

عنوان مقاله:

Investigating and Evaluating the Existing Capacities and Potentials for the Development and Expansion of Ecotourism
in Paveh City

محل انتشار:

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خلاصه مقاله:

Ecotourism is a tool for achieving the goals of sustainable development, because it offers similar solutions to current problems. Iran is one of the most attractive countries in the world, which is among the top countries in the world in terms of climatic diversity and archeological and civilizational monuments, but unfortunately, in terms of ecotourism attraction and income, it does not have a worthy position. With coherent and systematic planning, the country can be saved from economic stagnation and dependence on oil, and the ground can be prepared for more employment and preservation of national reserves and resources. At the same time, ecotourism has the highest efficiency and effectiveness in using natural and cultural capabilities, which, while using it efficiently and creating conditions for employment and income generation, has the least negative impact on the environment and is a suitable tool for its development. It is in developing countries. For Iran, given its potential and actual tourism potential, the development of this industry can be considered as one of the appropriate options, despite the recent years and efforts in five-year plans based on the country's ۲۰-year vision. Good activities have been done in this field, which in comparison with the increasing growth of world tourism, these activities do not seem to be sufficient at all, and in this regard, the city of Paveh, despite the various natural and cultural capabilities to properly exploit the gifts. And the benefits of this industry require proper attention, planning and investment, and efficient management in this sector. This research was conducted by descriptive-analytical method using a questionnaire and statistical analysis using SPSS software. The results showed that the tourism infrastructure conditions of Paveh city can not lead to the development of tourism in Paveh city at present and should provide more infrastructure services to think about tourism development and economic conditions resulting from tourism development is not good and basic plans should be created in this regard to It is possible to achieve the economic development of the region before the development of tourism. Also, marketing conditions have been able to lead to the development of tourism in Paveh city on average, but more efforts should be made in the field of advertising and marketing.

کلمات کلیدی:

Tourism, Economic Development, Paveh city

