

Future studies of urban management the basis for realization of competitiveness in the tourism (Case study: Zahedan city)

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Extended Abstract

Objective: Competitiveness is one of the most important concerns of business and activity in a dynamic and competitive environment of today. Cities are managed to provide their residents with the prosperity and comfort. One of the most important factors influencing the development of tourism in each region is the management of these activities. Determining the type of tourism in the city will change the attitude of people and authorities towards urban elements. A city that needs to play a leading role in the tourism industry should have a different attitude towards tourism users. Urban unit management is the basis for developing and coordinating growth in various urban structures. Considering the multidimensional nature of the tourism industry and its high dependence on the existence of urban infrastructure in providing services to tourists in the direction of planning, preserving valuable historical monuments, creating structures appropriate to urban space along with the proper access of tourists to tourism facilities, the role of urban management becomes more evident. Following the explanation, this research seeks to assess the future status and importance of the Zahedan City Management Research, which will enable competitiveness to be achieved in the context of sustainable urban tourism.

Methods: The present study is based on the nature and method of the descriptive - analytic type and the purpose of the applied type. The required information is used for collecting library and survey data. In order to investigate the role of urban management on urban tourism in Zahedan, among the statistical population of the study, which includes cultural heritage experts, Zahedan municipality, tourists and officials of organizations related to urban tourism and tourism, 50 individuals were selected and sampled Simultaneous random sampling, interviews with them, and completed questionnaires. Data were collected, categorized and analyzed in two sections. In the first section, analyzes of the theories were done in SPSS statistical software and through factor analysis, the correlation between the influential factors was examined and determining the impact of the key factors in the MICMAC software, ultimately for managing and The Zahedan Tourism Program was used as a strategic model of SOAR. The study area of Zahedan, as the capital of Sistan and Baluchestan province, is located in the southeast of Iran. According to the 1995 census, the population of this city is 587730 people.

Results: The study of correlation matrix shows that decision-making, executive and decentralization factors have a special relationship with each other and can be considered as a managerial dimension; in contrast to these, urban transportation and facilities management Based on the tourism sites, the infrastructure elements are highly correlated. The amount of empowerment to people is more solid with the opinion of the local people after each project, indicating that the decentralization of decisions by decision-makers and executives can play a significant role in the development of tourism in Zahedan. Among the key factors extracted, encouraging policies, holding conferences and exhibitions, developing internal and external relations, maintaining ritual ceremonies and cultural heritage, developing urban infrastructure in the field of tourism, etc. Among the factors driving in developing the competitiveness of tourism in Zahedan. The results indicate that urban management has severe fluctuations and weaknesses. The lack of coordination

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between decision makers and executives, lack of participation of people, weakness of infrastructure and the need to encourage private sector investment are among the most important factors in reducing the development trend of urban tourism in Zahedan.

Conclusion: Urban management is one of the factors influencing the development and improvement of tourism competitiveness, which is carried out through planning, organizing, mobilizing resources and facilities, and directing and controlling operations in order to achieve the goals set forth. New advances in tourism in Zahedan City have been established based on management and cultural and social factors for urban utilization. The effect of all identified dimensions on tourism promotion confirms that Zahedan needs development, development and private sector investment, decentralization of decision-making and implementation factors, public participation, improvement Infrastructures, education of educated people, familiar with the attractions of urban tourism in Zahedan, are identified and related factors are related to management factors.

Keywords: Future Studies, Urban Management, Competitiveness, Tourism, Zahedan City.

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