



Research Paper

Investigating the role and importance of tourist attractions in the economic development of Qazvin

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Abstract
The purpose of this research is to investigate the role and importance of tourist attractions in the economic development of Qazvin city. The current research is applied in terms of its purpose and descriptive-analytical in terms of its nature and research method. The statistical population of the research was made up of experts and businesses related to tourism in Qazvin city. Based on this, 100 people were selected as a statistical sample by simple random sampling. The data collection tool was a questionnaire. In order to analyze the data Collected descriptive and inferential statistics were used by SPSS statistical software. The findings of the research, while confirming the proposed hypotheses, showed the effects of tourism on increasing income and creating employment in Qazvin city. The results of the research indicated that if the tourism of Qazvin city is accompanied by short, medium and long-term planning, it will have a very positive effect on the economic growth and development of Qazvin city, and if the tourism development of Qazvin city is neglected or continued If the current situation is the same, while the tourism development potential of Qazvin will not be fully exploited, the continuation of the tourism development process of the current situation will also face difficulties.

Keywords:
tourism industry,
tourism attraction,
economic development.

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Extended Abstract

Introduction

The tourism industry plays a significant role in the economic development of different regions and can create important cultural and social changes in the destination and through income distribution, job creation and poverty reduction, it can cause social development and progress and public welfare and health. This industry has significant effects on the economy and economic issues of cities, regions and countries, such as employment, human resources, per capita income, international trade, balance of payments, etc. (Balcilar et al, 2024). Tourism industry After automotive, construction and food industries, it is the fourth best industry in the world. The participation rate of this sector in the world's gross domestic product is more than sectors such as automobile manufacturing and agriculture, and its participation in employment is more than automobile manufacturing. Figures such as 10% of GDP (10 trillion dollars), creation of one job out of every eleven jobs, exports of 1.3 trillion dollars, 0.06% of world exports, growth of international tourism to the amount of 1035 million people and pre- The growth forecast of the number of tourists by 1.8 billion in 2030 shows that the tourism industry has become one of the largest and most prosperous economic sectors in the world (Pezeshki et al, 2023). Considering the potential which exists in Iran's tourism industry, we can hope that with investment and planning in this industry, Iran can become a major tourism hub in the region. In such a way that in the medium and long term, the foreign exchange earnings obtained from it will be considered as an effective factor in exiting the single product economy (Pazhuhan et al, 2023). The tourism industry is considered the largest and most diverse industry in the world. The impact of tourism on the increase of employment and foreign exchange earnings, the prosperity of domestic industries, the expansion of international cooperation has caused the attitude of the countries of the world towards its border to change and to find an important place in the government's policies (Nargesi et al, 2018). The development of sustainable tourism, due to its importance and the potential positive and negative economic, social, cultural, political and environmental effects it brings, will not be possible without planning (Scott et al, 2024).

Therefore, the main question and problem of the current research is to find the role and importance of tourist attractions in the economic development of Qazvin city, in other words, whether considering the economic and environmental resilience as well as the strengths and weaknesses; Natural and human opportunities and threats in the city of Qazvin, have the tourist attractions of this city played a role in its economic development?

Theoretical framework

Tourism is the translation of the word tourism. From the word (tour) which means excursion, which is rooted in the Latin word *turnus*, which means going around, traveling to the origin and destination, and turning, which came from Greek to Spanish, French, and finally to English (Kazemian et al, 2018). Today, urban tourism is an important issue and activity, and the cause of extensive spatial changes in big cities. On the other hand, the characteristics of cities have caused urban tourists to be different from other tourism groups and play an important role and flow in global cities (Feizizadeh et al, 2023). The effects of tourism include the following:

1) Economic effects: The positive effects of tourism on the economy include the effect on national income and employment, the transfer of wealth and income from the regions sending tourism to the target areas, the development of handicrafts and the activation of old industries, and the negative effects of tourism on the economy. It is possible to point out the increase in the price of land, the increase in seasonal demand for public services, the transfer of labor



from other industries to tourism, and the possibility of creating a shortage of labor in them (Go & Kang, 2023).

2) Social-cultural effects: The meaning of social effects is the changes that occur in the lives of the people of the touristic society, and this change is mostly due to the direct contact of the residents of that land with tourists (Buhalis et al, 2023).

(Nestico & Maselli, 2020) investigated sustainability indicators for the economic evaluation of tourism investments in islands in their research. The results of the research consisting of the data set of sustainability indicators are a prerequisite for the next description of the multi-criteria evaluation model that can be used to choose investment projects that balance the environmental, economic and social characteristics of the island that determines the effectiveness in the allocation processes of public and private resources. Tehran and came to the conclusion that tourism and income sources from this industry can be one of the important and influential factors in the economic development and income stability of Tehran. Also, the development of the tourism industry is affected by factors such as infrastructure and facilities, information and advertising.

Research Methodology

The research method is descriptive-analytical in nature. The statistical population of the research was made up of 135 experts and business owners related to Qazvin tourism. Cochran's formula was used to determine the sample size. Based on this, 100 people were selected as a statistical sample. The random sampling method was simple. A researcher-made questionnaire was used to collect the data. In order to analyze the collected data, descriptive and inferential statistical methods were used. SPSS version 26 statistical software was used to analyze the data.

Research Findings

From the examination of the issue that "to what extent was the impact of tourism on the increase in income of the citizens of Qazvin", out of the seven variables examined, all the subjects emphasized the impact of tourism on the increase in the income of the citizens of Qazvin, but these effects were not to the same extent. Some items had more effects and some items had less effects, for example the item "Has tourism had an effect on increasing the income of handicrafts in the region?" With an average of 53.4, the most influential and the item "Has tourism increased the income of women in Qazvin city?" With an average of 2.87, it has had the least impact and the item "Has tourism had an impact on the increase in handicraft income of citizens of Qazvin?" has had the most impact. "How much has the impact of tourism on the increase in employment of the citizens of Qazvin?" has been discussed. Out of the seven variables examined in this question, all items have emphasized the impact of tourism on the increase in employment of the citizens of Qazvin, but These effects have not been to the same extent, and some items have had more effects and some items have had less effects, for example, the item "has tourism created suitable investment opportunities?" With an average of 4.56, the most impact and the item "Has the cooperation of the government with the private sector in the field of tourism created jobs?" With an average of 3.56, it has had the least impact.

Conclusion

The current research was conducted with the aim of investigating the role and importance of tourist attractions in the economic development of Qazvin city. The current research is in line with the results of (Parvin et al, 2019), (Liu & Chenguang Wu, 2019), (Nargesi et al, 2018). There is a positive and meaningful relationship between economic growth and financial



development and tourism. In this regard, it should be acknowledged that considering the unemployment situation in Qazvin city, the development of the tourism sector can have positive effects on the entrepreneurship process and the creation of new jobs in the city. to have Qazvin. One of the most important effects of tourism on employment creation is the creation of employment for women, which according to the type of tourism capacities in Qazvin city, this employment creation can be in the field of handicrafts, etc. On the other hand, this employment creation causes growth. income and improving the living conditions of the residents of the region. Based on this, it is recommended that the officials of the tourism organizations of the province and the city take into consideration the cooperation and support of the private sector in terms of entrepreneurship in the field of tourism development of Qazvin city and implement it in line with Pay attention to it. Due to the existence of an international university in Qazvin city, providing the development of international tourism in Qazvin city can be a great help in the development of the tourism industry of this city. The development of advertising in the field of tourism capabilities of Qazvin city through the national media causes Increasing people's awareness of the existence of such tourist areas.