

Assesment of Halal tourism development in Gilan Provinces by using SWOT Model

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Abstract Evaluation of Halal tourism in the province of Gilan with SWOT model
Crystallization of tourism as a requirement, making it the largest service industry and tourism specialization provides an opportunity for any destination to benefit the benefits of tourism hope. Of course, without identifying influencing factors, planning and strategic management will be possible. Therefore, in this study we have attempted, with respect to the potential of Gilan province in halal tourism, using the SWOT model's strengths, weakness, opportunities and threats facing the Gilan Province to examine and to develop any the more that offer strategic solutions. The study used functional, in terms of data collection and field-based questionnaire. The volume is a population of 25 of us that were ed according to Morgan table as the sample size $n = 24$, available targeted sampling. Validity and reliability are approved. Analysis of SwOt indicates the status of Gilan province located on the offensive. According to the environmental strengths and opportunities, strategies strategy invasive approach provided shows that due to the diversity of tourist attractions and geographical location Gilan province, the province has the capabilities needed to develop halal tourism. **Keywords: halal tourism, Swot, Gilan province.**

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