

Internal and Environmental Analysis of Bushehr Port by AHP-SWOT Integration Approach

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Abstract

The main purpose of this paper is to analyze internal and external environments of Bushehr port using AHP-SWOT integration approach. First, we identified and classified strengths, weaknesses, opportunities and threats. Then, paired comparisons matrices for indices and groups were completed using views of six port experts. Finally, each index and group importance/weight calculated by AHP technique. The results showed weakness group with the weight of 0.4, threat group with the weight of 0.322, strength group with weight of 0.153 and opportunity group with the weight of 0.123 had the first to fourth ranks, respectively. However, the most important sub-criterion was the lack of dock and barnyard in the weakness group.

Keywords: Decision making techniques, SWOT analysis, AHP, Bushehr port, Persian Gulf.
