natural springs and mineral and beautiful fall are made in rivers ways in Shaft, Masal, Siahkal, permanent water sources, seals in natural caves, Kho-

ramkesh falls, Selehmarz, Yasrod in Shaft city. Lagoon and Kisham black Haven in Siahdarvis-han and Nargestan rivers tenian. Forested and mountainous areas Narenj pare tension cave in some sara city. Nice yelagh in Zideh, Maklavan, Majolan and Gashrod Khan and Ghalerod Khan in Foman city, Caspian sea coasts, areas of forest and mountain in Lahijan and Langeroud and valuable historical and cultural as: monuments and archaeological sites. In Astaneh city, Jalalodin ashraf court, he is imam Reza's brother and tomb of yamin amir sultan agha seied hasan is headed of Seied Jalaodin Ashraf and Dr. Moein cemetery is one of Iran literary figures in Astaneh Ashrafieh, Garmaver castle, Shahneshin Goroj, Sofi family, historical houses and Babajan dare cemetery, Sartorbat in Amlash, tol archeological and serian buildings, Aghevlar and Sardar Amjad palace building and Lisar castle in Talesh, espia mezget cultural and historical monuments (white Mosque) and Poneh Brick bridge and Zarinkol castle and Roghaye Rod ancient cemetery Mianrod and Sekeh in Rezvanshahr, Imam zadeh Ebrahim and Imamzadeh Eshagh historic monuments in Shaft and Masouleh cultural- historical city and It's election as representative of Iran in unesco cultural heritage project in among of eight countries in the middle, asia and Ghale rod Khan Great castle in Foman – Jame mosque in Lahijan and Akbarieh, Sheikh Zahed Guilanni and four kings Shrines Tombs and Kashefosal-taneh cemetery (North tea museum) Jame mosque, Khesht bridge, Shrines tomb Agha Seied Hasan and Agha Seied Mohammad and twelve Imam Zedegan Melat cemetery in Lahijan and Langerod and Danaye Ali cemetery and Khahare Imam and Seied Roghie in rasht. Mirza kochak Khan's house and his cemetery are in Rasht.

Other natural attractions can be planted community specially unique species are different aspects of the tourists absorption, vegetation of this area is a lot as: labzivegetation near the sea and Anzali lagoon and Azola plant. There are big trees and soaring as: Rash, Afra, Toska and Sorkhdar . In other words, plant diversity is more in this area and florastyk condition is very good. It provides interesting positions for visitors,

tourists, Botanists and environmental enthusiasts.

Guilan has unique attractions in terms of wildlife. Caspian sea is protected from the environment as a protected national monument. As a result, It is an appropriate position for different species of animals.

Guilan has multiple position in terms of wildlife. Because migratory birds come to this area from high altitudes and Russia in the summer and spring. Based on studies, there are four categories of animals that are included: Mammal's category, Birds' category, Reptiles category, Fishes category. We can explain all of these categories. Every category needs own book and research for explaining. Other this area attractions are fishing with hook, mountaineering, Rock climbing, skiing on snow, Grass skiing, etc. However one of the main issues is tourism development in this way in Julian. Problems and threats are arisen and it is caused by the presence of tourists, On the other hand we will have negative consequences that we can use standard strategies for reducing the negative consequences. Using environmental resources in appreciating why. On the other Hand, We can use tourism industry as a strategy for developing regions and means to prevent the effects of sanctions on the region and the country.

RESULTS AND DISCUSSION

Analyze the effective factors on the tourism Area In SWOT Pattern

Offering the solution and policy in Guilan tourism development considered inevitable in order to reduce the effects of economic sanctions, recognition of four factors of the SWOT model in order to overcome the weaknesses, threats and improve opportunities and powers. The development strategies of Guilan tourism industry with the list of the most important strengths and opportunities in order to:

1- Aggressive strategic plan based on exploiting the competitive advantages of Guilan.

2- Explanation of the most important opportunities to address weaknesses in the region by offering strategies for revision of this industry.

3- The main strengths within the project area in order to meet external threats to the region

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with emphasis on area need.

4- Defensive strategy plan is going to remove the vulnerable area, other hand, this strategic emphasis on removing the vulnerability area including economic sanction.

Internal factors affecting on the tourism in the area:

The purpose of this stage, measurement of the

internal environment in order to identify strengths and weaknesses.

This means that the way to achieve the objectives of planning will pay attention if the context is favorable or inhibitory. According to the study in this area a total of 22 internal strengths against 11 internal weaknesses are identified. Results indicate that the main strength is that, it is included: there are natural beautiful landscapes

Table2: Analysis of internal factors influence in Guilan tourism (IFAS)

Internal Factors	Weight	Rate	Score
Strengths			
There is a beautiful land escape as forests and the road natural green mountain, spring, fall, sea, etc.	0.18	5	0.9
Beautiful wildlife and variety of plant and animal in the area	0.05	3	0.15
There are historical attractions as Ghale Rodkhan castle lisar and Masouleh	0.06	4	0.24
There are religious attractions as Seied Jalalodin Ashraf tomb, Imam zadeh Ebrahim and Imam zadeh Eshagh...	0.07	5	0.35
There is suitable climatic conditions in spring and summer	0.06	4	0.24
Access to paved roads and Network of main roads	0.03	2	0.06
There are basic facilities for entertainment in tourism areas	0.01	2	0.02
There are border market places and seasonal weekly markets in order to develop tourism activities	0.01	1	0.01
Having infrastructure as: water, electricity in tourism areas	0.01	2	0.02
Access to pastures in order to grass skiing development and skiing on the snow and using the mountain climate	0.01	1	0.01
Access to water resource as: sea, pool, river in order to activities development	0.01	1	0.01
There are mineral springs in order to water treatment	0.05	3	0.15
There are a variety of handicrafts in the area	0.02	3	0.06
Weaknesses			
Lack of awareness about importance and special attention to protection of historical , natural, cultural heritage in the area	0.06	5	0.30
Limitation in providing coastal tourist village and developing tourism industry Due to limited water resources in coastal areas of the Caspian sea and pollution of rivers	0.04	3	0.12
Lack of facilities and financial and Human resources for protecting, repairing and restoration of cultural monuments	0.05	4	0.20
Distribution of cultural monuments and lack of coordination and cooperation between agencies for protection of the remaining works of the ancient	0.04	3	0.12
Lack of big museum in this area (archaeology, Anthropology, Zoology, Botany) in Rasht	0.03	2	0.06
Weakness by providing the appropriate advertisement in order to introduce tourist attractions in this area	0.04	3	0.12
Lack of tourism primary facilities such as: Health services and Bench in the most place of areas and tourism rural	0.02	1	0.02
Paying attention to agricultural activities and not paying attention to tourism attraction in this area because of the aging population in rural areas	0.06	5	0.30
Weakness of human resource management in this area	0.05	4	0.20
Lack of recreational facilities such as:	0.04	3	0.12
Cable car, pool, amusement parks, etc in special tourism area	1		2.75

including, forest area, Grasslands and Ranges, springs, rivers, falls, pools, farms and agricultural lands, Gardens, Rocks and summer areas. These are with a score of 58% on top of the multiplicity and diversity – monuments and religious places with a score of 33% , in the second place – Beautiful wildlife and Biodiversity in this area with a score of 5% in the third place . One of the main weakness, is lack of warmer for protection of cultural heritage. Natural, spiritual in this area and aging population in rural areas. In table 2 analysis of the influencing internal factors on the tourism based on SWOT pattern is given.

External factors affecting on area tourism:

The purpose of this phase is exploring external factors. Affecting in this area for identifying opportunities and threats. According the result of this study: there are 8 external opportunities against 4 external threats. According the table 3 the most important opportunities that we have in this tourism area are: motivations of tourists for having appropriate weather and a variety of historic monuments. The scores 76% is the first opportunities. Appropriate opportunities for local resident is in the next opportunity in order to employment and protection of environmental values. With 0.13 scores and closing to Tehran and Guilan –

Mazandaran transit road and connection to the municipal and tourist vulnerable place in north of the country with a 0.11 score is in the next priority. Components related threats show that effects of economic sanctions, pollution and degradation.

Environment are the most important threats in the area in order that tourist congestion in the areas that have a lot of tourists and destruction of historical monuments has scored 0. 45 and increasing prices because of entering tourists with the score 0.33 and at the end. Effect on behavior and culture of local communities with score 0.19 (Table 3).

The final priority

According to the result of the priority of any one SWOT component is presented in table 4 and 5. It is divided weaknesses, strength, opportunities and threats and proportion to their influence.

Codification and tourism development strategies in Guilan

As mentioned above, the SWOT matrix provides codification of four options or different strategies in this part after designing metrics , according to the SWOT model in the study area the quad strategies including (SO) offensive (ST) competitive, (WO) overview and (WT) Defensive and finally it will examine the analysis.

Table 3: The result of external factors influence in Guilan tourism

External factors	Weight	Rate	Score
Opportunity			
Close distance to country capital Guilan and Mazandaran	0.04	3	0.12
Opportunity to attract foreign tourist because It's border with Azerbaijan	0.06	1	0.06
An appropriate opportunity for local resident in order for employment and environmental values	0.03	2	0.06
An appropriate opportunity to develop facilities and tourism activities due to geographical conditions	0.17	2	0.34
There are secured due to lack of distance between tourist areas	0.18	3	0.54
An appropriate opportunity to reduce migration from rural to urban	0.03	2	0.06
There are secured due to lack of distance between tourist areas	0.03	2	0.06
An appropriate opportunity to encourage reverse migration from rural to urban	0.01	1	0.01
Threats			
Economic sanctions and Its impact on reducing tourism activities	0.08	2	0.16
Degradation and noise pollution	0.18	2	0.36
Higher prices	0.15	2	0.3
Impact on the culture of the local communities	0.04	1	0.04
	1		2.11

Offensive strategy: This strategy is adapted the contrasting strengths and opportunities and it helps strategy elements so the study phenomenon uses strengths in order to have more enjoyment from opportunities that are ready from the external environment or, on the other hand in this strategy is based on internal strengths and opportunities include:

There are natural landscape and near to the capital (Tehran).

Plant and animal biodiversity and close to tourism provinces in north of the country as: Mzandaran.

-There are historic, memorial attractions and appropriate opportunity for local resident in order to employment and protection environmental values.

-There are religious attractions and security because of lacking large distance.

-There are appropriate weathered condition and opportunity in order to develop facilities and tourism activities

-Access a bound water sources (sea, pool, rivers) and appropriate opportunity in order to reduce immigration from rural to urban.

-There are handicraft in this area and develop exports in order to reduce the effect of economic sanctions.

-Appropriate economical, Athletic and theoretic tourism and finally invention development, having appraisalment bonds in order to invalidate economic sanction.

Competitive strategy: These strategies have relied on internal strengths and external threats. Strategy elements of this collection accentuate on internal strengths and having advance on its capacities, to reduce and remove of internal and external threats. These strategies are included:

-Planning based on having control of destruction and pollution environment and protection of natural landscapes.

- Developing the tourism industry (religious, natural, socialist, economical, etc) observantly.

Table 4: The final priority of internal factors in Guilan tourism development.

Priorities	Strengths	Priorities	Weaknesses
1	There are natural Land capes as: forest, natural road, mountain, fall, spring, sea	1	Lack of awareness and lack of public education about importance and attention to the protection of Guilan cultural, Natural heritage
2	There are memorial and historical attractions as Masouleh and Ghale Rodkhan	2	Attention to the agricultural activities and lack of attention to tourism because of aging population in rural areas
3	There are religious attraction as Seied jolalodin Ashraf and Imam zadeh Ebrahim	3	Weakness of human resource management in the area
4	There are appropriate weather conditions in tourist season	4	Limited facilities and professional financial and human resources for protecting of Guilan cultural, historic monuments
5	Beautiful wildlife, plant, animal biodiversity	5	Lack of entertainment facilities as cable car, outdoor swimming pool and amusement parks in tourism area
6	Access paved comets roads and the national road network	6	Distribution and diversity cultural, historical monument and lack of attention and cooperation development project organization
7	There are tourism basic facilities for a few hours of entertainment in tourism area	7	Failure to provide proper advertising for introducing this area's attentions
8	There is marginal weekly, seasonal markets in the area	8	Lack of big museum (Archeology, Anthropology, Zoology, Botany...) in Rasht
9	Having infrastructure facilities as water , electricity in tourism areas	9	Lack of basic amenities as : Bathrooms, Benches in many tourism rural areas
10	Access to pastures and summer areas in order to develop grass and snow skiing and using weathered mountain		
11	Access to abundant water resources as: sea, rivers, pools		
12	Variety of crafts in the area		

Table 5: The final priority of external factors in Guilan tourism development.

Priorities	Opportunities	Priorities	Threats
1	An appropriate opportunity in order to develop facilities and tourism activities because of geographic conditions.	1	Degradation and environmental pollution
2	An appropriate opportunity for local resident in order to develop and protect environmental values	2	Increasing the prices
3	Close to the provinces in north such as: Mazandaran and Ardebil	3	Economical sanction and its effect on reducing tourism activities
4	Impact on culture of local communities	4	Impact on culture of local communities
5	Close to capital Tehran		
6	An appropriate opportunity in order to reduce immigration from rural to urban		
7	There is secure because of lacking large distance between tourism areas		
8	Opportunity to attract foreign tourists		

The having potential that is said in order to reduce the effect of economic sanction

- Requisite instruction and advertisement in order to pay attention to the environment and protection of cultural and natural heritage, in this area for optimality and finally economic self – sufficiency by developing tourism industry and removing the effects of economic sanctions.

- Environmental planning in order to optimality and using tourism resources and providing the base requesting for tourism in the area in order to improve the tourism industry for reducing the effect of economic sanction

- Setting Generic and cheap tours for being publicity in order to against economic sanction.

Overview Strategy: In this collection accentuate on internal weakness in other hand, cooperate the external opportunity specify these strategies for removing the weakness on tourism and rural areas. These strategies include:

- Planning for recuperating financial resources, facilities, service presentation to tourism residences and hamlets

- Removing the limitation and abiding central and using professors and expert opinions in tourism area.

- Direct planning in order to appropriate advertisement for introducing tourism attractions and authority in national area.

- More attention to tourism activities and agriculture activities in order to invent employment

and protection of environmental values and minimizing human resource management weakness that is an important base in the tourism industry development.

Defensive strategy: This collection of strategies is made by having relation between weakness and threats. This collection emphasis on helping to tourism development and reducing affection of economic sanction in other words, these strategies emphasize on removing the study area's vulnerability and It is including:

- Encourage the private part in order to develop tourism activities in the area

- Necessary coordination with governmental and private organizations in order to introduce the area and investments in developing tourism industry.

- Sorting rules and encouraging tourists every week or once a month in order to keep the clean tourism area and preventing destruction and environment pollution.

- Using tourism industry for the main base of family economic in the regional and national in order to prevent to exit currency for minimizing the effects of economic sanctions.

- Promote the use of local handicraft in order to prevent from increasing prices that is caused by economic sanctions.

- Putting the focus of the tourism industry and using the local tourism industries tools, facilities and services in order to be unique and rich that

finally to remove the economical sanctions in other words, If we use local knowledge in order to develop tourism activities, we will not need other countries and if we use domestic facilities, we will not enter products from other countries.

In simple terms, If we use local knowledge and we don't need foreign food, certainly, economical sanction politics will not have an effect on us and has not effect on the national economy.

CONCLUSIONS

Analysis is the main part of the tender process of explaining tourism development strategy. That is based on the objectives of predetermined and can guarantee tourism (Swarbook, 1999). Since the Socio-cultural development have special complexity, evaluation of impacts on positive and negative on tourism is the important and difficult in these categories. Evaluation of tourism should be an emphasis on community responsibility and approach because society is the main source of this industry and the development of it is effective in life style of people in this community. Tourism industry with its special mechanism can change the economics in international, national, region and local areas (Heidari, 2009). According to theoretical research and field study in order to introduce the solution of Guilan tourism development. The tourism limitation is specified by using the SWOT technique the theoretical responses and Guilan executive solution was presented the total 22 strengths and opportunity point are the advantages and 14 weaknesses and threats as limit, is identified in this area and collective interests, awareness of values can help to sustainable tourism and It is caused by having tourism resources in this area. So the creation of a sustainable tourism industry requires the political, social, cultural

infrastructure and demand the participation of local communities, therefore, attention to qualitative and social objectives is necessary in plans of tourism industry development, because threats and destruction of nature are caused by uncoordinated development. Increasing the GDP levels and attracting the tourists and quality of tourism in this area are caused by promoting the regional tourism system and we can use it in order to re-

move the limitation of economic sanctions. One of the important threats in the study area is destruction, environmental pollution that is caused by economic sanctions and increasing prices and tourists. It is necessary to control for reducing the economical sanction in order to improve economical activities and encourage privately part in order to increase investment and Government support, as: cultural heritage organization, tourism and handicraft is important in strengthen tourism industry infrastructure, therefore the region can benefit from tourism variety capability and ability in order to achieve sustainable development and tool to deal with economical sanction is caused by planning and effective advertisement and local participation development helping for a day that it realized soon and other government policies will not affect on our country as already seen.

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