

Original Research Article

Development of Agritourism in the Wetland City of Bandar Khamir Using Strategic Analysis of SOAR*

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Recived: 25/04/2023

Accepted: 03/07/2023

Available online: 23/07/2023

Abstract | Hormozgan Province is one of the three southern provinces of Iran located near the Persian Gulf. This province has significant geo-economic and geostrategic importance for the country. Bandar Khamir, a city located in this province, has been designated with three national and international conservation titles due to its location in the large Khor Khouren lagoon. The city has also been registered as a UNESCO learning city for its extensive efforts in educating the local community on preserving natural heritage. As the country's macro-policy focuses on developing the southern coasts and promoting population growth, industry, and agriculture towards these coasts, it is essential to develop strategies within a paradigm of intelligent utilization to improve these protected areas. Studies show that agritourism is the best form of tourism for environmental conservation. Therefore, this research seeks to answer this question What are the agritourism-centered development strategies for Bandar Khamir. The purpose of this study is strategic analysis of the development of agritourism in Bandar Khamir, taking into account the current capacities and future expectations of this wetland city. This study is qualitative with a nature-oriented paradigm and belongs to the field of ethnography. The data analysis is carried out using the strategic SOAR method, which is an effective and interactive tool for strategic thinking and planning. By identifying strengths, opportunities, aspirations, and results, this method guides policymakers in mapping out operational plans. The unique wonders and attractions of Bandar Khamir, which are aligned with recognized activities of agritourism, are considered the strengths of this wetland city. While national and international attention may initially seem like a threat due to conservation concerns, through further study and understanding of the list of possible activities that can be carried out in various zones, it is a smart opportunity for the sustainable development of this port. The recommended aggressive strategy for this wetland city, which results from the integration of strengths and opportunities, is the development of "Marine Agritourism" and "Aquatic Sports". This strategy enhances the "Learning City" brand for this city at national and international levels because "Marine Agritourism" seeks to promote learning among not only residents and the local community but also tourists. This ideal will be evaluated based on two measurable indicators (results), meaning the Carrying capacity of attracting tourists and the number of international agritourism events.

Keywords | *Agritourism, SOAR Analysis, Wetland City of Bandar Khamir, Hormozgan.*

Introduction | The concentration of population and industry in the central provinces of Iran, which are

mostly arid and desert regions, has made the water crisis a strategic and important issue. This has led planners and policymakers to focus on the southern coasts of the country, which are connected to the open seas. It is not an exaggeration to say that the future development of the country passes through the southern coasts. The

*This article is based on "Research Plan of the Marine Based Progressive Landscape of Hormozgan" conducted by the research team of Nazar Research Institute in December 2022 in the Hormozgan region.

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marine-based development, settlement of the population on the coasts of the Persian Gulf and the Sea of Oman, and the subsequent growth of industry and agriculture in this region over the next two decades are processes that we are witnessing in the initial stages of today. Hormozgan province is one of the three southern and coastal provinces that require the development of its cities and ports in proportion to its capacity, voices of the local community, and indigenous knowledge of the region, to be sustainable. Nowadays, city development connects the local people's lives to the lives of tourists, and the landscape is wide open, rather than being closed and predominant. Bandar Khamir, as a wetland city, seems to be able to grow rapidly in the near future. This city has features that distinguish it from other cities and ports in the province. This wetland city is one of the internationally protected areas that needs to be developed and utilized intelligently, and maintaining a balance between conservation and utilization is highly special and under the responsible supervision of the inhabitants of the biosphere. Studies show that among various types of tourism, agritourism has the highest conservation aspect (Bhatta & Ohe, 2020). Therefore, this study aims to draw strategic development lines for marine-based development in Bandar Khamir by conducting an exploratory study to identify the agritourism capacities of this city.

Significance of the Study

Researchers agree that agritourism can balance the needs of tourists with the needs of rural communities and provide real opportunities for economic and social development while reducing undesirable environmental impacts (Ammirato, Felicetti, Raso, Pansera & Violi, 2020). Agritourism is considered a "smart opportunity" for the sustainable development of rural communities, with multiple impacts on some important aspects of local economic and social life. Agritourism has become a very desirable business model in many countries around the world, adding new sources of income to households. The point here is that it also cares about preserving natural

resources and, in the presence of tourists, promotes the consumption of organic and healthy foods. In addition, agritourism even contributes to the protection of historical and cultural heritage. Since agritourism is considered a beneficial method for poverty alleviation, economic diversity, and development in rural areas (Bhatta & Ohe, 2020), according to Table 1, it enriches the aspects of rural communities' sustainability at the micro and macro levels. It is necessary to identify development strategies in the agritourism context for Bandar Khamir, a wetland city, and port, which is inevitably moving towards intelligent utilization and sustainable development.

Research Purpose

Strategic analysis for the development of agritourism in Bandar Khamir, taking into account the current capacities and future expectations of this wetland city.

Main Research Question

What are the agritourism-centered development strategies for Bandar Khamir?

Supplementary Research Question

- What are the strengths, capabilities, and unique assets in the field of agritourism that create value and wealth in Bandar Khamir?
- What are the environmental opportunities for the development of agritourism in Bandar Khamir?
- What are the aspirations of this city? What is its future outlook?
- What are the measurable results and indicators that signify the achievement of the aspirations of this city?

Research Methodology

This is a qualitative and naturalistic research study. In this approach, the researcher has to spend sufficient time in the geographical location under study and focus on the topic. The data consists of natural observations and precise words heard from individuals in the study environment. In this type of research, due to the non-

Table 1. Agritourism Sustainability Matrix. Source: Ammirato et al., 2020.

	Economic aspect	Environmental aspect	Social aspect
Macro level	A stimulus for other local activities and strengthening the local economy	Preservation of natural resources and landscape/ biodiversity and environmental protection	Revival of folklore and traditions
	Infrastructural investments		Teaching agriculture, farming, and rural culture to tourists
Micro level	Alternative income source for farmer/ business diversification	Responsible use of raw materials and natural resources/waste reduction	Creating alternative job opportunities for family members
	Distribution channel of agricultural products/development of new markets		Empowering women

interventionist approach, the accuracy and credibility of the research are preserved, and contact with the research environment continues as long as the data remains repetitive and does not add anything to the researcher's knowledge¹. Additionally, this research is a type of ethnographic study that involves being present in people's real lives as they live on and collecting data through observation (both seeing and hearing²).³ In this study, the data collected was analyzed using the SOAR (Strengths, Opportunities, Aspirations, Results) analysis method. This method is an effective and interactive tool for strategic thinking and planning. This evidence-based framework is solution-focused, dynamic, and generative. It has a positive thinking approach and provides a space for strategic dialogue among stakeholders to create strategic capacity for transformation by focusing on identifying strengths, opportunities, aspirations, and results (Cole & Stavros, 2019). In this research, this model helps the researcher to recognize and categorize their observations and heard information in a recognized pattern, and ultimately, by discovering the relationships between them, they can achieve a strategic analysis. This model, unlike the SWOT strategic model, eliminates weaknesses and threats that are listed with a negative outlook on internal and environmental conditions and instead focuses on aspirations (ideals) and results (outcomes) for attention and analysis. Jacqueline Stavros, David Cooperrider, and Kelly proposed this model as an alternative to the SWOT model for the first time in 2003, where the first letter (S) represents strengths and assets that are both tangible and intangible. In the second step, existing external environmental opportunities (O) are highlighted. Then, aspirations (A), and future conditions that stakeholders wish to achieve, are designed and in the fourth step, results (R) that are expected and measurable are expressed (Sidik, Julia & Haviz, 2020).

Research Steps

- 1- Desk studies and examination of available documents and information.
- 2- Travel to Hormozgan province and Bandar Khamir and attend the research site.
- 3- Observation (including seeing, hearing, and experiencing) of the environment under study and the local society and recording the observations.
- 4- Pattern recognition of observations in the form of strengths, opportunities, aspirations, and results and creating a SOAR matrix.
- 5- Discovering relationships in the identified pattern and proposing a strategy.

Theoretical Foundations

• Agritourism: Tourism & agriculture

The combination of agricultural activities with tourism is called "agritourism". This mixture improves the livelihoods of farmers, boosts the rural economy, and creates a unique experience for tourists tired of the monotony of city life. Agritourism is a special opportunity for small and medium-sized farms because they usually cannot compete with large farms in production and sales, and if agritourism becomes an important distribution channel for them, it will benefit them greatly. Tourists also prefer small farms with limited agricultural and livestock activities. Agritourism is about opening up farms to tourists so that they can not only reconnect with nature but also witness fair treatment of it. Characteristics and activities to explain this type of tourism have been listed, and the author has gathered a relatively comprehensive set of them (40 types of activities) through reviewing resources and studies conducted in the field of agritourism (Mansouri cited Bastenegar, 2023). Some of the important activities include⁴:

creating trails and hiking paths in the heart of nature, participating in planting, growing, and harvesting crops, self-picking fruits in orchards, preparing food products from agricultural and livestock products (cheese, canned goods, pickles, and jams) with the participation of tourists, fishing, hunting, fly fishing, goat yoga, hay rides⁵, bird watching, swimming in rivers, agricultural product festivals (pomegranate festival, rosewater production, milking, etc.), local celebrations, dances, and rituals to celebrate the harvest, flower picking and arranging, experiencing the lifestyle of farmers, spending a day on the farm, experiencing the product chain from the farm to the table, and more. Evidence shows that the creativity of guests and hosts and the innovative nature of agritourism (Roman, Prus & Roman, 2020) will develop these activities.

Research Background

To examine the background of the research, two areas have been taken into consideration, first, strategic research in the field of agritourism (Table 2) and then studies in the field of tourism that have benefited from the strategic analysis of SOAR (Table 3).

Case study: Wetland city of Bandar Khamir

This section includes the researcher's field observations and meetings with officials and the local community, and some of the above-mentioned documents and articles are also taken into consideration. Bandar Khamir is a coastal and wetland city located in Hormozgan province, next to

Table 2. Research background; Strategic studies of agritourism. Source: Author.

Row	Researcher	Year	Noteworthy Points
1	Yang	2012	The development of agritourism involves reducing or eliminating barriers related to three groups of stakeholders (providers of agritourism services, tourists, and destination marketing organizations) while simultaneously meeting their needs.
2	Roman et al.	2020	<p>The development of agritourism involves innovation at different levels: management, products, processes, institutions and organizations, and marketing.</p> <p>This study analyzed and examined 85 reputable international articles published in 24 countries around the world in the field of agritourism. It extracted concepts for the development of agritourism, with a focus on developing countries:</p> <p style="text-align: center;">Supplier party</p> <ul style="list-style-type: none"> - Young educated people and women have more motivation for agricultural tourism activities. Working in agricultural tourism not only increases women's income but also helps gender equality. - Significant investment at the beginning of the agricultural tourism process is not a good idea. Farmers can start with a small investment and develop their business as demand increases. - Since farmers in developing countries often lack the necessary qualities for working in agricultural tourism, policymakers need to emphasize preserving the quality of farmers, availability of credit, and proper planning and monitoring of agricultural tourism. If farmers are incentivized, they would diversify their farms. The government has a strong role in facilitating the initial process. - People in the local community who do not benefit from agricultural tourism activities will oppose them. It is essential to engage them in various ways. Implementation of awareness-raising programs, engaging them in local social events, and so on are necessary to gain their participation. - With the thriving of agricultural tourism in the long run, farmers may become profit-oriented and less involved in agricultural activities. Intervention by policymakers and the development of guidelines to prevent harmful activities in agricultural tourism operations is essential. <p style="text-align: center;">Demanding party</p> <ul style="list-style-type: none"> - Most tourists prefer to experience tangible and intangible attractions, recreational activities, and agricultural tourism activities in one package with easy and convenient access. - Women who have children under six years of age are more willing to participate in agricultural tourism activities. - Tourists of agricultural tourism destinations want to participate in authentic activities rather than just visiting. - The availability of more events and local foods will increase the demand for agritourism. - Tourists prefer to visit small farms than large farms and the existence of intensive livestock and agricultural activities has a negative effect on the accommodation rate of tourists; Too much diversity of farm activity is not beneficial for agritourism. - Tourists prefer natural and cultural landscapes found in farms over artificial attractions. <p style="text-align: center;">Both supplying and demanding parties</p> <ul style="list-style-type: none"> - By diversifying farm activities and innovative agricultural tourism, tourists experience more events and activities, and farmers earn more income at the same time. - In developing countries, it will be more beneficial to focus more on the international tourist market. - Promoting unique activities in farms and producing organic products attracts more tourists. - The negative impact of agricultural tourism on the environment is less than general tourism, and the income from agricultural tourism helps to maintain environmental sustainability. - The development of agricultural tourism in developing countries can be used as an opportunity not only to reduce poverty and generate income but also to preserve local heritage. <p>Agricultural tourism is in line with the goals of the United Nations' 2030 Agenda for Sustainable Development. This type of tourism reduces poverty, creates job opportunities, creates synergies with agricultural sectors and local service providers, achieves gender equality, and emphasizes the development of basic infrastructure (ports, roads, and airports).</p> <p style="text-align: center;">Limitations and obstacles to the development of agritourism</p> <p>Dispersion of tourism promotion efforts among involved farmers and destination management organizations, lack of entrepreneurial foresight among farmers, and lack of financial resources.</p>
3	Bhatta & Ohe	2020	<ul style="list-style-type: none"> - Most tourists prefer to experience tangible and intangible attractions, recreational activities, and agricultural tourism activities in one package with easy and convenient access. - Women who have children under six years of age are more willing to participate in agricultural tourism activities. - Tourists of agricultural tourism destinations want to participate in authentic activities rather than just visiting. - The availability of more events and local foods will increase the demand for agritourism. - Tourists prefer to visit small farms than large farms and the existence of intensive livestock and agricultural activities has a negative effect on the accommodation rate of tourists; Too much diversity of farm activity is not beneficial for agritourism. - Tourists prefer natural and cultural landscapes found in farms over artificial attractions. <p style="text-align: center;">Both supplying and demanding parties</p> <ul style="list-style-type: none"> - By diversifying farm activities and innovative agricultural tourism, tourists experience more events and activities, and farmers earn more income at the same time. - In developing countries, it will be more beneficial to focus more on the international tourist market. - Promoting unique activities in farms and producing organic products attracts more tourists. - The negative impact of agricultural tourism on the environment is less than general tourism, and the income from agricultural tourism helps to maintain environmental sustainability. - The development of agricultural tourism in developing countries can be used as an opportunity not only to reduce poverty and generate income but also to preserve local heritage. <p>Agricultural tourism is in line with the goals of the United Nations' 2030 Agenda for Sustainable Development. This type of tourism reduces poverty, creates job opportunities, creates synergies with agricultural sectors and local service providers, achieves gender equality, and emphasizes the development of basic infrastructure (ports, roads, and airports).</p> <p style="text-align: center;">Limitations and obstacles to the development of agritourism</p> <p>Dispersion of tourism promotion efforts among involved farmers and destination management organizations, lack of entrepreneurial foresight among farmers, and lack of financial resources.</p>
4	Ammirato et al.	2020	<p>Agricultural tourism is in line with the goals of the United Nations' 2030 Agenda for Sustainable Development. This type of tourism reduces poverty, creates job opportunities, creates synergies with agricultural sectors and local service providers, achieves gender equality, and emphasizes the development of basic infrastructure (ports, roads, and airports).</p> <p style="text-align: center;">Limitations and obstacles to the development of agritourism</p> <p>Dispersion of tourism promotion efforts among involved farmers and destination management organizations, lack of entrepreneurial foresight among farmers, and lack of financial resources.</p>
5	Fortune Business Insights	2020	The global market for agricultural tourism is soon to show remarkable growth. Its market size will increase from 69.24 billion dollars in 2021 to 117.37 billion dollars by 2027. However, agricultural tourism is still a niche market compared to the overall tourism industry.

Table 3. Research background; Tourism research with SOAR strategic analysis. Source: Author.

Row	Researcher	Year	Using SOAR analysis in
1	Keerin, Konthong, Samathi & Klueankan	2022	Development of potentials of community-oriented ecotourism BO SAEN
2	Sidik et al.	2020	Presentation of rural development strategy in Pakohaji, Indonesia
3	Salaripour, Hesam, Baradaran Sagharloo & Hamidi	2020	Development of creative tourism in Rasht, Iran.
4	Khavarian Garmsiri, Stavers & Alian	2013	Development of tourism in Taft city.
5	Najjarzadeh & Torabi	2017	Community-oriented agritourism planning of Dizaj village of Shahrud.
6	Mirzadekouhshahi & Rostami	2023	Identification of community-based ecotourism development strategies in Qeshm Island.
7	Rezaee & Rostami	2022	Formulation of extraterritorial agriculture development strategy of Iran
8	Roumiani, Shayan, Sojasi Qeidari & Rezvani	2020	Development strategy of rural tourism destinations in the east of Mazandaran province

the Persian Gulf. This historic port is the largest settlement near the lagoon of Khour Khouran, which is considered the lengthiest wetland in Iran. The city has a population of 20,000. Khour Khouran Lagoon is the largest coastal wetland in the Middle East and has the widest mangrove forests in Iran. Bandar Khamir was registered as the first Iranian wetland city in February 2019. Additionally, due to extensive efforts in educating the local people, it was named a UNESCO learning city in 2021. In addition to the wetland area and the mangrove forest, the city offers unique natural attractions such as various hot springs, domes, salt ponds, and distinctive historical landmarks like the historic castle and the Latidan Bridge⁶, which is the longest historical bridge in Iran. Bandar Khamir municipality, in collaboration with the National Plan for Iran's Wetlands (affiliated with the United Nations Development Program) and local, central, and special committees, has established a special center called SIPA to increase public participation and awareness, which is an effective measure for promoting the concept of a learning city. Conducting educational workshops for the local community to develop sustainable tourism as a complementary and alternative livelihood path, creating a "Museum Boat" near the Khour Khouran Lagoon to familiarize people with indigenous knowledge of seafaring, and preparing a "Comprehensive Encyclopedia of Bandar Khamir" to preserve the explicit and implicit cultural knowledge of the native people are among the most significant achievements of the learning city in collaboration with UNESCO, which considers increasing awareness, empowerment, and sustainable development as its main mission. The Harra (mangrove) Biosphere Reserve, covering an area of 85686 hectares, is located

between the coastal lands of Bandar Khamir and the coastal lands of the villages of Laft and Tabl on Qeshm Island. It was first established in 1972 as a protected area under the name Harra Protected Area, and then in 1975, due to its unique natural characteristics, it was upgraded to a national park with a higher level of protection. This area has been recognized internationally for its special significance, and in 1975, it was designated as an international wetland under the Ramsar Convention, and in 1976, it became part of the UNESCO Man and Biosphere Reserve Network (Laghai, Monavari & Raisi, 2009). Mangrove forests, in addition to producing more oxygen than other trees, are responsible for stabilizing coastal sediments and preserving them due to their interlocking root system. These forests are habitats for various aquatic and bird species, and animals such as fish, shrimp, crabs, dolphins, herons, storks, pelicans, ducks, gulls, seahorses, sea snakes, shells, and various types of frogs live in them.

Research Findings

In this section, the researcher has categorized and classified their observations, including visual, auditory, and experiential experiences of the studied environment (Bandar Khamir wetland city), based on the SOAR model. This is done to discover hidden relationships within the environment and to develop strategies for the development of this port city, using this method.

• Strengths

The attractions and wonders identified in Bandar Khamir wetland city, as the strengths of this city, are listed in Table 6. Since heavy initial investments are not necessary for the development of agritourism (Bhatta &

Ohe, 2020), and it experiences a gradual development with increasing demand and creative developers, it seems that the attractions of this city are suitable for the development of this type of tourism while considering the conservation conditions of the wetland and avoiding mass tourism development.

• Opportunities

Laghai et al.'s (2009) study, based on international criteria for biosphere reserves, introduces activities that can be carried out in different zones, especially the transition zone⁷, in the mangrove region, in Table 4. This table shows that protective constraints can be turned into opportunities through wise use and management. The strategic development document of Hormozgan

Province's investment (2021) lists the priority investment plans specifically considered for Bandar Khamir, including shrimp farming, production of halophytic plants, and tomato processing. This document also introduces priority investments in the tourism sector in Bandar Khamir, such as marina⁸ construction, seafront restaurant construction, and seafront hotel and accommodation construction (Shahrzad, Ahmadi & Bahremand, 2021). This planning and change in the perspective of managers, operators, and the local community can be considered a valuable opportunity.

• Aspirations

Since Bandar Khamir wetland city has three national and international conservation titles (protected area,

Table 4. Activities that can be done in each of the mangrove biosphere reserve zones. Source: Laghai et al., 2009.

Activities	Core zone	Buffer zone	Transition (cooperation) zone
Research and monitoring	✓	✓	✓
Educational tours	Controlled	✓	✓
Diving and sailing	-	✓	✓
Fishing with hook/traditional fishing	-	✓	✓
Trawling	-	-	-
Traditional hunting	-	✓	✓
Cruise shipping	-	✓	✓
Swimming	-	✓	✓
Photographing	-	✓	✓
Filming	Controlled	✓	✓
Branch cutting	-	Controlled	✓
Shrimp harvesting (traditional)	✓	✓	✓
Traditional barge making	-	-	✓
Fiberglass barge making	-	-	-
Scuba diving	-	✓	✓
Fishing with a basket	-	✓	✓
Aquarium	-	✓	✓
Trapping	-	Controlled	✓
Sky diving	✓	✓	✓
Camping	-	-	✓
Bird watching	✓	✓	✓
Cycling	-	Controlled	✓
Picnic	-	✓	✓
Surfing	-	✓	✓
Windsurfing	-	✓	✓
Hiking	-	✓	✓
Water skiing	-	✓	✓

biosphere reserve, and international wetland), and has a high potential for attracting tourists, it seems that according to the vision expressed by the stakeholders of the local community, the keywords that play a role in creating the future of Bandar Khamir are “learning city”, “agritourism”, “wise utilization and development”. Enhancing the future brand of this wetland city at the national and international level is an achievable aspiration of its citizens, which will also be accompanied by reverse migration.

Results

Calculating the tourism Carrying capacity in coastal and natural recreational farms and the development of agrotourism accordingly is one of the most important measurable results. If a high percentage of this capacity is made up of international tourists, it will lead to the tangible and intangible infrastructure being upgraded proportionally, which provides beneficial conditions for the host community. Holding international agrotourism events, which represent the past and present culture of the local people, can also be counted among the measurable results.

Discussion and Conclusion

In this research, the researcher has attempted to extract a strategic plan by discovering a pattern through observing and listening to the voices of the stakeholders in the local community, studying extrinsic documents, and applying the SOAR strategic analysis method. This has been done by visiting the city of Bandar Khamir, a UNESCO learning city, and a globally protected area. It seems that the default use of the SOAR strategic model, due to its focus on strengths and opportunities, is the formulation of “aggressive” strategies. In this type of strategy, the maximum benefit is obtained from opportunities by relying on strengths. On the opposite end is the adoption of a “conservative” strategy, which focuses on reducing risks, preserving the existing situation, and strengthening key strengths. This study shows that if Bandar Khamir wants to adopt a conservative strategy as before, then “empowering and educating the local community to protect the wetland” and “limiting mass tourism” will be the key components of this strategy. However, if the local community decides to pursue its ideal and achievable results (Table 5), as indicated by the researcher’s observations and the stakeholders’ statements, it is inevitable to adopt an aggressive strategy. This strategy can be based on the following two principles, and consequently, operational plans can be developed for each group of stakeholders:

-Developing marine agrotourism

-Developing aquatic sports

Agricultural tourism is a new idea in tourism that not only creates a complementary and sustainable livelihood for farmers and livestock breeders but also provides a new way for tourists to rest in rural areas and farms while seeking authentic experiences and learning opportunities that surprise them with their authenticity. Previous research has also shown that agritourism focuses more on preserving environmental sustainability compared to other forms of tourism, as agritourism operators are inevitably committed to preserving nature and developing more sustainable techniques for the farms that have turned to agritourism to maintain their business and attract tourists. This on the other hand has a positive impact on biodiversity, landscape, and natural resource management. Additionally, the environmental performance of agritourism can be seen in the process of diversifying the farm, which usually takes place based on the development of environmentally friendly services (Bhatta & Ohe, 2020). The wonders and attractions of this wetland city are its strengths. The researcher intentionally did not list a long list of these attractions, but the well-known mentioned attractions demonstrate the effective potential for the development of “marine agritourism” in this port. An important feature of marine agritourism is that the same role and importance of “land” in agriculture is played by the “sea” here, which has its own special appeal for tourists, in addition to being suitable for the climate of the southern coast. Nowadays, various types of recreational activities are prevalent in agritourism. Unlike ecotourism, which can sometimes be thrilling and exciting, these activities are calm and aim to minimize environmental damage. Activities such as mountain biking, hiking, and horseback riding have attracted more tourists to farms (ibid.). Naturally, for marine agritourism, aquatic sports sites in the heart of the tropical forests, such as paddling, kayaking, and canoeing (non-motorized and sailing sports), diving, swimming, and surfing can be mentioned as similar calm activities. For the implementation of these two strategic axes, Table 4 can be a useful practical guide. In addition, the preparation of upper-level documents and the focus of planners on high-priority investment plans in the fields of agriculture and tourism, as well as comprehensive training for the local community based on smart and sustainable farming practices, can create valuable opportunities and make the dreams and aspirations of this city, to become a developed and learning city in the field of marine agricultural tourism, a reality. This not only benefits the residents but also involves tourists in the paradigm of learning. In this regard, the “Statement of the Vision for Hormozgan

Province in 2036” also states that the development of the Hormozgan Province is knowledge-based and sea-based, and sustainable production of agricultural and fishery products is one of the fundamental goals in this document. It also emphasizes that the diverse tourism potentials and proximity to open seas and fertile lands for off-season crops and tropical products are among the main advantages and potentials of this province. Based on this, the simultaneous development of domestic and international tourism, along with the protection of the province’s protected areas, is one of the main strategies for this region’s development (Planning and Budget Organization, 2020). In the strategic analysis of SOAR, the results are usually measurable and are indicators that guide managers in achieving the desired future state. For the wetland city of Bandar Khamir, the preservation of international brands with the indicator of accessing the region’s Carrying capacity could be a good direction. The Integrated Coastal Zone Management Plan for

Hormozgan Province (2015) also emphasizes the promotion of tourism to a higher international level by considering the relative advantages of each area (Sazeh Pardazi Iran Consulting Engineers Company, 2015).

Practical Propositions

Women empowerment, subsidies to the marine agriculture sector, attention to the interests of all stakeholders in the village, engaging the local people, innovation and development of new technologies in marine farms, innovation in agritourism services along with aquatic sports, and making it meaningful with cultural symbols, opportunities for coexisting with animals, creating conditions for experiencing real life with the farmers and livestock breeders of Bandar Khamir Wetland are some of the proposals that are worth considering in the development of an operational plan based on the strategy for marine agritourism development in this coastal city.

Table 5. SOAR strategic analysis for Bandar Khamir wetland. Source: Author.

	Domestic	Foreign
	Strengths	Opportunities
Present	<p>The mangrove forest biosphere reserve has dozens of islands covered with mangrove trees.</p> <p>Mardo, an island with easy access to the mangrove forest, provides the possibility of staying in traditional fishermen’s huts, sightseeing and experiencing the fishing of cylindrical shells (Moluk), and visiting the traditional fishing of Mashta Kalangar floating hut in the Mardo cape, at the junction of the mangrove forest and the Persian Gulf, provides a fishing experience</p> <p>Visiting Warmi island that disappears at the time of the tide and becomes visible at the time of the sea tide, with a bed covered with clean sand and no mud; A gathering place for sea birds and an opportunity for bird watching and sand constructions</p> <p>Visiting the Gargop recycled wood restaurant, as an environmental project, with seafood dishes and desserts made from recycled wood</p> <p>The existence of an aquatic sports site in the heart of mangrove forests, paddling, kayaking, and canoeing (non-motor sports and rowing)</p> <p>Visiting the Teko eco-residence, which is run by a seafaring family and introduces tourists to seafaring stories.</p> <p>Visiting the Garra Rufas, a tourist attraction in the warm waters of Siahkesh with high-flow waterfalls and colorful algae.</p> <p>The presence of shrimp farms</p> <p>Possibility of camping on the seashore</p> <p>Gardens and groves by the sea</p> <p>Sapling event in the mangrove with the participation of children</p> <p>UNESCO learning city, people who support the environment</p>	<p>Bound to wise and protective use due to the international registration of the wetland</p> <p>Turning the protection limitation of the wetland into an opportunity for wise development (considering the activities that can be performed in each of the mangrove zones)</p> <p>Preparation of 13 sustainable tourism packages for investors</p> <p>Changing the attitude of the users and management of the indigenous wetlands</p>
	Aspirations	Results
Future	<p>Branding Bandar Khamir as marine agritourism</p> <p>Creating reverse migration to Bandar Khamir</p> <p>Branding the Khouren Lagoon as a wise utilization of the wetland</p> <p>Maintaining the brand of the learning city</p>	<p>Attracting international marine agritourism tourists</p> <p>Determining and calculating the Carrying capacity of Bandar Khamir and planning to cover this capacity and not more</p> <p>Creating a learning and creative tourism brand</p> <p>Holding international agricultural tourism events with local dance and music (oud, etc.)</p>

Endnotes

1. <https://www.scribbr.com/methodology/naturalistic-observation/>
2. Hearing is different from interview.
3. <https://research.virginia.edu/irb-sbs/ethnographic-research>
4. To see the complete list of activities, please refer to the reference introduced in the first chapter, Agricultural tourism studies (Mehrnoosh Bastenegar) Table 1.
5. A traditional activity involving a recreational ride in a wagon or cart pulled by a tractor, horse, or truck. It is usually loaded with hay or straw for comfortable sitting.
6. This bridge, which is 5 times as long as the Si-o-se-pol bridge, has 222 spans and dates back to about 500 years ago.
7. Which surrounds the core and buffer area and includes agricultural and residential activities.
8. A small recreational port for small and recreational boats with a small number of passengers.

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HOW TO CITE THIS ARTICLE

Bastenegar, M. (2023). Development of Agritourism in the Wetland City of Bandar Khamir Using Strategic Analysis of SOAR. *Tourism of Culture*, 4(13), 22-31.

DOI: 10.22034/TOC.2023.394621.1118

URL: https://www.toc-sj.com/article_175380_en.html

