

Strategic Planning of Ecotourism Sustainable Development (Case study: 22 region of Tehran)

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Abstract

Tourism is a complicated yet a profitable industry. In some ways it is the largest industry in the world. Tourism industry is an important and potential means of producing wealth and generating income which contributes to improvement of most economic indices. It has a significant role in boosting employment, currency-generating and increasing income. This research deals with advantages and positive impacts of this industry, and studies its growing progress. Also the obstacles before development of this industry in Iran are investigated.

In this study, municipal district 22 has been taken as a case study for the future extension of the boundaries of Tehran. This municipal district has a great capacity for urban development. In order to achieve suitable urban planning in this zone, an interconnected system of green spaces is planned which will provide an ecological network for the city according to landscape ecology principles. The research method is "descriptive-analytical". In order to collecting data documental and field methods were used. Also, a SWOT technique was used.

Key word

Tourism industry, ecotourism, SWOT, Iran

1. Introduction

Generally speaking, Ecotourism is a kind of journey that people do to see natural scenes, wildlife, cultural and historical relics. International Union for Conservation of Nature (IUCN) has below definition" ecotourism is a journey to undisturbed lands with aim of enjoyment and using nature that result in conservation of resources. It makes local population to be active because of economical and social growing". Iranian organization for tourism, has similar definition" ecotourism is a kind of tourism that is related to nature, strolling and enjoyment of it and leaving the place without any disturbance". Ecotourism (white gold) is one of sound, economical and safe industry in the world and makes a lot of money. Also, we have Geo-tourism, that is a branch of ecotourism which consider outside forms of earth for developing ecotourism industry (Hose, T., 2007, Samadyar, H. and Robab and H. Samadyar). One of these natural features and beautiful landscapes is in deserts, arid lands and playas.

Nowadays tourism or the act of traveling with the aim of recreation is one of the big industries and economic sectors in the world and one of the employment sectors in most of the countries and the most important source of foreign exchange. On the other hand, most of the governments consider tourism as a guideline for development of the country, because of the multiplier effect of tourism income, in which foreign exchange provided by tourists will commence expending for local products and services. Tourism industry as one of the important and global pillars of the economy becomes