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Investigation of Tourist Attraction in Deylam Coastal City with SWOT Analytical Model

Reza Darvishi¹ and Ahmad Ghasemi²

¹Department of Geography & Urban Planning, Islamic Azad University, Yasuj Branch, Yasuj, Iran.

²Department of Geography & Urban Planning, Islamic Azad University, Malayer Branch, Malayer, Iran.

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ABSTRACT

This study was an attempt to investigate the tourism in Deylam coastal city to determine the ability of this city in the field of tourism. In this study, library and documents method have been applied and for obtaining information field studies have been used. After gathering the existing data and statistics, potentials and tourism facilities in Deylam, at the end each of them were analyzed by SWOT model. Findings determined that today's tourism is the most important economic activity of the world and on the other hand it is one of the most important scientific topics. Therefore policies, strategies and planning of tourism are the most important intellectual challenges of human science society; as a result it is the focused topic of interdisciplinary fields. Iran is a country with high tourist attractions. From the tourist attraction of Iran, beaches and ports are famous. Among the coastal cities, Bushehr has high potential of tourism. Among these cities, Deylam coastal town has the multiple abilities in the field of eco-tourism, history and economics. After the investigation and analysis of its' tourism ability, following results obtained: Between the influential inner factor on tourism development in Deyla, 18 factors were considered as advantage and 10 factors were considered disadvantage. Between the influential external factor on tourism development in Deylam, 15 factors were considered as external opportunities and 11 factors were named as external threat. Majority of advantages of Deylam refers to the eco-tourism and economics abilities. Residential accommodation and reception centers of Deylam are not suitable and appropriate for catering of tourists. Deylam's infrastructure needs more development for tourism. Foreign goods markets in Deylam are one of the most important abilities of tourism.

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Introduction

Tourism is an ancient phenomenon that has been discussed and gradually, during various historical stages, reached to the social-economics statue. In recent years, because of the significant development in transportation and communications and in line with the increase of income and industrializing of the countries, people like to travel to far and near places with the purpose of leisure and happiness. Historical and cultural monuments, religious placed and curiosity about the nature of different countries, are factors for travelling to different countries. That's why special facilities and constructions in tourist areas created many jobs opportunities for local people. The tourism industry includes a wide range of services and activities, at first a social and cultural phenomenon was proposed, but little by little it considered as an important factor for developing and growth of economics. The most important space among various destinations that was noticed by domestic and foreign tourists was the cities. Urban places consist of important centers of economics, scientific, recreational and medical; in addition to these factors they have natural attraction too, so they considered as the most important tourist attraction center. Topics of urban tourism relates to the activities, locations and settings of tourism elements. Classification and coordination of activities and special parts of the city for finding the location of tourism in order to develop the tourism industry is a key element of planning (Movahed, 1386, 160). Urban tourism in small cities which have the abilities and potentials of tourist attraction can be lead to the development, flourishing and

growth of the cities in the related sectors of tourism. Many coastal cities of south of Iran by using the remarkable and privileged location, by identifying and planning for the appropriate usage of these powers, can be changed to tourist attraction centers.

Issue Planning

Today's tourism on a global scale allocated a special location to itself, in a way that most of the countries put their own benefits and economic, social and cultural planning in it, and because of its advantages each country started a wide variety of advertisements for introducing its own attractions. Tourism is important in different dimensions like economic which provide exchange technology and job creation, in the cultural dimension it can refer to the clashes of cultures and creates cross-cultural context which make different nations and cultures familiar together. Through this recognition, the international way of peace and security were provided to speed up the human's development.

Iran is a country that has a great potential for attracting tourists, in one hand the various nature of this country attract each human to see natural sightseeing and on the other hand because of the ancient history attracts many tourists to itself. So our country can receive a large number of interested people of culture and civilizations and by this way gained a large amount of income. So tourism development for under developed countries which have the following problems like high rate of unemployment, limitation of currency sources and economics with one product is very important. Iran is a kind of country

Tele:

E-mail addresses: ghahmad50@yahoo.com

which has mono product and it heavily relies on the outcomes of crude oil export. This condition has caused macroeconomics variables over the following of the world price faced with sever fluctuations. But getting rid of oil exports is in the light of industrial goods export, agricultural and planning for developing some activities like tourism industry is possible. In order to give diversity to the economic growth sources and foreign exchange revenues and also creation of jobs opportunity, development of tourism industry is an important issue that should be considered. The importance of this issue is noticeable when we understand that Iran is one of the first ten countries in the world in the term of tourist attractions and historical monuments and also one of the first five countries in the world in terms of ecotourism attractions and diversity of plants and animals. Because of the technical sources limitations for different economics activities in the field of economic impacts, tourism industry is an important and noticeable topic and could be a powerful tool for decision makers and economic policy makers which can clarify the position of this industry. Obviously, one way to attract tourist and boost tourism revenue in our country is the recognition of different regions in terms of natural, historical, life attractions; one of the areas that play an important role in the development of tourism in Iran is the southern coastal city, they can have a decisive role in attracting tourists especially domestic tourism. Deylam is one of the cities in coastal area of the south, placed in the northern point of Bushehr and in the common border of Khuzestan to Bushehr. Every year in moderate season of the year and especially in New Year's Day hosts a large number of tourists. Bushehr Cultural heritage and tourism statistics show that every year about 20% of the number of tourists increases. Recently, according to the organization's announcement, more than 820 thousand people visited the coastal city. Despite the fact that so far almost no meaningful scientific study has been done to identify and evaluate the tourism abilities refers to the urban development planning. In such circumstances, the tourist attractions of the city with the lowest annual planning for the organizations and delivery of these attractions; traditionally used by a large number of passengers and tourists. It is obvious that if these attractions in scientific and academic studies framework are evaluated and recognized correctly, they can have greater role in the development and attraction of tourism of the city. In this way, not only can flourish and improve tourism processes and take advantage of the myriad social, economic and cultural benefits, but also we can relate tourism industry with structure and function of city use it for city's development and urbanization. This topic is the main motivation and reason of this study and it attempted that based on a scientific methodology answered the following questions.

1. What are the actual and potential strength and powers of tourism development in Deylam coastal city?
2. What are the roles of the tourism activities development in job creation and performance diversity of Deylam?
3. Is it possible to strengthen the role of the city's tourist attraction and use them in urban development?

Methodology

The method used for this study is library-documentary and field studies used to provide information. In order to collect information and documents in the library departments and organizations like: Tourism and cultural heritage nations, housing and urban development, department and planning, research center of governors and municipal of Deylam have been analyzed and studied. After gathering data from attractions, abilities and tourism facilities of Deylam, ultimately each of

these powers were analyzed through SWOT model. The following method found strength, weaknesses, opportunities and threats; thereby for each of the strengths, weaknesses, opportunities and threats a table was provided. For evaluating and finding the final conclusion in accordance with the hypothesis a combined measurement used.

Concepts and Theoretical Framework

The most important concepts and principles that should be reflected in the text and create unity of the word, it will be:

1. Tourist: according to the World Tourism Organization (WTO), tourist is an individual that travels to a country or city outside of his/her own life place for a period not less than 24 hours and more than one year, and his intentions to travel are leisure, rest, exercise, visiting friends or relatives, business, mission, attending in seminars or conference, treatment, research, study or religious activities.
2. Domestic (local) tourism: In this case people living in a country for a maximum 12 months travel to a place in their own country which is outside from their own city, the main purpose of this trip is just travel and they don't do any especially business work or earn a money after visiting the city (Paply Yazdi, 1386, 13).
3. Foreign tourism (international): people for a maximum 12 months travel to another country outside their own country and the purpose of this travel is not a business work or earning money.

Tourism Dimensions

Tourism has various aspects of economic, social, cultural and environmental dimensions which each of them refer to:

Economic Dimension of Tourism

One of the sources of income and release of the problems related to the national sources limitation for income in international scene is a tourism industry that has this power to create an important source of money for many countries in the world. America is a country full of natural resources and advanced technology and industry, this country consider tourism industry as a beneficial industry that is useful for employment, in a way that in 2001 most of its foreign exchange earnings is given by tourism industry and at this year 45.5 million people (equivalent 7.80 billion Euros) tourist entered the country. In the same period, foreign exchange earnings through tourist attraction in France reach to 100 billion dollars. In Spain the revenue of tourist attraction is more than Persian Gulf's countries oil revenues. Italy also relies on valuable treasures of art, history and appropriate structure for attracting more and more tourists in 2002 attracts more than 38 million foreign tourists. Careful planning and investment not only occur in industrialized countries related to development and attraction of tourists, but some developing countries are also did lots of actions. For example, Kuwait considered tourism as one of the most important activities at the top of their program. This country expects that until 2024, near 20 million tourists will enter to their country and by this way 30 billion dollars enter to their country just by tourism. Development of tourism in countries in general, has some advantage and disadvantage for them that should be considered as an important factor of investigation (Kargar 1386, 112-113).

Social and cultural dimensions of tourism

In recent years, more and more attention of professors and socialist was given to the tourism industry, not only in economic and political dimension, but also in the social and cultural aspects have significant and important consequences. While economic revenues through tourism weaknesses are remarkable and noticeable, but affects and social and cultural consequences

of tourism refer to the methods for tourists to create changes in the environmental value of the system; such as how to make up, dress, talk, walk, eat or family relations between husbands and wife or children. As well as collective life style, level of safety, ethical standards and finally customs and traditions and also the existing social relation in the environment are from those issues. These factors, are recognized as "people's impact on people", refers to works that result from tourists on local people and interaction between them. In other words, for analyzing the effective social and cultural issues on this relation in society, the following elements should be investigated:

1. Tourist and in particular the needs for services and his/her attitudes, expectations and expected activities from the environment.
2. Host with emphasis on the role that is needed for guest and some considerations that he needs for providing needs in terms of values, customs and local opinion.
3. The relationship between guests (tourists) and host and also the type of the relations between these two groups and some consequences for each of the two groups.

Unesco universal organization focuses on the importance of the relationship between guests and hosts in local tourism areas in different cities or regions.

Natural environment dimensions of tourism

The general concept of the environment includes the natural and physical environment in which human beings work. Human's relation with the environment has two forms, one of them is algebraic relationship of human with natures, like sleeping and growth and the other relation refers to the optional relation of human like walking and doing some activities. By the way human in many fundamental parts of the life, depends on the environment and if one factor destroy this relationship and dependence, his/her life faced with many risks and irreparable problems. In the environmental tourism (including natural or artificial) not only it is appropriate for tourism activities but also it is attraction too. Some of the forms and environmental phenomenon that are tourist attractions for tourists are divided into two groups: Natural attractions and human-made attractions that is artificial like cities and its elements or historical and ancient works. Visiting natural attractions is in a wider range of importance. With increasing amount of population and pressures in big cities that don't have any compatibility with the human's mind and soul, most of the tourists not only travel because of visiting archaeological and historical museums but also they search for some place of the world which have natural and impeccable beauties. Among these areas places that have the following features are important.

1. Natural areas that remain because of creation of local parks, forests and protected areas.
2. Natural areas that are protected because of logical development (land use planning)
3. Natural areas that are unique and specific because of certain species of plants and animals and they are protected because of one or both of them.

Tourism in order to visit natural environment so called "environmental tourism or ecotourism". In fact, ecotourism is not only a form of tourism that considers nature but also the need for a new system for ethical and behavioral patterns of tourists are investigated. Ecotourism is a kind of tourism which is not destructive for natural and cultural capitals and it's useful for tourism development. In tourism activities, humans not only affected by natural artificial environment but also influence on some parts of environment. The impact of tourism activities and equipments or facilities on the environment is not only depends

on the participation in recreational activities, but also for tourists who stay in an area for a period of time, facilities and services are needed. These facilities and equipments affects on the environment. The most important of them are: roads, parking, vehicles, water source and waste disposal (Masoomi, 1385. 43-45).

Case investigation of tourism characteristic: Deylam

Bushehr province with an area of 23,167 square kilometer stands on the coast of Persian Gulf, southern part of Iran. According to the 625 kilometer border with Persian Gulf was famous to the littoral province. This province has 9 towns and 30 cities that the northern city is Deylam, this town has two cities and 33 villages. Deylam town from the East and north east of the city related to Gachsaran (Kohgiluyeh Boyer Ahmad), Nurabad Mamasani (Fars) and from North West and north relates to Behbahan and Hendijan (Khuzestan) and from west and south relates to bordered gulf. Deylam has many tourist attractions- monuments and economics is one of the most important coastal cities of the south, every year many tourists travel to this city.

Understanding Tourism attractions of Deylam coastal city

The sea

One factor that causes growth and development in Deylam is the existence of Persian Gulf. The Persian Gulf not only affects on the region's weather but also it has influence on the manner of life and economics situations of the people. So that more than half of the city's active staffs are working in the economic sectors directly related to the sea. Generally more than two-third of the employed workers in Deylam directly (Fishing or traveling to countries around Persian Gulf) or indirectly (in the field of trading or deal of importing goods) connected to the sea. Deylam is one of the hot spot areas and geopolitical areas of Persian Gulf. After Arvand rood port that helps to connect two river ports of Iran (Abadan and Khoramshahr) to Persian Gulf, Imam Khomeini's port is currently considered as active port of Iran and after that Deylam port is famous. According to the country's division this port stands in Bushehr, but it attracts attention of surrounding areas and remote places. After Arvand port this one is the nearest area to Kuwait, that's why this city has long been contacted with a number of residents of Kuwait and some of them are originally have migrated to Kuwait and live there. Also the trading experience of this city with Kuwait refers to many decades ago. Deylam's position near the coast of Persian Gulf leads to the development and growth of the tourism that two important items of them are mentioned here:

Diversity of fishing methods

Fishing in the waters of Deylam port is traditional and local. The traditional manner of fishing has attractions and variety for tourists that are interested in fishing. Many tourists in coastal area as individual or groups are started fishing or watching the traditional fishing method. Large number of people follow this method not only because their living but also for fun and entertainment, some people do not like to stop this traditional way of fishing and on different weekdays or weekends in different seasons follow this types of fishing. Most of the traditional methods happen in Deylam port and a few of them are at a distance from the beach. In every season the special tools of that fishing are applied that can be interesting for tourists. Fishing is an interesting activity for tourists; some types of fishes that can catch up on the beach are grouper, Shaoob, Khanoov, Mish Mahi, Stone head and Jesh Zardeh.

Existence of commercial and fishing vessels

Another ecotourist attractions that is dependent on the sea for attracting tourist to Deylam is the existence of the merchant

vessels (boats) which may ultimately interesting for them because:

1. They have beautiful and nice appearance and tourist take pictures from them in different positions.
2. The movement of the boat in the sea based on the traditional and new equipments can be useful for attracting tourists.
3. Loading and unloading of the boats based on the traditional and new equipments can be useful.
4. Riding of boats in the sea for local and tourists are attractive.
5. Stormy turbulence of the sea and its waves and also the boats movements through the sea is interesting for tourists.

Beaches

The most important tourist attraction of Deylam is the beaches. According to the natural aspects, beaches are divided into two parts: a) narrow beaches (rocky), b) Wide and broad beaches (sandy). Deylam's beaches are sandy type, from Khor Yafre (North of Deylam) to Khor Jen (South of Deylam) 5.6 kilometers long and more than 1 kilometer is wide, after Khor Yafre about 4 Km from north and about 3 Km from south after Khor Jen there are sandy beaches. But now the areas that have the most tourist attractions are from Khor Yafre to Khor Jen, with soft and sandy beaches which have many tourists. Deylam has one the most significant and unique beaches among the northern coasts, Persian Gulf and Oman sea. If we compare Deylam coast to southern cities of the province (Kangan, Deyr, Behbahan), the beaches of these cities are sandy with big seeds that makes the movement of the vehicles too difficult. But the sandy coast of Deylam has some advantages as follow:

1. This beach has the least amount of dust and mud's deposits that come from dry province and it determines that Deylam beach's is not boggy.
2. Deylam beaches are appropriate for transportation of vehicles, vehicles can easily come to the edge of the water and park without problem even they can come inside of the water, the appropriate width of the beach is suitable for stopping of the tourist's vehicles.
3. One of the obvious advantages of Deylam coast is the calm current of water which has the least possibility of drowning during swimming. Over the years, few people drown in the coast and because of that swimming is possible for all ages from children to elders, tourists can swim easily and without any problem.
4. Moderate temperature in the first half of the winter and spring and second half of the fall can attract many tourists, while other coastal city of south don't have such a situation.
5. Deylam coast in most days of the year has its own special attractions, in winter when the weather is mild many fans and interested people go there in holidays. In summers, in the morning many people swim and in the evening of spring, summer and fall a large group of people do some exercises like walking, running, swimming, Volleyball, football, handball and martial arts.
6. The variety of fish and sea creatures like jellyfish and shells and.... Are a lot in Deylam coast, this creatures are good for scientific researchers and tourists. It can be said that every citizens that have enough information about Deylam and its beaches can enjoy from watching these beauties (Darvishi, 1386. 45)

Existing of Cove in Deylam

Estuary or bay of the river deltaic mouth of the Gulf, deepen and wide its own entrance which comes in a form of a narrow bay. This narrow bay at the mouth of the river named estuary or deltaic bay. In fact estuaries are cone-shaped mouth that caused by decreasing the level of waters and rivers in their own

mouths and after increasing the water's level, water has been moved forward. In addition to the digging of the mouth by river, the turbulence of waves, high tide and also the stroke of the alluvial deposits in the river are some factors that are influential in creation and development of the estuary's mouth. This city has many coves that cause the relation with sea and development of commercial and fishing activities for residents of this coastal city.

The importance of coves for tourism

1. One of the attractions of the coves is high tide, in the high time coves are filled with water very soon and in the ebb time coves are become empty from waters; this rapid high tide in coves is interesting for tourists.
2. In addition to the importance of the cove's fishing aspects in economic dimensions, a variety of traditional and modern method of fishing like Midar, Salie, Chabri, Rahband and Zaneh methods are interesting for tourists and they can attract them.
3. The importance of appropriate communication of coves caused boats and ferries used coves and groups of tourists can move and search easily with their own recreational boat and they can move to suitable depth without problem.
4. Another attraction of coves is the variety of marine and birds that attract a large number of tourists to see this biodiversity.
5. It is possible to make coastal platforms near the coves, these coastal facilities are appropriate from accommodation aspect and they can set up their tent near the sea and enjoy from the beauties of the sea and waves.

Biodiversity

Other tourist attraction of Deylam is the existence of biodiversity. The geographical latitude of the city and climate conditions creates an interesting and remarkable situation of biodiversity. According to the coastal location, the sea and climate conditions Deylam have a large variety of fishing that most important of them are: Vak, Tape zardook, Charbook, Ghar gharoo, Goaf, Shaoom and Serz. Generally fishing has done in two ways in Deylam:

Fishes that are taken by Gergor in Deylam's water like: Simak, Escan, grouper, Jash, Zarde, Daghi and Stone head.

Fishes that are taken by nets in Deylam's water like: Hashineh, Khavar, Saboor, Shir and Ghobad (Alimoradi, 1375. 54-58).

Variety of fishing in Deylam's different cities is not the same. Most of the traditional fishing method has done in Deylam and it is not very popular in other cities and south coast. If an appropriate planning is not done it is possible that this way of fishing is lost. In addition, one of the appropriate places of various forms of fishing is Deylam and its surrounding places. Most of the marines are taken in northern part of Deylam, because the percentage of them is less and somehow limited in south part of the city.

The most important application of various fishing for tourists

The variety of fishing for tourists that come to Deylam has many applications that most important of them are:

Variation of fishing is one of the ways of attracting tourists to Deylam and by referring to different models of fishing; tourists can stay more period of time in this coastal city.

The diversity of traditional fishing leads to the market's thriving of fishing equipments and jobs that are related to them.

The model of traditional fishing can increase the field of research and developments on marines and fishing which can be a tourist attraction by itself.

Table 1. Assessment (environment)

Threats	Opportunities	Weaknesses	strengths
High temperature and humidity in summer, limitation of water's level change because of high tide, legal limitation for development of coastal area, Water erosion in coastal areas in Deylam, High amount of underground water that needs sewage system designing for tourism installation, sedimentation in coastal area that is a threatening factor for marine and coastal activities, Standing on the top of the earthquake zone	Suitable temperature in cold seasons and also high temperature of sunny hours in a day, Possibility of tourism activities development by emphasis on coastal tourism (bike riding, Walking, swimming, beach volleyball and martial art), Possibility of creating park, museum by emphasize on coastal species (types of birds and marines) and other aquatic species (aquarium of different kinds of fish and marines in the sea- wind of the region gives the possibility of using inflatable boats, use of the region's landscape, diversity of migratory birds in fall and winter, existence of the sea and creation of environmental values and appropriate environment for growth of the mangrove tree.	Salty soil of Deylam, high level of underground water table in coastal area, Lack of the possibility of large floor area in coastal part because of species dependence to the mud zone, Lack of water resources with high quality in places near the city	Variety of sightseeing, Breadth of view, overlooking to the blue sea and landscape, diversity of environment and marine landscape, diversity of aquatic species and aquatic birds, smooth and low power wave of Deylam beaches, the physical ability of city for great recreation, diversity of fishes and laboratory species, appropriate environment for coastal geomorphology studies

Table 2. Assessment (social-economic)

Threatens	opportunities	Weaknesses	Strengths
The risk of insecurity because of the large number of tourism during the New Year -The possibility of rapid development of tourist facilities in the province and reduction of attractions -existence of other resorts in other parts of the province -challenges and management problems -lack of the proper ability and infrastructure for tourists -lack of good managers and planners cities and provinces in attracting tourists and plans for its development	Preparation of people to participate in investment -Preparation of people to embrace new phenomenon and projects -Lack of tourist entertainment centers in cities around Deylam -More tourist preparation for entertainment besides the sea in appropriate time in the climate -existence of rare animals around the city in fall and winter and even the first half of the spring -existence of coves and variety of marines -Existence of more than 3000floats and traditional boats and boat building factory in Deylam	- lack of the regions because of the lack of facilities - inappropriate road - low income of some parts of Deylam - lack of tourists in summer - unknown places for some investors - lack of accommodation during the New Year - lack of urban equipment - failure to monitor and control the in foreign goods market prices	- Security of Deylam for tourism - People's familiarity with Deylam and recreational usage in the past years - Positive point of people about people's participation in tourism development - more preparation of Nouroozi's passengers for traveling to Deylam - Young, urbanized and literate people in Deylam - Tourism preparation for spending on leisure and recreation - Easy commute due to the short distance of the places together (center, west, north,...) - The desirability of the sea - good price of the goods in Deylam - variety of goods in Deylam market

Table 3. Assessing of space organization

Threat	Opportunity	weaknesses	Strengths
Visual overcome of the sea and less attention to other natural phenomenon -Lack of integration of space organization of Deylam with surrounding -Lack of entrance line to the city from several direction	-Possibility of future development based on the effective tourism activities -Possibility of combining sea shore and in some parts of Deylam beaches	-Lack of the appropriate activities centers in the beach that leads to vitality and happiness -lack of urbanized texture around Deylam port because of the various values of memories, ecologies and space to make the area's development readable - Low level of movement possibility in some areas around Deylam because of the coves.	A noticeable look on the sea strategic elements -There is a whole integrated costal city -Presence of natural ecologic quality in Deylam costal city - elevation of some parts of Deylam to the surrounding and neighborhood

Table 3. Assessing body organization

threats	opportunity	weakness	strength
-Abandoned spaces and places near Deylam -The influence of abandoned areas near the city on the natural places - Insecurity, assault of the weak body elements because of the lack of clear identity for lands	-Possibility for development of abandoned spaces near the city for city development -big beaches of Deylam and implementation of various projects -make appropriate the structure and body element in line with main route - Use of the body element overlooking the sea -creation of suitable space	Lack of urban space in historical areas near Deylam -Lack of strong penetration to the lands - Lack of the appropriate structure element near Deylam	Existence open natural spaces and natural spaces conquest - favorable openness of the beach for development - existence of appropriate spaces near Deylam for development - Lack of attention and consideration of specific type of structure in Deylam

Table 4. Combinatory assessment

threats	opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> -Lack of the legislation in the coastal area for tourism -Bad weather of the city in the summer and limitation of using tourism attraction in summer -Economic weakness and needs for public investment -The collapse of order when the number of tourists increase -standing near the coves and possibility of floods -Standing in earthquake zone -Sedimentation of Deylam costal city -high level of underground water -Water erosion in coastal area- sever high tide in the windy time, lack of organization's relation near Deylam's surrounding cities. 	<ul style="list-style-type: none"> Original form of the Deylam coastal city -Locating in the rout between cities -Standing in one of the most important communication structure of the country, great temperature in the cold season of the year and high sun shine hours -A favorable environment for growing and development of mangrove tree -airflow in the area and the possibility of using inflatable boats around the city -The opportunity to take advantage of the capabilities of historical-memorial issues for establishment of new tourism activities -Taking advantage of the sea capabilities -The presence of migrating birds in fall and winter - Use of the place opportunities and existing element for developing and strengthening of the space organization -Existence of more than 3000 traditional and new floating on the Deylam beach -Wide sandy beaches for exercising in the summer and winter, the possibility of using sea for recreation in most of the days of the year, establishing license of tourism near the city, possibility of creating park or museum and emphasis on the aquatic species birds 	<ul style="list-style-type: none"> -Lack of accommodation and catering facilities, public services, welfare - Inappropriate communication routs to Deylam - Reduction of tourists in warm season of the year due to the bad weather - Low level of movement in some parts of Deylam which contain coves -Lack of offices and tourists centers in the city and towns - lack of the appropriate marine and beach's facilities for tourists - Inappropriate urban furniture for tourists - Lack of proper investment for Deylam's coastal city - Inappropriate forms of the street and entrance of the city or markets - The absence of control over the market's price of foreign goods in the days that number of tourists increased. 	<ul style="list-style-type: none"> -Having a valuable environmental natural facilities - Proximity to the beach - Visual control of the wide sightseeing and high qualities of the sea environment - The existence of suitable lands of surrounding for development - The diversity of natural geomorphologic - High security of Deylam compare to the surrounding cities-the great condition of Hammad historical port in Deylam domain - Appropriate location of north and south of the city for entrance gate of trading - Suitable Natural attractions such as sea for tourism - Diversity of species and migrated birds - Prosperity of the city market and appropriate price compare to the free ports and surrounding ones. - diversity of foreign goods with high quality and in Deylam market, existence of coves and tourist attractions in Deylam's beach - noticeable condition of Deylam as a connector of Bushehr and other eastern and southeastern part of the cities to the center and southwest of the country - Existence of body space near the city for development - Having marine facilities for travel - Different types of boats and traditional floating boat and manufacturing workshop - Various tourist attractions for tourists.

Biodiversity can provide situations for establishing of packaging and fishing factories in massive dimension for attracting tourists.

Biodiversity can use for development of areas or regions, and by this work more tourists visit these places.

Historical attractions

Hammad historical port of Deylam

Hammad port in 4 km of Deylam's north in an area of 225 hectares located between Deylam and Imamzade Abdullah village in Hendijan. Geologically Hammad port located in the Zagros region, the material of deposits are the carbonate that consists of sand stone, shale and marl. Existing of evaporate deposits indicate a vertical land movement in this port. According to the topography issue, Hammad port consists of the plain that is located on the Persian Gulf shores. At present, for entering the Hammad port the dusty way is possible but in case of the raining and sever water tides, some parts of this port go under the water and it is difficult to access the historic Hammad port. It is one of the cities that is created in Safavid period in North West of Deylam and very soon it was abandoned. In the past Hammad port had a commercial and fishing application and related to some cities and areas like Arjan, Ramhormoz, Isfahan

and Shiraz by the sea and land. All of the Persian ports are tropical; that are: Hendijan port, Righ port, Deylam, Hammad, Mehrooban, Reyshahr, Nakhiloo, Asiloo, Mashoor (Mahshahr), Ghazale, Kang, Abbasi and Charak (Khalifezadeh, 1382. 493). Hammad historical port is one of the tourist attractions of Deylam that received attention by Management and cultural heritage and tourism organization because of some special features of the natural, historical and economic items and it is considered as a tourist attractions centers in Bushehr province.

Mausoleum of Mohammad Jabal Ameli

One of the historical-memorial places in Deylam is a cemetery is called the grave of Sayad, who is on the southeastern side of the Rooz market at the beginning of entrance road next to the small hour square. This tomb is a holy place for the people of the city because it is a tomb of eleven remarkable Sadat, which are the children and grand children of martyr Seyed Mohammad and Seyed Ibrahim Jabalameli. This holy shrine located in a corner of the old cemetery of Deylam and its personal lands of cemetery was very green during rainfall, it was famous because of its figs, and people in Deylam and other areas gather to the south side of the tomb for funeral and spoke every topic. Today the elderly, middle aged and

groups of youth come together and talk in the evening or some times in the morning on the southern and eastern side of the platform at the top of the entrance street of the city. This holy places as a memorial-historical places of Deylam can attract many tourists to itself if there is appropriate planning and creating suitable equipments (Alimoradi, 1375. 93).

Economic attractions

Deylam's market

The experience of trading in coastal city of Deylam is more than 2000 years that many ships and trading boats with different nationalities traveled to this coastal city, or vice versa from Deylam coast to the far countries like (India, Pakistan, Oman, Land of Bangal and Africa) and also near countries like (Kuwait, Saudia Arabia, Bahrain, Qatar and The United Arab Emirates). From far countries items like spices, tea, rubber, rice and oil and from Deylam items like date, nuts, raisins, carpet, peanut, pistachio, barley, wheat and wools were traded. In the past, Deylam's duty was one of the most lucrative duties of the Bushehr, has enjoyed a great prosperity that directly connected to the duties of provincial capitals. Isfahan and central areas traders used this port as an appropriate trading center for importing and exporting goods, and the famous Isfahan's way of Mehrooban had been drawn in the same direction because of this issue and it leads to the prosperity of trading in this coastal city. Today's Deylam is one of the most important commercial centers in Persian Gulf that has the entrance of some goods from south east or eastern part of the Asia. Most of the sea connection of this coastal city is the important leaders of Kuwait, United Arab Emirate, Bahrain and Qatar. As a result it can be said that one of the tourist attraction of Deylam is its market that needs more planning to flourish.

Analysis of Deylam's tourist abilities with SWOT model

According to the SWOT model, Deylam coastal city has ecotourism, historical-memorial and economic ability. These abilities can be effective for tourism planning and urban development.

The Environmental assessment

With respect to the assessments of ecological features and characteristics of the natural and urban environment, following items have been evaluated:

Assessment, evaluation and definition of the ecosystem and lands abilities appropriate with urban, recreation and tourism development based on the importance of the efficiency of services and natural values for Deylam and other towns

Evaluation, assessment and definition of development process on organizing features and natural values in addition to the integration at two macro levels (micro scale, the ecological areas and surrounding regions has been especially noted.

Besides the importance of efficiency guideline from this domain in order to develop the city by possibility of development and enforcement of natural places especially in beaches and creation or integration of ecological networks (green space, air, water, etc.), and also the importance of attention to appropriate development in accordance with correct guidelines based on main purposes like choosing of the location and the kind of development of urban spaces (to convert the building into a desired usage) as well as the creation of a stable relationship between the land and the valuable land especially beach was considered.

Assess of social-economic environment

Deylam located near the sea and contains a long shore, coves and biodiversity; because of that it has a high potential of divers tourism. While formation and development of social-cultural interactions and providing the most facilities, in the center of the city and shortage of this issue in provinces far from

the city like Deylam is one of the most important reason of interaction and sustainable development are quite concrete and tangible. The mentioned problem refers to the social-cultural situation than physical or spatial problems.

Assessment of spatial organization

Space organization of urban lands of Deylam coastal city has a special and natural identity which is particularly paying attention to the strengths and opportunities that leads to the future development of the city. It should be noted that the relative remoteness of some tourist attractions of Deylam coastal city provides the ability to implement new requirement associated with urban functional space. Use of the walking path through the sea shore and walking on the soft sands of the beach give a sense of satisfaction to the tourists. Green path of movement by using some means of transportation that apply solar or electronic energy which is combined with topography ecologic attractions and sea helps to keep them. It is natural that one of the ways to strength the path in the domain of land development is based on the presentation opportunity that is given to the sea. In the case of body, related issues to the important and indicator elements in the domain of the Deylam coastal city, layout of empty and full spaces, types of issue's morphology, the eternal quality and unstable domains are investigated and identified. In this stage the applied investigation was done to determination capabilities, weaknesses, and opportunities, threatens which are related to the mentioned topics in order to provide policies, purposes and developed and designed guidelines. The body organization of Deylam and its surroundings are without the body elements. These lands are separated from surrounding environment by local communication network and only the manner of their communication with surrounding are these ways. In order to create the body relation of lands with surroundings because of the lack of remarkable and influential elements the possibility of creating a new identity for lands exists. Due to the suitable height of lands to the surrounding lands especially sea; it has specific permeability features in the range. On the other hand the surrounding texture lacks the unity of body in terms of floor height and empty or full spaces and it cannot be required as a model for urban open space and permit the creation of an urban space without any limitation. In this context, the investigation of existing abilities in the field of development and possibility for improvement of the environmental quality and also recognition the weaknesses and limitations caused that they follow a purposeful policy and appropriate plan for decision making. With respect to the groups of people that come to Deylam in future, the visual quality is one of the most important parts of the city that should be considered. Of course, the element of the motion in visual understanding of the way is very important and for its understanding the sequence techniques will be used. Due to such techniques in investigation of strengths, some factors like opening and strengthen of the structures with high quality or existence of opposite symptom and improvement of the readability of way can be mentioned. This line can be work as a strong and important corridor that links visual communication to the strategic landscape. The existence of ecologic parts like noticeable vegetation or beautiful ripples in the developed area can give an opportunity for communication between future urban space and natural elements.

Combinatory assessment

Combined assessment as described in synthesis process, is the most important level that provides in the form of general concepts and combination of strengths, weaknesses, opportunities and threats, and focused on the integrity of the topic or highlighting key issues. This level is the combination of

field measurement, development of the issues and needs and the original approach and synthesis of the macro-level analysis has influence on it. From the other aspect this combinatory assessment in terms of the overall feedback to the key issues a table is prepared. So this synthesis table has this capability to develop based on the overall goals and strategies of designing and development. The main axes determine that Deylam based on the condition is one of the most important opportunities for tourism development.

-) The quality of beaches, sea, coves and biodiversity of this city is an important indicator of identity that can be a strong support for the strengthening of the public area, combined with ecologic qualities.

-) The condition of market and trade by help of the marine vessels in Persian Gulf domain is considered as a prominent feature of tourism in Deylam.

-) The existence of the Hammad historical and memorial attractions in 4 Km of north and in the domain of the Deylam due to the lack of land's connection with the city, good land, good soil, fresh and sweet water and locating near the beach are the other features of tourism.

-) Development and prosperity of these abilities can change Deylam to a tourism city and help to the development of the city in different dimension like economic, social and cultural.

-) Finally it should be noted that the guidance of the future development should be done in a situation that has a correct recognition of opportunities and highlighting them and help to prevent crystallization of threats and problems.

1. SWOT analysis determines that between effective inner factors on tourism development in Deylam and studied area, 18 factors are considered as advantage and 10 factors are considered disadvantage.

2. Also this study determine that from the effective external factor on tourism development in Deylam and surrounding area 15 factors were considered as external opportunities and 11 factors were external threats.

3. This analysis determines that the tourism weaknesses in Deylam are because of management weaknesses.

4. The major strengths of Deylam are the ecotourism and economic abilities.

5. The use of the tourism attractions in Deylam is undesirable.

6. The reception center and catering accommodation for tourists are not appropriate.

7. Deylam's facilities for tourists are very little.

8. Deylam's infrastructure needs development for tourism.

9. The foreign goods market in Deylam is one of the main tourism abilities.

10. Increasing the ecotourism abilities of Deylam can cause the development of tourism.

Proposing tourism developments strategy in Deylam based on the analysis (SWOT) Competitive/aggressive strategy (SO)

In aggressive strategy that focuses on the strengths and external opportunities, following items for exploiting the advantages in order to develop tourism in the mentioned area have been presented:

- Emphasize on the natural tourism and ecotourism development because of the comparative advantage to develop this type of tourism in Deylam.

- Emphasize on the economic tourism development and market's prosperity in Deylam for attracting economic tourists in different seasons of the year.

- Identification and use of the Deylam's ecotourism abilities and surrounding area like sea, beach, coves, types of marines and aquatic birds.

- Planning for private investment in tourism sector of Deylam by local investment.

- The formation of tourism organization in the city for more exploitation from tourist attraction especially unused attractions like ecotourism usage in Deylam.

- Coordination and cooperation between related institution with tourism in order to integrate the tourism function with conferences in public places.

The diversification strategy (ST)

In this strategy which focuses on the diversification of internal strengths and external threats, the following items are provided to determine some of the needs of the areas to eliminate the threats:

- Diversification of tourism facilities and services in order to satisfy tourists and also increase of the number of the Deylam's tourists.

- Determining the optimum of population density in different tourism places in Deylam for reducing the pressure and preventing the illegal density of attractions and stopping the destruction and damages.

- The development of Deylam's ecotourism in order to exploit the ecotourism abilities of the city with a clear and fix plan and continuous of it.

- Development of entrance axis to Deylam from the north, south and east and using of the advertising sign and guidance for tourism development of the city.

- Use of the management abilities and adoption of regulations in order to decrease risk and environmental pollution in the tourism places in Deylam.

- Development of tourism security in Nowrooz days and in situations when Deylam has more tourists, in order to avoid social violations and other offenses.

The revised Strategy (WO)

In revised strategy in addition to emphasize on the internal weaknesses, an attempt was made to provide main suggestions to remove weaknesses and problems of the tourism industry based on the external opportunities, the following suggestions are:

- Revision of the ecotourism rules and regulations in Deylam coastal city in order to obtain and use of these abilities and boosting other tourism abilities of the city.

- Attempt in distribution of tourism in different parts and paying particular attention to increase of the tourists in Deylam.

- Change in the tourism planning and support of the responsible organizations for logical obtaining of the rules and regulations in order to develop infrastructure, facilities and tourism equipments in Deylam.

- Revision and development of relevant institution and organizations in Deylam for educating people and tourists in order to gain efficient and purposeful exploitation of sources and tourism effects.

- With revision and exploiting people's participation in development and implementation of projects and providing necessary facilities to Deylam it is important to do serious action for reviving and developing of the city.

Defensive strategy (WT)

- Holding seminars and meetings related to the development of investment in the tourism part by tourism organization, city council, Deylam's municipal and related officials or entrepreneurs for investing.

- Invitation of the investors residing in Iran and Iranian of Persian Gulf and giving some privilege like constructing hotels, residential complexes, leisure facilities like recreational parks or coastal and creation of coastal sport institutions like aquariums of the aquatic and marines creatures.

- Cultural preparations for acceptance of tourists via education and informing to local people in dealing with tourists.
- Legislation and specific regulations for the use of more and more rational tourism attractions and prevention of destruction and sea/beach pollution.
- Preparing people and encourage them to participate in development of infrastructure, tourism facilities and gaining money by boosting tourism in Deylam.
- Doing some geological and educational research and related projects to the sea and beach in order to promote advertisement and introduction of Deylam's tourist attraction to tourism society.

Conclusion

Today's, tourism industry in the world, is one of the most important source of income and at the same time one of the effective factor in cultural exchanges between countries and it has a special place. Iran from natural and cultural attractions is very diverse and each region of Iran has its own special characteristic. This variety is very important in the different forms of tourism like: recreational, sport and historical. Deylam is one of the tourist cities of Iran that is one of the most important from ecotourism and other attractions like economic. In Deylam due to the appropriate width and length of the coastal city, sandy from, original form of the beach, geomorphologic diversity of the beach, existence of suitable coves in Deylam's beach, possibility of growth and development of mangrove in the beach,.... can be the first and most important attractions for Deylam. By using modified and new plans and use of the strengths and weaknesses of Deylam beach based on the modern tourism and development of related facilities in the beach has this potential to attract tourist. Also the existence of Deylam market with respect to the suitable price, variety of goods, good position in industrial cities like near Mahshahr, Imam port, Gachsaraan, Aghajari, Behbahan and its proximity to Fras, Kohgiluyeh Boyer-Ahmed and Khuzestan. The existence of more than 3000 traditional and modern floating boats for using in the sea, conversion of Deylam port to special economic port, close distance to Kuwait and all of these factors with appropriate planning and accurate monitoring and also optimal usage lead to the development and growth of Deylam market as a positive economic power. As a result by mentioning the following factors and also the historical ports near the city, high security, calm and attractive sea, diversification of marines and migrating and local birds, possibility of natural environment of the city, establishing license of Hammad Deylam tourism center, mild and favorable weather in the winter can make this city to a major focus of tourists in south west of the country with the principles and accurate planning.

Suggestions

1. Creating tourism offices and institutions in Deylam
2. Training of staff in the field of tourism and selection of qualified guides in the area.
3. Creation of field for investment in the private sector in the provision of tourist's facilities.
4. Repairing of the roads and paved the way of tourism
5. Give the required quality to the restaurants and monitoring the dining halls' services.
6. Getting the certificate for fishes and marines
7. Use of the familiar people and specialized in the field of tourism and education.
8. Creation of sport facilities on the Deylam's beach
9. Preparing the traditional local foods and introducing them to tourists
10. Use of the local cloth in restaurants and canteens

11. Demonstration of traditional fishing tools and trading in the visited area by tourists.
12. Making a map for tourism centers of Deylam and its distribution between passengers in the entrance of the city
13. Preparing film and video from traditional and local wedding and show it to the tourists.
14. Crating brochures and distribution of them between tourists.
15. Use of the boats especially for tourists and training of these people in this regard
16. Providing required funding for establishing the traditional fishing means.
17. Creation of the high way and free way leading to the city
18. Building a rail line of Imam Port to the Bushehr Port and Bandar Abbas which passes through Deylam.
19. Creating of bridge crossing the Deylam's coves that gives the possibility of passing for boats and ships
20. Crating a permanent exhibition of marines and aquatic animals
21. Creating aquarium for diversity of fishes, shellfish and marines in Deylam.
22. The development of industrial boatbuilding and ship building in the city.
23. Creating accommodation and catering facilities and places for public use of tourism.
24. Accessing to the men and women lifeguards during swimming in the swimming season of the year.
25. Giving a residential and recreational facilities to the private sector in beach
26. Technical and market regulation of Deylam market
27. Giving special privilege to people who are active in the construction of shopping and commercial complexes.
28. Creating parking and public facilities near to the Deylam market
29. Following the government approval in boosting the economic ports of Deylam in the north of the Bushehr city.
30. Greater monitoring on the market and particularly on businessman especially in the times of large number of tourists.
31. Boosting the sea beaches in the coastal part of Deylam
32. Development of the mangrove vegetation in Deylam beach based on the appropriate vegetation in Deylam coast
33. Equip and expand of the Imam Hassan airport in 27Km of Deylam for tourists application
34. The implementation of the approved program of tourism, in Hammad Deylam port.

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