

## Tourism situation study in the city of Shiraz towards sustainable development using the SWOT Technique

M.H. Saraei, M. Shamshiri

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### Extended abstract

#### 1-Introduction

After the industrial revolution and growth urbanization, travel and recreation for spiritual needs of man has been converted as an essential tool which created a world phenomenon in recent decades that called tourism industry. This industry was a third largest economic phenomenon in the world after oil and the automobile industry. In different countries, urban areas are one of the most places visited by tourists and around the world large cities constitute the most important tourist destinations. Urbanization has led to expand tourism industry and due to increase income, increasing leisure time, accessing and communicating facility. Urban environments are the source and destination for tourists. The tourists arriving to a place can do significant influences on economic, social, and cultural in

the environment and procure development in Region. Therefore, this justifies the need for planning and development activities. The purpose of this article is study of Feasibility of tourism development in Metropolitan Shiraz for getting the right decisions in the planning and determining the appropriate strategy for prosperity and sustainable development in dimensions of the region and country.

#### 2- Methodology

This study is a descriptive analysis and the first phase focuses on gathering information and library field observations, then the questionnaire will be prepared and data collected are based on SWOT analysis that one of the most appropriate planning techniques and strategies are analyzed. And the strengths, weaknesses, opportunities and threats of Shiraz tourism were identified and then using expert opinion to the Rating Factor and finally suitable strategies for sustainable tourism development will be provided of Shiraz.

#### 3- Discussion

Shiraz One of the great cities of Iran and Center is Fars province. Always As one of the largest cultural Historical centers on national and international arena has been. Shiraz with a

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#### Author(s)

M.H. Saraei  
Associate Professor of Geography and Urban Planning, University of Yazd, Iran

M. Shamshiri (✉)  
MA. In Geography and Urban Planning, University of Yazd, Iran  
e-mail: shamshiri2010@yahoo.com

leading literary and cultural Known as the Iran capital of poetry and literature. Shiraz has 150 cultural and historical attractions. Due to Existence of monuments Historical ,Cultural ,Natural and physical attractions and Economic status and special services especially Higher Education and Health Services Always has been of interest to tourists in Iran and Region. Based on studies Shiraz has large ability to attract national and international tourists and Planning for the expansion and development of tourism in Shiraz is essential.

#### 4- Conclusion

The findings Research show that Shiraz city due to the outstanding historical, cultural , artistic and literary potential to be one of the biggest centers of international tourism. Shiraz's tourism in the position of aggressive / competitive and must use the existing potentials and capabilities for Sustainable Tourism Development. The biggest obstacles in the way of achieving this goal are Political impotence - managerial, financial and equipment Weakness in city 'Non-specialized and inefficient management' Weaknesses in infrastructure and advertising. Essentially, advertising is the most effective tools that are it through will attract tourists. One of the main problems of our country to attract foreign capital Misconceptions in the minds of the world that our country is plotted and using advertising tools can correct this misconception and Underlying to attract tourists and tourism development The research result shows that tourism Shiraz in the matrix (IFE) with 3/57 and the matrix (EFE) equal to 3/06 is which shows the good condition comparison of the domestic and foreign tourism. And the organization is Positioning strategy in so (competitive strategy / offensive) and should be used and the internal strengths and capabilities in order to take advantage of external opportunities.

**Key words:** tourism, Shiraz, SWOT Technique, Sustainable Development

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