
Economic dynamism of the Talesh city with an emphasis on sustainable tourism industry

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Today, tourism industry as a dynamic, distinctive and unique industry, has an important role on economic and productive activities in developed and developing countries. This study examined the economic aspect of tourism in Talesh city with an emphasis on sustainable tourism industry, to establish the position of tourism in economic development of this city. The present study is an applied one in terms of objective and a descriptive-analytical one in terms of research method. To collect data, questionnaires were used by 374 person and 60 expert. According to the results of research, The potential of tourists ranking in effectiveness on the Talesh city development, are as follows: natural, cultural, special and other tourist attractions. According expert based on multivariate regression analysis, the most important effective attractions on city development index is specific and pristine weather conditions and other factors are next respectively. Also based on one sample t-test results to measure tourism economic indexes, the component "income", "employment" and "costs" was higher than the score 3 at 95 percent, and The difference between the average and the hypothesis average of study has been confirmed at a significant level and in subjective approach, these three factors influence of the development of tourism in the study area Confirmed. Also, according to ANOVA, significant difference has been proven among the five groups of employment in understanding the effects of tourism with 95 percent So that the self-employed consist mainly of construction and service jobs are at a higher level than other occupational groups. Therefore, it can be acknowledged that the development of tourism in Talesh will follow to further develop in the services sector.

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