

## Analysis of Shiraz Tourism Characteristic by Using SWOT Modeling

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### Abstract

Shiraz is the one the most famous city in the south of Iran. Tourism has been increasing in recent years in this city. Shiraz has positive tourism attractions including beautiful and ancient gardens, historical places, traditional shopping centers and the holy shrines of Muslims. Shiraz was the capital for some time and is well-known and famous for poets such as: Sa'di and Hafez who lived and died there. There is an international airport with daily and weekly flights to the other cities and the countries in southern margin of Persian Gulf. Most of the tourists who travelled through this city wrote a lot about it. Analysis of Shiraz tourism characteristics by using SWOT modeling is an advanced method for over viewing the tourism capability of Shiraz and Fars Province. SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project for evaluate of tourism capability. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. In this article tourism characteristics of Shiraz has been analyzed by using SWOT modeling and the present conditions of threat and strength are evaluated. At the end to improve and development of the essential condition for better tourism points are recommended.

**Keywords:** Shiraz, Tourism, SWOT modeling, Development

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