

## Effective Factors on Development of Tourism Industry Regarding Economic Variables (Case Study: Tourism Industry of Guilan Province)

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### Abstract

Tourism is one of the most important subjects that is paid attention by many experts. Positive effect that development of tourism has on different aspects of human activity and environment can't be neglected. Although there is number of negative viewpoint about tourism attractions that manifests negative and comprehensive effects on local, cultural environment and life style and it leads to consideration of a more sustainable process of tourism development that needs cooperation of different partners for this complicated process in order to be changed to reality. Therefore the main goal of current research is applied and regarding classification of research based on the way of data collection it is descriptive. Tool of data collection is standard questionnaire that has been designed by Stilidis et al(2013). Sampling method in the research is available improbable and cluster sampling method. For considering hypothesis of research confirming factor analysis and structural equation modeling has been used. Result of research denotes confirming all hypothesis of research.

**Key words:** tourism development, economic effect, environmental effect, cultural effect, Guilan province

### Introduction

Tourism is one of the most important activities of contemporary human that besides creating strange changes in the appearance of earth, it has created fundamental changes in economic conditions, cultural and tradition. Consideration of situation of regions and lands that is paid attention by tourists every years and in different seasons shows changes resulted from tourism is more significant and important than changes that are resulted from development of other economic activities. For example required equipment's of tourist such as guest house, restaurants and recreational places that were established in seashores, mountainous regions, forest regions and around warm mineral waters, denote role and effect of tourism in transforming the face of land. Iran country by old civilization and various historical and cultural and environmental variety hasn't used advantage of this industry in place and share suitable with it and although in all developing plans of recent years releasing economy and single-product economy relying on oil export. However in the position of action no success has been obtained in this field (Seidaei and HedayatiMoghadam, 2010). Sustainable Tourism development is related to all forms of development and management of tourism activities that respect environment, preserve natural and long-term cultural resources and are acceptable and reasonable socially and economically. Sustainable tourism development is defined as a development that meets needs of current tourist and host regions, whereas preserve situation and improves situations for future. Tourism development as an important factor of management of all resources is depicted in a way that

aesthetic economic and social needs can be implemented, whereas it preserves cultural integration and coherence, necessary ecological process and system of supporting life. Similarly sustainable tourism is defined as a kind of development, equipping welfare facilities or activities of tourist that emphasize respecting all people and long-term preserve of Social and cultural and natural resources and helps economic development positively and valuably and creates satisfaction of people about life, work and remaining in tourism regions. Although there are some definitions, there are most fundamental definition that concentrate on tourist activities. Therefore, more sustainable tourism is all forms of development, management and tourism activity that provides a sustainable and long-term cultural activity(Risteski et al, 2012). Development of tourism industry in Iran as one strategy of being released from single-product economy and variety of resources of country's income should be paid attention by planners and policy-makers of the country. Regarding these subjects, current research tries to identify effective factors on growth and development of tourism industry in Guilan province and beside identification of the most effective factors, present necessary strategies in development for use of private and public sectors of tourism industry.

### **Statement of problem**

Tourism in nature is such economic activities that have been changed into a global industry. Nowadays development of tourism and enter of tourist creates many economic and social-cultural and environmental effect on regions accepting tourist. Social-cultural effect of tourism is counted as the most important regards of tourism development in any region. Tourism development has positive social and cultural effect that are: creating place of familiarity of people of a country with the living way of other nations; increasing level of welfare and life quality of people in the society' creating breadth and extension of people's view; enrichment of cultural experience of people in the society; creating place of transferring cultural values to the world; preserving historical and cultural heritage of country; survival of national traditions; place of using recreational and cultural facilities for people in the society, increasing public places and creating reciprocal respect among people with various cultures(zahedi, 2006). Also tourism industry has extensive economic effects. Creating job and achieving sustainable and proper currency income, increasing employment and variety of economic activities, decreasing unemployment and creating employment for low-income people, enhancing level of people's life, improvement of infrastructure and existing facilities are counted as the most important positive economic effects of tourism development(Zarabi and Eslamiparikhani, ). Negative environmental effect of tourism includes weather pollution, soil pollution, water pollution, problem of traffic density, throwing rubbish, damage of historical buildings, destruction of natural plants, destruction of wild life and so on (Altinay& Husain, ).Regarding prediction of global organization of tourism in more than million people visit Asia andOceania. If Iran regarding its high capabilities and potential can attract only % of these travelers, its income will be more than 12.8 billion dollars that is about income of selling oil during a year. Cultural and social effects of tourism development can be stated in this way. Historical and old places due to less attention and inexistence of necessary credits for reconstruction and keeping are destructing and diminishing. In case of tourism development it can be expected to prevent destruction of these historical places and find economic justification for devoting budget to its reconstruction. Also by increasing intercourse between local people and different travelers, parties get familiar

with customs of each other and identification of different cultures can be beneficial at creating a secure and calm environment for life of human. Of course it should behave cautiously about cultural effect of developing tourism so that not to damage local culture and tradition (Madhooshi and Naserpour, 2003). The first reason of developing tourism industry in most countries is benefiting its economic resources. Although other reasons are presented in this field. In the view of Oh (2005) tourism industry can have important effect on increase of employment, income related to residential places and public income of country (Tayebi et al, 2008).

Tourism development includes different aspects: economic social cultural factors and environmental changes on living style of society of host. Also it has beneficial advantage. Therefore support of companies about tourism industries for sustainability of this reality is necessary (Lee, 2013). Perception of viewpoint of residents in touristic region has potential effects on development and tourism that leads to more support of this subject. Also unique recognition of destination and place attraction and its development will create perceiving effect for residents of regions and provides support for tourist (Stylidis et al, 2014). Nowadays travel industry has been as the greatest and most various industries in the world and many countries consider this dynamic industry as the main source of income, occupation, growth of private sector and development of infrastructural structure. Tourism industry is paid attention throughout the world especially in developing countries that are other economic forms like production or extraction of natural resources are not affordable (Razavi et al. 2013) Economic importance and effects of tourism is not hidden for anyone. Tourism is the most important global economy industry and even the main economic section of many countries. Based on report of the global trade organization in recent 6 decades, tourism has continuous growth and nowadays it is one great economic section that has the highest rate of growth among other sectors (Khoshkho and Alizadeh, 2010). Regarding mentioned subject's researcher is going to answer this fundamental question that:

What are the most effective factors on development of tourism industry in Guilan province regarding economic variables?

### **Literature Review**

#### **development of local economy**

Development of local economy has been defined as a series of social cultural factors and belonging to a place, professional situation and development of factors related to it and leads to economic and local activities about establishing hotels and residential complex, guest house and promotion of business and employment. Economic changes and local cultural and environmental development is counted for increasing and promotion and its long-term welfare (Nazou, 2009). Local business lead to facilitation of entrepreneurship and interaction between sections and different regions that is for the benefit of local economy and tourism industry and has many economic advantage for promotion of business of local residents activities. Rural tourism become real with subjects like habits of host society and traditional values roots in culture and relations among local people and by creating many working situation in hotels, restaurants and travel agencies, small business and promotion in transportation leads to better quality of life in the direction of creating job and reducing poverty (Lejarranaga & Walkenhorst, 2013). Tourism leads to opportunities for acceleration and renovation of working process and local environment, shows extravagant movement and activity and provides motivation of workforce in

environmental optimization and creates positive reciprocal effect in different sections. Nature and dimension of these reciprocal effects increases ability of accepting and attracting local tourist and leads to local economic promotion and provides capacity of attraction for investment proper to economic development (Skerritt & Huybers, 2005).

Local economy has significant effect on tourism development. Local economy has three key aspects for its residents that are: employment, life standards, business environment and some of sub-set of these factors can include parameters like local tourism, belonging to a place in people and encourages residents for production of goods and local services and in fact provides motivation of more attempts in the direction of development. Tourism leads to increase of price of properties of local residents and provides new opportunities in the direction of selling products devoted to the same region and leads to fame of a city and conformation of a place for business (Stylidis & Terzidou, 2013).

### **personal economic profit**

The first reason of tourism development in most countries is utilization of its economic resources' although other reasons are also presented. In Oh viewpoint (2005) tourism can have important effect on increasing employment, income related to residential places and public income of countries. Therefore tourism affects economic growth in two indirect and direct forms (Tayebi et al, 2007). Perceived situation of local economy considers viewpoint and attitude of residents from three important key aspects of local economy that is employment, level of life and business environment. Agreements on these aspects showed that residents have relationship with local economy. Some studies considered personal economy profit of residents about tourism through different methods that include personal of family employment in tourism. Apart from this methods, personal economic profit perceived from tourism has been considered ad a powerful criteria of measurement (Stylidis & Terzidou, 2013). Tourism affects economic growth indirectly' because it shows dynamic effect of spillover another externalities. In this form that if tourism promote due to high interaction with other economic activities, other economic activities that give that good use service of presenting or its product, will move accompanied by it. That is tourism can act a motor for economic growth that move other activities following it. On the other hand economic growth is effective on tourism development. Economic growth by development of facilities and tourism constructions such as development of transportation of roads, ICM, development of electronic money, development of residential places, restaurants and hotels, development of public health and also recreational facilities and welfare affairs causes development of tourism industry (Tayebi et al, 2007).

### **Economic effect of tourism**

Tourism has high effect on economic growth of small industries dependent to tourism and also causes positive effect on economic growth through different channels in long-term. Because tourism causes profitability of economic process through entrance of goods and currency exchanges and also causes process and capital goods (Schubert et al, 2011). Tourism is counted as one key section of short-term and long-term economic growth. Tourism causes increase of economic activities and this increase in activity is favorable and effective in normal form and often has positive effect on economic activities and improvement of small and big economical process. Increase of attention and concentration on tourism is counted as potential economic growth of part of countries. Rapid development of tourism causes increase of regional income

and income of government through effectiveness of activities and improvement and enhancement of this industry leads to policies of enhancing tourism. Tourism development helps economic growth positively. Chao et al sowed that tourism development leads to relative increase of price and excellent condition of trade and output of business. Also tourism increase employment and economic welfare. Tourism development and economy is the internal factor in destination country that these two factors have important consequence for doing policies of economic development or tourism of countries (Chou, 2013).

Tourism is counted as one key index at global economy and can impose its development on nation economy policies, because nowadays economic motivations and especially regional business have more power than other aspects. Tourism can have important effect on increase of employment, income related to residential places and public income of countries. Therefore tourism can affect economic growth directly and indirectly. Tourism is sub-set of service industries and since service is one case that production of its value added is regarded in calculating gross domestic product, so income resulted from tourism is counted at gross domestic production and affects economic growth directly. Tourism encourages important role at infrastructure and increases competition among local companies and other companies of tourist country. Tourism industry can affect other economic industries directly and indirectly and leads to production of employment and income. Tourism causes positive utilization of economy at national sale and finally tourism is an important factor at publication of technical knowledge, stimulation of research and concentration of human capital. Tourism leads to external exchange of currency among countries. It increases increase of market demand and effectiveness and economic utilization for increasing goods and services. It encourages competition and creates positive effect at the level of price of goods and services and leads to improvement of life especially in small countries and their local economy (Schubert et al, 2011).

#### **cultural-social effect of tourism**

Social cultural effect of tourism are methods in which tourism creates changes in value system, behavior of people, relations of families, collective living style, traditional ceremonies an social organizations and is counted as the most important regards of tourism development in any region, although measuring these works is more difficult than economic and environmental works. These works can be problematic and important in countries that are traditional socially and economically. Regarding that social-cultural works of tourism is extensive. By consideration of different studies some of these consequences are pointed out briefly: increase of level of welfare and quality of life of people, creating breadth and extension of people's viewpoint, survival of local tradition and creating reciprocal respect among people with various cultures (Seidaei and Rostami, 2012). Negative consequences of social-cultural effects of tourism development are: tourism development, crime and cruelty and other social deviation, it increase destruction of belief and value principles; places of developing behavioral pollution contradicted with norms of society ad destruction and damaging cultural and social heritage' density and increase of population to area of rural residents; emphasizes strengthening and supporting local services like public transportation and healthcare' creating new facilities and attractions like sport cultural and tourism facilities and diminishes traditional style of architecture' causesdevelopment of cultural relations and strengthens local unity; enhance living level of



people in the region and helps improvement of services and social facilities(financially)(Hashemi and Hosseinpour, 2010).

### **environmental effect of tourism**

An attractive environment, whether natural or artificial, attracts tourist and development of tourism in a place will be related to area surrounding. The word environment points physical complex in which tourism happens and it can be coastal recreation place, historical cities, mountains, villas, cultural places like museum and national. Statue Tourism alone will have positive and negative effect on environment. These effects can be stated briefly (EsmailZaei & EsmailZei, 2013).

- increasing investment in the region (that may include improvement of facilities, providing development and possibility of accessing it)
- preserving features and supported places (building, constructions, wild life, seashore)
- increasing income for caring facilities and equipment

Promotion of tourism in any geographical place beside positive and negative economic social consequences has environmental effects that in case of continuing can lead to uncompensational consequences. Nowadays volume of human activities and its effect on environment has dimensions that the area of pollution and destruction of environment hasn't been limited to education of environment, these problems has spreads over the most places in the world. Tourism can be accompanied by fundamental support for a geographical region if its environmental index is observed. That is systemic analysis about environment and economic and social planning should be done in detail and regarding different kinds of development (Azmi et al, 2011). In many regions in the world, natural beauties and attractions of environment is the main primary reason of attracting tourist and development of tourism. Therefore the main field of activities is related to environment tourism. This action caused tourism has main effect on environment although tourism has positive effect for attractive regions of tourist that the most important positive effects of tourism on environment include (Hashempour et al, 2012).

- helping save of natural region and wild life, such as sea environment, stabilizing parks and national and regional protection places
- helping preserve of historical places as tourist attraction
- helping modification of environmental quality of regions. Because tourist are interested to visitingattractive clean and without places without pollution. Tourism creates motivation of purifying environment through controlling weather pollution, water, hearing and visual and appearance aesthetic of environment with designing and constructing viewpoints and proper buildings.
- increase of environmental awareness, when residents especially adolescent observe interest of tourist at preserving they start perception of the importance of saving their places.

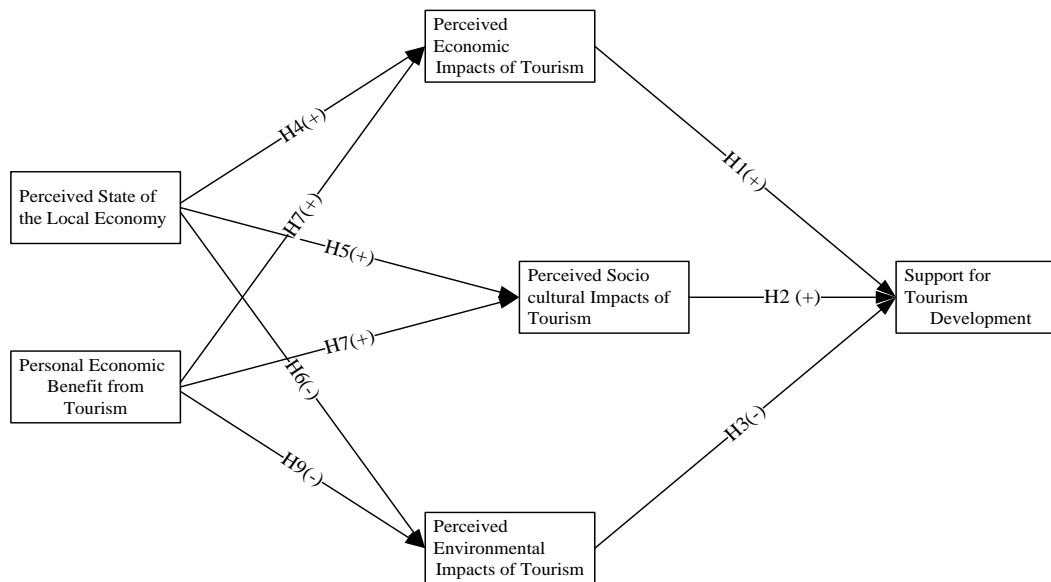
### **Development of tourism industry**

Tourism industry can be defined as the process through which a tourist receive, choose and organize and interpreted information based on different experience and create a meaningful image of value of tourist development (woo et al, 2015). Generally tourism has importance from two directions: firstly it causes familiarity of people with culture, races, nations, lands and dialects and secondly it is counted as an important source of income and currency and creating job that nowadays its economic aspect has been paid attention more. Tourism in many big and

small countries in the world is the greatest and most profiting industry of those countries. Statistics shows that 11 percent of workforce in developing countries was active in tourism section and annually 30-40 billiondollar of income is achieved by countries. Tourism is one of the most secure pure and cheapest sources of achieving currency income (Sedaei and Hedayatimoghadam, 2010). Economist believes that tourism is part of extensive set of economy that is connected with cultural items a lot. Iran by civilization history and various touristic attractions and significant climate situation beside demanding economic benefits resulted from tourism such as employment and currency income, emphasizes saving excellent value and its cultural and civilization identity that in this field it is necessary to take important steps (Seidaei and Hedayatimoghadam, 2010). Some research denotes that residents probably support tourism development and participate in tourism activity when they perceive a proportion of profit-positive cost. Attitude and strategies of resident in the direction problems of tourism level of their support for tourism development can be varied depending on evaluation identity. Therefore literature of tourism industry has studies that have considered prediction of approach and attitudes of tourism, dependency of society, satisfaction of life of society and quality of life through application of index such as economic profit, personal growth and time of remaining in tourism destination. Since tourism value has changed over time, attention to economic values has been attracted more than other cases, also looking at perceived value of tourism development about improvement of quality of life or fortune and welfare of residents is important. Perceived value of tourism development has been considered as an important subject for discussions and in research of marketing it is counted as a key structure that facilitate perception of customer behaviors (Woo et al, 2015).

### **Research conceptual model**

Theoretical framework is a conceptual pattern based on theoretical relations among effective factors and variables on the research subject, in these model variables of local economy development and personal economic profit as independent variable effect of tourism such as economical cultural and environmental as moderatingvariable and finally tourism development has beenconsidered as dependent variables. Research model is taken from research (stylidis&Terzidou, 2013). Relations between variables of research have been shown in the following pattern:



Fig(1):research conceptual model(stylidis&Terzidou, 2013)

Based on research conceptual model research hypothesis are written in the following form:

H<sub>1</sub>: economic effect of tourism has positive effect on development of this industry in Guilan province.

H<sub>2</sub>: cultural-social effect of tourism has positive effect on development of this industry in Guilan province.

H<sub>3</sub>: environmental effect of tourism has positive effect on development of this industry in Guilan province.

H<sub>4</sub>: development of local economy has positive effect on economic effects of tourism industry in Guilan province.

H<sub>5</sub>: development of local economy has positive effect on social-cultural effects of tourism industry in Guilan province.

H<sub>6</sub>: development of local economy has positive effect on economic effects of tourism industry in Guilan province.

H<sub>7</sub>: personal economic profit has positive effect on economic effects of tourism industry in Guilan province.

H<sub>8</sub>: personal economic profit has positive effect on cultural-social effects of tourism industry in Guilan province.

H<sub>9</sub>: personal economic profit has negative effect on environmental effects of tourism in Guilan province.

### Methodology

This research regarding goal is applied and based on method it is descriptive that describes features of sample and then generalizes these features to statistical society. It can be said that method of this research is descriptive and surveying-correlation. Distinctly this research is based on structural equation modeling.



For data collection about theoretical principles and subject literature library studies and papers and for data collection for analysis questionnaire has been used. Statistical society of current research were all residents of touristic places in Guilan province. Sampling method in the research is cluster sampling type and available improbable . In this form that firstly it was identified based on famous touristic region of Guilan province and then a number of samples were chosen in the form of available improbable and their number was 332 people. Research questionnaire was standard that its questions were designed based on Stildis and Terzido(2013) that after translation and localizing in the research they were used. Information related to the questions of questionnaire has been mentioned in table (1) regarding number of questions.

Table(1): information of research questionnaire

Model variables	No. of questions	Source
Local economy development	3	Stilidis and trezidou(2013)
Personal economic profit	3	Stilidis and trezidou(2013)
Economic effect of tourism industry	4	Stilidis and trezidou(2013)
Cultural –social effect of tourism industry	4	Stilidis and trezidou(2013)
Environmental effect of tourism industry	4	Stilidis and trezidou(2013)
Development of tourism industrt	3	Stilidis and trezidou(2013)

### Validity and reliability of questionnaire

In order to be able to certain about result of measurement and in simple word claim that data resulted from measurement are reliable measurement should have two features of credit and reliability. In this research by using cronbach alpha reasonable compatibility of cronbach alpha between questions of questionnaire have been assessed. For assessing content validity, research questionnaire should be given to authorities and experts and in some session their considering reforms should be implemented on structure and content of questionnaire. After designing an writing questionnaire and confirming it by professors and specialties, researcher was going to determine degree of reliability of questionnaire. Therefore firstly a primary sample including 30 questionnaire was pre-tested and then by using obtained data of this questionnaire and through statistical software of SPSS degree of reliability coefficient was calculated through cronbach alpha for this tool. Amount of cronbach alpha for all indices of questionnaire and also amount of this coefficient for the whole questionnaire was above 0.7. Exact amount of this coefficient has been mentioned in table (2):

Table(2) reliability coefficient of variables of questionnaire

Variables of model	cronbach alpha
Local economy development	0.895
Personal economic profit	0.714
Economic effect of tourism industry	0.736
Cultural –social effect of tourism industry	0.802

Environmental effect of tourism industry	0.829
Development of tourism industry	0.715
The whole questionnaire	0.813

### Data analysis

For analyzing demography of members of sample 4 questions were introduced. Result of information showed that among 332 respondents most of them were men. Other information related to this section of questionnaire has been mentioned in the following table:

Table(3): demographic feature of sample

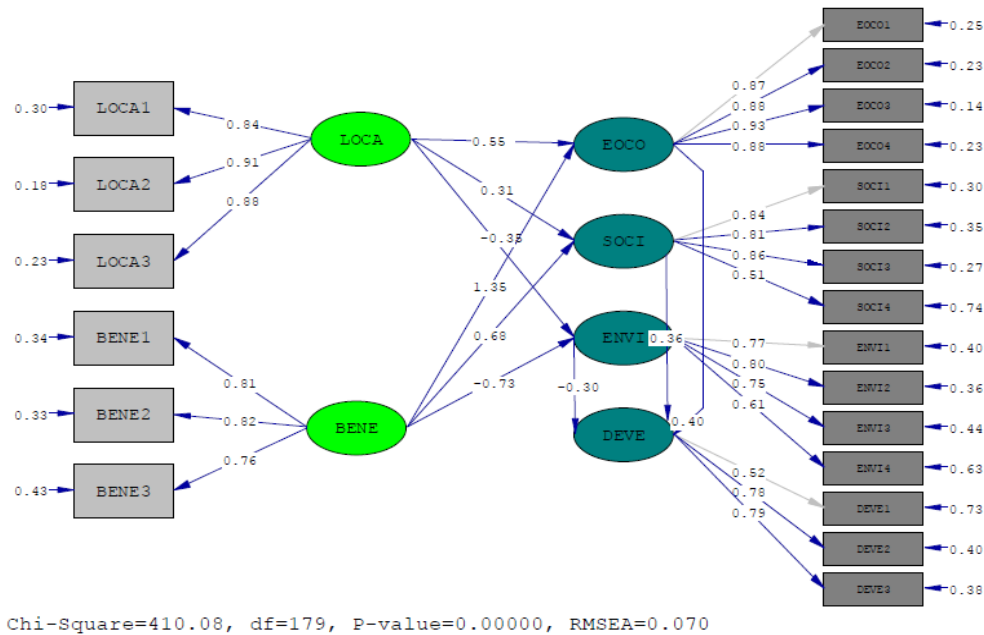
Percent of respondent		
Gender	Male	85.8
	Female	14.2
Age	Less than 30 years old	3.9
	Between 30-35 years old	8.1
	36-40	25.6
	41-45	32.8
	Over 45	29.5
Education	diploma	37
	Post-secondary	1.2
	Bachelor	56
	M.A	5.7
Time of residency	Less than 5 years	19.6
	5-10 years	5.7
	11-15 years	63
	16-20 years	11.7
Tenure	Less than 3 years	3.9
	3-6 years	16.9
	7-9 years	25.3
	9-12 years	20.8
	Over 12 years	33.1

### Confirming factor analysis

In this section two important output of Lisrel software that is model in standard solution and meaningfulness coefficient is presented:

#### Model in the mode of standard solution

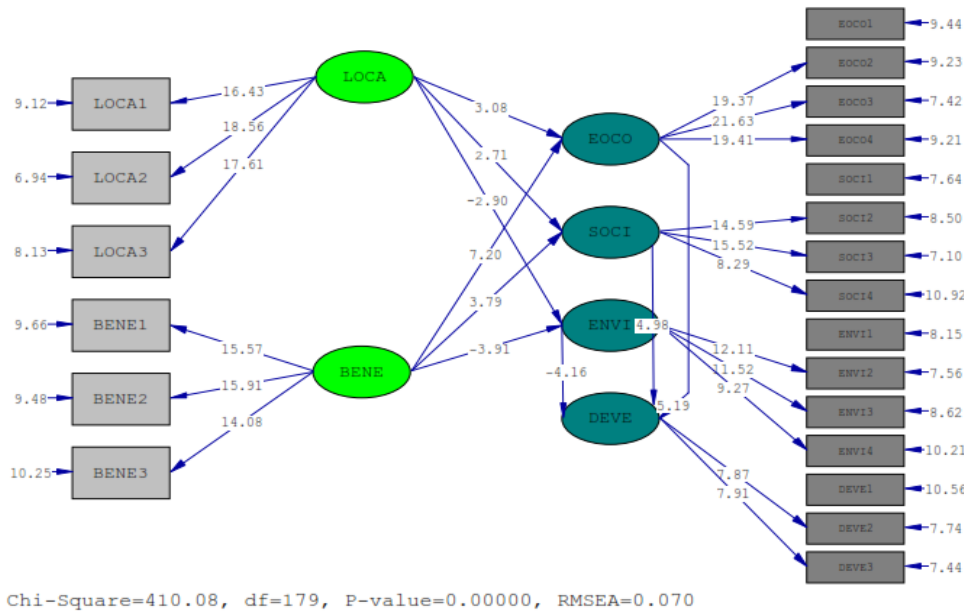
Regarding fig(1) we can observe factor load of each question of the research. Amount of determination coefficient is a number between 0-1 that as it closes to 1, amount of variance becomes more.



Fig(2) research model in standard solution mode

**Model in T-value mode**

Fig(2) shows meaningfulness of coefficient and parameters obtained from model that all obtained coefficient have become meaningful. Basis of confirming or rejecting hypothesis of research is considering meaningfulness coefficient. Regarding mentioned cases all hypothesis of research are confirmed.



Fig(3):research model in meaningful coefficient mode

In table (4) result of considering hypothesis of research has been mentioned briefly:

Table(4):considering research hypothesis

Research hypothesis	B	t	Result
economic effect of tourism industry on tourism development	0.4	5.19	accepted
Cultural-social effect of tourism industry on tourism development	0.36	4.98	accepted
environmental effect of tourism industry on tourism development	-0.3	-4.16	accepted
local economy development on economic effect of tourism industry	0.55	3.08	accepted
local economy development on social-cultural effect of tourism industry	0.31	2.71	accepted
local economy development on environmental effect of tourism industry	-0.35	-2.9	accepted
economic profit on economic effects of tourism industry	1.35	7.2	accepted
economic profit on cultural-social effects of tourism industry	0.68	3.79	accepted
economic profit on environmental effects of tourism industry	0.73	-3.91	accepted

### Fit indices of research model

In table (5) indices related to fit model has been mentioned by its favorable amount. In comparing amount of research model and favorable amount this subject becomes apparent, research model is located in favorable mode regarding all indices.

Table(5): fit indices of research model

Fit indices of model	Amount of research indice	Favorable amount
$\chi^2 / df$	2.29	Less than 3
RMSEA	0.070	Less than 0.08
AGFI	0.86	More than 0.8
GFI	0.94	More than 0.9
Degree of Freedom	179	More than 0

### Conclusion and suggestion

Regarding subject and result of this research it can be stated that nowadays tourism has got importance at global level and even some people believe that tourism will be changed to the greatest industry in the world soon. Also extensive competition at the global level has been created among countries and organizations for attracting tourist and some countries of the region like turkey have achieved success in this field. This is while Iran regarding historical works is located as part of first 9 countries in the world and regarding ecotouristic attraction it is located among 10 best countries of the world but in attracting tourist and also development of tourism industry it hasn't achieved success and experts and activities of industry believe that by sustaining current process tourism industry don't achieve favorable development and will not achieve goal of viewpoint in the shadow of the year 1404. Therefore it is necessary to know main problems that are barrier of development of this industry in the country and take necessary action for removing them. Therefore Guilan province regarding lack of making effective decisions in this section couldn't benefit capacities and its capabilities about tourism and achieve Iran tourism

market in its proper share. As even many of its attractions has been remained unknown for the residents. This action caused many economic-social problems of province that can be solved by tourism development still remains. Such factors that can develop and improve tourism industry, is applying tools and effective parameters on tourism development. Therefore in this research by making research mode of stilidis and Terzido(2013) operational in statistical society of practitioners related to tourism industry in Guilan province try to identify effective factors on tourism development. Researcher for improvement of situation of this industry in the direction of obtained result presents some suggestions as below:

1-attention to the marketing action in tourism industry: marketing and correct advertisement is fundamental basis of tourism and necessary condition for its development. Therefore using techniques and skills of marketing in different area of tourism and determiningspecialtymanagers in marketing action in tourism area seems necessary. Because one problem that faces in tourism industry of Guilan province is lack of purposeful advertisement in markets outside province and still many people of Guilan province claim being unaware of many attraction of tourism in Guilan province.

2-empowerment of active institute in tourism industry: reducing policy of government and delivering administrative affair to private sector by prioritizing infrastructure development and empowerment of companies related to tourism industry by considering pattern of global success and by presenting educational and consulting plans by authorities of tourism of the province can have significant role at constant development of tourism and balanced and sustainable development of the province. Because one problem of tourism industry of the Guilan province is lack of favorable infrastructure adapting global standards that can point improper quality of transportation system, railway and road, weakness of country at using communicative technologies, improper architecture of some hotels and residential centers, lack of proper healthcare services among roads.

3- Creating common insight and systemic attitude in beneficiaries of tourism industry: it leads to the same viewpoint of beneficiaries of tourism in future viewpoint to convergence and synergistic of attempts and achieving proper place in tourism. Because one of the most important problem that exist in tourism and cause lack of concentration of authorities and decision-makers of the province in solving existing problems on the way of development of this industry, is cultural view to the industry. In other word instead of looking at tourism economically and know it industry that can have significant role at economy and flourishing, only in cultural viewpoint it is observed that unfortunately in this view due to incorrect treatment that exist about tourist in the country and in lack of required culture of industry it was pointed tourism industry has been put aside and it doesn't accept serious attempt at growth and flourishing and exploiting its economic advantage.

4-accountability system in different sections of industry should be strengthened and beside tourism industry in this field should start in this field of work and by planning manage this subject in other sections such as hotels, offices of tourism, tour leaders and presenter of other services.

5- Industry of attracting tourist has been always paid attention by different countries as a proper choice in the direction of attracting economic incomes and important source of employment. In fact tourist attraction is an economic activity that has less fundamental limitation toward



production of good and services and as this section has been paid attention it will lead to proper profit. Therefore policy-makers and active managers in the field of tourism are advised to prioritize supplying plans of employment in tourism industry and related sections and maximizing local employment in tourism through correct education of people for activity in tourism section and create field of increasing employment in this field and employment and applying specialty forces in tourism industry.

6-regarding importance of existence of forest and natural resources, supervision of government on change of forest land use and also preventing construction among forest coverage, will be proper solution in the direction of saving these valuable resources. Therefore attention to natural environment and especially forest park and presenting proper services in these regions causes economic promotion and increase of employment in the region. Therefore it is suggested regarding tendency to more payment of visitors and in the direction of goals of privatizing and reducing role of government in the market, we can deliver parts of natural forest regions that accept many visitors to private sectors so that by receiving a distinct price provide welfare and proper health facilities for welfare of tourist and tourist attraction.

#### **Limitation of research**

1-in this research for choosing considering people for accountability to questionnaire classification hasn't been done and in case of classification the result may be changed.

2- this research has been done only in geographical territory of Guilan province so in its generalization to the result of other provinces caution should be done.

3- Regarding that in the research model only 5 variables have been considered as effective factors on development of tourism industry these factors may not include all viewpoints of respondents.

#### **Future suggestion for doing research**

1-it is suggested in future research do classification for choosing statistical society and accountability to questionnaire for example classification of authorities of hotels, guest house, restaurants and so on

2-comperative consideration of research model in statistical society of two different provinces (preferring Northern provinces) for generalizing more result

3- it is suggested in future research like modification of great policy-making of country, development of infrastructural structures, advertising activities and writing related strategies in tourism industry should be considered as effective factors on development of tourism industry.

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