

Investigating the Potential of Health Tourism in Tourism Planning (Case study: Rasht city)

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Abstract Health tourism in cities and provinces with high potential and potential is important for economic growth and prosperity. The city of Rasht has significant resources for the development of health tourism in Iran, despite its potential and potential in the field of health tourism, including specialized hospitals and specialized doctors, as well as having unique natural resources. If planned and This will be achieved with optimal management. Therefore, the aim of this study was to investigate the potential of tourism tourism in tourism planning in Rasht city. The method is based on the applied purpose and based on the descriptive-analytical nature of the survey. Accordingly, 384 questionnaires were distributed among the tourists entering the city, and 10 of the experts the field of tourism and the staff of the health centers used to rank the strategies and strategies for planning health tourism in the city using the TOPSIS model. The results of the experts' survey showed that identification of the areas prone to health tourism in the city of Rasht and their inclusion in travel packages with a score of 849 points ranked first, rapid and rapid changes in health centers (reengineering, etc.) with a score of 846 / 0 in the second rank and cleanliness of forest and coastal areas of Rasht city with the aim of attracting health tourism in these areas with a score of 0.845 have the most importance in the planning of health tourism development in the city. Other strategies, including the identification of the healing properties of mineral springs in Rasht city and creating the basis for standard utilization of them with a score of 792/0, raising the quality of hotels and welfare centers near the coasts and forest areas in accordance with international standards with a score 0.764 and improving the quality of services and facilities in forest and coastal areas with a score of 69.77 are in the next priority. The results also showed that the development strategy of information and marketing system with a score of 606/0 in the first priority of

planning, public infrastructure development strategy with a score of 512/0 in the second priority, human resource development strategy with a score of 493/0 in the third priority and in The final product development strategy with a score of 0.475 is at the top priority of health tourism planning in Rasht city.

Keywords : Keywords: Study, Potential, Health tourism, Planning, Rasht city

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