

Prioritization of effective infrastructures on development of cultural tourism using interpretive structural modeling (Case study: Yazd city, Iran) - a review

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ABSTRACT:

Yazd city's special ecological location in Iran (on the edge of Kavir plain and Lut desert) has led to the creation of special architecture and historical monuments synchronous to the natural environment such as aqueducts, cisterns and deflectors. Existence of nature-based ecotourism and historical attractions in this location has caused many tourists to visit this city. Regarding infrastructures' important role in tourism development and also in showing the correct vision of the destination, plan efficiently, identification and prioritization of them would be a great help for deciding on investments and how to expand them as an effective step for attracting tourists, better benefits and also as stable tourism development. The goal of this study is to identify and prioritize the infrastructures of cultural tourism. The method is quantitative – qualitative and is generally goal-based as it is practical. An ISM (Interpretive Structural Modeling) technique is used for the purpose of prioritization which includes six levels of prioritization for factors of the model where the factor of human resources training had the highest priority of influence compared to other infrastructures. Then, based on leverage and dependency of the infrastructures, they were placed on a MICMAC diagram in four different areas of autonomous, dependent, linked and independent conditions, which different measures were applied based on various conditions for investigating and showing the system improvement.

Keywords:

Prioritization, Infrastructures, Cultural Tourism, ISM