

Planning for Sustainable Tourism in Chabahar Coastal Zone Using Swot Analysis

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Abstract : The aim of this study was to investigate ecotourism status in Chabahar coastal zone using swot analysis and strategic planning. Firstly, the current status of region was studied by literature review, field survey and statistical analysis. Then strengths and weaknesses (internal factors) were identified as well as opportunities and threats (external factors) using Delphi Method. Based on the obtained results, the total score of 2.46 in IFE matrix and 2.33 in the EFE matrix represents poor condition related to the internal and external factors respectively. This condition means both external and internal factors have not been utilized properly and the zone needs defensive plan; thus appropriate planning and organizational management practices are required to deal with these factors. Furthermore strategic goals, objectives and action plans in short, medium and long term schedule were formulated in attention to swot analysis.

Keywords : tourism, SWOT analysis, strategic planning, Chabahar

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