
Ecotourism Development Strategies, Highland Villages County Rezvanshahr

mahmood alhaspooor nokandeh*,

Abstract In recent years, rural tourism has been considered as one of the dimensions of rural development around the world. In this type of tourism, the goal is to identify the various natural and human talents of the villages and the development of factors that make it accessible to tourists. The city of Rezvanshahr, one of the cities in the province of Gilan, due to the potential of rural tourism, can be considered as one of the aspects of improving the quality of rural development in the area of this city. Therefore, in this research, we have tried to study the potential and constraints of tourism in rural areas by using library resources and studies, field observations and evaluating the views of the groups involved in tourism. For this purpose, the study area was ed with a specific statistical population and descriptive-analytical and applied, the current situation in the city of Rezvanshahr was studied and studied. After collecting data and information, SWOT analysis method analyzed the strengths, weaknesses, opportunities and threats the viewpoints of the three groups of officials, locals and tourists, and a descriptive description of the status of tourism factors in the city of Rezvanshahr. T-test was used to determine the relationship between the views of the three groups of rural tourism development and the Spearman test and generalization of the results to the whole population. The results indicate that there are potential natural and human potential in the villages of Rezvanshahr, as well as limitations and bottlenecks in order to transform these talents into the actual stage and accelerate the development of rural tourism. Spearman test results showed that there is a meaningful relationship between the views of the three groups of officials, locals and tourists in rural tourism development, and this relationship can be generalized to the entire statistical society by T-Test. Therefore, it is argued that the city of Rezvanhasher has a high potential for developing rural tourism. **Keywords:** Rural Tourism, Tourism Attractions, SWOT Analysis, Rezvanshahr City

Keywords : Keywords: Rural Tourism, Tourism Attractions, SWOT Analysis, Rezvanshahr City

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)