

Developing Of Rasht Urban Tourism Focus On Revitalizing Of Central Core

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The present study analyzes "the development of urban tourism, with an emphasis on the revitalization of the central core of Rasht." Since the general objectives of the research "Introduction of the Indicators of Tourism Development in Rasht based on the Reconstruction of the Central City of the City" and "Understanding, explaining and explaining the role of the central tissue rehabilitation of Rasht city in the development of urban tourism", the present study is an applied research and to respond to Research questions, in addition to studying the documents of papers, researches and related treatises, which present the theoretical framework and the initial components of the research pattern, through the distribution of the questionnaire and the analysis of the identification of tourism development indicators in Rasht Based on the revival of the core core in the eyes of the experts. For this purpose, three hypotheses "the rehabilitation of the central fabric of Rasht seems to be effective in increasing the attractiveness of tourism"; "the big market in Rasht seems to have a role in visiting people the pedestrian zone of the cultural road of Rasht city" and " It turns out that the rehabilitation of the central tissue of Rasht in the future will emerge as a symbol of Rasht ", and all three hypotheses were proven. Since the research methodology is based on the Delphi model, the target community is the relevant experts and academic specialists. According to the results, 10% of undergraduate students and 83.3% of graduate students are above the statistical society. Considering the city of Rasht to join the network of creative cities of UNESCO feeds; the best opportunity for tourism development in Gilan and Rasht. One of the most important means for this purpose is the revitalization of the central core in the city of Rasht and the proximity of this footpath with the city's big bazaar. In order to become more familiar with the pedestrian tourists, the old buildings in the pedestrian zone, the market and the various types of Khoyk Gilani, as well as the development of urban tourism and the attractiveness of the economic growth of citizens, is also effective. Therefore, according to the results of the questionnaire, 70 percent of

respondents are using Internet resources and mass media to choose their tourism destination, which will have an important role in attracting tourists in this area. .

Keywords : Key words: Rasht, tourism development, pedestrian, urban tourism, recreation

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