

Study the Relationship between Environment, Tourism Destination, Cost and Treatment Facilities on the Development of Health Tourism in the Province of Guilan

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Tourism development is an important factor for enhancing national income and promotion of growth and economic development and in order to achieve, various ways and methods should be followed and implemented. Health tourism and medical tourism is one of the most important opportunities and potential for tourism development in Iran that is because of existence of nature and the four seasons, hot springs, mineral water and ... which increase the need for paying attention to this issue. This article ties to examine the relationship between environment, tourism destination, cost, and treatment facilities on the development of health tourism in the province of guilan. This is a descriptive and correlational study in which the correlation between independent variables and the dependent variable have been shown and in terms of monitoring and control, it's among the field research, and we used questionnaire tools in order to collect our data. The population of our study is total number of 60 tourist's patients in the hospitals of Guilan province including 46 male and 14 female patients. In order to calculate sample size, Morgan table was used. Cluster sampling method has been used in this study which was studied based on the different branches of hospitals in Guilan province. After scoring and calculating descriptive indicators, for answering the research questions and conclusions we used SPSS statistical software. The results of our analysis showed that the cost of health care and medical treatment directly related to health tourism. The results also showed that health tourism destination and tourist destination do not have an impact on health tourism.

Keywords : tourism, environment, tourism destination, cost, treatment facilities,

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