# Analysis and Evaluation of Potentials and Ecotourism Development Strategies in Dez Dam Lake by Using the "Freeman Method"

**Farkhondeh Shomalizadeh**[1]
**SeyedehSoolmazDashti**[2*]
**Kazem Hemadi**[3]

*1. Department of Environmental Management, Khuzestan Science and Research Branch, Islamic Azad University, Ahvaz, Iran*
*2. Assistant Professor, Department of Environment, Ahvaz Branch, Islamic Azad University, Ahvaz, Iran*
*3. Department of Basic Science of Water Resources, Khouzestan Water and Power Authority, Ahvaz, Iran*

***Corresponding author**
Soolmazdashti@iauahvaz.ac.ir

**Received date:** 2014/12/07
**Reception date:** 2015/04/21

**Abstract**
Tourism is the phenomenon of the distant past of human societies. According to the different needs of social and economic dynamism and growth of the industry in the country has continued its strategy requires proper planning and effective management. The aims to develop a strategic plan for ecotourism in Dez dam Lake was conducted in 2013-2014. For this purpose, the first step is to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) were examined. Then internal and external, with circumstance, internal factors evaluation tables (IFE) and assess external factors (EFE) were scored and weighted. For weighting internal and external to the analytic hierarchy process (AHP) and Super decision software was used. IFE matrix with a score of 2.793 indicates that the development of ecotourism Dez Lake has more strengths than weaknesses and EFE points to 2.582, indicating there are more opportunities than threats. The results indicated that the area under study to develop ecotourism in the table in terms of offensive strategic plan (strategy SO) is based on the analysis QSPM, strategy ($SO_2$) introduces the potential of the tourism for the capital increase of Dez dam public and private sectors with a score of 2.028 was considered the best strategy to implement an aggressive strategy. According to Freeman matrix, based on the priorities of economic, social, cultural and ecological study area and after completion of loading of each of the options developed, optimized and targeted strategy to take advantage of the incentive for people to engage with the local communities and NGO's responsible tourism, nature tourism and tips to attract domestic and foreign tourists with 90+ survey rated as the most important strategy for ecotourism development in the study area was proposed. Finally, according to area capabilities and potentials for ecotourism, to aim implement the each management strategy for sustainable development requires a planning, monitoring and continuous support.To achieve the goals of tourism development in Dez Dam, trying to attract the cooperation of public and private agencies and organizations related to the nature area is recommended.

**Keywords:** Strategic Planning, Ecotourism, AHP, Freeman Matrix, Dez dam.