

Geographical analysis of environmental factors affecting handicrafts (Case Study: Bandar Anzali Free Zone)

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Handicrafts are one of the important activities that have a special place in the economic development of some countries. In addition to generating income, this industry has an important role in the economic and social empowerment of job creation and preservation of native culture. The purpose of this study was to determine the environmental factors affecting the development of handicrafts in Anzali Free Zone using the PESTE model. The aim of this study was to investigate the environmental factors affecting the production of artisan products in this region. The purpose of this research is "applied" and the applied scientific method used in it is "analytical descriptive" in which at first the various dimensions of handicraft development and its features were analyzed in Anzali Free Zone and then effective environmental factors On the development of handicrafts and it's impact on the economic prosperity of the study area, using the PESTE model and ranking indexes using the TOPSIS model, 367 questionnaires were distributed among weavers and handicraft producers in Anzali Free Zone. As well as to achieve research goals, as well as for ranking and reviewing the conceptual relationship between Specifics were used to distribute an expert questionnaire among 10 experts and specialists of the cultural and artistic organization of Guilan province. Based on the findings of the research, the most important factors influencing the development of handicrafts in Anzali Free Zone were prioritization, political factor and geographical location of the region Environmental factor, technical factor, socio-cultural factor and economic factor. The availability of special facilities and facilities for the owners of the goods in the Anzali Free Zone is the most significant political factor; the development of culture in order to preserve the Anzali Wetland environment is the most important environmental factor; Proper consumption for products is the most important technical factor

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