

# **Analysis of the Role of Residential Complexes in Tourism Recovery and Sustainability "Case Study: Langrood County"**

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**Abstract** In many countries, the tourism industry is the main source of income, employment and infrastructure development. Various factors are important in attracting tourists, among which residential complexes are among the most important factors for attracting tourists. Tourism development in the country will not be realized unless the services and facilities necessary for accommodation and reception of tourists are provided. However, the quality of these services and its desirability will lead to the development of tourism industry and the satisfaction of tourists. In Langrood, there are several residential complexes (including hotels, hotel apartments and tourist accommodation complexes), which, if services and their quality are desirable, will provide the development of tourism industry and the satisfaction and durability of tourists. The purpose of this research is to determine the role of the residential complex in attracting and retaining tourists in the city of Langrood. The author's goals in this thesis are to determine the role and position of residential complexes, services and facilities and the position of these residential complexes in attracting and staying in the tourists of Langrood County. Research methodology is a descriptive analysis and method of collecting information, documentary and fieldwork. The statistical population consisted of tourists who have used residential complexes in Langrood city during the year. The sample size was 384 tourists randomly ed to complete the questionnaire. Field analysis is done using the spss software. The results show that residential complexes, services and facilities in these complexes, as well as the location of residential complexes in Langrood, have a significant role in attracting and retaining tourists in the city.

**Keywords :** Keywords: Tourism, Residential Complexes, Langrood County, Welfare

## Services

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