

Identify and assess the capacity and capability of absorbing investments with an emphasis on urban management in the city of Rasht.

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Abstract Today one of approaches to urban management and reduce dependence on state aid identifying problems and moving toward sustainable revenues and methods and new means of financing, such as attracting domestic and foreign investors, Issuing bonds and using bank facilities that success in this area requires municipalities Regulations and legal protections of the devices concerned and win the confidence of investors and citizens. Sustainable development of cities is the most important concern of city managers in order to achieve this goal, Investment in municipal projects is indispensable. The lack of sustainable income in urban cities has caused managers can provide optimal service to citizens. This paper examines the obstacles and ways to attract investment in urban projects in Rasht deals. The method of application and the nature of the method is descriptive - analytical, And the purpose of the research are applied. And is one of fieldwork and The population surveyed 386 executives and investors have been collected in 1395. The results show: Rasht with attractive investment potential and capacities can be given advantages and by removing barriers to the use of different capabilities and set things right As one of the options considered optimal for investors to invest in urban projects. But so far management has been successful in providing substrates suitable for investors not.

Keywords : Keywords: potential assessment, absorbent investment, management, Rasht

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