

## Analytical Model Based on the Status of Tourism in the City of Islamabad Gharb Strategic Swat (SWOT)

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### ABSTRACT

Today, due to the effects of tourism activities in the economy of the tourist receptive areas on leaves, Great attention to this field of activity is focused. West of Islamabad city with great tourist potential and the potential remains for tourists unfamiliar, Therefore, tourist attractions in this city And planning with special geographical conditions appear to be necessary. For this purpose the paper uses a descriptive method And analytical and strategic models of SWOT, And field studies To determine the strengths, weaknesses, to provide a strategy to develop tourism opportunities and threats are discussed. After reviewing data collected barriers such as lack of facilities along with other attractions, Weak advertising, the neglect of infrastructure to attract tourists in this city And to provide guidelines for tourism development Use of modern methods of advertising West has been building facilities in the city of Islamabad. According to obtained results, strategies city near Islamabad, the West is aggressive strategies The authorities should try to take advantage of the strengths and opportunities and to take steps towards these strategies.

**Keywords:** tourism, strategic models of SWOT, city of Islamabad gharb.

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### INTRODUCTION

Tourism is one of the most important economic activity in the world. In recent years we have witnessed rapid growth in international tourism market According to World Tourism Organization predicts that somehow (WTO) in 2020, With about three times the growth of international tourism trips (6/8 billion trips), the value will be approximately \$ 2 trillion per year (Seddighi & Nuttall & Theocharous, 2001:183).

Tourism is one of the things that a lot of attention recently been And it becomes every day more. In today's world travel and tourism have become the largest source of international trade and economic terms is very important and valuable (Dybavy: 1992, 17) And today the most important economic activity and tourism in the three industries are major (Sinai, 2004: 15). Tourism is one of the features in the postmodern era is Money and tourists around the center moves. Means a steady flow of human capital and economic center around there are no other fields (industry, services, agriculture) This man from all the major centers of residence The regions and cities Remote mountains, Forest, desert, coastal, Rural and marginalized countries will not move (Paply Yazdi, 2007: 10). The importance of tourism as part of economic activity that has a major contribution to economic growth, With the large capital investment in this sector are spent each year And given the increasing volume of funds that are still used for tourism development, The wider public will be accepted the day (Dybavy, 1992: 51). In addition to the physical dimension, making tourism the world full of peace is very useful and effective. Journey familiarity and affection of people around the world, nations are And tells the world that despite cultural differences and racial Can in many aspects of life are harmonious and united. (Bnadrvysh, 23:2004). Existing efforts to estimate the monetary value of ecosystem services in integrated management of human and natural systems in double plays. At the micro level, the achievement of valuation studies The data structure and functioning of ecosystems Varied and complex role in supporting human welfare is And in the macro-valuation, the ecosystem can create and modify indicators of human welfare and sustainable development is partnership In all development projects, planning and zoning regulations, are essential. Tourism should not be allowed to work and develop uncontrollable and unintended (DOS Roger Bell, 2000: 172) As many planners and policy makers as well as development of tourism as the main pillars of sustainable development can remember - they (honors and Mahdavi, 1:2006). According to the World Tourism Organization, Sustainable development of tourism, Process Table that the quality of life guards, Visitors meet demand And the natural environment and human resources towards protection is related to 1995: 22): hunter and geern.

A shift from traditional approaches neoclassical economic approach to sustainable tourism development in the field of tourism, To a more holistic approach (the system) shows In this approach, Not only is the market needs Community needs and the natural environment but also the attention and emphasis is placed (12Hawkes & Williams, 1993,.). To achieve a sustainable development in tourism planning and case studies are needed to Given the existing potential in each region A basic plan will provide for sustainable development. And therefore the present model has been used for strategic planning swot This model to assess the strengths and weaknesses

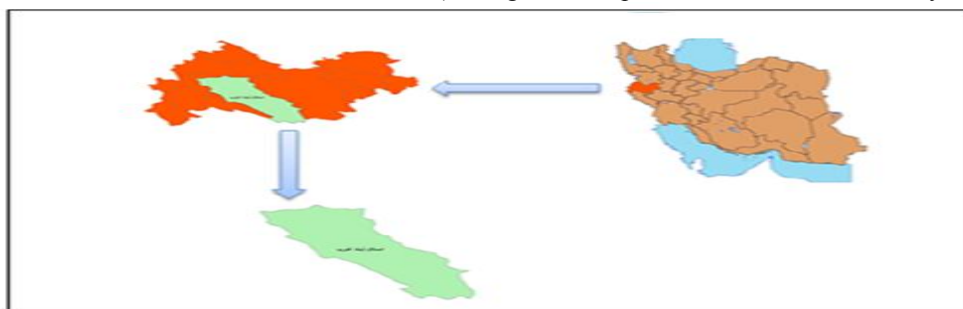
of internal and external opportunities and threats to a system used The organization takes to set strategy and direction. With over 3,500 monuments in Kermanshah, Numerous cultural and natural attractions, tourism is an important one pole. The city of Islamabad West with suitable climatic conditions, vegetation, rivers, springs and waterfalls, caves and castles, Mirage with beautiful beaches, mosques and bazaars and crafts and plenty of historical monuments (Hill Chghagavanh , castle, Xi'an, etc.) in taking advantage of the tourism industry has great potential, Thus in the present study, an analysis of the status of tourism in the city of Islamabad West based on the strategic Swat (SWOT) pay.

## METHOD

This study is a descriptive - analytical study. Was to gather information and data required Library and Archives of the investigations and field studies using And according to information obtained Of attractions, facilities, services and tourism in the region discussed the general situation Then analyze the findings of the SWOT model was used. For this purpose, the internal environment (strengths and weaknesses) and external environment (opportunities and threats) of study area

### Introducing the geographic study area

West of the city north of Islamabad city peers, from the East to the Kermanshah Province of the West counties and Gylanghrb Sarpol zahab and is limited to the south of Ilam. In 1384 and approved by Cabinet and announced by the Ministry of Interior and the cradle of two parts of the city from the suburbs Deaf and as a leading city was designated as a unit. The city is 60 kilometers away from the provincial capital. And the altitude is 1335 meters (green consulting engineers thought, 2:1389). Circuit city Islamabad between 32 degrees 44 minutes West to 34 degrees and 40 minutes north latitude and 45 degrees and 55 minutes to 46 degrees and 59 minutes east of Greenwich meridian is located. (Strategic Development West of Islamabad city , 6:2006).



Strategic models of SWOT:

A SWOT analysis is a tool used for strategic management. SWOT analysis of strategic tools to match the strengths and weaknesses, opportunities and threats within the organization with external organizations. For this purpose, in general, SO, WO, ST, WT, are links between their strategies and options are selected. A - Strength: Strength: The strength of an organization or operation of a successful application of a competence is a key factor in the competitiveness of the company.

B - weakness: Weakness: A weakness of an unsuccessful application of a suitability or operation of a key factor that reduces the company's competitiveness.

C - Opportunity: Opportunity: An opportunity is a foreign state Parameters that can positively impact company performance And creating a competitive advantage that affirmative action is the right time to improve. Such opportunities on a market can be developed Internet as well as moving to a new market sector that has benefited more Or leave the market by competitors pointed out.

D - Threats: Threats: A threat is an external condition that can negatively impact on company performance parameters And creating a competitive advantage that affirmative action is the right time to cut. Such threats can be the emergence of new competitors, new product introductions by competitors, the proposed tax on goods and so on.

The analysis SWOT:

- 1 - prioritize internal and external factors
- 2 - Enter the Matrix and the SWOT factors selected according to priorities
- 3 - Comparison of internal and external factors together and the SO and WO strategies and ST and WT
- 4 - Determine the steps needed to accomplish the strategies
- 5 - measures and review results

External factors evaluation matrix (EFE) and internal factors (IFE) and its stages Prepare and build a table of internal and external factors And analysis of the status of tourism in the city of Islamabad and Swat based on strategic models (SWOT) analysis, the following five steps have been performed;

1 - In the first column, the most important external factors (opportunities and threats) and internal (strengths and weaknesses) facing the system, we have identified and developed.

2 - In the second column, each external and internal factors based on their possible effect on the strategic position of the current weighting system from 1 (most important) to zero (most insignificant) have. In fact, no matter how much weight is Its effect on the current situation and future systems will be more (The second column of each of the external and internal factors, regardless of the number is 1).

3 - In the third column, in each case based on the importance of external and internal factors and the current system, the special agent ordinal 4 (very good) to 1 (poor) do. This ranking, the position of each factor is evaluated by the system.

4 - The fourth column of each of the internal and external factors and weighting of each factor in its ranking (column 2 × column 3), we multiply its weight advantage to be obtained thereby.

5 - Weighted scores in the fourth column separately and summed to calculate the internal and external factors have a weight advantage. A total weighted score indicates how existing and potential environmental factors and forces within or outside of the response (Hangr and Violin, 2003: 122-120).

Matrix 1: Four Strategies SWOT matrix and determine its

matrixSWOT		strengths (S)		Weaknesses (W)	
		topics	(strengths The list of issues	topics	Weaknesses Are listed
(O) opportunity		Strategies SO [max - maximum] Using the strengths of the opportunity is used.		Strategies WO [minimum - maximum] Benefiting from the opportunities and weaknesses will be destroyed.	
topics	opportunity				
Threats (T)		Strategies ST [maximum - minimum] Strengths are used to avoid threats.		Strategies WT [minimum - minimum] Reduce the weaknesses and threats can be avoided.	
topics	(The list of threats)				

### Inferential analysis of research findings

Matrix 2. Islamabad gharb attractions

attractions	Function
<p>Temple Bar Mill says: four arched bars known to eat shit black bars in the village just south suburban district functions Babakhan West is located in the central city of Islamabad. The four vaulted to 100 meters East of the village and over a low ridge of rocks, sand, overlooking the farmland around the post was made .Sassanid fire temple is one of the four arched Like many of its Altar with materials Stone and mortar made of plaster. Taqy the remaining four core building is larger, In four dimensions is composed of a stone pier on which it is surrounded by corridors hawk.</p> <p>Heating inside the Temple platform for exposure and number of plaster and stone foundations, which are unique in its kind.</p> <p>Technical principles of building the second floor is more advanced than the first floor.</p> <p>Building with a 45 ° deviation in the North - South has been established, They are coated with plaster walls But on the second floor in some of the red plaster walls instead mix of flowers have been used t. In the center of each floor there is a large room with fifth doorway. The rooms on the first floor there is an additional port.</p> <p>Xi'an Altar: The Altar in Castle Village, 3 km from Xi'an Xi'an district functions, Hmyl Division, Islamabad city located in West In 1384 by a delegation from the organization's cultural heritage with the aim of saving part of historic Xi'an Dam area was explored.</p> <p>Temple discussed the dimensions of 5/14 × 5/14 meters, using materials that are made of plaster and mortar rubble stone. The confluence of the internal components of this foundation, the corner 70 cm in length and average width created at higher levels, the dome is based on the earrings. Chhartaqy within the space, the dimensions of platform 15/3 × 15/3 m, a gypsum-based plaster with decorative spoon and a treasure chest there. The basic contour, inputs are located in four directions, like many of the Sassanid Chhartaqy Jrz - hay are related to the circumambulation corridor. North side Chhartaqy, room dimensions 5/14 × 75/3 is located.</p> <p>This Temple was built during the four-point probe according to the first and third and fourth stage belonged to the Sassanid era to the early Islamic period.</p> <p>Altar and historic castles: Chogha Gavanh hill, Altar Xi'an, Xi'an Castle, Temple Mill Mylg-h, Sassanid monument Firouzabad</p> <p>Caravanserais: Caravanserai Caravanserai Mahidasht and Safavid</p> <p>Historical Villages Tour: Xi'an Castle Village, Mirage Village Hrsm</p> <p><b>Mirage: Mirage near Islamabad, Hrsm Mirage, Mirage Xi'an</b></p> <p>Chhagavanh hill about 25 meters in height in the middle of the city of Islamabad, is located between the residential homes. Nine of the hills and streets, housing and the extent of its current 10 thousand square meters. Drilling shows that the part of the hill this hill palace is built on two floors And two-storey building was built with adobe.</p> <p>Classes of artifacts dating back between 700 to 900 years before Christ is. Burn the Floor Drilling has shown traces of Assyrian attacks. Bronze blade with a number of Babylonian cuneiform in the eastern part of the hill to the west, business and industrial center and the eastern part of the residence. Different classes, multiple rooms and two furnaces with a roof is arcuate Lvhhay and mud, and stamped or inscribed bronze sculptures and jewelry and small arrows that have been obtained from several rooms</p> <p>Hill: Hill Mirage near Islamabad, Jgha hill texture hill Jngah, Hvmhay hills (hills lamb Simin), West Hill stations, hill shrine Gavrvany, spell hills, hills, Reza Khan and ...</p> <p>Waterfall: Imam Zadeh Ali Akbar</p> <p>Mosques: Mosque, Qamar Bani Hashem</p> <p>Imam Zadeh Ali Akbar- Imam Zadeh abas ali - Imam Zadeh ghazi alkia</p>	<p>Historical and cultural attractions</p> <p>Natural Attractions</p> <p>Religious Attractions</p>

Source: Research Findings (2011)

### External factor evaluation (EFE) and internal (IFE)

Evaluation of internal and external factors affecting the tourism sector over the city of Islamabad West Chharmrhlh matrix evaluated using internal and external environment has been evaluated;

First step: determining the internal and external factors affecting the tourism city of Islamabad West

After reviewing relevant information, foreign and domestic were major factors in the matrix were evaluated.

Second step: To determine the importance of internal and external factors in the tourist city of Islamabad West

In this step, the factors listed in the matrix of internal and external factors on the basis of each, were given a weight of one to zero.

Third stage: external and internal factors that determine the ranking

In this step each of the external and internal factors that cause or threaten the success or weakness and opportunities for historic tourism - cultural tourism programs have been determined and ranked from 1 to 4 are given.

Fourth step: determining the final score and evaluate internal and external factors that In this step, the weight of external factors and internal factors The rank of the multiplication factor (column 2 × column 3) were Weighted scores obtained from each of the factors. The weighted scores for all internal and external factors has been to separate the total final score obtained from internal and external factors.

Matrix 3: external factors (EFE): opportunities (O) and threats (T)

Weighted score	rating	Weight	external factors (EFE): opportunities (O) and threats (T)
0/40	4	0/1	1O: Mirage role as a major tourist city near Islamabad Islamabad
0/24	3	0/08	2O: Due to the richness of tourism in the city
0/21	3	0/07	3O: the use of innovative and effective advertising to promote foreign tourism
0/09	3	0/03	4O: Improvement and development of residential areas and hotels in this city near the historic, cultural and natural
0/04	2	0/02	5O: attention and presence of foreign tourists using tourism as missionaries
0/15	3	0/05	6O: allocation of funds to the economic return soon as the mechanism to attract capital city Islamabad government stan
0/09	3	0/03	7O: improving the quality of tourism services with Tvrgdany training centers, services for tourism development
0/12	3	0/04	8O: investment in infrastructure and building and therefore to better service the increasing number of tourists
0/21	3	/07	
0/02	2	0/03	9O: employment opportunities for people and residents
0/9	3	0/03	11O: cultural exchanges with other parts of the country and culture and other countries.
0/06	2	0/03	O12: Development of tourism and recreational spaces in buildings of interest to tourists
0/09	3	0/03	O 13: the lack of historical and cultural perspectives of rival
0/21	3	0/07	2T: the lack of international promotions for attracting tourists
0/06	2	0/03	3T: There are numerous organizations in charge of tourism affairs decisions
0/12	3	0/04	4T: low-interest city officials to repair and maintain buildings of historic value
0/08	2	/04	5T: low government budget allocation for research and development of tourism in this city
0/04	2	0/02	6T: anonymity and the destruction of some monuments
0/06	2	0/03	7T: reduction of environmental pollution and environmental quality tourism attractions
0/04	2	0/02	T9: no suitable accommodation
0/28	4	0/07	T10: negative propaganda against Iran in the World
0/21	3	0/07	T11: The Gay incentives for private sector investment in tourism sector
2/82	-	1/00	sum

Source: Research Findings (2011)

Total final score of external factors in the matrix of external factors for the tourist city of Islamabad West 2.82 is obtained. This score means that the city of Islamabad or the West has been able to establish the factors that are, to some extent or operation of the factors that are threatening, partly to avoid (matrix 3). Total final score of internal factors Internal factor evaluation matrix of 2.94 obtained Which is also partly a fairly strong sense of internal factors in the tourist city of Islamabad is the (matrix 4).

Matrix 4: internal factors (IFE): Strengths (S) and weaknesses (W)

Weighted sco	rating	Weight	: internal factors (IFE): Strengths (S) and weaknesses (W)
0/4	4	0/1	1S: there is a unique collection of religious places
0/36	4	0/09	2S: special historical and cultural tourism resources, and important national and international level
0/08	2	0/04	3S: neighborhood with big industrial centers, population and proximity to large markets, consumers and tourists into the country's first such as Isfahan, Ilam, Khuzestan and
0/18	3	0/07	4S: richness ecotourism as an appropriate and complementary tourism
0/04	2	0/02	5S: close to Iraq
0/04	2	0/02	6S: cost-free, visiting religious places
0/06	2	0/03	7S: enjoyment of the industry of carpet weaving and other handicrafts in rural areas
0/12	3	0/04	8S: enjoyment of appropriate infrastructure and tourism sectors are prone to human capital
0/06	2	0/03	9S: good weather season tourism
0/06	2	0/03	10S: historic villages and areas of various
0/21	3	0/07	S 11: prone area for investment and tourism planning
0/09	3	0/03	1W: lack of funds to create entertainment and recreational areas (parks and amusement park) and green space
/08	2	0/04	2W: ignorance and neglect of people than some monuments
0/06	2	0/03	3W: attention to the richness of local culture and the cover as a factor
0/12	3	0/04	4W: lack of diversity in the development of tourism facilities and services
0/18	3	0/06	5W: not executable programs for tourism development due to lack of coordination between tourism-related organizations
0/04	2	0/02	6W: seasonality of tourism in Iran
0/18	3	0/06	7W: a systematic lack of familiarity with new methods of marketing managers and travel service offices, tourism
0/04	2	0/02	8W: Urban transportation shortages, transportation services, tourism and weak points of the transportation Brvnshhry
0/28	4	0/07	9W: lack of proper advertising and the possibility of introducing new levels of international tourism in the West Islamabad
0/04	2	0/02	10W: lack of symptoms and signs guide visitors to tourist attractions
0/21	3	0/07	W11: instability in Tourism Management
2/94	-	001	sum

Source: Research Findings (2011)

## Analysis of strategic factors (SFAS)

Combining the analysis of internal and external factors, such strategic factors analysis summary table (SFAS) can be extracted.

Table (6), is a list of internal and external strategic factors. This table includes the most important and basic as the base and used in formulating strategies. SFAS how the table is as follows:

Strategic factors in column (column 1), the most important items in the two tables analyze the internal and external factors that will determine which list we then T, O, W, S are.

We entered the domestic and foreign. Table I summarizes the analysis of both internal and external strategic factors, the total column of this Table 1.

\* The ranking column (column 3), this ranking is often (not always) the grading rating listed in the tables summarize the analysis of external and internal factors.

\* The weighted score column (column 4), the weighted scores to the same method used in previous tables (column 2 × column 3) we calculate the (Arabi, 2006: 68). Findings from this trend (Table 6) is given.

Matrs No. 5: Strategic Factors Analysis Summary (SFAS)

Weighted sco	rating	Weight	: Strategic Factors Analysis Summary (SFAS)
0/4	4	0/1	1S: Mirage role as a major tourist city near Islamabad Islamabad
0/36	4	0/09	2S: There are special and important tourism resources in national and international levels
0/21	3	0/07	4S: richness ecotourism as an appropriate and complementary tourism
0/21	3	0/07	S 11: prone area for investment and tourism planning
0/28	4	0/07	9W: lack of proper advertising and the introduction of new tourism sites in the West Islamabad International
0/21	3	0/07	: W11 instability in Tourism Management
0/18	3	/06	5W: not executable programs for tourism development due to lack of coordination between tourism-related organizations
0/40	4	0/1	1O: promotion of the unique monuments of the city tourism
0/24	3	0/08	2O: Due to the richness of its history - the city's cultural and natural
0/21	3	0/07	9O: employment opportunities for people and residents
0/28	4	0/07	T10: negative propaganda against Iran in the World
0/21	3	0/07	2T: Gay motivated private sector investment in tourism sector
0/15	3	0/07	3T: There are numerous organizations in charge of tourism affairs decisions
3/34	-	1/00	sum

Source: Research Findings (2011)

### Matrix of strengths, weaknesses, threats and opportunities (strategies)

In the framework of strategies, The evaluation includes assessment tools that are based on information obtained from external and internal environment

Summary analysis of strategic factors The external opportunities and threats with internal strengths and weaknesses are compared.

#### 1 - identify opportunities and threats

In this step, opportunities and threats were identified in the SWOT matrix rows.

#### 2 - determine the strengths and weaknesses of existing

In this step, the strengths and weaknesses were identified in the SWOT matrix columns.

#### 3 - strategies SO - WO - ST - WT

In this step, the internal strengths And external opportunities, Internal weaknesses and external opportunities, Strengths of internal and external threats and internal weaknesses and external threats compared And so they were home to the Strength Strategy - Opportunities (SO), Weakness - Opportunities (WO), force - Threats (ST) and weakness - threatening (WT) were included (Table 7).

Matrix 6: Threats, opportunities, strengths and weaknesses (SWOT)

Weaknesses (W)	Strengths (S)	
1W: lack of funds to create entertainment and recreational areas (parks and amusement park) and green space 2W: ignorance and neglect of people than some monuments 3W: attention to the richness of local culture 4W: lack of diversity in the development of tourism facilities and services (accommodation and catering units) and their poor performance 5W: not executable programs for tourism development due to lack of coordination between tourism-related organizations 6W: seasonality of tourism in Iran 7W: a systematic lack of familiarity with new methods of marketing managers and travel service offices, tourism 8W: Urban transportation shortages, transportation services, tourism and weak points of the transportation Brvnshhry 9W: lack of proper advertising and introducing new possibilities in tourism 10W: lack of symptoms and signs guide visitors to tourist attractions : W11 instability in Tourism Management	1S: Mirage role as a major tourist city near Islamabad Islamabad 2S: special historical and cultural tourism resources, and important national and international level 3S: neighborhood with big industrial centers, population and proximity to large markets, consumers and tourists into the country's first such as Isfahan, Ilam, Khuzestan and ... 4S: richness ecotourism as an appropriate and complementary tourism 5S: close to Iraq 6S: cost-free, visiting historic sites 7S: enjoyment of the carpet weaving industry, handicrafts and other disciplines 8S: enjoyment of appropriate infrastructure and areas of historical - cultural - natural and human capital risk 9S: good weather season tourism 10S: historic villages and areas of various S 11: prone area for investment and tourism planning	<p>The diagram shows a large blue rectangle representing the SWOT matrix. Inside, there are two white arrows pointing towards each other. The top arrow is labeled 'Inter' and the bottom arrow is labeled 'External'. To the right of the arrows, the text 'Analiz SWOT' is written.</p>

strategies open Negri (WO)	competitive / aggressive (SO)	Opportunities (O) strategies,
1 - Lack of entertainment and recreational areas (parks and park) And green space and information And the neglect of some onuments And destruction of works by some people with regard to the romotion of the unique monuments (W3, W7, W8, W9, O3, O4, O7, O8) 2 - Lack of facilities and services in tourism development (residential units and reception) And their poor performance and to improve the quality of tourism services by establishing training centers Tvrgdany, Services for tourism development Also, investment in infrastructure and Rybnayy for better service.), W6, W7, W10, O4, 6 O, O7, O11) 3 - Lack of proper advertising and the possible introduction of new Islamabad international tourism and Using innovative and effective advertising To promote foreign tourism Due to the lack of historical and cultural perspectives in competing regions (W2, W5, W, O4, O6, O7, O8) 4 - Lack of consistency in the management of tourism with	There is a unique collection Chghagavanh hill as a monument and Artqa'ayn set as the most important historical development of tourism - cultural area (S3, S4, S6, O3, O4, O6, ) 2 - There are special tourism resources and cultural and historical importance at the national level (S1, S3, S4., O3, O5, O7, O8, O9) 3 - richness of tourism and ecotourism as an appropriate and complementary to the industrial neighborhood with a large pole, population and proximity to large markets, consumers and tourists into the country's first such as Isfahan, Ilam, Khuzestan and ... ... (S8, S10, S11, O7, O8, O9, O13) 4 - to benefit from appropriate fields of infrastructure and historical - cultural And prone to human capital and favorable weather tourism season The historic villages and areas of diversity of all require investment in infrastructure and Rybnayy for better service Attention to the increasing number of tourists and improve the quality of tourism services with Tvrgdany training centers, services for tourism development (S1, S2, S4, S6, O1, O2, O13) 5 - prone area for investment and tourism planning Due to the lack of historical and cultural perspectives in competing regions (S1, S2, S6, S7, S9, S10, O1, O2, O4, O9, O12)	1O: Mirage role as a major tourist city near Islamabad Islamabad 2O: Due to the richness of historical - cultural, religious and natural in the city 3O: the use of innovative and effective advertising to promote foreign tourism 4O: Improvement and development of residential areas and hotels in this city 5O: Given the presence of foreign tourists and tourism city as missionaries 6O: allocation of funds to the economic return soon as the mechanism to attract capital city Islamabad government stan 7O: improving the quality of tourism services with Tvrgdany training centers, services for tourism development 8O: investment in infrastructure and building and therefore to better service the increasing number of tourists 9O: employment opportunities for people and residents



regard to employment opportunities for residents and people and cultural exchanges with other parts of the country and culture and other countries (W5, W7, W8, O5, O7, O12)		100: cultural exchanges with other parts of the country and culture and other countries (like Iraq's neighbors). O11: Development of tourism and recreational spaces in buildings of interest to tourists O12: lack of historical and cultural perspectives of rival
defensive strategies (WT)	diversification strategies (ST)	Threats (T)
<p>1- relative to some historical ignorance and neglect of people And destruction of works by some people (T1, 4 T, T6, T8, W7, W9, W11)</p> <p>2 - Lack of facilities and services in tourism development (residential units and reception) And their poor performance due to low government budget allocation for research and development of tourism in this city (T3, 5, T, 11 T, W5, W7, 11 W)</p> <p>3 - lack of executive programs for tourism development due to lack of coordination between organizations responsible for tourism due to numerous organizations, decision making and incentive tourism affairs for private sector investment in the tourism sector (T4, T8, T10, T11, 9 W, W11 )</p> <p>4 - lack of proper advertising and the introduction of modern tourism in Islamabad Tourists at the international level and lack of understanding of cultural and historical sites and natural Some monuments were destroyed anonymity and negative propaganda against Iran in the international level (T4, T8, T10, W2, W11)</p> <p>5 - Lack of stability in tourism management and increase environmental pollution and reduce environmental quality tourism attractions (2T, 3 T, T4, W4, W5, W8, 10 W)</p>	<p><b>1 - Promote the role of a mirage as the most important tourist city near Islamabad Islamabad West (2 S, S4, S6, 11 S, T5, T6, T7, T11)</b></p> <p><b>2 - There are special and important tourism resources in national and international levels and complementary tourism</b></p> <p><b>Negative propaganda against Iran in the international level and incentives for private sector investment in the tourism sector (S5, S6, S8, S9, S10, S11, T4, T6, T8, T11)</b></p> <p><b>3 - prone area for investment and tourism planning And lack of understanding of cultural and natural tourist places of (1 S, 2 S, 4 S, 6 S, S, 9 S, T1, 2 T, T6, T10, (T11)</b></p>	<p>2T: Mirage role as a major tourist city near Islamabad Islamabad</p> <p>3T: There are numerous organizations in charge of tourism affairs decisions</p> <p>4T: low-interest city officials to repair and maintain buildings invaluable</p> <p>5T: low government budget allocation for research and historical tourism - culture in this city</p> <p>6T: anonymity and the destruction of some monuments</p> <p>7T: reduction of environmental pollution and environmental quality tourism attractions</p> <p>8T: lack of tourists in natural areas - cultural and historical</p> <p>T9: no suitable accommodation in the city</p> <p>T10: negative propaganda against Iran in the World</p> <p>T11: the incentive for private sector investment in tourism sector</p>

Source: Research Findings (2011)

## Conclusion

Matrices with external and internal factors, external factors in the final total score for the tourist city of Islamabad on external factors evaluation matrix of 2.82 is obtained. This score means that the city has been able to Islamabad from factors that are causing occasional, To some extent or operation of the factors that are threatening, Partly to avoid (matrix 3). Internal factor evaluation matrix of the total final score of 2.94 which is also partly to the strong sense of internal factors in the tourist city of Islamabad is the (matrix 4). The analysis results show that while Islamabad city with great potential of tourism is an important role.

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