Strategic Planning for Tourism Development in Qaenat Based on SWOT Analysis

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Abstract

Qaenat, having an ancient historical background, strategic location, sample tourism area of Bouzarjomehr, historic and beautiful caves, natural and moderate climate and strategic agricultural products, has ahead numerous opportunities to attract tourists.This research was conducted with the purpose of recognizing internal factors (strength and weakness), external factors (opportunities and threats) and planning tourism strategy of Qaenat. Research method is descriptive-analytic-developmental, namely at first Qaenat's characteristics and tourism attractions were described. Then, internal and external factors of development were analyzed by the use of SWOT analysis. Finally appropriate strategy of recognition and tourism developmental strategies were provided using QSPM matrix. In the results of this research, specific time of harvesting saffron and barberry with average rating of 3.2 and weighted rating of 0.22 as the most important strength; The variable of inappropriate and inadequate accommodation and welfare centers in the city with the average rating of 4 and weighted rating of 0.24 as the most important weakness; The golden opportunity of eliminating the sanctions and presence of foreign tourists with the average rating of 2.83 and weighted rating of 0.23 as the most important opportunity, and the variable of lack of preparation of administrative organizations and people for using the cultural-economic chance of foreign tourist presence with the

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average rating of 2.27 and weighted rating of 0.16 as the most important threat, were selected. At the end, offensive strategies were recognized as the most appropriate strategy for Qaenat’s tourism development.

Key words: Tourism Strategy, SWOT Analysis, Qaenat, QSPM matrix.