

ANALYZING EFFECTIVE PARAMETERS IN TOURISM DEVELOPMENT WITH EMPHASIZING ON TOURISM SATISFACTION; CASE STUDY: RAMSAR RECREATIONAL COMPLEX

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ABSTRACT

Travel is known for being the largest and most diverse industry in the world. Tourism phenomenon which is considered as a social-cultural phenomenon by itself refers to the greatest movement and mobility of people. This industry effects on the economic, social and cultural areas. The main purpose of this article is to find the best solution for improving tourism and increasing tourism satisfaction, as the later can result in sustainable tourism industry.

The area studied in this paper is Ramsar recreational complex located in northern Iran which is considered as one the most important tourism attraction in Iran. Considering the success of this complex we tend to analyze the criterions and effective parameters of it in attracting tourists and use them in other programs of development of tourism areas.

The method of the research is descriptive and analytical and information was collected using surveys and questionnaires. In this case, 100 questionnaires with 44 questions were considered useful according to Bartlet test and were given to the statistical society which was the tourists and tradespeople of the complex. After collecting the data, the level of meaningfulness and physical factors' ranking were calculated using Freedman test. The results show that presence of amusement and welfare areas are the most effective parameters in tourist satisfaction. Also a significant association between qualitative factors (quality of performance of resorts - commercial and ... permeability, security and readability) with variables of environmental tourism satisfaction and the likelihood of return.

Keywords: Tourism, tourism satisfaction, sustainable tourism, evaluating environmental quality