STRATEGIC ASSESSMENT AND ITS ROLE IN THE DEVELOPMENT OF TOURISM SWOT MODEL

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Abstract
Tourism activity is today as one of the most dynamic in the world's activities. As the number of foreign and domestic tourists and income levels in the world is steadily increasing according to the World Tourism Organization, international tourism revenues in 1990 and 2005, approximately more than doubled, from 270 billion to 680 billion dollars has increased. The number of international tourists subsequent 439 million in 1990 to 806 million in 2005 as a form of tourism can have significant impacts of human activities is. The effect on the target area where the tourists with the local environment, economy, culture and society interact is very visible. This can be common effects of tourism, under the headings of social, cultural, economic and environmental examined. In this method the cross - sectional study using data from documents (library) and the data of completed questionnaires, interviews and perceptions survey was conducted using the data analysis software SPSS, EXELE, swot model as is acceptedThe results indicate that the strategy so that the most appropriate strategy is to expand Sari.
Keywords: Strategy, Urban development, Tourism, Model SWOT, Sari

Introduction

Industrial Revolution as the beginning of something huge impact on your lifestyle and activities of human societies. Manifestation of unbridled expansion Shhrvshhrnshyny old Srsnt created many problems for the people. Him. Sharply. Involved. Working. Producers from different factories to after decades of pursuing economic prosperity and social changes that were found in various communities. Thought. Aspects. Others. Lives .. down .. It is nothing but the use of time and leisure. Annual leave and go traveling. Well. Visit. Cities. History. And more. Areas .. Hello. Weather in without the intention. Job. Well. Earn revenue. Had. Requirements. Wasrotational motionIt is nothing but the use of time and leisure. Annual leave and go traveling. Well. Visit. Cities. History. And more. Areas .. Hello. Weather in without the intention. Job. Well. Earn revenue. Had. Requirements. WasTourism activity today as one of the most dynamic in the world's activities. So .. one tourism. Internal and external income levels in the world is steadily increasing) .. According to the World Tourism Organization, international tourism revenues in 1990 and 2005, approximately more than doubled, from 270 billion to 680 billion dollars has

increased. The number of international tourists subsequent 439 million in 1990 to 806 million in 2005(world Tourism Organization, .1999, 2005). According to the World Tourism Organisation in the next two decades , the tourism industry continues to grow rapidly and has become the largest industry in the world . Growth of the tourism industry by the year 2010 the 4/3 to 7/6 is Drsdrsydh (Rezvani , 1379:89). Tourism as an important form of human activities may have significant effects . The effect on the target area where the tourists with the local environment , economy, culture and society interact is very visible . This can be common effects of tourism, under the headings of social, cultural , economic and environmental examined (Mason 2003).

Statement of the problem

Currently, the tourism industry as the young, in recent years much impact. Situation of economic, social and cultural world. Job creation, exchange technology, regional balance, contributing to world peace, helping investors Drmyras cultural, environmental improvements, To help improve wildlife habitat, rural development enjoys. Attractions prevention. Immigrant population transmittable etceteras, including the benefits of this industry (Sdrmvsvy Vdkhyl Khnmvyy, 92:1383). . Organization of Tourism ((WTO) in 2010 for the number of tourists totaled .. Break billion people. .. Has estimated that it would amount to about $ 15 trillion cash receipts (Razavi Far, 1380:3). While. Countries with regard to Iran cultural attractions and historic. naturally lines.: 10 .. country .. first ... world ... deal, contributed very little .. in .. much .. more .. ms.% of the 630 million. dollars. these has attracted a large income (F., 1380: 3). The. These. Among the attributes or characteristics of tourism resources. Destination .. the people .. the destination for tourism activities. Guides. These. Resources, including. Natural resources, culture and events. Event, tourism resources, activities, resources, service is (Salehi, Hassan Pour,1391:103-95).Among the various provinces, Mazandaran, long familiar to tourists, travel writers, business people and have learned from the Iranian Cultural tourism is one of the traditional places. Example "fine pottery products which Nqshdary Toorang hill, Gharkhtv, R. Sari castle, GPS and Marlik is obtained. (Yazdanpanah, 96:1385) Country among the world's top ten countries in terms of tourist attractions and among the first five countries in the world The variation among the three countries in the world in terms of diversity of tourism and crafts .. Iran, the Indian tourism in South Asia has the highest ranking (WTO, 2000:11) Sari such factors as geographical location - the forest - pasture - historical and religious sites - the tissue in the old part of the city - the sea and the coast of the opportunities that will be used for tourism Each with its size and position in the social and cultural prosperity, the city has had an impact (Surrey Comprehensive Plan, 1389: 22). According to the Urban Center in the province's administrative divisions, The fundamental question that arises in this study is that the most important points of strengths, weaknesses, opportunities and threats toward the region What is attracting tourists.

Assumptions

- Seems so the strategy is suitable for extending Tourism Surrey.
- It appears to the tourism and economic development and improvement of infrastructure in Sari significant relationship exists.

Theoretical Foundations

Tourism: Tourism is defined as a set of activities for people to have fun, relax, etc., from your local travel to other places. (Hafez Nia and Ramadan Darabi, 48:2002). Tourist proposal by the United Nations declared 1964 the International Conference on Transport and Tourism has stated: "In order to explore the tourists who visit scenic spots, treatment, research, business, sports, or pilgrimage to a country other than the it will stay the trip provided that the minimum period of stay is less than 24 hours and not more than six months (Dybayy, 15., 1992).Point of view S World Tourism Organization (World Tourism Organisation), tourism (tourism) is the activity for people to relax, have fun, meet friends .. relatives .. trade and professional treatment, religious motives - Pilgrimage these etceteras common Agency and will travel out of their lives. Minimum Nights, and up to one year in a row, where the levels are (Afghah et al 2002, p 221).Tourism types: (a) nature (ecotourism) (b) (c) Political tourism: tourism. (D) the medical tourism: tourism, sports and tourism following business: cultural tourism). (Saremi Nai: 1,2006).
The Tourist: discretionary spending their leisure time other than a place. Permanent residence (Baher 199:94). All reports wto, tourism is one of the five categories for 83% of national export earnings and the basic source of foreign currency for 38 percent of those (Fryar, 2001,25). Tourism as an activity that can affect the balanced development of the modern world and the wisdom of predatory exhibited in all the world, considered a range of policy makers and planners and executives in different countries have political systems. (Ebrahim-Zadeh et al, 108:2010). Tourism refers to activities that tourists and those who provide them ¬ facilities they are conducted ¬ (Soleimanpour, 90, 2006). Thus, according to these views, the research on effective step towards the development of sustainable tourism for the City of Surrey, the calculation of the capacity of tourism, to assess the sustainability of tourism development and promotion of tourism capacity in the city.

Research Methodology

Research methods in analytical - descriptive information using documents (library) .. And perceptions questionnaire data field has been the completion of data analysis using the chi 2 test and software SPSS, EXELE, mash ARC GIS software has been done. Random sampling phases of the new city is jumping the Cochran formula for estimating sample size (Hafez Nia: 1391,167) is used and the population. The new city is to us altogether 28,733 birds Census whole country in 1390. (Source Statistics 90 Statistical Center of Iran), which is incorporated in the formula.

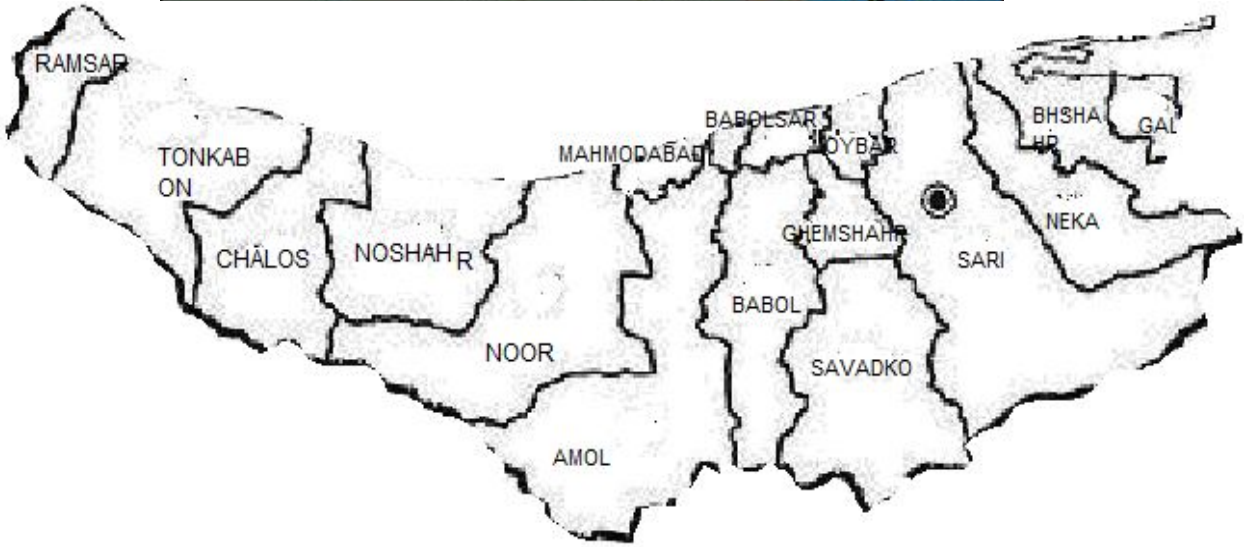
Inventory number (sample size) $$N=\frac{\frac{(1.96)^2(0.7)(0.3)}{(0.05)^2}}{1+\frac{1}{28733}\left(\frac{(1.96)^2(0.7)(0.3)}{(0.05)^2}-1\right)}=320$$

Place Scholarships

Sari as the terms of the geographical location of operations: administrative and political center of the city throughout eastern North 36 degrees is 53 degrees width. Sari north-east to a distance of about 25 km to the north of Neka and Bhshhrv 35 kilometers within 45 kilometers of the Caspian Sea. of. northwest Farahabad and and Larym stream etc. south. western distance 22. kilometers Ghaemshahr is limited. Sari area of the Master Plan 1385, (3000.2) acres.'s. Above sea level in the 5/18 m and the distance between the shore of the Caspian Sea is 24 kilometers.

Geographical location map 1 Mazandaran provinces in the geographical source





Map 2: Geographical location of the source of Sari in Mazandaran province

According to the last census in 1390 the population of about 478,370 persons Sari that this number 239,476 men and 238,894 were women (reference figures of Census 1390). Regional division of the Caspian Sea due to coordination height and climatic characteristics , living conditions have made specific and will form a distinct geographical area . According to synoptic stations Sari (Sari Comprehensive Plan , 1385 : 10) , respectively, with average temperature in January and July 7/9 and 5/28 ° C, the coldest and warmest months of the year. Max temperature from May to September , with temperatures 4/38 ° C and absolute minimum temperature in the month of October with 1.8 - ° C has been Sari humidity during different years , at least 46 % of the maximum 96 percent in February and August varied . While the relative humidity of the Caspian during the whole night nor day is greater than 60 degrees . Major Tqlyq moisture from West to East and from North to South. Sari city , Mazandaran can be somewhat boundary between semi -arid and humid Caspian assumed to be a feature of rainfall in this region is compared to other parts of Iran .

Synoptic stations according to the city's annual rainfall is 684 mm and maximum Sari annual rainfall is 4/131 mm annual rainfall in March and a minimum of 9/1 mm in the month of June . The monthly distribution of precipitation, the most rain during March and June, respectively, and less rainfall years. (Comprehensive Plan Sari , 1385 : 13)

Research Findings

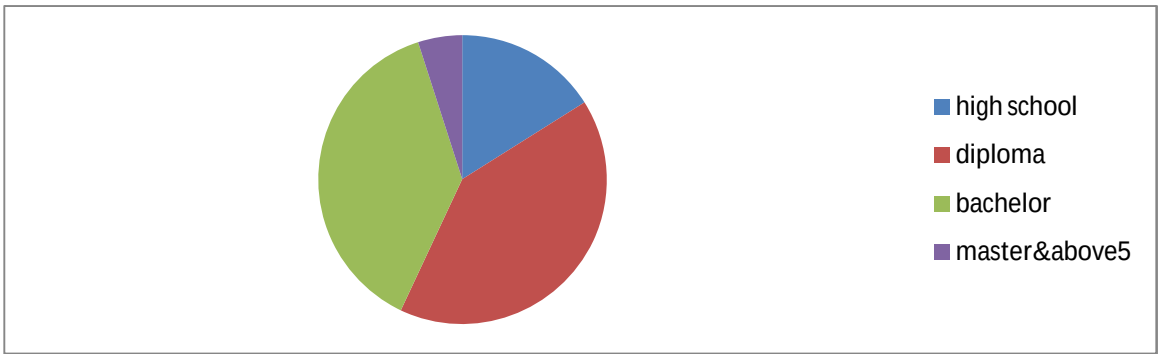
Level of education

Literacy is an important factor in Batasyrat citizens of tourists come on city and benefits it is made of 16% of the population of school education and 41%diploma, bachelor degree and 38% and more is Indicates that a large percentage of the residents of higher education diplomas how to deal with tourists enjoying this trip will thus their satisfaction (Table 1)

Table 1 Participants' education Studies Reference Writers

Total	Masters and above	Bachelor	Diploma	High school diploma	Education
320	15	122	131	52	number
100%	5%	38%	41%	16%	Percent

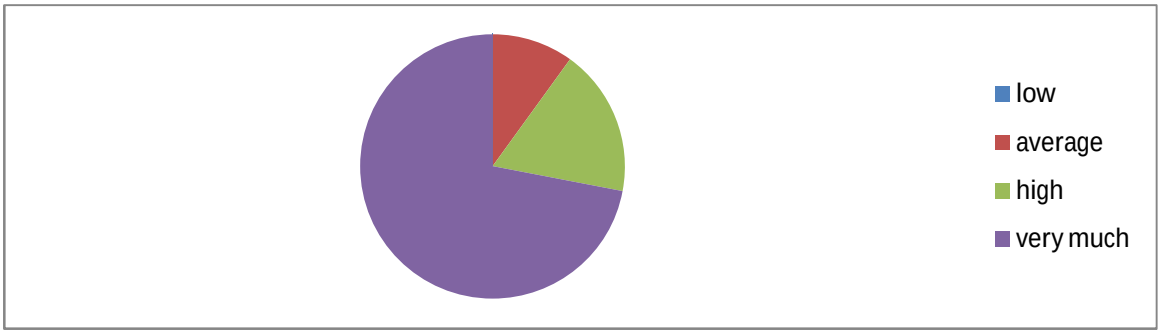
chart 1 Participants' education Studies Reference Writers



The impact of tourism on economic recovery Sari

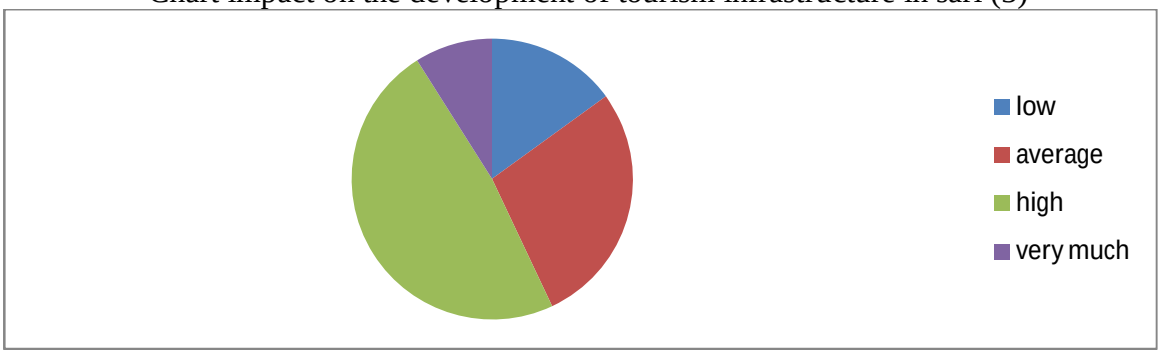
The presence of tourists enter the new capital city to city waste and increasing ask for food use and thus improve the economic situation will be historic and recreational That the impact of tourism on the economic situation of the target population in terms of men were asked questions That the impact of tourism on the economic situation of the target population in terms of men were asked questions 0% responded that their average low of 10 percent, 18 percent and 72 percent responded much too expressed their Residents who demonstrate financial capacity coinciding with the tourists is increasing. (See Figure 2)

Charts the impact of tourism on economic recovery Sari



Impact on the development of tourism infrastructure in Sari
The presence of tourists causes an increased demand for facilities and services, the city will be the catalyst for improving urban infrastructure in order to meet the needs of tourists preceding questions concerning the statistical community asked for 15% low, 28% intermediate, 48% high, and 9% too high expressed Fazysh that demonstrate the improvement of infrastructure and tourism. (see Figure 3)

Chart impact on the development of tourism infrastructure in sari (3)



Model s w o t
Table 7-4-1 Havthdydha opportunities
According to the above table the most important opportunities in the field of Urban Tourism Development Point of view S respondents (municipal authorities, local communities and tourism) Baan faces include employment with a weighted score of 36/0 as soon as there is .. material .. protein reserves, fishing and fishery development. With a weighted score of 28/0 as a second chance. Regional markets because of Rove's possible to create a variety of products and adjacent areas .. like .. port .. Layout .. Impact and ... city ... and the establishment of the regional economy. exhibitions of international, national, regional area because of its strategic location ... Rating ... weight 18/0 next priority place. Meanwhile, indiscriminate deforestation cuts trees and green areas. Accumulation of solid waste around it .. rating .. weight 40/0 as the most significant threat to the lack of sufficient investment in the tourism sector. Weighted rating. .. 30/0 .. as the second factor, and increasing land prices, bolstering speculation ... especially in coastal areas ... Rated wt .. 21/0 .. most .. of .. of threats transition effects. tourism Surrey are.

Weig	Calibr	Weight	Opportunities

hted Score	ation		
0/36	4	0/09	1 - creation of employment income for the city
0/18	3	0/06	2 - Creation of regional markets because of the variety of products and adjacent areas, such as Port Layout and impact the city economy
0/12	3	0/04	3 - There are good road network linking the hinterland Sari, Iran
0/28	4	0/07	4 - there's reserves of protein, fishing and fishery development
0/15	3	0/05	5 - The government's decision to liberalize the coast
0/08	2	0/04	6 - Open the airport and numerous domestic and foreign
0/15	3	0/05	7 - Expanding passenger terminals
0/18	3	0/06	8 - foot exhibit, international, national, regional and area due to its strategic location
0/08	2	0/04	9 - entrepreneur superstructure and infrastructure investment
0/06	2	0/03	10 - Increase the interest and leisure travel to the city from other provinces
			Threats
0/21	4	0/07	1 - Rising land prices and growing speculation especially in coastal areas
0/20	4	0/05	2 - Improve the facilities and services of interest tourist cities competing centers
0/09	3	0/03	3 - rapid movement of ideas, capital and people and its impact on the city. Folk culture Guys and
0/12	3	0/04	4 - environmentalism and make threats ... loss of ... historical, natural and cultural
0/30	5	0/06	5 - Lack of sufficient investment in the tourism sector
0/40	5	0/08	6 - green areas and forest degradation and deforestation. Accumulation. Solid waste around the
0/06	2	0/03	7 - Growth indiscriminate construction areas. Adjacent sea.
0/12	3	0/04	8 - The lack of an integrated management plan as a necessary and effective tool for development. Sustainable city.
0/06	2	0/03	9 - High unemployment level in the region with effective powers
0/12	3	0/04	10 - Improper distribution of seasonal visitors
3/39	---	1	sum

Table 2. The results of the analysis of external factors (opportunities and threats)

chart strengths and weaknesses of
From the perspective of those polled most important strengths in the field of Urban Tourism, include air and pleasant climate, with a weighted score of 45/0, are prone area for investment planning and ecotourism (nature) with a score of ... weight 32/0, and the natural wilderness and ecotourism above a weighted score of 21/0. Also, the respondents: lack of proper introduction to many tourist attractions and points weight 32/0, weak administrative and management instability and lack of natural spaces designed to attract By shtrgrdshgr by rating weight 28/0, and not used. region can create jobs in the city with a weighted score of 20/0 of the most important weaknesses are. Climate is pleasant and hearty with a

weighted score of 45/0, are prone area for investment planning and ecotourism (nature) with a weighted score of 32/0, and the natural wilderness and ecotourism high with a weight rating of 21/0.

Weighted Score	Calibration	Weight	Strength
0/32	4	0/08	1 - prone to invest in tourism plannin
0/08	2	0/04	2 - There is a good market in the sale of agricultural products Shhrbray
0/15	3	0/05	3 - adhering numerous citizens resort to local customs protection of historical monuments
0/21	3	0/07	4 - The power of natural wilderness and ecotourism Top
0/45	5	0/09	5- Climate conditioning and hearty
0/15	3	0/05	6 - Ability to attract investment to the region's tourism
0/18	3	0/06	7 - geographical location
0/06	2	0/03	8 - There are several flat plains and areas for tourist sites
0/08	2	0/04	9 - near the beaches around the city and use it to create economic development and tourism sites
0/06	2	0/03	10 - The possibility of appropriate transport infrastructure development
Weighted Score	Calibration	Weight	Weaknesses
0/28	4	0/07	-1 Poor management and lack of stable management
0/32	4	0/08	2 - Lack of proper introduction to many tourist attractions
0/12	3	0/04	3 - Lack of attention to urban furniture urban furniture design and update
0/06	3	0/02	4 - Lack of coordination of relevant agencies Bagrdshgry people in
0/15	3	0/05	5 - Lack of appropriate residential facilities for all segments of tourists
0/08	2	0/04	6- Lack of adequate facilities, especially natural areas
0/28	4	0/07	7 - Lack of natural spaces designed to attract more tourists
0/20	4	0/05	8 - Lack of local capacity to create jobs in the city.
0/02	1	0/02	9 - Lack of guidance signs to guide tourists to the desired location
0/06	3	0/02	10 - the unwillingness of private sector investment in the city of Sari, compared with Ramsar, Branch, Bright, BABOLSAR

1/57	---	0/46	sum

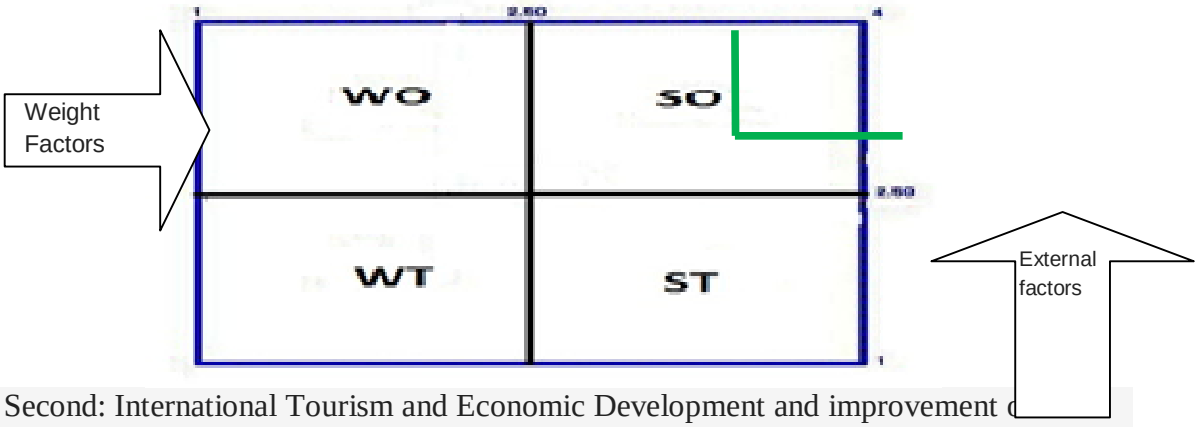
Table 3. Results of the analysis of internal factors (strengths, weaknesses Howe)

Testing hypotheses

Default First: seems so the strategy is suitable for extending Tourism Surrey..

On tourism development Surrey, using the IEA to identify priority strategies were investigated with respect to the items listed in Table (2) the internal factors number 39/3 and external factors number 31/3 obtained by the numbers the result is placed in the diagram of Figure IEA analysis (6) Based on internal and market factors affecting tourism Urban development strategy (SO) became identified priority tourism strategy shall be the. (Figure) 3

IEA diagram of Figure 3.



8-2 Second: International Tourism and Economic Development and improvement o infrastructure in Sari significant relationship exists.

The second assumption of the three groups of subjects surveyed the opinions of people who were studied according to the results of the Pearson correlation distance 95/0 significance level equal to greater than 05 0/0The second assumption of the three groups of subjects surveyed the opinions of people who were studied coefficient correlation equal to 21 / 0 and the information contained H0 is rejected and H 1 Suppose a researcher is accepted then reviews the authorities were examined when considering the results of the Pearson correlation distance 95 / 0 significance level equal to zero smaller than 0/05 is coefficient correlation equal to 18 / 0 and the information contained H0 is rejected and H assume that the researcher is confirmed finally experts examined when considering the results of the Pearson correlation distance 95 / 0 level significant zero smaller than 0/05 is coefficient correlation equal to 22 / 0 and the information contained H0 is rejected and H assume the researcher confirmed. indicates that between tourism and economic development and improvement of infrastructure in Sari relationship there are significant

Table 4: Results of the second hypothesis test.

Result test	(sig)	valu	Type of test	Respondents
Reject the null hypothesis H_0	0	0/21	Pearson's correlation coefficient	People

Reject the null hypothesis H_0	0	0/18	Pearson's correlation coefficient	Officials
Reject the null hypothesis H_0	0	0/22	Pearson's correlation coefficient	Experts

Conclusion

The results show that having the actual and potential Urban Tourism, tourism can be one of the important issues. According to a review of the current situation and identify strengths, opportunities, weaknesses and threats to tourism development, which Drfrayndtvsh tourist area there, approach is effective with respect to the model, SWOT, indicating that it is, not introduced properly to many tourist attractions and weaknesses the main causes of underdevelopment and lack of managerial stability in the management of tourism in the city Strategies correctly identified tourism development as well as tourism sector reform management institutions and applying specialized management stability for long-term projects, and informing tourists about the ability of government and private institutions of regional tourism. Matters relating to tourism and economic development of the most important commercial and tourism development strategies are Urban Intellectual interaction between the executive authorities and organizations related to tourism and public use of the area for development and empowermentFirst, we examined the opinions of people who, according to the results of the Pearson correlation coefficientEconomic development and improvement of tourism infrastructure and its relationship with the three groups of subjects surveyedCoefficient correlation equal to 18/0 and the information contained H0 is rejected and H assume that the researcher is confirmed finally experts examined when considering the results of the Pearson correlation distance 95/0 significance level equal to zero, the smaller of 05/0, Pearson correlation coefficient equal to 22/0 reject H0 and H, and the information is deemed approved researchers. indicates that between tourism and economic development and improvement of infrastructure in Sari significant relationship existsDistance of 95/0 significance level equal to 0 that is greater than 0/05 is coefficient correlation equal to 21/0 and the information contained H0 is rejected and H 1 Suppose a researcher is accepted, then the Comments officials were studied with respect results of Pearson correlation distance 95/0 significance level equal to zero, which is smaller than 05/0.

Suggestions

Given the failures and problems expressed Urban tourism sector and industry to achieve growth and prosperity in the region and improve performance in order to earn more interest in the tourism sector following recommended Managers use an educated and knowledgeable decision's top tourism executive, coordination between local managers and other organizations and institutions related to tourism Taking advantage of the tourist trade and free zones, development, airlines and railway stations for passengers and cargo Participation in decision-making and decision-making and implementation of tourism programs; appropriate investment Cultural sector and the education community to communicate effectively with the tourists, training courses Creating websites for a comprehensive campaign; improve internal and external transport infrastructure

development and domestic and foreign airports, especially Srasrayran, all tourists planning to reduce costs through: creating tourism groups, Setting up and using a database tourism tourist guides, preservation, maintenance and restoration of the tourist attractions in the area of sustainable development, expansion and improvement of amenities and recreation Construction projects and sports to attract sports tourism, improve infrastructure and accommodation to suit different tastes and different social classes, the revival of traditional occupations such as handicrafts and indigenous cultured matching supply to tourists, domestic and foreign tourism and active participation at the exhibition the establishment of local fairs and festivals throughout the year.

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