

The role of local music festivals in tourism development the viewpoint of tourists in the province of Guilan

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Music-based music is a mix of two entertaining entertainment that has many fans around the world. Today, most developed countries have built a deep link between tourism and music. Iran, also having ethnic diversity, is prone to the development of local music festivals. Among these, one can mention the fascinating local music of Guilan, which can play a major role in attracting potential tourists as a new tourism product. Therefore, the purpose of this research is to study the role of local music festivals in tourism development the viewpoint of tourists Guilan province. On the other hand, given that this research focuses on the development of tourism in a particular field, it can be applied as an applied research. In terms of information gathering method, descriptive-survey research is also considered. The data collection tool is a questionnaire. The statistical population of this study is tourists Guilan province and sample size is 347 people. Data were analyzed using descriptive and inferential statistics and analyzed by SPSS software. The results indicate that all research hypotheses are confirmed.

Keywords : Keywords: Tourism Development, Local Music, Guilan Province

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