

# **Analysis of the role of museums and exhibitions in the city of Rasht in the tourism developments in the last decade.**

Fatemeh Alizade\*,

**Cultural tourism is the most prominent types of tourism and full customer; According to a special place in the city, in the most successful countries in this industry, tourism development is the basic foundation of the city. Based on this study with the assumption that the development of the tourist attractions of the city museum can add Try to target their research to examine the role and capabilities of museums and exhibitions to attract and develop urban tourism in the city of Rasht was voted the scope of their research. This study is applied and the type of research is descriptive and survey was conducted by questionnaire. Subjects and experts who are working in museums and exhibitions. The results suggest that museums and exhibitions Rasht potentially important role in attracting tourists and urban cultural tourism development that can be, With proper advertising and provide more and better facilities for visitors, Have the potential to be used effectively for the development of urban tourism. In the end, based on the information obtained, suggestions are presented.**

**Keywords : Key words: museum, exhibition, tourism, development, city of Rasht**

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