

# Assessing Development of Food Tourism of Guilan Province in the Direction of Food Variety by Applying Parameters of Planed Behavior Theory (Case Study: Tourist of Rasht City in Guilan Province)

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## Abstract

Food tourism is one of the most attractive amusement travels that is defined in different regions of the world in different forms and has extensive concepts. Common point of all kinds of food tourism or the most complete definition of searching foods and specific drinking and enjoying them in far or close regions. In this direction the main goal of research is assessing food tourism development at Guilan province. This research in terms of goal is applied. Scientific method applied in this research is descriptive-analytic and surveying. Collected data in this research was attributional library and field study. Required information of this research was obtained through two methods of (library and field ones. For analyzing findings of research SPSS and GIS software have been used. For testing hypothesis of research pearson correlation coefficient and multivariable regression have been used. Regarding testing hypothesis of research it was observed that creating value of enjoyment, creating value and reliance for tourist to local food affect economic and cultural tourism of Rasht city as creative city of food.

**Key words:** Tourism economic development, Tourism cultural development, Food tourism, Planned behavior theory, Rasht city

## INTRODUCTION

Tourism is one necessary activities for life that provide new experiences for those who achieve it. This activity is enable to reduce tension and increase happiness in life. If massive tourism was the most prevalent method of travel in the past, nowadays tourism is done in small groups that are fallowing new experiences in life and simultaneously pay attention to environment (Gheorghe et al, 2014). Tourism is one of the greatest industries in the world and in recent decades it has promoted due to severe increase of kinds of method of spending leisure time and increasing easy of travel for

many people. This promotion is especially in the form of kinds of experimental tourism like ecotourism, excavating tourism and agricultural tourism and food tourism that is hold in different regions and is significant (Dougherty et al, 2013). Nowadays tourist is more experience and has sufficient financial resources for devoting to travel and have more free time. They can release their daily life through tourism and enter a world full of freedom and new things (Gheorghe, et al, 2014). In recent years about tourism different aspects have been paid attention that due to changes in demand from sun and sand tourism toward internal goals. In this concept new tourism products have appeared that mainly are related to nature and sport and health and hygiene, food and drinking (Sorensen, 2013, 16).

Regarding this change of approach nowadays many are agree that tourism can be catalyzer of social and economic development of different urban and rural regions. Therefore in recent years food tourism in many countries in the world have been welcomed and countries

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are interested to develop this kind of food tourism industry due to its positive effects on national, regional and local economy and benefit it as a tool for decreasing poverty and developing society (Izadi, 2015,67). The food and food industry is a very young industry, whose literature dates back to 2001 when the term "food and cooking tourism" was introduced in an article by Eric Wolf, director of the International Union of Food and Catering Tourism. This article, which later became the world's first book on food and cooking tourism, was the most important book in the academic and professional circles of the world, which provided the source of much information about this type of tourism to students and tourism industry activists (Amin, 2015). Relation between tourism and food has close relation. Food is the manifest of culture of tourism destination. Interest to identification of culture has been known as an important motivation for consuming food of tourist. Food tourism is a kind of tourism with specific interest that its main motivation is experiencing foods and styles of specific cooking if an specific destination. Food tourists are following new experiences of foods through which to be able to be familiar with culture of host country and increase their cultural capital (Ghotbabadi et al, 2014). Most tourists in the world are following new experience and taste in food is such experience. Therefore food tourism is the concept that in recent years has been paid attention by researchers (Ghorghe et al, 2012, 12). Nowadays between kinds of rural tourism food has taken much importance because the need for food and nutrition is vital daily need of human and confirm important section of need and demands of tourism in tourism destination. In fact food manifests different cultural, social, biological and tourism aspects of tourism. Nowadays food has been changed into inseparable section of tourism experience and important parameter at tourism marketing and is counted as an important factor at determining level of tourist satisfaction. During last decades increasing competition between tourism destinations lead to development of more attractions for absorbing tourist. Many tourism destination have used food as attractive source for strengthening tourism marketing. (Izadi 2015,68). Tourism of food can be defined as tourism and visiting suppliers of food, restaurant and ceremonies of food and other places that devotes to food and their combinations. Food tourism can be defined extensively as cooperation of tourist at activities related to food along travel such as buying local food and consumption of local food (Tsai & Wang, 2015,2). In recent years, combining food and tourism has taken much attraction for public policy-makers. Nowadays many countries actively promote tourism of food for increasing competition of tourism destination. Food has been increasingly recognized as an important section of cultural tourism market. Because it manifest living style

and culture of people in different regions (Izadi, 2015,68). Guilan province is one of the most important food tourism bases in Iran and has long been known for the diversity and plurality of food and seasonings and the evidence of this claim is selecting city of Rasht, the center of this province in UNESCO as a creative city in foods (Molaei Hashjin et al, 2015). Therefore in the following this paper has been written in sections of stating problem, importance and necessity of research, method of research, analyzing findings and finally conclusion and suggestion of result of research.

### Statement of Problem

Food favorability in media and development of tribal restaurant has exposed people to foods of places that hasn't the opportunity to visit them. This problem caused creation of a demand for experiencing food and presence at different places. Food tourism or tourism dependent to baking food is considered as a relatively new development that has been changed into a meaningful and important industry of tourism (Neson 2015,2). In the past food has played supporting role at tourism. Although recently some problems have been created at the discussion of food tourism and some tourist have been afraid of testing new foods. In this direction in cases like fear, lack of interest or anxiety about controlling quality or improper condition of hygiene in travel, internet for testing local food is done with less tendency (Nelson 2015,2). On the other hand food causes friendly connection between history and culture of people in the host society with tourists. Food tourism is a complicated process of decision of a person to factors affecting it such as: political, social, economic and cultural condition of host societies, regional condition and many other parameters. Studies have shown that food tourism generally and local food tourism specifically are placed out of scale of tourism studies and plans. It is whereas climate and cultural varieties existing in Iran has supplied valuable opportunities in this relation. Of course it should be paid attention that this variety especially in relation to cultural phenomenon was made and in developing society of Iran due to cultural and social changes are exposed to danger of diminishing in mind and daily life of people (Amin and Dadras, 2015,1).

Expression of <<food tourism>> introduces a kind of tourism that counts food as a factor of creating motivation for travel. Hal and Michel in 2000 define food tourism in the form of visiting food exhibition, festivals of food, restaurants and especial places that tasting food and experiencing it are main reason of travel (Ngoc. 2013,4). Enjoying delicious food, eating especial food and experiencing cultural tradition related to food are in fact experiences that are searched through modern tourists. In comparison with other activities of travel, food can be

consumed out of limitation of seasons. Also it should be mentioned that food tourism is different from consuming natural food, because it presents many probabilities of developing food and drinking that considers important dimensions of a local culture and includes history and its local attraction (Tsai & Wang, 2015, 2). Food tourism is an opportunity for experiencing reliable local culture a group of people in the area of geography that encompass the way of baking them, eating and drinking and also experience of friendship and friendly sense of local people. Mitelberg et al pointed that experiencing local food enriches tourism destination (Adongo et al, 2015,57). In addition to it tourist are following experience of consuming different food and this subject increase motivation of their tourism. This parameter is in fact accompanied by intellectual development that is considered as the most important experience of tourism. For example eating local food in holidays helps tourist for achieving deep knowledge and perception of a culture of a tourism destination(Adongo et al, 2015,58). Getz in 2000 stated that consuming local food provides an opportunity of learning for visitors and manifest their cooperation at buying significant experiences(Altintzoglou et al, 2016,120). In considering structure of policy of kinds of tourism food tourism is considered as identification of the process through which supporting local food has been changed into main flow of current world(Jong & Varley, 2017,216).

Hal and sharples in 2003 stated that food tourist visit places in which food is produced(palces of primary or secondary production) or cooperate events of food, festivals and exhibition of making food or present in any form of activity of tasting food in which is the first motivation of travel. World food travel association in 2013 counted food tourism as the whole industry of food and defined it: accesing and enjoying specific food and tasting drinking in far and close places. His definition denotes cooperation of food services and drinking and tourism industry, for example restaurant, sellers of street food, local markets, café present specific enjoyment and unforgotten experiences while travelling. Generally food tourism means travelling for enjoyment through experience of eating and drinking in tourism destination (Ngoc. 2013, 4). More satisfaction of travel is related to consuming new and interesting food. In the view of Mack et al in 2012 consuming local food stimulates tourist responses and distinct emotional reaction such as enjoyment, emotional stimulation, especially when such experiences are new and interesting. Gee et al in 1997 found that one reason that why people travel is due to consuming food outside and consuming local and new food.in cultural area consuming local food for visitors provided opportunity of perceiving enriched and varied culture of tourism destination that visited(Adongo et al, 2015,57).

Through food tourism tourist have opportunity for having reliable experience. Hal and sharples in 2003 proved levels of interest to food while travelling:1) severe interest such as enjoyed tourism, tourism dependent to food and baking, local food tourism that each of them consider food as a primary motivation for travelling, 2) average interest such as tourism of making food that tourist know activities related to food necessary for perceiving style pf tourism destination 3) low interest such as urban? Rural tourism through which tourist participate in activities related to food because they want different experiences 4) low interest or lack of interest that tourists know food and eating ot as meeting and satisfying simple needs. Food tourism encompasses severe interest, moderate and low interest. Tourists by severe interest to food tourism set all or almost all their activities based on food along a travel. For attracting tourist with severe interest to food tourist, Sachz kanzars and lopez in 2012 introduced actions and strategic activities such as providing and presenting chef tour or enhancing viewpoint of combining food taste. Tourist with moderate interest to food tourism can choose attention to activities related to food for perceiving style of living in an attraction or tourism destination. Attention and giving importance to this activity and food ceremonies, tourist achieve deeper perception of style of living of local residents. Tourists with low interest to tourism food tend to connect activities related to food because it suggest different things(Tsai & Wang, 2015,2).

This word describes travel with encouraging through interest of learning about food and acquiring various experiences of different foods in a place. Food tourism can encompass experience of daily food served by street sellers and local restaurants. For some food tourism has be changed to primary motivation for travel to a tourism destination but for many current tourist enjoying food of tourism destination simply is as a section of expectation that they have from their travel(Nelson 2015,2). During past year some countries such as Canada, America, latin America, Italy, France, turkey, Singapour and Tailand have invested about tourism food and achieved successful experiences in this field that we can do them. Since food tourism is counted a kind of cultural tourism and regarding that in our country cultural development is considered more, food tourism development can be effective in this field(Izadi, 2015, 65). Without attention to this subject different research has shown that food and drinking has been changed into an important and meaningful factor that affect choice of tourism of tourists. Food tourism may be considered as a subset of cultural tourism in which tourist can observe places and other people cooperate with them and achieve proper perception of places and people through experience of eating food(Nelson,2015, 2). Regarding that Iran by having cultural, climate variety and food variety and on the other hand significant growth of cultural tourism in the

world can get proper position at international area. In this direction the main question of research is identified in this form that how is assessment of food tourism development at Guilan province in the direction of variety of food by applying planed behavior theory parameter?

### **Necessity and Importance of Research**

Food is important section of human life, because it is important in saving life and survival of human and whereas it is counted as daily social subject, it manifests cultures and countries. Food beside nutrition value has cultural value and shows cultural identity and signs and images of realities. Food can show local identity and is counted important component of society and is inseparable section of human activities like social eating, sessions, ceremonies of marriage, travel, ceremonies and so on. Food is common language and higher than it global right for each person. Food like language is a tool. For making relation and sharing emotion. Enjoying food is not only in taste but in sharing it with others and we can remind it as history of region, record of identity, history of population, record of village, history of family, record of religion and in a word history of culture(Izadi, 2015, 70). Food tourism can lead to much economic resources and many know it as a tool for rural development that can help economy stimulation and preserve existing jobs and also causes creation of employment. Constant tourism depend to making food for tourism can provide the possibility for tourist that are in close relation with people and agriculture region in the area and get familiar with agriculture activities, local products and traditional food of the region(Yurtzeven & karakas, 2013, 98). In last three decades food tourism industry played increasing role at local economy and has caused change of global structure(kock, 2013,3). Food is fundamental aspect of culture for a place and increasingly has been identified for presenting existences and cultural values. When interest of people is paid attention food cultures in media helps image of places that are related to foods. In similar times places around the world have been distinguished that food is counted an attraction for tourism and is counted a tool for advertising tourism. Food exhibition in media can form aganic image of a tourism attraction for public audience (Nelson, 2015,2). Observation showed that food tourism is counted as a way for cooperation and considering geography and culture of tourism destination different from the thing that is known and are famous. Also changes of traditional activities beside enjoyment of tourism of baking and industry related to food exist in this kind of tourism. In fact axis of field in tourism is emphasized though this reality a lot that food tourism is the product that stimulates sense of touch, taste, smell and seeing so strategic situation is manifested in experience of holidays(Adongo et al, 2015,57). As it was mentioned in related literature local food can enhance perceived credit of tourist of heritage

through their familiarity with cultural and historical features of tourism destination. Tourist who consume local food count this consumption as a way for achieving different experiences and pay less attention to satisfying psychological need(Tsai & Wang,2015.2). Generally the thing that is emphasized by researchers about experience of tourism is concentration on positive reminding. A positive experience at tourism at food tourism is seen as a favorable feedback that is reminded after its event easiliy(Adongo et al, 2015,57). Therefore regarding importance of food tourism this research assesses food tourism development in Guilan province in the direction of variety of food by applying parameters of planned behavior theory.

### **Hypothesis of Research**

- H1: Creating value of enjoyment for tourist to local food affects tourism economy development of Rasht city as creative city.
- H2: Creating value of enjoyment for tourist to local food affects tourism cultural development of Rasht city as creative city.
- H3: Creating proper attitude among tourist toward local food affects tourism economic development of Rasht city as creative city.
- H4: Creating proper attitude among tourist toward local food affects tourism cultural development of Rasht city as creative city.
- H5: Creating proper reliance for tourist toward local food has effect on tourism economic development of Rasht city as Creative city of food.
- H6: Creating proper reliance for tourist toward local food has effect on tourism cultural development of Rasht city as Creative city of food.

### **METHODOLOGY**

This research based on goal is applied. Scientific method applied in this research was descriptive-analytic and surveying. Method of data collection in this research is attribution, library and field study. Required information of this research was obtained through atributional(library) and field studies. Therefore in attribution studies by referring to scientific and research centers and library documents, resources related to subject of research was studied. For some part of data collection tool of questionnaire has been used that its validity and reliability was considered. Questionnaires in restaurants that its list was presented in Table 1 were distributed. In the fallowing the map of situation of sample restaurants of rasht (Figure 1) was presented. For considering content validity viewpoints of experts was used and for considering reliability cronbach alpha method was used. For data analysis of findings of research SPSS and GIS software were used.

**Table 1: Restaurants of Rasht city**

Row	Name of restaurant	Address
1	Salamat restaurant	Shariati St
2	Nejati restaurant	Saadi St
3	Ghorban restaurant	Saadi St-Eghtesad Alley
4	Hasan rashti restaurant	Emam BLV-fereshteh St
5	Gilaneh restaurant	Anzali BLV-between Airport and Ariya
6	Haghshenas restaurant	Lahijan St
7	Tabrizi restaurant	Shariaati St- khazar bulding
8	Nemoneh restaurant	Amnzarb St
9	Moharram restaurant	Manzariyeh Blv
10	Mirrazeghi restaurant	Golsar-123 St
11	Yaser restaurant	Shariati st- keyvan market
12	Jahangir restaurant	Zarjob square
13	Tak restaurant	Manzariyeh
14	Haj mohammad restaurant	Emam Blv
15	Shabestan restaurant	Takhti St
16	Pardisan restaurant	Lakan road
17	Café	Chelleh khane
18	Café	Opposite airport
19	Café	Road rasht to khomam-ashkik alley
21	Café	Shahid rajaei Blv
22	Night café	Khoramshahr blv
23	Café	Shohadaye gomnam alley
24	Café	Gomnam Blv-end of Arya alley
25	Café	Gholipor Blv-beside cheshm andaz exhibition
26	Café	Khoramshahr
27	Razeghi restaurant	Golsar-beginig of somayeh Blv
28	Heidari restaurant	Rasht, pirbast lolman, cholab
29	Ziyafat restaurant	Rasht, 4km of rasht road to lahijan, goorab
30	Aryana restaurant	3km of Rasht to khomam, opposite persi gaz

In the following in Figure 2 map of distributing local food based on climate region of Guilan province have been shown.

### Analysis of Data

In the following for considering hypothesis of research pearson correlation coefficient and multivariable regression have been used.

### RESULT OF PEARSON CORRELATION

Result of pearson correlation between independent variables with dependent variables of economic and cultural development of tourism of Rasht city has been shown in Table 2. These result denote this subject that there is positive and meaningful relation between a;; independent variables with dependent variables of economic and cultural and economic development of Rasht city.

### RESULT OF MULTIPLE REGRESSION

Regarding result of multiple regression through step-by step method that was mentioned in Tables 3 and 4, amount of determination coefficient shows that 59.6% of dispersion(variance) of dependent variable of economic

**Table 2: Correlation coefficient between independent variable with economic and cultural development**

Independent variable		Economic development	Cultural development
Creating value of enjoyment for tourisnt toward local food	R	0.697	0.451
	Sig	0.000	0.000
Creating proper attitude among tourists toward local food	R	0.650	0.721
	Sig	0.000	0.000
Creating proper reliance for tourist toward local food	R	0.473	0.553
	sig	0.000	0.000

development is explained by linear combination of independent variables. Also 49.8% of dispersion (variance) of dependent variables of cultural development is explained by linear combination of independent variables. Also Betta coefficient regarding significance shows that independent variables of research has ability of predicting changes of dependent variables well.

### CONCLUSION AND SUGGESTION

Rasht is one great city of Iran, center of of Guilan. This great city is counted the greatest and most populated city

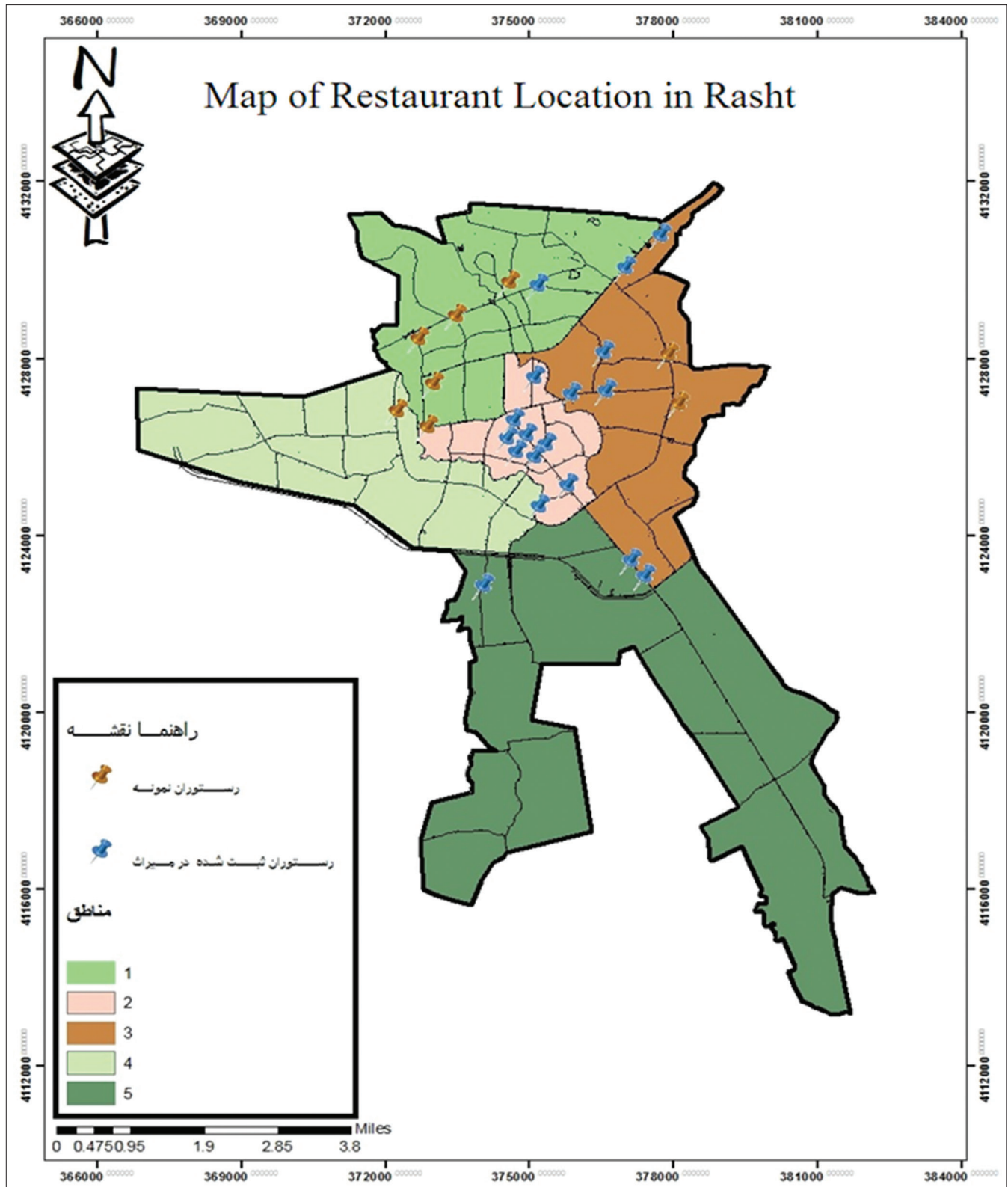


Figure 1: Map of situation best restaurant of Rasht city

in the north of Iran among three provinces of border of Khazar sea (Guilan, Mazandaran and Golestan) and the greatest residency of southern coast of Caspian sea. Life, happiness, hospitality, lives nights, high culture has changed

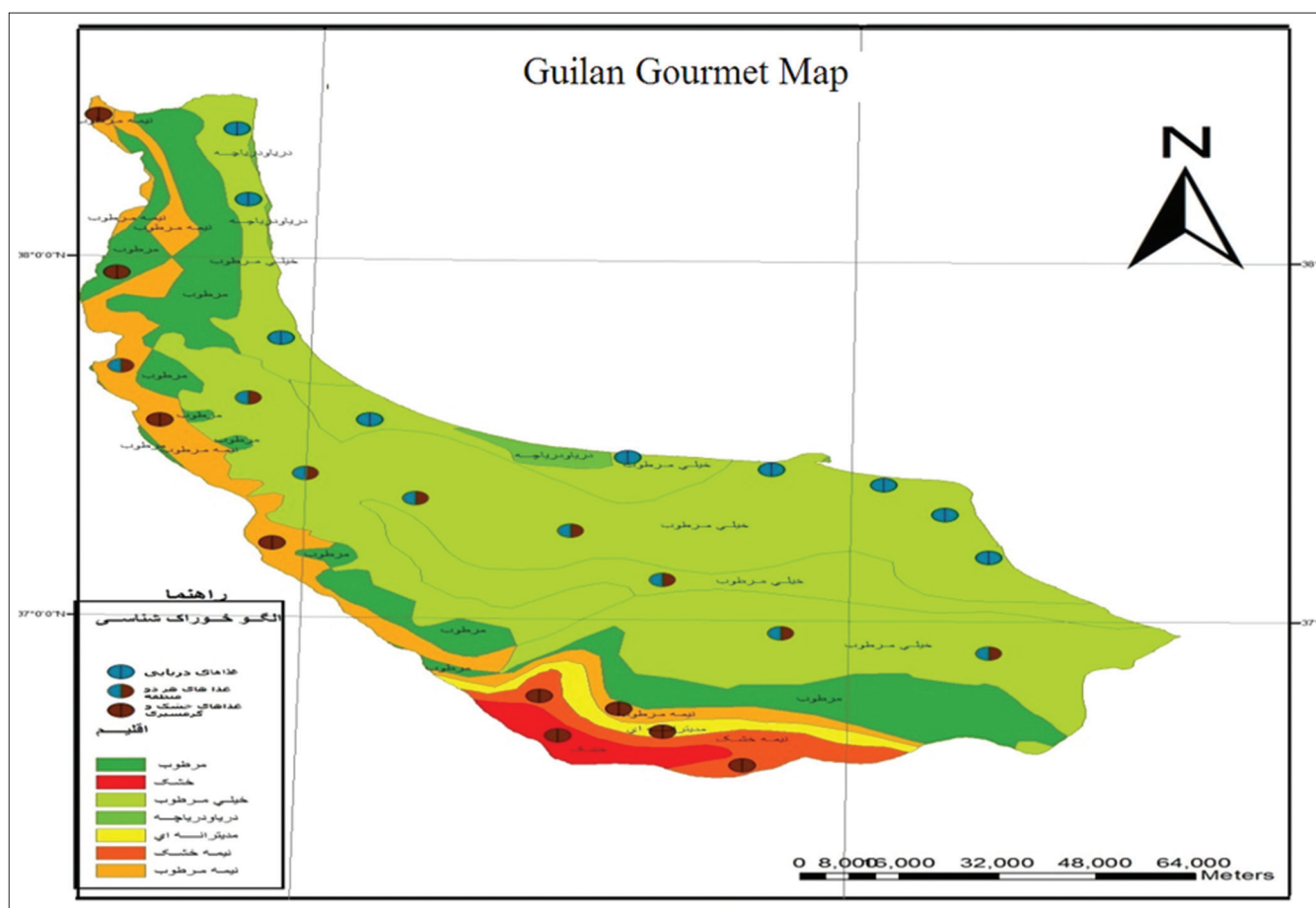
Rasht to the third touristic city of Iran. As population of this city in holidays and method of tourism of the year reaches to 2 million people. Rasht cities the heaven of food of Iran that with population of 730 thousand people

**Table 3: Multiple regression between independent variables with dependent variable of economic development**

Independent variables	Dependent variables	R <sup>2</sup>	Betta	Fixed	Sig
Creating value of enjoyment for tourist toward local food	Economic development	0.596	0.634	0.237	0.000
Creating proper attitude among tourist toward local food			0.527		0.000
Creating proper reliance for tourist toward local food			0.564		0.000

**Table 4: Multiple regression between independent variables with dependent variables of cultural development**

Independent variables	Dependent variables	R <sup>2</sup>	Betta	Fixed	Sig
Creating value of enjoyment for tourist toward local food	Cultural development	0.498	0.521	0.307	0.000
Creating proper attitude among tourist toward local food			0.364		0.000
Creating proper reliance for tourist toward local food			0.602		0.000

**Figure 2: Map of distributing variety of local food based on climate region**

is located at the north of Iran. This city by having proper air, agricultural land and beautiful nature of surrounding beside traditional food that all provided from organic and fresh material known as the best place in Iran as city of food. This city has been introduced as creative city of food by UNESCO in 2015. There are different houses in Rasht that can lead to an atmosphere for business and

so economic promotion of local society, in this direction Rasht municipality of Rasht in the direction of design of recreation with approach of creative city of food consider to change historical atmosphere of old houses of Rasht to a place for acquiring income. Proving Rasht city as creative city of UNESCO food is fundamental step toward one important goal that is making brand. Rasht was proved as

creative city of food. Document of writing proposal of recording Rasht city as creating city of food of UNESCO in previous year started by presence of committee of national commission of UNESCO in Iran by invitation of committee of constant development of Rasht municipality and finally in last March it was considered by presence of Ster kish Ralosh regional manager of UNESCO, then by accompanying members of Islamic committee of Rasht city and respected mayor this document in current July for final consideration was sent to office of considering network of creative cities in UNESCO of Paris that unfortunately by considering judgment committee in 11 of December, by sending document for the first tome presence of Rasht city was recorded as creative city of food in UNESCO globally. By relying on approach of creative city of tourism in the area of food has planned for using old construction and houses located at old texture of Rasht for supplying local food products with attitude f strengthening creativity and development of cooperation in the field of creative city of food knowing that these plans are the most profitable opportunity of investment in the area of tourism. In this direction investment of Rasht municipality for creating house food and also creativity (7 axis of creative city) invite investors for cooperation to create these two atmospheres among heritage houses belonged to municipality. In case of success of tourism of creative city two experiments should be implemented. First of all this plan should provide consideration of correct measurement of creative signals for tourist, that is it should be more enriched than plan of educating making food and handicraft. Secondly, tourism development of creative city should should fallow creating a method for integrating and mixing tourist in creative nature. Creative cities show much attention to producing creative places and attraction of tourism and finally creative economy. Therefore rasht city as a gallery or center of designing has symbolic nature and it accompanies advantages for government in the direction of planning for residents for economic and cultural dynamity and for tourist visiting creative tourist places. Some facilities and activities is seen in creative tourism. Also development of

policies and creative strategies is the working plan. Urban managers of Rasht by cooperation of citizens and people-oriented organizations and by suing potential abilities of a city try to change Rasht city to an important center for tourism and service of food knowing food services in the area of region based on planned process of Rasht city.

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