Presenting the Foreign Tourism Attraction Strategies in the City of Mashhad by Using SOAR Strategic Model

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Abstract

As one of the major industries and the global text, the tourism industry is the most important source of income and employment to intensify the world. Iran is among the top ten countries globally in terms of tourist attractions and is one of the top five countries in the world in terms of tourism diversity and one of the top three countries in the world in terms of handicraft diversity. This study aims to present strategies for attracting foreign tourists to Mashhad using the strategic SOAR model. This research uses descriptive-analytical methods and research methods, qualitative research and tools, semi-structured interviews, and questionnaires. The statistical sample includes the organization of tourism, sales, and purchases of commercial centers, accommodation, and tourism to 13 people selected as a sample. To measure the validity, face and content validity were used, and to measure the reliability, the agreement of the two coders was used. Data analysis was performed through four factors of the SOAR strategic model, which finally extracted strategies to increase foreign tourist attraction in Mashhad. The results of the research were recruited in 11 systems, the most important of which are 1- Introducing the city of Mashhad as a halal tourism hub, 2- Strengthening political, social, cultural relations with other Islamic countries, especially neighboring countries, 3- Urban development and promoting citizen satisfaction, 4- Laying the groundwork for increasing foreign investment and facilitating foreign exchange. Finally, related operational plans are presented for each strategy.

Keywords: Foreign tourism attraction, SOAR Model, Tourism beneficiaries, The holy city of Mashhad

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