

Design of recreational and tourist Complex with ecotourism approach in Lahijan City (Sustan Wetland)

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Today, the tourism industry is regarded as one of the most important sources of income in many countries. Ecotourism, as a part of tourism industry, needs accurate and comprehensive planning, and aims to encourage an appropriate behavioral pattern in dealing with nature and raising general knowledge and preserving it for future generations. Ecotourism in Iran attracts large numbers of tourists entering the Northern provinces, and Lahijan attracts around 180,000 tourists annually. Since, interacting with nature always accompanies the probability of environmental damage and destruction of natural landscapes, in the absence of accurate planning and proper management, ecotourism may lead to a result contrary to the original purpose and Instead of protecting the ecosystem of the area, it increases the risk of harm to it. Ecotourism, on the other hand, is one of the most important sources of income in the tourism industry, which can be used as a way to preserve ecosystems. Therefore, the present research focuses on one of the natural attractions of Lahijan, the Soustan wetland. Considering the specific ecological situation, a central tourist resort has been designed there to organize the high volume of the tourist entering to this area. In sum, the main question of this study was how to create a place with the capacity of attracting tourists while paying attention to environmental protection. Finally, using Swat analysis technique, and examining internal factors including strengths and weaknesses and external factors, threats and opportunities, related solutions were presented and practical solutions for the design were implemented.

Keywords : ecotourism, sustainable development, environment, tourist recreation, Lahijan Soustan wetland

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