



فصل نامه برنامه ریزی و توسعه گردشگری

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فصل نامه برنامه ریزی و توسعه گردشگری

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این نشریه بر اساس تاییدیه شماره ۳/۱۸/۶۰۲۹۱ مورخ ۱۳۹۲/۴/۳۰ کمیسیون بررسی نشریات علمی کشور، دارای درجه‌ی علمی - پژوهشی است.

به نام خداوند جان و خرد

یادداشت سردبیر

هم اکنون، شماره‌ی ۱۶ فصلنامه علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری در اختیار اساتید، دانشجویان و پژوهشگران گرامی قرار گرفته است. جای بسی مسرت است که طی چند سال گذشته، فصلنامه به صورت مرتب و بدون هرگونه تأخیر و در موعد مقرر منتشر شده است. علاوه بر این، با وجود دریافت مقالات بی‌شمار و علی‌رغم برخی مشکلات نرم‌افزاری ناشی از عملکرد سیستم پشتیبان، نهایت تلاش مجله این بوده است تا حداکثر ظرف سه ماه، نسبت به وضعیت مقالات دریافتی تعیین و تکلیف نماید. همان‌طور که خوانندگان گرامی اطلاع دارند، فصلنامه، از شماره‌ی سوم به بعد، حاوی ده مقاله است و این روند همچنان ادامه خواهد داشت. کمیسیون نشریات وزارت علوم، تحقیقات و فناوری، در ارزیابی اخیر خود، فصلنامه را حائز رتبه‌ی الف معرفی کرد. بی‌شک، آنچه در بهبود روند کیفی مجله نقش‌آفرینی کرده، همت بلند و تلاش مستمر، صرف زمان و دادن اولویت برای انجام امور فصلنامه توسط همکاران محترم مجله بوده است. فصلنامه‌ی برنامه‌ریزی و توسعه‌ی گردشگری، بر اساس خط مشی‌های کلان خود، همچنان آماده‌ی دریافت مقالات علمی پژوهشی با اولویت‌های زیر است:

سیاستگذاری گردشگری	ساختارهای مدیریت گردشگری در کشورهای دنیا
آموزش و توسعه‌ی منابع انسانی	دیدگاه‌ها و خط مشی‌های جمهوری اسلامی ایران
تحولات ساختاری مدیریت گردشگری در ایران	مطالعات منطقه‌ای گردشگری
آموزش گردشگری و هتلداری در ایران	استانداردهای نقشه‌ی گردشگری
وسایل ارتباط جمعی و گردشگری	قوانین و مقررات برای تأسیسات گردشگری

سرفصل‌های آموزشی گردشگری در آموزش عالی و بخش‌های دیگر اگرچه داشتن مبانی نظری و نیز مشارکت نظری مقاله، در پیشبرد حوزه‌ی دانش تخصصی الزامی است، آن دسته از مطالعات موردی دارای جامعیت حدود پژوهش هستند (به عنوان نمونه، مطالعه‌ی موردی در سطح استانی، کشوری، منطقه‌ای یا بین‌المللی)، در اولویت بررسی قرار خواهند داشت. در این چارچوب، فصلنامه علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری از مقالاتی که برگرفته از رساله دکتری هستند، استقبال و بررسی آنها را در اولویت قرار می‌دهد. امید است با ادامه‌ی مشارکت اندیشمندان، صاحب‌نظران و محققان گرامی و فرهیخته، شاهد بالندگی فزون‌تر فصلنامه‌ی برنامه‌ریزی و توسعه گردشگری باشیم.

دکتر سعید راسخی
سردبیر فصلنامه
دانشگاه مازندران

راهنمای نگارش

از مؤلفان گرامی تقاضا می‌شود جهت جلوگیری از تأخیر در داوری و انتشار به موقع فصل‌نامه، هنگام ارسال مقاله به نکات زیر توجه فرمایند:

موضوع مقالات

موضوع مقالات باید در زمینه گردشگری و علوم مرتبط به آن باشد.

شرایط بررسی مقالات

- ۱- حاصل مطالعات، تجربه و پژوهش‌های نویسنده یا نویسندگان باشد.
- ۲- مقاله قبلاً در نشریه یا مجموعه مقالات سمینارها و مجامع علمی دیگر چاپ نشده باشد.
- ۳- در متن مقاله، اسامی لاتین افراد به صورت فارسی و معادل لاتین آن در پاورقی آورده شود.
- ۴- واژه‌ها و اصطلاحات لاتین در پاورقی و در متن به صورت فارسی آورده شوند.
- ۵- مقاله باید مشتمل بر چکیده‌ی فارسی، بدنه‌ی تحقیق و چکیده مبسوط انگلیسی (بر اساس فرمت مندرج در سامانه مجله) باشد.
- ۶- مقالات ارسالی در صفحات کاغذ A4 تک‌رو با فاصله‌ی تقریبی میان سطور ۱، سمت راست ۶/۵، سمت چپ ۲/۵، بالای صفحه ۱/۷۵ و پایین صفحه ۷/۴ سانتیمتر با قلم B Nazanin فونت ۱۲ (برای مقالات لاتین با قلم Times New Roman فونت ۱۱) تحت نرم‌افزار Word 2010 حروف چینی و با فرمت Docx و Pdf فقط از طریق سامانه الکترونیکی نشریه به آدرس <http://tourismpd.journals.umz.ac.ir> ارسال شود، در غیر اینصورت از بررسی مقاله معذوریم.
- ۷- مقاله در فایل‌های جداگانه شامل فایل اصل مقاله بدون مشخصات نویسندگان، همچنین فایل مشخصات نویسندگان (شامل نام، رتبه، محل خدمت و آدرس الکترونیکی نویسندگان در زیرنویس صفحه اول)، چکیده مبسوط انگلیسی و فرم تعهدنامه در قالب فایل‌های Word و PDF از طریق سامانه مجله ارسال گردد.
- ۸- جداول نزدیک به متن مربوطه آورده شود. منحنی‌ها، شکل‌ها و نمودارها سیاه و سفید، روشن، دقیق و اصل باشند.
- ۹- ارجاعات در متن مقاله داخل پرانتز به صورت (نام خانوادگی، سال) و یک دست به صورت فارسی آورده شود.
- ۱۰- به دلیل نمایه شدن مجله در بانک‌های اطلاعاتی بین‌المللی، لازم است چکیده‌ی مبسوط انگلیسی بین ۷۵۰ تا ۱۰۰۰ کلمه (بدون در نظر گرفتن منابع) و دارای بخش‌بندی بر اساس الگوی مجله باشد، به گونه‌ای که بتوان آن را به صورت جداگانه چاپ نمود.
- ۱۱- ضمن ارایه تمام منابع انگلیسی در چکیده‌ی مبسوط، منابع فارسی به صورت انگلیسی در پایان چکیده مبسوط با قید (in Persian) آورده شود.
- ۱۲- فهرست منابع (در اصل مقاله و چکیده‌ی مبسوط انگلیسی) به ترتیب حروف الفبا ذکر شوند و از تکرار آن خودداری گردد.
- ۱۳- تطبیق تمامی منابع درون مقاله و انتهای آن ضروری است.
- ۱۴- در ذکر منابع از الگوی APA (موجود در سامانه مجله) استفاده شود. به عنوان مثال، برای کتاب نوشته شود: مؤمنی، منصور (۱۳۸۹). تحلیل آماری با استفاده از SPSS. چاپ ۳، انتشارات کتاب نو. یا برای مجله به صورت زیر نوشته شود:

- هاشم نژاد، هاشم؛ فیضی، محسن و صدیق، مرتضی (۱۳۹۰). تعیین ارزش تفرجگاهی پارک جنگلی نور مازندران، با استفاده از روش ارزش‌گذاری مشروط، محیط‌شناسی، شماره‌ی ۳۷: ۱۳۶-۱۲۹.
- ۱۵- مقاله‌های رسیده، ابتدا توسط هیأت تحریریه ارزیابی اولیه شده و پس از تایید اولیه، توسط سه نفر از صاحب‌نظران به صورت محرمانه داوری خواهد شد.
- ۱۶- مسؤلیت صحت و سقم مطالب مقاله به عهده‌ی نویسنده خواهد بود.
- ۱۷- مقالات برگرفته از رساله‌ی دکتری و پایان‌نامه‌ی کارشناسی ارشد در صورتی که مسؤلیت آن را استاد راهنما قبول کرده باشد، قابل بررسی است.
- ۱۸- حداکثر حجم فارسی مقالات با منابع، جداول و اشکال ۲۰ صفحه است.
- ۱۹- فصل‌نامه حق رد یا قبول و نیز ویراستاری مقالات را برای خود محفوظ می‌دارد.
- ۲۰- ارسال تعهدنامه و چکیده مبسوط لاتین برای ارسال به داوری ضروری است.
- ۲۱- پس از چاپ مقاله یک نسخه از فصل‌نامه اهدا خواهد شد.
- ۲۲- برای دریافت آخرین نسخه‌ی راهنمای نویسندگان به سامانه مجله مراجعه فرمایید.

«فهرست مطالب»

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The Effects Institutions on Income Tourism in the Selected Developing Countries

Abolfazl Shahabadi¹

Fariba Mehry Telyabi²

Extended Abstract

Over the last few decades, tourism has become one of the most important sources of income of the host country. Given the significant differences between developed countries and developing countries in attracting international tourism revenues, to investigate the effect governance index on the income tourism of the host country using data from 2000-2012 developing countries have been selected. The findings suggest that the effects of governance index in developing countries a significant and positive impact. This suggests the need for serious action by developing countries to improve governance index. In addition, the findings indicate that the development of ICT infrastructure and the level of public education have a positive effect on the income tourism of the host country. There is not a significant relationship between increasing the health expenditure by increasing income tourism in developing countries. The results show that the addition of real per capita income and population and exchange rates, transport infrastructure are very important in attracting tourists. So that the air transports infrastructure development and income tourism in developing countries a positive and significant relationship exists.

Introduction

Despite the progress some developing countries, there is still deep gap in the benefit from the proceeds of international tourists between developed countries with developing countries considering having a capacity of exceptional natural, cultural, historical and archaeological. Reviews the determinants of earn more from tourism channels is essential because different incentive tourism and cannot be easily identified types of variables affecting it. The dominant view in

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most of the researches conducted background factors affecting the income from tourism activities has been based solely on economic factors and less on social and institutional factors were taken into consideration. Issue institutions in two decades recent simultaneous by expanding critical surge policy package of neoclassical in the area international economics by economists known the new institutionalists, has been proposed. Institutionalists believe that institutional factors, especially the institutional governance index effective on economic development and attracting tourist's countries.

Materials and Methods

In this section inspired by the theoretical and empirical studies Panyik (2015), Nunkoo and et al (2013), Massidda and Etzo (2012), Cho (2010), Seetanah and et al (2010), Aslan et al. (2009) and Khadaroo and Seetanah (2007), concerning the econometric models used in this study compiled the index of institutional governance of the host country and other determinants to explore about the factors affecting tourism income over the period 2000- 2012, will be discussed. The variables used in the econometric model were as follows:

$$RECP_{it} = f(GDP_{it}, POP_{it}, REX_{it}, INFRA_{it}, ICT_{it}, EGDU_{it}, HEAL_{it}, GOV_{it}) \quad (1)$$

So that represents in my country its tourism income. Following the Panyik (2015), Massidda and Etzo (2012), Cho (2010), Aslan et al. (2009), Khadaroo and Seetanah (2007), Naude and Saayman (2005) and in order to maintain expansion of the tourism industry index the income international tourists (RECP) is considered as the dependent variable.

Tourism affected by natural shocks, war, changes in policies, taste, advertising, expectations, political instability, terrorism and other special events are placed. Due to the lack of availability of data, usually the above as the disturbing element or the error (μ_i) is entered in the model.

Due to the factors mentioned above, it can be expressed:

$$\frac{\partial RECP_{it}}{\partial X_{it}} \geq 0, \text{ that : } X_{it} = [GDP_{it}, POP_{it}, INFRA_{it}, ICT_{it}, EGDU_{it}, HEAL_{it}, REX_{it}, GOV_{it}] \quad (2)$$

Based on the relationship 2 and in accordance with theoretical and experimental studies are expected to increase the per capita income in the countries of origin, the real exchange rate, population growth, improved transport infrastructure, improving ICT infrastructure, improve the education level of the population, especially the tourism field staff improving indicators hygienic and improving institutional governance in the country of destination have a positive impact on tourism revenues in the host country. Considering that the econometric equation logarithmically, so it is considered if the equation number one on explicit and logarithmic have expressed. We have the following equation:

$$LRECIPT_{it} = \alpha + \beta_1 LGOV_{it} + \beta_2 LGDP_{it} + \beta_3 LPOP_{it} + \beta_4 LREX_{it} + \beta_5 LINFRA_{it} + \beta_6 LICT_{it} + \beta_7 LEGDU_{it} + \beta_8 LHEAL_{it} + \mu_i + \varepsilon_{it} \quad (3)$$

According to equation (3), μ_i shows the specific characteristics of each country in the examined samples. In simple terms, μ_i the coefficients of dummy variables sections for countries that if they ignore the error terms and wastes (ε_{it}) will show itself. In order to test the hypothesis and investigate the effect of governance indicators host country on international tourism income of 36 developing countries selected, are used eviews software and econometric techniques data panel the sections and time periods combined together. It is worth mentioning for providing the required data in this study used documentary information Statistical Center of Iran, the Central Bank of the Islamic Republic of Iran and the World Tourism Organization and statistical databases including the information documented global development indices (WDI) and UNWTO and www.govindications.org.

Discussion and Results

According to the results estimations the estimated coefficients variable the governance in developing countries is positive and significant. So could be said with regard to the significant impact of institutional of governance variable on tourism revenue in developing countries, a serious move to improve of governance indexes in decreasing gaps development existing especially in the field of tourism is of valuable help. In other words improvement each of the indexes of freedom and transparency, political stability, effectiveness of law, the rule of Law, fighting corruption and the independence of the judiciary apparatus in line with the the better performance of institutions and apparatus related to attract tourists international directly and indirectly affect. The estimated coefficients Voice and accountability indicator is positive and significant. In relation to this indicator must be acknowledged, lawful freedom and the free dissemination of information that are examples of voice and accountability, are cause strengthening of public awareness and transparency economic and social. On the other hand, institutions of civil society like trade associations, the unions, parties and free and healthful elections to people of a society empowers to choose public, and redundant control. It is natural in such circumstances has enjoyed individuals of appropriate social rights and an incentive to travel to these countries.

The results also indicate positive and significant relationship variable control of corruption on tourism revenue. In other words whatever public and governmental abuse of power and the service is not personal and private interests as the motivation of presence international tourists will be provided. Also indicators of effectiveness and efficiency of government positive impact on the tourism revenue is meaningless. As was noted earlier order the effectiveness of government, its ability to formulation and implementation of sound policies and necessary it to have an efficient administrative apparatus. An efficient administrative apparatus have the power and skill to manage the affairs the

country and be able to prevent the occurrence of dramatic changes in politics, political pressures have not been affected and have transparent mechanisms to attract international tourists.

Conclusions

According to the opinion of many domestic and foreign scholars is one of the components of good governance to attract foreign tourists. The findings of this study also positive effect improve the quality of governance in attracting foreign tourists approved. Total index governance simple average of six governance indicators provided by the World Bank, a significant and positive impact on the income from foreign tourists.

Keywords: Tourism, Good Governance, Panel Data

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**Tourism Development Policies in Iran and Turkey:
A Comparative Approach
With Special References to Socio-cultural
Interactions Relationship between Guests and Hosts**

Rahim Heydari Chianeh¹

Vahid Ghasemi²

Extended Abstract

This study was carried out with the aim of allocating relevant factors for such effective socio-cultural interactions relationship between guests and hosts to find out the importance of them. Result shows that the most important factors of this study are importance of an appropriate social interactions relationship between hosts and guests, act respectfully to the host culture to avoid cultural clashes, informing tourist about culture and tradition of host community, hospitality and the appropriate welcoming, the satisfaction of tourist from cultural exchanges, festivals and special events, the tourists satisfaction from police behavior and the opportunity to have cultural contact.

Introduction

Undoubtedly, the role of tourism in economic development, enhances community well-being and reduces regional disparities through its own mechanisms including employment opportunities, relevance redistribution of economic resources, such as tourists spent money, increase of economic leakage and multiplier effect rate, are so for some of developing countries is important which some of scholars such as Britton, Turner and De Kadt have considered it as relevance developing scenario, and even like a passport for them. Hence producing appropriate socio-cultural conspectus between host and guest communities in terms of social and economic growth and development of them is an undeniable necessity.

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Tourism can positively influence the live standards of residents increasing their income, creating new job opportunities, improving the local infrastructure, increasing the availability of entertainment facilities, promoting the local identity, etc; however tourism has also the potential of creating negative impacts by increasing the cost of living and micro-crimes, exacerbating overcrowding and traffic congestion, altering the ecosystem.

Considering Iran's economy circumstance and its essential need to making employment opportunities on the one hand, and also Turkey's relatively successful experience in the tourism developing and planning on the other hand, are main purposes of the present research. The comparative study of Iran and Turkey's tourism polices, investigation and analyses of the social interaction between host and guest and its impact on tourism development in these countries are main objectives and frames.

Materials and Methods

In order to achieve the aims of this study, documentary and field work survey have conducted and based on scholar s' opinion, eight important and effective factors were designed as criterion investigation of the interaction between host and guest. It is asked from both Iran and Turkey's inbound tourists through questionnaire, and then it is run SPSS and Excel as two major statistical software and also statistical tests (Student's t-test, ANOVA, Chi-Square Test) for comparing them.

Discussion and Results

The results of the present study shows that institutionalization of relevance and rational conceptual framework of tourism industry and it's positive, various and long-term effect on host communities, to provide proper image from host communities and local residents to tourists before and after the process of travel for understanding the social and cultural components and reducing the possible conflicts, enhance socio-cultural hospitality capacities in the communities through proper trainings among them, Infrastructure to participation of residents in the process of tourism development, using the potential of the local culture (native) to increase the attractiveness of tourism destinations, to take into consideration the effective approaches such as creating various web sites and multilingual TV channels, releasing the high amount of information about destinations and attractions features, making independent tourism ministry contracts with major tour operators and wholesalers specially from Europe and north America, conducting special cultural events and international festivals, were the reasons of Turkey's successful experience in the realm of tourism. The results of this research reveal that despite of Iran's privileged position in the global tourism map, Iran do have very slightly contribution in the world tourism marketing which mainly is caused of (due to) various socio-cultural challenges.

Conclusions

This study was carried out with the aim of allocating relevant factors for such effective socio-cultural interactions relationship between guests and hosts to find out the importance of them. Result shows that the most important factors of this study are importance of an appropriate social interactions relationship between hosts and guests, act respectfully to the host culture to avoid cultural clashes, informing tourist about culture and tradition of host community, hospitality and the appropriate welcoming, the satisfaction of tourist from cultural exchanges, festivals and special events, the tourists satisfaction from police behavior and the opportunity to have cultural contact.

Iran as one of the most attractive destinations of the region, with taking appropriate policies and targeted development of tourism and with (by) considering to experiences of other countries like Turkey that has various social and economic commonalities with Iran would be able to advance towards one of the important and immemorial economic and cultural dreams that have had since long time ago, given that, most of successful global businesses have admitted that tourism is convenient and reliable resource to start this way.

Keywords: Tourism Development, Comparative Analysis, Socio-Cultural Interaction, Iran, Turkey.

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Institutional Trust and Investment in Tourist Units (Case Study: Golestan Province)

Gholamreza Khoshfar¹

Extended Abstract

The first and the most important factor in investment is attention to security and trust. Investors' trust to social entities and organizations, especially state organizations called institutional trust, play significant role to intend investment in tourist units. As one of tourist destinations, Golestan province has diverse tourism attractions which are faced with various problems in investment for different reasons such lack of security and trust senses. The main goal of the research is to identify the relationship between institutional trust level and investment in tourist units of Golestan province. Survey method and researcher – made questionnaire have been used in the research. Accordingly, 139 questionnaires were distributed among investors of tourist units and the results were analyzed using SPSS application. The results indicated that there is not a significant relationship between institutional trust and investment. Also, comparing under – studied groups and entities indicated that investors have more trust to universities, education centers, parliament and city council. Additionally, the findings indicated that there is not a significant relationship between institutional trust and type of tourist units. At the end need for better planning proposals such as strengthening security in the area of investment, encouraging private sector investment in the construction and development of tourist facilities, government support and capacity building for investment in the tourism sector are provided.

Introduction

At present, tourism industry needs modern and updated facilities and equipment. However, Iran has a treasure of ancient monuments, natural resources, cultural heritage and handicrafts. This capacity along with various climates provide an appropriate condition for all types of tourist in Iran, such as sport, dissert, winter

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and event tourists and religious and cultural tourisms. Another type of tourism is industrial tourism which would be as top industry after oil until 2020. The tourism is required more attention and capital. Therefore, the programs should be moved to a direction that tourism industry in Iran can gain its niche among other countries in investment point of view.

Investment plays significant and key role in economic development and growth. The experience of developed countries has indicated that investment had been main factor of their economic development and growth. Institutional trust is one of the key elements that have undeniable effect on tourism sector. Tourism provides new patterns that can change and organize personality characteristics and life space of people. Also the pattern represents structure, values and beliefs of the people who inhabit in that territory. According conducted studies, the number of tourists will reach one billion people. For this reason, tourism is one of the world's leading industries and a major economic development tool. Additionally, when government officials pay attention to tourism and tourism problems are vital for them, they show more interest to supply the needs of different local communities and provide better service to public. Based on above explanation, the goal of the research is to identify the relationship between institutional trust and investment in tourism sectors of Golestan province from perspective of owners of tourism units.

Materials and Methods

Survey method has been used in the research and researcher – made questionnaire has been applied to collect data. Statistical population is all investors of tourism units in Golestan province (129 units) such as resorts, hotel, apartment – hotel, traditional restaurant. Since number of statistical population is limit, then sampling has been disregarded and all 139 tourism units have been studied. Two types of data have been used to measure main concepts of the research. Survey research and research – made questionnaire have been applied to measure institutional trust in form of field of study, with emphasis on conceptual definition of institutional trust from perspective of Antony Gidens (1999). Its validity has been approved using Cronbach's alpha coefficient (0.947) and its reliability has been proved using specialists' opinions. All phases of classification, processing and analyzing have been done using SPSS application. Second part of data is related to measure investment level in tourism units which has been assessed and analyzed using secondary analysis method and reference to existing documents in tourism, handicraft and cultural heritage organization of Golestan province. In order to measure the independent variable, institutional trust by the respondents trust the institutions and organizations related to tourism activities were evaluated. Organizations and institutions to include banks, hospitals and health centers, Parliament, Sound and Vision, the judiciary, the police, the municipality, the City Council, local press, universities and educational centers, market, environmental organizations, Health organization, roads and Urban Development, regional water, power companies,

gas companies, oil companies, cooperation organizations and municipalities, and village administrations.

Discussion and Results

The tourism industry in the past decade a significant share of economic success and social mobility led to their cities, and for this reason, many cities in the world have taken steps to promote and improve the industry. Institutional trust in the shift of control of the organization from the individual level to the level of collective decisions rooted. This form of trust in what appears to be a social factor through certain institutional arrangements, a preliminary commitment founded on a set of common principles and normative regulations relating to the conduct within the organization, The other factor is. Considering that currently the country in terms of security and moderate tourists passable and the security level is high compared to countries in the region, in other hand nowadays, security is considered as one of the most important and most fundamental principles to formulate development strategy of tourism. Hence, investment in this sector can contribute to lead effectively its programs. From one hand, trust, especially institutional trust, is regarded as an important element in this sector. The goal of the research is to study institutional trust and investment in tourism units in Golestan province. In this regard, three hypotheses were developed. In the first hypothesis, institutional trust and investment were analyzed in tourism units. The findings indicated that justice gained the highest trust among guild of tourism units and ministry of health obtained the lowest trust limit that only its reason is to monitor health ministry on this unit. In the second hypothesis, investment in tourism units was analyzed in terms of type of units. In this section, at first investment of statistical indexes were studied and statistics indicated that average investment was 547460000 Rials. Then, it was observed that there is not a significant relationship between institutional trust and investment in tourism units, but direction of relationship is negative and intensity of it is very weak. Finally, the third hypothesis studied the relationship between institutional trust and investment in tourism units and the effect of type of tourism units and comparing groups and under – studied institutions indicated investors have more trust to universities, educational centers, parliament and city council, while investors have the least trust to justice, road and city – planning, hospitals and health centers and regional water. Then, it became clear that hotels have the highest level of investment average as the biggest type of tourism units and apartment – hotels and resorts were placed in next ranks. Then, it was observed that there is not a significant difference between institutional trust and type of tourism units. With controlling type of tourism unit, the changes of relationship between institutional trust and investment level were studied. The findings indicated that type of tourism units has influential effect on investment level. Finally it can be said that tourism is one of the most important sectors that can be achieved economic progress by investing at national and regional levels.

Conclusion

The finding of the research indicated that tourism investment should be sustained and investment trust is regarded as the most important element in the sector. The results are compatible with findings of Bamsenji and Heydari (2013), Souvizeri and Mohammadi (2012), Nenko (2015), Lee (1997) and Mordov (1999). From another hand, it must be tried to create security for attracting investment and tourists (Stainer, 2006, Hall, 2008, Nicolas et al, 2014, Hezar Jaribi and Najafi, 2011, Shahivand et al, 2012.

Keywords: Institutional Trust, Investment, Security, Tourism Units, Golestan Province.

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Environmental Impacts of Tourism A Case Study of Selected Developing and Developed Countries

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Extended Abstract

In recent decades, the growth of the tourism industry has been one of the most important factors in increasing economic activity in the world. Tourism based environmental issues have been always considered. The main purpose of the present study is to examine the environmental effect of tourism in 55 selected developing (including Iran) and developed countries during 2005-2012. For this, panel data method has been used. The results indicate that the impact of tourism on the environmental performance is positive for developed countries, while the effect is negative in developing countries. The other results of this study show that energy intensity, the urban population, the Industry, value added and the Population density have a negative and significant effect on the environment while the human development index and the degree of trade openness have a positive impact on environmental performance. According on the results, developing tourism is recommended, but the environmental performance should be priority to create sustainability in the industry.

Introduction

According to the annual report issued by WTO in 2015, the number of tourists in 1980 was only 280 million. In 1995, that number increased to 528 million, while nowadays, demands in this sector have increased fast and the number of tourists in 2014 has reached 1.1333 billion, increasing the earnings in this area to \$1245

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billion. All these measures and statistics indicate a developing and accelerating trend in tourism industry. However, such developing and accelerating trend has increased environmental concerns. Increasing trend in tourism industry and the importance of the environmental phenomena within the past few decades together with the ramifications of such a trade on the environment, studies on the effects of tourism on the environment seem essential and of great importance. Now, the question is “what are the effects of tourism on the environment within developing and developed countries?”

Materials and Methods

Some scholars have differing views regarding the impacts of tourism on industry. Some believe that developments in tourism (as a factor leading to the enhancement and improvement of lifestyle) have positive impacts on the environment. On the other hand, some others argue that tourism is accompanied with the process of destroying the environment resulting from the overuse by people, overuse of natural resources, and pollution. Therefore, the second group of scholars believe that developments in tourism would result in negative consequences for the environment.

In order to test the research hypotheses, panel data method was applied. This method combining time series and cross-sectional, information-rich environment for the development of estimation methods and provides the theoretical results. To choose between methods of compilation least squares, Fixed Effects (FE) and Random Effects (RE) Chow test (F- Limer) and Hausman test is used. According to statistics, the Hausman test, the null hypothesis that there is a random effects model to estimate confirmed and fixed effects approach is rejected.

In order to assess the impacts of tourism on the environment, the following model has been applied:

$$\ln EPI = \alpha + \beta_1 \ln EI_{it} + \beta_2 \ln HDI_{it} + \beta_3 \ln INDUS_{it} + \beta_4 \ln POP_{it} + \beta_5 \ln URB_{it} + \beta_6 \ln TOUR_{it} + \beta_7 \ln OPEN_{it} + \varepsilon \tag{1}$$

In the above model, EPI represents the environmental performance index of a country, HDI is the human development index, EI is the energy intensity, INDUS is the Industry, value added, POP is the Population density, URB is the index of urbanization ratio, OPEN is the degree of openness for trade economy, and TOUR is the index for the tourism (the number of tourists in each country). Furthermore, ε is the error component. Data regarding INDUS, URB, POP, OPEN, and TOUR have been obtained from the official website of the World Bank. In addition data related to EPI, HDI, and EI have been obtained from Yale University, United Nations Development Program, and International Energy Statistics (a website), respectively.

It has to be mentioned that in model 1, the index of human development represented the role of such variables as income per capita, education, and health

and has a significant impact on the environment (Gürlük, 2009; Samimi et al., 2011). In addition, increase in energy intensity could lead to the destruction of environments (Alam et al., 2007; Shim, 2006) since a major amount of greenhouse gases released around the world is in the form of CO₂ that arises as a result of burning fossil fuels. With regard to the impact of urbanization ratio and the degree of economic openness, differing views exist. In other words, some scholars consider the role of such variables as positive, while some others consider them as harmful.

Discussion and Results

Findings of model 1, obtained by the application of Panel data show that in developed countries, tourism has a positive impact on the environment. Nonetheless, it has damaging impacts on the environment of developing nations. Therefore, the hypothesis in the current study is confirmed for developing countries. Findings obtained regarding the damaging impacts of tourism on the environments of developing countries are in line with hypotheses put forward by Goudie and Viles (2013). In addition, the positive impact of tourism on the environment of developed countries confirms the hypotheses put forward by Mieczkowski (1995). Considering the fact that the HDI is positive, it could play a major role in the enhancement of EPI. and degree of trade openness has a positive and significant effect on the environment. energy intensity, the urban population and the industry value added, Population density have a negative and significant effect on the environment of developing and developed countries.

Conclusions

The aim of conducting the current study was to investigate the impact of tourism on the environment. For this purpose, 55 countries (developing and developed) over the years 2005-2012 were selected and the theory of negative impacts of tourism on the environment was tested on them by the application of panel data method.

According to the findings obtained, HDI and OPEN had a significantly positive impact on the environments of both groups of countries. The energy intensity, Population density and urban population had a negative and significant impact on the environment of selected countries. In addition, industry value added and the Population density showed a negative impact on the environment. The impact of tourism on the environment for both groups of countries was obtained differently. Specifically, the impact in developing countries was significantly negative. Therefore, the following could be suggested within the framework of findings in the current study:

In addition, it seems that control and optimization of fuel consumption, promotion of environmental culture and introduction of environmental programs, public involvement, and the promotion of tourism culture are essential.

Keywords: Tourism, Environmental Performance, Panel Data, Selected Countries, Iran.

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Development of Urban Tourism with an Emphasis on the Role of Border Markets (Case Study: Paveh Border Market)

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Extended Abstract

Establishment of border markets, in addition to the economic, social and cultural influences in order to improve development of border areas and economic and cultural communication expansion between people across borders, can also lead to the development of various types of tourism, particularly urban tourism. The present study is an attempt to investigate the role of Paveh Shooshmy Border Market on the development of urban tourism. Due to its natural and cultural capabilities, Paveh province is availed of flourishing grounds to attract all kinds of tourists, particularly urban tourists. Moreover, the existence of Paveh Border Market, the variety of goods supply and the Iranians' interest in shopping and travelling are among the most important capabilities of the region to both attract tourists from all over the country and to develop urban tourism. A descriptive – analytical research methodology and filed and library data collection method have been utilized to conduct the study. In order to make the design more collaborative, through the use of a survey out of the population, consisted of three groups of common people, officials and tourists, 190 people were randomly selected as the sample. Quantitative Strategic Planning Matrix (QSPM) results have been used to analyze the data and present tourism development strategies for Paveh Border Market. QSPM results revealed that the highest attraction level was dedicated to strengthening and increase of regional,

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national and international trade relations and to attract the participation of public and private sectors to invest more with a score of 6.779, while the lowest attraction level was dedicated to an attempt to organize the required substructures in the city with a score of 4.869.

Introduction

Iran has eight thousand kilometers of boundary line water, mountains and deserts of the world's countries have a long border and the diversity of political and social problems of neighboring countries, is unique in the world. To create more balance between border areas and other regions of the country as well as the reduction, economic issues, social and cultural development of border areas, including the development of strategies for the border markets. The main objectives of the establishment of border markets, development of economic and trade relations, border areas and reduce poverty, job creation, security, stabilization of population in border areas to prevent smuggling goods, economic prosperity and social mobility in order to achieve development in border areas and extend cultural and economic relations of the people on both sides of the border.

Materials and Methods

The methodology of this research is descriptive and analytical method of data collection, field and library is the purpose of the questionnaire was used. To increase the validity of the experts and authorities was compiled on the basis of the reforms have been applied to them. Cronbach's alpha coefficient was used to determine reliability. Since the benefits and disadvantages of urban tourism development, officials and tourists eclipsed. In the statistical population studied in the range of three people, officials and tourists using random sampling, 120 people, 60 tourists and 10 officials of tourism, for example, were selected.

Discussion and Results

Constant factor of the population in the border regions is a major strength. The most important factor in increasing the opportunities to export local products and the components of management and organization of border market opportunities in the internal weakness.

From the perspective of managers, the components development and poverty reduction in the border areas of economic and trade relations is the most important strengths. Factor of increasing opportunities to export local products is the most important opportunity. The lack of investment and private sector participation in tourism is the main and the administrative bureaucracy and lack of permits for the establishment of border markets, the most important threat weakness. For tourists, a trip to the region, the strengths internal motivation. Facilities Strengthening factor is one of the important the external opportunities in the vicinity of border markets. A lack of places to stay for travelers to rest at night is the internal weakness and external threat of entry is the most important

low quality goods. Spread and entry of goods with low quality is the most important external threat.

Conclusions

With regard to the consequences of poor management led to the development of the tourist city border markets, requiring the strategy formulation in this sector requires special attention. Internal factors evaluation matrix shows that the strengths more than weaknesses. This means that urban management Paveh for urban tourism development of internal potential has been strengthened.

External factors evaluation matrix shows that the current state of management of Paveh with external opportunities facing the poor and should strengthen good opportunities to act against the threats. Matrix (QSPM) shows that many choices as a strategy, do not have enough stability. Because there is no appeal to strategy formulation or the low attractiveness; The attractiveness of each of the strategic factors such as opportunities and threats and strengths and weaknesses in the management of border markets for the development of urban tourism strategy for To gather strengths - opportunity, as well as weakness - opportunity, strengths- threat, weakness - threat, will apply.

Keywords: Border Markets, Urban Tourism, Paveh, QSPM

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**An Analysis of the Factors Affecting Tourism Brands in Rural Settlements
of Iran (Case Study: Binalud County)**

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Extended Abstract

Today, for a variety of reasons, communities create brands. One of the most important reasons for creating tourism brands is to make a location seem attractive for tourists and encourage them to spend more time in an area and raise the residents' standards of living. In this study, the factors affecting the formation of a rural tourism brand are examined from the perspective of experts and university professors. This study is an applied research conducted in a descriptive-analytical method. A major part of the data was collected through field studies, interviews, and filling out questionnaires by 30 experts active in the area together with 42 rural managers. The findings of the study based on the results of fuzzy hierarchical analysis showed that among the three factors, the economic factors with impact coefficient of 54.6 % had the highest effect, and physical-environmental factors with the impact coefficient of 16.7% had the lowest impact on creating rural tourism brand. There was a little difference between the results acquired from the experts of the organizations and the academics about the impact of the above factors. With the aim of identifying villages suitable for creating tourism brand, we applied TOPSIS technique, and proposed Jagharq village as the most appropriate rural area for creating rural tourism brand. We also identified 10 other rural areas as capable of creating tourism brands. According to the findings, the following guidelines are recommended: to introduce and advertise certain products of the rural areas in urban areas, to pay special attention to entrepreneurship in rural areas, to provide tourism facilities in rural areas, to restore cultural elements, and to give special attention to restoration of past cultural elements, customs and traditions.

Introduction

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This study aims to identify the rural areas having a high capacity and potential - for creating brands and symbols and the role of symbols in improving the quality of life in villages of the study areas. Therefore, this study seeks to provide an appropriate response to the following question: What are the most important factors affecting the creation of tourism brands in villages of the study area? In addition, we try to identify the villages suitable for developing tourism brand in the study area?

Materials and Methods

To use a methodology, we mean to utilize the principles and frameworks that will guide the research. Clearly, the research methodology will be different based on the type, purpose and subject of the study. This study is an applied quantitative study benefiting field works for data collection and is based on descriptive- survey analysis. The data were collected through documentary research and field works. In documentary method, the researcher takes notes from books and documents and could be used in all scientific researches. We mainly tried to find the information and the results of previous relevant studies, so that we may find a general framework for topics discussed in this research through reviewing the literature of the study.

To investigate the factors affecting the formation of a rural tourism brand, we used Fuzzy Analytic Hierarchy Process (FAHP) and then ranked the villages of the study area through Technique for Order Preference by Similarity to Ideal Solution (TOPSIS).

Discussion and Results

Results of ranking 14 indexes, using Fuzzy Analytical Hierarchy Process (FAHP) showed that three indexes of 'availability of specific products in the villages', 'presence of entrepreneurs in the villages' and 'capital investment in rural areas', with the impact coefficients of 14.2, 13.6 and 13.4 % respectively ranked first to third. With regard to rankings based on 14 indexes, there was a significant difference between the views of experts from departments and organization and university professors, to the extent that university professors believed that three indexes of 'availability of specific products in the villages', 'presence of entrepreneurs in the villages' and 'capital investment in rural areas', with the impact coefficients of 14.2, 41.1 and 14 % respectively ranked first to third. However, the experts from departments and organization believed that 'availability of specific product in the countryside', 'cultural significance' and 'presence of entrepreneurs in the villages' with the impact coefficients of 14.6, 14.3 and 12.8 % respectively ranked first to third. The availability of tourism facilities and the 'use of tourism potentials' in rural areas with the impact coefficients of 2.3 and 1.7 percent, were ranked last and penultimate by experts and university professors.

Conclusions

Based on exploratory studies, factors affecting rural tourism brand were in three categories: economic, social and physical-environmental ones among which, according to experts' views and utilizing Fuzzy Analytical Hierarchy Process (FAHP), economic factors with the impact coefficient of 54.6 % had the maximum impact on recognition of a rural environment as a tourism brand. Among the 14 indexes affecting tourism brand, availability of particular products in a village with the impact coefficient of 14.2 % and presence of entrepreneurs in rural environment with impact coefficient of 13.6 % ranked first and second in affecting the recognition of a village as a tourism brand.

The results showed that Jagharq village, given to its attractions in economic, social and physical- environmental fields has had the minimum distance from the positive ideal in TOPSIS method, and was identified as the most suitable village for creation of rural tourism brand.

Keywords: Rural Tourism, Special Products, Entrepreneurship, Fuzzy Analysis Hierarchical Process (FAHP), Binalud County.

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The Influence of Destination Image and Destination Personality on Tourists' Attachment and Satisfaction

(Case Study: Domestic Tourists Visiting Isfahan)

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Extended Abstract

Building destination emotional attachment is a key tourism marketing issue in today's tourism market which has received considerable attention due to increased competition. Based on Brand relationship theory, this study was aimed to investigate the influential factors on tourists' destination satisfaction. Although numerous researches have studied tourists' destination satisfaction from different perspectives, it should be noted that few of them have investigated the relationship between satisfaction and destination attachment and personality. To this end, the relationships between destination image and destination personality, their influence on tourists' attachment to destination as well as the influence of attachment on satisfaction were investigated. Using simple random sampling, 274 questionnaires were distributed among Iranian tourists visiting Isfahan. Based on structural equation modeling, the conceptual model was tested using Lisrel. Structural equation modeling results revealed that destination image is a key determinant of tourist-destination relationship, having positive significant effects on destination personality, destination attachment and destination satisfaction. However, the influence of personality on attachment and satisfaction was not confirmed. Destination attachment's influence on satisfaction was also confirmed.

Introduction

Most recently, different aspects of branding in customer behavior literature regarding brand credibility, brand image and brand attachment have been well-examined. However, it has largely been ignored in the tourism management

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literature. As the tourism marketplace is becoming more highly competitive, destination marketers are adopting branding techniques to craft an identity which focuses on the uniqueness of their products, namely destinations. Similar to those marketing consumer products, destination marketers have had to turn to branding to distinguish their destinations to convey a positive message that will motivate tourists to visit them. However, evidence to support the successful implementation of destination branding is mixed. A combination of destination image and destination personality has thus been used as a strategy by destination marketers to differentiate their brands from other competing ones. The creation of brand saliency- the development of an emotional relationship with the consumer- can hold the key to destination differentiation.

Although destination image and destination personality are essential parts of powerful brands, the relationship between the two remains vague. More importantly, more efforts are needed to fill the research gaps in the literature on the links between destination image and destination personality with regard to the tourist-destination relationship (i.e. satisfaction, trust and attachment), which plays a pivotal role in destination branding and the formation of the emotional relationships that can increase customer loyalty.

Due to the key roles satisfaction and attachment have in improving destination competitiveness, conducting research about influential factors on them will help to fill the existing theoretical gap as well as guiding destination managers. Reviewing the existing literature shows that the relationship between attachment and satisfaction and more importantly their relationship with destination image and personality hasn't been adequately studied. Moreover, reviewing Iranian studies represents lack of researches about destination personality and attachment. To clarify the association between destination image and destination personality, address the research gap related to brand relationship in tourism, and investigate the antecedents of destination satisfaction, this study aims to investigate the effects of destination image on destination personality, and their roles in collaborating with destination attachment in building destination satisfaction.

Materials and Methods

Iranian tourists visiting Isfahan were targeted in this study. The questionnaire was designed using the items mentioned in Chen & Phou (2013), Veasna et al (2010) and Saeedi & Heidarzadeh (2011) studies. 300 questionnaires were distributed among tourists visiting "Imam Square", "Si-o-seh bridge" and "Khaju Bridge" as three most visited attractions in Isfahan. The respondents were asked to answer the questions about Isfahan on a five-point Likert -type scale, ranging from "strongly disagree"(=1) to "strongly agree"(=5).

A pilot test was performed to assess how well the survey instrument captured the constructs it was supposed to measure, and to test the internal consistency and reliability of questionnaire items.

Confirmatory factor analysis and SEM were utilized to analyze the validity and reliability of the constructs and test the conceptual model of destination branding.

Discussion and Results

CFA was conducted and the goodness-of-fit was acceptable. A maximum likelihood estimation method was used to test the predicted relationships among the constructs in the proposed conceptual model. According to the statistical results, the hypothesized model fit the empirical data well and except for the path: personality-satisfaction and personality-attachment, all the hypotheses were supported.

Conclusions

The results of the structural relationship analysis revealed that Destination image plays a very important role in building destination brand, and has a direct effect on destination personality. Moreover, destination image has significantly positive effects on tourists attachment to destination and their satisfaction. Destination attachment also has a direct positive effect on destination satisfaction.

Keywords: Tourism Destination Marketing, Destination Image, Destination Personality, Destination Satisfaction, Destination Attachment.

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A Sociological Study of Tourists' Adherence to Social Norms

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Extended Abstract

Introduction

'Norm' is a Latin word and it means a principle or a rule which we refer to in actions, the word norm conceptually involves rules and principles which are required to guide and lead human behavior (Mooney, Konx & Schacht, 2., 2000: 249). Regarding tourist attractions of Mazandaran province, the city which has attracted many tourists, is one of main tourists` destinations. Tourists who do not perpetually reside in destination communities sometimes it is assumed that they do not follow norms in the destination community.

The results of a number of domestic studies also indicate that there are increasing rate of crimes (Zahedi, 2006), crimes alongside with social deviance (Karimi, 2013), or social-cultural irregularities (Taghdisi et al., 2012; Ebrahimi, 2011) and use of drug and alcohol (Zia`ee & Torabian, 2010) in tourist seasons in some regions. Therefore the study aims at realizing the rate of faithfulness to norms within tourists of Mazandaran cities and understanding the point that what factors make tourists to follow social norms in the destination society.

Theoretical framework

In the social norms part as dependent variables, Elster theory is used to specify the concept of norm. Different aspects of norm such as consumption norms, anti-behavioral norms, reciprocal norms, companionship norms are taken into account as dependent variables. And in the second part we consider different factors which play role in actors following norms. In this study we extracted the

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hypothesis with this approach in a way that how an individual carries out a group's wishes in following the social norms and how the group can force the individual to follow the norms.

Methodology

Methodologically, for this subject with survey research and questionnaire the needed data were gathered out of 300 individuals of Mazandaran tourists who were chosen with the multiphase cluster sampling method. To ensure the validity of the questionnaire the face validity and to examine the validity Cronbach alpha were used. The SPSS software was used to analyze the data and collected information.

Discussion and findings

Location		Education			Marital Status				Gender	
Rural	Urban	Upper than BS, BA & scholar	Diploma to BS, BA	Under-diploma	Widow	Deceased spouse	Married	Single	Male	Female
13.3	86.7	14.3	17.4	68.3	1.0	0.7	49.0	49.3	55.3	44.7

Findings of the study

The comparison of the mean aspects of the norm indicates that the norm average of reciprocal action for women was 5.0 and for men was 4.9. There was a slight difference between men and women. There is no difference in the average of companionship norm of men and women (4.5). The average of consumption norm for women was 4.5 and for men was 4.3 which indicates a difference in this aspect. The average of anti-behavioral norm in women and men equals 4.2 and show no difference. Examining the average of men and women's gained marks reveals that between the aspects of social norms (reciprocal norms, companionship norms, anti-behavioral norms) the difference in the gained marks of tourist men and women in faithfulness to social norms is not meaningful; but in the consumption norms, the average of gained marks of women (21.7) was higher than men's (21.2); therefore, it can be said that the average of consumption norms of men and women has a meaningful difference. The hypothesis women are more faithful to the norms than men is confirmed regarding gained 0.003 meaningfulness level of gender and total social norms. Multiple correlation coefficient (R) is 0.458 which indicates the correlation and relation of five independent variables with dependent variable "social norm". Coefficient of determination (R²) is also calculated 0.21 revealing that about 21 per cent of "social norm" changes are conducted by mentioned five variables and the rest 79 per cent relates to the other factors which are not examined in this study. Only the inter-group attitude panic variable among the five variables had

no meaningful relationship with "social norm". Group commitment variables with standardized coefficient (0.24 of coefficient standardized), social correlation (0.17 of coefficient standardized), rationality (0.14 of coefficient standardized) and inter-group relationships (0.17 of coefficient standardize) are the strongest predictors of "social norm" respectively.

Conclusion

The first hypothesis claims that faithfulness to social norm is a positive function of inter-group relationships. This hypothesis is confirmed. This variable could predict 12 per cent of dependent variable changes alongside other variables. The second hypothesis claims that faithfulness to social norm is a positive function of social correlation which is confirmed regarding its meaningfulness level. This variable could specify 0.17 of dependent variable changes. The hypothesis number 3 believes faithfulness to norms is a positive function of social commitment which regarding the results this hypothesis is confirmed and is generalizable to statistical population. The results of regression model shows that regarding the measurement of this variable among other variables, it has the most relative effect on specifying the dependable variable (faithfulness to norm). This variable has the most part (0.24 per cent) in specifying the dependent variable and can predict 24 per cent of dependent variable changes among other variables.

The fifth hypothesis claims faithfulness to social norm is a positive function of rationality. This hypothesis is confirmed. This variable could predict 14 per cent of dependent variable changes alongside other variables.

Keywords: Norm, Faithfulness, Social Factors, Mazandaran, Tourist

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Identification of Participators' Motivational Factors in Battlefield Tourism (Case Study: Khuzestan Province)

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Extended Abstract

Introduction

Tourism is people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Tourism is an important and vital source of income for many countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism also, has been recognized as a one of the important functional dimensions of geographical space that affected by different factors and motivations. War tourism as one of these kinds of tourism activities, is recreational travel to active war zones for purposes of sightseeing or historical study. This type of tourism that sometimes replace to others terms such as military tourism, disaster tourism and like that, emanate from traveling and visiting the bitter, dark or disastrous event and its happening place. Dark tourism contains widespread range of locations and attractiveness, like war place and slums tourism that visiting them happen to different motivations. In recent decades also, because of war occurrence in south and western south of Iran special Khuzestan province, war tourism significantly developed and play an important role to attracting the tourists from all around of Iran, in addition to other type of tourism. But identifying and awareness of goals and motivations of war tourists, is one of the most important issues for capacity building at tourism development that could result to war tourism extension event in regional level. Therefore, this study had been tried to replying to this key

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question that what are the most effective motivations on war tourism in war torn area of Iran?

Materials and Methods

The purpose of this survey was identifying the broad parameters of motivation exhibited by tourists. These findings provided insights and a basis for the construction of the motivational items that were used in the final survey instrument. This article had been done by descriptive- analyzing methodology and by using of existing document for determining the most important motivation of Iran's war tourism at different group of tourists and visitors of western south of Iran war zoon special Khuzestan province. Rahian noor Caravans that contain students and other NGOs and socials group had a significant role in war tourism extension and also, development of infrastructure of war tourism in war torn area. According to the data of the Rahian Noor camps in the Zanjan County as initiation point of tourists caravans, in years of 2013 more than 100 thousand people from all over the country in the Rahian Noor convoy traveled to war-torn areas that this capacity is increasing along time. In this regard, based on former research reviewing, 16 incentives measures were categorized at three components of war tourism motivations and designed questionnaire based that indexes was used to collect data. Initiation point of visitors among all province of country was Zanjan province that based on Rahian Noor headquarters institutions' report in 2014, on average, since the beginning of 2011 until the end of 2013 about 13 thousand tourists visit from war zones in the form of caravans. Finally, 373 tourists from different group of Rahiane noor from Zanjan province had been studied for identifying the effective motivation and indexes on war tourism extension in Iran war area destinations. Also Cronbach's alpha coefficient was used to assess the reliability of the test results indicate the reliability of the questionnaire (by a coefficient of 0.89) and validity indices are extracted from the literature and has been confirmed by experts view in the field of tourism. To analyze the data and identify the key motivational factors affecting the extension of war tourism were used of the Kruskal-Wallis tests, T-test and linear regression from different group's attitudes.

Discussion and Results

The earned results show that different groups of tourist have a different motivation factors and goals for visiting of war destinations. Based on the result, all of three political, cultural- social and individual-ideological dimensions, have a significant and meaningful impact on war tourism. On the other hand, among the three studied dimensions political dimension (mean=4.07) is effective motivating factors and individual- ideological (mean= 3.7) and cultural- social dimensions (mean= 3.6) are respectively in next importance position from tourist's attitude. Also the results show that there are meaningful relation between age and social position of tourists to the motivating factors of war

tourism. Eldest tourist's trends towards individual and ideological motivating factors, such as purification, peace of mind and ... are more than younger. Also among youth, motivations had tend to the basis of socio-cultural factors such as education, the transferring and learning the old values, such as peace and a message of support. In the next step, to determine the differences between the various sample groups in the three dimensions of motivation the Kruskal-Wallis statistical test was used. The result show that cultural- social motivation in student, political motivations in university student and Basij groups, and individual- ideological motivations in family and governmental staff With the highest efficiency (rank) were the most effective motivations among south war tourists. In order to assessing the impact of these three dimensions, gathered data through questionnaires had been analyzed by T statistical test that results show that all of had said motivations are meaningful in war tourism extension. It had been proved by regression statistical examination that memorial of victims and sacrifices are the most important motivating factors from visitor's attitudes.

Conclusions

The gained result of this research confirm result of former research about the dark tourism and shows that different motivation cause to tourist persuasion for visiting the dark tourism destination and also, these motivations result of individual features, job situation, religion, and the other factors. Tourism organizations can also, through their role in promoting and providing physical and informational access to these memorials, directly and indirectly influence visitors' behavioral, cognitive and affective experiences at these sites, and as such, contribute to the war's memory. War tourism as a one of the dark tourism subdivisions wrought of various motives, as like as tourists age, gender, education level, job and social category. Then, in order to getting the suitable situation in tourism development, different group of tourists and they motives must be attended by planners and tourism managers in war tourism area.

Keywords: Dark Tourism, Battlefield, War, Rahiane Noor, Individual Motivation, Khuzestan.

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Hourly Evaluation of Climate Comfort of Qeshm Island for Different Nature-based Tourism Activities

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Extended Abstract

Nature-based tourism is a kind of tourism, including natural and anthropogenic attractions that is built in nature (rural and pastoral life styles). Nowadays these activities are one of the most important sections of tourism.

Based on the variety of natural and anthropogenic attractions, Iran has an excellent potential for natural-based tourism. Qeshm Island, the biggest Island in Iran and Persian Gulf, is one of the most valuable regions for natural-based tourism having a long history, and historic and cultural heritage, has a volunteer potentials for natural-based tourism.

In this study we are going to answer to the following question: what are the most appropriate times for natural-based tourism activities based on metabolic heat and CLO for Qeshm Island by using SET* climate comfort index? The results show even in warm months (low season for tourism in this area) there is some potentials for natural-based tourism activities.

Introduction

A common characteristic of various kinds of natural-based tourism is physical activity of tourists in different environments and times with different intensities, having no control on climatic and atmospheric conditions. For this reason, unlike other kinds of tourism activities, for natural-based tourism and ecotourism, bioclimatic comfort conditions are highly depend on climatic and topographic factors, and on the rate of metabolic heat of natural-based tourist physical

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activity.

Materials and Methods

In this paper climate comfort condition of natural-based tourism activities is investigated for Qheshm Island using 30 years hourly data as input of SET* index.

Discussion and Results

One of the outcomes of this study is a new classification of natural-based tourism activities in five classes including; very light, light, moderate, semi-heavy, heavy activities.

Table (1): Classification of natural-based tourism activities based on metabolic heat (W/m²) and CLO¹

Ecotourism activity level	Metabolic heat of Activity, Watts/m ²	CLO Watts/m ²	Natural-based activity
1- Very light	115- 144	For summer: 0.55 For winter: 0.96	115 W: Cultural tourism
			116 W: Walking (less than 3.2 km per hour (2.0 mph))
2- Light	145- 174	For summer: 0.55 For winter: 0.96	145 W: Camping (including standing, walking, sitting, or light-to-moderate effort), Bird watching, Walking (3/2 km per hour (2.0 mph)), fishing (sitting in a boat)
			162 W: walking(4 km per hour (2.5 mph)), walking on downhill
			174 W: fishing, general, sailing, boat and board sailing, windsurfing
3- Moderate	175- 289	For summer: 0.55 For winter: 0.96	191 W: Canoeing
			203 W: walking for pleasure
			232 W: fishing from the river bank while walking, canoeing, trip on paddle boat
4- Semi heavy	290- 492	For summer: 0.55 For winter: 0.96 Diving with no clothes: 0.1 Diving with appropriate clothes: 0.59 Jet Ski: 0.18	290 W: hunting (in general), kayaking, snorkeling, walking grass track, whitewater rafting
			348 W: jogging (less than 10 minutes), walking uphill (5.6 km per hour (3.5 mph)), hiking cross country, skiing on water, swimming on lake, ocean and river
			406 W: rowing, jogging, swimming backstroke and freestyle, slow, moderate or light effort, hill climbing with 0 to 4 kg load (0 to 9 pound), diving, scuba diving
			464 W: Running 8 km per hour (5 mph), climbing hills with 9.5 to 19 kg load (21 to 42 pound)

¹ CLO = 0.155 K·m²·W⁻¹

Continued Table (1): Classification of natural-based tourism activities based on metabolic heat (W/m²) and CLO¹

Ecotourism activity level	Metabolic heat of Activity ₂ Watts/m ²	CLO Watts/m ²	Natural-based activity
5- Heavy	493- 957	For summer: 0.55 For winter: 0.96 Diving with no clothes: 0.1 Diving with appropriate clothes: 0.59	493 W: mountain biking
			696 W: canoeing (with a high rate of activity), rowing, (>9.6 km per hour) >6 mph,
			725 W: moderate Skin diving
			928 W: fast skin diving
			957 W: skiing cross country on hard snow, mountaineering uphill in a maximum snow amount

Outcomes show that although some month are not suitable for some kind of activities (based on SET* index), but there is some restricted suitable times for some kinds of activities.

In warm months the most comfortable times for natural-based tourism activities are 6:00, 18:00 and 21:00 and in cold months are 9:00, 12:00 and 15:00. Therefore there is suitable times for natural-based tourism activities in all around the year.

Conclusions

Therefore, even in warm months (low season for tourism in this area) there is some potentials for natural-based tourism activities. Unlike Nohegar and Hoseinzadeh (2009) we believe that climate is one of the strengths of Qheshm Island for development of natural-based tourism, and is not a weakness of it.

The results show that there is no suitable times all around the year in Qheshm Island for heavy activities such as mountain biking, diving with high rate body activity and Therefore for heavy activities SET* index is needs to be calibrated.

Keywords: Nature-Based Tourism, Heat Comfort, SET*, Qheshm Island.

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¹ 1 CLO = 0.155 K·m²·W⁻¹

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