

IDENTIFICATION OF WEAKNESSES AND STRENGTHS OF TOURISM DEVELOPMENT IN KANDOLEH VILLAGE, IRAN.

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Abstract

This study aims to identify strengths and weaknesses and provide strategies for tourism development in Kandoleh village. Investigative method was descriptive and we used from SWOT model to analyze data. At first, using field studies and documents and using thematic experts, a list of weaknesses, strengths, opportunities and threats of rural tourism was prepared. Then, the list in the form of Likert scale questionnaire was designed and we have distributed questionnaires among tourists in kandoleh village. Then, the internal and external factors in the development of rural tourism were analyzed. The results showed that the average for total internal strengths 4.12 and its total weight is 2.16, but the average for total internal weakness 3.51 and its total weight is 1.74. This shows that rural tourism's strengths outweigh the weaknesses. The average for strength was 3.56 and its total weight is 1.81. The average for threats 2.88 and its total weight is 1.41. In general, higher the weight of the strengths and opportunities revealed that best strategies for tourism development include the following: Attention on the development of tourism due to the natural green landscape, gardens and good climate, increased government attention to tourism, identification and use of resources according to the specific situation of village, creation incentives to compete with other regions for tourism development, development and strengthening of roads.

Keywords: tourism development, strengths and weaknesses, Kandoleh village, Iran country, SWOT model

1. INTRODUCTION

In today's world, rural tourism as a strategy for rural development is used and many thinkers and planners have special attention to it, because they believe that the development of rural tourism is one of the suitable strategies for rural development and it solves challenges and problems.

Rural tourism is one of the forms of tourism that can lead to economic growth and diversification of the activities and the creation of employment and income for rural residents to absorb the surplus manpower. So rural tourism is profit for rural development (Papoli Yazdi & Saghaei, 2011, p201). The village economy is based on agriculture and therefore vulnerable. So attention to other activities such as tourism helps to the rural economy and to improve the living conditions of rural people. Rural tourism in empowerment of local people and develop human resources, improve living standards and bridge the gap between urban

and rural areas in various fields and to reduce rural-urban migration has played an important role (Mahdavi, Ghadiri Maasoum & Ghahremani, 2008, p43). Supporters and opponents believe that rural tourism makes up the rural economy, improve the viability of rural areas, settlements reconstruction and improve the lives of rural communities (Eftekhari & Mahdavi, 2006, p2).

Rural tourism is important in two aspects: one as a global activity and the role of the national development. In this regard, rural tourism is an ultra structural function and can develop participation with rural people. It has relationship with economic and cultural sectors in village and contributes to national development (Shameddin, 2010, pp96-97). Rural tourism provides new opportunities for the rural areas due to the stability of rural settlements, but on the other hand it needs to guide development and planning and to solve social and environmental problems (Darvishi et al., 2014, pp70-71). Thus, several studies have been conducted about the effects of tourism on the countryside.

Darvishi and et al (2014) using the SWOT model to prioritize strategies for rural tourism development in the village Gaygan Aligoudarz city. They suggest those aggressive strategies such as education and physical, social and spatial planning of villages, creating mechanisms for investment in government and the private sector is suitable for tourism development.

Karimi and Sharifi (2013) research in the County of Maragheh and found that the strength point is natural attractions and weakness points are lack of accommodation, welfare, health and sport. Khaton Abadi and Rast Ghalam (2012) using SWOT model concluded that the limitations of tourism are at a higher level than its advantages. Eftekhari and et al (2006) studied strategies in rural Lavasan districts and their findings indicate that the vulnerability of rural areas in terms of tourism development is often very high and preferences in mainly rural areas are limited.

In general, local characteristics, customs, traditional, natural and historical attractions in rural areas has led to the development of tourism. Kermanshah Province is a province that many people go there for tourism. So many people go for leisure and recreation to Kermanshah province. Kandoleh village is located in Kermanshah province is tourism village. Regarding the issue of tourism development in the village and identify the advantages, benefits, problems and injuries is important. The main objective of this study is to identify the strengths and weaknesses of rural tourism of Kandoleh village and provide strategies for tourism development in the village. Through identifying the potential and limitations of tourism in this region is improved planning and solving problems. So the main question of this research is that what is Strengths, weaknesses, opportunities and threats facing the tourism village Kandoleh?

2. MATERIALS AND METHOD

This research is descriptive and SWOT method was used to analyze the data. At first, using field studies and documents, and the use of subject experts, a list of weaknesses, strengths, opportunities and threats of village tourism Kandoleh developed (Table 1). Then, a questionnaire with Likert scale was designed and distributed among visitors. Then the internal and external factors tourism development of Kandoleh village was analyzed and priorities were identified.

In order to define strengths, weaknesses, opportunities and threats SWOT model can be used the following simple words:

Strengths: characteristics that assist the group in achieving objectives. These properties have a positive effect on their goals;

Weaknesses: attributes that are harmful and negative impact to achieve their goals;

Opportunities: the condition of the environment which could be due to the positive effects that may assist the group in achieving goals;

Threats: condition of the environment in the way of achieving the objectives are created limit (Azkia & et al., 2008, pp143-144).

Table 1. List the strengths, weaknesses, opportunities, threats tourism village of Kandoleh

Strengths	<ul style="list-style-type: none"> • Having adequate facilities and equipment such as water, electricity, gas and telephone; • Religious and historical monuments near the village; • Locating near population centers; • Natural landscapes, orchards and vineyards; • Variety of agricultural products; • Crafts and local foods; • River in the vicinity of the village tourism facilities, such as the ability to provide health services; • Local authorities pay special attention to the development of rural tourism; • good climate in some months of the year; • The spirit of hospitality in the village.
Weaknesses	<ul style="list-style-type: none"> • The lack of residential facilities in the village; • The low quality of local health (lack of sewage and waste release); • Lack of local markets for sale of agricultural products, local handicrafts to tourists; • Lack of health care in rural areas; • Migration of rural residents to cities around; • The lack of investment for the private sector to provide services to tourists; • The lack of accurate data on the number of tourists to better planning; • Insufficient information and advertising in order to introduce a better system of village and tourist attraction; • Lack of knowledge of villagers on how to deal and interact with tourists.
Opportunities	<ul style="list-style-type: none"> • Public sector investment for residential welfare services; • The possibility of attracting non-local investment and the private sector; • Good roads to facilitate the movement of tourists; • Planning and continuous monitoring of public organizations to implement security programs in rural tourism; • Providing new economic opportunities for rural residents; • Restore jobs and local industries obsolete in the village; • To create a positive attitude of people regarding the development of tourism; • Increase the efficiency of agricultural products; • Finding a special position for the village in the County.
Threats	<ul style="list-style-type: none"> • Environmental pollution by increasing the number of tourists; • The loss of plant and animal species by increasing the number of tourists; • The loss of local traditions due to an increase in the number of tourists; • The lack of a clear understanding of rural tourism among tourists; • Lack of investment in different sectors of the economy due to the fear of failure; • Crime increase with the entrance of non-native to the village; • A lack of understanding of the potential of regions among managers; • The lack of the necessary cooperation between organizations involved in rural development; • Changing in attitude of rural youth by increasing the number of tourists

3. RESULTS

In Table 2, a number of measures affecting rural tourism have been proposed. Internal strengths, internal weaknesses 10 vs. 3, 3 vs. 3 external opportunities and external threats were. In other words, 13 factors (strengths and opportunities) as the advantage and the 11 factors (weaknesses and threats) as were restrictions. The scale was defined in a range of 1 to 5, where 1 means not important points, 2 means very little, 3 means less important, 4 meaning very high and 5 means a very high importance of these factors in the development of tourism. Then, according to respondents' attitude on each of the factor, a number in the range of zero (least important) and 1 (major) was allocated. Then this number multiply with average and total weight calculate.

The results showed that the highest priorities in the strength of the natural landscapes (gardens and vineyards), good climate in some months of the year, and the religious and historical monuments in the vicinity of the village. Their weight is about 437, 0.378, and 0.303. In contrast, insufficient information and advertising in order to introduce the best village, the lack of welfare services and lack of residential investment to the private sector to provide services are first priority to gain weaknesses. Their weight equal 0.444, 0.336, and 0.270(table2).

Table 2. Calculation of the final weight of internal factors in the tourism development of Kandoleh village and their prioritize

	Internal effective factors	Ranking mean	coefficient	Total weight	Priority
strengths	natural landscapes, orchards and vineyards	4.86	0.09	0.437	1
	good climate in some months of the year	4.73	0.08	0.378	2
	Religious and historical monuments near the village	4.33	0.073	0.303	3
	The spirit of hospitality in the village	4.31	0.06	0.248	4
	Crafts and local foods	4.06	0.05	0.203	5
	Variety of agricultural products	4.06	0.05	0.203	6
	Locating near population centers	4	0.04	0.160	7
	Having adequate facilities and equipment such as water, electricity, gas and telephone	3.86	0.03	0.116	8
	River in the vicinity of the village tourism facilities, such as the ability to provide health services	3.66	0.02	0.073	9
	Local authorities pay special attention to the development of rural tourism	3.53	0.01	0.35	10
	Total	4.12	-	2.16	-
weaknesses	Insufficient information and advertising in order to introduce a better system of village and tourist attraction	4.93	0.09	0.444	1
	The lack of residential facilities in the village	4.20	0.08	0.336	2
	The lack of investment for the private sector to provide services to tourists	3.86	0.07	0.270	3
	The lack of accurate data on the number of tourists to better	3.46	0.06	0.207	4

planning					
The low quality of local health (lack of sewage and waste release)	3.53	0.05	0.176	5	
Migration of rural residents to cities around	3.26	0.04	0.130	6	
Lack of local markets for sale of agricultural products, local handicrafts to tourists	3.06	0.03	0.092	7	
Lack of health care in rural areas	3.53	0.05	0.176	8	
Lack of knowledge of villagers on how to deal and interact with tourists	2.53	0.01	0.025	9	
Total	3.51	-	1.74	10	

The rating average for internal strength is equal to 4.12 and total weight is equal to 2.16. The rating average for internal weak is equal to 3.51 and total weight is equal to 1.74. The rating average for opportunities is equal to 3.56 and total weight is equal to 1.81. The rating average for threats is equal to 2.88 and total weight is equal to 1.41(table3). The high weight of strengths and opportunities than weaknesses and threats shows that rural tourism has positive effect on Kandouleh village.

Table 3. Calculation of the final weight of external factors in the tourism development of Kandoleh village and their prioritize

	External effective factors	Ranking mean	coefficient	Total weight	Priority
Opportunities	Finding a special position for the village in the County	4.46	0.09	0.401	1
	To create a positive attitude of people regarding the development of tourism	3.80	0.08	0.401	2
	Good roads to facilitate the movement of tourists	3.73	0.07	0.261	3
	Public sector investment for residential welfare services	3.46	0.06	0.207	4
	Planning and continuous monitoring of public organizations to implement security programs in rural tourism	3.46	0.06	0.207	4
	Restore jobs and local industries obsolete in the village	3.40	0.05	0.170	5
	The possibility of attracting non-local investment and the private sector	3.33	0.04	0.133	6
	Providing new economic opportunities for rural residents	3.26	0.03	0.098	7
	Increase the efficiency of agricultural products	3.20	0.02	0.032	8
	Total	3.56	-	1.86	-
Threats	Environmental pollution by increasing the number of tourists	3.66	0.09	0.329	1
	Lack of investment in different sectors of the economy due to the fear of failure	3.13	0.08	0.250	2

Crime increase with the entrance of non-native to the village	3.06	0.07	0.214	3
The lack of a clear understanding of rural tourism among tourists	2.93	0.05	0.147	4
A lack of understanding of the potential of regions among managers	2.80	0.04	0.112	5
Changing in attitude of rural youth by increasing the number of tourists	2.66	0.03	0.080	6
The loss of local traditions due to an increase in the number of tourists	2.33	0.02	0.047	7
The loss of plant and animal species by increasing the number of tourists	2.33	0.01	0.047	8
Total	2.88	-	1.41	-

According to the findings, four strategies, including invasive strategies, diversity, review and defensive expressed.

In Invasive strategies, with emphasis on the strengths of internal and external opportunities, the benefits of tourism development are discussed.

- Attention on the development of tourism due to the natural green landscape, gardens and good climate;
- Responsible organizations to consider the best way to organize religious and historical monuments;
- Identification and use of facilities in the urban area due to the special status of the village scenes and creating incentives to compete with other areas with a positive attitude in relation to the development of village tourism;
- Development and strengthening of roads leading to the village due to its proximity to population centers.

The Review strategies, according to the strengths of internal and external threats, the strategy to reduce the threats posed;

- Clear legislation to prevent and control environmental pollution in the region as well as organizations responsible for educating tourists in order to protect the environment by providing Brochures;
- Encouraging public and private sectors to participate in investment to develop tourism facilities due to natural attractions, historical and religious monuments and river near the village;
- Development of tourism activities and a variety of services using public resources and governmental support for the development of tourism according to the local village handicrafts and food in the village.

In Diverse strategies, according to internal weaknesses, external opportunities try to use strategies to overcome the weakness of the village tourism development.

- Review of the implementation of promotional programs in connection with the introduction of rural tourism potentials and attract more of them through the installation of advertising banners, brochures and mass media;
- Revision of planning and public investments in rural areas in order to stimulate and support rural tourism;

- Re-governmental organizations in the utilization of public participation for the intended use of the benefits and advantages tourism.

In Defensive strategies strategy, with emphasis on reducing vulnerabilities and threats, solutions are offered.

- Open concept of rural tourism among tourists, as well as educating villagers about better interaction with tourists;
- Residential development in the village with the participation of the private sector and public utilities and attract investments;
- Cultural Heritage and Tourism institute planning for balanced development of rural tourism, as well as to identify the facilities and capabilities of the villages;
- Exhibition of crafts and local foods in the village in order to identify customs.

4. CONCLUSIONS

Rural tourism contributes to economic growth and diversification of activities in the village. Agricultural activity is vulnerable to natural hazards; therefore the development of other activities such as rural tourism should be a fundamental subject. This leads to better rural livelihoods and reduce migration.

The tourism seems to be the sector as a supplement to the income of rural people. Studies and the results showed that domestic factors are the highest priority on the strengths of the components of natural landscapes, gardens. Studies showed that the highest priority on the strengths is the components of natural landscapes, garden. Its weight was 0.437. The first priority of the weaknesses was the poor system of information and advertising for attract tourism. Its weight was 0.444. The first priority of the opportunities was special status of the village in the county. Its weight was 0.401. The first priority of the threats was environmental pollution by increasing the number of tourists. Its weight was 0.329.

Generally, the higher the weight of strengths and opportunities against weaknesses and threats indicate that the best strategies to develop rural tourism are invasive strategies. These strategies include: attention on the development of tourism due to the natural green landscape, gardens and good climate; responsible organizations to consider how best to organize religious and historical monuments; identification and use of facilities in the urban area due to the special status of the village scenes and creating incentives to compete with other areas with a positive attitude in relation to the development of village tourism; development and strengthening of roads leading to the village due to its proximity to population centers.

In the end, the following is recommended to improve the development of tourism in the Kandoleh village:

- Preserve natural landscapes and lush countryside and the environment in cooperation with state and public participation;
- Develop and implement plans and principles for the development and diversification of rural tourism development, marketing and advertising programs;
- Development of services and facilities needed due to the position of rural tourism in the county, with the support of the government and the private sector with the aim of improving the quality of rural tourism.
- Meetings by tourism authorities to increase the level of awareness of people about the advantages of rural tourism.

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