



Sustainable planning based on scenarios in the field of sustainable social tourism (Case Study: Meybod City)

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Extended Abstract

Objective: The rapid growth of the tourism industry as a result of the accelerated growth of revenue in this area in recent decades and the continuous change and uncertainty of high impact events in this sector on the other hand, the need to identify and manage uncertainties using scenario design. It is a prerequisite for establishing a sustainable and long-term plan in the current tourism environment. In today's competitive and chaotic business environment and in a changing environment, knowing the future of the tourism industry and future research in this area is a powerful tool for exploiting environmental opportunities and facing environmental threats and the need to take advantage of new approaches. Futures and long-term planning have made the future more visible. Therefore, given the potentials of the city of Meybod, including the World City of Zilo, it is necessary to elaborate a model for the development of sustainable social tourism with regard to socio-cultural, institutional-physical and planning-managerial propulsion, as well as unforeseen conditions. A view of the economy and politics in the country, along with the impact of other factors on tourism, necessitates future research in this area and considering possible scenarios in different economic and political conditions of society and the alternative futures of this sector are illustrated and utilized. Define sustainable strategies for sustainable social tourism from assumption-based planning. The main purpose of this article is to formulate future tourism scenarios in Meybod and test the viability of sustainable social tourism strategies.

Methods: In the present study, the problem of how to scenario and map the desired future in the tourism sector of Meybod has been discussed based on a combination of new future research strategies and strategic planning. In the present study, a combination of Delphi methods, PEST environmental scanning, and interactions analysis was used. So that the present research is in the exploratory and survey type Jirga. In such research, the researcher uses interview methods, questionnaires and library studies, then analyzes and concludes. The data required for the theoretical framework of research are collected from secondary sources such as libraries, databases, etc. The data required for writing the research scenarios were also collected through interviews, questionnaires from the statistical sample and expert panel.

Results: Key parameters of sustainable social tourism were integrated and key uncertainties were identified using a cross-sectional analysis questionnaire with a sample of tourism and futures experts. Then, using key uncertainties and referring to all the factors and information collected, three scenarios with golden (optimistic), predictable (appropriate) and recessionary (pessimistic) names were developed. The most important leading uncertainties in the field of sustainable social tourism are the influencing factors, which are divided into three categories due to their proximity and functional area and come in three possible scenarios (Golden, Self-sufficiency and Depression). Therefore, the most important of these uncertainties in tourism in Meybod are:

- A. Proper management and planning of a global city
- B. Historical background and tourist attractions
- C. The country's foreign policy and international relations

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The most important uncertainties identified using the inferential approach are the following three environments or three possible scenarios:

- Optimistic scenario that includes the best possible.

Conclusion: Using the survival test, analysis and sustainable social tourism strategies of Maybad in each of the scenarios developed, sustainable strategies for sustainable social tourism in Maybad were presented in each scenario space. The results of the analysis and evaluation of sustainable social tourism strategies indicate that some strategies are useful and robust in only one or two scenarios and weak in others. Therefore, considering multifaceted strategies that can be responsive to different situations, it seems necessary to follow the results of a survey of sustainable social tourism strategies using scenario planning that identifies management and planning. Planning for the future of tourism Under any significant and influential scenario, it seems that formulating a comprehensive long-term tourism plan will provide a clear roadmap to move within different political and economic conditions, though Inappropriate political and economic problems may arise, however, the devaluation of the national currency Your safety and prevent the crisis in the tourism sector will be more confident to provide domestic investment.

Keywords: Scenography, Survival, Interaction Analysis, Sustainable Social Tourism, Meybod.

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