
tourismpotential of rura tourism with emphasis on the city of shahrood case study:bastam erea

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Abstract: Tourism industry in respect of social and cultural has jointed nations and different tribes and maintenance of societies's custom and traditions , and have an influence in strategic situation and possessing rich and extensive sources of natural attractive and lasting permanent cultural inheritance , have high ability (power) and potential in travel industry section and of course requires to develop and preferment of sub-structure in correlation with bulk and demands of tourism. Semnan county in respect to geographical situation and placing in Abrisham route and connection crossroads of East and West and North and center of country , have been in center of attention long time ago and because of having (possessing) rich cultural inheritance and existence of several natural attractions and golden cultural history , take into account the most important and attractive tourism region and has important role. Shahrood province with spread of unique beauties together with it's old history and culture and custom variations and natural beautiful and having root in history of ancient (traditional) country is called as a small continent and Five-Climate. With this all descriptions , Shahrrod is one of the excellent region in respect to preferment especially rural tourism and among them Bastam city on the account of possessing of natural attraction such as Abr jungle, Olang jungle , Khosh yeylegh Hayate Vahsh area , Mojen ladder city , Tash and Shahkooh country zone , and seven colors spring and numerous waterfall , and also existence of Gnostic and famous poets like sheikh Abol Hasan Kharaghani and Bayazid Bastami and Foroghi Bastami , have a high importance in Gnostic , natural and cultural turning. On the other hand , this county with having rural areas suchas Ghale No Kharrhan , Abr , Ghale Bala , Reza Abad Khartooran , Abarsej with natural and cultural properties which have a high importance in Iran and county traveling especially in village tourism. The current study in the field of recognizing of existing potential tourism and ecotourism and

especially rural tourism in Bastam Shahrood county that it's role is developing of it in protection of environment and natural resources and keeping and promoting and preservation and deal with art crafts of village of area and on the basis of STOW model , and to proceed to obstacle and short coming of it and solution of development.

Keywords : Key words: tourism- Rural tourism- Shahrood- Bastam- envoiroment- art crafts

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