

Survey The effect of tourism Industry on the quality of life of the population community(case study: Gilan Province)

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Abstract This research has identified the effects of tourism industry on the quality of life of people in Gilan province. Tourism development leads to changes in value systems, lifestyles, demographics, organizations, and so on. The arrival of tourists on various occasions in the host society provides a platform for change in order to promote and meet the needs of the host community and its inhabitants. As tourism expands, the welfare and efforts to achieve it are expanded. The statistical society of this study is residents of Gilan province with a sample of 384 people and a simple random sampling method. A researcher-made questionnaire was used to collect data. In this study, the descriptive statistics of the subjects about the sample and then to answer the research questions and the results of the statistical methods and different tests using the software SPSS20 and LISREL8.54 and finally for the normal examination The existence of data Kolmogorov-Smirnov test was used to confirm the validity of the questions and to identify the key factors of each component and the structural equation modeling technique to investigate the fit of the research model with the aggregated data. In order to investigate the research hypotheses and according to statistical analysis, the relationship between the influences of the tourism industry and all its components has been confirmed by the level of welfare and quality of life of the residents. Also, in the ranking of the components of the tourism industry effects by the t-student method, the social-cultural effects of the most Economic impacts have had the least impact. **Key Words** : Tourism impact ,Quality,Quality of Life, Welfare, Tourism , Gilan.

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