

Improving Tourism Development in Guilan Province with Emphasis on the Role of TV and Radio

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Today, tourism and travel are considered to be the largest and most diverse industry in the world. Many countries see it as the main source of income, job creation and private sector growth and the development of infrastructure, and directly and indirectly, as part of the global communications process, plays an essential role in creating knowledge and development among nations. This perspective, one of the aspects of investment in the tourism industry is directly related to advertising and the introduction of this industry and the natural and historical attractions in the country through the media. Considering the importance of tourism industry discussion and the role of the media in promoting this industry, this research has examined the strategies of tourism development in Guilan province with emphasis on the role of sound and space. The method of this research is applied and descriptive survey. The statistical population is the tourists who visited different regions of Guilan Province in the spring and summer of 1395. 384 samples were selected and cluster sampling was done. The data collection tool was a standard questionnaire. The research hypotheses were tested using structural equations with partial least squares approach. The results of the study showed that audio and video play a very important role in identifying tourist areas to tourists and increase the emotional and cognitive images of the destination, which in turn increases the decision of tourists about tourism in Guilan province. Not be Therefore, one of the most important measures to be taken in the field of tourism in Iran is the introduction of the facilities, capabilities, attractions and various facilities of the country's tourism to domestic and foreign audiences by the national media.

Keywords : Media, Tourism, Emotional Image, Cognitive Image, Guilan Province

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