

Analysis of urban tourism development strategies (Using a model of strategic management, (SWOT), Case study: Noorabad city of Mamasani Township, Iran

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Abstract

City spaces have been attractive places from a long time ago because they are the most civilized dwelling places including important economic, scientific, recreational, medical, etc. centers and also have natural and historical attractions; that is why they are the most interesting places for tourists. Tourism development is one of the approaches to develop economy and community in different parts of the world and the researchers and programmers have always been interested in it. In this direction considering high potentials in tourism and geography conditions views, etc. Noorabad of Mamasani can benefit from such economic sources (Occupation, income, foreign exchange acquisition, etc.), social, politic and cultural occasions for the regional inhabitants. The main purpose of this study is to open a door to prepare Noorabad of Mamasani and develop tourism there, it avoids digressing and exaggerating its role and at the same time highlights the strong points and actual occasions in order to be able to program and develop economic, social and cultural fields there. In the study descriptive- analytic method based on the related literature and library data and field method including observing actual tourism conditions in Noorabad of Mamasani were used ; measurement method was used for field studies and to define strong points , occasions and threats in three viewpoints of city specialists group , office workers and tourists by virtue of analytic model SWOT in order to examine and assess scientifically the touristic and Eco touristic potentials and possibilities of Noorabad . Then some approaches are emphasized to develop Noorabad city and Mamasani township. The findings state that notwithstanding Noorabad of Mamasani has strong points and occasions such as geographical situation, variety of natural sources , historical and cultural attractions , beautiful landscapes , etc. it has some weak points and threats such as lack of tourism foundations , weak management , publicities , etc. ; however , this study is to present wise strategies to help the city preparation and development .

Keywords: Development strategies, Urban tourism, SWOT, Noorabad of Mamasani, Iran.

1. Introduction

Nowadays tourism is becoming an important element of commerce in the world and many programmers and theorists consider tourism as an important element of economic development. In fact, tourism is one of the most complicated professions with several positive functions and effects (Zahedi, 2006) including entrepreneurship, business, having more foreign exchange and fortifying social substructures and culture promotion , etc. in many countries (Kazemi, 2008). Tourism needs less investment and returns it sooner so it is an attractive field for investment for both developed and developing countries. Also plays the main role to create variety of economic activities and help to decrease regional imbalances among developed countries (Koc and Altinay, 2007).

Nowadays tourism is one of the first entrepreneurships and incomes in the world; it developed more rapidly in recent years and promoted its position to the highest level. Considering the tourist numbers increase and their interest in going to touristic places surely it can be said that tourism develops more rapidly in next century than now and past. Undoubtedly all countries severely compete to benefit from economic, social and cultural advantages of tourisms to gain more income and increase related entrepreneurship (Masoom et al., 2010). Of the most important purposes influencing the world tourism processes are city centers. Increasing short journeys have made the centers one of the most important touristic places and the phenomenon has played some role in decreasing the tourist numbers mean in many world parts (Seifodini et al., 2010).

Nowadays the tourists used many spaces of the cities including historical places , museums , parks , water and green landscapes, recreational parks , etc.(Griffinan and Hayllar, 2008). Notwithstanding all of these things nowadays city sightseeing tour is mentioned as an important element in social-economic development and inhabitants welfare; that is why the tourism and city authorities are to promote and develop it, but the promotion and development require some special structural, political, cultural and social conditions. Ancient history, cultural relics, recreational places and amusements are not enough to success in tourism and attract tourists. The first element for each city to develop tourism is to have appropriate city substructures, wise management in political,

cultural and social fields and so on. It is necessary to have wise and adaptive management in the city that is familiar with world standards and knows tourists' requests, moods and tastes. The second one is to prepare and develop the touristic and attractive places and create facilities and possibilities to make the places accessible easily to the tourists. Healthy conditions in guest houses, restaurants and public passages and more important the clean climates are of the conditions necessary to have and develop successful tourism. The study is to:

- 1 Know the tourism attractions and potentials in Noorabad city and Mamasani township.
- 2 Know the problems concerning tourism in Noorabad city and Mamasani Township.
- 3 Examine the tourism effects on the activities, entrepreneurship, income and welfare increase and services quality in Noorabad city and Mamasani Township.
- 4 Recognize the potentials and obstacles concerning city tourism development.
- 5 Define and promote the position of Noorabad city in Fars Province based on city tourism development.

1.1 The problem definition

Now in viewpoint of variance tourism is the greatest industry in the world, has had the greatest growth in recent years and it is foreseen that it would be the number one industry in the world in 2020s and by virtue of WTO estimations it grows considerably until 2020 in a manner that more than 1,600,000 people travel internationally in 2020 (Heidari Chapaneh, 2004). City tours compared to other types of tourism create the most incomes in developed countries and have had positive undeniable effects on different economic, social, cultural and ecologic fields in touristic cities of the world. The city spaces are the most complete places for people to meet, include important economic, scientific, recreational and medical centers and have cultural, historical and natural attractions. Cities are the most interested spaces for the tourists; that is why it can be said they are the most attractive centers for the tourists (Amiri Fahliani, 2011). Considering excellent nature, springs, mountains, hydrotherapy in warm water, Haraiz beautiful nature, ancient history, relics, special local culture etc. Noorabad city and Mamasani Township have much potential to attract tourists so such possibilities would influence the economy in Noorabad city and Mamasani township.

1.2 The importance and requirement of the study

Defining the importance and requirement of any study is the first step for scientific researches and processes; hence, the definition was the commencement of the study. Tourism development including several economic activities plays a great role in fortifying social economic substructures. It has been a new source for entrepreneurship, more income and tax, foreign exchange absorption and fortifies social substructures developing other industries confirmed in many studies, too. (Kazemi, 2008:81). City dwelling places are very important in tourism viewpoint because of the destination, direction, passage and services for the tourists (Ali Noori et al., 2009:137). Now city tour is the most interested with the most income part of tourism in the world especially in developed countries and has an undeniable influence on different fields concerning economics, society, culture, politics city environment and touristic places. Having appropriate environment, rich natural and human sources and historical and religious attractions Noorabad city and Mamasani township have many potentials to develop tourism and attract the tourists, but they have not benefited from such possibilities well so it is possible to program appropriately for the tourism to develop society and economy.

1.3 Methodology

The study method is descriptive- analytic and the study type is applied- theoretical. In this thesis considering the case to be examined the descriptive method was used to examine actual situation and a general view of the region was introduced. The analytical method emphasized on the descriptive studies and observations to examine the findings of the questionnaires given to the city employees and tourists and also the members of the city council were interviewed to support the hypotheses. The findings were analyzed by strategic management applied model SWOT.

In the study the Sharp -Cochran method was used to define the sample size and then the related questionnaires were completed by random sample (Mohammadi, 2004). By the formula it is possible to include the universe size, too to have a more logic sample (Hafeznia, 2008). In the study one universe was one of the Noorabad city direction organizations namely the municipality and governor's department including 23 and 32 subjects, respectively; the second universe included the offices and organizations specialists in Noorabad city. Considering the importance of the matter the questionnaires were given only to the educated persons. The office employees were 1,100 of them 99 ones were selected by following sample size formula. Some questionnaires were issued to know the tourists' views and considering the variance of the touristic places we distributed the questionnaires between the tourists in some parts and then gathered them. By virtue of the statistics issued by Cultural Heritage & Tourism Department, Mamasani township more than 80,000 tourists visited historical, religious and natural places Noorabad city and suburbs in 2009. Also by virtue of the universe

size, measured variance and some pretest variables the Cochran formula was used to estimate the sample size. The sample size of the questionnaire with 95 percent confidence rate and five percent error possibility needed 384 questionnaires.

$$n = \frac{t^2 pq}{d^2} \div \left(1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} - 1 \right) \right)$$

N = Universe size

P = Probability of the quality presence

n: The necessary sample size

q = Probability of lack of the quality presence

t: 1/96

d : Sampler's error (0.05)

In first step it was decided to select one third of the universe. Then the directors, assistants and employees of municipality and governor's department completed 18 questionnaires and stratified sample was used to sample the first universe as follows:

$$N_h = N_h / N$$

N : Universe size

N_h : Category size

N : Sample size

N_h : Sample size in each category

h : Category

So if we show municipality by ' 1 ' and governor's dept. by ' 2 ' we have :

$$N_2 = 18/55 \times 32 \approx 10$$

$$N_1 = 18/55 \times 32 \approx 8$$

1.4 Validity of the data

The test validity means the rate of its accuracy, precision and stability (Bayazidi et al., 2010:189). SPSS software was used to estimate the Kronbach alpha coefficient in which the alpha coefficient was estimated $r_a = 0.916$ for municipality and governor's dept. and it was 0.722 and 0.754 for the employees and tourists, respectively. So in sum, the validity of the reports and questionnaires was in a good and reliable rate for field research to have universe sample views.

1.5 The case study

The Mamasani Township whose center is Noorabad city with an area of 6,876 square meters is 5.60 percent of total area of the province. It is in the west part of the province in 50° 36' to 51° 58' east and 29° 37' to 30° 41' north (Amiri Fahlani, 89; 2011). Noorabad of Mamasani which is the center is between 51° 30' and 5° 30' north (Taghvaei et al, 2010).

Noorabad is on the transit path between Shiraz and Booshehr- Esfahan as a square. Also it is in 160 km distance from Shiraz and by virtue of the situation it can be a recreational and resting place for the travelers and passengers. Considering the natural, historical and cultural potentials and the geographical situation between Khuzestan and Fars provinces and at the same time, being near the important touristic center (namely Shiraz) Mamasani can be one of the important places to be considered in the programs developing tourism in the province.

The geographical situation of Noorabad city and Mamasani Township in Fars Province and Iran:

Examining and presenting touristic potentials of Noorabad city:

The case is a region with variety of touristic sources and attractions for many tourists; so it is possible to have touristic activities there. The touristic attractions include natural, historical, monumental and religious attractions and health and treatment possibilities. Such attractions absorb many tourists who are interested in nature, tours, pilgrimages or cultural places. (Shamsodini et al., 2011).

1.6 Strategic management SWOT

Strategic management means the examination of (Outer and inner) environment, strategy definition (Long- term or strategic program), strategic performance, evaluation and control (Erabi, 2005). So strategic management emphasizes on supervising and evaluating the outer threats and opportunities and strong and weak points. The analysis SWOT is one of the important instruments to adapt the internal and strong and weak points with the outer threats and opportunities. In the model view it is possible to maximize the strengths and opportunities and minimize the weaknesses and threats by an appropriate strategy. So the internal strong and weak points and outer threats and opportunities are related in four general forms 'SO, WO, ST and WT' and the mood strategy choices are selected (Harrison & Caron, 2003).

1.7 Authorities' viewpoints

Also the SWOT analysis shows that the authorities believe that the most important strong points of tourism in Noorabad city and Mamasani township are as follows: rich historical relics and cultural heritage with weight point of 0.28 in first rank , unique

natural landscapes with weight point of 0.24 and being near shiraz which is an important touristic center of Iran and world which attracts many Iranian and foreign tourists yearly so it is a strong point for tourism in Noorabad city .Also it can be said that the subjects who completed the questionnaires believe that the most important weak points are as follows :lack of environmental and city substructures and weak management and instability in direction each one with weight point of 0.28 in first rank which are the weakest points of tourism in Noorabad city and Mamasani township; the inconvenient communicative roads have the weight points of 0.24 in second rank ; and lack of welfare facilities in the touristic sites have the weight points of 0.20 in third rank.

Table 1. *The findings from analyzing outer factors (Opportunities)*

Opportunities	City Management authorities			Tourists		
	Weight	Actual weight point	Point with weight	Weight	Actual weight point	Point with weight
Entrepreneurship & regional income Creation	0.1	4	0.4	0.1	4	0.4
Increasing Motives in private sector to invest in tourism	0.04	3	0.12	0.03	1	0.03
An Important touristic near the region	0.07	4	0.28	0.04	4	0.16
Increasing motives to Travel & recreate more	0.03	3	0.09	0.02	2	0.04
Tourist numbers increase Compared to previous years	0.03	2	0.06	0.07	2	0.21
Improved economy compared to previous decade	0.05	3	0.15	0.04	2	0.04
Increased government attention to tourism investment	0.03	2	0.06	0.02	2	0.04
Appropriate geographical situation	0.07	4	0.28	0.7	4	0.28
Investment in substructure and superstrucutres	0.06	3	0.18	0.8	4	0.32
Regional Hospitaliy	0.03	1	0.03	0.05	3	0.15
Total	0.51	--	1.34	0.46	---	1.53

Table 3.2 The findings from analyzing outer factors (Threats)

Threats	Authorities			Tourists		
	Weight	Actual weight point	Point with weight	Weight	Actual weight point	Point with weight
Damages to natural, Historical and cultural places	0.06	3	0.18	0.07	4	0.28
Tourist services quality and quantity	0.09	4	0.36	0.09	4	0.36
Social structure changes	0.02	2	0.04	0.02	1	0.02
Increased social offences after the tourists entrance into the sites	0.05	3	0.15	0.05	3	0.15
Tourist cultural influence on regional culture	0.05	3	0.15	0.02	2	0.04
Visitors inappropriate seasonal variance	0.04	3	0.12	0.06	2	0.12
Several organisations deciding on touristic affairs with different tasks	0.07	4	0.28	0.02	3	0.18
Special governmental budget to develop tourism	0.04	3	0.12	0.06	3	0.18
Increased Prices of good and services	0.06	3	0.18	0.05	3	0.15
Environmental pollution	0.04	3	0.12	0.05	3	0.15
Total	0.49	---	1.84	0.54	---	1.65

1.8 Tourists' Viewpoints

By virtue of done studies based on the analysis SWOT rich historical and cultural places (Such as ancient hills , Lidoma ancient city , historical mills, etc.) with weight point of 0.28 to attract tourists are the strongest points and also there are ecotouristic potentials (Such as springs, mineral warm water, gardens, etc.) with weight points of 0.24 in second rank there . In addition, the tourists believe that the lacks of guest houses and dwelling places and inconvenient environmental and city substructures with weight point of 0.28 are the weakest points; the disharmony between the departments in relation to tourism had the weight point of 0.02 which was in the worst rank between other internal items. In relation to outer opportunities entrepreneurship and income creation are the most important ones with weight point of 0.40 and the second one is geographical situation with weight point of 0.24. About the threats concerning tourism the tourists believe that in the tourism service quality and quantity with weight point of 0.36 are the most important outer threats Noorabad city and Mamasani Township. Having put two ' EFE ' and ' IFE ' matrices means into SWOT matrix we concluded that ' EFE ' and ' IFE ' matrices are characterized on horizontal and vertical axes , respectively so the best

organizational strategy is defined.

Table 3.3 The findings from analyzing inter factors (Strong points)

Strong points	Authorities			Tourists		
	Weight	Actual weight point	Point with weight	Weight	Actual weight point	Point with weight
Rich Historical places and cultural heritage	0.07	4	0.28	0.07	4	0.28
Varied climate in different seasons	0.04	2	0.08	0.05	4	0.20
Unique landscapes	0.06	4	0.24	0.06	4	0.24
Regional Potential for investment	0.02	2	0.04	0.02	1	0.02
Being on transit path between Ahwaz - Shiraz Boosher - Esfahan (geographical institution)	0.04	3	0.12	0.05	4	0.20
Local culture Inappropriate seasonal variance	0.04	3	0.12	0.02	3	0.06
Being near Shiraz as an important tourist place	0.05	4	0.20	0.07	3	0.21
Calm place to rest and recreate	0.03	2	0.06	0.04	3	0.12
Lack of limitation Concerning lands to be used for tourism	0.02	1	0.02	0.02	1	0.02
Local Hospitality	0.04	3	0.12	0.03	3	0.09
Pilgrimages	0.05	3	0.15	0.06	3	0.18
Total	0.40	---	1.43	0.47	---	1.62

1.9 Analyzing strategic factors (SFAS)

Now having interfered the factors into each other we define different competitive/aggressive (SO), variety (ST), review (WO) and finally defensive (WT) strategies. In the aggressive ones it is focused on internal strong points and outer opportunities. Some strategies (studied before) are presented as follows in order to develop tourism in Noorabad city and Mamasani township:

1.9.1 SO Competitive (Aggressive) strategies (Maxi - max).

Benefiting publicities to know touristic attractions and potentials in Noorabad city and Mamasani township (Such as historical places, rivers, springs, gardens, etc.) to compete with other touristic sites. Preparing the necessities to protect private sector to invest in tourism in Noorabad. Concentrating touristic activities mostly on benefiting from actual sources and attractions which have not been used in tourism field yet such as landscapes, heights, green space, etc. to gain more income, professions and city economics development. Harmonizing different organizations and sectors relating to tourism in order to integrate the touristic activities through meetings and directional strategies with the attendance of governmental and nongovernmental organizations, people and entrepreneurs. Benefiting from specialist and sufficient manpower concerning tourism and related management in order to employ related potentials in Noorabad city and Mamasani township.

1.9.2 ST variety strategies:

Creating varied touristic possibilities and services in order to satisfy the tourists normally led to increase tourists and region-

al entrepreneurship. Benefiting from organizational power, laws and regulations to decrease the ecologic and environmental threats and pollutions in touristic regions. Programming and organizing tourism in order to benefit favorably calm and beautiful landscapes and prevent farm and other nice natural places destruction. Social security for the travelers to prevent social offences with cooperation of military force. Varied and developed publicities to present natural and historical attractions in the study case through seminars and feasts.

Table 3.4 The findings from analyzing inter factors (Weak points)

Weak points	Authorities			Tourists		
	Weight	Actual weight point	Point with weight	Weight	Actual weight point	Point with weight
Inconvenient communication roads	0.06	4	0.24	0.06	4	0.24
Convenient guest houses	0.07	4	0.28	0.07	4	0.28
Inconvnient environmental and city substructures	0.05	4	0.20	0.07	4	0.28
Insufficient health, treatment and service facilities	0.04	3	0.12	0.06	4	0.024
Lack of night active tourist places	0.03	2	0.06	0.03	3	0.09
Disharmony between the organisations related to tourism and people	0.05	3	0.15	0.02	1	0.02
Weak publicity	0.04	3	0.12	0.02	2	0.04
Lack of welfare facilities	0.05	4	0.20	0.06	4	0.24
Weak direction and lack of stable management	0.07	4	0.28	0.05	4	0.20
Weak supervision on the centers presenting touristic services	0.03	2	0.06	0.05	4	0.08
Lack of sufficient governmental investment	0.04	3	0.12	0.02	4	0.08
Total	0.60	---	1.97	0.53	---	2.10

1.10 Review strategies (WO) (Mini - max)

It is emphasized on internal weak points in review strategies and also it is attempted to benefit from outer opportunities to remove the weak points and problems against tourism development in Noorabad city, establish and equip touristic places more. Reviewing the welfare possibilities distribution, develop them in all aspects and resting places for tourists. Develop and improve transit paths to access the region more easily and cheaper. Improve and promote touristic products (Including the scientific, remedial, trading and recreational ones), investing in related fields by governmental and private sectors commonly and also publicity for regional substructures and products in touristic places.

1.11 Defensive strategies (WT):

By this strategy having emphasized on regional (case study) vulnerability following strategies are studied: Promoting Health rate in the region, establishing specialists' hospital in the studied place and employing physicians and specialists and equipping the centers with modern equipment's to absorb the travelers demanding scientific and medical touristic products.

Developing touristic substructure and related necessary establishments (Hotels, dwelling complexes, etc.). Benefiting from private sector cooperation to establish touristic buildings and substructures. Informing and presenting possibilities and potentials in Noorabad city and Mamasani township for recreation and resting through state mass media, internet, book publication, etc. Enacting laws and regulations to develop and improve the managements and employing specialist directors in touristic fields and also stability in the management to execute properly long - term plans.

Table 1. *The matrix of the strategies and guidelines to develop tourism in Noorabad city and Mamasani township:*

<p>SWOT Analysis</p> <p>← Outer</p> <p>Inter ↓</p>	<p>Opportunities :</p> <ol style="list-style-type: none"> 1 Entrepreneurship and creating income for the region 2 Increasing motives for private sector to invest in tourism sector 3 Being near an important touristic place 4 Increasing motives to travel and recreate more 5 Increasing tourists compared to previous years 6 Improving economic people's conditions compared to previous years 7 Increasing government attention to invest in tourism sector 8 Appropriate geographic situation 9 Investing in substructures and fundamental establishments 10 Hospitality 	<p>Threats :</p> <ol style="list-style-type: none"> 1 Historical , cultural and natural places destruction 2 Touristic services quality and quantity 3 Social structure change 4 Increased social offences after the tourists Entrance into the sites 5 Tourists' cultural influence on regional culture 6 Inappropriate seasonal variance 7 Several organizations deciding on touristic affairs with different tasks 8 Special governmental budget to study 9 Increased prices of the goods & services 10 Environment pollution
<p>Strong points :</p> <ol style="list-style-type: none"> 1. Historical relics and cultural heritage 2. Varies climate in different seasons 3. Appropriate region to invest and program for tourism 4. Actual customs and folklore 5. Being in transit path (Ah waz - Shiraz and Booshehr - Esfahan) 6. Beautiful natural landscapes 7. Being near an important touristic place namely Shiraz 8 Calm and noiseless place 9 No limitation concerning touristic use concerning the lands 10 Pilgrimages 	<p>SO strategies :</p> <ol style="list-style-type: none"> 1 Benefiting optimally and purposefully from trip motive increase among city dwellers to benefit from touristic potentials and attractions in order to create entrepreneurship and income for Noorabad city and Mamasani township. 2 Benefiting from publicities to present touristic potentials and attractions to other regions in order to compete with other touristic places 3 Protecting private sector to invest in tourism 4 Concentrating touristic activities on benefiting from sources and attractions without tourism in order to create entrepreneurship and income 5 Harmonizing different departments and organizations through seminars directional strategies and governmental and private organizations 6 Benefiting from specialists and revenue for tourism and related management in order to use properly the potentials in Noorabad city and Mamasani township. 	<p>WO strategies :</p> <ol style="list-style-type: none"> 1 Emphasizing on internal weak points in review strategies and trying to benefit from outer opportunities to remove the weak points and problems against tourism development in Noorabad city so following strategies are presented : 2 Reviewing the welfare possibilities distribution, develop them in all aspects and resting places for tourists. 3 Developing and improving transit paths to access the region more easily and cheaper. 4 Improving and promoting touristic products (Including the scientific, remedial, trading and recreational ones), investing in related fields by governmental and private sectors commonly and also publicity for regional substructures and products in touristic places. 5 Improving & promoting touristic products (Including the scientific, remedial, trading and recreational ones), investing in related fields by governmental and private sectors commonly and also publicity for regional substructures and products in touristic places.

<p>Weak points :</p> <ol style="list-style-type: none"> 1 Inconvenient communicative roads 2 Convenient guest houses and dwelling places to entertain people 3 Inconvenient environmental and city substructures 4 Insufficient health, treatment & service facilities 5 Lack of night active touristic places 6 Disharmony between the organizations related to tourism & people 7 Weak publicity 8 Lack of welfare facilities in touristic places 9 Weak direction & lack of stable management 10 Weak supervision on the centers presenting touristic services 11 Lack of sufficient governmental investment 12 Lack of trained personnel in the organizations relation to tourism 	<p>ST strategies :</p> <ol style="list-style-type: none"> 1 Creating varied touristic possibilities and services in order to satisfy the tourists normally led to increase tourists and regional entrepreneurship. 2 Benefiting from organizational power, laws and regulations to decrease the ecologic and environmental threats and pollutions in touristic regions. 3 Programming and organizing tourism in order to benefit favorably calm and beautiful landscapes and prevent farm and other nice natural places destruction . 4 Social security for the travelers to prevent social offences with cooperation of military force. 5 Varied and developed publicities to present natural and historical attractions in the study case through seminars and feasts. 	<p>WT strategies :</p> <ol style="list-style-type: none"> 1 Promoting Health rate in the region , establishing specialists' hospital in the studied place and employing physicians and specialists and equipping the centers with modern equipment's to absorb the travelers demanding scientific and medical touristic products . 2 Developing touristic substructure and related necessary establishments (Hotels, dwelling complexes, etc.). 3 Benefiting from private sector cooperation to establish touristic buildings and substructures. 4 Informing and presenting possibilities and potentials in Noorabad city and Mamasani township for recreation and resting through state mass media, internet, book publication, etc. 5 Enacting laws and regulations to develop and improve the managements and employing specialist directors in touristic fields and also stability in the management to execute properly long - term plans.
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2. Testing the hypotheses regarding SWOT method

H1: Considering the city potentials and possibilities it can be said that the city has tourism development potentials. As we saw in the tables in sixth chapter the SWOT analysis was done based on field studies in Noorabad city and Mamasani township indicating ten internal strong points, 12 internal weak points ten outer opportunities and ten outer threats .Totally 20 strong points and opportunities were the advantages and 22 weak points and threats were considered as the disadvantages in Noorabad city and Mamasani township. In sum, by virtue of the examinations we concluded that Noorabad city has high potentials and possibilities for tourism. Also by virtue of the potentials we could have had a favorable tourism there. In fact, it can be said that Mamasani township has considerable strong points and it is possible to gain the real position by decreasing the weak points through good direction. So it can be said that Noorabad city has tourism potentials and possibilities and H1 is confirmed.

H2: Considering the problems concerning the substructures and welling places the Eco touristic attractions and potentials of the city have not been benefited optimally yet. By virtue of the field study , the questionnaire and specialists' viewpoints regarding the organizations in relation to tourism and by SWOT analytical model the weak points of Noorabad were examined and considering two universes in the table regarding the substructures (Repeated as follows) and by virtue of high points mean in relation to the touristic and city substructures the inconvenient touristic substructures and insufficient dwelling places and guest houses with mean points 0.28 have the highest weight mean among other Weak Points Table indexes and in the Weak Points Table in the authorities' viewpoints the total weight points is 1.97 of which about 1.28 relates to the weakness and lack of touristic substructures so it can be said the most important weak points of Noorabad city and Mamasani township are in relation to Eco touristic substructures . So it can be said that considering the problems regarding the substructures and welling places the Eco touristic attractions and potentials of the city have not been benefited optimally yet; then H2 is confirmed.

3. Conclusion

The most important element to success to develop tourism in each city is the presence of appropriate substructures and wise management in political, cultural, social, etc. fields. It is necessary to have wise and adaptive management who is familiar with world standards and knows tourists' requests, moods and tastes. The second one is to prepare and develop the touristic and attractive places and create facilities and possibilities to make the places accessible easily to the tourists. Healthy conditions in guest houses, restaurants and public passages and more important the clean climates are of the conditions necessary to have and develop successful tourism. Tourism authorities and city should know the tourists and visitors are aware of the touristic places in different cities and countries and they like to dispense money to know the places and their people and their lives, social, cultural and political conditions better. Also they prefer to go the places where their physical and spiritual demands are satisfied better. Healthy, natural, cultural and humanistic sources are interesting for tourists but they are not enough to absorb them because richness vans not absorb them without facilities to transport and benefit from recreational and touristic places and reside there.

The problems concerning Noorabad tourism:

- 1 Weakness and lack of touristic establishments and equipment's
 - 2 Lack of guest houses and dwelling places for tourists
 - 3 Lack of trained and specialist manpower in relation to tourism in Mamasani
 - 4 Disharmony between the city authorities related to tourism
 - 5 Weak publicity to present Noorabad touristic potentials
 - 6 Lack of excavations there
 - 7 Insufficient health and treatment facilities
 - 8 Several organizations deciding on touristic affairs with different tasks and viewpoints
 - 9 Lack of facilities with little and long - term interest to invest in tourism.
 - 10 Actual inflation leading all programs to failure
 - 11 Dispersed activities without harmonization led to lose the investments
 - 12 Unfamiliar people and authorities with tourism and benefits
 - 13 Governmental and private sectors uninterested in investing in tourism
- Although Mamasani has touristic places such as Bavan gardens and strait and historical relics to absorb tourists in different seasons with little investment the guest houses, dwelling places, treatment, welfare, transportation facilities, etc. for tourists are in the zero level in Noorabad city and Mamasani township.

3.1 Suggestions

- 1 Executing a comprehensive plan for tourism as the important issue.
- 2 Providing facilities to access the natural potentials in Noorabad city and Mamasani township.
- 3 Informing people the positive and vast tourism dimensions and related influence on their life.
- 4 Providing fields to absorb private sector to different fields of tourism to execute some touristic services.
- 5 Employing specialists in touristic fields.
- 6 Harmonizing the governmental organizations related to touristic affairs to optimize tourism.
- 7 Security for tourists in different levels.
- 8 Establishing cheap camps and dwelling places in the natural touristic places.
- 9 Supervising the restaurants and entertainment places more to observe health norms there as much as possible.
- 10 Protecting the researchers and students to execute the plans and studies concerning tourism development.

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