

عنوان مقاله:

Importance of Urban Tourism Planning in Tehran with Economic Approach

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خلاصه مقاله:

In world economic process, tourism plays a critical role and is deemed as a main element of development. One of mostly-used types of tourism is the urban tourism as the beginning of development of this industry, and attracts many tourists per year. This paper studies the urban tourism importance, then the role of urban tourism planning in metropolitan Tehran. The main purpose of this research is the analysis and recognition of position of tourism industry in economic growth and income resources of Tehran. The current research is practical in goal, and descriptive-inferential in the research performance methodology, and the data was collected using the documentary and questionnaire method. Statistical population of this research includes Tehran inhabitants among whom the researcher-organized questionnaire was distributed and collected. Using Cochran Formula, ۳۸۴ people was chosen as sample of statistical population, and data was analyzed and the statistical tests were used by applying SPSS software. The results indicated that planning for attraction of more tourists and increase of their duration can be effective on economic development of Tehran. In this research, tourism industry includes two important factors, infrastructures and advertisement, which shall be considered as main priority and seriously pursued in Tehran tourism planning

کلمات کلیدی:

Planning, Tehran, Urban Tourism, Economic Development

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