The Evaluation of Meta-SWOT Model Factors for Tourism Strategic Planning in Yazd City

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Abstract
Strategic planning is a management approach in order to achieve objectives. Thus strategic planning can be used in tourism management. Such as other activities tourism strategy is the core of tourism science. In this regard SWOT model is used for strategic tourism planning. Today, several decade assessing of SWOT model shows that is not qualified and haven’t predict potentials, thus SWOT can be changed with Meta-SWOT. Formation of this model has seven steps that any step has seven sub-steps. The purpose of this paper is to make brainstorm and ranking the decisions. Because of individuals changes the decisions during of the process, this tool can reviewed input unbounded. The aim of this study is introduces Meta-SWOT for the tourism studies first time. The methodology of this research is descriptive and analytical and data collection method is documentary and survey. The results shows that political stability is the main reason for tourism development in Yazd city, and the other factor for tourism development in Yazd city are: economics constrains, note authorities, human power and investment in tourism plans. The economics constrains for development of tourism in Yazd city depend on industries, legal restrictions and currency problems.

Keywords: Strategic Planning, Urban Tourism, Meta-SWOT, Yazd City.

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