Ranks and Role of Promotional Activities, Services and Goods and Distribution Channels of Services and Goods in Tourism Industry of Tajikistan

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ABSTRACT

Now, tourism is the largest industry for occupation and economical activities. One out of 12 jobs belongs to this industry in the world. Income of Tajikistan by tourism in 1997 was about $327 million and about $400 million in 1998, which is trivial in comparison with the other countries.By UNESCO Organization, Tajikistan is from the first 10 countries for ancient works and cultural heritage, and has rank 109 for income, and has rank 80 for number of tourisms.According to the experts, one of the reasons for unsuccessfulness of Tajikistan in tourism is low notice to modern tourism market.

Tourism marketing mixture elements (services, goods, promotional activities, and distribution channels) are variables that their planning regarding to needs of tourists and considering environmental factors, may conclude more success.

A sample of 80 active persons in tourism industry in Tajikistan for four years (2007-2011) was selected. Binomial test, Freedman variance analysis test, and correlation test were used to test assumptions. The results show that Promotional activities and distribution channels of services and goods of Tajikistan obtained first and second ranks, and tourism services and goods obtained third rank.

Keywords : Tourism , strategies , economy.

1. INTRODUCTION

Tourism experts anticipated that tourism industry will become the first export industry of the world in early of 21st century. In spite of progressive growth of tourism and its importance in economy of countries, unfortunately, the share of Tajikistan is low; and its reason is unfamiliarity of tourism organizations of Tajikistan with marketing activities, including designing marketing mixture. [12].

Strategic planning of tourism marketing is an important subset of total strategic tourism planning. In this research, we discuss about important elements of tourism marketing mixture (Promotional activities , services and goods and distribution channels of services and goods) and specify its variables by view of related experts [14].

The main problem to be solved in this research is that there was no strategic marketing mixture model to develop tourism in Tajikistan. This decreases success despite of many competition advantages of this country in its cultural, geographical, and historical dimensions. [1].

There has not ever been another strategic marketing mixture model in Tajikistan and in the world including four elements of services and goods, promotional activities, and distribution channels. There is no other record for this research and its structure is a suitable tool for future researches.

2. RESEARCH LITERATURE

2.1. Tourism marketing management

Marketing as a concept, as is applied for services and goods, is used in tourism industry. Thus, tourism marketing and general marketing are not different [2].

One of the definitions of marketing in tourism industry is:

"Marketing is philosophy of management to meet needs of tourists, and provides highest profit for an organization by researches, anticipation, and selection of suitable goods and services" [18].

The above definition shows that firstly, marketing is a thinking method in a situation to balance tourists' needs and tourism organizations' needs. Secondly, this definition notices tourism researches to select goal markets.

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Thirdly, situation stabilization and goods life curve concepts are used to ensure supply of services and goods in tourism industry and to design desired marketing strategies and suitable programs. [23]

Krippendorf suggested the following definition in "Tourism Marketing" book:

"Marketing is using systematic policies of tourism institutes and countries in national and international levels to meet needs of a definite group of consumers to achieve suitable profit" [20].

This definition complies with the previous ones for general marketing to meet needs of consumers as the final goal of companies.

2.2. Tourism marketing mixture

Marketing mixture is a major concept in the modern marketing. Marketing mixture is a set of controllable marketing tools to do suitable reactions in the goal market [4].

Marketing mixture includes all efforts and activities of a company to affect demand. Its different features have been classified by marketing experts.

Professor McCarty (1960) described 4 main elements of marketing including product, price, promotion, and place (4P). Most marketing management experts accept "4P" and its elements. However, some researchers added other elements.

Middleton added three other elements of people, physical evidence, and process, so he called it "7P".

Mill & Morrison added elements of people, packaging, partnership, and programming, so they called it "8P".

Christien Gronros added element of interaction [10].

Roger Doswell added element of picture as the fifth element. According to Doswell, general picture of the region is a mental picture including place, nature, and views of people. General picture is produced during time, and history is effective cultural factors, fictions, and epics.

As mentioned above, there is solidarity for four main elements of marketing mixture. In this research, only theoretical fundamentals of marketing mixture principle were noticed and primary data for Tajikistan market was gathered with that regard [17].

3. Research history

By investigations in information media, related researches out of Tajikistan are:

Papadopoulos Socrates Ioannou from Bradford University, England, defended his PhD thesis titled "Economical tourism analysis out of Greece: Study of growth and structure of foreign tourism to Greece for 1960-1984 by a planning model and suggesting proposals for marketing strategies". In this research, he studied limitations of supply (residence needs and primary infrastructures), main sectors of Greece tourism sectors, and growth and structure of foreign tourism for 1960-1984. He concluded that regarding to the vital importance of tourism industry in Greece, acceptance of a strategic integrated interdisciplinary tourism planning process and establishment of a duty unit can improve efficacy and share of tourism of Greece. In addition, some proposals were offered such as establishment of a definite organization for tourism in Greece to cooperate efforts of different sectors toward tourism industry [25].

Willemse Janinc from Pretoria University, South Africa, defended his thesis titled "A customer-oriented view for tourism marketing". The researcher pointed to lack of scientific topics and researches in this area. He discussed about customer-oriented concept in marketing and its features. This research ends with a case study in Kruger National Park for customer-orientation. This experimental study showed that customer-orientation is not only one of the important prerequisites of service marketing, but also is used in world marketing [26].

Wang Philip Chuang-Ming from Pennsylvania University, USA, defended his PhD thesis titled "Study of expert views for development of regional tourism in Pennsylvania for 2000". His findings showed that commercial experts believed that state budget for promotional activities in different regions must be balanced and government must invest for development of infrastructures. These experts agreed with accumulated marketing. However, these experts had different views about subjects such as promotional activities in state level, regional tourism, future tourism growth in different areas, role of domestic entrepreneurs, and evolution of tourism ideals. At the end, proposals were offered for tourism policy and future studies. In addition, it was proposed that other experts, such as professors and government authorities, be used for future studies [15].

Chon Key-Sung from Virginia University defended his PhD thesis in 1991 titled "Satisfaction of tourists from destination region view". The primary goal of this research was to study relationship between general view of a tourism region and satisfaction of tourists. This research concentrated on the following criteria for usage of recognition evaluation theory:

1. Operational equivalence between expectations of tourists and their perceptions from operational features of destination region.

2. Value equivalence between self-thinking of tourists and general features of a destination region.
3. The degree of emotional engagement of tourists for trip purchases and their effects on their satisfaction.

Findings of this research showed that tourists' satisfaction related with operational equivalence and value equivalence. For relative power of operational equivalence and value equivalence to describe dissatisfaction of tourism, it was found that operational equivalence could better determine tourists' satisfaction than value equivalence. In addition, it was found that emotional engagement of tourists in purchase process affected satisfaction of them for a destination region. This research concluded that value equivalence approach affects increment of knowledge of tourism marketing. In addition, this research proposed self-thinking and equivalence of destination region in satisfaction process [19].

Laksitanond Prin from International University, USA, defended his thesis in 1989 titled "A comparison between different aspects of Thailand tourism marketing from the view of tourism managers, propaganda managers, and five different tourist groups". In this research, firstly, domains of different types of tourism propaganda from the view of tourism and propaganda managers were studied. In addition, domain of each type was analyzed. The results showed that there were 9 important propaganda contents by view of tourism and propaganda managers. Thus, world marketing approach can be used for them. There was a difference in one propaganda message between perceptions of two groups [12].

Burke James Franklin from Minnesota University in 1986 defended his PhD thesis titled "Designing a computer system for management and evaluation of tourism marketing programs". This research was about development of a tourism computer system with cooperation of a company in Wisconsin State. The studies of Tourism Department of Wisconsin State showed that the number of tourists in this region was decreasing. In this study, they tried to improve management and evaluation of tourism marketing programs by computer technology.

A national survey of tourism organizations showed that evaluation of marketing and management databases could play and important role in general development. In this research, a computer system for management of produced information of tourism marketing sectors and evaluation of efficacy of tourism marketing programs was designed. These two areas are not well noticed in tourism marketing process [16].

4. Research assumptions
4.1. assumption 1
Among goods and services variables, historical works, internal security, and hospitality-trained staff are the most important factors for attraction of foreign tourists.
4.2. assumption 2
Among promotion variables, oral propaganda of satisfied tourists, displaying documented films from tourism attractions of Tajikistan in TVs of goal market, and propaganda in TVs of goal market are the most important factors for attraction of foreign tourists.
4.3. assumption 3
Among distribution channels variables, deletion of excess formalities for entrance of tourists, suitability of airline facilities, and establishment of tourism offices in goal markets are the most important factors for attraction of foreign tourists.
5. Execution method of research
Regarding to the questions and goals of this research, three methods of survey, descriptive, and post-event were used.
5.1. Survey method
One of the methods of this research is survey method. Questionnaires were used to gather data. Also face to face interviews were done, unless lack of time. The questionnaire included 37 closed questions and 4 open questions. A main assumption and four sub-main assumptions were designed. The questions were in four separate groups:
15 closed questions and 1 open question to test sub-main assumption 1
13 closed questions and 1 open question to test assumption 3
9 closed questions and 1 open question to test assumption 4

Total questions were used to test the main assumption. Closed questions were designed by Lickert Spectrum.
5.2. Descriptive method
In descriptive method, the researcher seeks "how" question, and he wants to know how is this phenomenon or variable. In other words, this research studies current situation systematically and examines relation between variables [11].
Library and field methods was used such as questionnaire, interview, and observation.

5.3. Post-event method (cause-comparison)
Cause-comparison method is used to test cause & effect relations, instead of trivial method. This method is used in human sciences because a researcher cannot control or manipulate many relations that desire to study them [13]. As other methods, in cause-comparison method, the problems can be expressed as a goal of an assumption. A problems can be expressed as a goal when a researcher could not anticipate difference between variables in different groups.

5.4. Data gathering
The statistical society was used to gather data.

5.5. Research variables
To measure importance of four elements of marketing mixture (services and goods, price, distribution place, and promotional activities), 37 variables were considered and a question was propounded for each one [7]. The name of variables and their effects on attraction of foreign tourists are shown in the following table.

5.5.1. Services and goods
1. Ancient and historical works
2. Culture and life style
3. Natural attractions (weather, shores, scenes)
4. Artificial attractions (urban, historical, parks)
5. Internal security (police)
6. Quality of residence facilities
7. Versatility of residence facilities
8. Quality of foods of restaurants
9. Quality of food facilities
10. Rapid visa and deletion of formalities
11. Quality of infrastructures (airport, rail road, road)
12. Hygiene water & food
13. Confident treatment facilities
14. Hospitality culture in the society
15. Hospitality-trained staff

5.5.2. Promotional activities
1. Participation of Tajikistan's tourism agencies in international exhibitions
2. Propaganda in specialized tourism journals of goal markets
3. Printing news in Tajikistan's tourism media
4. Propaganda in TVs of goal markets
5. Propaganda in radios of goal markets
6. Propaganda in newspapers of goal markets
7. Propaganda of travel agencies
8. Oral propaganda of satisfied tourisms
9. Displaying documented films from tourism attractions of Tajikistan in TVs of goal markets
10. Providing on time information for tourists
11. Promotional activities by participation of few regional countries
12. Informing by cultural affiliates of embassies of Tajikistan
13. Providing tourism information centers in entrances

5.5.3. Price (distribution channels)
1. Establishment of tourism offices in goal markets
2. Propaganda in internet sites and covering goal markets
3. Cooperation with foreign travel agencies in goal markets
4. Capabilities of travel agencies in Tajikistan
5. Suitability of airline facilities to/from Tajikistan
6. Suitability of airline terminals in Tajikistan
7. Suitability of road facilities in Tajikistan
8. Suitability of rail facilities in Tajikistan
9. Deletion of excess formalities in entrances in comparison with other countries

6. Statistical society
Statistical society of this research includes all persons occupied in tourism industry of Tajikistan that have enough expertise. According to the discussions with Juvenile Affairs, Sport, and Tourism Committee, there were about 400 tourism experts in the country which majority of them were in Doshanbeh.

6.1. Sampling method and sample volume

In this research, random sampling was used. This method is shown in the sample. To determine the sample by ratios test or binomial test, the following formula was used:

$$N = \frac{Z^2 p.q}{\varepsilon^2}$$

In the above formula, regarding to confidence level 95% and error of 5%, Z=1.96 by caution method p=q=0.5. By considering similar previous researches, standard deviation is ε=0.11. Thus, the sample number is:

$$N = \frac{(1/96)^2 \times 0/5 \times 0/5}{0/11^2} = 79/3719$$

$$N \geq 80$$

Thus, the sample number is 80. Therefore, 110 questionnaire were sent, which 84 questionnaires were returned and used for analysis.

7. Data analysis methods

Regarding to the method of analysis and the goal of this research, the following statistical methods were used for data analysis.

7.1. Descriptive statistics

Descriptive method was used for classification, summarization, description, interpretation, and relation of data. The methods used were frequency accumulation, frequency percentage, average, median, mode, variance, and standard deviation.

7.2. Inferential statistics

Inferential statistics was used for data analysis if this research.
1. Binomial test for each marketing mixture element and each component
2. Frequency and percentage and charts of each marketing mixture element
3. Correlation of marketing mixture elements together and separately

8. Data analysis and test of assumptions

Statistical assumption test is a rule to make decision about assumptions. There are two types of errors in statistical assumption test:

Error type 1: Rejection of zero assumption when this assumption is true, which is called "error type 1" and is shown by α.

Error type 2: Acceptance of zero assumption when the opposite assumption is true, which is called "error type 2" and is shown by β.

Assumptions are usually written as follows:

$$\begin{cases} H_0 : P \geq P_o \\ H_1 : P < P_0 \end{cases}$$

Since in this research, N>30, thus, normal distribution can be used.
The statistic by binomial relation is:

$$Z \approx \frac{P - P_0}{\sqrt{P} \times q/n}$$

in which,

$$P = \frac{X}{N} = \frac{\text{number of successes}}{\text{sample volume}}$$

P_o = ratio by zero assumption

8.1. Test of tourism marketing mixture

In this section, we show test of four marketing mixture elements, and their variables by binomial and SPSS are:
1. Element 1: Services and goods including 15 questions
2. Element 2: Promotional activities for services and goods including 13 questions
3. Element 3: Distribution channels of services and goods including 9 questions

8.1.1. Test of assumption 1

By view of experts, suitable strategies for services and goods affect attraction of foreign tourists.

$$H_0 : P \geq 60\%$$

By view of experts, suitable strategies for services and goods do not affect attraction of foreign tourists.

$$H_1: P < 60\%$$

Test result	Error level	Sig. level	Observed probability	Test probability
H_0: accepted	0.05	0.000	0.8662	60%

Decision: With confidence level of 95%, since observed probability is greater than test probability, H_0 is accepted. In other words, with confidence level of 95%, it can be claimed that by view of experts, suitable strategies for services and goods affect attraction of foreign tourists.

8.1.2. Test of assumption 2

By view of experts, suitable strategies for promotion of services and goods affect attraction of foreign tourists.

$$H_0: P \geq 60\%$$

By view of experts, suitable strategies for promotion of services and goods do not affect attraction of foreign tourists.

$$H_1: P < 60\%$$

Test result	Error level	Sig. level	Observed probability	Test probability
H_0: accepted	0.05	0.000	0.9833	60%

Decision: With confidence level of 95%, since observed probability is greater than test probability, H_0 is accepted. In other words, with confidence level of 95%, it can be claimed that by view of experts, suitable strategies for promotion of services and goods affect attraction of foreign tourists.

8.1.3. Test of assumption 3

By view of experts, suitable strategies for distribution channels affect attraction of foreign tourists.

$$H_0: P \geq 60\%$$

By view of experts, suitable strategies for distribution channels do not affect attraction of foreign tourists.

$$H_1: P < 60\%$$

Test result	Error level	Sig. level	Observed probability	Test probability
H_0: accepted	0.05	0.000	0.9735	60%

Decision: With confidence level of 95%, since observed probability is greater than test probability, H_0 is accepted. In other words, with confidence level of 95%, it can be claimed that by view of experts, suitable strategies for distribution channels affect attraction of foreign tourists.

8.2. Correlation test between tourism marketing mixture elements

The correlation between tourism marketing mixture elements is show in the following table. In this table, error level for all correlation relations between four elements is 0.05 one by one. By the table, we see significance level (ρ) for all relations is less than 0.05 one by one. Thus, by confidence level of 95% it can be claimed that there is a significant correlation between 8 elements one by one.

Table 1: Correlation between 3 tourism marketing mixture elements

		P_1	P_2	P_3
P_1		C = 1	C = 0.22	**C = 0.3428**
		p = 0.000	p = 0.056	**p = 0.003**
P_2		C = 0.22	C = 1	**C = 0.5868**
		p = 0.056	p = 0.000	**p = 0.000**
P_3		C = 0.3428	C = 0.5868	**C = 1**
		p = 0.003	p = 0.000	**p = 0.000**

Description for the above table:

P_1 = Services and goods P_2 = Promotional activities P_3 = Distribution channels
C = Correlation level   p = Significance level

8.3. Test of Ranks of averages of tourism marketing mixture assumptions

Ranks of averages of tourism marketing mixture elements are equal.
H_0:
At least, one pair of ranks of averages of four tourism marketing mixture elements is not equal.
H_1:

Test result	Error level	Sig. level	Freedom degree	χ^2
H₀: rejected	0.05	0.000	3	40.8785

Decision: With confidence level of 95%, since significance level is less than error level, H_0 is rejected. The following table shows average, SD, rank of average, and priority of four tourism marketing mixture elements.

Table 2: Rank of average and priorities of tourism marketing mixture elements

Row	Element	Average	SD	Rank of average	Priority
1	Services and goods	3.98667	0.61197	2.13	3
3	Promotional activities	4.32308	0.43054	3.17	1
4	Distribution channels	4.2711	0.44228	2.81	2

As you see, promotional activities and distribution channels have got the first and second ranks, and services and goods has got third rank.

9. Conclusion

The results show that

    Suitable services and goods strategies affect attraction of foreign tourists.

    Suitable promotional strategies affect attraction of foreign tourists.

    Suitable distribution channels strategies affect attraction of foreign tourists.

The results show that Promotional activities and distribution channels of services and goods of Tajikistan obtained first and second ranks, and tourism services and goods obtained third rank.

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