

The role of Hamoon wildlife sanctuary in the tourism development in Sistan region (Case study: Hamoon Hirmand)

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Abstract

This study is the sectional-descriptive and applicable, in which the Hamoon wildlife sanctuary capabilities investigated at the first, then the ecotourism and wildlife sanctuary of Hamoon was analyzed by swat model. The results obtained from Swat model showed that, Historical and ancient background of the region and natural, historical and religious attractions that they seem as a strength to develop the ecotourism activities in the region. Lack of infrastructure and the sharp decline in the lake water inlet is the weak point in the ecotourism activities in the region which is effective in ecotourism activities. Creating job opportunities such as(Hotel, Restaurant, Camp, Beaches, Craft shop, Transportation) and Domestic and foreign investment is the most important Foreign Opportunity to develop the ecotourism activities in Hamoon. The destruction of Antiquities and the environmental exposure, destruction of vegetation cover and animals, are the most external threat in developing Hamoon activities. The Swat Graphical chart shows that our strategies are competitive-aggressive. However, due to the absence of such ecosystem the pristine natural landscapes in the East of the country and the Hamoon position in Hamoon Hirmand bed the Fundamental steps should do to develop ecotourism in the region.

Key words: Wildlife Sanctuary, Tourism, plain Helmand

1. Introduction

The tourism industry in the world economy has a very important position these days, So that in 83 percent of countries, tourism is one of the five sources of income first. And only in 1998, 625 million people who have traveled to other countries, spent 445 billion dollars.

7/10% of total world employment in the tourism belongs to industry. Approximately 215 million people are working in tourism industry. there is a job related to tourism of every nine jobs in the world. (norowzi, 2005)

One of the major sources in the current era can be triggered for substantial revenues, and increase national income by raising gross national product in the international arena, is tourism, especially ecotourism. This industry became a source of good income for many countries. Currently, revenue from tourism and eco-tourism in countries such as France, the US, Spain, China and Germany is higher than the national income of some developed countries. (ghanad kar sarabi, 2000)

According to WTO, While the development of tourism for the years 2000 to 2010 is predicted between 3.4 up to 7.6 percent, Findings indicate that most of this growth occurred in the ecotourism. And generally growth of this sector would be between 10 to 30 percent. Thus, it is expected, in the next decade the revolving nature that is 7 percent of the world's passengers now, become more than 20 percent. (karami, 1999)

With increasing public awareness of the benefits and positive effects of direct experience of nature, ecotourism becomes more important. Eco-tourism gives economic value to biodiversity. Ecotourism that travel to natural attractive areas (such as Kenya in East Africa) every year ,enter millions of dollars to the host country and makes employment for many local people. If income from ecotourism use properly, the Background for the preservation of the natural environment and expansion of protected areas will be provided and Achieving the objectives of sustainable development will be facilitated. (soltan zade, 2004)

The titles of resorts and eco-tourism activities that fall under the eco-tourism categories include: Picnic, recreational riding, fishing, horseback riding, walking, water flows free, national landscapes rivers, national playground areas, sightseeing, Khvrgsht (picnic), ecotourism, hunting, hiking, wildlife refuges, national banks of rivers and lakes(Majnoonian,1995). In Hamoon wetland wildlife refuge 55 species belonging to 20 families were identified. Among these families Chenopodiaceae and Gramineae have the highest percentage of species than other families. Among the plant species considered, only one type of protection should be protected, That is also classified according to the International Union for Conservation of Nature and Natural Resources (IUCN) as a vulnerable species (VU). Of the 160 species of mammals, 30 species belonging to 7 orders in Iran and 17 families, present are in Hamoon wildlife refuge. A total of 515 bird species identified in Iran, 183 species belonging to 46 families involved in the study area, Of these, 4 species classified as Vulnerable (Vulnerable) Red List of IUCN and 6 of the rules of international law CITES (3 species in Appendix I and 3 species in Appendix II)located. As well as the laws and regulations of environmental protection, 29 species of birds are protected and 12 species, among the birds are endangered species. Of the total number of reptiles, which are 209 species totally, 44 species belonging to 9 families have been identified in Hamoon Wildlife. Also, in total number of amphibians which are 17, 7 species presents within the present study. Also, Hamoon wildlife which known as a blue seasonal field have 22 spices of 4 families. According to the global importance of Hamoon wetlands, a variety of wildlife, especially waterfowl and waders, depend on the wetland depending, this wetland is one of the most important wetlands in the Ramsar List in Iran and the world. The total human population living in Hamoon wildlife refuge that are living in 8 villages was equal to 4271 persons in 1390. Among these villages like Qarqary, Mulla Ali and Gmshad were the most populous and es haji Village was the most sparsely populated village of the region. In view of the above and the importance of Hamoon wildlife in the development of tourism research, this study deal with the study of the shelter capacity in the area of tourism development with the help of SWOT model.

2. Research purposes

- a. Identify the potential and capabilities of Hamoon Hirmand tourism .
- b. The problems and dilemmas of Hamoon Hirmand tourism.
- c. The introduction of Hamoon hirmand wetlands to local and foreign tourists and researchers
- d. making culture to protect the environment and Hamoon hirmand wetlands.

3. Geographical characteristics of the study area

Sistan region is located in the northern of Sistan-Baluchistan province. Sistan and baloochestan province with an area of 187,502 square kilometers Equivalent to 11.5%, allocated the area of the country. Sistan region including the city of Zabol, ZAHAK, Hirmand, Nimroz and the related villages of them. (Statistical Yearbook of Sistan and Baluchestan, 2012)

Hamoon wildlife refuge with 75/293030 hectare on the eastern border of Iran and North East sides of Sistan and Baluchestan is located Between "24 44 30' north latitude and 01 '56 60 to 61. 12.43 in Eastern longitude.

The following map shows the location of Hamoon public wildlife sanctuary. Management of this area is under the Department of Environment Protection Sistan-Baluchistan province. The studied area in terms of administrative and political divisions is located within the city of Zabol. Based on studies conducted, Within the scope of Hamoon wildlife sanctuary, 8 inhabited villages are established and There is no city in this area.

4. Identify the factors affecting tourism, based on the SWOT model

The purpose of this stage is assessment of indoor lagoon Hamoon, to identify weaknesses, strengths, opportunities and its threats . that is, aspects which can play a role in helping or hindering in the way to achieve Hamoon goal of tourism development. At the first, Based on studies and inquiry among the people, including the local community, entrepreneurs and stakeholders, experts and influential factors were collected. Then these factors were classified in both internal factors and external factors and internal factors classified into two categories: strengths and weaknesses, External factors were divided in two groups, opportunities and threats. Considering what about the positive and negative impact of tourism on the plain, and what the positive and negative aspects were evaluated on Hamoon, Has been interpreted that We saw 14 positive note, internal (strengths) in Hamoon against 14 negative (weaknesses) in it. We also saw 15 positive external effects (of opportunity) arising from tourism to 5 negative effect (threat). However, we saw a total of 29 positive (strengths and opportunities) against 19 negative (weaknesses and threats) as the constraints and bottlenecks facing the development of tourism Hamoon, which is shown in table (4-1).

Table4-1. the positive and negative effects

Strengths	weak points	Opportunities	Threats
historical attractions and the ancient belonging to the Parthian and Sassanid and Islamic	Lack of infrastructure (settlements, roads, etc)	Attracting domestic and foreign investment	Destruction of Antiquities
The religious attraction of Hamoon for Three Faiths of Islam, Christianity and Zoroastrianism	Lack of leisure facilities	Creating jobs (hotel, restaurant, camping, beach, craft store, transport, etc).	exposure of environment and the destruction of flora and fauna
Special geographical location (only a natural phenomenon)	Terms of ground lines of communication unfit	Aboriginal income higher levels	Increase social offenses with the arrival of tourists
Placed in the context of Hirmand and water and coastal scenery	Lack of rail links with the rest of area	Development and self-management economic diversification of surrounding villages	Environmental pollution
Hamoon Wetlands International Existence and The absence of such ecosystems in the East	The sharp decline in Hamoon lake water As a natural potential	Increasing cultural exchanges with other parts and introduction of cultural capabilities of Sistan	Increasing land prices in the area
Proximity with Afghanistan and Pakistan	Lack of vegetation and green space	Proximity to the border between Afghanistan and Pakistan	
Habitats of native and migratory birds	Crime Law of Antiquities	Expansion of Transport Service	
Having a clean and healthy climate	Existence winds of 120 days	Rehabilitation and expansion of regional crafts	
Existence of villages, nomadic tents, sand plain of sand and special charm of them	Lack of intellectual security for tourists According to the insecure border East of the country	Attracting national funding to protect the historical monuments and natural	
Natural power and its pristine	Lack of development of tourism in the region	Create a framework for a false changing cultural and Increasing pride and joy among the natives	
Existence of basic infrastructure	Limited financial resources and lack of investment in the region	creating incentives for tourists to choose sistan as a tourist destination	
Historical and ancient record of area	No advertising	enhancing regional security	
Positive attitude to tourism officials and local community tourism industry	Stay away from large population centers, urban centers	To make educational, scientific, research, sport and	
High capacity to build infrastructure	Lack of regular and sustainable air transport system in Zabol	Boost the country's tourism industry (tourism, historic, seaside, religious, rural, nomadic, etc).	
		Creating a framework for Hamoon registration in the World Heritage List	

Source: The author studies

then the questionnaire was designed based on four groups, Swat factors and criteria that were described above, in order of priority in the experts questionnaire surveyed . The target population is about 200 people, 10% of them are randomly selected, The questionnaire designed for the individual who include researchers, academics, economic stakeholders (in Europe, Asia and Australia) and local authorities, were submitted. After all the information collected on the questionnaires, they were entered into the software. SPSS software was used in this work. The coefficients of primary, secondary, ranking and final factor was calculated separately for each of the internal and external factors and the data and analysis provided in the table below were prepared strategy.

4-1. Analysis of the strengths of tourism

4-2. Primary and secondary rank factors and final factor of the strength of Hamoon tourism

Row	Strengths	The primary factor	Secondary factor	Rank	The final factor
1	historical attractions - and belong to the Achaemenid era - the Parthian and Sassanid and Islamic	92	0.799	4	0.326
2	Religious attractions to the followers of the three religions of our Islam, Christianity and Zoroastrian	93	0.807	4	0.322
3	Special geographic location (a natural side effect only)	90	0.781	3	0.319
4	Placed in the context of Hirmand and blue scenery shore	85	0.738	4	0.305
5	International Wetlands and the absence of such eco-system of Hamoon in the East	88	0.746	4	0.295
6	Closely with both Afghanistan and Pakistan	57	0.495	1	0.288
7	Habitats of native and migratory birds	85	0.738	3	0.242
8	A clean and healthy climate	74	0.462	3	0.224
9	There are villages, nomadic tents, sand and gravelly sand and their special charm	78	0.677	2	0.222
10	Its natural Ability and pristine	83	0.721	4	0.221
11	The basic infrastructure	64	0.556	4	0.195
12	Historical and ancient history of the region	94	0.816	4	0.192
13	Positive attitude of officials and local community to tourism and tourist industry	75	0.651	3	0.135
14	Capacity to build infrastructure	93	0.807	3	0.049
	Total	1151	1		3.34

(Source: author)

Table4- 3. The strength of Hamoon tourism based on final factor in the Swat model

Row	Strengths	The primary factor	Secondary factor	Rank	The final factor
S1	The historical record and ancient area	94	0.816	4	0.326
S2	Religious attractions to the followers of the three religions of our Islam, Christianity and Zoroastrian	93	0.807	4	0.322
S3	The historical attractions belongs to the ancient Achaemenid era , the Parthian , Sassanid and Islamic	92	0.799	4	0.319
S4	International Wetlands and the absence of such eco-system of Hamoon in the East	88	0.746	4	0.325
S5	Placement in the context of Helmand and water and coastal scenery	85	0.738	4	0.295
S6	Its natural Ability and pristine	83	0.721	4	0.288
S7	Capacity to build infrastructure	93	0.807	3	0.242
S8	Special geographic location (a natural side effect only)	90	0.781	3	0.324
S9	The basic infrastructure	64	0.556	4	0.222
S10	Habitats native and immigrant birds	85	0.736	3	0.221
S11	Positive attitude to tourism officials and local community tourism industry	75	0.651	3	0.195
S12	Having a clean and healthy climate	74	0.462	3	0.192
S13	There are villages, nomadic tents, sand and gravelly sand and their special charm	78	0.677	2	0.135

S14	Closely with both Afghanistan and Pakistan	57	0.495	1	0.049
Total		1151	1		3.24

(Source: author)

SWOT analysis in our touristy activities in the field shows that, Component and ancient of historical record the region (given that most of the tourists coming to this site because it is the birthplace of Sistan-e Rostam, Yaghoub Laith and national figures, Sistan plain or mountain Rustam as their tourism destination are selected) by a factor of 0.326 and ranked fourth and final factor is the most important secondary 0.816 inner strength And then there are the followers of the three religions Islam Religious Vtqds plain, Christianity and Zoroastrian final by a factor of 0.322 and 0.807 Rated 4 and a secondary factor in Hamoon touristy In second place for the development of activities . Components of near the the two countries, Afghanistan and Pakistan, with the final factor 0.049 and ranked first and second factor 0.495 is The least important in Hamoon eco-tourism activities is the development of internal strength.

4.2 Analysis of the weaknesses of tourism

4-4. Primary and secondary rank factors and final factor of the weak points of Hamoon tourism

Row	Weak points	The primary factor	Secondary factor	Rank	The final factor
1	Lack of infrastructure (settlements, roads, etc.)	91	0.819	4	0.327
2	Lack of leisure facilities	89	0.801	4	0.320
3	Poor conditions of ground roads	85	0.765	3	0.229
4	Lack of the railway communication with the other ways	80	0.720	3	0.216
5	The Hamoon water sharp decline as a natural potential	91	0.819	4	0.327
6	Lack of vegetation and green space	83	0.747	3	0.224
7	Privacy Act of Antiquities	54	0.486	1	0.048
8	120 days winds	69	0.621	3	0.186
9	Lack of unsafe thought Security for tourists due to the border with East country	74	0.666	4	0.266
10	Lack of development of tourism in the region	75	0.675	3	0.202
11	Limited financial resources and lack of investment in the region	93	0.837	4	0.304
12	No advertising	85	0.765	4	0.306
13	Stay away from large urban centers of the country's population centers	63	0.567	1	0.056
14	Lack of regular and sustainable air transport system in Zabul	79	0.711	2	0.142
Total		1			3.11

(Source: author)

Table4- 5. The weak points of Hamoon tourism based on final factor in the Swat model

Row	Weak points	The primary factor	Secondary factor	Rank	The final factor
W1	Lack of infrastructure (settlements, roads, etc.)	91	0.819	4	0.327
W2	The Hamoon water sharp decline as a natural potential	91	0.819	4	0.327
W3	Lack of leisure facilities	89	0.81	4	0.320
W4	No advertising	85	0.765	4	0.306
W5	Limited financial resources and lack of investment in the region	93	0.837	4	0.304
W6	Lack of unsafe thought Security for tourists due to the border with East countr	74	0.666	4	0.266
W7	Poor conditions of ground roads	85	0.765	3	0.229
W8	Lack of vegetation and green space	83	0.747	3	0.224
W9	Lack of the railway communication with the other ways	80	0.720	3	0.216
W10	Lack of development of tourism in the region	75	0.675	3	0.202
W11	120 days winds	69	0.621	3	0.186
W12	Lack of regular and sustainable air transport system in Zabul	79	0.711	2	0.142
W13	Stay away from large urban centers of the country's population centers	63	0.567	1	0.056

W14	Privacy Act of Antiquities	54	0.486	1	0.048
Total		1111			3.11

(Source: author)

SWOT analysis in the field of ecotourism in our activities show that , Lack of infrastructure Components such as(settlements, roads, etc.) by a factor of 0.327 and ranks 4 and the second factor 0.819 is the weakness of domestic, Then as a potential Components of a sharp decline in Hamoon natural lake with the factor 0.327 and 0.819 Rank 4 and secondary factor for the development of ecotourism ,are in second place. Privacy law Antiquities Components by a final factor of 0.048 and 0.486 Rank 1 are the least important secondary factor in the development of ecotourism in Hamoon weakness .

4.3 Analysis of tourism opportunities

Table 4-6. the primary and secondary factors and the final ranking coefficient Hamoon tourism opportunities

row	opportunities	The primary factor	Secondary factor	Rank	The final factor
1	Domestic and foreign investment	88	0.696	4	0.278
2	Creating job opportunities (hotel, restaurant, camping, beaches, craft shop, transportation, etc.)	89	0.704	4	0.281
3	The raising native levels income	85	0.673	4	0.269
4	Development and economic diversification and self-management of surrounding villages	97	0.768	3	0.230
5	Increasing cultural exchanges with other parts and introducing the Sistan capabilities.	84	0.665	3	0.199
6	Proximity to the border of Afghanistan and Pakistan	66	0.522	3	0.156
7	The development of transportation services	83	0.657	4	0.262
8	Rehabilitation and expansion of regional crafts	82	0.649	4	0.259
9	Attracting national funding to protect the historical and natural monuments	89	0.704	4	0.211
10	Create a framework to change the incorrect cultural figures and Increasing pride and joy among the natives	81	0.641	4	0.192
11	Motivation for tourists to choose Sistan as a tourist destination	87	0.688	4	0.275
12	Enhance and provide security in the region	83	0.657	3	0.197
13	the educational, scientific, research and sport Outposts	86	0.601	3	0.180
14	The country's booming tourist industry (tourism, historic, seaside, religious, rural, nomadic, etc.)	84	0.665	3	0.199
15	Create a framework for Hamoon registration in the World Heritage List	79	0.704	3	0.211
		1		3.29	

Source: The research findings

Table 4-7. Hamoon tourism opportunities based on the final factor of SWAT model

row	opportunities	The primary factor	Secondary factor	Rank	The final factor
O1	Creating job opportunities (hotel, restaurant, camping, beach, craft store, transport, etc.)	89	0.704	4	0.281
O2	Attracting domestic and foreign investment	88	0.696	4	0.278
O3	to motivate tourists to choose sistan as a tourist destination	87	0.688	4	0.275
O4	Aboriginal income levels	85	0.673	4	0.269
O5	The development of transportation services	83	0.657	4	0.262
O6	Rehabilitation and expansion of regional crafts	82	0.649	4	0.259
O7	Development and economic diversification and self-management surrounding villages	97	0.768	3	0.230
O8	Attracting national funding to protect the historical monuments and natural	89	0.704	3	0.211
O9	Create a framework for Hamoon registration in the World Heritage List	79	0.704	3	0.211
O10	Increasing cultural exchanges with other parts and introducing the Sistan capabilities	84	0.665	3	0.199
O11	The country's booming tourist industry (tourism, historic, seaside, religious, rural, nomadic, etc.)	84	0.665	3	0.199
O12	Enhancing and securing in the region	83	0.657	3	0.197
O13	Create a framework to change the false cultural figures and Increasing pride and joy among the natives	81	0.641	3	0.192

O14	The educational, scientific, research and sport Outposts	86	0.601	3	0.180
O15	Proximity to the border of Afghanistan and Pakistan	66	0.522	3	0.156
		1263	1		3.39

Source: The research findings

SWOT analysis in the field of ecotourism in Hamoon activities show that, Components of Creating job opportunities (hotel, restaurant, camping, beach, craft store, transport, etc.) by a factor of 0.281 and ranked fourth final and 0.704 second factor is the most important foreign opportunities And then domestic and foreign investment Components by a factor of 0.278 and ranked fourth final and secondary factor for the development of ecotourism in Hamoon by 0.696 is placed in the second set. Proximity to the border of Afghanistan and Pakistan Components by a factor of 0.156 and ranked third final and most important factor of 0.522 is the secondary external opportunities in the development of Hamoon activities is touristy.

4.4 Threat Analysis tourism

Table 4-8. the primary and secondary factors and final rank factor of Hamoon threaten tourism

row	The Threats	The primary factor	Secondary factor	Rank	The final factor
1	Destruction of Antiquities	79	0.260	4	0.104
2	At the risk of the environment and the destruction of flora and fauna	77	0.254	4	0.101
3	Increasing social offenses with the arrival of tourists	46	0.151	3	0.045
4	Environmental pollution	62	0.204	3	0.061
5	Increasing land prices in the area	39	0.128	2	0.025
		1			0.336

Source: The research findings.

Table 4-9. Hamoon tourism based threats based on final factor in the Swat model

row	The Threats	The primary factor	Secondary factor	Rank	The final factor
T1	Destruction of Antiquities	79	0.260	4	0.104
T2	At the risk of the environment and the destruction of flora and fauna	77	0.254	4	0.101
T3	Environmental pollution	62	0.204	3	0.061
T4	Increasing social offenses with the arrival of tourists	46	0.151	3	0.045
T5	Increasing land prices in the area	39	0.128	2	0.025
Total		1	3.2		0.326

Source: The research findings

SWOT analysis in the field of ecotourism in our activities show that the Destruction of Antiquities Components by a final factor of 0.104 and 0.260 Rank 4 and the second factor is the most important external threat, And then the Components of in the risk of the environment and the destruction of flora and fauna with the factor of 0.101 and 0.254 Rank 4 and secondary factor for the development of ecotourism in the plain is in the second place.

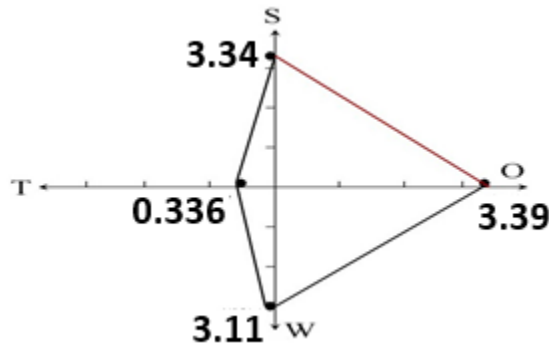
4.5 Evaluation Matrix tourism strategic action status

Table 4-10. the internal and external factors of Hamoon tourism model based on Swat final factor

	The primary factor	The Secondary factor	Average Rating	The final factor
Strengths	1151	1	3.29	3.34
Weak points	1111	1	3.07	3.11
Opportunities	1263	1	3.4	3.39
Threats	303	1	3.2	0.336

Source: The research findings

Figure 4-1. internal and external factors of tourism



Source: The research findings

As can be seen, based on the SWOT model the graph strengths and opportunities that is SO, is curved. So our strategies, SO, must be up to a maximum - maximum or competitive-aggressive so all systems want a situation in which, to be able to maximize their strengths and opportunities at the same time. Unlike the defense strategy that is a solution reaction (reactive), the aggressive approach is a solution agent (proactive). In such a situation, using the strengths and opportunities should be used. (Gakar, 2005:58)

The following strategies are recommended to expand Hamoon tourism

4-6. The analysis of strategic factors.

In this model, using tables, analyzing internal and external factors and their combination, the most important strategic factors in Hamoonr tourism is offered. In fact, analysis of strategic factors, planners who adopt strategic decisions, can limit the strengths, weaknesses, opportunities and the threats to a smaller number of factors. This article deals with the weight of each factor in Table analysis conducted internal and external factors. The heaviest elements in the Table in terms of weight, should be transferred to Table analysis of strategic factors. (Hunger and violin, 2001:127-130)

This important issue, considering strategic factors affect Hamoon tourism in Sistan area are summarized in the table below.

Table 4-11. Strategic factor analysis (SFAS)

	Strengths	Secondary level	rank	The final factor	Short term	Midterm	Long term
S1	Historical and ancient history of the region	0.066	4	0.326	*		*
S2	The religious attraction of Hamoon for Islam, Christianity and Zoroastrian	0.065	4	0.322	*		*
S3	The historical attractions belong to the Achaemenid era - the Parthian and Sassanid and Islamic	0.065	4	0.319	*		*
S4	Hamoon Wetlands International and the absence of such ecosystem of our country in the East	0.060	4	0.305	*	*	*
S5	Placement in the context of Hirmand and blue scenery shore	0.060	4	0.295	*	*	
W1	Lack of infrastructure (settlements, roads and...)	0.066	4	0.327	*	*	
W2	The sharp decline in Hamoon water as a natural potential	0.066	4	0.327	*	*	*
W3	Lack of leisure facilities	0.065	4	0.320	*	*	
W4	No advertising	0.062	4	0.306	*	*	*
W5	Limited financial resources and lack of investment in the region	0.068	4	0.304	*		*
O1	Create job opportunities (hotel, restaurant, camping, beaches, craft shop, transportation, etc.)	0.057	4	0.281	*		*
O2	Domestic and foreign investment	0.056	4	0.278			*
O3	Creating an incentive for tourists to choose Sistan as a tourist destination	0.056	4	0.275			*

O4	Rising income levels Native	0.54	4	0.269		*	*
O5	The development of transportation services	0.053	4	0.262		*	*
T1	Destruction of Antiquities	0.021	4	0.104		*	*
T2	In the exposure environment and the destruction of flora and fauna in the region	0.021	4	0.101			*
T3	Environmental pollution	0.017	3	0.061			*
T4	Increasing social offenses with the arrival of tourists	0.012	3	0.045			*
T5	Rising land prices in the area	0.010	3	0.025		*	*
	Total			4.852			

Source: research findings

Planning, organizing, directing, coordinating, controlling and modifying the program, are the major elements of tourism management cycle . (karimi,2011: 24)

Now, due to the high rating the strengths and opportunities, pay attention to develop a competitive strategy - aggressive which are mentioned hear:

4-7. develop a strategy to promote tourism

Strategy 1. Strategy to provide employment opportunities (hotels, restaurants, camping, beaches, craft shop, transportation, etc.) due to historic and ancient history of the region.

Strategy 2. The provision of domestic and foreign investment strategy with regard to our Religious and sacred to the followers of the three religions of Islam, Christianity and Zoroastrian

Strategy 3- motivate tourists to choose sistan as a tourist destination due to historical attractions - the ancient Achaemenid era - the Parthian and Sassanid and Islamic.

Strategy 4- raise the income level of the natives with respect to Hamoon international wetland and the absence of such ecosystems in the East

Strategy 5. Development of transport strategy according to the position in the context of Hirmand and blue water and coastal scenery

Strategy 6. The revival of crafts and development of regional strategy with respect to its natural and pristine

strategy7. development and economic diversification strategies to allow self-handling surrounding villages due to the capacity to build infrastructure

strategy 8. Providing the possibility of attracting national funding For the protection of historical monuments and natural, according to the special geographical position(the Only natural condition)

strategy 9. Create the perfect platform for our registration in the World Heritage List due to primary infrastructure.

strategy 10. Increasing the cultural exchanges with other parts of Sistan and introducing cultural capabilities with regard to the habitats of native and migratory birds.

5. Conclusion

The results of the SWOT model also showed that the ancient history of the region and Hamoon sacred religious attractions for people of three religions of Islam, Christianity and Zoroastrian internal strengths for the development of Hamoon activities is touristy. And the lack of infrastructure (settlements, roads, etc) and a sharp reduction in Hamoon water as a natural potential weaknesses in Hamoon internal development is touristy activities. The results of SWOT, also shows the Creating job opportunities (hotel, restaurant, camping, beaches, craft shop, transportation, etc.) and absorbing domestic and foreign investment as the most important foreign opportunities in the development of Hamoon activities. And also the destruction of antiquities and environmental exposure and destruction of flora and fauna in the development of tourism activities in the region are named as the most important external threat in Hamoon. Based on the results of SWOT analysis model, SO and diagrams show that our strategies are a maximum - maximum or competitive-invasive , Because in such a situation one must have to rely on the strengths of its opportunities,

The following strategies were proposed for the development of Hamoon tourism. According to ancient history and religion and the sanctity of Hamoon area and the attraction for followers of the three religions of Islam, Christianity and Zoroastrianism one can provide domestic and foreign investment, jobs (hotel, restaurant, camping, beaches, stores industry tools, transportation, etc.) . Considering the historical attractions - and dating back to the Achaemenid era - the Parthian and Sassanid and Islamic, one should motivate the tourists to select Sistan as a tourist destination. According to the Hamoon international presence and the absence of such wetland ecosystem in the East of the country and Hamoon position in Hamoon field ,views of the water and the beach and According to the pristine nature of the area to restore and expand the production of handicrafts of the region , the development of transportation services , raise income levels of indigenous peoples one must do some actions. According to the capacity to build infrastructure development and economic diversification and self-regulation one can improve the surrounding villages. The results show, this site has great potential for tourism industry. The development of Hamoon tourism create jobs, income generation, handicrafts revival and development of non-agricultural jobs, to stop or reduce migration, attracting investors, creating a dynamic socio-economic, and public authorities to pay more attention to the preservation of historical monuments as well as resources and the natural environment . It seems that cultural barriers are among the main obstacles to the development of tourism. Delay cultural, economic poverty, illiteracy in the past, some cultures of abnormal ,has been made people unkindly to natural causes, wildlife and cultural heritage. Adoption of all cultural barriers is the first step in tourism development. The first obstacle in the way of strategy, is planning. Training and the creation of direct and indirect governmental associations and organizations could be beneficial.

6. Offers

- Creation the center of world's richest Zoroastrian, And to create the empathy and harmony between the Muslim and zoroastrian community Attractions With regard to a consolidated view of Quran and Imam Ali (AS) to Zoroastrianism.
- Creating empathy between the religious among the world's leading religions (Islam, Christianity, Zoroastrianism and Judaism).
- plan the development of sustainable tourism in the region and highlight the country's South-East Tourism Development Goals .
- Development of rural infrastructure and roads and communication routes
- Creation Research "Ancient Iran" with a focus on the Parthian era
- Create a recreational camping
- construction of resorts and hotels starred in the region
- Construction and equipping of restaurants, coffee shops, etc.
- To make necessary fields for Native people to promote awareness of tourism and its role in economic development and income generation in the region.

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