

Assessment of Swot Model on Tourism Industry in Sustainable Development of Rural Areas: Case Study on Bandar-E Anzali

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Abstract: In fact SWOT stands for strengths, weaknesses, opportunities and threats activities and analysis. SWOT Model is a kind of research methodology used for conducting a comprehensive assessment for development. Effective factors on regional development are evaluated. The city of Bandar-e Anzali is one of the beautiful cities of Guilan province with an area of 308.1 sq km and a population of 133134 capita. It includes 2 main villages, Chahar Farizeh and Viljarki of Hassanrood and 28 sub-villages. The present research deals with. This article presents the SWOT to analyse the tourism development in Bandar-e Anzali's rural tourism. That can be used as a reference for the local government authorities to design tourism development in Bandar e Anzali. The role of tourism in sustainable development of villages in this region with the aid of SWOT model is defined Statistical population includes in three groups: 1) village household, 2) the managers of the organizations related to villages and 3) the tourists who travel to this region. The independent variable in this work is the villages of Bandar-e Anzali and the dependent variable is tourism. The objective of the present research is to identify and examine the effects of expansion of tourism on sustainable development of the rural areas in terms of economy, society, culture and environment. The questionnaires are used to identify and analyze the strengths, weaknesses, threats and challenges of tourism in villages and examine the effect of tourism on the sustainable development of villages. Finally, some recommendations are provided for the development of tourism. In the process, data collection, both library and field methods are applied to make a descriptive and analytical presentation.

Key words: Bandar-e Anzali • Tourism • Rural tourism • SWOT • Sustainable development of villages

INTRODUCTION

With the initiation of tourism industry into villages, further attention needs to be given to the preservation of the environment and sustainable development. As it is known, this industry as one of the biggest industries in the world requires special attention. Tourism is not merely a strong economic workforce, but it is a critical factor in the physical environment in our life. Therefore, in management and planning for the future, if the project managers and tourism planners do not pay attention to the environment, there will be grave consequences in the process of executing the programs. The environment is the main component of tourism; this industry can make profits as long as it offers attractions for the tourists.

The tourism capacities include the capacity of environmental development, the provision of financial resources for the preservation of cultural, historical and natural heritages and the imposition of constraints based on sustainability. To possess such potentials requires a sophisticated program, a sustainable model for tourism which is in accordance with the objectives of the environment, natural attractions and native cultures.

Today, tourism is considered as one of the most important components of development. Tourism is a significant factor in local construction and it can attract foreign investments. It can also moderate economic and social progress in the region and fairly distribute employment and income. Regarding the issues mentioned above and the increasing needs of the urban living human

for recreational and relaxing environments and above all the transportation of millions of tourists all year long, it is crucial to conduct an investigation on tourism and the regional facilities required in this respect [1].

Methodology and Purpose of Research: The method used in this research is descriptive and analytical. The collection of the data and statistics are based on the library and field methods. To extract the required data, different sources are consulted: annual statistics report, the report on the census and the 2007 version of dictionary of villages and quarters of Bandar-e Anzali. In addition, statistical methods and models like Excel, SPSS and GIS are used. The purpose of present work is to investigate the role of tourism in sustainable development of villages in suburb area of Bandar-e Anzali. The method of approach for analysis of data for the sustainable development of the villages conducted by means of the strategy model of SWOT.

Guilan Province: Guilan is one of the northern provinces of Iran. It situated along the Caspian Sea. In the north it borders Azerbaijan Republic, in the east is the province of Mazandaran, in the west is the province of Ardabil and in the south, it borders the provinces of Zanjan and Qazvin. Guilan has 16 cities including Bandar-e Anzali, Astara, Astaneh-e Ashrafiyyeh, Fooman, Lahijan, Langrood, Masaal, Masouleh, Manjil, Rasht, Rezvanshahr, Roodbar, Roodsar, Shaft, Siahkal, Talesh and Some-sara. There are 3 sections, 99 rural districts, 35 towns and 2964 areas [2]. The center of Guilan Province is Rasht.

Bandar-e Anzali: Bandar-e Anzali (Figure 1) is located in the north of Guilan Province with the coordinates of 37° 28' 16" North, 49° 27' 44" East. It is 23 meters lower than the sea level [2]. Bandar-e Anzali is 308.9 sqm which makes 2.1% of the whole province. According to the census of 2006, it has a population of 133134 capita [3]. The city borders the Caspian Sea in the north, Rasht and Some-sara in the south, Rasht in the east and Talesh in the west. According to the latest political division of the country, Bandar-e Anzali has a central section and two rural districts named Chaharfarizeh and Lijarkihassanrood. This city has 28 small areas [3]. The study region is located by the Caspian Sea and has a wet and moderate climate. According to a statistical period of 55 years (1951-2006) the average temperature of Bandar-e Anzali reported to be between 4.5 and 29.2 degrees centigrade [4, 5]. In terms of rainfall, the same statistical period shows the annual precipitation of 1854.3 millimeters [5].

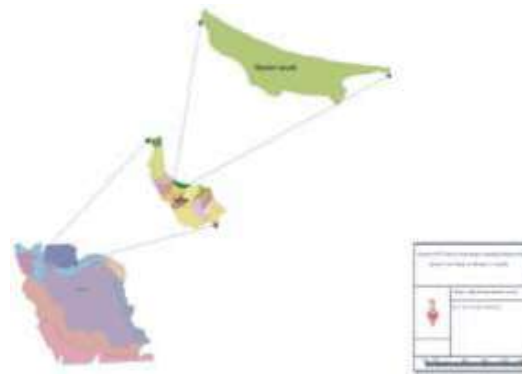


Fig. 1: Location of Bandar-e Anzali in North of Iran

Due to the moderate climate, this city enjoys many natural attractions. The rivers, the unique crops and its location by a beautiful lagoon, which invites flocks of birds from Siberia during the migration period in winter and finally the largest lake in the world help to attract thousands of tourists in different seasons. Hence, all these features help this city generate a huge amount of financial resources which can help to develop the villages of the city and consequently boost the national economy.

SWOT Model Analysis: SWOT is a strategic planning and marketing strategies used for regional assessment. In fact, it is an instrument which is generally used to place the result of analysis of external pressure beside the internal capacities and then analyze the strengths and weaknesses, opportunities and threats [6, 7]. This requires the identification of the strong and weak points of the region in terms of the relation with the market, opportunities and threats, which is based on the predicted procedures. The SWOT analysis aims to identify the main internal and external factors to achieve the goal [8]. This analysis divides the main components of information into two parts:

- The internal factors: strong and weak points inside the region.
- The external factors: opportunities and threats which are offered by the external environment [8].

The SWOT matrix is given below:

Finally, SWOT is used in divisions related to guiding selections. The most common application is to provide a logical framework for the systemic guidance of different discussions on guiding systems and finally selecting an appropriate method. The key point in this model is the

Table 1: SWOT matrix

	Strengths	Weaknesses
Opportunities	S-O Strategies	W-O Strategies
Threats	S-T Strategies	W-T Strategies

S-O Strategies: They follow opportunities which are compatible with the strengths.

W-O Strategies: They follow opportunities to eliminate weaknesses.

S-T Strategies: They identify ways to help the region to take advantage of the strengths and reduce vulnerability to the external threats.

W-T Strategies: They establish a defense plan to prevent weaknesses of the region from being exposed to external threats. [6].

Table 2: Four aspects of SWOT analysis

External Growth Strategy	Internal Growth Strategy
WO	SO
Defense Strategy	Variety Strategy is recommended.
(Reduction Strategy) WT	ST

range analysis of all aspects of the system, finally providing a useful framework for the selection of the method. Another application of this model is to show systematically the main external opportunities and threats along with a comparative presentation of the internal strengths and weaknesses in a structured approach as shown in Table 2.

This comparison aims to identify one of the four patterns for the compatibility of the internal and external conditions. They will be demonstrated in a table after the examination of the indices of sustainable development in a region by means of the strengths and weaknesses, opportunities and threats. Regarding the space planning, this method includes the following [4].

- Analysis identifies the main threats and opportunities imposed from the outside.
- Internal analysis evaluates resources or prepares a list of weaknesses with respect to each of the strategic subjects. The method assesses the strengths, weaknesses, opportunities and threats in order to identify the strategic issues and present a long-term suitable method for the region. This research deals with a five-stage process to address the issue:
- Specifying the limits of the subject of the research:

The first step in SWOT is to define and analyze the subject of the research for specifying the limits and planning.

- Stating the mission (mission, objectives and targets) the next step is to determine the domain of planning and what the region will be like in the future so that the destination can be clarified.

- SWOT analysis (internal and external analysis) by means of analysis and examination of the internal environment of the regions, the internal weaknesses and strengths will be identified. Then through investigation into the external effective factors, an analysis will be made on the opportunities and threats which affect the study region.
- Analytic matrix of SWOT; the region matrix should be able to preserve the strong points, remove the weak points and threats and convert them to strong points.
- Applied (or operational) planning:

Finally, based on the results of SWOT and the specified strategies to achieve the goals of the plan for the development of tourism, it is necessary to summarize the main activities and key measures in the region and compare them from the beginning to end. After the procedure of the work is determined, it is necessary to include in the timetable the priorities of active and executive programs which have already been determined [8].

SWOT Analysis for the Development of Tourism in Bandar-e Anzali: According to the performed field work in the villages of Bandar-e Anzali and after the views of three groups of people (tourists, managers and the rural people) were collected through questionnaire and analyzed in SPSS software, the views were categorized in respective tables and finally analyzed by the strategized SWOT model.

Identification of Strengths, Weaknesses, Opportunities and Threats

The Internal Factors Effective in Tourism Within the Study Territory: This stage aims to evaluate the internal environment of the villages of Bandar-e Anzali for the identification of the strengths and weaknesses. In fact, it is used to obtain the ways for the achievement of the goals and perform the jobs required. In this part, there are three categories including the present strategies, performances and resources. They are presented under the heading of strengths and weaknesses within the framework of regional development (economic, social, cultural and ecological and institutional) which are presented in Table 3.

Table 4 shows the weaknesses of economic, social, cultural and ecological and institutional effective in rural tourism in Bandar-e Anzali

Table 3: The internal factors (strengths) effective in rural tourism in Bandar-e Anzali

Economic	Aptness of the region for investment and tourism planning in terms of natural and human resources and creation of a tourism pole in the north of the country.
	The presence of a weekly market
	The presence of regular markets
Social-cultural	The presence of special traditions and rites
	Reduction in immigration
	The local sports
Ecological	Beautiful landscapes with green views of gardens
	Beautiful sea beaches
	Beautiful river sides
	A lagoon with lilies
	A quiet environment
	Hunting
Institutional	Proximity to the city of Bandar-e Anzali
	General belief in tourism for creating jobs and income

Table 4: The internal factors (weaknesses) effective in rural tourism in Bandar-e Anzali

Economic	People's lack of interest in investment in the region
	Lack of governmental planning and investment in this region
Social-cultural	Inappropriate hygienic and service facilities
Ecological	Unsuitable welfare and housing facilities
	Unsuitable structure for the environment and sewage system
Institutional	Villagers' unfamiliarity with and lack of training about how to meet the tourists

Table 5: The external factors (opportunities) effective in rural tourism in Bandar-e Anzali

Economic	Increased attention by the government to the planning and investment in tourism.
	Presence of economic free trade zone in this region
	Purchase of the agricultural products on location
	Handicrafts and how to provide and sell them to the tourists
Social-cultural	Citizens' increased interest in recreation and trips to the countryside
	Village tours
Ecological	Lack of desirable facilities for tourism in other recreational regions
Institutional	Presence of experienced workforce

Table 6: The external factors (threats) effective in rural tourism in Bandar-e Anzali

Economic	Huge investment may fail
Social-cultural	Increased facilities and services in other touristy areas
	Tourist's increased interest in trips to other recreational areas
	Disappearance of rural traditions and cultures
Ecological	Destruction of trees and gardens
	Increased pollution in soil and air in these regions and its damaging consequences
Institutional	Lack of provision of facilities by the government for the development of tourism in these regions

External Factors Effective in Tourism Within the Limits of the Study Region:

This stage aims to look for the effect of external environment on the villages of Bandar-e Anzali for the identification of opportunities and threats; as a result the region will face to development of tourism. Opportunities include a group of facilities and activities which are outside of the region and directly or indirectly affect on the performance of tourism. These opportunities have a direct or indirect relationship with the inefficiency of these regions. According to investigation conducted and the views collected from the tourists, managers and

the rural households, the opportunities and threats which influence this region with respect to tourism are summarized in Tables 5 and 6.

Analysis of Strengths, Weaknesses, Opportunities and Threats: Based on Table 7 (SWOT matrix), in the study area there are 11 internal strong points and 8 internal weak points, while there are 9 external opportunities and 6 external threats. Totally, there are 20 strengths and opportunities as the advantages and 14 weaknesses and threats as the disadvantages and constraints for the rural

Table 7: SWOT matrix for the key factors affecting tourism in the study region

Internal Strengths (S)	External Opportunities (O)
S1: Beautiful landscapes with green environments and gardens	O1: Increased interest in trips and recreation among city people
S2: Proximity to the city of Bandar-e Anzali	O2: The government's increased attention to planning and investment in the tourism sector
S3: Presence of special traditions and cultures	O3: Presence of free trade zone near this region
S4: Presence of local sports	O4: Presence of experienced workforce
S5: Presence of sea beaches	O5: Lack of provision of desirable facilities to the tourists in other recreational regions
S6: Presence of river sides	O6: Village tours
S7: Presence of a lagoon with lilies	O7: Handicrafts and how to provide and sell them to the tourists
S8: Presence of weekly markets	O8: Purchase of agricultural products on location
S9: Presence of regular markets	O9: Presence of offices and organizations
S10: Presence of a quiet environment without noise	
S11: Hunting	
Weaknesses (W)	Threats (T)
W1: Unsuitable accommodation and recreation facilities	T1: Increased facilities and services in the recreational regions
W2: Unsuitable hygienic and service facilities	T2: Lack of governmental permission to develop tourism
W3: People's lack of interest in investment	T3: Tourist's increased interest and motivation to travel to other areas
W4: Unsuitable sports and recreational facilities	T4: Increased pollution in soil and air in these regions
W5: Lack of trained experienced workforce	T5: Disappearance of traditions and cultures of villages
W6: People's unfamiliarity with and lack of training in dealing with the tourists	T6: Destruction of trees and gardens and its damaging consequences
W7: Improper environment and swage structures	
W8: The government's lack of planning and investment in this region	

Table 8: SWOT analytical matrix (ranking, priority, strength, weakness, opportunity and threat)

SWOT Analysis	Total weights	Mean for weights	Rank
Strengths (S)			
S1: Beautiful landscapes with green environments and gardens	4	4.5	90
S2: Proximity to the city of Bandar-e Anzali	9	3.9	88
S3: Presence of special traditions and cultures	11	2.99	76
S4: Presence of local sports	5	4.23	89
S5: Presence of sea beaches	2	4.75	85
S6: Presence of river sides	6	4.09	79
S7: Presence of a lagoon with lilies	3	4.55	83
S8: Presence of weekly markets	8	3.94	85
S9: Presence of regular markets	7	3.98	87
S10: Presence of a quiet environment without noise	1	4.85	82
S11: Hunting	10	3.75	86
Weaknesses (W)			
W1: Unsuitable accommodation and recreation facilities	1	4.75	89
W2: Unsuitable hygienic and service facilities	3	4.47	86
W3: People's lack of interest in investment	4	4.43	84
W4: Unsuitable sports and recreational facilities	5	4.27	91
W5: Lack of trained experienced workforce	6	4.2	89
W6: People's unfamiliarity with and lack of training in dealing with the tourists	7	4	83
W7: Improper environment and swage structures	2	4.5	88
W8: The government's lack of planning and investment in this region	8	3.9	80
Opportunities (O)			
O1: Increased interest in trips and recreation among city people	4	3.97	87
O2: The government's increased attention to planning and investment in the tourism sector	1	4.3	86
O3: Presence of free trade zone near this region	5	3.9	91
O4: Presence of experienced workforce	7	3.81	79
O5: Lack of provision of desirable facilities to the tourists in other recreational regions	3	4	81
O6: Village tours	9	3.56	85
O7: Handicrafts and how to provide and sell them to the tourists	2	4.21	92
O8: Purchase of agricultural products on location	6	3.83	83
O9: Presence of offices and organizations	8	3.75	82
Threats (T)			
T1: Increased facilities and services in the recreational regions	6	3.48	78
T2: Lack of governmental permission to develop tourism	5	3.51	83
T3: Tourist's increased interest and motivation to travel to other areas	2	4	79
T4: Increased pollution in soil and air in these regions	4	3.78	84
T5: Disappearance of traditions and cultures of villages	3	3.8	80
T6: Destruction of trees and gardens and its damaging consequences	1	4.05	85

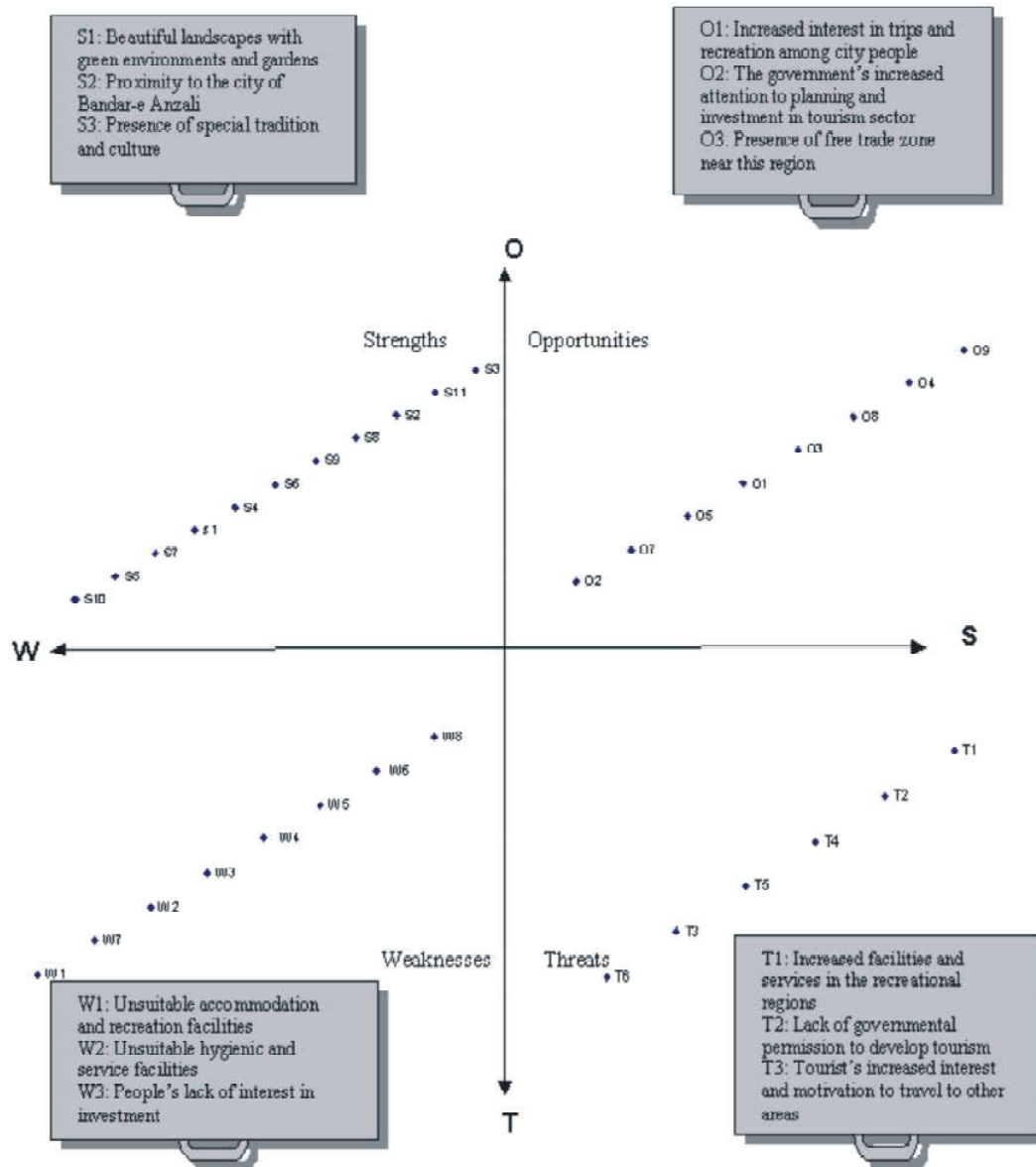


Fig. 2: SWOT Matrix: Analysis of strengths, weaknesses, opportunities and threats for the development of rural tourism based on opinions of three groups (villagers, managers and tourists)

areas of Bandar-e Anzali for the development of tourism. Generally, it can be seen that the advantages for the development of tourism in this region are quantitatively superior to the limitations. The analysis shows that the village of Bandar-e Anzali have a potential for the development of tourism industry.

In present research, attempt made to include all the above-mentioned points as potentials or limitations in the

questionnaires. In order to categorize these points as priorities, the opinions of the villagers, managers and tourists were consulted. Therefore, based on the views of these three groups of respondents and according to the result of the statistical analysis (given in Table 6), the weights, means and ranks for the weakness, strength, opportunity and threat are summarized in Table 8.

Table 9: Final Prioritization of the effective factors (strengths, weaknesses, opportunities, ad threats) for the development of rural tourism based on opinions of three groups (villagers, managers and tourists)

Priorities				
Priority	Strength	Weakness	Opportunity	Threat
1	Presence of a quiet environment without noise	Unsuitable accommodation and recreation facilities	The government's increased attention to planning and investment in the tourism sector	Destruction of trees and gardens and its damaging consequences
2	Presence of sea beaches	Improper environment and swage structures	Handicrafts and how to provide and sell them to the tourists	Tourist's increased interest and motivation to travel to other areas
3	Presence of a lagoon with lilies	Unsuitable hygienic and service facilities	Lack of provision of desirable facilities to the tourists in other recreational regions	Disappearance of traditions and cultures of villages
4	Beautiful landscapes with green environments and gardens	People's lack of interest in investment	Increased interest in trips and recreation among city people	Increased pollution in soil and air in these regions
5	Presence of local sports	Unsuitable sports and recreational facilities	Presence of free trade zone near this region	Lack of governmental permission to develop tourism
6	Presence of river sides	Lack of trained experienced workforce	Purchase of agricultural products on location	Increased facilities and services in the recreational regions
7	Presence of regular markets	People's unfamiliarly with and lack of training in dealing with the tourists	Presence of experienced workforce	
8	Presence of weekly markets	The government's lack of planning and investment in this region	Presence of offices and organizations	
9	Proximity to the city of Bandar-e Anzali		Village tours	
10	Hunting			
11	Presence of special tradition and culture			

According to the result of the SWOT analysis and the details given in Figure 2 and Table 9. The components of “presence of a quiet environment without noise” and “presence of sea beaches” are the internal strong points with weight means of 4.85 and 4.75, respectively. After the two above points, the features of “presence of a lagoon with lilies” with a weight mean of 4.55 stands as the most important potential in the region. However, the features “hunting” and “presence of special tradition and culture” are the least important components with the weight means of 3.75 and 2.99, respectively. In addition the components “unsuitable accommodation and recreation facilities” and “improper environment and swage structures” have the weight means of 4.75 and 4.5, respectively. These are the weakest points in the region for tourism. Meanwhile among the least important weaknesses in the region, the villagers’ lack of familiarity with and training in dealing with tourists as well as the government’s lack of planning and investment; these factors having weight function of 4 and 3.9, respectively. Furthermore, the features “the government’s increased attention to planning and investment in the tourism sector” and “handicrafts and how to provide and sell them to the tourists” have the

weight means of 4.30 and 4.21, respectively. The most important known opportunities in the villages of Bandar-e Anzali and the component “presence of offices and organizations” with the mean of 3.75 is the least important external opportunity.

Finally, based on the results given in Table 1, the components “destruction of trees and gardens and its damaging consequences” and “tourist’s increased interest and motivation to travel to other areas” are the most important external threats for the development of tourism in the city of Bandar-e Anzali having weight function of 4.05 and 4, respectively. The feature “increased facilities and services in the recreational regions” with the weight mean of 3.48 is the least important threat to the region.

Figure 3 represents Bandar-e Anzali with its internal strengths and external opportunities for rural tourism based on SWOT model:

Results of SWOT Analysis: The effective factors in tourism development in the villages of Bandar-e Anzali, there were 11 strong points and 8 weak points. All of the effective external factors in tourism development in



Fig. 3: Bandar-e Anzali with its internal strengths and external opportunities

the villages of Bandar-e Anzali, were 9 external opportunities and 6 external threats. The qualitative results of each internal and external factor were examined which are stated as follows:

Since half of the villages are next to the lagoon and the other half are next to the sea beach, they are exposed to high vulnerability. The study area had high potentials for tourism in terms of strengths and opportunities. If more facilities are established and the sewage treatment is improved in the villages under study, tourism can be developed to a large extent.

The study on the strengths, weaknesses, opportunities and threats indicate that among the strong points, the features “presence of a quiet environment without noise” and “hunting” are the most and the least important components for the development of tourism. The results also showed that the feature “unsuitable accommodation and recreation facilities” is the most important weakness in developing tourism in the villages. Furthermore, among the external opportunities, the most important one is “increased attention by the government to plan for and investment in tourism” and the least important opportunity is “presence of offices and organizations” for tourism development. Finally, the most important external threat is “destruction of trees and gardens and its damaging consequences” and the least important one is “lack of governmental permission to develop tourism”.

Suggested Strategies for Tourism Development

Competitive and Offensive Strategies (SO): In offensive strategies, there is an emphasis on the strengths and external opportunities. The following are suggested for the employment of the positive points in developing tourism:

- Emphasis on ecotourism or natural tourism for the presence of positive potentials (e.g. the sea, the lagoon) around the study villages [2, 9-16].
- Identification and use of the other attractions of the region such as handicrafts in the villages. Based on the climatic conditions of each village, there are special handicrafts. For example, in Golshan village, weaving straw hats is very common and in Low Jafrood, straw baskets and mats can be used to compete with the features of other touristy areas.
- Hiring educated people to train the villagers to better welcome the tourists [17].
- Inviting the private sector investors for investment in tourism inside the villages to develop rural tourism in the region.
- Further concentration of tourism activities on the use of resources and attractions available sightseeing such as resorting to the gardens and the green environment of the village.

Variety Strategies (ST): In these strategies, there is an emphasis on the internal strong points and external threats. The following points are suggested for the elimination of some of the threats and provision of some of the needs:

- Giving variety to the methods of advertisement in order to introduce the attractions of the region and increase the interests of the tourists to spend their leisure time in the villages of Bandar-e Anzali.
- Giving variety to the activities and services of tourism in order to attract and satisfy the tourists to the villages of Bandar-e Anzali.
- Specifying the tourist size and the regulations for tourism so that the natural landscapes will not be tampered with or destroyed.
- Development of agricultural tourism in order to introduce the gardens so as to help the villagers to start some business.
- Development and improvement of the roads which lead to the villages of Bandar-e Anzali.
- Putting up some signs and distributing some brochures and posters to help to show the way to the tourists.
- Giving variety to the facilities and services in order to prevent the contamination of the water and air by using paddle boats (or Lotka) for trips to the lagoon and the sea.

Reviewing Strategies (WO): In this type of strategy, in addition to the emphasis on the internal weaknesses, it is attempted to make use of the external opportunities and remove the weaknesses. The following points are suggested:

- In addition to reviewing the type of public participation in developing tourism and execution of the main plans in villages, it is recommended to make use of the experienced workforce for the development of the touristy places in villages.
- In addition to reviewing the type of support given by the government and the way of planning for the touristy areas of the city, it is necessary to make use of the institutions and organizations and issue regulations to support the development of the infrastructure and equipment for the tourism in different areas of the city.
- It is advised to revise the regulations for the laws of lands in the rural areas and other touristy points of the region and prevent trading land at a high price especially in the villages Boshman, Golshan and High Jafrood.
- It is needed to review the way of investment and distribution of services and tourism facilities in the study area.

Defensive Strategies (WT): In this strategy, there is an emphasis on the removal of vulnerability of the area and so the following facts are suggested:

- Holding seminars on investment and tourism industry by the members of the city council and governor's office and inviting the researchers and investors to provide the tourists with such facilities as traditional resorts in villages and in the nature.
- Encouraging people to travel to rural areas of the region and develop tourism in these regions by taking advantage of the researches done in this field.
- Teaching people how to treat the tourists within the study areas in order to prevent any cultural confrontation between the villagers and the tourists.
- Imposing some regulations to prevent the destruction of touristy sources in the region.
- Establishing a close cooperation between the city council and the village councils to develop the tourism industry in the city of Bandar-e Anzali.

CONCLUSION AND RECOMMENDATIONS

Based on the model of SWOT strategy, the qualitative results of each of the internal and external factors identified indicate that:

- Regarding the development of tourism, most areas are highly vulnerable especially the areas next to the sea beach such as the villages Boshman and Sangachin.
- Compared to the threats and weaknesses, the opportunities and strengths of the village of Bandar-e Anzali are high.
- Based on the tables of prioritization and ranking of the internal and external factors, the examination of the quantitative results of the strengths, weaknesses, opportunities and threats indicates that among the opportunities of the villages, "a quiet environment without noise" and "the sea beaches" are the most important benefits of these areas for tourism development. For desired enjoyment of these factors, natural tourism is emphasized.
- According to the findings, among the weaknesses, the priorities are "unsuitable accommodation and recreation facilities" and "improper environment and swage structures" which should be addressed by the cooperation between the local people, the government and the private sector. Therefore, it will be possible to build new places to accommodate the tourists to the villages of Bandar-e Anzali. Therefore, it is possible to enjoy the external opportunities, "the government's increased attention to planning and investment in the tourism sector".
- Among the external threats, "destruction of trees and gardens and its damaging consequences" is the most important threat.
- Considering all the points mentioned above, if rural tourism wants to achieve sustainability and have a positive role in the lives of people of the village, it is necessary to provide some guidelines stated as follows:
 - Identification of the touristy attractions
 - Attraction of public participation and private investment in planning and investing in the rural tourism.
 - Holding workshops in villages to make local boats stop air pollution (caused by motor boats) while traveling in the lagoon and the sea.

- Making proper infrastructure in villages to develop the villages.
- Holding small markets to sell handicrafts and other products of the villagers.
- Increasing the number of local houses for the accommodation of the tourists in the beautiful environment.
- Using the farms and selling the farming goods of the gardens for the attraction of the natural and agricultural tourists.
- Introducing the rural areas of Bandar-e Anzali through TV and radio to attract the tourists.
- Performing statistical plans for the evaluation of the number of tourists entering the villages and having an accurate statistics for planning rural tourism.
- Opening local restaurants with traditional food and local cookies.

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