عنوان مقاله:
Evaluation of Ecotourism Potentials and Challenges in Chitgar Forest Park

محل انتشار:
کنفرانس بین المللی نوآوری و تحقیق در علوم مهندسی (سال: 1397) ICIRES (2018)

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خلاصه مقاله:
Nowadays, natural tourism (ecotourism) is recognized as an important source of income throughout the world. The aim of the present study was to evaluate the potentials and limitations of ecotourism, its role on the park space and, the achievement of strategies and appropriate solutions for the development of ecotourism in the park. In this regard, the SWOT model was used to determine appropriate strategies. After determining the strengths, weaknesses, opportunities, and threats of the park by completing the questionnaire, field visits, and interviewing authorities, it was revealed that the strengths and opportunities are more than weaknesses and threats, respectively and the region was in a conservative position in terms of location and strategic. We also achieved ۰۲ strategies in the park, which ultimately the priority and attractiveness of each strategy were determined using the Quantitative Strategy Matrix (QSPM).

کلمات کلیدی:
Ecotourism, Chitgar Forest Park, SWOT method, development, strategies

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