Analysis of Environmental Factors Affecting Length of Stay of Tourists (Case Study: Bandar Anzali)

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Abstract Tourism takes place in an environment that consists of humans and natural features. The human environment consists of economic, social and cultural factors and processes. The natural environment is also composed of plants, animals and their habitats. However, in fact, the human environment and the natural environment have been interconnected and have affected the development of this industry. Therefore, the purpose of this study is to analyze the environmental factors affecting the increase in tourist durability in Bandar Anzali, which impacts these factors. In the dimension of natural environment and human environment. The method of this research is applied and considering the importance and nature of the subject, the research method is descriptive-analytic based on a questionnaire. To this end, 384 questionnaires were distributed among tourists entering the city of Anzali and their data and their data were collected and analyzed through the network analysis (ANP) model in the SuperDecision software environment (version 2.8) and the means obtained the views of tourists. And analysis. According to the findings, the most important environmental factor affecting tourists' staying in the city of Anzali is the sea and coast factor with a final score of 1.35 in the first priority, circulation in the berth space and crushers with a final score of 5.27 in the second priority, The Anzali wetland with a final score of 0.415 in the third priority, shopping centers and markets in this area with a final score of 0.410 in the fourth priority, climate and climatic conditions of Anzali city with a final score of 0.351 in the fifth priority, circulation of life in the shelter Beagle with a score of 0.284 in the sixth priority, Anzali Historical Attractions with a final score of 0.201 in seventh priority, services and facilities of the catering center The final score is 0.178 in the eighth priority, the treatment of locals with tourists with a score of 0.156 in priority nine, facilities and facilities for residential centers and hotels with a final score of 0.148 ranked tenth, the ease of

access to attractions and the quality of carriage Transportation of roads with a final score of 0.108 was ranked eleven and finally, services and amenities of coastal beaches with a final score of 0.098 are in the last rank of environmental factors. In total, the natural environment power with a coefficient of significance of 0.675 is of higher importance In relation to the ability of the human environment with a significance factor of 0.332 has increased the shelf life of tourists in Anzali. Key words: environmental factors, duration of stay, tourist, Anzali port