Identifying and Ranking the Factors Affecting Tourism Using SWOT Technique, Delphi Method and Fuzzy Analytic Hierarchy Process Method: A Case Study on Doshman Ziari Region, Iran

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Abstract

This study aimed to identify and rank the factors affecting tourism in Doshman Ziari region which is located in Fars province, Iran. Firstly, the factors affecting the tourism development of the region were extracted using interview and then, the factors were classified into four categories according to SWOT approach in the form of a questionnaire. Secondly, using Delphi method, the questionnaires were distributed among 40 experts in the region in two stages. Finally, to evaluate and to prioritize the factors, opinions of 27 experts and fuzzy analytic hierarchy process method were used and the importance coefficient of each factor was estimated. According to the results, the most important factor for strength, capacity and development of Doshman Ziari region was virgin jungles (Oak, Acer cineracens, and Mountain almond). The weakness of the area was lack of clear executive management and protection of the environment the jungles. The best opportunity of the region was to inform and attract the attention of the authorities to the capacities of the region and to plan for the development of the region. Finally, the most dangerous threat for the region was hunting and extinction of the species in the wild.

Keywords: Doshman Ziari Region, Tourism, SWOT Approach, Delphi Method, Fuzzy Analytic Hierarchy Process Method.
1. Introduction

Tourism is to a large extent dependent on cultural and natural capitals (wildlife, landscape, etc) and rural areas enjoy these features (Sharpley & Telfer, 2012). Settlements, farms, fields, natural landscapes and tourism sites in villages constitute the morphology and cultural-touristic landscape of the villages (Akbarian Rinizi, 2012). In recent decades many of economic and rural activities have experienced a wane and the income and employment levels have decreased significantly in traditional agricultural activities. On the other side the increase in unemployment level and youths and educated individuals’ leaving rural areas have threatened the rural structures. Thus, tourism is not only a potential way to change this situation, but also is an inseparable element of rural development strategy (Sharpley, 2002). In fact, tourism is being used as a way to stimulate economy growth and strengthening developmental activities through creating jobs and income (Geffrey & Abby, 2006). Today, rural tourism growth is a trend in most European countries as a complementary activity particularly for farmer families (Gemma & Monsterrat, 2004). Regarding the fact that Iran enjoys much different cultural-artistic, environmental potential and includes many beautiful villages with many different varieties, tourism can be new strategy in sustainable development and can play an important role in helping the economy and creating new job opportunities in rural areas (Amirian, 2008). Before taking any measure, decision, planning or execution, the most important steps are to identify and evaluate the potentials and capacities (Hall, 1999).

Doshman Ziari is a village around Mamsani City in Fars province, Iran. Doshman Ziari enjoys virgin jungles, handicrafts, cultural heritages and ancient civilization. This village can play a significant role in tourist attraction if it is well investigated, planned and introduced and can in turn lead to economic growth, job creation, poverty alleviation and survival of local art, handicrafts and traditions. The villages in Doshman Ziari region enjoy great potentials in different aspects and being in an impassable area, they were away from many historical events which had two consequences. On one hand, it led to the safety and virginity of the region and on the other hand it caused some limitations for the people and the potentials of the region were remained unknown and the resources were utilized traditionally which are very inefficient. Thus, tourism can be a very helpful strategy in utilizing the potentials of the region and contributing to the economic growth. Thus, the purpose of this study was to identify and rank the factors affecting tourism in Doshman Ziari region which is located in Fars province, Iran, using SWOT technique, Delphi method and fuzzy analytic hierarchy process method.

2. Review of Literature

To explain the methodologies used in this study, Delphi method, SWOT model and matrix were investigate in some other studies.

Green et al. (1990) investigated Delphi method in tourism industry. They used Delphi method to identify and evaluate the environmental effects of tourism projects. Kuo et al. (2005) investigated and evaluated the environmental strategy for sea tourism development using Delphi method for collecting experts’ opinion and matrix. Geo (2015) used Delphi method to investigate the nature based tourism products development for customers and the results showed that Delphi method is an appropriate instrument to collect rich data. Eftekhari & Mahdavi (2005) used SWOT model to present development solutions of rural tourism in Lavasan, Tehran, Iran. Zhang (2012) investigated development strategies of rural tourism using SWOT model in Suzhou,
China. Reihanian et al. (2012) investigated the sustainable rural tourism development strategy based on SWOT in national park of Boujagh in Guilan province, Iran, to convert tourism condition of the park to sustainable tourism.

**Tourism**

In the past, tourism only referred to trading affairs, messaging and travels of spies, adventurers and also science seekers, while today it is one of the most important economic issues and one of the most important factors in social and cultural communications (Ziari, 2014). Along with the increasing trend of industrialization in 2 last decades, and the increase of people’s spare time, promotions in communicative infrastructures and development of transportation industry, the demand for tourism has increased significantly across the globe (Gumus, 2007).

Regarding the main and peripheral intentions of travels, time of the travels, the kind of touristic attractions, location and the target of the travel, tourism can be classified into different categories. The classifications of tourism depend on the concept of tourism in different cultures. On the other hand, the related organizations usually classify the different kinds of tourism industry according to some criteria such as size, scale, capacity and nature of touristic attractions (Heidari Chiane, 2010). Recognizing different kinds of tourism is very important in planning for tourism industry because the demands and services are different for different tourists (Ziari, 2014).

Regarding the geographical regions, tourism can be classified into 3 categories of urban, rural and nomadic. In this study, regarding the area under study which consists of several villages, rural tourism is studied which will be explained below.

**Rural Tourism**

Rural tourism can be defined as any activities or services provided by farmers, people or governments in rural areas for entertainment and settlement of tourists (Rezvani, 2008). Due to the fact that villages have many different characteristics across the world, it seems impossible to present a global definition of rural tourism. Thus, there are different definitions for rural tourism in different areas (Haji Nejad et al., 2014).

What attract tourists to rural areas are the quality of landscapes and different structures of social and cultural heritages (Yasouri & Safa, 2012). There are different kinds of activities in rural tourism which are as follows: tourism on a farm; tourism on other farm dwellings; residential tourism; homeland tourism; sports- and recreational tourism; adventurous tourism; health tourism; educational tourism; transit tourism; camping tourism; nautical tourism; continental tourism; cultural tourism; religious tourism; hunting tourism; fishing tourism; wine-tasting tourism; gastronomic tourism; eco-tourism (Dimitrow & Petrevska, 2012).

Village inhabitants who are the main owners of tourist attractions of the village are related to tourism industry in several aspects. Firstly, the rural areas are presented to tourists as public recreational places and secondly, they can sell their products such as foods, handicrafts, medicinal plants etc to the tourists and it contributes to economic growth of the inhabitants (Sharif Nejad & Moradi Nejad, 2002). One of most important characteristics of rural tourism is investment of private sector because the touristic programs in rural areas are much more simple and require much less costs (Yaqoub Zade, 2014).

On one hand, rural tourism can create new opportunities for inhabitants and can revive the rural life. On the other hand, unplanned developments may cause environmental and social
damages to these rural settlements. Thus, appropriate strategies must be used in different environmental conditions (Eftekhari & Mahdavi, 2006).

Though, rural tourism cannot solve all rural problems, it is a good opportunity to utilize the capacities of the rural areas in small scales and in appropriate seasonal markets (Irshad, 2010). Moreover, rural tourism, as an ultra-structural function, can develop and survive cooperating with other sectors (Swar book, 1996).

One of the consequences of rural tourism is that the rural characteristics of the areas which are vital or the tourism are survived and protected (Gavrila et al., 2015). Villages’ are being turned into counties can have negative effects on capacities of the villages. Thus, instead of turning villages into small counties, it is better to identify the capacities of the villages and utilize them with high efficiency.

Rural tourism is itself divided into different types: natural, historical, cultural, religious and agricultural. However the attractions of the villages are of three types: natural, historical-cultural and economic. These attractions can separately or cooperatively provide a good opportunity for making income and provide good base for survival of cultural and historical identity of the village which is very important in creating an original rural identity.

a) Natural attractions

Villages are located in different climates such as desert, mountain or coastal plain climate. Each of these climates has specific kinds of natural attraction and cause different natural tourism such as mountain climbing, cliff climbing, caving, hunting, fishing, boating, watching animals and birds, using hot water springs, using medicinal plants etc. Tourists have different purposes such as sportive, medical, researching or recreational and they travel to meet different needs such as mental, spiritual or physical needs.

b) Cultural and Historical Attractions

Only some of the villages have historical places located in them as historical attractions but certainly all villages have their own cultural attractions (Milone, 2005). Religious places, handicrafts, music and local dances, rural games, herding, donkey, horse or camel riding, rituals of festivals, ceremonies or funerals, farming rituals etc can be an attraction on their own. Put simply, the daily life of the villagers is the most interesting attraction for the tourists. Cultural attractions are good opportunities for researchers and anthropologists (Rezvani, 2011). Cultural attractions and historical monuments are very interesting to tourists and commercializing the local characteristics can help the growth of the economy and job security. Commercialization of the local culture is an inseparable part of economic development and is a positive process in sustainable development (Sharpley & Tefler, 2012). Cultural festivals are often formed and developed based on spiritual traditions, harvesting or other cultural elements (Dolan et al., 2010).

c) Economic Attractions

Activities such as gardening, farming, animal husbandry, pisciculture (fish farming), avian husbandry, beekeeping, etc are considered as economic attractions. Tourist can come to visit these activities and sometimes participate in these activities for entertainment and they usually buy the products because of their high quality (Rezvani, 2011).
Some of the villages are famous for some specific products. In fact, the reason for the fame is usually the product. In some cases there are annual festivals for harvesting those products and interested individuals would travel to those villages. Harvesting festival is an ancient ritual in Iran.

3. **Introducing Doshman Ziari Region**

Doshman Ziari has an area of 963.7 sq km and is located between in northeast of Mamsani city in Fars province, Iran. This district is limited to Sepidan County from north, to Shiraz city from east, to Kazeroun from southwest and to central parts of Mamsani city from west.

This region consists of 52 habitable villages. Some factors such as climate, social system, type of economy and lifestyle and some ethnic, religious, ritual and traditional factors have affected the type of residence and settlement in the region (Agriculture Jihad organization of Fars province, Iran, 2006). Usually the villages are low populated and are located in the slopes such that the most common occupation is agriculture and animal husbandry. Agriculture is very limited and is only done for the needs of the village such that hills are used for wheat cultivation and the narrow margins of rivers are used for rice cultivation.

To go from Shiraz city to Doshman Ziari region, there are 2 roads from the Oak jungles and mountains and one road from central part of Mamsani. Due to the topography of the region, the roads are often spiraling. The first path passes from Shiraz to Sepidan and then to Shoul Sangar and this path is in Varafato(toward the sun) part. The second path is on Shiraz-Boushehr road in which there are the beautiful lakes of Haft baram and passing from the oak jungle it enters the Nesa (toward the shadow) region. The last path is from the central part of Mamsani which passes from Bavan region which is mentioned by Muslim geographers as one of the four lost paradises in Islamic world.

The mountains of the area are part of Zagros mountain series. The region is 1500-2930 meters above sea level. The climate is Mediterranean and sub-humid. Suitable level of rainfall created a various eco-system in the region and as a result provided a suitable base for animal life and different species of trees and plants each of which has specific nutritional, medicinal or industrial value (Oak, Aspic, Montpellier Maple, Parmosir, etc) (Environmen Organization of Fars province, Iran, 2012).

The mountains of Doshman Ziari are: Tasak mountain (3150 m), Nar mountain (2700 m) Shazki mountain (2600 m) which is less steep than Tasak but is wider and has more trees (Agriculture Jihad organization of Fars province, Iran, 2006).

Due to the suitable rainfall and being in a mountain area and also presence of Asmari limestone and lake sediments, the region is in a desirable condition regarding surface water. Surface waters in the region have emerged in the shape of waterfalls, rivers, springs and stream.

Doshman Ziari region was previously known as Tirmardan and little research was done about this region. According to Muslim geographers such as Ib-Khordadbe, Ibn-Ballkhi etc, this region was called Tirmardan and the famous villages of the region were Die-gouz, Harare, Kerkan etc. the tribes of Pahvande, Balmini, Kerkan and Golgouni lived in this region until Safavid period. These tribes were scattered from the region due to reasons such as fire, earthquake etc. Doshman Ziari tribe along with three tribes of Mamsani immigrated to this region after Safavid period and changed the region’s name to their tribe’s name (Majidi, 2008). The geographical borders of old Doshman Ziari or Tirmardan were wider than what they are.
4. Methodology

Data collection methods are of two types; library research and field research (Hafez Nia, 2005). This study was an applied descriptive –survey. The data were collected using field research. The population of the study was the villages of Doshman Ziari region. The participants of the study were 40 related experts who were selected randomly from the related organizations. To identify the capacities of the region such as natural, historical, economic, cultural or spiritual attractions, the factors affecting the tourism capacities were identified using interviews with habitats of the region and the related experts. Then the components were classified into four different categories based on SWOT approach (Strength, weakness, opportunity, threat). After that a questionnaire was design using the extracted components and they were finalized using Delphi method. The questionnaires were distributed among 40 experts in tourism field in the region. Finally using fuzzy analytic hierarchy process method which will be explained below, the components were compared in couples and the importance of each of the factors were identified.

**SWOT Technique**

SWOT (Strength, weakness, opportunity, threat) analysis is one of the strategic instruments to compare the strengths and weaknesses to opportunities and threats of an organization or business (Rezvani, 2011).

**Delphi Method**

Delphi is a group process involving an interaction between the researcher and a group of identified experts on a specified topic, usually through a series of questionnaires (Yousuf, 2007). Delphi method is usually done in two stages. The purpose of the first stage is to identify the issues related to the topic of the research. In most of the studies the initial questionnaire were designed by the researcher based on extensive review of literature or through a panel of experts or a monitor team (Mullen, 2003). After the first stage, the questionnaire was modified and is distributed among the experts. The second stages and the stages after that are more professional and are related to ranking the factors based on their importance which is analyzed quantitatively (Thangaratinam & Redman, 2005). The purpose of Delphi method is to reach to a consensus over the prioritization of the factors. Stages in Delphi method are repeated until the predetermined level of consensus is obtained or there is no longer any new information (Grobbelaar, 2007). If the consensus is not obtained in the first stage over a factor, it will be included in second stage so that the experts might change their ideas.

**Fuzzy Analytic Hierarchy Process**

It is a flexible, strong and simple method for decision making when contradicting criteria exist (Zebardast, 2001). In this method, the criteria are compared in couples and this way the conceptual complexity of decision making is alleviated to a large extent (Roustaei, 2011). Each component in each level is compared to its correspondent component in the higher level and their weights are calculated and are called relative weights. Then, the final weight of each item will be identified by compiling the relative weights and the final weight is called absolute weight (Farid, 2010).
5. Results
To finalize the factors affecting the tourism capacities in Doshman Ziari region, Delphi method was used. In the first stage, based on the factors extracted in interviews, a questionnaire was designed (based on Likert scale) and was distributed among 40 experts. The experts were asked to score the items in the questionnaire and to add any other factor they think is missed. In the first stage 9 other items were suggested by the experts, some of which overlapped conceptually and some of them were the same as the items in the questionnaire. Only two were qualified to be added to the questionnaire. In the first stage some of the factors were confirmed (Table 1). It is worth mentioning that in this study, an item must have been scored 4-5 in 70% (28 experts) of questionnaires to be qualified as an affecting factor. As evident in table 1, factors 2, 13, 31, 16, 35 and 36 were not confirmed in the first stage. Thus, the first stage was executed to confirm the other factors and the two factors suggested by the experts. In the second stage all other eight factors were confirmed. Thus, the Delphi method was completed in the second stage. The results of the two stages of Delphi are presented in table 1.

Table 1. Results of Delphi method for finalizing the factors

<table>
<thead>
<tr>
<th>Number</th>
<th>Factor</th>
<th>First stage</th>
<th>Second stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mountain climate and presence of beautiful and rich mountains and hills (suitable for establishing recreational centers, mountain tourism centers, mountain climbing camps, medical centers etc)</td>
<td>33</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Production of handicrafts from materials such as animal wool, fur and skin</td>
<td>26</td>
<td>29</td>
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<tr>
<td>3</td>
<td>Being located in important and touristic communication roads</td>
<td>31</td>
<td>-</td>
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<tr>
<td>4</td>
<td>Positive attitude of local educated individuals toward efficient utilization of touristic capacities</td>
<td>33</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Presence of historical, ancient and religious potentials (castles, historical hills etc)</td>
<td>32</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Virgin jungles (Oak, Keikom, Mountain almond etc) and rich coverage of medicinal, industrial, food and other plans (vanilla, Yarrow, etc)</td>
<td>38</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Presence of beautiful and unique landscapes of grape gardens and farms from hills and mountains</td>
<td>31</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>Presence of rich environment such as Tasak mountain which is a suitable environment for protecting and surviving species in wildlife</td>
<td>29</td>
<td>-</td>
</tr>
<tr>
<td>9</td>
<td>Presence of rich cultural-spiritual heritage (foods, local games, music, proverbs et)</td>
<td>29</td>
<td>-</td>
</tr>
<tr>
<td>Number of 4-5 scores</td>
<td>Number</td>
<td></td>
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<td>---</td>
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<td></td>
<td></td>
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<tr>
<td><strong>Presence of rich and beautiful water resources such as springs, waterfalls and rivers suitable for establishing recreational centers and building dams etc.</strong></td>
<td>38</td>
<td></td>
<td></td>
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<tr>
<td><strong>Villagers’ unfamiliarity with the advantages of tourism and lack of interest to invest in this regard</strong></td>
<td>36</td>
<td></td>
<td></td>
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<tr>
<td><strong>Non-standard roads and lack of road signs</strong></td>
<td>39</td>
<td></td>
<td></td>
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<tr>
<td><strong>Cultural heritages’ being oral not written to protect the cultural and spiritual heritage</strong></td>
<td>25</td>
<td></td>
<td></td>
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<tr>
<td><strong>Lack of governmental planning and investment in registering, repairing and introducing the historical monuments and religious sites</strong></td>
<td>38</td>
<td></td>
<td></td>
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<tr>
<td><strong>Lack of strengthened rural houses with tourism capacities against natural disasters and disregard to survive the traditional context of the villages with tourism capacities</strong></td>
<td>29</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Executive management weakness in protecting the jungles and vegetation</strong></td>
<td>26</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lack of complementary and processing industry in agricultural and garden products</strong></td>
<td>28</td>
<td></td>
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<tr>
<td><strong>Not registering, introducing and supporting the local handicrafts</strong></td>
<td>37</td>
<td></td>
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<tr>
<td><strong>Lack of legal protection of valuable wild life habitat</strong></td>
<td>35</td>
<td></td>
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<tr>
<td><strong>Lack of proper advertisement for introducing the attractions of the region as a target for tourism</strong></td>
<td>36</td>
<td></td>
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<tr>
<td><strong>Motivating local educated individuals who left the region, to return and invest in private sector and tourism</strong></td>
<td>39</td>
<td></td>
<td></td>
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<tr>
<td><strong>The opportunity to bring investors to the region for job creation by establishing Processing industry and economic firms</strong></td>
<td>38</td>
<td></td>
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<tr>
<td><strong>Increasing tendency of urbanites to spend their spare time in rural areas</strong></td>
<td>35</td>
<td></td>
<td></td>
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<tr>
<td><strong>Increasing attention to villages with tourism potential</strong></td>
<td>39</td>
<td></td>
<td></td>
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<tr>
<td><strong>Attention and efforts of experts and researchers to repair the historical-religious monuments as symbols of national identity</strong></td>
<td>38</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Authorities’ efforts in introducing the natural attraction of the region</strong></td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Authorities’ positive attitude toward holding local festivals (traditional foods, local games, music, dance, play etc) to survive and revive the cultural heritages</strong></td>
<td>35</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Proximity to Shiraz metropolis</strong></td>
<td>36</td>
<td></td>
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</tbody>
</table>
After identification of the affecting factors on tourism capacities of Doshman Ziari region, the factors must have been ranked regarding their importance. To do so, fuzzy analytic hierarchy process method was used. For this purpose, a questionnaire for comparing the couple factors was designed and distributed among 27 experts. Then the data was analyzed by triangular fuzzy numbers. For this purpose, the opinions of experts were compiled in a matrix such that in the matrix, the first fuzzy number had the lowest value of experts’ response, the second fuzzy number was the geometric average of the responses and the third fuzzy number had the highest value of responses. After that, the correspondent absolute geometric average of triangular fuzzy numbers (Z) and sum of Z values and its reverse were calculated using equation 2 and equation 6, respectively. Finally, factors’ weights were calculated using equation 3 and the results are presented in figure 1.
### Strengths

- Virgin jungles and rich coverage of medicinal, industrial, food and other plans (0.1133)
- Presence of beautiful and unique landscapes of grape gardens and farms from hills and mountains (0.1107)
- Presence of rich environment such as Tasak mountain which is a suitable environment for protecting and surviving species in wildlife (0.1084)
- Mountain climate and presence of beautiful and rich mountains and hills (0.1047)
- Presence of rich and beautiful water resources such as springs, waterfalls and rivers suitable for establishing recreational centers and building dams etc (0.1039)
- Production of handicrafts from materials such as animal wool, fur and skin (0.976)
- Presence of rich cultural-spiritual heritage (0.0907)
- Positive attitude of local educated individuals toward efficient utilization of touristic capacities (0.0907)
- Being located in important and touristic communication roads (0.0890)
- Presence of historical, ancient and religious potentials (0.0860)

### Weaknesses

- Lack of legal protection of valuable wild life habitat (0.1079)
- Lack of complementary and processing industry in agricultural and garden products (0.1061)
- Executive management weakness in protecting the jungles and vegetation (0.1054)
- Lack of proper advertisement for introducing the attractions of the region as a target for tourism (0.1042)
- Villagers’ unfamiliarity with the advantages of tourism and lack of interest to invest in this regard (0.1029)
- Not registering, introducing and supporting the local handicrafts (0.1012)
- Non-standard roads and lack of road signs (0.966)
- Lack of governmental planning and investment in registering, repairing and introducing the historical monuments and religious sites (0.940)
- Cultural heritages’ being oral not written to protect the cultural and spiritual heritage (0.923)
- Lack of strengthened rural houses with tourism capacities against natural disasters and disregard to survive the traditional context of the villages with tourism capacities (0.892)

### Opportunities

- Authorities’ efforts in introducing the natural attraction of the region (0.1331)
- Proximity to Shiraz metropolis (0.1258)
- Presence of local educated individuals in Shiraz city, to introduce the potentials of the region (0.1170)
The opportunity to bring investors to the region for job creation by establishing Processing industry and economic firms (0.1103)

Setting the stage for investment to establish handicraft cooperatives and giving loans for job creation and reviving handicraft industry (0.1062)

Increasing tendency of urbanites to spend their spare time in rural areas (0.0990)

Increasing attention to villages with tourism potential (0.0857)

Authorities’ positive attitude toward holding local festivals (traditional foods, local games, music, dance, play etc) to survive and revive the cultural heritages (0.0803)

Attention and efforts of experts and researchers to repair the historical-religious monuments as symbols of national identity (0.0757)

Motivating local educated individuals who left the region, to return and invest in private sector and tourism (0.0669)

**Threats**

Hunting and extinction of wildlife species by individuals from out of the region (0.1383)

Loss of plant species and rare trees (0.1280)

Migration of youth to cities and lack of young professional workforce in the region (0.1090)

Over development of agriculture at the expense of the degradation of forests and pastures in dry lands (0.1048)

Importing raw materials with chemical paints, industrial facilities and tools which will lead to removal of handicrafts (0.0917)

Illegal excavation and damaging the monuments (0.0835)

Entrance of modern architecture style into villages and removing the traditional texture (0.0834)

Increasing popularity of mass media and computer games that can gradually lead to forgetting the cultural and spiritual heritage (0.0778)

Drowning some villages, historical monuments and animal habitat due to construction of dams in the region (0.0647)

**Figure 1.** The results of weighting the importance of factors using fuzzy analytic hierarchy process

As presented in figure 1, the most important strength factors were virgin jungles, rich medicinal fool and industrial plants, presence of beautiful landscapes and having a rich environment such as Tasak Mountain. As presented in figure 1, the most important weakness of the region is executive management weakness in protecting the jungles and vegetation. Another important weakness is lack of processing and supplementary industry in agricultural and gardening facilities though this region produces one of the best sour grapes in the country. The reason is that the products are bought very cheap from the farmers and gardeners and it is not economical for them to produce these products. Stone heaps, hills covered with grape trees,
border of gardens being covered with stones and rods and wheat cultivation in steep hills are all due to lack of planning and lack of processing industry.

The most important opportunity was estimated to be authorities’ efforts in identifying and introducing the natural attraction of the region. The other important factor was proximity to Shiraz as a metropolis because Shiraz is a touristic city and the tourist can have a travel to Doshman Ziair in summer due to its mountain climate. The third most important opportunity was presence of educated individuals in Shiraz who can introduce the capacities of Doshman Ziair region. Finally, hunting and extinction of wild life species was shown to be the most important threat to regions tourism. The second important threat was loss of plant species and rare trees due to overuse, trafficking and fire. The third important threat to the tourism of the region was pollution of the environment and extinction of some animal and plant species due to unprofessional road construction regardless of environmental stability indexes.

6. Conclusion

Based on the results of this study, Doshman Ziair region has the potential for various kinds of rural tourism such as agricultural tourism, cultural tourism, historical tourism, religious tourism, eco-tourism, geo-tourism, hydro-tourism, food tourism etc.

Each of these potentials has its strengths and weaknesses that must be identified and suitably planned for. The strengths must be strengthened and the weaknesses must be alleviated in order to lower the threats. Based on this strategy, different tourism potentials of the region must be identified, introduced and planned for. This demands determining and developing local solutions which are specific and suitable for the conditions with the cooperation of related organizations such as agricultural Jihad organization, natural resources organization, environment organization, cultural heritage, handicrafts and tourism organization. Local participation is very important because the villagers are owners of the resources of the region and must participate in management issues and receive their share of the tourism benefits.

Tourism development in Doshman ziair region thanks to its various and rich potentials can help to revive the economy of the region and increase the income of villagers as the two main problems of the region are migration of villagers to cities and villages’ becoming derelict and their potentials being wasted will be solved. It is also a good reason to provide health and welfare facilities and services for the villages. When there are services and facilities in villages, villagers will not migrate to cities anymore. They will, instead stay in villages and utilize the potentials of the region.

According to the results of this study, the following strategies and policies are recommended for tourism development in Doshman Ziair region.

- Designing and implementing comprehensive tourism plans in the region for identifying and introducing the touristic areas and establishing welfare facilities and services in those areas with an emphasis on cultural, natural and local tourism development regarding the potentials of the region.
- Proximity of Doshman Ziair region to Shiraz city is a good opportunity for the region to be introduced as a summer area to motivate people to have a trip to this region.
- Agricultural tourism development, in order to utilizing the landscapes, gardens and farms is a very helpful strategy for protecting the gardens from being degraded. Thus, different harvesting festivals can be held particularly in case of sour grapes, because the sour grapes are grown totally organic using no chemical fertilizers. This can both help farmers
and gardeners to sell their products and will be a pleasurable experience for tourists and they can buy the organic products with a cheaper price.

- Informing the villagers of the benefits and advantages of tourism.
- Passing legal regulations to protect the cultural and historical monuments and protecting the natural environment. Moreover, Tasak Mountain must be totally protected for its trees to be revived and to protect the animals from being hunted by humans.
- Building museums for presenting the virgin handicrafts with different agricultural, animal husbandry and domestic applications. Documentaries can be also made from the process of making these crafts which will revive these arts and create income for the villagers.
- Topographical situation and oak jungles of the region have caused the roads of the region to be spiral and with few traffic signs which need to be standardized.
- According to potentials of the region regarding garden and animal products, small processing industries and cooperatives can be established for housewives. It can help job creation for unemployed women and they can produce products such as raisin, curd, animal oil, aviculture etc.
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