



Strategic Approaches to Sustainable Maritime Economic Development in Iran Using the SWOT-QSPM Model (Case Study: Makran Coasts)

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Abstract

Introduction

This research emphasizes the strategic importance of the Makran coast in maritime economic development and its place in regional and national equations. Seas and coastal areas are among the most important platforms for economic growth, international trade, maritime transport, and sustainable development, and the Makran coast, due to its geopolitical location and natural capacities, can play a role as a regional hub in the country's economic development..

Methodology

two primary sources:

Literature Review: To identify theoretical and contextual components.

Field Study: Employing questionnaires to gauge perspectives and extract influential factors.

Furthermore, the SWOT-QSPM model was utilized for data analysis to identify strengths, weaknesses, opportunities, and threats, followed by prioritizing appropriate strategies.

Result and discussion

The findings indicate that in the evaluation of internal and external factors, **Offensive (SO) strategies** are prioritized. This means leveraging **strengths** to capitalize on environmental **opportunities** represents the most suitable path for the economic development of the Makran coastlines.

The SWOT analysis identified the region's potential for developing a maritime-based economy, its unique geographical location, and its capacity to become a regional trade center as key advantages.

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Conversely, certain challenges and limitations exist that must be considered in policy-making.

The discussion concludes that achieving sustainable development in this region necessitates **targeted investment, infrastructure enhancement, and the implementation of offensive strategies** to enable the Makran coastlines to fully harness their existing and potential capacities.

Conclusion

The research concludes that the Makran coastlines possess substantial potential to evolve into a **key regional economic hub**. However, this objective can only be achieved through proactive policies and the adoption of offensive strategies. Therefore, focusing on exploiting opportunities, reinforcing the region's advantages, and mitigating limitations should be a priority for planners and decision-makers.

Keywords: Maritime-based economic development, Makran coast, strategic planning, SWOT-QSPM method, regional sustainable development

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