

Analysis of the role of residential and entertainment centers enhance the shelf life of tourists in the city of Ramsar

Amir Ghasemi*,

Abstract Considering that residential centers are one of the most important components and elements of the tourism system, the quality and quantity of these centers is very important in the rate of rising tourism, especially in terms of attracting and satisfying tourists. The not so long history of tourism and its constituent elements, especially the hospitality industry in Iran, has resulted in the establishment of residential centers and tourist attraction, as well as the level of expertise and staff skills, the manner in which the staff of different residential centers with guests, dignitaries and familiarity with The hospitality techniques and mastery of the performance of hotels and hospitality do not affect the hotel and will face serious challenges. This is especially true for provinces like Mazandaran. In general, residential centers play an important role in tourism in Ramsar. This research has been designed to explain the role of residential centers in attracting and retaining tourists and attracting visitors to the resident accommodation centers. The methodology of research to answer the questions, to reject or accept the hypotheses and objectives of the research, based on the descriptive method, qualitative and quantitative analysis of the tourism system in Ramsar city, by completing the questionnaire by guests living in residential centers (384 questionnaires), and It is analyzed through the Cochran method, which has been analyzed in the environment (SPSS). results show. In addition, tourism and hotel developments have been influenced by government support policies, so that the policies adopted by the Directorate General of the Cultural Heritage, Handicrafts and Tourism Organization of Ramsar (for the organization of training courses for residential centers staff) under the supervision of the General Directorate The Cultural Heritage, Handicrafts and Tourism Organization of Mazandaran Province, as well as the allocation of loans to

residential centers as (quick returns) by Ramsar Governorate are important factors that have been effective in attracting and attracting tourists and developing residential centers in Ramsar. Thus, the complexity of the endogenous and exogenous factors of the tourism system has been effective in the development of tourism in the city of Ramsar. Key words: Tourist, Residential, Ramsar city

Keywords : Tourist, Residential, Ramsar city

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)