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**THE ROLE OF THE SEASHORE OF DEYLAM PORT IN DEVELOPING TOURIST  
INDUSTRY**

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**ABSTRACT**

The present study aims to introduce the coastal capability of Deylam town in order to develop the tourism industry under the title "the role of the seashore of Deylam port in developing tourist industry". The methodology used in the study is a descriptive-analytic one. The data gathered on the coastal capability in Deylam town is analyzed by SWOT model. SWOT model, also known as TOWS, is a software to determine threats and opportunities existing in the external environment of a system and also review the internal weak and strong points in order to evaluate the situation and determine the appropriate strategy to direct and control the system.

The findings of the study shows that in the case that it is programmed and managed efficiently the seashore of Deylam can be one of the centers of coastal tourism appeals due to its soft and floating sands, aquatics and blowy marks, shore plage, the steepless shores which are appropriate environments for different kinds of traditional fishing, having different kinds of coves around shore, the floating flow of water, lack of mud, lack of swamp in the shore, having different kinds of shells and edible and inedible the aquatics, the suitable place for different kinds of sports in summer and winter, having the good situation for doing the geological and biological research, the fertility of soil for growing the forest community of mangroves, having over 500 trade dhows and 700 fishing boats, which all above mentioned features are directly related to the seashore.

**Keywords: beaches, coastal tourism, urban development, port crowbar, SWOT**

**INTRODUCTION**

The results of the analysis by SWOT model provide many employment opportunities and shows that the seashore of Deylam can many different kinds of performances in this

area due to many its strong points, managing the weak and opportunities by municipals and related organizations, providing the underlying foundations, activating a market for the goods imported from abroad, using the natural and environmental potentials, activating the dhow manufacturing industry, and other related industries, people's interest to developing the coastal tourism, executing the resolution of tourism in Hemad port in Deylam

**Statement of problem** The growth and development of tourism is considered as one of important phenomena in 20<sup>th</sup> century that is increasingly growing in the new century. Increasing the level of salary, increasing the leisure times, new changes and views toward the concepts such as life and the necessity for the international supply cause the need to develop tourism (Khani, 2009, 52). The tourist activities are different in kinds. Among all, it can mention the coastal tourism. Generally, the coastal areas are considered among those areas that attract many tourists. The concept of the coastal tourism ranges from tourism to leisure and leisure activities occurred in coastal areas and water near the seashore. (Heydari, 2013). The length of the seashores in the world is calculated 340,000 in total. This area is considered as the most important and necessary area in terms of its changeability,

man's activity interference, economy and ecology. Also, forests, coastal flows, lagoons, dune hills, minerals, hydro-carbonic resources, animals in dry and nautical areas are considered as the most important coastal resources in this area (Ali Mohammadi and Eshraei, 2005, 67). Moreover, as Puav predicted 75 percent of populations in the world till 2020 will live in 60 kilometer distance from the coastal boundaries (Philips and Jones, 2006, 518).

The coastal frontiers are closely connected to civic areas and centers. These areas can be the center for large parts of human's activity including trading, business, energy, fishery, accommodation and tourism (Noronha, 2002, 42). Today, the income front the costal tourism in the coastal countries in Europe continent, Asia (east and east south), north America(the USA, Canada) and the north of Africa ( Grease seashore), as one of the static income in economic booming and employment in theses coastal countries, plays the key role. In Iran, the existence of two seas like Khazar in north and Fars gulf and Oman Lake in south make many beautiful and various seashores can provide many constant attraction in each cold and warm seasons. The length of seashores in the south of Iran (from the beal of Arvanroud to Pasabandar in Chabahar located in Sistan and

Baluchistan is about 2,500 kilometers. In this long distance, there are four different provinces, (Khuzestan, Bushehr, Hormozgan, and Sistan and Baluchistan) and many different seashores with various uses in different fields such as economic, constructive, cultural one, etc. the province Bushehr with a common boundary with Fars gulf over 700 kilometers, has 13 coastal towns. These ports extend from Deylam in north and to south in Nakhil Taghi. The port town, Deylam, is located in the top north of Bushehr and have a long sand coast as well as sight-seeing coastal potentials including pacific sea, floating sands, variety of aquatics and geomorphologies, different kinds of traditional and industrial floating, and coves as well as biological varieties, etc. which all are directly related to the coast and also the effect zone (regionally and nationally). Due to holding the foreign good markets with the price lower than that other boundary provinces, the good geographical position (neighboring with four provinces of Bushehr, Fars, Kohgiluyeh & Boyer Ahmad, and Khuzestan), the distance less than 2 hours with more than 16 towns, climatically good conditions (8 month of a year), this area can attract many tourists. Of course, the mentioned factors can cause to boom different activities including economic,

constructive, social, cultural ones, and also tourism. Conclusively, it can cause the static development in the coastal town, Deylam port. These specific features and conditions mentioned for Deylam port is the main reason for considering this study. For this purpose, the present study aims to answer these questions to determine the scientific methodology of the study:

1-What are the strong points and potential capabilities of the seashore in Deylam?

2-How can the development of the seashore be effective in employment and variety practically in Deylam?

3-Is it possible to strengthen the role and position of coast in Bandar Deylam and use it for the better development in the town?

#### **LITERATURE REVIEW**

Unfortunately, no book has been written concerning coastal tourism but there is a book written by Dr. Ismael Ali Akbari under the title of "Iran's tourist geography in 2013" which was published by Samt in which some issues related to the coastal tourism are mentioned. Also, the article published in this respect were limited as well and only limited to those presented in different tourist conferences. Generally, the sources published on coastal tourism can be divided into two kinds: internal and external ones

Internal sources: Isa Ibrahim Zadeh in his article under the title "the analysis of the effective factors on developing tourism in coastal area of Chabahar by the use of SWOT model" conducted a study in Ramsar town by the use of a field method. The findings of his study showed a significant relation between the qualitative factors and the variables measuring the extent to which the tourists were satisfied and the possibility of returning to the tourist destination again (Shia, 2009). In an article by Rezaei under the title "presenting the effective strategies for programming the tourist industry in coastal villages in Nour town by the use of SWOT model". The aim of his study was to develop and grow the tourist industry. The results of his study led to determine the strong and weak points and threats in tourist industry for Nour town (Rezaei, 2007). Mohammed Reza Lilian and et al. investigated the capability, strong and weak points of Bushehr's seashore under the title "the review of the mutual relation between seashore and lake in the town around Fars gulf (here Bushehr port). Dr. Mahnaz Parvazi in her article tried to explain the strategies for developing tourist activities statically. In her article, she tried to investigate the positive and negative bio-environmental of tourism and presented some strategies to omit and

decrease the negative effects (Parvazi, 2000). Concerning tourist consequences in the seashores of Khazar lake, Ali Molaei Tavani under the title "tourist management in Tonekabon town" noted that "...due to lack of facilities and organizations for tourism, lack of exploiting these potentials, lack of the correct programming and management and lack of the comprehensive views in the use of such benefits, the environment of this town skewed towards dynamic situation (Fani and Mohammad, 2000, 106).

External sources: the world resource institution (WRI) in 2011 investigated the value of coralline rocks in Jamaica and its role on the economy in this country. Based on the findings of this study, destroying the seashore by the tourists can decrease 19 dollars income from tourist industry annually. (World Resource Institution, 3). The European Regional Development parliament conducted a study titled as "the effect of tourism in the coastal region in terms of economic development". The aim of this study was to investigate the role of structural aspects in supporting the interference role of tourist in the coastal region. The findings of this study showed the noticeable effects of the basic aspects of ports. Also, bioenvironmental concerns with a look towards such concepts like static state and

the increase of this industry were investigated as well (Ibrahim Zadeh, 2009).

Theoretical principles of the research

The most important concepts and principles that should be considered here are as follow:

**Seashore:** It mentions to a region that is made as the point of contact between the sea and dry land. The idiomatic expression "seashore" can also be used to refer the maximum level of low tide and the foot of the coastal precipice in the high-hill seashores and the regions located between the minimum level of minimum tide and highest tide before the windy waves (Inanalou, 2003, 27).

**Tourist:** based on the world tourist organization (W.T.O), the tourist is a person who travels to a country or town except the normal environments for a time period which is not less than 24 hours or more than one year while the individuals' intention can be interpreted in terms of leisure time, rest, sport, visiting relatives and friends, business, mission, taking part in seminar or conference, medical reasons, researches, studies, or religious activities.

**Coastal tourism:** it is one of the subsets of the ecotourism which is considered as one of the means of static development and meta-regional qualities with Fars gulf region based

on the static tourist industry (Ranjbari, 2009, 226).

**Civic development:** it is considered as the basis for reviewing the economic, social, political, cultural and legal structures and its aim is to promote the procedures of city-dwelling and the procedure of utopianism, improve the civic environment, organize the civic economy, strengthen the political, social, cultural aspects of civic life in the first place (Papeli Yazdi, 2007, 34).

**Static development:** it is considered as the theoretical framework for programming the environment, land logistics, skeletal designing, comprehensive designing of region, and regional programming. All in all, all these features follow establishing unity, cooperation and organizing the use of the region both nationally and regionally around the four-parameter aims (Paeli Yazdi, 2007, 21). The town Deylam which is located in the west south of Iran has been related meta-regionally with Indian continent, the east of Africa including Tanzania, countries in the Fars gulf zone including Kuwait, Bahrain, Qatar, the united Arabic Emirate from the pasts to present. These relations have been interpreted in different fields such as economic, social, historical and relational ones. In the past, marine travels made by the sail dhows in order to travel the holy places

like Mecca and Medina and people passed this town but since the travelers were carried by ships or dhows which were moved by the sails, it was dangerous for the travelers but the people domiciled in this town used these dhows for trading goods and business. In the past, some items like wheat, barely, date, raisin, oil, cotton, the dry, animals and many other goods were exported from this town and in return the goods like rice, sugar, spices, clothing, and other edible items were imported. In the present time, the town Deylam has trade exchange with countries in Fars gulf zone including the united Arabic Emirates (Abu Dhabi, Dubai) and Kuwait while it has more than 500 trade dhows but this trade exchange is more with the united Arabic Emirate cities including Dubai and Abu Dhabi due to its trade and business position of Sheikdom which this trade procedure cause to boom the town Deylam both regionally and nationally. The town Deylam is developing in terms of trade and market as the result of its seashores. The markets in Deylam is now providing the necessary items of towns and villages of provinces in near and far and is developing gradually each year.

The most important capabilities related to the seashores of Deylam for the purpose of developing tourist industry

Sea: those attractions which are directly related to the coastal tourism in Deylam are Fars Gulf Sea. This town which is located in the high north part of Bushehr and is neighbored with Khuzestan province has the common boundaries over 50 kilometers with the Fars gulf sea a distance from 10 kilometers of the north of town to 40 kilometers towards the south of the town. The benefits of the sea can be as follow:

1-Booming the trade activities between Deylam and countries on the Fars gulf zone like Kuwait, Qatar, and Bahrain.

2-Development of fishing activities and establishment of facilities in this respect.

3. Booming, developing imports, exports of goods from this port to countries in the Fars gulf sea and vice versa.

5- Establishing, and developing centers for culturing shrimps in the industrial zone located in Boyrat located in Deylam

One of the other capabilities in Deylam town related to developing the coastal tourism is the variety in fishing methods which are mentioned here briefly. Fishery occurred in Deylam town in the traditional and regional methods and the traditional fishing methods attracted the tourists' attention due to its attractions and varieties. Many tourists are fishing individually or collaboratively or go to see the traditional fishery in this area.

Many accommodators are using these methods not only for living but more for leisure or travelling. As a matter of interest, some of residents do not quit fishery and even in closed-up days or other days and different season go fishing in different temporal conditions. One of the coastal attractions in Deylam for tourist attractions are the trade and fishery floatings. Different coves in Deylam can be named as follow: Boum, Nakou, Mashoube which are different in dimension and size that can be interesting for the tourists.

Other attractions dependent to coast are the numbers and attractions of coves in the seashore of Deylam.

The most important features of coves can be mentioned as follow:

- 1-the most important feature of the coves is the fishing and fishery
- 2-The other important feature of coves is its suitability for loading berth and anchoring the floatings.
- 3-Coves are good place for making nautical establishments
- 4- The state of high and low tide in the coves causes the coves to be fully watered in high tide and emptied gradually in low tide.
- 5-The relational importance of coves causes the boats and dhows use them.

6- The coves are good place for doing geological and geomorphological researches  
Biological variety: one of other capabilities for the Deylam seashore is the variety that can be seen in fishing which is interesting for the tourists and its most important benefits can be mentioned as follow:

1-Biological variety can boom the market for fishery apparatus and fishery facilities and vocations in this respect.

2-Biological variety can increase the chance for research activities in fishery organizations and aquatics for tourist attractions

3-Biological variety can give a chance for establishing packing factories and fish powder

4-The biological variety can cause construction in seashore or environment and also attract more tourists.

#### **RESEARCH METHODOLOGY**

The research methodology is a descriptive-analytic one. In order to gather data necessary for the study, documentary, library investigations and field studies are used. Concerning the data gathered for the study, the coastal capability, facilities, services, and the situation of coastal tourism are investigated. Having gathered the data and statistics of degree of attractions, capabilities and potentials in the seashore of Deylam town, the researcher use SWOT model for

the analysis of findings. For this purpose, the internal environment (the weak and strong points) and external environment (opportunities and threats) are studied (Hekmat Niya, Mousavi, 2006, 293). SWOT model is one of the strategic means by which it is possible to adjust the internally systematic strong and weak points with externally systematic opportunities and threats. SWOT model presents a systematic analysis for determining these factors and

chooses the strategies that make adjustment between them to the large extent. Based on this model, a good strategy makes it possible to maximize strong points and opportunities and minimize weak points and threats. For this purpose, the strong and weak points, opportunities and threats are related to each other in four modes, WO, SO, ST, WT, totally and the strategic choices among all are chosen. Table 1. shows the weak and strong points (Gholkar, 2009).

	Weak points
<ul style="list-style-type: none"> <li>*The use of the naturally valuable</li> <li>*Bio-environmental facilities</li> <li>*Variety in the nautical aquatics</li> <li>*The existence of good regions around the seashore for developing town</li> <li>*Variety in geophysical phenomena in the seashore</li> <li>*The good position of the town for developing</li> <li>*Variety in biological species and the existence of migrant birds</li> <li>*Booming the markets in the town at the time the coastal tourist enter the town</li> <li>*The existence of coves and tourist attractions in the seashore of the town</li> <li>*The beneficial position of the town Deylam and</li> <li>*The connections between Bushehr and other provinces</li> <li>*Having the nautical facilities for the nautical travel</li> <li>*The existence of different kinds, and types traditional floatings and the factories for manufacturing them</li> <li>*Soft and peaceful state of the coastal waters in the town</li> <li>*Highness of part of the town in contrast with the seashore</li> <li>*The existence of nautical facilities for the travel</li> <li>*Three-way entry of the town</li> <li>*The ecological quality of the coastal town</li> <li>*The united vision of the town in total</li> </ul>	<ul style="list-style-type: none"> <li>*The decrease of the coastal tourism in the warm season</li> <li>*The decrease of the number of cars in some parts of the Town due to the coves</li> <li>*Lack of suitable nautical and coastal facilities for the tourists</li> <li>*Weak accommodation systems in the town for the coastal tourists</li> <li>*Lack of suitable investments with the coastal environment of the town</li> <li>*The small width of roads leading to the seashore</li> </ul>

Opportunities	And threat in the seashore of Deylam town Threats
<ul style="list-style-type: none"> <li>*Intactness of the seashore of the town</li> <li>*The interprovincial location of the town</li> <li>*The good degree of heat in the cold season and having long sunny days</li> <li>*The appropriate environment for growing and culturing botanical covers of Mangroves</li> <li>*The wind blowing in the region and the possibility of using the sail boats around the town</li> <li>*The opportunity for the use of the memorable historical capabilities of the town</li> <li>*The use of the capabilities of the sea</li> <li>*The existence of migrant birds in fall and winter</li> <li>*The use of the situational opportunities and present elements in order to strengthen special organization</li> <li>*The existence of 500 traditional and new floatings</li> <li>*The wide sand seashore in the seashore of Deylam for the sports in summer and winter</li> <li>*The possibility for the use of the sea for Leisure time in most days of the yeas</li> <li>*The certificate for establishing the tourist center around the town (Hemad port)</li> <li>*The possibility for establishing the museum park with an emphasis on the coastal species (different species of the waterfowls, aquatics and aquarium ( different species of fish)</li> </ul>	<ul style="list-style-type: none"> <li>*The harsh weather in summer and the limitation in the use of tourism in summer</li> <li>*The economic weakness of the town and the need for the investment</li> <li>*Disorder in the town as due to travelling many tourists at the same time</li> <li>*Locating in the path of coves and the possibility of flood</li> <li>*Locating the town in the earthquake zone</li> <li>*Scale formation of the seashore of the town</li> <li>*Heightening the aquifer of underground water</li> <li>Aquatic decrease in the coastal region</li> <li>*The severe high and low tide of the sea when the wind arc waves</li> <li>*Lack of organizational connections between the areas around the town with the town itself</li> </ul>

**ANALYSIS**

In decision making science in which the choice of one strategy among different kinds of strategies and prioritizing the strategies are presented, some investigations for the use of the model in every research is presented. After doing investigations in constant with this research, the hierarchical analysis models, AHP and SWOT are presented but in the case that the decision making facing with several choices, opposite choices and criteria of decision making can be used. The presented criteria can be both qualitatively and quantitatively and it is based on the pair-wise contrast. Therefore, concerning the fact

that the SWOT model, which is more qualitatively, is closely related to this research. Regarding the natural and unnatural capabilities of the seashores in the town, it seems that the use of the qualitative methodology (SWOT model) is considered as the better way to achieve the aims of the study. This model is one of the methods which are used to organize the external factors in terms of opportunities, threats and the internal factors including strong and weak points. Furthermore, this method is used for the analysis of the effective and meta-systematic factors (town, village, etc.). The analysis of SWOT is used to distinguish

systematically the factors with which the strategies should be in line in the best way. The logic behind this mentioned view point is based on the fact that the effective strategies should maximize the strong points, opportunities in the system and minimize the weak points and threats. If this logic is used correctly, it can result in good conclusion for choosing and designing one effective strategy. The analysis of SWOT is used for in the divisions related to the strategic choice. The most common use of this model is used to provide a logical framework to direct the discussion of the system in an organized way, present different strategies and finally choose strategies. What a programmer sees as an opportunity the other can see as a threat. Moreover, a strong point for one can be considered as the weak point for the other. On this base, different understanding of one concept can reflect the basic considerations of power in the system or the difference in the real views. The main key in this model is the range analysis in all situational aspects of the system and conclusively provision of a good framework for choosing a strategy.

The following findings are presented for the strong, weak points, threats and opportunities mentioned in table 1.

1. The finding of the analysis showed that the most important capability of the town

Deylam for developing the tourist industry is its seashore

2. The seashore of the town Deylam between the south seashores and the north of country is unique in terms of soft and floating sands

3. The seashore of the town Deylam can attract many tourist concerning the fact that there are many prepared understructures and this can develop the town.

4. The markets for the foreign goods in the town Deylam can play key role in the coastal tourist attractions.

5. The undergrounds for the town Deylam provide the coastal investments in order to attract the tourists.

6. The procedures for the tourist attractions for the seashores in the town Deylam should be managed correctly.

7. The use of the natural and bio-environmental facilities in the seashores of the town Deylam can be constant with developing the coastal tourism

8. The geophysical variety in the seashore in the town Deylam for natural and educational tourist attractions.

9. The variety in the biological species (different species of birds, and aquatics) for attracting the scientific and researchable tourists

10. The existence of traditional and industrial floatings in tourist attractions

11. Clarifying the strong points and opportunities for developing the tourism in the seashores of Deylam

12. The town Deylam can be decreased by correct management and programming

13. The opportunities in the town Deylam can be used in way to be used effectively in order to attract the coastal tourism

14. The threats in the seashores of the town Deylam can be turned into a chance to develop the tourism in Hemad port after executing the resolution.

15. In total, the strong and opportunities are more than the weak points and threats in the seashores of the town Deylam

In the analysis of this model, four different strategies, competitive and aggressive, variety based, revision based, and defensive one. Having investigated the strong, and weak points, opportunities and threats, the researcher suggests two competitive and aggressive and revision based strategy. In this part, these two strategies are explained in detail.

Among all varieties, the revision based and defensive ones are used so that it can achieve the level that can be used for the competitive /aggressive strategy. Concerning the fact that strong points and opportunities of the seashores are more than the weak points and threats at the large extent, these two

strategies can be used to qualify and develop more in this respect. The following issues are used to use the existent benefits in order to develop the coastal tourism in the seashores of the town Deylam

- ✓ An emphasis on the eco-tourist development due to existing the good seashore for developing the tourist industry in the town Deylam
- ✓ An emphasis on developing the seashore and facilities of coastal tourism and providing the tourists' needs.
- ✓ Determining and using the eco-tourist capabilities in the town Deylam and the regions around including sea, coast, coves, different species of waterfowl aquatics and birds
- ✓ Programming in order to invest the private parts in the seashore of the town by local investments
- ✓ Establishing the tourist office in the town in order to use tourist attractions more especially, the unused attractions in the seashore of the town

- ✓ The necessary cooperation and coordination among the organizations related to the coastal tourism in order to unify the tourist efficiency by holding the conferences in the general communities

### **The revision strategy (WO)**

By this strategy, the programmers try to use these present opportunities in the internal environment in order to promote the internal weak points. In this state, the seashore cannot use the achieved opportunities due to its internal weak points.

Therefore, it is necessary to apply the strategies such as the appropriate use of new technologies, and opportunities by omitting the weak points. In revision-based strategy, it is tried to use these external opportunities together with an emphasis on the internal weak points in order to solve the weak points in the coastal tourist regions. For this purpose, the following points are mentioned:

- ✓ The revision of the coastal eco-tourist rules and principles in the town Deylam in order to exploit and use these capabilities for the purpose of booming other tourist capabilities in the town

- ✓ An attempt to distribute the coastal tourist opportunities and more specific attention to the increase of number of tourists in the seashore of the town
- ✓ The change in programming tourism and support the authoritative systems in using the logics of the rules and principles in order to develop and equip the underground constructions, facilities, and means of tourism in the town
- ✓ Revision and development of the organizations and related institutions in the town in order to educate people and tourists in order to exploit profitably and purposefully from the resources and effects of tourism in civic development
- ✓ The use of the opportunities of intactness and widening the seashores in order to establish the applications in line with sand seashores

### **CONCLUSION AND SUGGESTIONS**

The seashore of the town Deylam can be considered as the most important capability

and attraction for the town Deylam for attracting the tourists

The findings of the study showed that the strong points and opportunities of the seashore of the town are more than the weak points and threats to the large extent. These strong points and opportunities should be used for attracting tourists and developing the town statically. The weak points and threats of the town can be managed by revised professional programs and these potential capabilities and opportunities should be used appropriately in this town when the facilities related to the seashore are developed. Furthermore, it can be possible to use the markets in the town, the low price of goods and its variety in order to develop the tourist industry. Since town Deylam is geographically located in a good place which possible to relate to other industrial towns like Mahshahr, Imam Khomeini port, Gachsaran, Aghajari, Behbahan, Nour Aba Mamasani, Basht and Yasouj and its neighborhood with Fars province and the communication path for the holy places from the provinces like Hormozgan, Fars, Kerman,...., existence of 500 traditional floatings, 300 industrial floatings, facilities for the use of marine travels, turning the town Deylam to a specific economic port and its close distance with Kuwait,...all in all,

together with the correct programming, exact supervision and appropriate use of other capabilities cause to develop the town. Therefore, the mentioned issues of the effect zone of the town Deylam will have great effect and can cause to promote other economic parts of the town and develop all dimensions of the town.

In order to boom the coastal tourism, and develop the town, the following suggestions can be mentioned:

- 1-Establishing tourist offices and institution in the town Deylam
- 2-Educating the expertise crew on the tourism and choosing the expertise guider in this respect
- 3-Establishing the chances for investing in the private part in order to provide the tourist facilities
- 4-Beautify the tourist centers and following the sanitary guidelines in these places
- 5-Increasing the number of the Minch houses in the town Deylam
- 6-Providing certificates for the aquatics and the coastal aquatics
- 7-Establishing sport facilities in the seashore of the town Deylam
- 8-Applying the traditional methods for construction in building the tourist building
- 9- Providing and cooking traditional foods and introducing those to the tourists

10- Presenting the traditional fishery and trade apparatus in the places open to the tourists

11- Preparing a map of the tourist centers in the town Deylam and distributing them among travelers in the entry of the town Deylam

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