

To Examine the Best Strategies with the Help of ICT for Acquiring Sustainable Tourism using SWOT Method (Case study of Dehradun/Mussourie, India)

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Abstract: The tourism business is perhaps the largest industry on earth. When strategically well planned and executed, tourism provides an economic stream both into and throughout a community and an incentive to preserve the best things a community, or destination, has to offer—from its wildlife habitats, its historic districts, or great scenery, to its local culture and heritage. This study is structured into two objectives. The first objective of the study is to identify potentials of Dehradun/Mussourie to attract and boom tourism and its objectives were identifying the opportunities and threats in Dehradun/Mussourie, understanding and how to attain the capabilities, identifying and the ways to reduce the weaknesses and providing suggestions and solutions for optimum use of existing capabilities in the region. The second objective of the study is to examine on applying best strategies with the help of ICT for acquiring sustainable tourism in Dehradun/Mussourie by employing a SWOT analysis.

Keywords: ICT, Tourism, Sustainability, SWOT Analysis

Introduction

Third World countries are especially interested in international tourism (Harrison, 1992) and many believe it brings countries a large selection of economic benefits including employment opportunities, small business development, and increased in payments of foreign exchange. Many assume that more money is gained through developing luxury goods and services in spite of the fact that this increases a country's dependency on imported products, foreign investments and expatriate skills (Baskin, 1995). This classic 'trickle down' financial strategy rarely makes its way down to benefit people at a grassroots level (Scheyvens, 1999). It has been said that the economic benefits of large-scale tourism are not doubted but that the backpacker or budget traveler sector is often neglected as a potential growth sector by Third World governments (Scheyvens, 2002). This sector brings significant non-economic benefits which could help to empower and educate the communities involved in this sector. "Aiming 'low' builds upon the skills of the local population, promotes self-reliance, and develops the confidence of community members in dealing with outsiders, all signs of empowerment" (Scheyvens, 1999) and all of which aid in the overall development of a nation.

Objectives of the study

1. **Identify potentials of Dehradun/Mussourie to attract and boom tourism.**
 - 1.1- Identifying opportunities, threats and weaknesses, strengths in Dehradun/Mussourie.
 - 1.2- Examining on applying best strategies with the help of information technology for acquiring sustainable tourism in Dehradun/Mussourie.

METHODOLOGY

This was an applied research in terms of objective. This was a descriptive survey research in terms of data collection. For theoretical principles, specialized journals, books, and documents were used. A questionnaire was designed according to viewpoints of experts in the survey part. Descriptive characteristics of the study were follows. The researcher did not interfere in position, state and role of the variables. In other words, the researcher did not control or manipulate the variables and just studied and described what was there. An applied research uses cognitive context and information provided by the fundamental research to satisfy human needs as well as improve and optimize the tools, methods, objects and patterns in order to improve human welfare and promote human life. The collected data was analyzed with an emphasis on descriptive and objective observations using SWOT Model.

The statistical population

The population was 26 IT experts and 28 tourism experts' tourism expert in the ministry of tourism, New Delhi and academician in Jamia Millia Islamia and Delhi University formed the population. For IT experts Out of these six academicians and 20 IT experts from ministry of tourism and for tourism expert Out of these nine academicians and 19 experts from ministry of tourism were selected for the study based on the judgment of Researcher. In considered factors, importance of tourism expert opinions is indicated by 0.6 and IT expert opinions are indicated by 0.4 that due to coefficients and their calculations.

Research Method Data collection tools

In this study, a literature review was used to collect data. Then, the best strategy was identified in the field of study using a questionnaire.

Introducing the questionnaire

The questionnaire was developed using library methods. Composition, overview, and design of the questionnaire were in the format of several questions using Likert scale to

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assess the attitude of experts on potential effect of the study area on a competitive advantage.

Results and Discussion

Validity and Reliability

For the content validity assessment of questionnaire, specialized statements of experts have been used in a way that before conducting the questionnaire, it was handed over to several concerned experts for correction and evaluation. The questions were then reviewed and corrected after experts' comments and statements on them. and the reliability of the measurement instrument has been confirmed using Cronbach's alpha ($\alpha = 0.783$) coefficient in a satisfactory condition.

Internal Factors Affecting Tourism in the Study Area

Using internal evaluation matrix, identify and assess the relationships between different subjects, and to provide solutions to them, (David, 2004, 36)

External Factors Affecting Tourism Study Area

The purpose of this step is to explore the effects of the external environment in the study area, to identify the opportunities and threats that the area in terms of tourism, is facing. In this regard it should be noted that, opportunities, facilities and features that, outside of the area on the tourist areas, directly or indirectly, are effective, as well as threats outside the region are also factors that, the inefficiency of these areas have direct and indirect effects.

Table 1: SWOT Matrix for the Key Factors Affecting Tourism in the Study Region

Internal Strengths (S)	External Opportunities (O)
S1-There are natural attractions such as hills and rivers and perfect weather in spring and summer	O1-Income and long-term job creation activities related to the tourist industry in the region
S2-There are amenities such as suitable accommodation for tourists , recreational and cultural centers , etc.	O2- There are specialists in the area
S3- High Potential area for investment in tourism	O3- There are mountains and forests , springs and waterfalls in the area
S4-To have the young people interested in the tourism industry	O4- Given the increase tourism authorities to develop sustainable tourism in the region
S5- Conferences and seminars in the field of tourism	O5- Possibility of advertising on various social networks by people who have come for tourism or study area
S6- There are various crafts and to create local markets	O6- A high level of awareness of the importance of tourism
S7-Status of awareness and education in the area (young people with higher education)	O7- Possibility of establishing sports and cultural sites in the region
S8- There are rich, ancient and diverse traditions in the region.	O8- ICT innovations in the field of sustainable tourism activity
S9- Facilities and opportunities for learning in the efficiency of the tourism industry , and marketing of sustainable tourism development	O9- Great incentive for tourists to spend leisure time in the region
S10- There are beautiful landscapes and unique and variety of protected areas and	O10- There are several beautiful temples in the area

Weaknesses (W)	Threats (T)
W1- Increase and lack of organization , garbage , especially on holidays	T1- The loss of tourist attractions due to the lack of serious action for making culture , in order Observe hygiene and the use of public toilets
W2- The lack of easy and cheap access to the Internet and social networks for tourists and local people	T2- The possibility of the emergence of dangerous diseases and epidemics in the region due to the lack of tourists health control
W3- Heavy traffic access routes to the city	T3- Low budget in the field the development of tourism in the region
W4- Poor proper management of ITC in recognition of the potential and possibilities of tourism to the local people and tourists.	T4- Migration of rural population to the adjacent urban areas
W5- Weaknesses of ICT in the tourism industry in the field of training local people, managers, tour leaders.	T5- Decline in agriculture
W6- Poor appropriate environmental infrastructure in the region	T6- Ground erosion
W7- Increase Price per land and land speculation	T7-Increase traffic and transport problems in the city
W8- Destruction of vegetation and wildlife in the area	T8- Environmental pollution
W9- Poor management information and communication technologies in the tourism industry in order planning to achieve sustainable tourism	T9- Threatening the culture and traditions of the people of the region
W10-Lack of coherent planning to train local people to invest in tourism	T10- Create new consumption patterns in the region
W11-Poor management in the health and garbage collection in the region	T11- Increase social violations resulting from tourists
W12- Poor coordination between tourism authorities and planners of ICT in tourism	
W13- Change of use of agricultural land and natural area to residential	

The Factors Affecting of Tourism Dehradun /Mussourie

External factors can be divided into known categories of chances and threats. The ability of the organization to respond to each of these factors is then analyzed, taking into consideration their importance for that specific organization. This is done by choosing up to 16 chances and 13 threats (individually) that have relevance to the organization and they are sorted in the first column. In the second column, each of the factor's importance is assessed (with grades from 0 – no importance to 1 – of great importance), depending on their influence to the strategic positioning of the organization. Greater the weight of factors, the bigger the influence that it has on the future success of the company. Sum of the weight has to be equal to 1, no matter the number of factors. Ability of the organization to respond to each of these factors is rated in the third column, with grades from 1 to 5 (1- inadequate, 5 - excellent). These rating shows with which success organization uses chances and responds to threats from the surrounding . Multiplication of the weight of the factor and ability of the organization to respond to it gives a weighted score for each individual factor. In the fifth column comment is given about the choice of each factor and importance and grade is analyzed. Total weighted score states how successfully the organization reacts to the factors from the external surrounding. With this, organizations of same industry can be compared between themselves. Average organization in any economy will always have a weighted score 3. Analysis of the internal surrounding internal factors often called organizational analysis is based on the identification and development of the organizational resources. It is performed the same way as the external factor. Setting the basic strategy analysis synthesizes results of external factor and internal factor analysis and therefore becomes a very powerful technique of the strategic analysis of the surrounding that has fully responded to the shortcomings of the SWOT analysis. In matrix strengths, weaknesses, chances and threats are summarized into about 10 strategic factors. This is done by choosing individual factors of external factor and internal factor analysis that are of the greatest importance to the organization and they are put into first column. Next to the factors there is a label that says whether the factor is strength, weakness, chance or a threat to the organization. After that, importance of these factors is evaluated again (with grades from 0 – no importance to 1 – of great importance) depending on their influence on the strategic positioning of the organization .Total importance must be equal to number 1. Ability of the organization to respond to each of these factors is graded in the third column, with grades from 1 to 5 (1- inadequate, 5 - excellent. Multiplication of the weight of the factor and ability of the organization to respond to it gives a weighted score for each individual factor (fourth column). Total weighted score tells us how successfully the organization has dealt with their strategic factors. In the fifth column, explanations and additional comments are written, for every factor. Final result is the summary of the most important internal and external strategic factors in one table. Matrix represents the bases for formulating strategy.

Analysis of the Internal Factors Affecting Tourism from the Perspective of IT Management Experts and Tourism Expert

To organize internal factors, in terms of strengths and weaknesses issues facing the system, using the calibration factors, and considering the importance of each of strengths and weaknesses, and with respect to the influence of each of them (Ebrahimzadeh and Aghasizadeh, 2009, 117), The analysis is pretend in table 8.2 and table 8.3 four columns have been used. Column 1, entitled 'set weight' represents total of weight of opinion of respondents. Column 2, entitled 'average weight' represents total of weight of number of experts. Column 3, entitled 'relative weight' represents. Column 4, entitled 'Rating' represents rank of that factor viz a viz other factors.

Table 2-1: The Results of the Analysis of Internal Factors (Strengths)

Key Internal Factors		IT management experts			
Strengths		Set weights	Average weights	relative weight	Rating
S1	There are natural attractions such as hills and rivers and perfect weather in spring and summer	108	4.15	0.07	1
S2	There are amenities such as suitable accommodation for tourists , recreational and cultural centers , etc.	101	3.88	0.065	6
S3	High Potential area for investment in tourism	106	4.07	0.07	2
S4	To have the young people interested in the tourism industry	102	3.92	0.066	5
S5	Conferences and seminars in the field of tourism	87	3.34	0.056	14
S6	There are various crafts and to create local markets	89	3.42	0.057	13
S7	Status of awareness and education in the area (young people with higher education)	91	3.5	0.060	12
S8	There are rich, ancient and diverse traditions in the region.	96	3.69	0.062	9
S9	Facilities and opportunities for learning in the efficiency of the tourism industry , and marketing of sustainable tourism development	99	3.80	0.064	8
S10	There are beautiful landscapes and unique and variety	92	3.53	0.059	11

	of protected areas and species of plants and animals				
S11	There are universities and higher education institutions and research centers in the area	95	3.65	0.061	10
S12	There are religious and historical sites in the region	100	3.84	0.064	7
S13	The determination of the authorities and people for tourism development in the region and creation of tourist attraction	103	3.96	0,066	4
S14	There are a variety of agricultural products and the possibility of creating local markets	81	3.11	0.052	16
S15	Having internet and communicate with world via social networking	104	4	0.067	3
S16	There are a variety of protected areas and species of plants and animals	86	3.30	0.055	15
S	Total			1	

Table 2-2: The Results of the Analysis of Internal Factors (Strengths)

	in the field of tourism				
S6	There are various crafts and to create local markets	83	2.96	0.05	16
S7	Status of awareness and education in the area (young people with higher education)	108	3.85	0.066	5
S8	There are rich, ancient and diverse traditions in the region.	100	3.57	0.062	11
S9	Facilities and opportunities for learning in the efficiency of the tourism industry , and marketing of sustainable tourism development	109	3.89	0.067	3
S10	There are beautiful landscapes and unique and variety of protected areas and species of plants and animals	108	3.85	0.067	4
S11	There are universities and higher education institutions and research centers in the area	89	3.17	0.055	15
S12	There are religious and historical sites in the region	108	3.85	0.067	14
S13	The determination of the authorities and people for tourism development in the region and creation of tourist attraction	101	3.6	0.062	10
S14	There are a variety of agricultural products and the possibility of creating local markets	98	3.5	0.061	12
S15	Having internet and communicate with world via social networking	110	3.92	0.068	2
S16	There are a	102	3.17	0.055	8

Key Internal Factors		tourism experts			
Strengths		Set weights	Average weights	relative weight	Rating
S1	There are natural attractions such as hills and rivers and perfect weather in spring and summer	115	4.1	0.07	1
S2	There are amenities such as suitable accommodation for tourists , recreational and cultural centers , etc.	107	3.82	0.066	6
S3	High Potential area for investment in tourism	105	3.75	0.064	7
S4	To have the young people interested in the tourism industry	95	3.39	0.058	13
S5	Conferences and seminars	101	3.6	0.061	9

	variety of protected areas and species of plants and animals				
S	Total			1	

Table 3-1: The Results of the Analysis of Internal Factors (Weaknesses)

Key Internal Factors		IT management experts			
Weaknesses		Set weights	Average weights	relative weight	Rating
W1	Increase and lack of organization , garbage , especially on holidays	102	3.92	0.086	2
W2	The lack of easy and cheap access to the Internet and social networks for tourists and local people.	105	4.03	0.088	1
W3	Heavy traffic access routes to the city	99	3.8	0.083	5
W4	Poor proper management of ITC in recognition of the potential and possibilities of tourism to the local people and tourists.	91	3.5	0.077	8
W5	Weaknesses of ICT in the tourism industry in the field of training local people, managers, tour leaders.	95	3.65	0.08	7
W6	Poor appropriate environmental infrastructure in the region	100	3.84	0.084	4
W7	Increase Price per land and land speculation	77	2.96	0.064	12
W8	Destruction of vegetation and wildlife in the area	75	2.88	0.063	13
W9	Poor management information and communication technologies in the tourism industry in	81	3.11	0.068	10

	order planning to achieve sustainable tourism				
W10	Lack of coherent planning to train local people to invest in tourism	89	3.42	0.075	9
W11	Poor management in the health and garbage collection in the region	101	3.88	0.085	3
W12	Poor coordination between tourism authorities and planners of ICT in tourism	98	3.76	0.082	6
W13	Change of use of agricultural land and natural area to residential	79	3.03	0.066	11
	Total			1	

Table 3-2: The Results of the Analysis of Internal Factors (Weaknesses)

Key Internal Factors		tourism experts			
Weaknesses		Set weights	Average weights	relative weight	Rating
W1	Increase and lack of organization , garbage , especially on holidays	110	3.92	0.082	2
W2	The lack of easy and cheap access to the Internet and social networks for tourists and local people.	115	4.1	0.088	1
W3	Heavy traffic access routes to the city	105	3.75	0.081	4
W4	Poor proper management of ITC in recognition of the potential and possibilities of tourism to the local people and tourists.	95	3.39	0.052	10
W5	Weaknesses of ICT in the tourism industry in the field of training	101	3.6	0.078	6

	local people, managers, tour leaders.				
W6	Poor appropriate environmental infrastructure in the region	89	3.17	0.068	12
W7	Increase Price per land and land speculation	88	3.14	0.067	13
W8	Destruction of vegetation and wildlife in the area	106	3.76	0.081	3
W9	Poor management information and communication technologies in the tourism industry in order planning to achieve sustainable tourism	100	3.57	0.077	7
W10	Lack of coherent planning to train local people to invest in tourism	94	3.35	0.072	11
W11	Poor management in the health and garbage collection in the region	99	3.53	0.076	9
W12	Poor coordination between tourism authorities and planners of ICT in tourism	100	3.57	0.077	8
W13	Change of use of agricultural land and natural area to residential	102	3.64	0.077	5
	Total			1	

Table 4: Prioritize Strengths of View, IT Management Experts

Key Internal Factors		IT Management Experts			
Weaknesses		Set weights	Average weights	relative weight	Rating
S1	There are natural attractions such as hills and rivers and perfect weather in spring and summer	108	4.15	0.07	1
S2	High Potential area for investment in tourism	106	4.07	0.07	2
S3	Having internet and communicate with world via social networking	104	4	0.067	3
S4	The determination of the authorities and people for tourism development in the region and ...	103	3.96	0.066	4
S5	To have the young people interested in the tourism industry	102	3.92	0.066	5
S6	There are amenities such as suitable accommodation for tourists , recreational and ...	101	3.88	0.065	6
S7	There are religious and historical sites in the region	100	3.84	0.064	7
S8	Facilities and opportunities for learning in the efficiency of the tourism industry , and ...	99	3.80	0.064	8
S9	There are rich, ancient and diverse traditions in the region.	96	3.69	0.062	9
S10	There are universities and higher education institutions and research centers in the area	95	3.65	0.061	10
S11	There are beautiful landscapes and unique and variety of protected areas and species of	92	3.53	0.059	11

Analysis Perspective, IT Management Experts and Tourism Experts to Internal Factors Affecting Sustainable Tourism

According to the above tables most important, strengths and weaknesses, which Dehradun /Mussourie, regional to promote tourism from the perspective of those surveyed calculated as described in Table 4, Table 5, Table 6 and Table 7 respectively.

	...				
S12	Status of awareness and education in the area (young people with higher education)	91	3.5	0.060	12
S13	There are various crafts and to create local markets	89	3.42	0.057	13
S14	Conferences and seminars in the field of tourism	87	3.34	0.056	14
S15	There are a variety of protected areas and species of plants and animals	86	3.30	0.055	15
S16	There are a variety of agricultural products and the possibility of creating local markets	81	3.11	0.052	16

Table 5: Prioritize Strengths of View, Tourism Experts

Key Internal Factors		tourism experts			
Weaknesses		Set weights	Average weights	relative weight	Rating
S1	There are natural attractions such as hills and rivers and perfect weather in spring and summer	115	4.1	0.07	1
S2	Having internet and communicate with world via social networking	110	3.92	0.068	2
S3	Facilities and opportunities for learning in the efficiency of the tourism industry , and...	109	3.89	0.067	3
S4	There are beautiful landscapes and unique and variety of protected areas and species of ...	108	3.85	0.067	4
S5	Status of awareness and education in the area...	108	3.85	0.066	5
S6	There are amenities such as	107	3.82	0.066	6

	suitable accommodation for tourists , recreational and cultural ...				
S7	High Potential area for investment in tourism	105	3.75	0.064	7
S8	There are a variety of protected areas and species of plants and animals	102	3.17	0.055	8
S9	Conferences and seminars in the field of tourism	101	3.6	0.061	9
S10	The determination of the authorities and people for tourism development in the region ...	101	3.6	0.062	10
S11	There are rich, ancient and diverse traditions in the region.	100	3.57	0.062	11
S12	There are a variety of agricultural products and the possibility of creating local markets	98	3.5	0.061	12
S13	To have the young people interested in the tourism industry	95	3.39	0.058	13
S14	There are religious and historical sites in the region	108	3.85	0.067	14
S15	There are universities and higher education institutions and research centers in the area	89	3.17	0.055	15
S16	There are various crafts and to create local markets	83	2.96	0.05	16

Table 6: Prioritize Weaknesses of View, IT Management Experts

Key Internal Factors		IT management experts			
Weaknesses		Set weights	Average weights	relative weight	Rating
W1	The lack of easy and cheap access to the Internet and social networks for tourists and ...	105	4.03	0.088	1
W2	Increase and lack of organization , garbage , especially on holidays	102	3.92	0.086	2
W3	Poor management in the health and garbage collection in the region	101	3.88	0.085	3
W4	Poor appropriate environmental infrastructure in the region	100	3.84	0.084	4
W5	Heavy traffic access routes to the city	99	3.8	0.083	5
W6	Poor coordination between tourism authorities and planners of ICT in tourism	98	3.76	0.082	6
W7	Weaknesses of ICT in the tourism industry in the field of training local people...	95	3.65	0.08	7
W8	Poor proper management of ITC in recognition of the potential and possibilities of ...	91	3.5	0.077	8
W9	Lack of coherent planning to train local people to invest in tourism	89	3.42	0.075	9
W10	Poor management information and communication technologies in the tourism industry ...	81	3.11	0.068	10

W11	Change of use of agricultural land and natural area...	79	3.03	0.066	11
W12	Increase Price per land and land speculation	77	2.96	0.064	12
W13	Destruction of vegetation and wildlife in the area	75	2.88	0.063	13

Table 7: Prioritize Weaknesses of View, Tourism Experts

Key Internal Factors		tourism experts			
Weaknesses		Set weights	Average weights	relative weight	Rating
W1	The lack of easy and cheap access to the Internet and social networks for tourists ...	115	4.1	0.088	1
W2	Increase and lack of organization , garbage , especially on holidays	110	3.92	0.082	2
W3	Destruction of vegetation and wildlife in the area	106	3.76	0.081	3
W4	Heavy traffic access routes to the city	105	3.75	0.081	4
W5	Change of use of agricultural land and natural area...	102	3.64	0.077	5
W6	Weaknesses of ICT in the tourism industry in the field of training local people...	101	3.6	0.078	6
W7	Poor management information and communication technologies in the tourism ...	100	3.57	0.077	7
W8	Poor coordination between tourism authorities and planners of ICT in tourism	100	3.57	0.077	8
W9	Poor management in the health and garbage collection in the region	99	3.53	0.076	9

W10	Poor proper management of ITC in recognition of the potential and possibilities of ...	95	3.39	0.052	10
W11	Lack of coherent planning to train local people to invest in tourism	94	3.35	0.072	11
W12	Poor appropriate environmental infrastructure in the region	89	3.17	0.068	12
W13	Increase Price per land and land speculation	88	3.14	0.067	13

Analysis External Factor Affecting Tourism Strategy Dehradun /Mussoorie

To organize external factors, opportunities and threats in the form of issues facing the system, using the calibration factors and considering the importance of the opportunities and threats, and with respect to the effectiveness of each of them on regional functions Dehradun /Mussoorie, calculated and determined in the following Table 8 and 9.

Table 8-1: The Results of the Analysis of External Factors (Opportunities)

Key External Factors		IT management experts			
Opportunities		Set weights	Average weights	relative weight	Rating
O1	Income and long-term job creation activities related to the tourist industry in the region	106	4.07	0.067	1
O2	There are specialists in the area	98	3.76	0.062	11
O3	There are mountains and forests , springs and waterfalls in the area	105	4.03	0.066	2
O4	Given the increase tourism authorities to develop sustainable tourism in the region	105	4.03	0.066	3
O5	Possibility of advertising on various social networks by	91	3.5	0.057	14

	people who have come for tourism or study area				
O6	A high level of awareness of the importance of tourism	95	3.65	0.06	13
O7	Possibility of establishing sports and cultural sites in the region	89	3.42	0.056	16
O8	ICT innovations in the field of sustainable tourism activity	104	4	0.065	4
O9	Great incentive for tourists to spend leisure time in the region	99	3.8	0.062	10
O10	There are several beautiful temples in the area	101	3.88	0.064	7
O11	Low environmental pollution than larger neighboring towns	97	3.73	0.062	12
O12	Note authorities to increase the country's tourism industry as one of the areas of youth employment.	101	3.88	0.064	8
O13	Use of ICT in education in order to develop sustainable tourism	103	3.96	0.065	5
O14	NGO activity in the field of tourism	100	3.84	0.063	9
O15	There are academic centers in the region	91	3.5	0.058	15
O16	There are a variety of climatic and environmental tourism in the region for tourists with different tastes in different seasons	102	3.92	0.064	6
	Total			1	

Table 8-2: The Results of the Analysis of External Factors (Opportunities)

Key External Factors		tourism experts			
Opportunities		Set weights	Average weights	relative weight	Rating
O1	Income and long-term job creation activities related to the tourist industry in the region	110	3.92	0.066	2
O2	There are specialists in the area	103	3.67	0.062	9
O3	There are mountains and forests , springs and waterfalls in the area	107	3.82	0.064	5
O4	Given the increase tourism authorities to develop sustainable tourism in the region	106	3.78	0.064	6
O5	Possibility of advertising on various social networks by people who have come for tourism or study area	108	3.85	0.065	4
O6	A high level of awareness of the importance of tourism	105	3.75	0.063	7
O7	Possibility of establishing sports and cultural sites in the region	103	3.67	0.062	8
O8	ICT innovations in the field of sustainable tourism activity	111	3.96	0.067	1
O9	Great incentive for tourists to spend leisure time in the region	100	3.57	0.06	13
O10	There are several beautiful temples in the area	95	3.39	0.057	16
O11	Low environmental pollution than larger neighboring	97	3.46	0.059	15

towns					
O12	Note authorities to increase the country's tourism industry as one of the areas of youth employment.	101	3.6	0.06	12
O13	Use of ICT in education in order to develop sustainable tourism	109	3.89	0.066	3
O14	NGO activity in the field of tourism	102	3.64	0.062	10
O15	There are academic centers in the region	98	3.5	0.06	14
O16	There are a variety of climatic and environmental tourism in the region for tourists with different tastes in different seasons	102	3.64	0.062	11
Total				1	

Table 9-1: The Results of the Analysis of External Factors (Threats)

Key External Factors		IT management experts			
Threats		Set weights	Average weights	relative weight	Rating
T1	The loss of tourist attractions due to the lack of serious action for making culture , in order Observe hygiene and the use of public toilets	109	4.19	0.082	1
T2	The possibility of the emergence of dangerous diseases and epidemics in the region due to the lack of tourists health control	107	4.11	0.08	2
T3	Low budget in the field the development of tourism in the region	101	3.88	0.075	5
T4	Migration of	94	3.61	0.07	8

	rural population to the adjacent urban areas				
T5	Decline in agriculture	89	3.42	0.066	11
T6	Ground erosion	92	3.53	0.068	9
T7	Increase traffic and transport problems in the city	79	3.03	0.059	14
T8	Environmental pollution	86	3.3	0.064	13
T9	Threatening the culture and traditions of the people of the region	91	3.5	0.068	10
T10	Create new consumption patterns in the region	88	3.38	0.066	12
T11	Increase social violations resulting from tourists	100	3.84	0.075	6
T12	Poor executive planning tourism , to raise funds in accordance with the tourism potential in the region	102	3.92	0.076	4
T13	Poor urban infrastructure	99	3.8	0.074	7
T14	Increasing social conflicts faced by the people of the region with tourists	105	4.03	0.078	3
	Total			1	

Table 9-2: The Results of the Analysis of External Factors (Threats)

Key External Factors		tourism experts			
Threats		Set weights	Average weights	relative weight	Rating
T1	The loss of tourist attractions due to the lack of serious action for making culture , in order Observe hygiene and the use of public toilets	112	4	0.076	1
T2	The possibility of the emergence of	110	3.92	0.075	2

	dangerous diseases and epidemics in the region due to the lack of tourists health control				
T3	Low budget in the field the development of tourism in the region	105	3.75	0.071	8
T4	Migration of rural population to the adjacent urban areas	99	3.53	0.067	13
T5	Decline in agriculture	104	3.75	0.07	9
T6	Ground erosion	101	3.6	0.069	12
T7	Increase traffic and transport problems in the city	110	3.92	0.075	3
T8	Environmental pollution	102	3.64	0.07	11
T9	Threatening the culture and traditions of the people of the region	108	3.85	0.073	5
T10	Create new consumption patterns in the region	106	3.78	0.072	7
T11	Increase social violations resulting from tourists	109	3.89	0.074	4
T12	Poor executive planning tourism , to raise funds in accordance with the tourism potential in the region	103	3.67	0.07	10
T13	Poor urban infrastructure	95	3.39	0.064	14
T14	Increasing social conflicts faced by the people of the region with tourists	107	3.82	0.073	6
	Total			1	

Analysis Perspective, IT Management Experts and Tourism Experts to External Factors Affecting Sustainable Tourism

According to the above tables most important, opportunities and threats, which Dehradun /Mussourie, regional to promote tourism from the perspective of those surveyed calculated as described in Table 10, Table 11, Table 12 and Table 13 respectively.

Table 10: Prioritize Opportunities of View, IT Management Experts

Key External Factors		IT management experts			
Opportunities		Set weights	Average weights	relative weight	Rating
O1	Income and long-term job creation activities related to the tourist industry in the region	106	4.07	0.067	1
O2	There are mountains and forests , springs and waterfalls in the area	105	4.03	0.066	2
O3	Given the increase tourism authorities to develop sustainable tourism in the region	105	4.03	0.066	3
O4	ICT innovations in the field of sustainable tourism activity	104	4	0.065	4
O5	Use of ICT in education in order to develop sustainable tourism	103	3.96	0.065	5
O6	There are a variety of climatic and environmental tourism in the region for tourists ...	102	3.92	0.064	6
O7	There are several beautiful temples in the area	101	3.88	0.064	7
O8	NGO activity in the field of tourism	100	3.84	0.063	9
O9	Note authorities to increase the country's tourism industry as one of the areas of youth ...	101	3.88	0.064	8
O10	Great incentive for tourists to spend leisure time in the region	99	3.8	0.062	10

O11	There are specialists in the area	98	3.76	0.062	11
O12	Low environmental pollution than larger neighboring towns	97	3.73	0.062	12
O13	A high level of awareness of the importance of tourism	95	3.65	0.06	13
O14	Possibility of advertising on various social networks by people who have come for ...	91	3.5	0.057	14
O15	There are academic centers in the region	91	3.5	0.058	15
O16	Possibility of establishing sports and cultural sites in the region	89	3.42	0.056	16

Table 11: Prioritize Opportunities of View, Tourism Experts

Key External Factors		tourism experts			
Opportunities		Set weights	Average weights	relative weight	Rating
O1	ICT innovations in the field of sustainable tourism activity	111	3.96	0.067	1
O2	Income and long-term job creation activities related to the tourist industry in the region	110	3.92	0.066	2
O3	Use of ICT in education in order to develop sustainable tourism	109	3.89	0.066	3
O4	Possibility of advertising on various social networks by people who have come for ...	108	3.85	0.065	4
O5	There are mountains and forests , springs and waterfalls in the area	107	3.82	0.064	5
O6	Given the increase	106	3.78	0.064	6

	tourism authorities to develop sustainable tourism in the region				
O7	A high level of awareness of the importance of tourism	105	3.75	0.063	7
O8	Possibility of establishing sports and cultural sites in the region	103	3.67	0.062	8
O9	There are specialists in the area	103	3.67	0.062	9
O10	NGO activity in the field of tourism	102	3.64	0.062	10
O11	There are a variety of climatic and environmental tourism in the region for tourists ...	102	3.64	0.062	11
O12	Note authorities to increase the country's tourism industry as one of the areas of youth...	101	3.6	0.06	12
O13	Great incentive for tourists to spend leisure time in the region	100	3.57	0.06	13
O14	There are academic centers in the region	98	3.5	0.06	14
O15	Low environmental pollution than larger neighboring towns	97	3.46	0.059	15
O16	There are several beautiful temples in the area	95	3.39	0.057	16

Table12: Prioritize Threats of View, IT Management Experts

Key External Factors		IT management experts			
Threats		Set weights	Average weights	relative weight	Rating
T1	The loss of tourist attractions due to the lack of serious action for making culture ...	109	4.19	0.082	1
T2	The possibility of the emergence of dangerous diseases and epidemics in the region ...	107	4.11	0.08	2
T3	Increasing social conflicts faced by the people of the region with tourists	105	4.03	0.078	3
T4	Poor executive planning tourism , to raise funds in accordance with the tourism ...	102	3.92	0.076	4
T5	Low budget in the field the development of tourism in the region	101	3.88	0.075	5
T6	Increase social violations resulting from tourists	100	3.84	0.075	6
T7	Poor urban infrastructure	99	3.8	0.074	7
T8	Migration of rural population to the adjacent urban areas	94	3.61	0.07	8
T9	Ground erosion	92	3.53	0.068	9
T10	Threatening the culture and traditions of the people of the region	91	3.5	0.068	10
T11	Decline in agriculture	89	3.42	0.066	11
T12	Create new consumption patterns in the region	88	3.38	0.066	12
T13	Environmental pollution	86	3.3	0.064	13
T14	Increase traffic and	79	3.03	0.059	14

	transport problems in the city				
O15	Low environmental pollution than larger neighboring towns	97	3.46	0.059	15
O16	There are several beautiful temples in the area	95	3.39	0.057	16

Table 13: Prioritize Threats of View, Tourism Experts

Key External Factors		tourism experts			
Threats		Set weights	Average weights	relative weight	Rating
T1	The loss of tourist attractions due to the lack of serious action for making culture ...	112	4	0.076	1
T2	The possibility of the emergence of dangerous diseases and epidemics in the region ...	110	3.92	0.075	2
T3	Increase traffic and transport problems in the city	110	3.92	0.075	3
T4	Increase social violations resulting from tourists	109	3.89	0.074	4
T5	Threatening the culture and traditions of the people of the region	108	3.85	0.073	5
T6	Increasing social conflicts faced by the people of the region with tourists	107	3.82	0.073	6
T7	Create new	106	3.78	0.072	7

Table 14: Final Prioritization of Strengths, Weaknesses, Opportunities and Threats

Rank	Prioritize strengths	Prioritize Weaknesses	Prioritize the opportunities	Prioritize the threats
1	There are natural attractions such as hills and rivers and perfect weather in spring and summer	The lack of easy and cheap access to the Internet and social networks for tourists and local people.	Income and long-term job creation activities related to the tourist industry in the region	The loss of tourist attractions due to the lack of serious action for making culture , in order Observe hygiene and the use of public toilets
2	Having internet and communicate withworld via	Increase and lack of organization , garbage ,	ICT innovations in the field of sustainable tourism activity	The possibility of the emergence of dangerous diseases and

	consumption patterns in the region				
T8	Low budget in the field the development of tourism in the region	105	3.75	0.071	8
T9	Decline in agriculture	104	3.75	0.07	9
T10	Poor executive planning tourism , to raise funds in accordance with the tourism ...	103	3.67	0.07	10
T11	Environmental pollution	102	3.64	0.07	11
T12	Ground erosion	101	3.6	0.069	12
T13	Migration of rural population to the adjacent urban areas	99	3.53	0.067	13
T14	Poor urban infrastructure	95	3.39	0.064	14
O15	Low environmental pollution than larger neighboring towns	97	3.46	0.059	15
O16	There are several beautiful temples in the area	95	3.39	0.057	16

Prioritize Factors Affecting the Development of Tourism in Dehradun /Mussoorie

The factors considered the importance of comments, tourism experts by numerical coefficient of 0.6 and importance of IT management expert opinions have been considered by numerical coefficient of 0.4 According to its calculation applying the relevant factors the table number 9 was formed. Table 8.14 is consists of 5 columns. Column 1 represents ranks, column 2 represents strength, column 3 represents opportunities and column 4 represents weaknesses. Row 1 therefore represents 1st ranking of each strength, weakness, opportunity and threats row 2 therefore represents 2nd ranking of each strength, weakness, opportunity and threats, row 3 therefore represents 3rd ranking of each strength, weakness, opportunity and threats and 16 rankings have been presented in this manner.

	social networking	especially on holidays		epidemics in the region due to the lack of tourists health control
3	High Potential area for investment in tourism	Heavy traffic access routes to the city	Use of ICT in education in order to develop sustainable tourism	Increasing social conflicts faced by the people of the region with tourists
4	Facilities and opportunities for learning in the efficiency of the tourism industry , and marketing of sustainable tourism development	Poor management in the health and garbage collection in the region	There are mountains and forests , springs and waterfalls in the area	Increase social violations resulting from tourists
5	There are amenities such as suitable accommodation for tourists , recreational and cultural centers , etc.	Poor coordination between tourism authorities and planners of ICT in tourism	Given the increase tourism authorities to develop sustainable tourism in the region	Low budget in the field the development of tourism in the region
6	Conferences and seminars in the field of tourism	Weaknesses of ICT in the tourism industry in the field of training local people, managers, tour leaders.	There are a variety of climatic and environmental tourism in the region for tourists with different tastes in different seasons	Poor executive planning tourism , to raise funds in accordance with the tourism potential in the region
7	The determination of the authorities and people for tourism development in the region and creation of tourist attraction	Poor appropriate environmental infrastructure in the region	NGO activity in the field of tourism	Threatening the culture and traditions of the people of the region
8	Status of awareness and education in the area (young people with higher education)	Poor proper management of ITC in recognition of the potential and possibilities of tourism to the local people and tourists.	Note authorities to increase the country's tourism industry as one of the areas of youth employment	Create new consumption patterns in the region
9	There are rich, ancient and diverse traditions in the region.	Destruction of vegetation and wildlife in the area	A high level of awareness of the importance of tourism	Decline in agriculture
10	To have the young people interested in the tourism industry	Change of use of agricultural land and natural area	There are specialists in the area	Ground erosion
11	There are beautiful landscapes and unique and variety of protected areas and species of plants and animals	Poor management information and communication technologies in the tourism industry in order planning to achieve sustainable tourism	Possibility of advertising on various social networks by people who have come for tourism or study area	Increase traffic and transport problems in the city
12	There are religious and historical sites in the region	Lack of coherent planning to train local people to invest in tourism	Great incentive for tourists to spend leisure time in the region	Migration of rural population to the adjacent urban areas
13	There are a variety of protected areas and species of plants and animals	Increase Price per land and land speculation	There are several beautiful temples in the area	Poor urban infrastructure
14	There are universities and higher education institutions and research centers in the area		Low environmental pollution than larger neighboring towns	Environmental pollution
15	There are a variety of agricultural products and the possibility of creating local markets		Possibility of establishing sports and cultural sites in the region	
16	There are various crafts and to create local markets		There are academic centers in the region	

The Analysis of Strategic Factors

In this model, using tables to analyze internal and external factors, and its composition, the most important strategic factors in Dehradun /Mussourie tourism is presented. In fact, an analysis of strategic factors, strategic planners have taken the decision can be strengths, weaknesses, threats and opportunities, the less number of factors limit. This is a reevaluation of the weight of each of the factors included in the tables to analyze internal and external factors, has been done. In fact, the heaviest elements in the table in terms of weight, should be analyzed by strategic factors, are transferred (Hanger and Weelen, 2007, 130-127). This important strategic factors influencing tourism in Dehradun /Mussourie, are summarized in the table below,interference of each factor on each other, to develop different strategies for competitive / aggressive (so), diversity (st), revision (wo) and, finally, defensive strategies (wt) have been explain.

Competitive Strategies / invasive (so)

The guidelines focus on the strengths of internal and external opportunities assumption that include,

1. ICT management emphasis on the development of ecotourism because of comparative advantage to develop this type of tourism in the Dehradun/Mussourie location.
2. Communicate with tourists in the world through the internet and introduce the tourist attractions of India to tourists.
3. Communication with investors in tourism industry through social networks and the introduction of tourism potential in the region
4. Using ICT to teach local people in how to make proper utilization of the tourism industry

5. Using ICT to teach the latest techniques of tourism to managers and officials of the tourism industry to optimize the use of the industry
6. Change the approach of seasonal tourism and trying to perpetuate tourism activity by the camping and proper winter equipment in snowy areas such as the development of sports facilities for skiing in winter
7. Emphasis on the exploitation of tourism resources and attractions available and unused such as green areas and rivers and mountains and so on to create jobs and increase revenues in tourism
8. Effort to create a convenient and inexpensive camping and motels

Diversification Strategies (st)

The diversification of the strengths of internal and external threats, focused and include,

1. Serious action on the dissemination of hygiene and the use of public toilets via ICT, TV, radio, etc.
2. Diversification and innovation in ICT planning in order to introduce natural attractions, cultural , architectural features and customs area
3. Holding seminars , festivals and exhibitions in order to introduce the tourist attractions of the region and the importance of the tourism industry in the world and attract investors
4. Build public toilets in the city, especially in crowded areas and trying to clean this center
5. Garbage collection especially on holidays
6. Tourists' health control measures to prevent the spread of non-native diseases
7. Organize medical centers and provide cheap health facilities for tourists and locals
8. Prevent security violations, social and tourism locations

Strategies Overview (wo)

While focusing on the weaknesses of internal and external environment and to take advantage of opportunities and in order to eliminate weaknesses includes the following, suggestions have been made.

1. Review the status of the internet and social networks and provide facilities for the use of the Internet cheap and quality in the region
2. Review the state of garbage collection and the organization and proper management of garbage collection especially on holidays
3. Review of traffic management in the region and make use of innovative designs in traffic control also construction of parking near high-traffic centers
4. Review and coordination of tourism experts with IT management experts in order to manage the tourist development in the area
5. Review of the management of information technology in order to train the optimal use of the tourism industry for local people and stakeholders in the industry
6. Review of the attitude of NGOs and organizing activities of NGOs in the development of sustainable tourism
7. Review of the economic advantage of ecotourism in the appropriate seasons of the year while maintaining environmental values

Defensive Strategies (wt)

The strategy to eliminate the vulnerability of Dehradun /Mussourie is tourism, emphasizes on:

1. Serious action on the dissemination of hygiene and the use of public toilets and appropriate regulatory policies to protect environmental health
2. Appropriate regulatory policies to control all aspects to protect animals and vegetation and avoid land use change through coordination between agencies responsible
3. Education through ICT in orders to expand the participation of young people and educated to develop tourism -related activities
4. Increased activity in information and communication technology in order to introduce the field of investment and how government support of private sector tourism projects
5. The formation of co-operatives in the city and collect capital crushed citizens in order their participation in tourism projects
6. Attract public participation in the promotion protection and sustainable productivity of natural resources and historical and cultural tourism and prevent the destruction of the environment

Setting the Basic Strategy the Development of Sustainable Tourism in Dehradun /Mussourie

Table 15 summarizes the matrix of strategies and approaches necessary for tourism development planning in Dehradun /Mussourie

<p>SO Strategies Use strengths to take advantage of opportunities</p> <p>WO Strategies Overcome weaknesses by taking advantage of opportunities</p> <p>ST Strategies Use strengths to avoid threats</p> <p>WT Strategies Minimize weaknesses and avoid threats</p>	<p>Strengths – S</p> <ol style="list-style-type: none"> 1. There are natural attractions such as hills and rivers and perfect weather in spring and summer 2. Having internet and communicate withworld via social networking 3. High Potential area for investment in tourism 4. Facilities and opportunities for learning in the efficiency of ... 	<p>Weaknesses – W</p> <ol style="list-style-type: none"> 1. The lack of easy and cheap access to the Internet and social networks for tourists and local people. 2. Increase and lack of organization , garbage , especially on holidays 3. Heavy traffic access routes to the city 4. Poor management in the health and garbage collection...
<p>Opportunities – O</p> <ol style="list-style-type: none"> 1. Income and long-term job creation activities related to the tourist industry in the region 2. ICT innovations in the field of sustainable tourism activity 3. Use of ICT in education in order to develop sustainable tourism 4. There are mountains and forests , springs and waterfalls in the area 5. Given the increase tourism authorities to develop sustainable tourism in the region 6. There are a variety of climatic and environmental tourism in the region for tourists with different tastes in different seasons 7. NGO activity in the field of tourism... 	<p>SO Strategies</p> <ol style="list-style-type: none"> 1. ICT management emphasis on the development of ecotourism Because of comparative advantage to develop this type of tourism in the Dehradun/Mussourie location. 2. Communicate with tourists the world through the Internet and introduce the tourist attractions of India to tourists. 3. Communication with investors in tourism industry through social networks and the introduction of tourism potential in the region 4. Using ICT to teach local people in how to proper utilization of the tourism industry 5. Using ICT to teach the latest techniques of tourism to managers and officials of the tourism industry to optimize the use of the industry 6. Change the approach of seasonal tourism and trying to perpetuate tourism activity by the camping and proper winter equipment in snowy areas such as the development of sports facilities for skiing in winter 7. Emphasis on the exploitation of tourism resources and attractions available and unused such as green areas and rivers and mountains and so on to create jobs and increase revenues in tourism 8. Effort to create a convenient and inexpensive camping and motels 	<p>WO Strategies</p> <ol style="list-style-type: none"> 1. Review the status of the Internet and social networks And trying to provide facilities for the use of the Internet cheap and quality in the region 2. Review the state of garbage collection and the organization and proper management of garbage collection especially on holidays 3. Review of traffic management in the region And the use of innovative designs in traffic control And the construction of parking near high-traffic centers 4. Review and coordination of tourism experts with IT management experts in order to manage the tourist development in the area 5. Review of the management of information technology in order to train the optimal use of the tourism industry for local people and stakeholders in the industry 6. Review of the attitude NGOs and organizing activities of NGOs in the development of sustainable tourism 7. Review of the economic advantage of ecotourism in the appropriate seasons of the year while maintaining environmental values
<p>Threats – T</p> <ol style="list-style-type: none"> 1. The loss of tourist attractions due to the lack of serious action for making culture , in order Observe hygiene and the use of public toilets 2. The possibility of the emergence of dangerous diseases and epidemics in the region due to the lack of tourists health control 3. Increasing social conflicts faced by the people of the region with tourists 4. Increase social violations resulting from tourists 5. Low budget in the field the development of tourism in the 	<p>ST Strategies</p> <ol style="list-style-type: none"> 1. Serious action on the dissemination of hygiene and the use of public toilets via ICT, TV, radio, etc. 2. Diversification and innovation in ICT planning In order to introduce natural attractions, cultural , architectural features and customs area 3. Holding seminars , festivals and exhibitions in order to introduce the tourist attractions of the region and the importance of the tourism industry in the world and attract investors 4. Build public toilets in the city, 	<p>WT Strategies</p> <ol style="list-style-type: none"> 1. Serious action on the dissemination of hygiene and the use of public toilets and appropriate regulatory policies to protect environmental health 2. Appropriate regulatory policies to control all aspects to protect animals and vegetation and avoid land use change through coordination between agencies responsible 3. Education through ICT in orders to expand the participation of young people and educated to develop tourism -related activities

region 6. Poor executive planning tourism , to raise funds in accordance with the tourism potential in the region 7. Threatening the culture and traditions of the people of the region... 8. Create new consumption patterns in the region	especially in crowded areas and trying to clean this center 5. Garbage collection especially on holidays 6. Tourists' health control measures to prevent the spread of non-native diseases 7. Organize medical centers and provide cheap health facilities for tourists and locals 8. Prevent security violations, social and tourism locations	4. Increased activity in information and communication technology in order to introduce the field of investment and how government support of private sector tourism projects 5. The formation of co-operatives in the city and collect capital crushed citizens in order their participation in tourism projects 6. Attract public participation in the promotion protection and sustainable productivity of natural resources and historical and cultural tourism and prevent the destruction of the environment
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Conclusion

Based on survey done and given the undeniable role of information technology in increasing people's awareness of the world it can be said that information technology can play a key role in the development of the tourism industry and raise the awareness of tourists to the region's tourist attractions and encourage them through the various options, and help them to select the desired area for tourism. On the other hand, IT has the ability to guide tourists, to manage their time and costs In addition to the possibility to benefit regional tourism. On the other hand this science has the ability to stimulate business for local residents and tourists investors. With the correct management of information technology in the field of education it can help to enhance the capabilities, managers and local people in the efficiency of the tourism industry. However this would require the cooperation and coordination of tourism experts and IT management experts to create new jobs and increase employment of young people in activities related to the tourism industry according to the state Dehradun/Mussourie , especially during the summer holidays have significant tourists and can therefore provide jobs for many people. Dehradun/Mussourie with natural attraction and historical and cultural economic such as market of local and weekly that are offered local products such as food, agricultural products, and handicrafts can also be considered as an attraction for tourists in the economy of rural livelihoods. Due to these potential, this city has weakness of economic, social, cultural, ecological and also lacks planning. Planning and investment in facilities, development of residential, hospitality and tourism infrastructure, cheap and easy access to the Internet and social networks, can be effective to reduce the weaknesses and attract more tourists in the area, thus increasing the employment opportunities. By providing coordination framework among different institutions and related sectors for effective implementation of projects and providing facilities and services can help in the development of all aspects of tourism to the area and keep it in a certain way, by support and encourage the development of recreational facilities, leisure and sports complexes by various governmental and nongovernmental organizations in the study area for public use, also by creating Infrastructure and utilizing the main cultural heritage sites by promoting handicrafts can give tourism. Also legislation and special rules for optimum use of attractions and tourism products and prevention from

pollution resources in this area and territorial legislation and regulations (land) rural and control all aspects of buying and selling of land and suitable supply of goods and services in required public (people and tourists) in the region to avoid increasing land prices and the high prices of goods and services help to do this affairs. based on the model SWOT analysis and making effective use of the SWOT can help in attracting tourists to this region and consequently increase employment and increasing the economic income of the local people.

Recommendation

According to the discussions, the following recommendations are offered for conducting better researches in tourism:

- Conducting SWOT analysis and even other methods of tourism analysis with system approach;
- Considering the whole tourism system as a strategic unit for research planning and policy making;
- Using research teams with experts in the specific disciplines related to tourism industry rather than using the analysis of the experts of a special discipline in the SWOT analysis of tourism systems;
- Conducting inter-discipline researches for better recognizing of tourism systems;
- Conducting strategic researches in a centralized form to create utilitarian and correspondence among the trustee organizations of tourism industry;
- Enhancing inter-organizational cooperation in plans and policy-makings of organizations related to tourism industry for sustainable growth and development of the industry;
- Conducting basic studies in order to recognize the function and role of each section in tourism industry using academic researchers and professionals;
- Cooperation between the governments as the cooperative entity of tourism industry parts.

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