

Importance and Determining the Impact of Advertising Methods Used by the Tourism Organization to attract tourists in the Province of Golestan by Analytical Hierarchy Process (AHP)

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Nowadays, tourism is one of the most dynamic economic activities, which plays an important role in local sustainable development. This industry accompanied by many social, economic, environmental and cultural benefits by integrating and simultaneously using domestic and foreign resources. Many countries regard this dynamic industry as the main source of income, employment, private sector growth and infrastructure development, and tourism has been always considered as a principle factor in economic development. Advertising is one of the most effective means by which tourists can be attracted. Therefore, the current study is a case study of Golestan province that is one of the most significant tourism poles in south of Iran. In this study, the AHP model and the questionnaire were used among 120 tourists as a sample and 10 experts of tourism organization of the province. The results indicated that tourists and professionals perspective, factors such as advertising methods on TV and satellite networks, providing a program for introducing tourist attractions in the provinces of the country, introducing the sights to see in the province through teaser and billboards in the provincial cities and portraying attractions in the city's entrance and sights and antiquities take the highest priority in attracting tourists respectively.

Keywords : Tourism, Advertising, Marketing, Method

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