

# Development of Cultural Tourism for Declining the Negative Impacts of Eco tourism in Guilan Province Based on Sustainable Paradigm

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**Abstract**— over the last two decade especially after the end of Iran-Iraq war in 1986 the standards of living condition in Iran has improved. This improvement can be seen in the substantial increase in the rate of car ownership and the rise of family incomes. This condition has led to the surge of tourism activities. Under the general tourism policy of government, and lack of clear tourism planning in the past years, there has not been adequate investment in tourism sector, consequently, the development of different touristic sites have been limited. As a result, people for spending their leisure time have mainly been attracted to the natural environment, thus, eco tourism has considerably been expanded. However, this trend was occurred unplanned subsequently, the ecotourism has changed to mass tourism in Guilan and the nature is getting under huge pressure. For illustration, recent statistics from Iran's Protection Environment Organization indicates that about 85% of Guilan's natural resources are in real danger because of tourism activities (IPEO, 2009). Tourism policy now searches for softer and locally integrated models of tourism development. The need to protect the environment, the gradual expansion of alternative tourism and the promotion of 'locality' in planning constitutes basic priorities of tourism policy. The purpose of this paper is to provide an assessment between ecotourism as a dominant shape which has change to mass tourism and other alternatives based on local circumstance.

A growing concern exists that without finding new alternatives controlling these impacts on the environment will not be possible and the expansion of mass tourism often functions as a serious obstacle for local awareness. Also It is really essential to improve this high potential tourism shape to minimize seasonality and unplanned of the tourist flow to make a proper plan and strategy to achieve better usage of the country's resources including natural and cultural resources. To alleviate the existing trend of mass tourism and its negative environmental impacts, we attempts to explore the possible opportunities for different kinds of tourism activities in Guilan province; therefore, I have tried to plan other shapes of cultural tourism like Bazaar tourism.

**Keywords-** Rasht metropolis; Bazaar tourism; Tourism planning; eco tourism; cultural tourism