Planning for Coastal Ecotourism: A way to develop physical development at city (case study: Bandar Abbas)

Elham AMERI SIAHOOEI¹, Gelareh SHAHHOSSEINI²

¹M.A at urban planning, Kish International Campus, University of Tehran
²M.A at urban planning and design, Islamic Azad University, central Tehran branch

Received: 22.03.2015; Accepted: 29.05.2015

Abstract. In our country, numerous cities have been developed at the water's edge, in which sea as a strong edge has a heavy effect on identity and culture of city. With regard to presence of cities and tourists besides sea, it is important to note that the everywhere a city has been located besides sea around which the coast can create an urban space. Nowadays, ecotourism among all forms of tourism has been witnessed with a special place and substantial growth. Ecotourism refers to a responsible travel to natural areas. Indeed, ecotourists have protected the environment and caused an improvement in quality of life of local people. As Bandar Abbas with hundreds of kilometers beautiful coasts has essential potential for being transformed to an arctic coastal ecotourism, it can expand the industry of ecotourism via planning for coastal ecotourism within Bandar Abbas, whereby the body of this city will be influenced of this planning, paving the way for development of ecotourism. The present research aims to analyze role of coastal ecotourism in physical development of city and represent an approach for planning in line with development. Hence, an overview and analysis of potentials and capabilities of ecotourism attractions together with observance of environmental problems have been considered via documentary analysis, survey and determination of weaknesses, strengths, opportunities and threats. Then, a variety of approaches to develop coastal ecotourism within Bandar Abbas and the region under study have been proposed. The results indicated that this city has potential essential to be transformed to an arctic coastal ecotourism, required for revision and representation of proper policies to resolve weaknesses and threats through use of strengths and opportunities, that expansion of this necessity can come to realize by representation of effective approaches from economic and physical perspectives.

Keywords: Tourism, Coastal Ecotourism, physical development, Bandar Abbas coast, Bandar Abbas city, SWOT

1. INTRODUCTION

The process of tourism has been accounted as a big industry in today's world, that it can expect development and growth of this industry over rest of economic branches based on the related works (Jafar zade & Nabi zade, 1998). Issue of ecotourism refers to a tourism that monitors the ecological system and causes durability of this system. According to the implication by the world association, ecotourism refers to responsible travel to natural regions that pave the way for protecting from nature and monitoring local culture together with improvement of public welfare for local people (Ghanad kar sarabi, 1998). Nowadays, ecotourism has been proposed as a major management issue at renewable natural resources. The basis for the ecotourism lies on this fact that how a tourist can monitor improving awareness, spending leisure time and enjoying natural and cultural resources without any negative effect on these resources. Ecotourism refers to a tourism management in which the ecological system is monitored. To provide a chain pattern for ecotourism, it requires estimating the capacity of range of ecological resources at the first stage (Sharifi & Shariaat Nejad, 1997). Tourism refers to a multipurpose activity which encompasses communications and phenomenon due to travels and temporary settlement by the people who travel for their leisure or recreation. If the coastal areas and marine environment are considered to fulfill such activity, the tourism will be called coastal tourism, in which the coastal activities associate to two groups of activities which are named nature-based activities and man-made activities (Ardakani et al. 2006). Tourism refers to a phenomenon which has been drawn into attention at human communities, sustained on its dynamism based on various social, economic and historical needs. Currently, increasing growth of population and unbridled urbanization especially at developing countries have raised abundant problems in sake.
of spending leisure time and using natural beauties. The man invokes to nature to escape from life, and this can be a starting point for engaging in an activity which is named ecotourism (Saraghi et al. 2008). Bandar Abbas due to being enclosed with beautiful Persian Gulf coasts can pave the way for tourism, that development and growth of this industry within city can raise increasing communication networks, improving transport network and infrastructural equipment or raise physical development at Bandar Abbas. The heartland of ancient Hormozgan with old history, culture, traditions and customers represent immortality of this city. Climate conditions and abundant natural resources within city can transform Bandar Abbas to one of the big tourism hub. Despite cultural richness, diversity of geographical environment, plant and animal habitats, closeness to the beautiful islands of the Persian Gulf and crafts, Bandar Abbas has been ignored by the governments from the geographical perspective and farness from the center of Iran throughout the history, resulting in underdevelopment of this city, being assumed as a slum area.

By growing the uses pertaining to tourism and increasing centralization within Bandar Abbas, needing to rest of uses including accessories, facilities and infrastructural equipment increases, resulting in physical expansion within city. Hence, tourism can proliferate physical development at Bandar Abbas. In general, tourism can transform the city to a better place for living. Further, tourism industry in this city can raise development and creation of new job opportunities. Increasing production at various sectors which has been raised under influence of tourism development within this city has raised increasing indirect taxes, and this can pave the way for physical growth at this city. In this regard, an amount of cost that the tourist pays in this city belongs to the municipality that can spend it to create infrastructures to remove worn out fabrics within city and also spend it at civil projects within Bandar Abbas. Ecotourism as a stimulant for development at Bandar Abbas can pave the way for creation of opportunities for employment, creating income, improving qualitative level at environment, improving the local residents' standard of living, and as a strategy can raise physical development at this city. Yet, this does not occur unless via a planning at this area, for which the planning has been deemed as a necessity at fulfillment of any activity. Planning for coastal ecotourism can raise development of this industry within Bandar Abbas, under which the body of city will be influenced of this planning, resulting in a major development within this city.

**Research questions**

- How can exploit from ecotourism attractions as a strategy to develop the region?
- Whether Bandar Abbas has an essential capacity for being transformed to an arctic coastal ecotourism?
- What are the weaknesses and strengths at Bandar Abbas in providing a favorable environment for tourists?
- Whether urban tourism development can raise physical development at Bandar Abbas?

**Aims of research**

- Detection of physical-spatial characteristics affecting the attractions of tourism
- Detection of tourism capacities within city
- Representation of a pattern for urban tourism development
- Detection of the relationship between ecotourism and physical development of Bandar Abbas

**Hypothesis of research**

- It seems that development of coastal ecotourism will be examined at Bandar Abbas

**Research method**

In this research, documentary research method has been used to examine existing sources and review the actions made at the area of subject of research. Observational method or survey has been used to examine physical fabric at the city, reflected in form of map, photo and questionnaire. SWOT analysis has been used for analysis. The present research has been categorized as a strategic-analytic research. Three stages to formulate the strategy at this research include: 1-formulation and examination of internal factor evaluation matrix and external factor evaluation matrix, 2-adjustment, comparison and representation of strategy, 3- decision-making. It should be noted that effective indicators in
formulation of the strategy for development of coastal ecotourism industry have been recognized at three functional, physical and aesthetic axes, through which the internal (weaknesses and strengths) and external (threats and opportunities) factors have been recognized and extracted.

**Theoretical background**

Ecotourism: this refers to a term developed in Persian literature at ecological tourism (ecotourism). Ecotourism has been originated from two terms 'ecology' and 'tourism' associating to the natural intact environments. Ecotourism assists protection from ecosystem and respects the local values at local communities (Zahedi, 2011, p. 29). This implies that the environment or the nature in which not just a tourist but also all the people live can be assumed as nature (Rezvani, 1998, p. 232).

Ecotourism community has been developed in Vermont USA in 1990 and described multifactor aspects of ecotourism encompassing six criteria of ecotourism.

- Travel to natural destinations, usually national parks or other protected areas
- Small natural environments with unique styles that had been controlled and encompassed a variety of model for tourism
- Increasing awareness from environment for tourists and local residents and increasing awareness from indigenous knowledge
- Using some barriers to provide suitable conditions for protection from nature, education and research
- Providing financial income and economic empowerment for indigenous people who have the ability to continue their life in administrative places of ecotourism resources
- Support human from relocation at these places

Strategic planning: strategic planning has been regarded as a structured and regular attempt to adopt fundamental policies and make fundamental actions, through which activities of a system are developed under a systematic framework (Bryson, 2004, p. 2). Concept of strategic planning has arrived at issues prevailed at organization at the second half of 20th century. Since then, strategic planning was considered at a system (Moradi Masihi, 2006, p. 2), so that planning requires encompassing power and commitment to reach to success for all the strategies of plan which are translated to operating language and transformed to policies, suggestions, programs and projects (Danesh parvar, 2004, p. 15).

Urban tourism: in the past, tourism referred to the process of moving by urban residents to the areas out of city or coastal areas at their vacations. The concept of urban tourism has received attention at the 1980s when it was specified that the cities are accounted as important tourism destinations (Jafari, 2000, p. 675).

**Sustainable urban tourism**

Urban tourism can come effective when it associates to other urban functions. Since the concept of urban sustainability encompasses the interaction between environmental, socioeconomic and cultural, and physical agents, thus planning associated to sustainable urban tourism encompasses market level, urban growth and local communities (Papli yazdi, MH, Saghaei, M, 2012, p. 199). Each of these levels considering the suitable capacity must be planned under framework of tourism sustainability in a way to provide optimal function of supply and demand system of tourism. The considered strategies for these levels under a process of sustainability can encompass the factors as follow (Orbas Lee, 2003, p. 57):

- Market
- Urban growth and developments in city
- Local community
Tourism and recreation at coastal areas

Tourism and recreation at coastal areas has a place that is in parallel to coast regarding the factors below:
- The region in surrounding coastal waters: this marine ecological region starts from continental slope and extends to coast. This region has been mentioned as the most enriched region for fishing, encompassing rocks and rock columns. This region is widely used for traveling to the close islands.

- Coast region: this spans a part of area at sea and a part of area at land, especially if this region is extended, it will protect the water sports.

- The littoral zone: this region is called to the region backward the coastal region and supports most of marine recreations, such as picnics, outings, camping, glamping and other outdoor adventures. In some places, it can see hotels and some occupations at this region. The sea landscape is an important vision at this region.

- Backshore: the lands backward the coastal regions encompass the regions in which services for recreational activities are prevailed. The coastal landscape has been formed via vegetation.

There are a variety of structural activities that affect physical change at coastal line, including Housing, industrial development, ports, shipping routes, dams, land crossings, sea walls, breakwaters, and projects based on the stationing sands and coast, sea, barriers against waves and storms and etc.

Coastal area is a transitional area subjected to damage, that as the coastal area has been regarded as the last acceptor of pollutants has been exposed to threat due to accumulation of pollutants.

Pollution at seas and effect of activities obtained through socioeconomic development at coastal line, have been regarded as the most important problems in most of regions throughout the world which directly influence the coastal habitats.

On the other hand, climate changes have also influenced coastal areas, under which especially through changing the seawater surface, watershed land erosion, storms, changes in coastal facies and displacement in living resources can be followed by harmful effects.

This is in a way that the coasts have had the potential role in economy and development of communities from the long lost past, and as the entrance to arrive at sea throughout the world, have provided the resources for nutrition, transport, access to energy and recreation for a large group of people. Such characteristics have caused centralization of the man and services which are in need at coastal areas, that development of this process has brought about changes at coastal area, under which the natural forms and unique habitats were replaced with human activities, that each enters various pollutants to coastal area and sea(quoted from Dr Mahdi Saghaei).

Tourism planning with spatial attitude: a planning in which the tourism is seen as the active element and the agent for sustainable development and advancement of cities. Indeed, tourism can be witnessed in form of an urban physical-spatial pattern which has been influenced of economic, social, cultural and climatic conditions. Notably, such a planning is a way to exploit from the city for the citizens and maintain and improve the living conditions for the citizens regarding the protection from cultural and natural heritage and resources (Davidson, Maitland, 1999, p. 208). Attention to land use has been regarded as one of the oldest forms for protection from environment. To a majority of people, physical-spatial attitude towards land use has been regarded as the most common form in public planning for tourism through which close relationship with regional planning comes to realize. Physical-spatial planning has focused on the planning for a spatial or geographical segment under a framework which aims to develop a spatial construction for all the activities (Hall, 1992, p. 4). Spatial structure of city is developed from three fundamental elements: natural space, artificial space and
Planning for Coastal Ecotourism: A way to develop physical development at city
(case study: Bandar Abbas)

social space. Each of the proposed elements can play a major role in urban tourism, such that these elements enjoy favorable quantity and quality to be introduced as an attraction to the tourists. The spatial structure of tourism is a product of spatial processes in which the space is organized by means of social, economic and natural processes leading to emergence of a variety forms of tourism. Tourists’ behavioral pattern is a function of tourism resources such as attractions, accommodation, facilities and services which develop tourism space (Mehrabi Bashar Abadi et al. 2012). Spatial planning refers to a multidimensional space, under which the tourism is witnessed as the protector against nature which aims to minimize negative effects of tourism on natural environment.

Scope of research
Bandar Abbas is a port city and capital of Hormozgān Province on the southern coast of Iran, on the Persian Gulf. The city occupies a strategic position on the narrow Strait of Hormuz, and it is the location of the main base of the Iranian Navy. Bandar Abbas is also the capital and largest city of Bandar Abbas County with 10121.6 km² area equaled to 14.22% area of province. This country has been limited from the north to Haji abad, from the south to Persian Gulf, from the east to Roudan and Minab, from the west to Fars and Khamir port. There are two urban centers and 331 villages in this city, and the height of this city from sea surface equals to 10 meter. Qeshm with area of 28 km is the closest city to Bandar Abbas. Bandar Abbas County has been centered as the capital with 1470 km distance from Tehran bordering the Persian Gulf (preliminary studies at Bandar Abbas, 2008).

The process under development of Bandar Abbas: the process under spatial development of Bandar Abbas indicates that this city the same as most of coastal cities has tended to linear development along the coast, that the average longitude has been displayed around 13 kilometer. Overview of the capacities around the city indicates that continuity of this process regarding spatial capacities around the city as well as the military and port sites at west of city have caused looking into limited facilities at eastern lands. With regard to comprehensive tourism patterns within the province, this is in a way that the eastern lands mentioned as tourism regions have been diagnosed with meta-regional performance. Hence, with regard to what mentioned above, it can consider this part of city as the tourism zone and bring about developments in it via favorable spatial-physical planning.

Development of coastal ecotourism in Bandar Abbas without having a framework for a proper planning will raise irreparable damages and losses. Hence, with regard to the environmental features and capabilities at the region, it must exploit from a specific type or a combination of approaches and strategies especially strategic planning for development of coastal ecotourism.

External factor evaluation matrix (EFE): the main purpose in examination of effects of external environment at the region under study lies on identification of the opportunities and threats which associate to the expansion of tourism at the region. This matrix with prescriptive paradigm used for its design allows the designers to evaluate the environmental, economic, social, political, technical and legal factors as well as the status of market at a certain period of time (Sarmadi, 2007, p. 97).

External factor evaluation matrix (EFE) affecting coastal ecotourism include five stages as follows:

1-The external factors (opportunities and threats) at the region under study were provided in a checklist; the opportunities and threats refer to the factors which enter into the urban system from outside.

2-Weight or coefficients were given to the external factors that the coefficients range from 0 to 1, dividing into 100 in the end. The coefficient represents relative importance of a factor. Greater coefficients are given to the factors which raise severe opportunity or threat, that sum of these coefficients must be equal to 1.

3-The rank ranging from 1 to 4 was given to each of external factors which raised success at the region under study, indicating the extent of effectiveness at the current strategies in displaying
reaction towards the aforementioned factors. Rank 4 represents very excellent reaction. Rank 3 represents the reaction higher than average level, and rank 2 represents reaction in an average level, and finally rank 1 represents a poor reaction. These ranks are determined based on effectiveness at urban strategies.

4-The coefficient for importance of each factor was multiplied by the associated rank so as to obtain the final score.

5-Ultimately, the final score belonging to each of variables was summed. In evaluation matrix regardless of the number of factors which raise opportunity or threat, sum of final scores never reaches above 4 or under 1.

<table>
<thead>
<tr>
<th>Final score</th>
<th>Rank</th>
<th>The coefficient for importance</th>
<th>External factors</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>36/0</td>
<td>60/3</td>
<td>1/0</td>
<td>The possibility of reconstruction and restoration of the old pier to expand tourism</td>
<td>O1</td>
</tr>
<tr>
<td>42/0</td>
<td>50/3</td>
<td>120/0</td>
<td>Participation by private sector to establish hotel</td>
<td>O2</td>
</tr>
<tr>
<td>43/0</td>
<td>50/3</td>
<td>125/0</td>
<td>The possibility for organizing and developing the eastern coast at the city</td>
<td>O3</td>
</tr>
<tr>
<td>20/0</td>
<td>40/3</td>
<td>06/0</td>
<td>The possibility for encouraging investment to build spatial diversity at eastern coast</td>
<td>O4</td>
</tr>
<tr>
<td>22/0</td>
<td>00/3</td>
<td>075/0</td>
<td>The organizations’ enthusiasm to grant facilities to improve urban furniture and facilities at the routes ending in coast</td>
<td>O5</td>
</tr>
<tr>
<td>48/0</td>
<td>70/3</td>
<td>130/0</td>
<td>The ability of the organizations to provide the required infrastructures</td>
<td>O6</td>
</tr>
<tr>
<td>11/2</td>
<td>1</td>
<td>sum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28/0</td>
<td>50/3</td>
<td>08/0</td>
<td>Lack of the required validity at the organizations</td>
<td>T1</td>
</tr>
<tr>
<td>53/0</td>
<td>80/3</td>
<td>140/0</td>
<td>Lack of the required infrastructures to establish hotel</td>
<td>T2</td>
</tr>
<tr>
<td>32/0</td>
<td>20/3</td>
<td>10/0</td>
<td>Shortage of financial resources at the organizations</td>
<td>T3</td>
</tr>
<tr>
<td>17/0</td>
<td>50/2</td>
<td>07/0</td>
<td>Financial limitations at the municipality and other authorities to change maladaptive uses with tourism</td>
<td>T4</td>
</tr>
<tr>
<td>30/1</td>
<td>1</td>
<td>sum</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Internal factor evaluation matrix (IFE): the main purpose in examination of effects of INternal environment at the region under study lies on identification of the opportunities and threats which associate to the expansion of tourism at the region, so that the conducive or obstructive areas are identified in realization of the planned aims and doing tasks. Internal factor evaluation matrix (IFE) is used to collect intra-organizational data at the process of strategic planning (Pearson, 2003, p. 144).

Internal factor evaluation matrix (IFE) affecting coastal ecotourism include five stages as follows:

1-The internal factors (opportunities and threats) at the region under study were provided in a checklist; the opportunities and threats refer to the factors with internal aspect.

2-Weight or coefficients were given to the internal factors that the coefficients range from 0 to 100, dividing into 100 in the end. The coefficient represents relative importance of a factor. Greater coefficients are given to the factors which raise severe opportunity or threat, that sum of these coefficients must be equal to 1.

3-The rank ranging from 1 to 4 was given to each of external factors which raised success at the region under study, indicating the extent of effectiveness at the current strategies in displaying reaction towards the aforementioned factors. Rank 4 represents very excellent reaction. Rank 3 represents the reaction higher than average level, and rank 2 represents reaction in an average level,
Planning for Coastal Ecotourism: A way to develop physical development at city (case study: Bandar Abbas)

and finally rank 1 represents a poor reaction. These ranks are determined based on effectiveness at urban strategies.

4-The coefficient for importance of each factor was multiplied by the associated rank so as to obtain the final score.

5-Ultimately, the final score belonging to each of variables was summed. If the final score be under 2.5, this implies that the region under study works out poor in sake of internal factors. If the final score be greater than 2.5, this implies that the region under study works out well in sake of internal factors.

<table>
<thead>
<tr>
<th>Final score</th>
<th>Rank</th>
<th>the coefficient for importance</th>
<th>internal factors</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/21</td>
<td>3/60</td>
<td>0.06</td>
<td>Shoreline as the communication network inside the city</td>
<td>S1</td>
</tr>
<tr>
<td>0/18</td>
<td>3/70</td>
<td>0.05</td>
<td>Walk –axis along the suitable access to coast</td>
<td>S2</td>
</tr>
<tr>
<td>0/10</td>
<td>3/50</td>
<td>0.036</td>
<td>Extensiveness and diversity of transport systems in the city</td>
<td>S3</td>
</tr>
<tr>
<td>0/07</td>
<td>2/50</td>
<td>0.028</td>
<td>Closeness of the area under study to the international airport in Bandar Abbas</td>
<td>S4</td>
</tr>
<tr>
<td>0/09</td>
<td>2/50</td>
<td>0.036</td>
<td>Closeness to the Bandar Abbas passenger terminal</td>
<td>S5</td>
</tr>
<tr>
<td>0/21</td>
<td>3/60</td>
<td>0.06</td>
<td>The beautiful islands of the Persian Gulf waterway</td>
<td>S6</td>
</tr>
<tr>
<td>0/14</td>
<td>3/10</td>
<td>0.046</td>
<td>Consumption the hall at city as a suitable definition for urban symptom</td>
<td>S7</td>
</tr>
<tr>
<td>0/10</td>
<td>3/00</td>
<td>0.036</td>
<td>Shopping center projects under construction at the region under study</td>
<td>S8</td>
</tr>
<tr>
<td>0/07</td>
<td>3/00</td>
<td>0.026</td>
<td>Significant number of hotels in the city, regardless of their degree</td>
<td>S9</td>
</tr>
<tr>
<td>0/11</td>
<td>3/50</td>
<td>0.046</td>
<td>Localization of new hotels at the area under study</td>
<td>S10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Changing the existing uses and transforming the use adjusted with tourism</td>
<td>S11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sea as a suitable definition for city’s edge</td>
<td>S12</td>
</tr>
</tbody>
</table>

Formulation of comprehensive SWOT strategies at the area of coastal ecotourism

SWOT matrix is an important instrument through which the managers compare the information pertaining to internal and external factors and formulate a variety of strategies. SWOT matrix includes a two-dimensional coordinate table in which each section represents a series of strategies. These strategies include (Erabi, 1996, p. 85):
Any company intends to have offensive strategies under position (SO) so as to use the environmental opportunities to a large extent by exploitation from strengths.

This strategy based on use of strengths under position (ST) has been formulated as the competitive strategies to avoid the threats at environment, aiming at increasing the competencies and decreasing threats.

This strategy aims to decrease weaknesses via position (WO): the conservative strategies have been regarded as the potential advantages which have been lied on environmental opportunities.

Under such status, the strategy under position (WT) lies on defensive strategies aiming at decreasing weaknesses and threats.

**Offensive strategies (SO)**

These strategies have been developed under the contrast between strengths and opportunities. Under these strategies, strengths are used to exploit from the opportunities provided from the external environment. These strategies increase the latent and potential potentials and capabilities.

- The possibility of reconstruction and restoration of the old pier to expand tourism
- The ability of the organizations to provide the required infrastructures
- Participation by private sector to establish hotel
- The possibility for organizing and developing the eastern coast at the city
- The possibility for encouraging investment to build spatial diversity at eastern coast
- The organizations’ enthusiasm to grant facilities to improve urban furniture and facilities at the routes ending in coast

**Competitive strategies (ST)**

These strategies have been developed under the contrast between external threats. Under these strategies, internal strengths are used to decrease the hazards and threats at external environment.

1-Development of marine transport instruments for the purpose of marine tourism
2-Get license from municipality to change maladaptive uses and transform them to adaptive use with the tourism
3-Acquisition of collaboration by governmental entities and required credits to provide infrastructures
4-Suggesting investment in private sector and granting privileges at the area of establishment of hotel and welfare complexes
5-Formulation of special rules and regulations for optimal use from coast and sea and avoidance from destruction and damage to ecotourism
6-Enhancement of advertisement and activities for notifying the media for capabilities of coastal ecotourism and removal of tourists’” bad impression about the security status of city

**Protective strategies(WO):**

These strategies have been developed under the contrast between internal weaknesses and external opportunities. Under these strategies, the extent of using from external opportunities improves by reducing the internal weaknesses.

1-Use of investment in private sector to facilitate welfare projects
2-Improve and enhance the existing transport network at the region under study

**Defensive strategies(WT):**

These strategies are developed under the contrast between internal weaknesses and external threats. These strategies make an attempt to reduce the extent of deficiency, internal bottlenecks and external threats. External threats are used to resolve the weaknesses.
Planning for Coastal Ecotourism: A way to develop physical development at city (case study: Bandar Abbas)

1-Granting necessary credits to provide the required infrastructures
2-Granting necessary authorities to the municipality to use the financial resources at private sector to build coastal tourism attractions
3-Providing the area for trust at private sector for investing in coastal tourism industry

**Matrix IE**

With regard to four classifications for the strategy in matrix SWOT and the area in which the company has been embedded in internal and external matrix, those strategies are used for evaluation and selection in strategic planning matrix that associate to the determined area in the internal and external matrix (Tayebi, 2005, p. 127). Sum of the final scores at the Internal factor evaluation matrix (IFE) for coastal ecotourism has been represented on axis X and sum of scores at the external factor evaluation matrix (IFE) for the coastal ecotourism has been represented on axis Y. The conjunction point for sum of scores related to internal and external factors in coastal ecotourism on axes X and Y represents the position of this sector in internal and external matrix. This position in matrix IE determines the acceptable strategies to improve weakness at industrial sector in tourism. Offensive strategy has been regarded as an acceptable strategy in coastal ecotourism program that must be improved as much as possible in Bandar Abbas County. Offensive strategies are well suited for development and growth. These strategies with an emphasis on external opportunities and internal weaknesses consider improvement of the existing status and development and growth as much as possible. Offensive strategies address representing development vision at city. In other words, offensive strategies strive to improve the existing status.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Sum of final scores in evaluation matrices</th>
</tr>
</thead>
<tbody>
<tr>
<td>S+O</td>
<td>1/68+2/11=3/79</td>
</tr>
<tr>
<td>S+T</td>
<td>1/68+1/30=2/98</td>
</tr>
<tr>
<td>W+O</td>
<td>1/50+2/11=3/61</td>
</tr>
<tr>
<td>W+T</td>
<td>1/50+1/30=2/80</td>
</tr>
</tbody>
</table>

Offensive strategies

---

Matrix IE determinates the strategic position of coastal tourism industry in over all. This position of the sector according to the internal and external matrix is determined by the conjunction point for sum of scores related to internal and external factors. Offensive strategies have been regarded as acceptable strategies for coastal tourism to improve at the Bandar Abbas County. Offensive strategies are appropriate for development and growth. These strategies emphasize on external opportunities and internal weaknesses to consider improving the existing status and development and growth as much as possible. Offensive strategies address development vision at city. In other words, offensive strategies strive to improve the existing status.
CONCLUSION AND SUGGESTION

With regard to the concepts and principles of sustainable development at tourism and the needs, powers and limitations in development of urban tourism in Iran, it requires considering planning for citizens’ leisure time as the first important plan in urban managers and planners’ agenda. Then, certain executive approaches in line with realization of aims under development of urban tourism must be followed in a systematic way. The fundamental approaches in development of urban tourism include:

- Revision and modification of tourism rules with an emphasis on urban tourism
- Formulation of the tourism strategy plan at national, regional, provincial and urban scale
- Modification of a pattern to provide urban development patterns regarding tourism aims
- Having revision in rules and duties of cultural heritage organization, environment and etc.
- Providing new credits and resources to develop urban tourism (Saeidnia, Mahdizade, 2012, p. 188)

Before starting any decision at the area of tourism, the area at which the tourists come and go must be determined. In this regard, it can provide necessary approaches and strategies to increase tourists as much as possible and to achieve the major aim which lies on improvement of functional and physical quality

Strategies under functional axis

Construction of coastal overpass: with regard to the tourists’ and residents’ enthusiasm to pass the shoreline in a 24 hours in a day, we witness slight traffic that the traffic grows by development of tourism at the area under study, under which the disturbance occurs in coming and going. Hence, to resolve the traffic problem and prepare the space more attractive for the tourists, construction of coastal overpass is suggested.

The possibility of reconstruction and restoration of the old pier to expand tourism:

Bandar Abbas has a high potential in tourism based on marine transport, that such a tourism has been regarded as a technique through which the regions which lack the necessary infrastructures and facilities for development of tourism can pave the way for tourists (Inskip, 1988). The old pier for fishing has the essential potential for being transformed to a tourism-oriented region. Hence, by making essential facilities at this area, it can be transformed to a multifunctional place to meet the activities including recreation, leisure, purchase, services, water recreation by means of wooden boats via a favorable planning.

Equipping the pedestrians:

The pedestrians develop the large part of urban spaces, that the pedestrians have the highest interaction with this space. It can improve the pedestrian by building green space, pool and using urban furniture. Concerning physical planning at Bandar Abbas, to define the pedestrian as a network accessory, it requires considering the rules for design of pedestrian.

Distribution system concerning urban activities

However distribution system concerning urban activities has been planned consistent with the comprehensive patterns in Bandar Abbas, they enjoy weaknesses due to negligent attention to tourism in these patterns. The attractions in tourism development pattern require specific services for which it requires paying to services in physical planning.

- Organizing the functional capabilities: banking facilities and services have been regarded as one of the most important urban functions that have been defined in Bandar Abbas in a centralized way in city, for which it requires a spatial distribution concerning these activities. In addition, limiting the activities inconsistent with tourism and formulating the measures to consider the elements associated to tourism seems required.
Planning for Coastal Ecotourism: A way to develop physical development at city (case study: Bandar Abbas)

Improvement of notification level

The space must be defined in a way not to raise confusion for the people who are unfamiliar with the environment. In this regard, tourism notification centers must be considered and the sign boards must be used at the tourism routes.

Strategies concerning physical axis

Establishment of recreational complex: settlements are called to those places which are used for residency in a temporary occasion by the tourists. In planning these places, it must consider three points as follows:

1-Economic problems pertaining to cost of these places
2-Distance of these places from the tourism areas
3-Quality of these places in response to the tourists

One of the modern forms of tourism has been grounded on recreational complexes. Recreational complex refers to a destination that designs and represents a wide range of services and facilities for the rest and recreation of tourists (Inskip, 1988).

Due to lack of tourism region in Bandar Abbas, shortage of recreational space in city and needing to the recreational spaces at the area under study, it is suggested using residential pavilions on water to beautify the space for settlement of residents, changing the land use inconsistent to the residential centers for residency of tourists, using aesthetic. Concerning the aesthetic, it can say that walls play a major role in defining the urban landscape. There are unfavorable walls at the area under study that have left behind due to several reasons and entered into visual disturbance from aesthetic axis. Restoration and protection of these walls have been regarded as the approaches which are of importance in beautification of city for the tourists.

REFERENCES

[1] Ardekani, T. S., Dehdari, M., Erefani, A., Bemani, 2006, a coastal ecotourism approach towards sustainable development of coasts, natural resources and sustainable development conference in the southern Caspian Sea, the second poster papers
[4] Inskip, Edward, 2013, tourism planning, trans- Mahmoud Hassan Pour, Saeed Daghestani, publication Mahkameh
[6] Papli Yazdi, MH., M., Saghaei, 2007, tourism (nature and concepts), Samt publication
[12] Zahedi, Shams, 2006, the principles of sustainable tourism and ecotourism (with emphasis on the environment), Allameh Tabatabai University Press, first edition


[18] Ghanad Kar Sarabi, Mahmoud, 1998, the parks and forest reserves, protected areas, tourism and ecotourism in the north of the country, forest, Issue 4.
