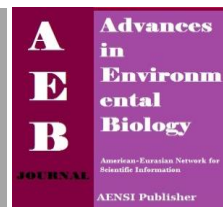




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Extraction of Social and Economic Strategy for Sustainable Regional Development by Using Swot Technique, Case Study: Yazd Province

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ABSTRACT

“Sustainable development” theory is one of the new paradigm in development literature that was introduced in the last decades of the twentieth century, in the field of theory and practice. There is currently no agreement on the concept of sustainable development, but many experts believe the sustainable development plans for the region, should be according to local economic, social, cultural, institutional and environmental features. This study will suggest economic and social strategies for Yazd development of Yazd province, according to sustainable development principles for regional planning. The most important social and economic strategies for sustainable development for this case study are: 1- using the capacity of academic centers and research indigenous knowledge-based development, 2- attracting local fiscal sectors for investing in economic, industrial and knowledge base service, 3- moving towards providing services such as health care knowledge base- health care, higher education, creating a hub of information technology at a national and regional scale, 4 - strengthening institutions and cooperative co-services sector by attracting private investment wander 5 - the move to multi-product economy, 6 -use of expert academics and youths of province, 7- become a commercial hub Yazd province and the National Waterfront area of the Central Iranian Plateau (dry port in Iran) with the establishment of support services for North - south and East - West transportation corridor in Iran, 8- marketing and strengthen tourism to suit feature historical, natural, medical and educational Yazd province, 9- use of traditional partnerships popular social sharing and the establishment of a NGOs.

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INTRODUCTION

The countries in lower scales, the collection consistin space. In many countries, has its own structure of each of the economic, social, cultural, institutional, political and economic in their own environment. Cause of this difference is that the size of each of these areas in a national framework not integrated as the national economy, national governments, national culture with the same share. Several countries have already experienced problems in the past, planning for the program sectorial development has been on a national scale. For all these areas and developmental level are not identical in the development process. In cases where satisfactory performance in these areas is not satisfying managers, program interventions planning is required at this level. at other hand, the regional planning program a complementary component in the study of economic, social, cultural, political, institutional and environmental sustainability at the national scale is accelerated the development of successful results in each of these areas in can be the body of national and regional particularities scale, the local " [4]. Also, (Coello) and colleagues [10] have argued that the scale of proper level planning for natural resource management and environmental sustainability, because of the scale - ecological functioning of the institutions is adapted for forming and ordering for new systems. , [30,24,12,7]. On the other hand regional scale has a top down relationship of national policy and bottom up link to local policies [21,9,10]. It should be noted that in all development schedule an equally upon all aspects of the program not be stressed a regional planning for this reason, most of the focus in this research is based on studies of social and economic will be on the space considerations.

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Methodology:

Research methods in the study is theoretical methods, " Review of Research "it is a form of research method further analysis or meta - analysis [3]. According to the theoretical study research of Yazd province we use field strategy and use of SWOT as an analytic instrument, local strategies of sustainable development for case study are extracted according to theoretical principals.

*Theoretical Foundations:**Region and Regional planning:*

A is the area within the outer surface of the Earth can be seen in the form of a certain characteristic or set of criteria, such as land, water, air , soil , population density , land use , standard of living and ... is distinct to a single space [38]. As well as the study of regional planning program which is based on the definition of Houghton Regional Planning Program a"functional process to locate activities in the future. Well as an arena making decisions about what kind of sometime in the future is hoped that are seen the settlement patterns "[15]

Theoretical and space planning is proposed in the early of 20th century it try to explain phenomenon related to special structure of region and different parts till they found Clear and reasonable knowledge.Idea of the vast city "is an economic entity because of its great wealth concentrated in it. Relationship with the city surrounding the old days to today's most has been in relation to attracting wealth "[11]. But the results of the experiments showed that the input program area on several occasions due to considering social - cultural, environmental and political environment factors aren't accountable to unilaterally advance all human societies , especially in developing countries . For this reason, program planners were focused based on the theoretical development of the field development plan for the area index of an appeal and to the rest of the communities. This is the culmination of thought, the paradigm of sustainable development has been proposed that attempt to scale the programplanning, community development process considered all aspects of human life, and performed considering the range of indigenous planned program of study.

Sustainable Development:

"Sustainable development" is used to describe communities that in one hand has coordination of economic , physical , social , cultural and environmental with together and with the other hand space and the ability of the study , a long-term future with happiness for residents drawn to human communities . Solving can provide sustainable development solutions to the current problems of the world, particularly overcome problems indeveloping countries. Traditional economic and physical development problems result during the past decade. Several qualitative and quantitative changes imposed,to become developed societies. The perceived ideological development, in light of various

Criticisms in decades of 70 and especially 80 reach to levees. [29]. Due to errors which are mentioned above and results and experiences of failed development project in Third World societies it completely subsided. However, after nearly three decades after planning programs aimed at sustainability, yet this movement is in its infancy. Such that there is still a general definition of sustainable development [5]. As a result with clarity of sustainable development and apply of it in public places it is the first problem that we confront to it and is required to clear or precise definition of sustainable development would be provided at the beginning "[32]. There are Several definitions of the owner of the domain experts thus academic and administrative bodies related to development planning programs like Regional Planning Program hence sustainable development is presented. However, since the Rio in 1992 AD, was introduced the stability of the global agenda [8] these statements as defined in the all Most definitions acceptance has been proposed the " that needs to be considered , however , without the ability to produce future generations to meet their own needs to destroy " [35]. Also,"World Commission on Environment and Development" as well as sustainable development, defined as that' sustainable development is a process of change in the use of resources, guiding investment - invest and technology development making a difference institution that is compatible with present and future needs "[33]

Important issues are located concerning sustainable development and the size of the area formation. The stability of the region, indigenous context-dependent process and that the available evidence is in that area that have different meanings cause in different places and with different people [36] and even big difference occur in the stability in small -scale space (regions) [14,37,34]. Why such a basic and common ground from the above definitions use in programs that support sustainable a region extracted in the form below towards which include:

- The pursuit of social justice and poverty reduction within and between generations
- Continued development of regard to the future by providing future generations
- Protect development resources (minimum consumption of resources, non-renewable, and sustainable use of renewable resources)

In explaining the clauses can be said that any planning application process with the goal of socio-economic reform - a program planners as an ultimate goal - to be associated with social justice and the environment as an-

infected canvas built and natural resources of the battle. It would have to continue the development and persistence of attention to the different needs will be easy of future generations.

Case study: Yazd province:

Aryans spread on the central plateau of Iran, including the scope of Yazd city started from the second millennium BC. During the subsequent historic group of Arab tribes, Turkish, Christian and Jew who immigrated to the area form the collection of tribes who inhabited the area up today. [1,2]. During the past, Yazd has been important route connecting the North - South and East - West in Iran, it play an important role the border patrol and guard the state and it has been one of the major centers economy and culture of ancient Persia. VasilliBarthold a Russian orientalist noted that: Yazd known around itself because of fertility and always was an important one - the most commercial parts of the region, and still retains its commercial importance (Barthold, 1993 : 53). Especially during the Safavi period and after that, Yazd was one of the major centers of commerce in Iran with the East, particularly in India.

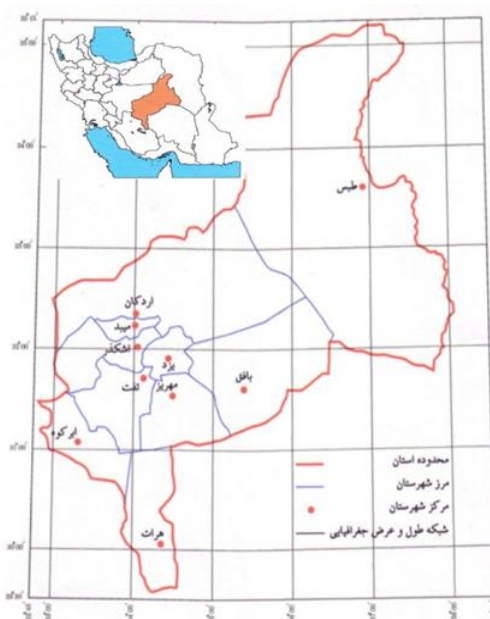


Fig. 1: Geographical area Yazd province in Iran in the year 1391 AD. S.

Yazd Province located in the approximate center of and has special status. Such that is one of the most important north- south country roads, national action and international inter passes from this city. This city occupied just a small square of this province but now i.e. dedicated 50% of habitat areas to itself and it shows high population and building density. Rainfall in the city of Yazd because of desert climate consequently, is extremely low (average annual 87/15 mm) and rainfall is only 4 months of the year. Temperature difference in the city is high during the day and at night in warm and cold season. The extreme differences in temperature during day and night cause terrible winds and storms in many cases in this area (Bureau of Statistics and Information Management Assistance Program Governor Yazd). The gentle slope of the land in most parts of the city and the continuous development of the city provides the proper context [2].

15 % The main route of the water supply in the city through deep wells and semi many deep in the excavated city, and most of the water used in the agricultural sector of the city is (76%) and consume and industry (9%) are the next category. At present, 42 percent of water is consumed in the city of Yazd [18].

More than 50 % of the population resides in the city of Yazd. Education in Yazd city has high rate (over 87%) [19]. Nearly 93 percent of city households are living in urban areas in particular to Yazd. Living in the desert makes the spirit, hard work, patience, tolerance for people in Yazd. Savings and capital investment is as well as the culture of the people living in the desert, Yazd, Iran is higher than other places. There are cultural trade routes led to the fusion of popular culture around Yazd, Iran and other countries, why is the city of Yazd has a high social capital [17]. In all these features and high social capital, cause to that more people desire and effort tend to develop partnerships to achieve their goals during the last years.

A high percentage of trips start with origin or destination in Yazd province. Settlements of major city along the transport corridor North- South international transport between of the country's most important industrial and agricultural production units in order to have it placed. Over the past years, road and path ground rail corridor have been developed in passenger and cargo volumes rising this way be held accountable. However,

due to the increasing volume of freight trips in the corridor between international transport, the need to promote more infrastructure communication [16]. The greatest amount of energy (fossil fuels and electricity) belongs to the city of Yazd province is growing every day. The high energy consumption, especially of fossil energy, pollute living environment is the city of Yazd. With further expansion of the national gas network and the use of electrical energy using the city of Yazd in the new energy (wind, solar, geothermal ground) can be done to stop this pollution.

Many job opportunities in the city of Yazd are especially for educated people and specialists. Also, women. The numerous and varied career opportunities in recent migration of many villages and towns of the city of Yazd city from other parts of the province, which is why a high percentage of young specialists is unemployed. Industrial and service sectors in the city of Yazd component is the basic economic and industrial centers are also more active service, provincial and even national scale work. The result is placed more than 63 percent of industrial units in the city. The employment trend in the city showed a sharp decline in employment in the agricultural sector. [16]. The major problem in industrial and agricultural production units in the city of Yazd is weak and somewhat low -rate of productivity. Yazd city is in the manufacture of electrical and electronic industry, chemical industry, cellulose, metal and textile advantage - the district and region. Major wholesale and retail activities, transport and warehousing as well as the training component of the activities carried are basic in the service sector. Yazd city due to a long history is commerce and trade and transit routes between the business world than ever has great importance in the field of commerce [19]. However, supporting industries and commercial freight transportation good progress over the past years there aren't these sectors to meet the high demand.

The use of land for agricultural activity using new technology to increase productivity a large part of the city needs to eliminate agricultural products and livestock. [17]

Yazd province because of its large part of the position, infrastructure, equipment and utilities required, has strong links with other parts of the province. A review of the settlement is as well as the communication links between the adjacent city of Yazd cities also be included. This service even includes daily educational services, administrative, health, legal, commercial, retail and etc.

Analysis and Results of Research:

SWOT analysis is a strategic planning method and it is an important tool in the process of program planners also used for spatial planning. Therefore, in this part of strategies achieve sustainable economic and social development of the city of Yazd and try this method to analyze the economic and social aspects of the city of Yazd. Given that the subject of this study is to investigate strategies for economic and sustainable development of the region of Yazd province, these two issues are examined in the analysis. Therefore, the method of analysis and SWOT, is considered to other issues such as environmental studies, ties network of settlements, communications equipment and infrastructure, energy and regarded as outside the scope, unless some economic and social issues are considered directly involved in the area of the component parts of the inner. This section is based on data collection about the city of Yazd, SWOT table is set in the previous section.

Strengths, Weaknesses, Opportunities and Threats Economic in Yazd Province:

Strengths:

- Industrial and service activities (education, health - medical and administrative) in provincial and even national scale;
- A base industry and services sector;
- Long-standing experience and expertise in the use farmers;
- Spread new farming methods such as greenhouse cultivation;
- Having the largest industrial workshops, 10 to 50 people working in the province;
- High percentage of employment in large industrial workshop;
- The majority of Cooperative Services: Wholesale and retail supply consumers and manufacturers;
- Have the infrastructure necessary to develop local: financial capital, a road, rail way, Telecommunications;
- Advantage of the high productivity machine generators and power transmission equipment;
- Advantage in the production of chemical products, food and beverages, plastic products, and textiles provincial and national scale;
- Scientific and technical capacity suitable for data exchange centers;
- In the long history of trade with the region national, international and inter historic cross-road of commerce and international trade corridors between north south of the Yazd province;
- Ability to provide superior service health and educational hub of the country's national infertility treatment and embryo college and scientific research centers, universities and prestigious national scale;
- The relative high value added manufacturing to a service economy in the context of knowledge -based: peer education, higher education, healthcare, administrative, legal;

- Multi- functional economy and avoid monoculture economy;
- The presence of skilled manpower and youth in the city , especially the Yazd province;
- Providing more job opportunities in the city of Yazd especially for women and young professionals seeking work;
- At the appropriate time dependent employment rate in the city of Yazd province in comparison with the situation;

Weaknesses:

- Lack of basic resources, especially water, for example optimal operation in agriculture, such as consumption of more than 75 percent of water use in agriculture Yazd province;
- Lack of attention to market requirements and marketing industry and services;
- Lack of success in attracting tourists to suit tourist attractions in Yazd province;
- Depression govern industrial activities of some plants, especially textiles;
- Focus on non- residential land as well as more than 50 percent of population in the Yazd province;
- Outflow of capital from productive activities and move early return to work and the informal economy unproductive;
- Low -tech industries, especially textiles, paper products, rubber and plastic;
- Present of 87% unemployed young people aged 34-15 years;
- There are more than 30 percent of unemployed youth with a bachelor's degree and above;
- Low capacity transport facilities and infrastructure city warehousing and transportation support;

Opportunities:

- There is a demand for products in the field of machinery and power transmission equipment, food and beverages in the province and the country;
- Proximity and access to attractions in the deserts historic attractions and natural beauty along the city absorbing as a tourist hub;
- Through communication corridors north - south and east - west side of the city of Yazd and the demand for transport services, transport;
- Demand for health services - health, including infertility;
- Ability to deliver superior IT services to suit Located on the intersection of the center lines of communication and infrastructure;
- Ability to move towards a knowledge economy driven According to the academic, scientific and technological innovation in city;
- The geographical position relation international water;
- High affinity to the investment, savings and investment culture in the local community;
- The industrial city of Yazd with the Entitlement new infrastructure;
- There are sources of solar and wind corridors to generate power and reduce fossil fuel consumption for power generation;
- Gentle slope suitable for a wide sector of Yazd province;

Threat:

- Loss of competitive advantage, studied area and the inability to compete in domestic and foreign markets;
- Outflow of human capital and local funding;
- Domestic regulation and growth inhibitory external sanctions;
- Drought and desert climate regime;
- Replacement of international transport corridors between neighboring transport of Yazd Province;
- Sociopolitical stress Security Capital;
- Located on the city urban settlements arable land;
- Underground water resources are low to the ground, a sharp fall of groundwater resources;
- Constraints for the development of land in the city of Yazd urban and rural settlements;

Strengths, Weaknesses, Opportunities and Threats of Social Yazd Province:

Strengths:

- The spirit of participation favorable context for the traditional savings collaborative activities;
- Convergence and correlations available;
- Social security for different religions;
- High rate of literacy among men;

- Favorable ground staff training and education, higher education in diverse discipline;
- Rank high rank human development index (HDI) adjusted human development index and gender (GDI);

Weakness:

- Lack of capacity utilization, turnout in city development;
- Not fit for cultural, artistic and sporting city with a young population;
- Low cultural and sporting sector employment in the province;
- Extreme concentration of population and opportunities in the province compared to other urban areas;
- Empty villages and migrate from other villages to Yazd province;

Opportunities:

- The social and cultural commonalities periphery neighboring provinces;
- Possible Iranian religions religious and cultural center in the country, due to the different faiths fans like Zoroastrian, Jewish and Christian;
- There are large centers of experienced academic and scientific adjacent to the high levels of training local forces;
- Social and cultural exchanges with other parts of the country due to the history of commerce in Yazd province, Yazd city and tourists;

Threat:

- Low water sources ground, and the ground for the use of urban and rural settlements;
- Limitations of land to expand in Yazd province for rural and urban settlements;
- Cultural invasion input from other cultures;

Conclusion: Making Extraction of Economic and Social Strategies Yazd Province:

Thus, strengths, weaknesses, opportunities, the economic and social threats Yazd province were studied. In Continuing to derive economic and social requirements using Strategic of SWOT examined strengths opportunity - and threat -strengths, weaknesses, opportunities threats and weaknesses of each of the two survey if possible economic and social strategies were associated with them. The same process is performed for comparisons of binary strengths and threats. In the next section, each of the points in the first time threatens compare the corresponding and related requirements for its effective.

Table 1: Schematic SWOT analysis of the status quo strategy in Yazd province.

External factor			
threatens	opportunities	weakness/strength	Internal factor
How can we use the power of the (interior positive) repel external threats or to decrease its effect?	How can we strengthen internal factors are the strengths (interior positive) and outer opportunity to make maximum use?		
To mitigate the impact of external threats or disposal how to overcome your weaknesses?	With removing of which shortage can use of natural opportunities or with which of them you can cover lack of natural opportunities?		

Consequence of Strategic SWOT method is to derive sustainable social and economic development of Yazd provinces as follows. These strategies are considered as sustainable development that is planned for surveying of Yazd city also the main goals for these studies are as follow: 1. Following social justice and decreasing poverty among generations. 2 continued development and future according to the needs of future generations, 3 - Conservation of resources (consumption of non-renewable resources are minimal and sustainable use of renewable resources), for applications that do Yazd city in the future based on sustainable development approach. Finally, these strategies are confirmed by program planners Sustainable Development scheduled to take up the conditions for the application of studied a sample.

The Strategies for Sustainable Economic Development of Yazd Province:

- Develop new methods of farming and gardening in agriculture to increase productivity and reduce resource consumption;
- Marketing of agricultural products, livestock and fisheries within the province and city for consumption neighboring provinces;
- Local fundraising for capital investment promoting various economic sectors, especially industry and knowledge base services;
- Capacity utilization research in academic centers to develop knowledge-based economy;

- To promote and develop knowledge-based services such as health care (infertility), education (higher education), information technology on a national, regional and local scale;
- Increased productivity in the industrial Yazd province with less consumption of water resources;
- Encourage the industry to focus on Yazd city Industrial Park and the use of its advanced infrastructure;
- Knowledge of industry specialization -driven machine tools, such as generators and transmission of electricity, food and beverage, plastics, textiles;
- Become a city of Yazd of commerce and the national savings (Dry Port) in the central region of Iran;
- Continued trend towards multi-product economy;
- Use of specialized labor, academic and youth in the province;
- Maintain rural land for agriculture, horticulture, livestock, local and keep the population of the settlements;
- Prevent the development of horizontal spatial urban settlements, especially in Yazd;
- Distribution of services and infrastructure in rural areas and urban required to prevent migration of Yazd Province;
- Advertising and marketing to boost the city's tourism market as a natural tourism, health, education and religion;
- To rise funds outside Yazd province facilitate capital investment;
- Establishment of small scale industries in villages and small towns;

The Social Strategies for Sustainable Development of Yazd Province:

- Use traditional public involvement and participation of NGOs established community;
- Promoting greater social services, cultural, sporting and educational uses can be found in training centers, academic;
- Educating the public with regard to the level of public education to reduce population growth rates, especially in Yazd province;
- Use social and cultural capacity to engage culture not for passivity in the face of entry;
- Distribution services, culture, education and sport in other parts of rural and urban settlement for the decentralization of Yazd;
- The capacity of academic institutions to develop cultural and sporting a regional and national scale;

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