

# **Geographic analysis and the role of health centers in the attraction and retention of foreign tourists (The Case of Rasht city)**

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**Health tourism is a relatively new branch of tourism that is directly linked to medical issues and is expected to result in such a major and long-term travel. Foreign to be investigated. The method of research in this study is applied and in terms of method is descriptive-analytical. The method of collecting library and field information and data analysis method are descriptive statistics (mean, standard deviation) and inferential (Spearman correlation test) It has been done. In order to achieve the role of the quality of facilities and medical services as well as the geographical location of Rasht in increasing the shelf life of foreign tourists, four health centers that are aimed at attracting health tourists in Rasht city were ed. A total of 50 questionnaires were distributed among the employees of the Department of International Affairs of Ghaem Hospital, Heshmat, Arya, and Mehr Specialty Clinics, and the information obtained the satisfaction of foreign tourists these centers was collected. The findings of the study showed that there is a significant correlation between the quality of medical services in Rasht city hospitals and their survival, with a correlation coefficient of 0.431. The criteria for assessing the quality of services of health centers include: low cost of treatment in the medical centers of Rasht city relative to the country of origin, Appropriate medical equipment, presence of qualified and trained medical personnel, variety of medical services and ... Also, among the geographical factors of the city of Rasht, such as proximity to countries such as Azerbaijan and ..., suitable weather and natural prosperity and increase The survival of foreign tourists has a significant correlation with the correlation coefficient of 0.406. On the other hand, the results of the study showed that the total number of foreign patients admitted in these centers was 76.9% less than one day, 13.95% one day, 50.69% less than one week, 20.93% one week, and 65.4% more Have stayed at Rasht Health**

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**Centers for a week. K**

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