Islamic Azad University-Ahar Branch
Geographic Space
An Approved Scientific, Research-based Quarterly

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Role of Local Periodic Market on Tourism Development (Case Study: Guilan Province)

Date received: 10 November 2010 Date accepted: 14 March 2012

Abstract

The local periodic markets are interactive places for the tourists going to Guilan Province for shopping and recreation. Therefore، this investigation studies of tourism situation in the local periodic market its facilities to the tourists. Therefore principal question is "what role local periodic markets have in developing of local tourism"؟

Statistical society was calculated by Cochran's formula which was Included visitors.was included Numbers of visitors were 400. Sampling method was stratified and radom sampling. For data analysis we used SPSS software.

Results show that the local periodic markets are interactive with a view to local dimension (local tradition، cloth، crops). Many tourists who travel to the region visit the local periodic market. Also، product quality، market discipline، management،

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interaction and time affect the tourists impetus. Finally، market discipline and product quality are important factors among all.

Keywords: The local periodic market، Local tourism، Regional economic، Guilan Province.

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