

Identifying and Prioritizing Factors in Attracting Environmental Tourists in Anzali Free-trade Area

Esmaeil Mohammadikhah Astaneh¹, Atoosa Azimi Rashti², Mahsa Gholamrezazadeh Yousefi³, Azadeh Zoghi⁴, Forough Rahimi Abkenar⁵, Parisa Barati⁶, Zeynab Atefi⁷

¹Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran
^{2,3,4,5,6,7} M.A. Student of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran

ABSTRACT

The basis and foundation of marketing in tourism industry is attracting tourist from a place to another. Every area has its own potentials for tourism even in the case owing the ability to attract the local people or owing commercial or social attractions. The goal of the study is to identifying influential factors in attracting environmental tourists in Anzali free-trade area. This study is a kind of descriptive-analytic one with the emphasis on correlation; in terms of objective is an applied study. The population sizes of this study include all tourists who have visited this area during the distribution of questionnaire. The number of samples for this study are 384 people and instrument for data collection is questionnaire. The Pearson Correlation formula has been used for data analysis. The result driven from hypothesis between Hotel construction, Pier construction, building restaurant, and related accommodations, cultural services, sport services and other facilities and tendency to tourisms in Anzali free-trade area.

Keywords: Tourists, Environmental, Tourism Industry, Tendency to Tourism.

1. INTRODUCTION

Tourism industry and tourism attraction are one of the important sources for economical benefits, and different countries try to overtake one another by creating an income source via macro investing (huge investment) in this section. Modern technologies, such as airlines, computer, robot, satellite communication, have lead to a great change in lifestyle, occupation, pleasures. Growth in technology resulted in increasing in excursion which by turns have lots of reasons such as time of pleasure, increase in income, growth in communication, and creating efficient ways transporting (Scharank, Andraw, 2001). Many companies try to review their managerial patterns and to find basic solution so that they can access to competitive advantage (Gilaninia, Ramzani & et al, 2011, Omidvari & et al, 2012). In the new millennium, there is no doubt that tourism industry and travelling is considering as one of stable foundation of global economical system. Despite, periodical stagnations, political uprisings, wars, ups and downs in prices, fuel availability, international tourism is considered as the biggest item in international exchange in the world budget. The budget allotted to international tourism is as three times as the budget allotted to defense affairs. (Llo, 1998) Today tourism is not only limited to wealthy, well-to-do families, but also, millions of people visit new places and are interested in knowing their environment better and also keen to gather new experiences. The current business environment is very different from the past and the competition (Gilaninia & et al, 2011). Today's, trading that emphasized on the effectiveness of mix elements marketing is shifted towards marketing based on relationship (Mohammadi Moaf & et al, 2011). Having been started new area in tourism and continuing to be so, lots of external factor will have influenced on that. (Zarei et al, 2009) Economical, financial growth, technological progressions, innovations, and environmental related issues are factors which affect on routines of tourism and production. States or private-sector organization, if intends to be in tourism competition field, should know their costumers, and be aware of their wants. (Madani 1999) They should inform these costumers of their productions and services. They also should convince them that it is to their benefit to be their permanent costumers, namely travel to and from different places which have been considered for them; by two-way ticket and so...

Marketing in tourism deals with such affairs. National tourism organization play these roles in countries in which intend to benefit from tourist industry. Tourism organization pay attention to different cultural groups in their marketing processes, and emphasized on special utilities of products or services they serve. (Bureau of economical and business affairs, US Department of state, 2000).

2. Statement of the Problem

Tourism industry is rapidly expanding (Gilaninia & et al, 2011) and is the widest service which will be developed faster than yesterday and today. In today's business environment is characterized by increasing competition (Ahani & et al, 2011). Tourism industry has got various dimensions, if consider comprehensively,

*Corresponding Author: Esmaeil Mohammadikhah Astaneh, Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran

can give birth to growth, development in economical, political, and cultural domains. (Gichak, 2003) At the moment, tourism is known as the world biggest industry, its growth has lead to a series of intense social, economical, and environmental changes which by turns, their investigation and delving deep into their ins and outs seems necessary.

Tourism is of the new fields in the realm of humanity, has been concentrated from variety of points by different countries. Consideration on tourism is of utmost importance economically, socially and culturally as well. Tourism though is a traditional custom in Iran, but as an industry, goes back to 1340s. Nowadays, most of countries in the world, earn their economical growth from tourism industry and, that's why attempt for it extension and development.(United Nations ,2005)

The construction of Anzali free-trade area, for relative improvement, better to say, the promotion of competition benefit via decreasing net price of products and removing some unnecessary bureaucracies. In fact this area with free and easy communication with others paves the way for development in exports and production of exports' goods. Along with technical industrial development, industrial growth will gradually lead to Guilan and Iran's economic growth. Considering extensive investment in Anzali free-trade-industrial area, it is expected that due to this investment, appropriate services be available for business or pleasure tourists.

Since Anzali free-trade area has got vast area, providing precise and concise facilities, in this complex, such as turning it to a free-trade ,industry and touristic area , not merely a industry-trade free area can pave the way for all-purpose use of it capacities (Mohammadikhah Astaneh ,2009)

This study intends to investigate the influential factors on attraction of inland and foreign tourists in Anzali free area and recommend strategies for a better attraction of tourist for this area. In this regard some questions are posed:

- 1) Is there any significant relationship between Hotel construction and tourist attraction in Anzali free area?
- 2) Is there any significant relationship between in building restaurant and tourist attraction in Anzali free area?
- 3) Is there any relationship between constructing pier and tourist attraction?
- 4) Is there any significant relationship between providing cultural facilities (services) and Anzali free-trade area?

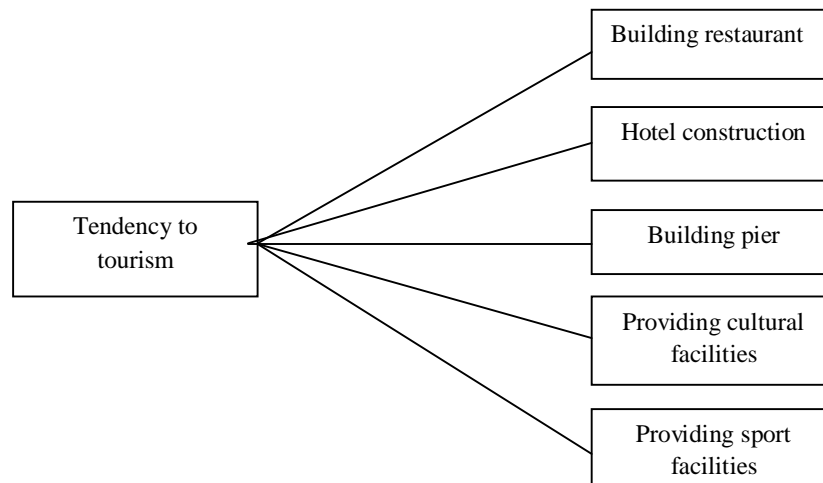


Figure 1) Analytical model of study (Mohammadikhah, Astaneh 2009)

3. The Significant of the Study

Tourism is the most extensive industrial service. It seems that tourism will be expanded faster than as the time goes on. In the past, the rigorous motivating factor of tourism was those taken from written sources (book, news paper, tourism guides, and picture). But today from information networks, satellite programs, video and audio-materials, inlands and foreign set the ground for lots of audiences to use them and travel from one place to another.

There is no doubt that all countries competing for economical, social, cultural benefits, and looking for more share on increasing their income and increasing their occupational level via scaffolding theses services in their own countries. That is why it can be found that the countries' efforts are based on two aspects; development and stability. In other words this is our focal expectation, from tourism, socially and economically. (Ranjbarian et al, 2008)

This is also prevalent idea that, tourism successfulness cannot be considered only by numbers and statistics. But it should be regarded due to the life quality, and physical conservation of environment. Undoubtedly, issues related to improving life quality which is a must in the domain of tourism has a focal place in this regard.

Improving the quality should be regarded in all aspects and components of tourism such as improving the transportation quality, hospitability, guest hosting, accommodation, residency, products and facilities. For reaching development, stability, and growth in Anzali free-trade area, tourism studies have a great role.

The philosophy of establishing Anzali free-trade area is facilitating commercial relations and travel exchanges without restrictive rules and costumes ruled over countries. In this respect, tourism and its development, is not only a corollary objective but a supplementary for other activities in Anzali free-trade area. It is an important factor for promoting its function due to the facilities and limitations dominating this area and related zones. Tourism has various, intricate, dimensions if comprehensively conceives, can lead to a growth, development and stability for economical, cultural, and political aspects.

This study is going to identify the influential factors on tourism attraction in Anzali free-trade area and to plan a strategy also by awaring of these factors in the area, establishing a logical relationship between the procedures of development in free-trade area and impeding factors.

4. Research hypothesis

- 1) There is a significant relationship between Hotel construction and tendency to tourism in Anzali free-trade area.
- 2) There is a significant relationship between restaurant construction and tendency to tourism in Anzali free-trade area.
- 3) There is a significant relationship between pier construction and tendency to tourism in Anzali free-trade area.
- 4) There is a significant relationship between tendencies to tourism in Anzali free-trade area.
- 5) There is a significant relationship between sport facilitates and tendency to tourism in Anzali free-trade area.

5. METHODOLOGY

This is a kind of descriptive-analytic research emphasizing on correlation. In terms of goal, it is an applied study. The population size of this study entails all tourists who visit these areas during handing the questionnaire out. The researcher handed out the questionnaire to tourists in the determined time. The numbers of samples according to formula were 384 people. Questionnaire has been used for data collection in the present study. The attributed questionnaire is developed due to a series of library researches and experts' directions. Those items in which directly or indirectly taken from research hypotheses have been posed as questions. Since the instrument for data collection is questionnaire and researcher should distribute them to all areas and explain questions, this is considered as a field study. For testing validity of questionnaire, the content method of Dolfi was used. Also for reliability by emphasizing on internal consistency, Cronboch α coefficient was used as well.

SPSS software was used for analyzing data as software. For each variable for measuring reliability coefficient Cronbach α - the questionnaire was handed out to 12 persons of population size, and Cronbach α obtained from variables was more than 80% which is an acceptable amount for data analyses and generalizing results taken from samples Pearson linear correlation efficient test was used.

6. Data analysis

Table 1) correlation between tendency to tourism and hotel construction

Correlations		Tendency to tourism	Hotel construction
Tendency to tourism	Pearson Correlation	1	.410**
	Sig. (2-tailed)		.000
	N	384	384
Hotel construction	Pearson Correlation	.410**	1
	Sig. (2-tailed)	.000	
	N	384	384

According to above calculations, it is concluded that the coefficient correlation between tendency to tourism and hotel construction is 41%, according to significance level related to this test is lower than 5%, therefore research hypothesis concerning relationship between tendency to tourism and hotel construction is accepted.

Table 2) correlation between tendency to tourism and building hotel

Correlations		Tendency to tourism	Building restaurant
Tendency to tourism	Pearson Correlation	1	.581**
	Sig. (2-tailed)		.000
	N	384	384
Building restaurant	Pearson Correlation	.581**	1
	Sig. (2-tailed)	.000	
	N	384	384

According to above calculations, it is concluded that the coefficient correlation between tendency to tourism and restaurant building is 58.1%, according to significance level related to this test is lower than 5%, therefore research hypothesis concerning relationship between tendency to tourism and restaurant building is accepted.

Table 3) correlation between tendency to tourism and pier

Correlations		Tendency to tourism	pier
Tendency to tourism	Pearson Correlation	1	.510**
	Sig. (2-tailed)		.000
	N	384	384
Pier	Pearson Correlation	.510**	1
	Sig. (2-tailed)	.000	
	N	384	384

According to above calculations, it is concluded that the coefficient correlation between tendency to tourism and pier construction is 51%, according to significance level related to this test is lower than 5%, therefore research hypothesis concerning relationship between tendency to tourism and pier construction is accepted.

Table 4) correlation between tendency to tourism and cultural facilities

Correlations		Tendency to tourism	Cultural facilities
Tendency to tourism	Pearson Correlation	1	.326**
	Sig. (2-tailed)		.000
	N	384	384
Cultural facilities	Pearson Correlation	.326**	1
	Sig. (2-tailed)	.000	
	N	384	384

According to above calculations, it is concluded that the coefficient correlation between tendency to tourism and cultural facilities is 32.6%, according to significance level related to this test is lower than 5%, therefore research hypothesis concerning relationship between tendency to tourism and cultural facilities is accepted.

Table 5) correlation between tendency to tourism and sport facilities

Correlations		Tendency to tourism	Sport facilities
Tendency to tourism	Pearson Correlation	1	.604**
	Sig. (2-tailed)		.000
	N	384	384
Sport facilities	Pearson Correlation	.604**	1
	Sig. (2-tailed)	.000	
	N	384	384

According to above calculations, it is concluded that the coefficient correlation between tendency to tourism and sport facilities is 60.4%, according to significance level related to this test is lower than 5%, therefore research hypothesis concerning relationship between tendency to tourism and sport facilities is accepted.

7. Conclusion and Discussion

1) Having investigated the first hypotheses by use of Pearson linear correlation formula, it became clear that there is a relationship between tendency to tourism and hotel construction. The correlation coefficient was 41%. In other words, it can be said that 16.8% of dependent variable changes (variance) for tendency to tourism can be explained via the variable, hotel construction.

2) Having investigated second hypothesis by use of Pearson linear correlation formula, it became clear that there is a relationship between tendency to tourism and restaurant construction. The correlation coefficient was 58.1%. In other words, it can be said that 33.7% of dependent variable changes (variance) for tendency to tourism can be explained via the variable, restaurant construction.

3) Having investigated second hypothesis by use of Pearson linear correlation formula, it became clear that there is a relationship between tendency to tourism and pier construction. The correlation coefficient was 51%. In other words, it can be said that 26% of dependent variable changes (variance) for tendency to tourism can be explained via the variable, pier construction.

4) Having investigated second hypothesis by use of Pearson linear correlation formula, it became clear that there is a relationship between tendency to tourism and providing cultural facilities (services). The correlation coefficient was 32.6%. In other words, it can be said that 10.6% of dependent variable changes (variance) for tendency to tourism can be explained via the variable, providing cultural facilities (services).

5) Having investigated second hypothesis by use of Pearson linear correlation formula, it became clear that there is a relationship between tendency to tourism and providing sport facilities (services). The correlation coefficient was 60.4%. In other words, it can be said that 36.4% of dependent variable changes (variance) for tendency to tourism can be explained via the variable, providing sport facilities (services).

Suggestions, according to results and determined purposes are as follow:

1) According to the first hypothesis, it is recommended that providing appropriate ground for private sector, hotel construction, in respect to high standards is followed by policy makers which, by and large, can provide job opportunity for Guilan province.

2) According to the second hypothesis, it is recommended that constructing pier with regard to international standards should be taken into account. The existing piers should be developed as well.

3) According to the third hypothesis, it is recommended that providing cultural facilities (services) such as, establishing internet access, progressed and highly-equipped libraries, shore cinema, modern recreational zones should be taken into account.

4) According to the fourth hypothesis, it is recommended that sport facilities such as shooting complex, volleyball, and football saloon should be constructed.

5) finally it is recommended that since all of above mentioned issues need huge investing, inland and foreign investing should be encouraged in Anzali free area, also reducing the bureaucracies as facilitating factor for developing Guilan, and job creation and wealth production should be taken into account.

9. Suggestions for further researches

1) The investigation of cultural factors on tourists' tendency to repeating traveling to the region.

2) The investigation of economical factors in tourists' satisfaction

3) The investigation of natural factors in tourists' tendency to encouraging others to travel to the region

4) The investigation of provoking investment for setting the ground for tourists' satisfaction

5) Influential factors on tourists' satisfaction in the region

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