

Investigation of the Relative Advantages of Fars Province in Order to Attract Foreign Tourists

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ABSTRACT

The aim of this research was Investigation of the relative advantages of Fars province in order to attract foreign tourists. In order to, effective factors in attracting tourists in the tourism industry has been studied, that with identifying and removing barriers; the relative advantages, can be identify and considered. The studied population; are managers and experts in the tourism sector in Fars Cultural Heritage and Tourism offices managers that were collected with simple random sampling using of 86 questionnaire samples; In constructing the questionnaire, using of value chain and Porter's competitive forces, and also the environmental analysis (PEST) model.

KEYWORDS: tourism, foreign tourists, relative advantage, Fars Province

1. INTRODUCTION

Our land Iran with its ancient and stable culture, and with a composed ethnic groups, tribes and nomads and having a very diverse climate and historical, cultural and natural attractions is ready for any comments of tourism industry. Among the provinces, Fars has special attractions and Points, that causes attract tourists in the national and international level, that In fact, it can be beneficial to regional and even national economic prosperity. The gap between the status quo in attracting foreign tourists in the Fars province as compared with what should be the ideal situation already is a lot. Several factors are involved in creating this gap.

Studies show that with regard to actual and potential capabilities, in the tourism industry that provided in Iran, especially in Fars province, foreign tourists attract, must be tens and hundreds of times of hat is existing, While the annual statistics shows about 134 thousand foreign tourists visited the natural and historical places in the province. Different factors exist in the gap between the ideal and status quo situations, that in this paper, the issue of deterrents will be examined in the tourism industry to identify deterrents; improvement fields and provides placing them in relative beneficiary position.

Tourism industry is include of high-income, and yet safe and clean economy for each country. Thriving of this industry indicates political, economic, social, security, cultural and scientific stability of every country in the world. In other words, tourism Industry, with the unique advantages, provides several targets in the national space, simultaneously, while, other industries, each of them individually, are supplier a part of the targets; So pay attention to its importance and its special place in national and international equations is significant.

Since Iran has a wide-ranging fields of tourism, with proper planning and management of its vast dimensions as a permanent policy must be followed in the macro programs, among of these Fars province because of its distinctive features of tourism industry, can be a proper pattern for studies and scientific research and at the same time, be a Implementation of essential tourism projects up through, provide foreign tourists attract field, and with identifying the weaknesses, strengths and opportunities and threats; on future trends; partially overcome can be achieved.

First goal: to evaluate the relative advantages of the enterprise, to attract foreign tourists

Second goal: To evaluate the relative effectiveness of external advantages; to attract foreign tourists

2. LITERATURE REVIEW

Although numerous studies have been dispersed about the subject of tourism, but there is not any research about the relative advantages of tourism in Fars province, however, it can refer to some studies that directly and indirectly are associated with the subject and cited as follows:

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(Office of National Tourism Development Project in 1380) in a study entitled: "The politics of landscape tourism" policy of the tourism sector is twenty-year-old and tourism in particular has been mentioned and has concluded that with regard the country's Fourth Five-Year Plan it is necessary to move the country to the electronic systems in various aspects and especially the tourist industry need to be considered.

Beyzaey (1376) in a study entitled "Tourism Failure in Iran" concluded that cultural factors, executive and social, have a significant effect on retardation the tourism sector. Lack of the positive managers and planners attitude of the tourism sector to attract foreign tourists refers as a major barrier.. Also, expresses the communication and organizational restructuring in the attract foreign tourists sector.

Naseri (1375) in a study entitled "Factors affecting the development of tourism industry in Iran" refers to the optimal model for attracting foreign tourists and cultural and structural constraints in the country and confirmed to applying modern marketing techniques to attract tourists.

Maleki Joo (1374) in a study entitled "Impact of advertising in attracting foreign tourists to Iran by increase in attract tourists' has studied perspective of foreign tourists. Identify strengths and weaknesses of the tourism sector is expressed and fundamental strategy is known to strengthen the weaknesses and strengths in the quality and quantity of services which can be used as a propaganda agent role.

3. Theoretical foundation

Iran tourist attractions is so broad and diverse that can be claimed almost cover all taste of people in the world. A variety of natural attractions from arid desert to the beaches and impenetrable forests, all create a wide range of vision that it is required a long time to investigate them (Tootoonchi and Nasirzade 32:1382).

Tourist attractions in Iran is capable to study in different dimensions, estimates show that there are nearly one million historic monument in the country, unfortunately, the only 4500 of them have been recorded and it shows that they are visible in every corner of the country (Nasirzade and Tootoonchi, 34:1384).

In natural aspect, from the southern Persian Gulf coast to coast across the Caspian Sea in the north, natural attractions is provided in the country. Vegetation, water and air in different parts of the country is so diverse that the difference is more than 40 degrees in the air, simultaneously. At a point in country, the air temperature reached 40 degrees while in another point temperature is below zero.

Pilgrimage places are another aspects that play an important role in attracting tourists and muslim and Arab countries in the neighborhood of Iran is also make possible to attract this group of tourists. In this regard, recorded more than four thousand religious shrine in Iran itself is a religious tourists field (Tootoonchi and Nasirzade, 33:1382).

Beside the motivations of tourists to travel and tourism various attractions, it can be overall items such as recreation, health, religion, art and history, cultural, sports, economy, business and leisure that into account the main motivation of tourism (Mahallati 112:1380).

Fars as one of the prone provinces of tourism industry is considered by tourists from other countries and in the investment field also the owners of capital and international investors are also special attention in this industry to this province.

Fars province with cultural - social facilities special blessings to the exquisite and unique natural can be considered as the greatest tourist pole of Iran. Regional tourist attractions ranging from good weather and pleasant nature and beautiful scenery, amazing landscapes, beautiful waterfalls, plains and flowery plants, valuable and precious cultural heritage in case development of tourist facilities and equipment for the tourists Welfare, in coordinated with other social and economic development can be one of the major tourism poles and become a beautiful and attractive place Iran. Without doubt one of the most important part of development in the province's economic is tourism industry, official statistics show that the number of passengers traveling to the province are about 6 million people that the fact 5 million and 810 thousand people are from provinces across the country and 134 thousand are from other countries.

Tourism industry can act as a multi-dimensional and as the main engine of industry and service sectors in one country, indeed, tourism industry is a broad process that discipline and order and timely operation at each stage is considered the code of its success indeed, in this process, all departments must work closely with a full coordination otherwise it make low-impact activities in other sectors.

Among these, required infrastructure such as cultural dimensions, economic, civil, scientific, and social technologies and hardware such as roads, transportation, hotels and restaurants must be provided and with it, dimension of tourism software must be provided and that aspects of software emphasis on standards, rules, regulations, policies and guidelines. After the above conditions were provided tourism operators in different parts have an important role in determining to operate the hardware and software. Including the role that cited tourism offices that these centers will play an important role as a mediator, in

fact, these are points of connection between the centers of tourism in destinations and tourists are from the origin, therefore type of performance, attitude and behavior of them is crucial.

The next element that has an important role in the process of tourism are tour operators. Organization that is responsible for tourism in this part of the process usually takes several jobs together and acts as coordinator of the operational various duties. Manage accommodation, transportation and other required tourist services and activities. The different sectors is essential to provide the services which are often service purchased contract for a while tour operators in shape and structure of products and services, based on market conditions and tourists can cause changes, importance of their work is in this that major required tourism components purchase and provide then based on travel type and the customer optimum conditions of quality, price and other Resources Travel packages are offered (Ranjbariyan and Zahedi, 59:1384).

Transport in tourism is considered as a major element, communication is done through between origin and destination and also in various destinations around the tourist sites, hotels and other transportation centers. Quality, safety, speed, price, timeliness of the factors that must be provide in transportation to Tourists can confidently start their trip. Existence of safe and comfortable air systems with reasonable price, road and rail transport system and shipping lines, are among the elements considered in this section that provide and update them, can be an important infrastructure factor in the displacement of tourists, and create the effective boom in tourism industry. Besides all of the transportation infrastructure, air travel as a most important travel agent in view of tourists, is raised especially at international level (Parsaeyan and Arabi, 512:1382)

Hotel and accommodation services, restaurant and entertainment services are from other sectors of the tourism industry, which have an important role for short-term and long-term effects on attitude of tourists, over time, and expand the tourism industry from boundaries of a country's borders to another countries, the trend of services and these elements has been improved. Residence locations from Inn and vulnerable guest is moved to the starred hotels, that hotels are graded based on quality and amount of services, some 7 star hotels has provided helicopters landing services and also visa services for tourists in the hotel room, that this trend, particular in recent years has been more prosperous in the world.

According to the tourism industry is considered as a clean and a low-cost industry, and considered as the sectors of activity in a country, That with the boom and launched of it, comes in the diverse careers and multi-part motion, in other words, with the boom of tourism industry, national and international economy, and local rural and urban economy, can be activated. Because move from source to destination and tourism centers by tourists are activated its economic, Because when tourists come to move on, need to start spending basis individual and group from their origin in the different aspects to reach their destination and back to the source and this, would be provision of the balance between consumption, savings and investments and the government makes money this way (Aarabi and Izadi, 175:1378).

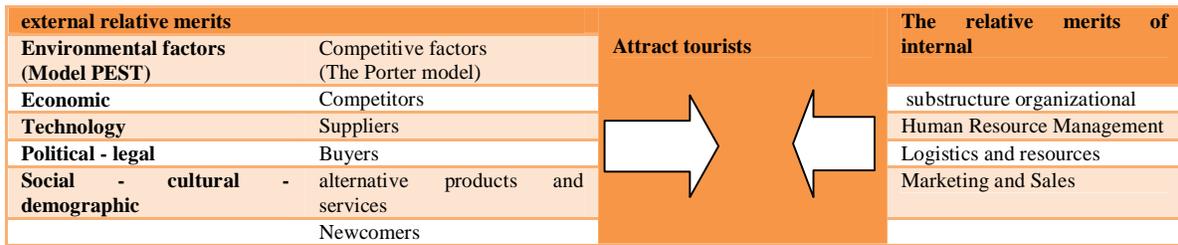
From the political dimensions, increase of tourists, especially foreign tourists, is expression of political stability and confidence in the existing political system, and this stability neither the macro level but the local, is also considered. This industry is seeking a minimum security, that this minimum acceptable and would be favorable conditions for scale of foreign tourists. Therefore, tourists traveling to a country, express a calm environment and social and political security in the country.

Thriving tourism industry, in addition the political, economic and security benefits that were mentioned, provides cultural exchange too, and because tourists are usually entered into the geographical boundaries, can accept most the cultural impact, and this makes the transmission of indigenous culture and exchange of cultural transmission and express the reality existing within a country.

In such circumstances, destination country, for more and better attract tourists, inevitably must make a variety of cultural activities, civil, administrative, economic, social, urban, political within the country, and various cities and this cause the development of healthy environment for economic and social activities throughout the country. And operators and national authorities are obliged to create and maintain regulations legal and administrative policies so that may use and effectiveness to the farthest parts of the country.

The article:

According to the theory and studies in this article, in general; relative merits that are effective in attracting tourists are divided into two categories; internal benefits and external benefits (competitive and environmental factors).



The relative merits that impact on attracting tourists
Relative merits within the organization

Based on Porter's value chain model, the key success factors identified, that this capabilities in the internal environment, lead to an ability to reach the desired state. Investigation of internal factors, involves gathering and evaluating information about the operation. Therefore internal factors should be identified and ranked based on its importance. For investigation the environmental factors within the organization, using the value chain model Factors related to the services, marketing, procurement, technology development, human resources management and organizational infrastructure are examined (Porter, 29:1985).

Each of these factors have subsets, that all of them are detectable in the form of competitive advantage for tourism

- under structure: This section includes activities such as planning, finance, accounting, general management, legal support and relationships between different institutions in order to support the activities of the value chain.
- Technology development: steps towards improved services and products in various processes. Operational establishment of systems within the organization to facilitate communication with the communication networks outside the organization.
- Human resource management: a collection of various activities related to organizational manpower in different sectors of attracting, maintaining and improving the quality and quantity of training to their organization is targeted towards value chain.
- Supplies: physical support in software and hardware organization including raw materials and primary, machinery and various equipment, through which the operations can be achieved of the organization to facilitate and achieve the goals.
- Marketing: activities is planned in order to identify market and customer needs and achieving organizational goals to the inner parts of the organization are coordinated and consistent with market needs.

-5-2 - Relative merits of external

(A) competitive factors: With using of Porter's Five Forces specific factors of competitive industry environment are identified. Through competitive interactions among five forces include existing competitors, potential competitors, bargaining power of suppliers, bargaining power of buyers and threats of replace products (. Porter 7:1979).

Ability of each of these forces, of an industry compared with other industry over time is different. Tourism industry competitors are present in different countries in an effort to attract more tourists to their countries, and alternative products in the industry to develop new products and services and to discover and present historic and natural to be attracted more tourists.

B: Environmental Factors

Four main factors in this model is studied in the general environment Including: economic factors, technological factors, political factors - legal and social factors - the cultural and demographic (David, 212:1999)

Economic Factors: Factors such as: cash deficit or surplus budget, tax rate, labor productivity, fiscal and monetary policies of national governments and other items of gross income that investigated. And role of macroeconomic factors and their influence on other factors are evaluated within the organizational environment and the depletion and degradation.

Political and legal factors: including tax laws , Iran's relations with other countries, government stability, political philosophy and government deregulation and laws of the country.

Social and cultural factors: including population growth, population changes, logic, social and cultural expectations of the people and the lifestyle changes.

Factors related to technology: in various aspects including productivity due to technology, new advances in the technology transfer problem, the costs of development and innovation in the industry in the process.

-1 - Hypotheses

First hypothesis: increase the relative merits of the organization in order to attract foreign tourists in Fars province, are affected.

Second hypothesis: increase the relative merits of external (competitive factor) in order to attract foreign tourists in Fars province, are affected.

Third hypothesis: increase the relative merits of external (environmental factors) in order to attract foreign tourists in Fars province, are affected.

Research question: Which of the relative merits of internal and external (environmental factors and competition) in order to attract foreign tourists in Fars province, have more influence?

METHODOLOGY

Method: the type of research, is a field descriptive survey method.

- The statistical population: Management and tourism agencies and tourism offices, are the province that have a total of 110.

- Sample size and sampling:

With using of Morgan table, 86 samples, were estimated and the method was simple random sampling.

- Tools for data collection

Information is collected using questionnaires. The questionnaire consisted of three questionnaires:

A. Inventory value chain: the factors that affect the organization studied. These factors include:

Infrastructure organization, management, human resources, and logistics, marketing and sales.

B: Porter's five forces of the questionnaire, the five competitive forces outside the organization can review, consisting of five factors, including agents, buyers, suppliers, goods replaced; newcomers (potential) competitors.

C: Questionnaire analysis of environmental factors (PEST), which examines four factors, including economic factors, technological factors, political factors - legal and social factors - is the cultural and demographic.

For its validity, the opinions of teachers and experts used to their reliability using crownbakhalpha coefficient direction, the obtained coefficients, are 0.76,0.81,0.73, respectively.

Statistical methods

In this study was used of methods of descriptive statistics (mean and standard deviation) and inferential (one-sample t test) and the Friedman test.

Descriptive analysis of data

Table 1 - Mean and standard deviation of the effect of reducing internal barriers to increasing comparative advantage in tourism industry

Statistics	Amount
Average	3.45
Standard deviation	0.54

Table 2 - Mean and standard deviation of the effect of lowering the external (competitive forces) on the tourism industry to increase the relative advantage

Statistics	Amount
Average	3.53
Standard deviation	0.71

Table 3 - Mean and standard deviation of the effect of lowering the external (environmental factors), the tourism industry to Increase the relative advantage

Statistics	Amount
Average	3.14
Standard deviation	0.67

3. RESULTS

In this section, the hypothesis of this study have been analyzed

First hypothesis: increase the relative merits of the organization in order to attract foreign tourists in Fars province, are affected.

Table 4 - Single-sample t test of comparative advantage built on attracting tourists

Meaningful level	Sig	Degrees of freedom	T-test
0.05	0.01	85	3.19

According to Table 4, Amount sig (0.01) is smaller than Meaningful level (0.05), so the research, is confirmed and this means that increasing the relative merits of the organization in order to attract foreign tourists in Fars province, are affected.

Second hypothesis: the relative merits of external (competitive factor) in order to attract foreign tourists in Fars province, are affected.

Table 5 - single-sample t test of comparative advantage outside the organization (the competition); on attracting tourists

Meaningful level	Sig	Degrees of freedom	T-test
0.05	0.001	85	4.27

According to Table 5, Amount sig (0.01) is smaller than level Meaningful (0.05), so the research is confirmed, and this means that increasing the relative merits of external factors (competition) in order to attract foreign tourists in Fars province, are effected.

Third hypothesis: the relative merits of external (environmental factors) in order to attract foreign tourists in Fars province, are affected.

Table 6 - one-sample t test of the relative advantage of external (environmental factors) ;); on attracting tourists

Meaningful level	Sig	Degrees of freedom	T-test
0.05	0.01	85	3.19

Based on table 6. Amount sig (0.01) is smaller than Meaningful level (0.05), so the research, is confirmed and this means increasing the relative merits of external (environmental factors) in order to attract foreign tourists in Fars province, have effect

Research question: Which of the relative merits of internal and external (environmental factors and competition) in order to attract foreign tourists in Fars province, have more impact.

Friedman test was used to analyze this question. This question is divided into three sub-questions.

Question 1-1 - Which of the relative merits of the organization in order to attract foreign tourists in Fars province, have more impact.

Friedman test was used to analyze this question.

Table 7 - Ranking of the factors in order to attract foreign tourists in Fars Province

Standard deviation	Average Rating	Internal factors	Priority
0.65	3.86	Human Resource Management	1
0.75	3.51	Infrastructure	2
0.65	3.42	Resources and logistics	3
0.76	3.41	Sell Marketing	4

The results of the ranking, indicating that the human resource management, among other factors, the highest ranking and marketing agent, has the lowest rating.

Table 8 - Significant Friedman tests

Statistical indicators	The calculated values
Total	86
Chi-square	28.35
Degrees of freedom	3
The significance level	0.001

Given the significance level is smaller of 0.05 , Can be said at 95/0 and assume H1 that there is significant difference between internal factors; influence in order to attract foreign tourists to the Fars province be approved by this.

question 2-1 -which of the relative merits of external (environmental factors) in order to attract foreign tourists in Fars province, have more impact.

Friedman test was used to analyze this question.

Table 9: Ranking external factors (environmental factors) in order to attract foreign tourists in Fars Province

Standard deviation	Average Rating	External factors (environmental factors)	Priority
0.81	3.22	Political factors	1
0.59	3.02	Economic factors	2
0.64	3.83	Social factors - cultural	3
0.80	3.01	Technological factors	4

The results of the ranking, indicating that the political factor among other factors, the highest ranking and lowest ranking factor has acquired technology.

Table 10 - Significant Friedman tests

Statistical indicators	The calculated values
Total	86
Chi-square	35.21
Degrees of freedom	3
The significance level	0.01

Given the significance level is smaller than 0.05 can be said at 95/0 with assume H1 that there is significant difference between external factors (environmental factors) are confirmed.

Question 3-1 - Which of the relative merits of external (competitive factor) in order to attract foreign tourists in Fars province, have more impact.

Friedman test was used to analyze this question.

Table 11: Ranking external factors (competitive factor) in order to attract foreign tourists in Fars Province

Standard deviation	Average Rating	External factors (competitive factor)	priority
0.81	3.51	Competitors	1
1.20	3.52	Suppliers	2
0.94	3.48	Alternative products and services	3
1.02	3.50	Newcomers	4
0.81	3.48	Buyers	5

The results of the ranking, indicating that the competition factor among other factors, the highest ranking and lowest ranking has buyers agent.

Table 12: Significant Friedman tests

Statistical indicators	The calculated values
Total	86
Chi-square	31.23
Degrees of freedom	4
The significance level	0.23

Given the significance level is greater than 0.05 , can be said at 95/0 with assume H1 that there is significant difference between external factors (competitive factor) is not approved.

5 Conclusion

Field studies indicate that the promotional efforts to attract foreign tourists in the present situation is weak. The customer-oriented look at the circuit output is required. However, these measures should be planning for all sectors associated with tourism organizations and management.

The system of accountability should be strengthened in various sectors of industry, and in addition the tourism organization begins its work in this field, this planning should be done in other sectors including hotels, tourist offices, Civic and other services.

Identify new aspects of tourism to attract foreign tourists to taste different from the requirements.

To attract tourists, marketing is not done to the scientific method. Improve processes, planning and management in different sectors of tourism, based on expert work is required.

Tourism industry needs to be strengthened with professional tour operators, increase training and employing those standards is the requirement to strengthen and expand the tourism industry. Weakness in effective communication with tourists is, including barriers. Given the competitive environment in the world of Tourism should be planned in order to overcome this failure.

Effective communication with tour operators of other countries to increase foreign tourists are the requirements.

Better attraction of global competitors for tourists is a problem. Reasonable effort to identify attractive areas for strengthening the global competitiveness of the industry's is requirement.

Higher quality services by global rivals has been as an obstacle in attracting tourists to the country. Necessary reforms and measures is required in this area.

New tourism services and products competing countries as an obstacle to the country's tourism industry and developed appropriate strategies and Benchmarking is a reasonable requirement.

Foreign policy and political management of the tourism sector has a failure, although this topic requires further investigation and macro looking at the provincial and national and international. Proposed governance to set review, revision and reconstruction laws, policies, management policies and procedures put in the agenda of political process and removing barriers to tourism, to revitalization of this part of their competitive advantage.

Field studies reports of low budget and financial resources in the tourism research. Changing attitudes and behavior in the state of the imperatives to strengthen and expand the industry.

Strengthening economic relations with countries helps to strengthen the country's tourism industry.

Facilitate and improve transportation systems countries will help strengthen the tourism industry.

Facilitate and improve the country's banking system will help to strengthen the tourism industry.

Security and economic stability helps to strengthen the tourism industry.

Lack of foreign investment in the tourism sector to attract foreign tourists have been reported as a barrier. measures are necessary.

Weaknesses in the laws of the country's social and cultural is one of barriers, cultural tourists have been reported from the requirements of this reconstruction is the logical laws. Revision and reconstruction of logical rules is required.

Instability in major decisions in the tourism sector, is raised as an obstacle in attracting tourists. Trying to solve the problem is required.

Lack of comprehensive and integrated tourism laws has been as an obstacle and trying to fix it is required.

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