

Creative tourism and development solutions in the city of Lahijan

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Creative tourism is considered as a new generation of tourism after the first generation the beach tourism and second generation or cultural tourism (oriented to culture and museum). Creative tourism concentrates on operational activity and deeper interaction with real cultural life in cities. Creativity allows to the tourism city to have comparative properties rather than other places and creative productions attracted entrepreneurs and other people cultural sections. Present research aim to proper approaches in development of creative tourism of Lahijan city with attention to its potentials. Research method according to the nature of studied issue is descriptive - analytic in type of survey based on questionnaire. To analyze data (Strengths, weaknesses, opportunities, threats) and achieve to results were used SOWT model. In analysis process of creative tourism development of Lahijan city was used internal Factors Evaluation Matrix (IFE), external Factors Evaluation Matrix (EFE), Internal - external factors Matrix (IE), Quantitative Strategic Planning Matrix (QSPM). Findings indicate that Lahijan city has necessary potential in creative tourism development. But if managers of the city want to achieve to this aim they must to benefit opportunities and avoided threats. And prioritize strategies of (WO) group based on Enhancement environmental situation using capabilities respectively: 1- Organize ad performance in introduction agricultural productions and harvest products such as tea and rice to create cooperation and interaction of tourists with localsociety. 2- education methods and techniques of creativity in tourism to specialist in order to the more introduction of cultural attractions 3- empowerment service quality and environmental substructures and urban infrastructure facilities

Keywords : development, creative tourism, SWOT model, Lahijan city

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