

Factors influencing tourists ' willingness to use local and healthy foods (Slow Food) in rural area - East Guilan

Ebrahim Payandeh*,

Local foods are preferable to processed foods in terms of nutritional value, quality and taste. Tourism is also of great importance, and one of the main concerns of short and long-term trips is the type of choice of food by tourists. The purpose of this study was to investigate the factors affecting the inclination of tourists and travelers in the East of Guilan to use local and healthy foods. Research is an applied and descriptive survey purpose. The statistical population of the study is tourists and travelers in the eastern villages and gardens of Gilan, ed by sampling method of 284 people. A researcher-made questionnaire was used to collect the data. The reliability of the questionnaire questionnaire was estimated by Cronbach-Al-Balart's method. The validity of the questionnaire was verified by content validity and construct validity. In order to analyze the data in the descriptive statistics section, using mean methods, and standard deviation was used by SPSS23 software and in inferential statistics and hypothesis testing, structural equation modeling was used using LISREL 8.80 software. . The results of the research showed that the factors of Good(0.63), Fair factors (51.1) and Clean factors (0.58) were significantly less than 0.05 on the inclination of tourists and travelers in the eastern part of Gilan to use Healthy and local food influences. In this regard, increasing awareness of the people and tourists about the rationality of the price in favor of healthy eating and the highlighting of the dangers and consequences of the use of fast food and unhealthy foods.

Keywords : Local food, Slowfood, Slowtourism, Tourism, Nature

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