

Checking the Status of the Caspian Coast Tourism Based on SWOT: An Overview of Maritime Sport Tourism Development in Mazandaran as Maritime Province

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Abstract

The northern shores of Iran, especially the shores of Mazandaran province, have long been a popular destination for tourists. Sea and coastal tourism is one of the most popular forms of tourism in today's world. Mazandaran province is one of the coastal regions in our country with the unique attractions frequency capacities in the field of tourism in associated sporting events. This research intends to study and analyze the strengths, weaknesses, opportunities and threats to the strategy on coastal tourism province with emphasizing the attention on sports activities. This research method is descriptive-analytical and benefits from field research.

Given the importance of the maritime tourism industry, careful study and analysis of the factors affecting the development of this industry leads to attracting tourists as a great importance. Influential factors and components such as security, marketing and technology have been analyzed on the development and prosperity of tourism at sea, as well as short-term, mid-term, and long-term operational plans for the development of maritime tourism. Security is considered to be the most important and fundamental principle in the development of tourism development strategy in the world. Statistical population of the study, based on Morgan table, is assumed to be 384. The results show that the coastal tourism of Mazandaran provinces in

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terms of strategic location and the internal and external matrix is located in the conservative area 'in other words, it can take advantage of opportunities in the external environment in coastal tourism on emphasizing sports activities and making the weakness of internal problems better. It can be stated that there are very good opportunities to promote coastal tourism province with an emphasizing on sports activities. But due to weakness in the domestic environment (organization), these opportunities cannot be fulfilled.

Key words: Coastal Sports, Coastal Tourism, Mazandaran, Maritime Tourism, Strategy

1. Introduction:

The tourism industry as the most important industry in the world in recent decades has grown rapidly in the economic development of the world. And what attracts attention is the potential of maritime and coastal tourism, which can be used in the development of maritime areas and tourism-recreation centers to advance the country's major goals. Tourism is one of the most important sources of foreign exchange earnings for both developed and developing countries, with a large share of planning and investment in the current world. Therefore, the study of the tourism industry is of great importance. The role of tourism as a new source of employment, income generation, higher tax revenue, currency absorption and strengthening the social infrastructure that leads to the growth and development of other industries has been confirmed in studies (Darvishi, A; Dosti, M; Bagherian, B 2017).

Numerous researches show the positive economic effects of tourism on the tourist area, so that according to the forecast made by the Tourism Organization in 2020, about one billion and five hundred and sixty million people will engage in tourism and the revenues from international tourism in this year it will reach one and a half trillion dollars. Tourists directly and indirectly affect a country's economy: Direct: Currencies that tourists spend on various expenses when living in another country. Indirect: Repayments that are made to travel from one country to another, which is an important source of foreign exchange for a developing country.(Razmi, M., and et al, 2018). Iran is one of the top ten countries in the world in terms of tourism



attractiveness and ranks fifth in the world in terms of biodiversity and natural attractions (Qiyami Rad and Moharramzadeh, 2007) Short-term and Direct Benefits of Sport Tourist Hosting, Money , Wealth and job creation (Kazemi, 2007).

Beautiful natural landscapes including national parks, wildlife, seaside, mountain centers and other attractions such as sports of natural origin, such as swimming, boating, surfing, diving, skiing, horse riding, rock climbing, climbing, Cave climbing and traditional Webomic sports, while providing the body with the necessary mobility, also contribute to the natural environment. Due to the psycho-mental need of today's human to enjoy nature and the natural sports that can be done with a well-planned planning while enjoying The potential of different regions to accommodate different conditions can be furthered in advancing economic and employment goals. Created a favorable environment for tourists (adaby Firouzjah 2006).

The northern shores of Iran, especially the shores of Mazandaran province, have long been a popular destination for tourists. Despite the popularity of tourists from coastal villages and towns, due to lack of proper model, tourism faces many obstacles and challenges in this area (Rezai et al. 2007). Research has shown that marine and coastal resources are the second most important attraction. In post-climate tourism (Honarvar et al. 2007) The northern coast of the Caspian, the summer holiday is often a beach favorite in the great Iranian country. The Iranian coastline in this region, between the northern slopes of Alborz and the southern coast of the Caspian Sea, has a collection of the most beautiful natural landscapes in Iran.

There is room. An ideal combination of sea, mountain and forest coasts in this area has created the main tourist hub of Iran in this area (Adabi, 2009).

Sea and coastal tourism is one of the most popular forms of tourism in today's world. The cool waters of open seas and beaches and clean air are the best believer in the tired heat of the summer and the bustling and polluted cities.

Marine tourism in Iran is an intangible and almost alien term, but this alienation is not due to the lack of suitable geographical conditions in this area. Iran's distance from the world of maritime tourism is in conditions where we have more than 2500 km of maritime border. Lack of adequate facilities and lack of specialized staff are some of the obstacles to the

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expansion of maritime tourism in Iran, which have led to the loss of one of the most economically valuable channels. The development of maritime tourism has been provided by the Iranian Maritime Ports and Tourism Organization which we hope will bring prosperity to this important industry. Undoubtedly, by providing suitable conditions for cruise ships on Iranian waters, a large portion of Iran's wealth will be attracted to tourists, and every day we will see more tourists arriving in our country. In addition, the development of maritime tourism requires specialized people and diversified recreational facilities on board ships, and as a result we will see a lot of employment in this field (Langroodi, Seyed Hassan et al.2016).

Also tourism brings economic benefits such as employment, cultural benefits such as cultural interactions between different regions, and friendships between nations and the development of infrastructure such as the development of communication lines, enhancing the quality of services and more. On the other hand, having multiple academic centers, notably Nowshahr University of Marine Sciences with Providing welfare services for sports tourists, teaching how to attract athletes and tourists to sports and tourism managers, training managers and coaches of international and foreign level in marine sports, training tourism and sports managers in attracting tourists, increasing the quality of marine sports facilities, More services to tourists in order to satisfy them is one of the important factors in encouraging tourists to go in for marine sports, this possibility is provided for Nowshahr University of Marine Sciences in interaction with other universities and executive, with nearly four decades of maritime science activity, can play an effective role in the development of lesser-known beach sports, and coordination and cooperation. Organizations operating in the maritime sector will be synergistic in the development of coastal and maritime activities.

Coastal tourism is what we see on the shores of the Caspian Sea, Qeshm, Kish and Chabahar! Jet skiing, boating, boarding, shallow-water fishing, swimming, sunset watching and sunbathing on the sandy beach are among the most popular seaside tourism activities on the coast of Iran. In contrast, maritime tourism is available which is quite different from the former type and is mostly associated with cruise ships, diving and deep-sea fishing.

Sport tourism is the fastest growing industries in the world and Competitions and sports events Attracts a large number of domestic and



foreign tourists. According to estimates of the World Tourism Council Total activities in this section 5/9 % of investments made in the world's surf's And it anticipates until 2017 the incomes become to 13 Trillion dollars.

Beaches and the sea due to the diversity of recreational resources and Natural tourism potential has always been a focus of interest to tourists. Beach sports can be a new source for growth and tourism development. The current era is the era of unpredictable changes.

Management and planning is needed to view dynamic and systematic Up with tools and developed strategies, Triggers will detected and Mismanagement and lack of clear and concise strategy, so far, Iran, due to lack of sufficient knowledge neglecting the issue of sports tourism and it has been The loss of the unique opportunities in the country.

According to Iran's Sixth Development Plan, Iran should be host at least 20 million tourists by 2024 and In the meantime share and position of sports and sports tournament we can't easily pass And in the meantime, the share and position of sports and holding sports tournaments cannot be easily overlooked.

Every year, millions of people from all over the country travel to the northern coast of the country to spend their holidays with the intention of having fun and having fun. Management and planning require dynamic and systematic perspectives to be driven by the tools and strategies developed, the stimuli identified, and the drive to advance goals.

Due to the lack of sufficient knowledge, mismanagement and lack of clear and codified strategies, Iran has so far neglected the category of sports and maritime tourism and the loss of unique opportunities in the country (Bidokhti et al, 2012).

1.1. Maritime tourism

Today, coastal tourism is one of the largest activities in the world in the field of tourism, so that its development has become an effective factor in shaping the pattern of development of coastal areas, which in turn provides direct and indirect economic, social, cultural benefits. And it will be very natural for the host community. Due to its special geographical location and two-way access to the sea, Iran has a comparative advantage in the development of

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maritime tourism, which can be considered as one of the main tourism hubs in the world. The coast is very important, the height of the quality of tourism is within the framework of sustainable development goals they refer to a series of recreational and leisure activities performed by tourists in offshore environments. This type of tourism differs in nature from coastal tourism, although there may be similarities between the two types of tourism and coastal tourism. But the type of recreational activities in seaside tourism takes place mostly in deep and offshore waters, requiring special equipment, facilities and training, and is associated with more hazards. On the water, Jet Ski, marine aquarium and deep-sea fishing are the most important attractions of marine tourism.

1.2. Factors affecting the development of maritime tourism

Several factors affect the rate of attraction of marine tourists. Security, marketing, technology are among the most important factors (Rukn al-Din Eftekhari, A.,B, Ramezan Nezhad,Y ,Pourtaheri, M. 2017).

1.3. Iran's position in maritime tourism

To understand the role of maritime tourism in the economy and development of our country's tourism industry, it is enough to imagine the beautiful island of Kish before providing beach tourism facilities such as fly board, jet skiing, banana riding, diving and other water sports. Compare it today. Once the existence of these water and beach sports has been so successful in attracting tourists, there will be nothing left for maritime tourism.

The development of maritime tourism and its role in the economy can be described with one more example. Suppose the reputation of the beautiful and calm waters of the Persian Gulf and the Sea of Oman and the vastness of the waters of the Caspian Sea and its exciting pastimes reach the ears of tourists in neighboring countries as well as domestic tourists and take their luggage to these areas. Each of these tourists needs a place to stay and book a hotel and enjoy the amenities and eat and buy souvenirs and handicrafts and move around the city to visit the sights. Do you think this situation will be anything but economic prosperity?(Rukn al-Din Eftekhari, A.,B, Ramezan Nezhad,Y ,Pourtaheri, M. 2017).



2. Research conducted inside and outside the country:

Darvishi et al, (2017) in a study, the lack of appropriate laws in support of beach sports tourism is considered as the most important factor in the development of beach sports tourism.

kolkouh et al,(2016) Despite the great welcome of tourists from the coastal cities of the northern provinces, due to the lack of proper services in various fields, coastal tourism in these areas is facing many challenges and obstacles.

Ghafouri et al, (2014) in research, advertising and marketing as the most important factor in the development and attracting tourism of water sports in coastal cities of Mazandaran.

Zaraby, et al, (2014) in their study, they stated that as the amount of advertising increases, so does the number of incoming tourists. The higher the number of services and facilities of the tourist place, the more the satisfaction of the tourists increases

Sanaie , (2010): In this research as check the status of sport in coastal cities (Mazandaran, Gilan) he found that Mazandaran province in north of Iran in terms of having Sports and Recreation facilities Is better than Gilan Province. There aren't any water skiing, scuba diving and windsurfing around the coastal city of Gilan. Most recreational and restrictions to the lack of sufficient funds ,Lack of appropriate places, Shortages in skilled manpower in northern cities in Iran.

Esfahani , (2009): during a research he paid time to examines and analyzes the factors affecting on internal and external international sport tourism and he stated that The internal and external sport tourism in Iran is on the coordinates. WO in matrix it's on weakness in SWOT area.

Camille Surat , (2010): In a study entitled(to the National Tourism Strategy Sports)in Africa, needs it As the development of sports tourism strategy games that dependent on components .

3. Research methodology:

The present descriptive study was a survey and was conducted using a researcher-made field questionnaire.

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3.1. The population:

Director and Deputies of Mazandaran General Directorate of Sports and Youth (12 people).

Managers and deputies of sports and youth departments of coastal cities of Mazandaran province (24 people).

Director and Deputies of the General Department of Tourism of Mazandaran Province (12 people).

Managers and deputy director of tourism departments of coastal cities of Mazandaran province (24 people).

Chairman and deputies of the delegations (football, volleyball, handball, lifeguard and water sports) of the coastal cities of Mazandaran province (96 people)

Tourists (people who have traveled to Mazandaran province to watch sports or travel competitions). (384 people according to Morgan's sampling table)

3.2. Analysis information: To describe the demographic variables in the research community using descriptive statistics like Average, minimum, maximum, frequency, percentage tested to rank the strengths, weaknesses, opportunities, threats that using Friedman ranking test. Finally, SWOT analysis was used to formulate the coastal tourism strategy of Mazandaran province by emphasizing on sports activities.



4- Research Finding

research finding:

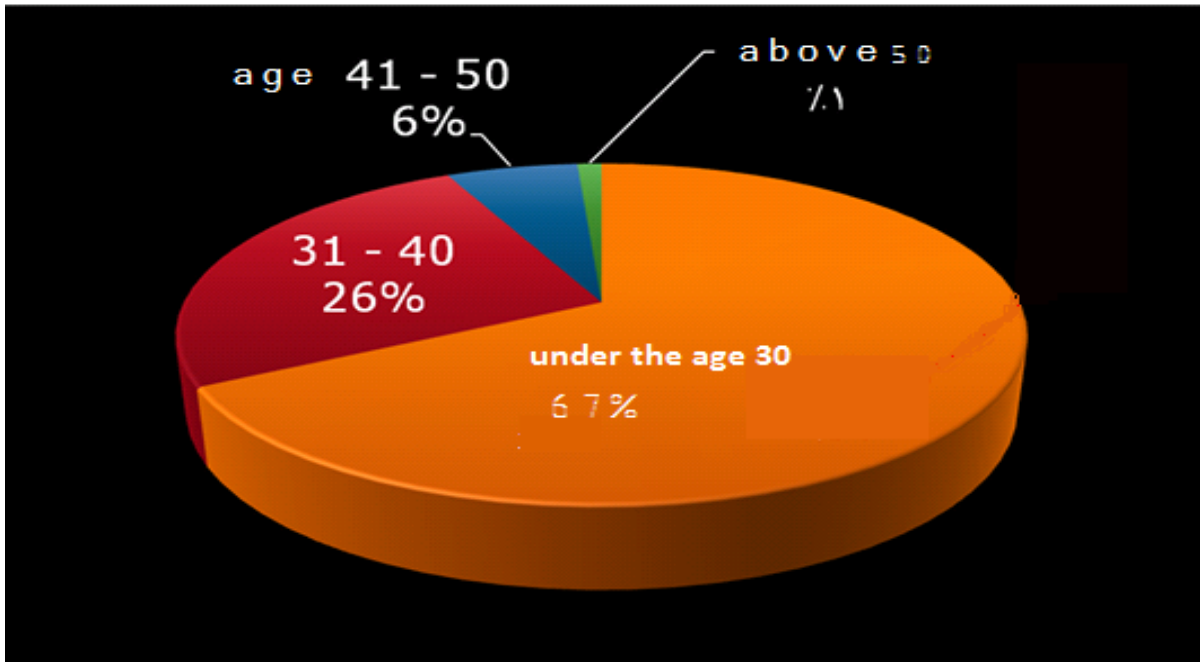
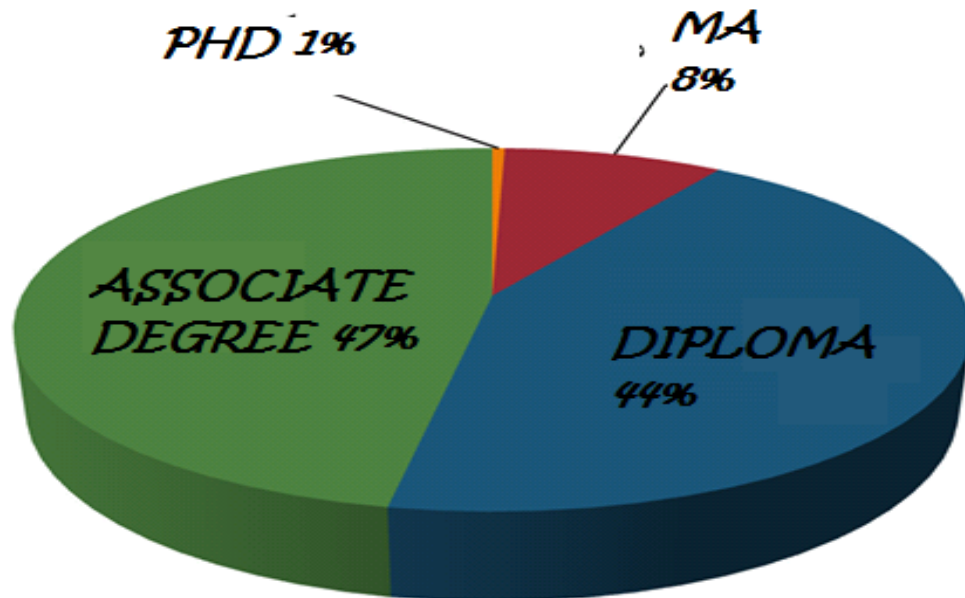


Chart 1: Age by year

Chart 2: Level of education

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Prioritizing factors that affecting coastal tourism province strengths with an emphasizing on sports activities:

Take advantage of the beaches for a swim in the warm month's facilities for sports such as diving under the surface.

Prioritizing factors that affecting coastal tourism province weaknesses with an emphasizing on sport activities:

Lack of international beach sports competitions in general, and communication and transportation problems (communication routes to the northern coast of Iran) Prioritizing factors that affecting coastal tourism province opportunities with an emphasizing on sport activities:

Making conditions and suitable facilities to spending free times for province citizens Making and forming international exhibitions and Sports equipment At the same time with holding sport competitions in province.

Prioritizing factors that affecting coastal tourism province threats with an emphasizing on sport activities:

Variability of tourist accommodation prices and the lack of approved Price Holding sport competition in front beaches.

4.1. Determining Coastal tourism strategy:

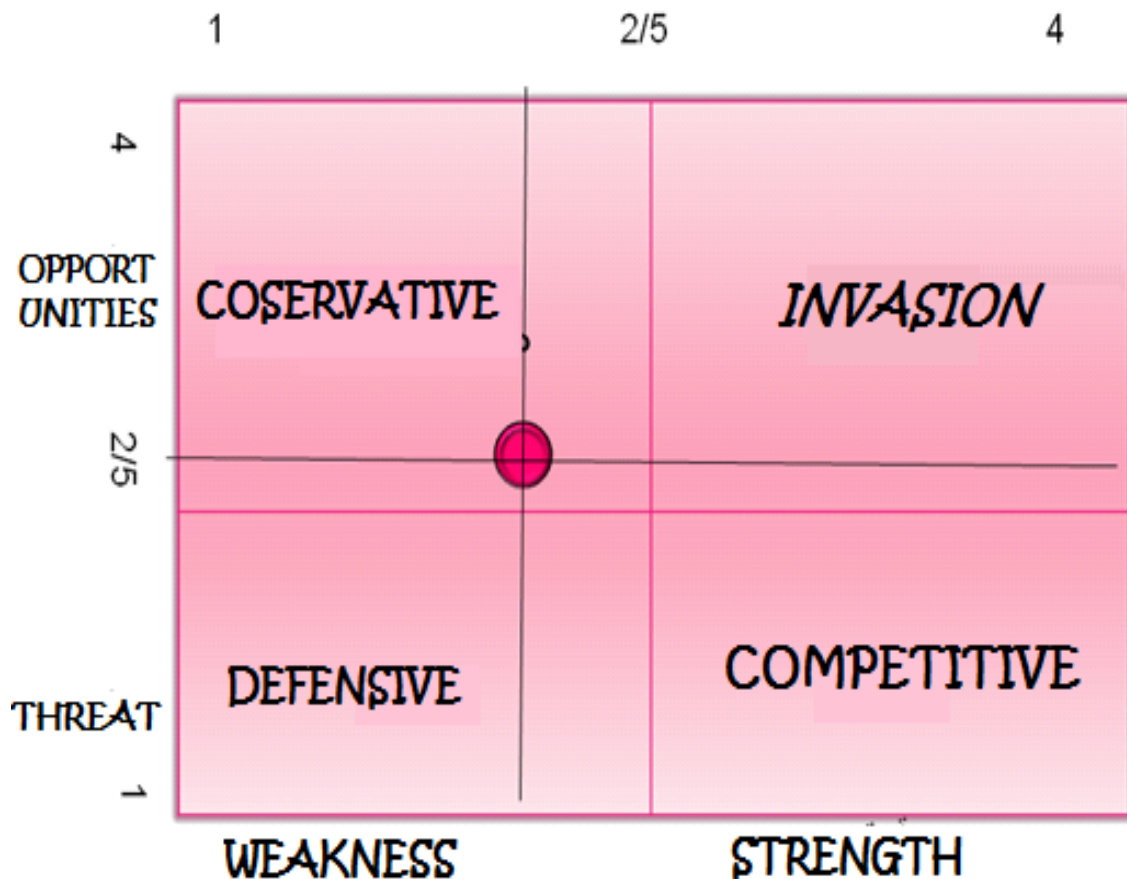


Figure 3: Internal and External Matrix of Mazandaran Coastal Tourism Strategy.

The results indicate that coastal tourism in Mazandaran province, with emphasis on sports activities in terms of strategic location and in domestic and foreign matrices in the conservative region, in other words, can be used by opportunities in the offshore tourism environment of the province Mazandaran improved internal weaknesses. In other words, outside the environment, there are very good opportunities to promote coastal tourism in Mazandaran province by emphasizing sports activities, but due to the weakness in the internal environment (organization), these opportunities cannot be exploited.

4-2 Coastal Tourism Strategies:

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SO strategy:

Get Benefit from the normal position and recreation on the shores of attractions for tourism development.

Policy and Orientation to attract private sector investments.

Development of advertising and effective communication in order to introduce the sports and leisure attractions.

Codification and Development Policies related to accepting and holding national and international sport events that related to the beach and the sea policy for holding and presenting Recreational-cultural and sports competitions and festivals this is open to public access. Adopt appropriate policy to attract different teams at home and abroad to establish training camps (campaign).

Strategy:

Approving laws to Avoid indiscriminate construction and decentralization coasts.

Policy in Codification holding different Competitive competition in suitable seasons.

Increasing available facilities and making healthy sea project for doing exercises.

Upgrading and teaching citizens and Officials to increase tourism acceptance culture according to attractions of coastal cities.

Infrastructure and making places and Sport gyms for women for spending and holding different national and international competition related to the Beaches.

Codification and presenting supporting policies by government (like Long-term loan with Low profit, subsidized facilities) and foreign investment.

WO strategy:

Developing Communication infrastructure for city and province transporting making suitable opportunities for Importation Domestic industries Province to hold a sport event for financial support.

Making suitable (policy) for using citizen's abilities (Volunteers) and sport communities for developing sport tourism.



WT strategy:

Create centralized management and close monitoring in coastal tourism sector

Policy and culture making in order to prevent contamination of rivers , seas , environmental degradation in beaches by public and industry owners
Facilities and accommodation appropriate(qualitative and quantitative) with the approved rate in coastal cities.

Create units or organization of sports tourism in the tourism department or sports organization.

Upgrade and create Opportunity to learn foreign languages for officials and people involved in sports tourism.

5- Conclusion and Discussion:

According to the obtained results, the possibility of using beaches for swimming in the hot months of the year is of the highest importance in this sector. Obviously, in order to promote and develop sports tourism on the shores of Mazandaran province, it is necessary to pay special attention to this sector. Also, creating the right conditions and facilities for the residents of the province to spend their leisure time is of the highest importance in this sector. According to this result, this important opportunity should be used to the fullest in the development of sports tourism on the shores of Mazandaran province.

Also, the lack of international beach sports events as the highest weakness from the point of view of the respondents in this section. Of course, in order to eliminate this weakness, special planning and attention must be done. The variability of the price of tourist accommodation and the lack of approved prices is the highest case that threatens the coastal tourism of Mazandaran province.

In order to determine the strategic position of coastal tourism in Mazandaran province, the matrix evaluation of internal and external factors was used. In terms of internal factors, it has weaknesses, in other words, the weaknesses of coastal tourism in Mazandaran province are superior to its strengths. In evaluating the external factors of coastal tourism in Mazandaran province, it indicates that in terms of external factors, coastal tourism in Mazandaran province has an opportunity. In other words, it shows the dominance of

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coastal tourism opportunities over threats.

Research shows that important options in maritime tourism marketing include price stabilization (including accommodation prices and near-sea reception) location component (easy access to the beach and access quality), product component (variety of locations, Accommodation and good quality accommodation facilities close to the sea or the beach) and the promotion component (Holding numerous exhibitions and extensive advertisements to get acquainted with the pristine attractions of the sea and the beach).

The success and sustainable growth of maritime tourism depends on the proper and coordinated functioning of many elements and factors that are closely linked. One of the influential factors is the Security of tourists and tourist destinations. Security is considered to be the most important and underlying principle in the formulation of tourism development strategy in the world. The first step in improving the tourism industry in Iran is to ensure comprehensive security, both internationally and internationally. Marketing is another influential component of maritime tourism development. Marketing is essential for the survival of the tourism industry.

With the continued increase in international tourists and the continued growth of maritime tourism, the better way for all countries in which the lifestyle, culture and natural environment is at risk is to focus their attention on quality rather than quantity. Another factor influencing the development and development of marine tourism is the development of technology. In our country today, the number of tourists using information and information technology in tourism is low, as well as the level of preparedness and familiarity of tourists with the concepts of electronic tourism. Encouraging organizations and companies involved in the tourism industry to provide tourism services and switch to e-tourism as well as the development and development of information and communication technology infrastructures can greatly contribute to the sustainable development of maritime tourism. The first step in the development of maritime tourism should include a working group comprising representatives from the Ports and Maritime Authority, the Tourism Authority, the Environmental Protection Agency and other governing bodies such as the Coast Guard to review and amend maritime tourism laws at all stages of the process. Make three operational plans available. It is recommended that the task force be supported and formed under the guidance and guidance of the Ports and Maritime



Organization.

- Infrastructures that are described in terms of water, electricity, communication status, sewage system, safety systems, terminals facilities, road quality, diversity and beauty of roads and health services. Today, things like water, electricity, telephony, mobile, transport and road terminals are indispensable and indispensable components of sustainable development.

Therefore, it is necessary to optimize the performance of the transport system by developing and improving standard infrastructure and securing road transport networks as well as amenities along the road and passenger terminals alongside the transport system so that the responsible road agencies can complete and Take steps to develop the country's roads and provide them with the means to secure and provide the appropriate facilities along the way.

6- Proposals arising from research:

1. The coastal strip north of the country is one of the best Recreation and tourism areas, so it is essential for optimum use of the beach and sea to Operational beach Manumission, so that tourists can use the facilities of that beaches.to preventing the indiscriminate construction.

.2. Shoreline due to abound of the Recreation and tourism attractions is required Authorities attention. So it required

3. Complexes and Places of recreation - tourism be organized properly and specific Credit resources from government and Private Sectors be considered for developing recreation and tourism.

4. Iran is one of the 10th countries in the world from the tourism attractions but nowadays from the tourists attracting have the rank 66 and from the perspective of incomes have the rank 77 and this isn't dignity of our country, so that we need to plan for making better incomes in future.

5. Priority and tourists interests to swimming and boating is too much so it's important to convey enough notices in this field.

6. Important arrangements for an attracting sports tourists in all seasons must be prepared.

7. Compliance with health problems near the beach Cause to attract the tourists and health and hygiene of the beach will be supply. So we must put

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Painting tips and warning signs in beaches.

8. Substrates for easy availability from communication ways so acceleration in tooling the airports, free ways that ended to the beaches for increasing the tourists and more presenting needed.

9. In order to decide and monitor the discussion of coastal and maritime tourism in Mazandaran and to prevent the confusion of investors, as well as extensive bureaucracy to obtain relevant permits, a working group including full representatives of the Ports and Maritime Organization, Ministry of Tourism, Environmental Protection Organization and Coast Guard To be formed to review and amend maritime tourism laws.

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