

## THE ROLE OF ROAD TRANSPORT IN TOURISM INDUSTRY DEVELOPMENT (GILAN PROVINCE)

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### Abstract:

One of our tourism industry is a rich coming, On the other hand tourism can be very quick return on investment generated. Since tourists in their decision to consider both cost and time are The availability of a dequate tran sport facilities, safe, convenient, fast and cheapish prerequisite for tourism development. Select the type of access to tourism destinations and provide transport for these two factors affect the system. Explore the interaction between transport and sustainable tourism is the most important outcome of this study. Relying on the results of this study also slightly dependent on tourism refers to the development of transport infrastructures can be seen from the other side of the transport sector alone is expected to grow, But its development is closely related with the development of industry Others actors, Consistent with Research Assumptions ,Structural equation modeling showed that, Using the Spearman correlation test, Significant relationship between the multiplicity of decision making and Underdevelopment of the tourism industry in the province, there are Also a significant association between poor ran sportinfra structures Tourism services and tourism development in the proven cheats been observed specificity. In addition, the relationship between tourism and transport Relationship a period of five years By Recognition internal and external factors. Using the model SOWT Strategies used for the, Questionnaire, the results obtained, Strategy development is Has suggested, Methods and Data, Library research and field studies were There search data were collected through questionnaire design.

**Keywords:** Tourism-road transport-assess the matrix of domestic and foreign factors

### Introduction:

Gilan Exposure due to Caspian Sea Besides being surrounded by dense for sets of the Alborz The features are very attractive to attract domestic and foreign tourists In recent years, several national and even international fame of the province of the same features found, Historic Town and village, cast lean ditherier Fooman Aqeuler index are the most magical and beautiful. The result show that high train sported on link with the tourism industry a teeth economic sector ways The most important. Relying on the results of this study also slightly dependent on the tourism sector to the development of transport in restructures wallowing, As can be seen from the other side of the transport sector one grew crosses But its development is closely related with the .

Research shows that tourism can generate every fast return on investment will And less likely to have a negative impact on the environment is In addition, many development planers and policy makers as well as the pillars of sustainable development of the tourism industry to learn.

This is due to different country with natural abilities Hey, cultural and historicaltryingdifferentstrategiesareemployedintourismdevelopmentInthis way they can compete Eta Zheopoltiki capital, Investment flows have attracted the interest of In addition to providing Income and employment and earn foreign exchange for economic diversification, with their experience With the development of domestic tourism in the distribution of national income provide. Therefore, any strategy for tourism development and selection of

macro and micro policy models or models for the development of intelligent cognitive demands, Comprehensive and detailed the challenges and constraints to tourism development and to identify the potential and capabilities in restructure sector The right solution tailored to each region in order to identify possible areas. In this paper we investigate the relationship between tourism and transport over a period of two to five years, By Identification internal and external factors revolve around the Province SWAT model using existing spaces designed around Esterategy, The results of this study suggested that development is Strategy. First condition is examine din terms of tourism In order to achieve perfect results and how these factors interact with each other And the relative effectiveness of external evaluation matrix(EFE)and matrys internal fact or evaluation(IFE)is set According to the data obtained when comparing the implementation stage, SWOT matrix(SWOT) internal and external(IE)has totally include. Data collected in the form of structural equations have been anal using SPSS software.

**Statistics trips made into Guilan province:**

Overall trip was done into Guilan province, from 88 into 84 years are described in the table below. The average passengers entered into province 17111203 people and most of passengers entered into the province were in 1388 years, and also the lowest passengers visited in 1384-Also annual growth during the mentioned years increased up to 83/20%.

Title indicator Or variable.	share Province of Country		Rank Province in Country	
	1387	1388	1387	1388
The number of passenger road vehicle starveling within the province of	1.7	2.2	19	16
The number of passenger transported by the provincial public transport of passengers by road	1.4	1.6	19	18
The number of passenger road vehicles traveling outside the province of	3.8	4.0	8	6
The number of passengers train sported by public transportation passenger by all kinds of extra-provincial road	2.6	2.8	14	14

Explanation	1384	1385	1386	1388	1387
T value is done	10,299,077	12,334,223	14,184,356	21,953,037	16,312,009

**The average age of passenger vehicles fleet in the Guilan province by the end of 88:**

Life expectancy of public fleet in the province is 14 years And it results indicated that in the fleet the highest average age of transport vehicles in public transport up to the end of the 1388, minibus with 7/26 years, and then bus 9/12 years and then Taxi with 4/8 years. The number of province public passenger vehicles: The share of total public vehicles available of province includes Taxi with 4/58 percent and then minibus with 3/34 Percent and

bus with 3/7 percent. The results indicate that the largest share public cars in province are related to Taxi.

**The share of inter-provincial and intra-provincial trips of the total trips, from number of traveling and passengers moved intra-provincial through the terminal of travel by any types of public transport:**

The average number of trips made from 84 till 88 from the province to other parts of the country by passenger vehicles had about 19/6 percent growth .Also during the years 84 till 88 the average number of passengers displaced from province to other parts of the country by passenger vehicles had about 19/4 percent growth .**The number of displaced passengers and traveling inter-provincial through the terminal by any types of public transport:**

the average number of trips made from during the years of 84 till 88 from the province to other parts of the country by passenger vehicles had about 5/43 percent growth. Also during the years of 84 till 88 the average number of passengers moved from province to other parts of the country by passenger vehicles had about 9/20 percent growth

**The number of trips and passenger by any types of transport road vehicle (intra-provincial):**

the results of examining the number of intra-provincial trips and displaced passengers show that province share from the number of trips and also in terms of passenger transport in the country has increased during the years 84 till 88. A way that the share province in the country in 84 in terms of passenger numbers displaced by 6/2 per cent that in 88 has been growth to 8/2 per cent, also, in terms of number of trips in 84 from 8/3 percent has been reached to 4 percent in 88. The number of trips and passenger moved by any types of passenger transport road vehicle (inter-provincial): the results of examining the number of intra-provincial trips and displaced passengers show that province share from the number of trips and also in terms of passenger transport in the country has increased during the years 84 till 88.

A way that the share province in the country in 84 in terms of passenger numbers displaced by 0/9 per cent that in 88 has been growth to 1/6 per cent, also, in terms of number of trips in 84 from 2/2 percent has been reached to 4 percent in 88. Examination results show that in the period of 84 until 88, the highest share vehicles traveling in the province had been carried out the 9/51 percent by cars and 7/46 percent by minibus and 4/1% by buses. But the highest car share in inter-provincial trips was conducted with 2/54% for buses and 2/40 percent by Taxi and 6/5 per cent is taken by minibus.

Examination results show that 4/76% of passengers travel through the city during the mentioned period had been used minibuses and 3/77 of the suburban trips had been used bus. Examination results also show that passengers during the mentioned period in the suburban trips have used minibuses only 8/8 percent.

Years(inter-provincial)	Province	Number of trips							
		Total	bus	passenger	minibuses	Total	bus	passenger	minibuses
1384-88	Guilan	798	11	373	414	8404	349	6419	1636
	Percent	100	1.4	46.7	51.9	100	4.2	76.4	19.5

Years(inter-provincial)	Province	Number of trips							
		Total	bus	passenger	minibuses	Total	bus	passenger	minibuses
1384-88	Guilan	1167	633	65	469	13095	10126	1147	1822
	Percent	100	54.2	5.6	40.2	100	77.3	8.8	13.9

**Number of traffic carried by a variety of public and private vehicles:**

The results are derived from Tables suggest that during the years 88 -84 the average annual had 64/10 percent growth. The comparative figures for the previous year have increased significantly each year and are a positive move. The growth in the use of public vehicles that is used from the statement according to the provinces way police information is obvious.

Explanation	1384	1385	1386	1387	1388	Average Annual Growth1384-1388
Traffic in Province roads	61,571,561	68,412,846	76,014,273	86,460,304	92,254,403	10.64

**Inter-provincial road accident in province:**

Guilan province from the total accident has 8<sup>th</sup> rank between the other country provinces. Guilan province in terms of the numbers of accident lead to maim had 10<sup>th</sup> rank and also number of wounded had 9<sup>th</sup> rank in country. Also in terms of accident leads to death had 27<sup>th</sup> rank.

The amount of total inter-provincial accident in 88 due to year 83 had been reduced up to 29/7 percent. Intra-provincial road accidents: Guilan province in terms of the numbers of accident lead to maim had second rank and also number of wounded had 8<sup>th</sup> rank in country. Also in terms of accident leads to death had 27<sup>th</sup>rank that shows the amount of total inter-provincial accident in 88 due to year 83 had been reduced up to 6/3 percent. It seems that by generating the Rasht- Qazvin highway and broadening the existing road, this statement also is improving.

Ranking of countries	Total crashes(Case)	Cause of death		Injuries caused by		Damage(Case)
		Random number(counts)	The number of dead	Random number(counts)	The number of casualties	
1388	6	27	6	2	8	5

**The comparison of the taken accident and quartering:**

the most intra-provincial accident share from the total taken quartering related to year 85 was 0/24 percent. In later years also reduced. Although the results of the taken total accident

statistics in year 88 in comparison with last year's representative the accidents increasing. But in comparison with taken increasing quartering, the accidents share had reduction.

Year	Share of total subjects traffic accidents occurred
84	0.22
85	0.24
86	0.20
87	0.18
88	0.18

#### The length of generating road in province:

the statistics represents that the total generating roads during the years 84 till 88 had 36.76 percent annual growth. The total length of province main roads and highways was 540 and 250 km respectively in year 1384 and was 660 and 250 km in year 1388 that the compression of total roads in each 100 km<sup>2</sup> from the province space also was 72/35.

year	Population (people)	The whole way			Main Roads			
		During km	Density than 100 km Square	Density of Population (m)	Length Km	Density than 100 km	Density of population (m)	
Gila n	1384	2,385,953	9357.3	63.61	3.92	539.75	3.67	0.23
	1385	2,404,861	9534.51	64.81	3.96	545.3	3.71	0.23
	1386	2,416,089	9659.86	65.66	4.00	588.05	4.00	0.24
	1387	2,427,941	10635.65	72.30	4.38	638.15	4.34	0.26
	1388	2,440,407	10642.86	72.35	4.36	660.34	4.49	0.27
	Changes Percent at 8 of 84	2.28	13.74	13.74	11.20	22.34	22.34	19.61

The results of derived information from the tables related to traveler and the length of generated road: the comparison of derived information from the travelers statistic shows in comparison with increasing of country roads length, while in year 85 the roads length of province due to the year before the comparison was increased 3.3 percent that the number of province traveler in year 86 had increased 15 percent and in year 87 that the province roads length due to the year before had increased 232.8 percent the number of province traveler in

year 88 had increased 37 percent. Also derived results from the number of entered traveler to Guilan shows that during the years 84 till 88 also increased, in a way that the average annual growth during the investigated 5 years was 20/83. The derived results from the generated roads length in Guilan shows during the years 1384 till 1388 were constantly increased during the subsequent years. The average annual growth during the investigated 5 years was 36/76 percent.

Explanation	1384	1385	1386	1387	1388	Average Annual Growth 1384-1388
Number Tourists that were Province	10,299,077	12,334,223	14,184,356	16,312,009	21,953,037	20.83
Constructed roads through out the province	1,583	1,636	1,654	5,505	5,538	36.76

**The results derived from the statistics although indicate the increased of hotel users but the comparison statistic represents the reduction of the tarriance period in province.**

Foreign tourists the users of Guilan province Hotels from 4921 people in year 1384 reached to 31358 people in year 87 and also reached to 19917 people in year 88. The analyzing of Internal and external factors and predicted strategies: the tourism industry in the province According to the role of transportation was in the metropolis and the main obstacles:

Row	Subject Index	Unit Measurement	1380	1381	1382	1383	1384	1385	1386	1387	1388
1	Foreign tourists using hotels	Person	4706	3102	2362	2065	4921	8084	40377	31358	19917
2	Accommodation Facilities in Rooms	Person							406880	512977	649799
3	Number of beds in residential facilities.	Person	1113	1177	1125	1232	1594	1703	1831	2445	3786
4	Number of beds in		2404	2576	2472	2773	4491	4637	5520	7081	10606

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<b>Year</b>	<b>Bed Occupation Percent</b>	<b>Room Occupation Percent</b>	<b>Foreign Tourists Occupation Percent</b>	<b>The average length of stay of foreign tourists</b>	<b>The average length of stay of foreign tourists</b>	<b>The average length of stay of tourists</b>
<b>84</b>						
<b>85</b>						
<b>86</b>	30	28.55	9.3	1.60	1.20	1.40
<b>87</b>	40.39	38.44	5.76	1.85	1.70	1.78
<b>88</b>	46.5	43.55	2.97	1.94	1.72	1.83

<b>Explanation</b>	<b>1384</b>	<b>1385</b>	<b>1386</b>	<b>1387</b>	<b>1388</b>	<b>Average Annual Growth1384- 1388</b>
<b>Number Tourists that were Province</b>	10,299,077	12,334,223	14,184,356	16,312,009	21,953,037	20.83
<b>Constructed roads throughout the province</b>	1,583	1,636	1,654	5,505	5,538	36.76
<b>The amount of traffic routes</b>						
<b>T dadgrdshgrvardshdh the State Constructed roads throughout the province Trddrahay State</b>	61,571,561	68,412,846	76,014,273	86,460,304	92,254,403	10.64

**Weaknesses (W):**

**W1:**weaknesses in communication and transportation management for accelerated affairs.

**W2;** Public Transport Fleet Road fatigue life of the fleet is over 10 years.

**W3;**absence bypasses the cities of Rasht - Anzali and Astara, which are in tourism areas.

**W4 :**appropriate number of geometric design of roads (especially in secondary and rural roads) and the presence of black spots on the provincial road network.

**W5:**Lack of transportation companies strong enough in the passenger section.

**W6:** high level of service in some of Province the main and arterial routes.

**W7:**skyrocketing prices for public transportation of passengers.

**W8:**failure to provide proper charge to public transport facilities.

**W9:**lack of proper fleet efficiency and disparity in income and expenses of employees.

**w10:** lack of suitable urban and inter-urban roads.

**w11:** Lack of tourism infrastructure in terms of quantity and quality.

**Strengths (S):**

**S1:** Establishment of free trade areas and main transport routes.

**S2:** the presence of congestion and the presence of wetlands and water attractions and ecotourism development in pristine areas of natural vegetation.

**S3:** short distance from other provinces and countries bordering the Persian Gulf region.

**S4:** private investment for public services and government departments in the province.

**S5:** There are fields and infrastructure development.

**S6:** get attention and support for the cultural sector, the United Nations (UNESCO), the two poles Province tourism (Masouleh and Saravan).

**S7:** organization Province order to attract more tourists to the beaches income levels, high, medium and low.

**S8:** preparation of special economic zone and Anzali and Bandar Anzali and Astara border marketplaces communicate with CIS countries in the North.

**S9:** Master Plan and Strategic Plan Tourism to evaluate tourism hub centers and Touring at three levels:

1 - Transnational adoption of foreign tourists .2- national compliance of tourists from other parts of the country3 - local adoption of domestic tourists Province).

**S10:** preparing the roads fit Pitch:

1 - Qazvin-Rasht highway. 2 Rasht - Astara 3 – Rasht- Ramsar 4 - paved roads median SARAVAN.

**Opportunities (O):**

**O1:** program of fleet renewal through the Government.

**O2:** increase in the average education level and knowledge of drivers of vehicles .

**O3:** weaknesses other systems of transportation (rail, climate) Province in the country.

**O4:** create special zones and free trade areas increase transportation provides.

**O5:** increase car production in the country (which is fleet renewal with the faster pace).

**O6:** importance Investment In March of road transport on public.

**O7:** placed country corridor north - south highway, including Qazvin – Rasht.

**O8:** Development Services Cars made in the Country to reduce the cost of depreciation of vehicles provides.

**O9:** note the development and improvement of road infrastructure in the country in recent years.

**O10:** located in the North - East - West Country and the Province in the international transportation by land and sea through sea and land border Astara.

**O11:** In addition, there are special economic zone of Bandar Anzali in the rate of transmission Province the has doubled.

**O12:** high-density road network state (the state is ranked first) and most cities via main roads to four lane.

**O13:** any land border in Astara and strategic harbor Anzali that most regional tourism Province and many tourists including Iranians and outsiders in to account.

**O14:** existence of tourism attractions. Beautiful shores of the Caspian Sea. Forest and other nearby towns and villages.

**O15:** specific climatic conditions. Concentration and population density as an opportunity is for the development of public passenger transportation.

**O16:** existence the areas tourism in province rural.

**Threats (T):**

**T1** prices and high inflation in the cost of travel.

**T2** complex and rapidly changing laws and regulations.

**T3** Technology leading vehicle access due to political and external sanctions.

- T4** public management weaknesses associated with the transportation industry.
- T5** lack of maintenance of infrastructure construction in the country by executive agencies (the excessive depreciation of machinery due to poor roads providing).
- T6** creating multiple control systems.
- T7** seasonality tourism demand.
- T8** determine tariff by the government which will be assessed outside the reality.
- T9:** No organizing good jobs periphery in province main roads and threat issues on safety and traffic flow on roads in the Province especially in spring and summer, thousands of holiday the Province and to purchase products from farmers in marginal road accidents.
- T10:** There are differences between the projects, civil construction, the main tourism Punel - Talesh - Astara, which increases traffic on the axis.
- T11** paved no more than 50 percent of roads in rural.
- T12** deterioration of pavement asphalt number of ways Province subsidiary and rural roads, especially paved: **T13** mismatch for most aspects Province the traffic flow capacity.
- T14** lack proper way (quad-band) in the main Masoule and castle river in Fooman city that is the areas of worldwide tourism.
- T15** lack of pedestrian bridges across roads province's major suburban areas populated areas and tourism problems for travel and tourism, and are familiar with the following topics.

<b>W1</b>	<b>S1</b>	Internal Factors External factors
<p style="text-align: center;"><b>WO Strategies</b></p> <p><b>WO1:</b>attractassistanceand support to insurance coverage, transportation prepaid</p> <p><b>WO2:</b>optimal use of powerful organizations in the province of passengers</p> <p><b>WO3:</b>professionaltraining(Kadrsazy) commercialization activities in the area ofcapacity building for management services</p> <p><b>WO4:</b>enhancethe physical fabric of cities</p> <p><b>WO5:</b>strengthen coordination with relevant organizations By Tourism</p>	<p style="text-align: center;"><b>SO Strategies</b></p> <p><b>SO1:</b> roads for land <b>SO1</b> preparation</p> <p><b>SO2:</b> Editor implementation period Karam dvmvsr</p> <p><b>SO3:</b> present physical development and increase tourism potential sources of As· hmt</p> <p><b>SO4:</b>Constructionofa road between there sorts.</p>	<b>O1</b>

<p><b>WT Strategies</b>  <b>WT1:</b>formed a team of experts in the field of management and advanced technology vehicles  <b>WT2:</b>attracting capital, technology and management experience  <b>WT3:</b>prepare strategic development of tourism infrastructure projects  <b>WT4:</b>planning for optimum use Northern Corridor-South West-East  <b>WT5:</b>Citizen participation of non-governmental  <b>WT6:</b><b>Improvement Ingredients tourism</b></p>	<p><b>ST Strategies</b>  <b>ST1 :</b>drivers experts capable of absorbing higher operating  <b>ST2:</b>complete Website development and investment sectors to develop advanced transportation technologies and know-how transfer.  <b>ST2:</b>Regional Conference of Transport and Tourism to develop tourism in  <b>ST3:</b>increase funding for the development of tourist attractions, activities and strengthen</p>	<p><b>T1</b></p>
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**Identify possible strategies:**

Appropriate strategies are needed to determine the strategic position at the moment, so I used the IFE and EFE evaluation matrixes, after investigating the internal and external factors and identifying them, and provide a list of factors known give to each a weight coefficient factor between zero and one, Coefficients indicate the relative importance of one factor And for each factor, a rank of 1 to 4 can be written in terms of strategies are then ranked in terms of effectiveness. Then the rating of each factor was calculated that calculated the total rating to determine the total marks of company.

External factors priority	Index of relative importance	Rank	The final score
Opportunities	0.53		0.86
Threats	0.47		1.69
<b>Total score</b>	1		0<2.56<4

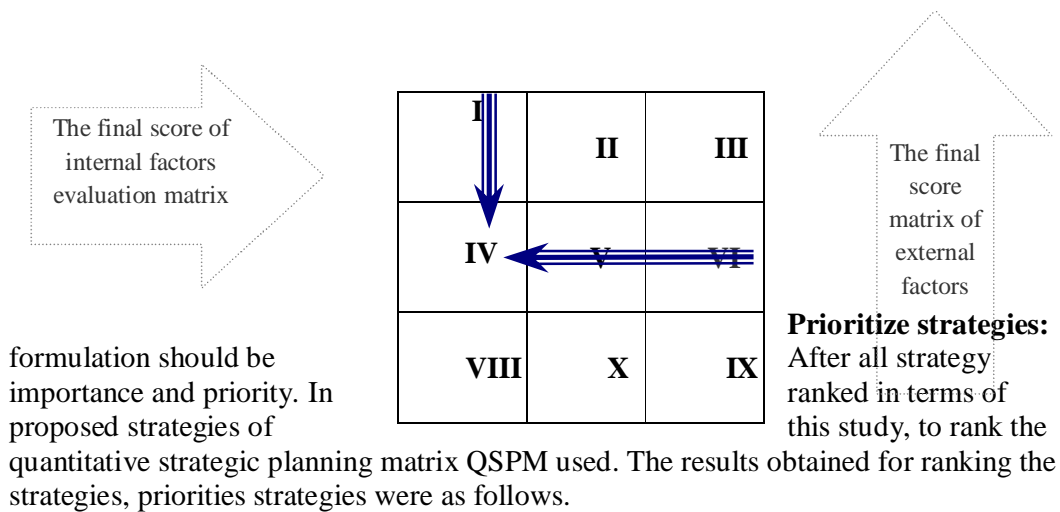
Internal factors priority	Rank	Index of relative importance	Internal factors priority
Strengths	0.60433		2.29
Weaknesses	0.39567		0.73

<b>Total score</b>	1		0<3.1<4
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**The internal and external analyzes (IE):**

an IE matrix is located on two total weight ratings dimensions coming from the IFE matrix factor evaluation on the cross axis and the total weight ratings matrix (EFE) on vertical axis that for Preparation internal external matrixes should use from the final total marks coming from sections. These patterns lead to strategies that recommend Offensive or development strategy:

**Matrix rather than a house of internal and external**



formulation should be importance and priority. In proposed strategies of quantitative strategic planning matrix QSPM used. The results obtained for ranking the strategies, priorities strategies were as follows.

Row	Strategy	Scores obtained
S1	Dramadacceleratedl and suitable for building roads	17/2
S2	Construction of a road between the resorts	16/7
S3	Physical developmentand increase the contributionoftourism literatureprovides	15
S4	RegionalConferenceonTransport andTourismforTourismDevelopment	14/5

**The results investigate the research hypothesis is as follows:**

The first hypothesis: there is significant relationship between the multiplicity of decision making and underdevelopment of tourism in the Gilan Province.

It looks parameters that can be effective in promoting domestic tourism in particular; the importance in the case would be classified:

\*Province with Enjoying the original ecology, and tourism regions of high and water is temperate with four seasons of interest, Various aspects of ecotourism development, in terms of history, tradition, heritage, and arts and crafts and the taste has sublime. The first strategy is to reform the Tourism Management.

\*Unsuitable geometric designs and a large number of rural and subsidiary themes of black spots on ground transportation networks and lack of road capacity Province proportion to the traffic passing through this axis.

\* The completed infrastructure requirement Province

\*Secure road transportation network Province order to reduce road accidents.

With regarding to the significant level of the test is less than 95% error rate accepted hypothesis H1 and H0 hypothesis is rejected and on the basis of Spearman coefficient can be calculated that these two variables are negatively correlated or indirectly, means that According to respondents, the greater the number of decisions regarding the center of tourism, the tourism industry is less developed in Gilan.

Test	Of tolerance	Significant	Correlation
RED HO	0.006	0.366	0.5

The first hypothesis results indicate that the major problem is the lack of a Tourism Master Plan, Thus, to avoid wasting time and money and also to identify strengths, opportunities and bottlenecks in the area is recommended inviting experts and Researchers to conduct a comprehensive study to develop a comprehensive plan for tourism development. Coordination and overlapping functions between different organizations is another problem, which is a waste of time and capital and Interfering with each other's work and the overall performance of the program is difficult.

So now the contraction of some of these organizations is not in government's authority and is out of their responsibility creating a harmonic committee that harmony the different organization's decisions and be a connection bridge to these organizations together.

**The second hypothesis:** according to significant level of following test that is smaller than the admissible amount with ensuring accepted 95 percent H1 hypothesis and is rejected H0 hypothesis and based on the Spearman coefficient was calculated We can say that these two variables are correlated, According to the respondents that have not expanded infrastructure facilities and services offered to tourists is not good for tourism, the industry is less developed provinces.

Test	Of tolerance	Significant	Correlation
RED HO	0.05	0.001	0.31

\*Based on these statistics we can conclude that there is a significant correlation between the development of roads, public transport, and tourism:

\*The lack of transportation and the ways it can reduce traffic and reduce the number of passengers and tourists to be.

\*Historically, transportation and tourism also been developed. Therefore inseparable Transport and Tourism, Tourism spatial presence and transport bridge between the source and destination.

\*Improved transportation system driven by tourism development and tourism growth and development of transport demand is 0.4. Accelerate the utilization of the transportation infrastructure (roads in particular) and the development of related service activities and passenger cargo, can extend provincial tax bases.

### **Transplants Space - Performance Tourism and Transport:**

Generally the most important things that can be reviewed and analyzed to identify factors associated space - functional role of tourist transportation as outlined in the final sum, in three parts as follows:

**Part I:** the network of central, western and eastern parts of the country together, it has created a connected region.

West of the main entrance to the town of Astara region northwest of the passengers in this way are entered. Input of Islam are in the West zone of the country's northwestern provinces of Gilan somewhat passengers. The communication route Tehran-Qazvin - Rasht, Iran as West route linking the provinces of Gilan, Qazvin and then to the highway Qazvin – Rasht.

The most important route linking the North West province. 2 - linguistic similarity effort coastal region of northwestern provinces of Gilan province (including Ardabil, East Azarbaijan, Zanjan, parts of Hamedan, Qazvin) often speak Turkish, they can join together and have some cultural differences.

### **Part II:**

\*Volumes of the domestic tourism demand Tourism forms (approximately 98% of total market).

\*Foreign tourism markets in terms of volume of transactions Tourism prominent place not in itself notable, however, contemplate and plan are planned.

\*Tourism within the province increased from 88 till 84 years.

\* Trend in the number of passengers traveling within the province of road vehicles has increased.

\*Trend in the number of passengers traveling outside the province of road vehicles has increased.

\*Trend in the number of passengers has been moved out of the province by road passenger vehicles in general have continued to increase.

\*Trend in the number of passengers transported by public transportation within provincial road passenger also has increased. 8. Passengers stay in the trend has been declining over the mentioned years.

### **Part III:**

Surveys have shown that contrary to the view that projects beyond the coastal provinces of Gilan, are particularly as the ultimate tourist destination in mind and In order to have planned, it is now have part of the tourist flow to the coastal provinces and Besides creating Anzali free zone, this section will be blank the destination region. Hence, the components will influence the development of effective strategies.

### **Tourism development strategies:**

Strategic Analysis Using sowl shows that transport sector has an important influence on transport that Tourism development and use of existing infrastructure that is necessary to pay special attention to this area, Therefore, implementation strategies and priorities are suggested as follows:

\* Preparation of land Proper roads.

\*accelerated construction of highway (route connecting the north of Tehran (Tehran, Qazvin-Rasht road and Azerbaijan and the North West of the country).

\* preparation and intensive driving courses efficient and effective public transport.

### **Resources:**

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