

عنوان مقاله:

A review of tourism circumstance and analyze the strategies of improving the tourism management and industry in Gilan province

محل انتشار:

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نویسندگان:

Bidar mohammad
eftekharmanavi shahrzad

خلاصه مقاله:

Gilan province is one of the most important centers of attracting tourists in national and international level. This province due to natural resources (forests, mountains, sea) and current economic opportunities it can become one of the major tourist hub. The main objective of this research is identifying unique tourism potential, identifying problems and bottlenecks in the development of this industry and suggest solutions to overcome bottleneck is the Gilan province. To achieve these objectives 2 research method of research and survey method was used. In these regard, the questionnaire was used by 60 people in Gilan. Results indicated that that the most important factor in attracting tourists is the province s rich natural resources and the environment. Development of the industry causes employment and income improving the public awareness, however, lack of proper planning and public investment, poor infrastructure, lack of adequate supervision on tourist places and environmental degradation by tourists is one of the threats of this industry. Also considering two important factors advertising and marketing tourism has a significant role .in promoting this industry

کلمات کلیدی:

tourism, tourism industry, Gilan province

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