

Study the Factors of Underdevelopment of Tourism Industry in Kashan

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Abstract

The main purpose of this research is to study the causes of Kashan underdevelopment tourism industry. The method of this research in terms of purpose is practical (applied) and data gathering is descriptive and solidarity type. The populations of this study include 260, all tourism managers and artisans working in Kashan tourism industry. Samples are selected by the use of Morgan Table and include 70 people. Sampling method is cluster sampling. The researcher's made questionnaire was used for data collection. Facial and content -related validity was obtained by using the available sources and knowledgeable people's opinions and their validity through tentative execution and calculation of Cronbach's Alpha Coefficient 88%. Findings indicated that information and advertising, development of transportation, coordination of the related tourism organization as well as providing tourists with welfare conveniences such as hotels, restaurants and exhibitions are the main important factors in the growth of tourism in this province. Keywords: development, underdevelopment, tourism, Kashan. Findings indicated that information and advertising, development of transportation, coordination of the related tourism organization as well as providing tourists with welfare conveniences such as hotels, restaurants and exhibitions are the main important factors in the growth of tourism in this province.

Keywords: development, underdevelopment, tourism, Kashan

Introduction

As a new industry in the recent years tourism has many effects on the economic, social and cultural status of the world. Employment, bringing foreign exchange, regional balance, help the global peace, help the investment in cultural heritage, environmental improvement, help improving the wild life parks, development of rural areas with tourism attractions and preventing the people from moving to other places, and so on are of the advantages of this industry (Sadmousavi and Dakhili Kahnamouei, 2004: 92). Besides the advantages of the tourism industry some negative consequences were observed in the countries visited by tourists including in the related businesses in economic, social, cultural and environmental fields (Williams, 2000:24). In the recent decades the importance of tourism from the international aspect as well as number of tourists and foreign exchange income has been increasing unprecedented (Sambrook, 2005: 24). Considering the surprising impact of tourism on economic, social and cultural aspects of the communities it should be developed by scholarly, consciously and planned management and minimize its negative impacts (Mahallati, 2001: 6).

The international tourism income in 1998 has been 8 percents of the world export income and 37 percents of export in services sector. Considering the growth of 4 to 5 percents of the industry the knowledgeable people predict that if the tourism industry growth continues this way the income due to this industry will exceeds 2 trillion dollars in the coming years and the number of the tourists will be more than one milliard people (Jamshidi, 2002: 32). In order to

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establish a comprehensive and stable development and substituting the new resources with oil income we must apply all the capabilities and facilities. The issue that is known the third dynamic and growing economy after oil and automobile industries is set forth as the main requirement of the country; so the obstacles in development in different parts of the world and providing strategies to solve to the problems tourism of different cities of Iran (Ashouri et al, 2010: 5).

The tourism strategies are considered the basis of development and management of this industry and a basic element in national and regional planning. The following are some of important issues that should be considered in providing the strategies:

To make policies and to determine development purposes as the primary institutions for providing strategies

To determine the type, situation and main characteristics of tourism attractions of each country or region

To determine the type and the location of the existing and unpredicted residences and other tourism facilities

To consider the condition and facilities of transportation and other fundamental installations such as water, electricity, telephone and health networks, etc. in present and in the future

To analyze the environmental, social and economic aspects of the region generally (Abdollahzadeh et al, 2005: 41)

Considering the abovementioned issues some strategies for tourism development that have been applied in different areas of the world is stated: one of the development strategies is to establish amusement park (resting place) for the tourists. An amusement park often provides a wide range of tourism services and facilities including amusement and resting facilities; different countries have applied this strategy the most important of which is called Mexico amusement park development strategy. Another tourism strategy is urban tourism strategy; usually the cities have many historical and cultural attractions such as bazaar, restaurants, hotels and urban parks. Many of urban convenient facilities and attractions have fundamentally developed for the citizens' convenience; on the other hand, the cities may be the gate of entrance and exit of the tourists to the country or the region and may be considered the place of settlement for those tourists who travel to the suburban areas of the cities. Such strategy must be planned precisely and the hotel construction and other tourism conveniences and attractions shall be done carefully. Nowadays, constructing or reconstructing those urban areas for use of the tourists and the residents' free time is a usual work. Rural tourism development strategy such as that has been implemented in Senegal and religious tourism development strategy in Saudi Arabia are other strategies for tourism development. Achieving tourism development is dependent on some factors including suitable organizational structure, human resource educating and planning, tourism rules and regulations and capital attraction. A powerful and integrated management and coordination between public and private sector is very important for stable and powerful development of tourism industry.

It is clear that The researcher requires to improve his/her information by referring to the documents about the topic he/she has selected for the research, so that he/she can redefine and limit the issues of the research and his/her variables and extremes based on the achieved information (Khaki, 2009: 27). Some of conducted researches in this case are pointed out below.

Navabakhsh and Rafieifar (2010) studied the economic-social effects of tourism in Ziarat village (one of Gorgan territories) on the villagers' life by SWOT technique and come to

conclusion that the economic and social conditions of Ziarat village are intensively influenced by the presence of tourists.

While pointing out several historical and cultural attractions of Golestan Province Sharbati (2010) says that this province will play an important role in attracting domestic and foreign tourists in case of proper investment and applying new advertising methods, considering the high potential for tourism.

While emphasizing on the tourism attractions of Golestan Province Tavallaei (2006) in an article titled regional tourism introduces the important regional tourism attractions of Golestan Province and provides a pattern for stable regional tourism in the province.

Fazelnia and Hedayati (2010) in their research and by analyzing the results of SWOT found out that the vulnerability threshold of Zivar Lake is high due to tourism and it must be reviewed and suitable policies and integrated management must be provided in order to remove the limitations and apply the potentials.

Noheghar, Hosseinzadeh and Pirasteh (2009) studied the tourism potentials of Qeshm Island and suggested strategies such as maximum economic benefit from entering tourists in the suitable seasons of the year, having preserved the values off the island and emphasizing clear cultural interactions with other countries in order to introduce the potentials and status of culture and customs of the people in the island aiming attraction of more Iranian and foreign tourists.

Shahidi et al (2009) while evaluating and reviewing the strategic approach in tourism within the framework of SWOT model explained the tourism status in rural development and studied and reviewed the extent and type of the probable interference for evaluating and choosing the place for tourism in the rural tourism development process in Lavasan village.

Moutinho (2000) and Woodside and Drive (2008) while emphasizing on necessity of strategic management in the issues related to tourism have analyzed the problems of the industry and have provided some strategies to attract more tourists to the touristy regions and their longer settlement in those regions.

Fons et al (2011) identified weak and strong points, tourism's chances and risks of rural region of Aragon in Spain applied SWTO analysis as a mean to evaluate the stable status of the rural tourism and came to the conclusion that the rural tourism of the region will be stable and consistent in the future.

In their research Rishi and Giridhar (2007) studied the conveniences of mountainous area of Himachal Pradesh on the northern part of India and came to conclusion that the region has high potential to attract tourists but it lacks welfare and settlement conveniences. The region may become one of principal poles of tourism of India upon improvement of tourism conditions.

Methodology

The method of the research in terms of purpose is applied and data gathering is descriptive and solidarity type. The population of the study is 260, all tourism managers and artisans working in Kashan tourism industry. Sampling method is cluster sampling. The researcher's made questionnaire was used for data collection. Facial and content -related validity was obtained by using the available sources and knowledgeable people's opinions and their validity through tentative execution and calculation of Cronbach's Alpha Coefficient 88%.

Results and Discussion

First Theory: It seems that there is a meaningful relation between underdevelopment of tourism industry and lack of tourism services and hotel management in Kashan.

Based on the results of the questionnaire it can be said that 8 people, 11.4%, very little, have answered the abovementioned question, 23 people, 32.9%, little; 27 people, 38.6%, average; 11 people, 15.7%, high; and 1 person, 1.4%, very high. In other words 27 people with 38.6%, mean of 2.6286 and mode of 3.00 and standard deviation of 0.9351 said that underdevelopment of tourism industry in Kashan is due to lack of tourism services and hotel management averagely.

Table 1: Distribution and percentage of repliers to the question about reasons of underdevelopment of tourism industry

	Distribution	Percentage
Very Little	8	11.4
Little	23	32.9
Average	27	38.6
High	11	15.7
Very High	1	1.4
Total	70	100

Table 2: Distribution of approval, neuter and disapproval

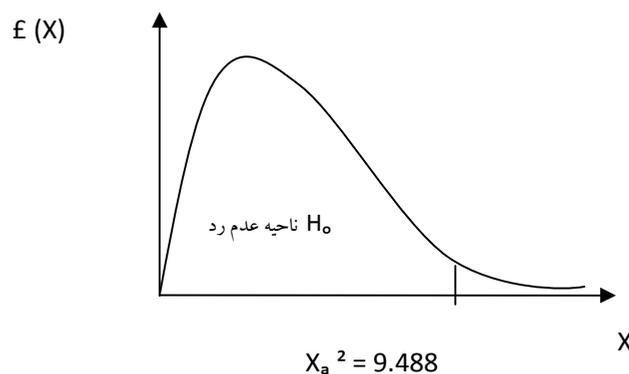
	Distribution	Percentage
Approval	31	44.3
Neuter	27	38.6
Disapproval	12	17.1

Considering that the above table indicates 44.3% of the repliers have chosen approval choice, and regarding the calculated Kai Score (X^2) with 4 free degrees is $X^2 = 33 = 143$, and comparing it with Kai Score of the table (Xc^2) with 4 free degrees is equal to (Xc^2) = 9.488 it is concluded that presumption H_0 is rejected and presumption H_1 is admitted with a reliability of 90%. In other words presumption H_1 is statistically valid with a reliability of 90%.

$$33.143 > 9.488$$

$$(X^2) > (Xc^2)$$

Chart 1: Acceptable area by rejecting presumption H_0



Second Hypothesis: It seems that there is a meaningful relation between underdevelopment of tourism industry in Kashan and lack of application of proper advertising strategies in marketing tourism goods.

Based on results of the questionnaire it can be said that 15 people, 21.4%, answered very little to the abovementioned question; 18 people, 25.7%, little; 20 people, 28.6%, average; 14 people, 20%, high; and 3 people, 4.3%, very high. In other words 20 people, 28.6%, mean of 2.6000 and mode of 3.00 and standard deviation of 1.1597 said that underdevelopment of tourism industry in Kashan is averagely due to lack of failing to apply proper strategies of advertising in marketing tourism goods.

Table 3: Distribution of repliers based on the effect of underdevelopment of tourism industry in Kashan due to failing to apply proper advertising strategies in marketing tourism goods

	Distribution	Percentage
Very Little	15	21.4
Little	18	25.7
Average	20	28.6
High	14	20
Very High	2	4.3
Total	70	100

Table 2: Distribution of approval, neuter and disapproval

	Distribution	Percentage
Approval	33	47.1
Neuter	20	28.6
Disapproval	17	24.3

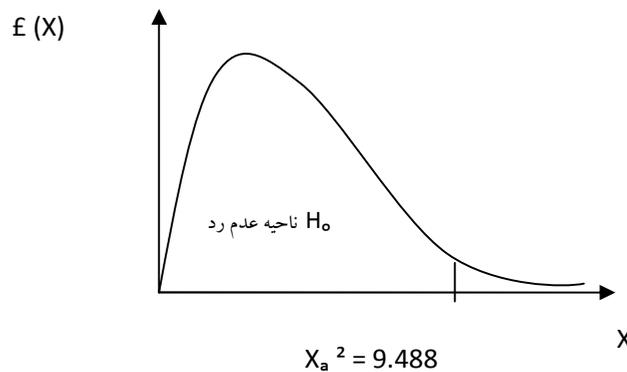
Considering that the above table indicates 47.1% of the repliers have chosen approval choice, and regarding the calculated Kai Score (X2) with 4 free degrees is $X^2 = 12.429$, and comparing it with Kai Score of the table (Xc2) with 4 free degrees is equal to $(Xc^2) = 9.488$ it is concluded that presumption H_0 is rejected and presumption H_1 is admitted with a reliability of 90%. In other words presumption H_1 is statistically valid with a reliability of 90%.

$$12.429 > 9.488$$

$$(X^2) > (Xc^2)$$

Chart No.2: Acceptable area or reject hypothesis H_1

F(X)



Third Hypothesis: It seems that there is a meaningful relation between underdevelopment of tourism industry in Kashan and weak protection of ancient works and places.

Based on results of the questionnaire it can be said that 2 people, 2.9%, answered little to the abovementioned question; 18 people, 25.7%, average; 34 people, 48.6%, high; and 16 people, 22.9%, very high. In other words 34 people, 48.6%, mean of 3.9143 and mode of 4.00 and

standard deviation of 0.7754 said that underdevelopment of tourism industry in Kashan is highly due to weak protection of ancient works and places.

Table 5: Distribution of repliers based on the effect of underdevelopment of tourism industry in Kashan due to weak protection of ancient works and places

	Distribution	Percentage
Very Little	0	0
Little	2	2.9
Average	18	25.7
High	34	48.6
Very High	16	22.9
Total	70	100

Table 6: Distribution of approval, neuter and disapproval

	Distribution	Percentage
Approval	2	2.9
Neuter	18	25.7
Disapproval	50	71.5

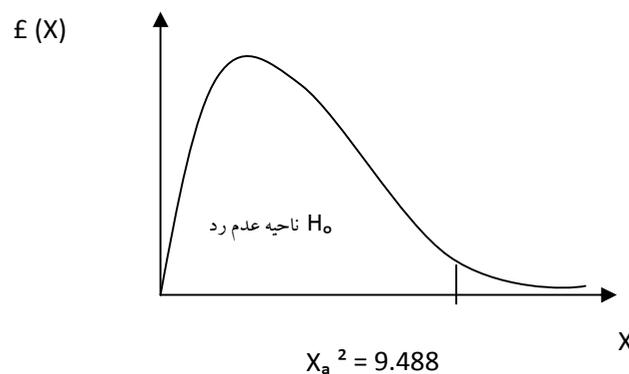
Considering that the above table indicates 71.5% of the repliers have chosen disapproval choice, and regarding the calculated Kai Score (X_2) with 3 free degrees is $X_2 = 29.429$, and comparing it with Kai Score of the table (X_{c2}) with 3 free degrees is equal to ($X_{c2} = 7.815$) it is concluded that presumption H_0 is rejected and presumption H_1 is admitted with a reliability of 90%. In other words presumption H_1 is statistically valid with a reliability of 90%.

$$29.429 > 7.815$$

$$(X_2) > (X_{c2})$$

Chart No.3: Acceptable area or reject hypothesis H_1

$F(X)$



Fourth Hypothesis: It seems that there is a meaningful relation between underdevelopment of tourism industry in Kashan and weakness of physical infrastructures (roads and paths).

Based on results of the questionnaire it can be said that 14 people, 20%, answered very little to the abovementioned question; 27 people, 38.6%, little; 20 people, 28.6%, average; 5 people, 7.1%, high; and 4 people, 5.7%, very high. In other words 27 people, 38.6%, mean of 2.4000 and mode of 2.00 and standard deviation of 1.0687 said that underdevelopment of tourism industry in Kashan is little due to weakness of physical infrastructures (roads and paths).

Table 7: Distribution of repliers based on the effect of underdevelopment of tourism industry in Kashan due to weak protection of ancient works and places

	Distribution	Percentage
Very Little	14	20
Little	27	38.6
Average	20	28.6
High	5	7.1
Very High	4	5.7
Total	70	100

Table 2: Distribution of approval, neuter and disapproval

	Distribution	Percentage
Approval	41	58.6
Neuter	20	28.6
Disapproval	9	12.8

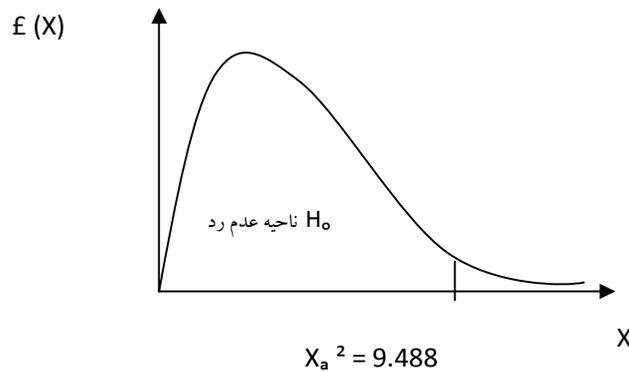
Considering that the above table indicates 58.6% of the repliers have chosen approval choice, and regarding the calculated Kai Score (X2) with 4 free degrees is $X_2 = 27.571$, and comparing it with Kai Score of the table (Xc2) with 4 free degrees is equal to $(X_{c2}) = 9.488$ it is concluded that presumption H_0 is rejected and presumption H_1 is admitted with a reliability of 90%. In other words presumption H_1 is statistically valid with a reliability of 90%.

$$27.571 > 9.488$$

$$(X_2) > (X_{c2})$$

Chart No.4: Acceptable area or reject hypothesis H_1

F(X)



Fifth Hypothesis: It seems that there is a meaningful relation between underdevelopment of tourism industry in Kashan and weakness of pricing tourism goods.

Based on results of the questionnaire it can be said that 4 people, 5.7%, answered very little to the abovementioned question; 12 people, 17.1%, little; 28 people, 40%, average; 19 people, 27.1%, high; and 7 people, 10%, very high. In other words 28 people, 40%, mean of 3.1857 and mode of 3.00 and standard deviation of 1.0256 said that underdevelopment of tourism industry in Kashan is little due to weakness of pricing tourism goods.

Table 7: Distribution of repliers based on the effect of underdevelopment of tourism industry in Kashan due to weakness of tourism goods

	Distribution	Percentage
Very Little	4	5.7
Little	12	17.1

Average	28	40
High	19	27.1
Very High	7	10
Total	70	100

Table 2: Distribution of approval, neuter and disapproval

	Distribution	Percentage
Approval	16	22.8
Neuter	28	40
Disapproval	26	37.1

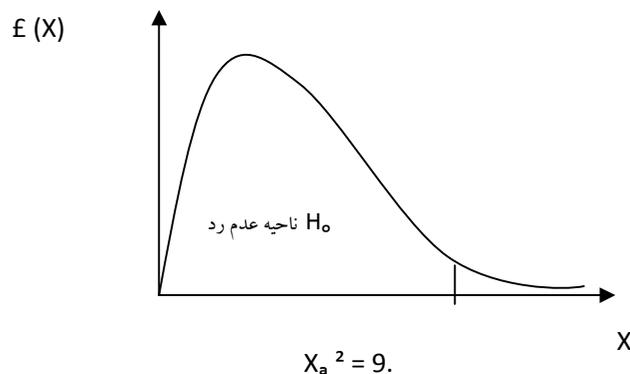
Considering that the above table indicates 37.1% of the repliers have chosen disapproval choice, and regarding the calculated Kai Score (X_2) with 3 free degrees is $X_2 = 26.714$, and comparing it with Kai Score of the table (X_{c2}) with 3 free degrees is equal to $(X_{c2}) = 9.488$ it is concluded that presumption H_0 is rejected and presumption H_1 is admitted with a reliability of 90%. In other words presumption H_1 is statistically valid with a reliability of 90%.

$$26.714 > 9.488$$

$$(X_2) > (X_{c2})$$

Chart No.5: Acceptable area or reject hypothesis H_1

$F(X)$



Conclusion

Tourism is the biggest and most various industry in the world. Many countries know this dynamic industry as the their main source of income, employment, development of private sector and infrastructural structure; especially in the developing countries that other economic forms such as production or extraction is not economic or does not play an important role in the commerce and business tourism has been paid attention too much. Kashan has many attractive places and tourism attractions as one of tourism, cultural and religious places and thousands of people visit this city every year but it does not make money yet due to lack of paying attention to this industry. If we want tourism to be a source of income for the area different organizations must make necessary supports to develop tourism industry and must consider the tourists' security and proper advertisement. Information, advertisement, transportation development, coordination of organizations engaged in tourism and finally providing welfare conveniences for tourists such as hotel, restaurant and fair are the factors effect on the tourism development in the province.

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