

Analysis of the Role of Cultural Factors in the Development of Tourism in Ilam Township from the Experts' Perspective

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Abstract

Cultural tourism is an important part of tourism in a country or cultural regions that the history of people, customs, art, values and lifestyle in these geographical areas are the most important components. The current study aims at analyzing the role of cultural factors in the development of tourism in Ilam city from experts' perspective. The present study is applied in terms of purpose and descriptive-analytical in terms of method. Library and field methods were used to collect data using a questionnaire. The statistical population of the study includes 30 experts. Confirmatory factor analysis test was used to analyze the data. Based on the results of factor analysis, the research variables were divided into 5 factors, the first factor with a coefficient of 26.12, the second factor with 20.40, the third one with 13.33, the fourth factor with 7.58 and the fifth one with 6.74, respectively. Priorities are placed first to last. Variables of supply of cultural products in cultural tourism destinations, holding festivals focusing on cultural products and handicrafts of Ilam, holding cultural festivals including traditions, customs and culture of Ilam people and reviving local traditions, paying attention to advertising the cultural attractions of the city Ilam and the establishment of residences in historical places along with equipping them with historical and ancient monuments to attract cultural tourists, have the most factor.

Key words: cultural factors, tourism development, factor analysis, Ilam County.

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