
Evaluation of tourism development framework of environmental sustainability using by Alan Prescott (Case Study: Rasht)

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Tourism combined with environmental sustainability as one of the most important issues of sustainable development. That is the nature of sustainable tourism requires the preservation of natural environments along with maintaining the cultural and human values for future generate. There fore , sustainable tourism development, Process concerning quality hosts lives, meet the demand of visitors, as well as to protect the natural environment and human resources Communication. The aim of this study is to evaluate the development of tourism in the context of environmental sustainability in Rasht. In this descriptive-analytic methodology based on a questionnaire survey of three key groups local community, tourists and resource managers in Rasht . For this purpose 45 indicators of economic, social and environmental determined and evaluated. To analyze the data, the analytical hierarchy process were used, and the results based on the fuzzy AHPfuzzy Prescott stable software environment Allen was determined. According to studies conducted in the field of tourism quality indicators tourists, the people and officials of the city of Rasht, the results showed that the total environmental sustainability three views group with a score of 0284 points is the lowest compared to other dimensions of sustainability and the unstable situation It's potential and its distance the high stability is desirable. In total well-being of natural ecosystems in Rasht With a score of 0,284 in a potentially unstable condition of the human being with a score of 0,466 in this city. So you have to get rid of the current trend of tourism development in Rasht, which causes challenges in the field of environmental issues and natural Measures taken by the authorities to the situation the desirable development of tourism in the city is stable.

Keywords : Key words: assessment, sustainable development, tourism, environmental sustainability, Rasht

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