

## **Planning strategies for sustainable rural tourism in Sistan Region**

### **Abstract**

**Basically, achieve development in general and rural development in particular requires preparation, codifying, and delivery of appropriate planning strategies to suit the cultural, social and geo capacity and condition. Review of existing literature, suggest to, undoubtedly the economic activities that will facilitate the achievement of sustainable rural development is sustainable rural tourism. On the basis of this, rural tourism development-related capacity recognition and capacity seeking in different regions gives the attention that officials at different levels of development, particularly at the local and regional level consider this knowledge. On this basis, preliminary estimates showed Sistan has a huge potential in this respect. Survey revealed that despite the large number of tourism-qualified villages in this area, Sistan lacks planning system strategic framework for sustainable tourism development. Current study aimed to prepare and codify appropriate strategies fit to sustainable rural tourism planning is done in Sistan region. Research method is combination. Two groups (experts, scholars, holder, institutional custodians of tourism and tourism agencies) participated in this study and their view on factors of sustainable rural tourism in index forms such as: executive mechanisms, local management, advertising practices and administrative ... has been studied. The study population consisted of two groups: 1. whole memorable rural according to sustainable tourism, 2. Experts, administrators, custodians of institutional tourism and brokers of service institutional tourism that first sample group, citing a holistic approach, includes four villages according to importance of sustainable tourism, and the second one, using Cochran formula obtained 90 people. This study has analysis strengths and weaknesses, opportunities and threats of sustainable tourism in Swat model, and has provided proper strategies to plan for sustainable rural tourism development in Sistan. Descriptive data analysis via Excel software and test hypotheses using hierarchical model was evaluated. The results suggest that: First, extracted Strategies from Swot model for sustainable tourism planning in rural areas of Sistan includes major strategies: 1. Variation 2. Revision 3. Aggressive, and 4. Defenses .Then, based on hierarchical model, strategies were evaluated and prioritized that variation strategy and aggressive strategy were put in the first and the second priority, respectively.**

**Keywords: strategies, planning, sustainable tourism, Sistan**



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