

An Investigation of the Relationship between Social Trust and Social Security with Tourism Revisit to Guilan

Seyed Mohammad Nopasand Asil¹, Mohammad Doostar², Kyanoosh Navidi³

^{1,2}Professor Assistance, the University of Guilan, Rasht, Iran

³MA, MBA, the University of Guilan, Rasht, Iran

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ABSTRACT

Tourism is an activity that has not only economic benefits, but also has social and cultural effects. Developing tourism can increase local people's welfare, but tourism attraction needs different mechanisms. Cultural and physical infrastructure should prepare for tourism development. The aim of this project is an investigation to the relationship between social trust and social security with the desire to revisit tourist. Peoples who travel to Guilan are our statistical society. Sample was estimated by Cocran formula. Data was gathered by questioners. 427 questioners was scattered and data analyzed by SEM. Results indicated that social trust and social security have significant relationship with people revisit to Guilan provenance.

KEY WORDS: social trust, social security, tourism, Guilan.

INTRODUCTION

According to high volume of tourism visitors, tourism can introduce itself as the biggest industry tourism. Revenue and their transportation consist of 17 percent of global export. Today, tourism has great important for economy and job opportunity which is economy force at any country. It has many advantages and can important resource for job opportunity, because tourism industry doesn't have high skills. Local people can work at service part.

Tourism is an activity that has social and cultural advantage except economy advantages. Developing tourism industry can enhance local people's social life welfare, but tourism attraction needs to different mechanisms that one of them is their trust. According to global tourism organizations, the global tourism number were approximately 25 million people at 1950b.c and its number was 700 million people at 200. Global tourism organization's report shows that Iran is forth tourism center among Middle East. Iranian tourism organizations announce Guilan is third provenience which visits during the last New Year holiday. If Guilan has appropriate infrastructure for travelers, it can be good opportunity for Guilan development.

The aim of this article is an investigation to the relationship of social trust and security with tourism revisit next section will be about theoretical explanation, and final section consists of research findings.

MATERIALS AND METHODS

Tourism is one of the most important economy-social activities. The numbers of local and international tourist are increase. Many countries try to develop tourist industry and get its advantage. There are some disadvantages of tourism industry at some cities such as natural diminishing or bad effect for some cultural value. Government also worries about bad impacts of tourism development (Bahriny and Jahani Moghadam, 2012).

Researchers believed that tourism industry can help to sustainable development among economic activities, because their exchange is profitable, and the poorer part gets more benefits. Tourism makes considerable revenue for hosts (Makiyan and Naderbani, 2012). Tourism environment enhancement is necessary for development. It can be stated that countries development are related to tourism development, and also has negative impact on environment. There are several definitions about tourism which indicated its complexity. On the other hand it rioted that every person explains tourism on his or her point of view (Li et al, 2014).

Totally, tourism consider as travel during the holiday, but at recent years, truism is define by any travel that people exited from their life or work environment when people started to travel, tourism industry was developed. Since people improved their financial ability, and live longer, truisms industry growth (Viadrich and Faust, 2014).

Trust is one of the important aspects of human relationship and is fundamental part of corporations. It is considerable at social interactions which can basis of social life. When trust is increase, interaction will be boost too. In contradiction, when it decreased, feel and safe and unsecure high trust among people make attraction tourists it means, country's revenue get higher than before (Shah Hossini, 2012). Trust play major role at human interaction, from family to society and global. Trust facilitates human relationship. In fact trust is positive attitude (Abaszade, 2013).

Social security is concepts that related to social regulation. Some researcher's believed that social security is equal to social regulation. Social security has several definitions and it doesn't focus on special region. So, representation of holistic definition needs to special conditions. If families don't be safe and secure, society can't be secure too (Sarokhani and NavidNya, 2007).

Research conceptual framework indicated as follow:

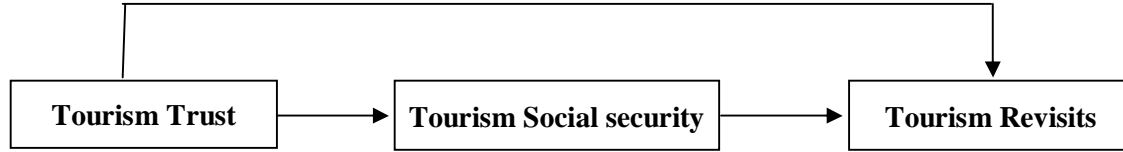


Fig 1: research conceptual framework

Research hypothesizes:

1. There is significant relationship between tourist's trust and tourist's revisits by social security.
2. There is significant relationship between tourism trust and tourism social security.
3. There is significant relationship between social security and tourism revisits.

Statistical society is peoples who travel to Guilan sample was estimated by Cochran formula 427 questioners was distributed, and analyzed by SEM. The questioner was gathering by Hezar Jaribi (2012).Its reliability was estimated by Chronbach that stated at table 1.

Table 1: research questioner's reliability

No	Criteria	chronbach alpha
1	Social trust	0/920
2	Social security	0/940
3	Tourist revisits	0/872
4	Total alpha	0/914

FINDING AND DISCUSSION

Results indicated that data distribution is normal. So, we use SEM for data analyzing

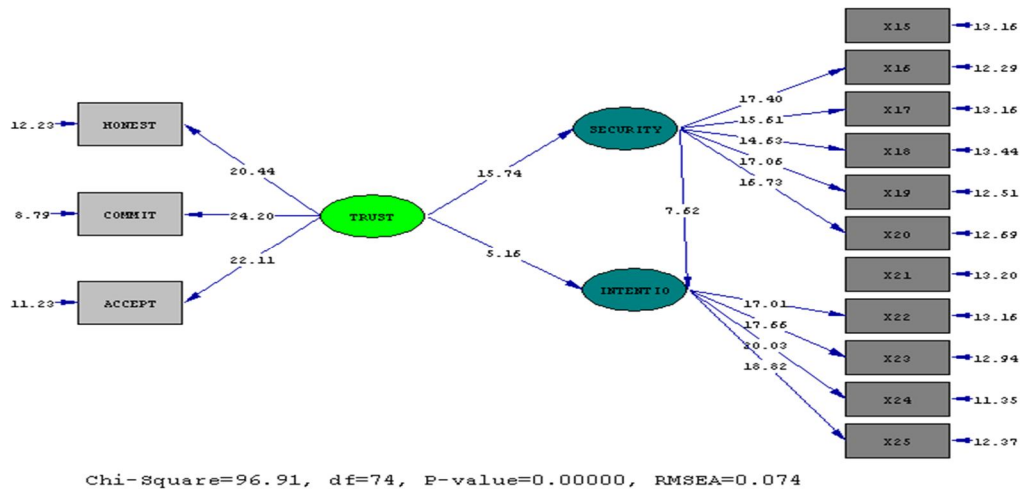


Fig2: research model at significant number

1. There is significant relationship between tourist's trust and tourist's revisits by social security.

According to research model, t-test between trust and social security are 15/74, and between social security and tourists revisits are 7/62. First hypotheses are accepted. So there is significant relationship between tourists trust and their revisited by social security which are:

$$0/89 * 0/61 = 0/54$$

If tourist feels secure at Guilan and its different organization, tourists' revisits get more than before.

2. There is significant relationship between tourism trust and tourism social security.

According to significant research conceptual model, t-test between tourist trust and tourist social security is 15/74, and it is accepted because t-test number is out of standard statistical region. The relationship between these 2 criteria is 0/89. Tourist trust creates security directly. It seems, tourist revisited highly depended on local people acceptance. If local people be honest to tourism, the will came back to Guilan.

3. There is significant relationship between social security and tourism revisits.

According to model at significant parts, t-test between tourists social security with tourists revisits is 5/16. So, it is accepted too, and also the relationship between them is equal to 0/38. According to this hypothesis, when tourists feel secure, tourist revisits get more. Security means low crime, good interaction between tourists and sellers.

Suggestions

Results indicated that tourist trust and social security have strong relationship to tourist revisits. If local government wants to increase their revenue, they must invest on tourism. According to results, there are some research suggestions that are as follow:

- ✓ Tourist believed that money carrier has the least security at Guilan. It is suggested that tourism organizations and police cooperate to each other especially during the holiday, and try to safe environment for tourists.
- ✓ Results indicated that there is not appropriated atmosphere at relationship between tourist who travel to Guilan and local people. It is suggested that cultural programs can help to tourism organizations. Local people must know tourism make several job opportunities. So, trust is the most important element for them.

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