



Development of Ecotourism Strategies Using SWOT; The Case of Golestan Province, Iran

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ABSTRACT

Iran especially Golestan province consists of several natural and ecotourism capabilities and potentialities and to provide strategies and comprehensive management plans are necessary for eternal progress of ecotourism. Therefore, the aim of the research is to Represent Competitive, Variety, Defensive and Revision Strategy for Developing Golestan's Ecotourism Position based on SWOT Analysis. For analyzing and evaluating, SPSS 19, Excell and SWOT software have been used in this research. The result of this research shows that Increase travel motivation among people due to the use of ecotourism sceneries and attractions, new job opportunities and income increase of host community is the most critical comparative strategy. Also manager's effort to organize controls and to avoid destructive changes to agricultural lands is the most critical variety strategy. And, encouraging the people to cooperation in the progress of tourism equipment, conveniences and facilities to gain more income from ecotourism is the basic defensive strategy for developing Golestan's ecotourism position.

Keywords: Ecotourism, SOWT Model, Strategy, Permanent Development

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INTRODUCTION

Motivation in ecotourism is to observe, enjoy and applaud of natural phenomenon and historical and cultural assets which are related to it. Moreover, ecotourism is a trip to natural parts, the guaranty not to change the cultural values beneficial for local population, ecosystem production and to increase in the development of natural resources to achieve eternal goals and due to this ecologic, biologic, economic and social eternal indices is inevitable (Avagyan, 2011). ecotourism is a tourism in natural areas which are intact and its function is to protect biological environment and also beneficial for local people and different cultures. In international surface Ecotourism is a concept which its roots are in protection of natural resources and eternal development goals (Zende Del, 2000).

because of the creation of jobs and income with the emphasis of biological protection and eternal progress of that area. In this research some of important goals are listed such as: Recognition of obstacles and problems (threats and weaknesses) and ecotourism progress of the area and Improvement the governments and LGO abilities for the effective use of ecotourism in eternal development -Recognition of the attractions and ecotourism capabilities for recreational, sporty, beauties and disease trophy. Moreover peoples use of the safe recreations for spending their free times in ecotourism areas. Also, analyze the function of ecotourism in the creation of jobs for local people. Finally, People lives improved due to the job opportunities and income increase.

Iran has the fifth rank of natural attractions in the world and nowadays ecotourism considers as the most important part in tourism industry. Remarkable economic output and income guarantied more profound progress (Holden, A. (1998). Different areas of Iran consist of potentialities in ecotourism (Varesi, 300, 2006). we can consider ecotourism as a pivot of Iran tourism which has a logical justification in economic and scientific view (Iran's tourism position in universal surface according to Islamic Azad University, Firuz kuh, 2005). Iran is capable to obtain tourism income in ecotourism segment (Omidian and Bigdeli, 2004).

Golestan province which is located in east south of the Caspian sea and with the possession of the north which has several geographical landscapes and potential abilities is able to attracts ecotourism. Because of ecotourism attractions and potentialities such as: Golestan public park, ancient flat leaf forests, high summits and mountains, abundant national and international wetlands, biological variety, natural jungle parks, Gorgan Gulf and Ashu Rade touristic island, beautiful sea coasts, varied hemisphere weather, permanent and seasonal rivers, pleasant places for recreation in different seasons of year and connection with the mid Asia (budget and plan organization, 2006). Cause Iran's geographical scientific to entitle the nature of Golestan province as Iran in small scale. Unfortunately some

Tabal1: Expected resources of ecotourism

Set	Sub set	The target main society	Type of function
Economic	Retail economy	Local people	Making stable occupation
	Great economy	Governments	Preparing conditions for extended programming and increasing internal gross production
Ecological		Governments	Saving valuable types of plants and animals
Social	Cultural	Governments	Saving cultural heritage
	Social	Governments	Making resistant of local societies in great level

The most important and achievements of ecotourism is the economic, social and cultural developments of ecotourism areas. The most significant effect of ecotourism is on economic

of these abilities and potentialities are not used accurately and principally. Due to this general recognition, design and safe management to achieve ecotourism eternal plan is necessary and inevitable. This would hinder biological crisis which follows human existence and ecotourism threads. The purpose of this research is to study, recognize the abilities and advantages, uses opportunities and decreases the threads and weaknesses, to make schedule and use guidelines to exploit of resources. This research is a study of abilities and potentialities evaluation in ecotourism progress in Golestan province which is located in east south of Caspian Sea in Iran. This research with the attention of weaknesses, strengths, occasions and ecotourism threads in different parts of Golestan province offers appropriate guidelines in different economic, social, scientific, legal and biological to improve ecotourism condition and with the accurate guidelines causes day by day growth of ecotourism industry in Golestan province in Iran.

Research Questions:

What are the competitive or offensive strategies for developing Golestan's ecotourism position?

What are the variety strategies for developing Golestan's ecotourism position?

What are the defensive strategies for developing Golestan's ecotourism position?

What are the revision strategies for developing Golestan's ecotourism position?

METHODOLOGY

The study area

Golestan province with 20438 square kilometer is located in the east south of Caspian Sea which consists 1.3 of Iran's space. According to its expanse it is consider as the 19th among all provinces.it located between 53 degree and 56 minute till 22minute of east length and 36 degree and 30 minute till 38 degree and 8 minute north width. This province limited to Turkmenistan republic from the north, to Semnan province from the south, to Khorasan province from the east and to Caspian Sea and Mazandaran province from the west. According to ministerial and civic division in 2005 Golestan province consist of 11 townships, 21 towns,21 parts,50 villages,994 residential places and 75 nonresidential places. Most of its major Connections whit central Asia is through the paths in Golestan province. According to the settlement and population survey in 2008 the population was estimated about 1651329. the medium annual growth is about 1.96%.northern parts and the coast of Caspian Sea are placed lower than free seas and when we proceed to east and east south the height is increasing and slope is decreased from height to flat and Caspian Sea. According to the tracks which are find from digging the Kiyaram cave shows that this place is related to one hundred before Christ. According to ancient exploration of Torang Tappe(hill) it shows a Civilization record was about 5000year ago. This province after Hakhamaneshiyan dynasty is like a state with regular combinations and known as Hirkana. Golestan province is separated from Mazandaran province in the year 1997.the name of this province took from its most renowned ecotourism attractions (Golestan National Park).This province has the most variety of ethnic and language and it can be divided into two major parts: Turks and Farces.

Figure 1:Map of Political Divisions of Golestan Province

Figure 2: The Topographic Map of Golestan Province

The Alborz mountain chain is runs as a high wall throughout the southern part of province from west to east and divides this province from the central plateau. These mountains are like blockage to pass moisture and rainy clouds to the center parts of Iran and become the cause of abundant rain and snow fall in this area. Due to this southern parts of Golestan except high heights are covered by jungles with flat leaves (Khazari).the

highest summits of this area are Shahvar with 4000 meter and Shahkuh with 3816 meter height and almost covered by snow, fog and natural glaciers.

Hillside Area: This part consist the meddle part of this province which begins from northern border of mountain and runs to Ghare su river and Tehran-Mashhad pathway.

This part is the most fertile agricultural lands and most of the province towns and villages are located here.

Flat area:This part of province consist a vast flat which its northern bound is Atrak river and its southern bound is Gorgan Rud river (middle part).its length is about 150 kilometer and its width is from 60 to 80 which is unstable and it is shaped from the retreat of Caspian Sea and now it is known as Gorgan plain or Turkman desert.

Golestan province consist of semi-Mediterranean weather (semi-moisture to semi-dry and dry).the coldest months are January, February and April and the hottest months are July and August and according to weather statistics the utmost degree is in August with 48 degree and the least degree is 12.6 degree.

Temperature is one of the important continental elements accompanied with the received atmospheric water determine the total continental features of an area.to be aware of place and time position of warmth distribution in weather and soil not only important from the theoretic study about physical attribute of environment, weather and soil but also important in ecotourism activities.

The resolution of a scientific travel to Iran by two Austria zoologist Dr. Bernard Gutelb and Christian Vizo to the northern part of Iran Golestan published in (Nordiran)in 2001.they recognize wild life refuge of that Miyan Kale which is located in east south of Caspian Sea ,Ala gol wetland and Golestan national park some mammals species and also they understand the similarities between Alborz chain and Alps mountain of Europe in animal and plant species, they mentioned that northern forests of Iran are the biggest flat leaves forest in the moderate area of northern sphere which remains untouched. Due to this preservation and protection of this area is important both for Asia and Europe.

RESEARCH METHOD

In a ecotourism research of a special area researchers use exploration method(by the use of questionnaire)and descriptive method for recognition of ecotourism capacities and representation of attractions and abilities of the area then use the data which they needed from the questionnaire to appoint strengths, weaknesses, occasions and threats, due to this they use strategic model SWOT for the analysis of internal factors(strength and weakness)and external factors(threats and occasions)then they can offer the plan and management pattern for ecotourism progress. The device of data analysis in this epistle is: EXCEL-SPSS19 and from this formula Chokeran tries to nominate the sample volume and to this formula 374 questionnaires are calculated. In this research statistical society is chosen from the managers, college students, planners, mountain climbers and athletes who are related to the tourism and it is consider about 374 people in this sample volume of Golestan province.

In tourism management analysis we can use different model. in the all descriptive models, SWOT is the most practical. And it is one of the significant devices that uses by tourism managers through which they can compare the information that are related to the strengths, weaknesses, opportunities and threats spots to represent four types of strategies. Analysis of weaknesses and strength in internal milieu and analysis of opportunities and threats in external milieu uses to make decisions which shape the quantity model of SWOT. And simplify the achievement of the short-time and long-time

goals and they are the most important parts of this Matrix because it needs accurate judgments.

RESULTS

Evaluation and Analysis of Internal Factors (WS):

In this phase we examine the weaknesses and strength spots it means the existent abilities and limitations and express key points in 17 strength spot and 11 shortcomings.1-the existence of exclusive sceneries such as: Lovve, Kabudval, Shir Abad and Agh Su waterfalls and massive forests,2-Derazno height, Jahan Nama, Golestan national park,3-existence of recreational attractions(Nahar Khoran, Coast of Gaz and Turkman ports, Gole Ramiyan, Jungle Parks of Daland, Ghorogh and Alang Dare)in this province,4-moderate weather,5-existence of exclusive biological resources (Golestan national park and Jahan Nama protected area),6-the existence of Gorgan plain and its different attractions such as : Turkman Sahra plain, six international wetlands (Ala Gol, Aji Gol, Alma Gol, and volcano muds (Naftliche ,Gomishan,...)and existence of 100 kilometer southern coast of Caspian Sea in Golestan province,7-existence of heights and mountainous areas like Shahvar summit,8- Mountains like: Shah Kuh, Siya Marz Kuh, Abarand castles like: Maral and Derazno,9-existence of hot water springs for water therapy(Ziyarat),10-joint border of Iran and Turkmenistan for tourism progress, organ Gulf and other ports(Gaz and Tukman)and east south coast of Caspian Sea,12-Asian path and other suitable

connection ways(airport and train station)for the quick and convenient access of tourists ,13-calm and silent environment,14-existence of suitable accessible ways for mountain climbing,15-cliff climbing and hiking,16-different habitant kinfolk(Turkman, Sistani and Turk),17-high people cooperation for ecotourism progress,18-high- motivation investors to invest in tourism specially ecotourism,19-abundant willingness of local and vernacular managers to cultural progress through ecotourism progress.all of these factors are count as strength spots of Golestan province.

And in the part of weakness spots the inappropriateness of services and health facilities and insufficiency of welfare, tourism and residential facilities (camp, hotel) , the infirmity of the local managers in planning for ecotourism , and the inappropriateness of sport and recreation facilities (motorcycling, boating, skiing..),problems in license emission and conveniences for ecotourism progress by government, inappropriateness of the connection ways such as accessible ways to waterfalls, mountains and plains, lack of expert and sophisticated forces in tourism ground of Golestan province, conflicts between the culture of habitant kinfolk and tourism, high population specially in southern areas and inappropriateness of environmental conditions such as high moist weather are shortcomings of Golestan province and shape the internal factors.

Tabale 2: Prioritizing the internal factors

Prioritizing the internal factors			
	Priority of weak points	No	Priority of strength points
1	Inappropriate facilities and equipments of services and sanitary.	1	Existence of unique natural landscapes such as Lovve, Kabud Wal, Shir Abad, Agh Sou waterfalls and rainforests, heights of Deraz Nou, Jahan Nama, Golestan national Park , ... in the province
2	Insufficient facilities and equipments for residence and tourism (camp, hotel)	2	Existence of sports attractions (Nahar Khoran of Gorgan, Bandar Gaz and Torkeman coasts, Gol Ramian, jungle park of Daland, Ghorogh, Alang Darreh, ...
3	Weakness of local managers and weakness of planning in echo tourism sector in the province	3	Existence of mild climates and four seasons in the province
4	Inappropriate sports facilities (Motorcycling track, car driving track, boating , ...)	4	Existence of unique ecological resources (i.e. Golestan National Park, protected regions of Jahan Nama , ...)
5	Problems like issuing certificates and facilities to develop echo tourism from government	5	Existence of Gorgan plain and different attracts of it like Torkeman Sahra plain, international pond like Ala Gol, Alma Gol, Aji Gol and volcano muds of Inche and Gomishan.
6	Inappropriate infrastructures and communication networks i.e. access ways to waterfalls, mountains and plains , ...	6	Existence of 100 km south coasts of Caspian sea in this province.
7	Loss of expert and trained individuals in tourism in Golestan province	7	Existence of heights and mountainous regions i.e. peaks of Shahvar, Shahkooh, Siah Marz Kooh, Ghale Maral, Kooh Abr, Deraz Nou, ...
8	Not having tendency by people to invest in tourism and echo tourism sector	8	Existence of hot springs for hydrotherapy (hot spring of Ziarat in Gorgan)
9	Conflict between tourism culture and people and resident natives in the province	9	Existence of common border with Turkmenistan in this province for developing tourism.
10	High density in the province especially in the southern regions	10	Existence of Gorgan gulf and different ports (Bandar Gaz and Turkaman) and south-east coasts of Caspian sea for developing of echo tourism.
11	Inappropriate the environmental conditions i.e. high humidity ,	11	Existence of appropriate communication network and Asian road in this province (airport and rail station) to fast and easy access for tourists
12		12	Having a silent environment
13		13	Existence of suitable access ways for mount and cliff climbing and walking
14		14	Existence of different nations residence in the province (Torkeman, Sistani, Turk, ...)

Prioritizing the internal factors			
	Priority of weak points	No	Priority of strength points
15		15	Having high spirit of partnership to create and development of tourism.
16		16	Existence of strong motivation in native investors to invest in tourism sector specially echo tourism (i.e. hotelling and building residences, ...)
17		17	High tendency and interest of local and native managers to cultural development and employment by developing echo tourism.

Evaluation and Analysis of External Factors (OT):

This part consist the analysis of key points in the external milieu of studied area which has a special effect on management and planning of ecotourism progress. The significant and key points in this part are 12 opportunities and 11 threats. In opportunities section:1- the possibility of ecotourism progress in different areas in this province(Nahar Khoran), 2-expansion of suitable connection ways(train station, airport, marine and path ways)for quick access of tourism, 3-the peoples motivation is increased for traveling to this area,4-its suitable geographical position(Iran in small size),5-govermantal support through providing new jobs for ecotourism progress,6-increase in job opportunity and local income,7-increase in motivation of private investors,8-willingness of investors to invest in ecotourism section due to the environmental facilities,9-increase in use of expert and sophisticated forces in ecotourism,10-to build new ports and rebuilt the old ones for the quick access of tourists,11-to expand radio and electronic connections(mobile, email)for tourism,12-to

pass supportive laws and regulations in tourism industry and special valid arrangement for ecotourism progress are listed as opportunities.

And in threats section:1-destruction of agricultural lands and fertile farms, 2-increase in land prices due to excessive investors,3-to change the essence of lands (agricultural to industrial),4-inapplicable supportive plans of government in ecotourism,5-lack of expert forces in provincial departments to encourage and guide investors,6-increase in social delinquencies due to the tourists entrance in this province in comparison to the past,7-to destruct plant coverage and increase of air, water and soil pollution,8-changes are increased in consumption pattern of local people(food, garment, building),9-lack of competition in Golestan ecotourism with its adjacent provinces (Mazandaran,...)after bases progress of ecotourism,10-increase of cultural conflicts of local people with tourists and destruction of local culture and traditions are consider as ecotourism threats of Golestan province and count as external factors.

Table 3: Prioritizing the external factors

Prioritizing the external factors			
No.	Priority of threats	No.	Priority of opportunities
1	Destructing agricultural lands and desirable farms	1	Possibility of developing the tourism infrastructures i.e. chairlifts and amusement park in different parts of the province (Nahar Khoran)
2	Increasing the price of Land and growth of speculations because of investors influx in this province	2	Developing of appropriate communicational network (railway, airport, road, sea way) to quick access for
3	Destructing agricultural lands usage by speculators of land in cities and villages in the province	3	To increase the motivation of other provinces people to travel and enjoy in this region
4	Not being executive of government's supporting plans with respect to echo tourism	4	Being placed the province in the very pleasing geographical situation (Iran in a small scale)
5	Loss of expert and experienced individuals in the provincial offices to persuade and encourage and necessary guide to echo tourism investors	5	Supporting of Government officials from developing of echo tourism with the approach of employing for developing the province
6	Increasing social violations and discriminations by entering tourists to this province regarding before	6	To increase the job opportunities and people's income due to echo tourism development in the province
7	Destructing the plant covering (jungle & grassland) and increasing air, soil and water pollution in the province	7	To increase motivation of private sector to investing in the province
8	Increasing changing the patterns of using the local and native people in food, cloth, building , ...	8	Welcoming of investors in the studied region (Golestan Province) to invest in echo tourism due to existence of facilities and environmental

Prioritizing the external factors			
No.	Priority of threats	No.	Priority of opportunities
9	Not competing Golestan province to neighbor provinces in echo tourism (Mazandaran , ...) after developing of tourism infrastructures	9	Increasing applying of expert and experienced individuals in echo tourism in the province
10	Increasing cultural conflicts of local people with tourists	10	Establishing new ports and re-building the old ports for quick access for tourists
11	Losing the local culture and customs and traditions	11	Covering and developing of appropriate communication of electronic, radio, telecom (i.e. mobile, email, ...) for tourists
12		12	Approving rules and supportive regulations of tourism industry and existence of special credit rows for developing echo tourism

Represent Strategy for Ecotourism Progress According to Analysis SWOT Model

Competitive or Offensive Strategy (SO):

Offensive strategy emphasize on internal strength and external opportunities. With the attention to the part of strength spots ,existence of exclusive sceneries such as : Lovve, Kabudval, Shir Abad and Agh Su waterfalls, massive forests, Derazno heighths, Jahan Nama and Golestan national park in Golestan province shows that this province with the total score of 1450 and weight average of 4.34 as the most significant strength spots then the existence of recreation attractions like Nahar khoran(Gorgan), Gaz and Turkman ports, Gole Ramiyan and Jungle Parks of Daland, Ghorogh and Alang Dare in this province with the total score of 1386 and weight average of 4.14 is in second priority and the existence of moderate weather with the total score of 1368 and weight average of 4.09 is in the third priority of strength spots. And in the external opportunities part the progress possibility of ecotourism in different parts of this province(Nahar Khoran)with the total score of 1320 and the weight average of 3.95 is in the first priority then suitable progress of connection ways(train station, airport, marine and path ways)for the quick access of tourists with the total score of 1312 and weight average of 3.92 is in second priority and the motivation increase of the people in other provinces travel to this area with the total score of 1300 and weight average of 3.89 is in the third priority. Hence for the exploitation of existent Excellences in ecotourism progress of Golestan province factors bellow are suggested.

- 1) Increase travel motivation among people due to the use of ecotourism sceneries and attractions, new job opportunities and income increase of host community.
- 2) To provide suitable sport and recreation facilities for swimming, water skiing, fishing, boating.... In Turkman and Gaz ports and Gomishan wetland.
- 3) To provide ski land, cliff climbing, kitingin Derazno heights and Nahar khoran...
- 4) To rebuild historical attractions such as: Khaled Nabi monument, Radkan tower, Eskandar wall and Turang hill.
- 5) To provide and progress connection ways (train station, airport, marine and path ways) and transportation system
- 6) To expand facilities in Golestan national park for ecotourism visit from wild life refuge
- 7) To visit wild life refuge and migrant and local birds in the

southern coast of Caspian Sea

- 8) Lawful hunting of birds in marine, mountainous and wetland areas
- 9) Desert roaming, water and coast sports, winter sports, hunt and prey
- 10) Mountain climbing (Shahvar Summit, Pir Gerd Mountain, Siah Marz mountain, Talanbar, Hah Pasand) and cave climbing (Shir Abad cave, Kiyaram...)
- 11) Exploitation of forests, mountains and desert for recreation and therapy
- 12) To revive Ashurade peninsula in Caspian Sea with the regard of biological rules in ecotourism progress
- 13)to organize coast recreations of Gaz and Turkman ports, Gomishan, Gorgan Gulf and ernational wetlands of Ala Gol, Alma Gol, Aji Gol and Gomishan
- 14) To increase peoples motivation of other areas through the use of moderate weather and ecotourism and recreational attractions
- 15) To organize ecotourism collection of Golestan dams for ecotourism progress (Kosar Dam or Nomal Dam, Golestan 1 and 2, Gorgan dam.

Variety Strategies (ST):

This strategy emphasize on internal strength and external threats. With the attention to the part of strength spots ,existence of exclusive sceneries such as : Lovve, Kabudval, Shir Abad and Agh Su Waterfalls, Massive forests, Derazno Heighths, Jahan Nama and Golestan national park in Golestan province shows that this province with the total score of 1450 and weight average of 4.34 as the most significant strength spots then the existence of recreation attractions like Nahar Khoran(Gorgan),Gaz and Turkman ports, Gole Ramiyan and Jungle Parks of Daland, Ghorogh and Alang Dare in this province with the total score of 1386 and weight average of 4.14 is in second priority and the existence of moderate weather with the total score of 1368 and weight average of 4.09 is in the third priority of strength spots and in the threats section elements such as: destruction of agricultural lands and fertile farms 1188 and is the major threat and the increase in land prices due to the investors increase in this province with the score of 1180 and weight average of 3.53 is in second priority and changing the function of rural and urban lands (from agricultural to industrial) by the investors in this province with the score of 1138 and weight average of 3.40 is in third priority. Hence the factors below are suggested to decrease threats for the use of excellences in ecotourism progress of Golestan province.

- 1) Local and provincial manager's effort to organize controls

and to avoid destructive changes to agricultural lands.

- 2) Managers effort to keep the balance in land prices and to avoid entering exchange of estates in rural and urban areas of province
- 3) To plan and organize ecotourism (agricultural tourism) for suitable use of beautiful and silent environment.
- 4) To provide and organize traditional and handcrafts exhibition of the different habitant kinfolk
- 5) Quantity and quality progress of expert human resources to encourage investors in ecotourism section
- 6) To avoid farm and sceneries destruction and to plant trees in different areas
- 7) To determine and develop instructive structures to protect the using patterns of local people (food, garment, building)
- 8) To avoid the increase of social delinquencies and new cultures with different instruct ways
- 9) To provide social security for the tourists to prevent the accession of social delinquencies and deviations with the cooperation of security force...

Defensive Strategy (WT):

It is a defensive strategy which compounds of internal weaknesses and external threats. And in the part of weakness spots the inappropriateness of services and health facilities and insufficiency of welfare, tourism and residential facilities (camp, hotel) with the score of 1274 and weight average of 3.81 consider as the major weaknesses and the infirmity of the local managers in planning for ecotourism with the score of 1256 and weight average of 3.76 is in second priority and the inappropriateness of sport and recreation facilities (motorcycling, boating, skiing..)With the score of 1246 and weight average of 3.73 is in the subsequent priority. And in the external threats destruction of agricultural lands and fertile farms 1188 and is the major threat and the increase in land prices due to the investors increase in this province with the score of 1180 and weight average of 3.53 is in second priority and changing the function of rural and urban lands (from agricultural to industrial) by the investors in this province with the score of 1138 and weight average of 3.40 is in third priority. Hence for the decrease of threats and weaknesses in ecotourism progress some recommendations are suggested.

- 1) Encourage people to cooperation in the progress of tourism equipment, conveniences and facilities to gain more income from ecotourism
- 2) To provide therapeutic facilities and protective installations with the use of expert and sophisticate forces for ecotourism progress
- 3) To provide residential facilities and welfare, health installations (restaurant, coffee shop...) and also provide equipment such as: water, electricity and telephone in ecotourism areas
- 4) To provide guide local center and instruct it in Golestan province
- 5) Cooperate of government and governmental organs and private section of province in ecotourism progress activities for the purpose of tourism installations and equipment
- 6) To pass laws and regulations for the purpose of optimum use of natural attractions and to prevent destruction of plant coverage, cultivated lands and agricultural gardens
- 7) To increase specialist and structured forces in tourism section
- 8) To convenient the tourism license emission and to offer conveniences for ecotourism progress by government
- 9) To develop connection ways such as the access ways to waterfalls (mountains, plains..)

10) To use private sections abilities in material and spiritual grounds that people can't cooperate seriously

- 11) Efforts should be done to avoid the increase of water, air and soil pollution
- 12) Efforts to recognize and improve the culture of different habitant kinfolk in that area

Revision Strategy (WO):

Revision strategy contains external weaknesses and opportunities. And in the part of weakness spots the inappropriateness of services and health facilities and insufficiency of welfare, tourism and residential facilities (camp, hotel) with the score of 1274 and weight average of 3.81 consider as the major weaknesses and the infirmity of the local managers in planning for ecotourism with the score of 1256 and weight average of 3.76 is in second priority and the inappropriateness of sport and recreation facilities (motorcycling, boating, skiing..)With the score of 1246 and weight average of 3.73 is in the subsequent priority. And in the external opportunities section the progress possibility of ecotourism in different parts of this province (Nahar Khoran)with the total score of 1320 and the weight average of 3.95 is in the first priority then suitable progress of connection ways(train station, airport, marine and path ways)for the quick access of tourists with the total score of 1312 and weight average of 3.92 is in second priority and the motivation increase of the people in other provinces travel to this area with the total score of 1300 and weight average of 3.89 is in the third priority. Hence the elements below are recommended to decrease weaknesses and use opportunities in ecotourism progress.

- 1) To revise the facilities dispense, tourism and ecotourism services and to prioritize the possession of these facilities and resources to the province
- 2) To revise agricultural rules and regulations in ecotourism places with the purpose of exploitation and resistance of this areas
- 3) To develop and expand related organs and organizations for instructing people and tourism to use ecotourism resources and positive effects
- 4) To provide and develop tourism agents, establish ecotourism tours and to held instructive, scientific and student tours
- 5) To improve the facilities and equipment of existent ports (Gaz and Turkman) to attract ecotourism in this province.
- 6) To build new ecotourism and recreational ports in the coast of Caspian Sea.
- 7) To encourage and support the private investors to invest in ecotourism areas of this province.
- 8) To use local human forces to build, improvement and equipment creation.
- 9) Efforts to instruct improvement of local managers that are related to ecotourism.
- 10) To use human forces in protection of ecotourism areas in province.
- 11) To cooperate with local investors to improve and create equipment.
- 12) To revive summer quarter villages to ecotourism areas (Jahan nama, Siya Marz Kuh, Derazno...).
- 13) To organize province waterfalls (Lovve, Shir Abad, Kurdkuy, Ziyarat, Kabudval, Baran kuh).
- 14) To organize springs, natural Jungle Parks and hot water springs (Ziyarat, Gole Ramiyan,...).
- 15) To organize facilities and equipment to attract ecotourism in international wetlands of province (Aji Gol, Ala Gol, Alma Gol).

- 16) Efforts to invest in creation of ecotourism installations, residential places and equipment.
 17) To organize equipment and facilities and introduce volcano muds (Ghaniyaregh, Naftliche and Inche).
 18) Efforts to improve and develop electronic connections (mobile, internet, intranet).

Evaluation of Legal, Scientific, Social and Economic Capabilities of Golestan Province in Ecotourism Ground:

In this section we can list the factors below in hierarchical order. Suitable accessible ways in mountain climbing, cliff climbing and hiking..., 2-existence of suitable connection ways (train station, airport) and Asian path for the quick access of tourists, 3-willingness of local investors to invest in tourism specially ecotourism and abundant tendency of local managers for cultural progress, 4-possibility of tourism progress in different areas of province (Nahar Khoran), 5-development of suitable connection ways (train station, airport, marine and path ways) for the quick access of tourists, 6-governmental support for ecotourism progress through offering new jobs, 7-increase in job opportunities and income of the local people, 8-increase in private section motivation for investment, 9-tendency of investors to invest in ecotourism section due to the environmental facilities, 10-to build new ports and rebuild old ones for the quick access of tourists, 11-calm and quiet environment, 12-increase in cooperation of people in tourism progress, 13-increase in motivation of people in other provinces for traveling in this province, 14-develop radio and electronic connections (mobile, email) for tourists, 15-to pass supportive rules and regulations from this industry and special credit arrangements for ecotourism progress are some legal, scientific, social and economic potentialities in Golestan province.

DISCUSSION AND CONCLUSION

Consequences which are achieved from this research show that between all internal effective factors which cause ecotourism progress in Golestan province, 17 factors are as strength spots and 11 factors evaluate as shortcomings and also between the external pivotal factors no ecotourism progress, 12 factors are as external opportunities and 11 factors count as external threats. Analysis of quantity aspects of each strength, weakness, threat and opportunity shows that between the known internal factors as: strength spots, existence of exclusive sceneries like Lovve, Kabudval, Shir Abad, Agh Su waterfalls and massive forests, Derazno height, Jahan Nama and Golestan national park...in Golestan province with the score of 1450 and weight average of 4.34 are consider as the most important strength spots. Abundant willingness of the vernacular managers for cultural progress through ecotourism development is the least important strength spot. And between the internal environmental factors (weakness spots) the inappropriateness of services and health facilities and insufficiency of welfare, tourism and residential facilities (camp, hotel) consider as the major shortcoming. Also the inappropriateness of environmental conditions like high weather moisture is the least effectual shortcomings. Among the external factors (opportunities) the possibility for tourism progress in different areas of province (Nahar Khoran) is in priority. Also the existence of supportive rules and regulations in this industry and the existence of special credit arrangements for ecotourism progress are as the least effectual opportunity. and among the external factors (external threats) destruction of agricultural lands and fertile farms 1188 and is the major threat and the cultural conflicts between local people and tourists are the least effectual threat.

Ecotourism is closely related to the environmental powers and natural sceneries and without them there wouldn't be any tourism stimulus. Iran is so rich by its natural, attractive, beautiful and unknown areas. In the past several tourists traveled to Iran just for visiting its natural and marvelous areas (art, culture and sport management 1992).

Iran is a country with potential capabilities for ecotourism progress for instance, the mountainous belt from the north and west and outspread mountains in other areas are consider as very significant attractions to attract mountain climber and the fond of winter sports tourists. Varied resources of plant coverage which create refuge for animals and beautiful scenery to pacify the human psyche and also become a suitable place for hunting. Visiting animals specially birds in migration season is the other potential attractions of natural environments. Variety of water environments such as: pools, rivers, Islands, lakes and cost seas are suitable places for fishing, hunting birds, swimming and boating.

Variety of plant species such as: trees, shrubs, bushes and lawns with varied colors in different seasons of year are like massive forests, shrubberies and lawns create ecotourism attractions. Natural parks, national parks, protected areas consider as tourism environments for camping, tenting and resting for group of people who likes nature. Land and cliffs without any plant coverage due to varied minerals and colors attract artists and fond.

Mountainous areas offer abundant opportunities for ecotourism. Waterfalls with natural attractions and beautiful sceneries for tourists who like to be in nature, caves with the exclusive features for its fond and several spas for the ones who are searching their health in these natural sources are capabilities of this area.

And some other ecotourism resources in this area are: hiking and driving in desert paths which has the least transportation traffic to reach green landscapes, villages farms and gardens, to repose in changed nature (by human beings) and maybe to resident in a rural cottage or to raise tent for resident near the rivers and to find calm place in village circumference to vacate all the pressures which impose on citizens in urban lives (Taj, Shohre, 2007). Central deserts of Iran are considered as one of the most important and biggest tourism attraction. Brilliant and shiny sky with the moon and stars light, sandy hills with the appealing sceneries, possibility of riding camels and to get familiar with the life of villagers and tribes in these areas are the capabilities in same the same region in other countries are exploit in providing incomes and new jobs. Hence Iran especially Golestan province consists of several natural and ecotourism capabilities and potentialities and to provide strategies and comprehensive management plans are necessary for eternal progress of ecotourism.

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