



فصل نامه برنامه ریزی و توسعه گردشگری

سال پنجم

شماره هیجدهم

پاییز ۱۳۹۵

شماره استاندارد بین المللی: X ۳۰۹ - ۲۳۲۲

فصل نامه برنامه‌ریزی و توسعه گردشگری

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شمارگان: ۵۰ نسخه

قیمت: ۲۰۰۰۰ ریال (۵۰ درصد تخفیف برای دانشجویان)

نشانی: بابلسر، بلوار دانشگاه، پردیس دانشگاه مازندران، دانشکده علوم انسانی و اجتماعی، دفتر فصل‌نامه برنامه‌ریزی و توسعه گردشگری،

کد پستی: ۹۵۴۴۷-۴۷۴۱۶

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Home Page: <http://tourismpd.journals.umz.ac.ir>

فصل‌نامه برنامه‌ریزی و توسعه گردشگری در پایگاه‌های اطلاعاتی زیر نمایه شده است:

<http://isc.gov.ir>

پایگاه استنادی علوم جهان اسلام (ISC)

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این فصل‌نامه مسؤول آرا و نظریات مندرج در مقالات نیست؛ فصل‌نامه در ویرایش مطالب آزاد است؛ مقالات دریافت شده بازگردانده نمی‌شود.

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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 ۱۸ فصلنامه‌ی علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری در اختیار اساتید، پژوهشگران و دانشجویان گرامی قرار گرفته است. جای بسی مسرت است که این فصلنامه، با همکاری اعضای محترم هیات تحریریه و داوران گرامی، به روز و مستمر منتشر شده است. امید است با ارتقای بیشتر در کیفیت مقالات بتوانیم در راستای دو هدف مهم؛ آرایه نتایج پژوهش‌های کاربردی و توسعه مرزهای دانش گام برداریم. هدف اول برای رفع مشکلات کشور در حوزه گردشگری و هدف دوم بر اساس ماهیت کارهای پژوهشی جهت اجتناب از دوباره کاری‌ها و اتلاف انرژی و منابع کشور حائز اهمیت می‌باشد. بدیهی است مجله در چارچوب وظایف ذاتی خود، اخلاق پژوهشی را در سر لوحه کار خود قرار داده است و بر این اساس و در راستای آئین نامه اخلاق پژوهشی وزارت عتف، با هر نوع سرقت علمی برخورد جدی می‌کند.

فصلنامه‌ی برنامه‌ریزی و توسعه‌ی گردشگری، بر اساس خط مشی‌های کلان و اهداف یاد شده، همچنان آماده‌ی دریافت مقالات علمی پژوهشی با اولویت‌های زیر می‌باشد:

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 فصل نامه

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 انگلیسی افراد به صورت فارسی و معادل لاتین آن در پاورقی آورده شود.
 - ۴- واژه‌ها و اصطلاحات انگلیسی در پاورقی و در متن به صورت فارسی آورده شوند.
 - ۵- مقاله باید مشتمل بر چکیده 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 (Extended Abstract) بین ۶۰۰ تا ۷۵۰ کلمه (با در نظر گرفتن حداکثر ۶ منبع کلیدی) شامل چکیده (Abstract)، مقدمه (Introduction)، مواد و روش‌ها (Materials and Methods)، یافته‌ها و بحث (Discussion and Results)، نتیجه‌گیری (Conclusions)، واژه‌های کلیدی (Key words) و منابع (References) تنظیم گردد.
 - ۱۱- 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 نوشته‌شده: 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 صدیقی، 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- مسؤولیت صحت و سقم مطالب مقاله به عهده‌ی نویسنده خواهد بود.
- ۱۷- مقالات برگرفته از رساله‌ی دکتری و پایان‌نامه‌ی کارشناسی ارشد در صورتی که مسؤولیت 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 انگلیسی 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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**Journal of Tourism Planning
and Development**

**Vol. 5
No. 18
Autumn 2016
ISSN: 2322-309 X**

Journal of Tourism Planning and Development

Publisher: University of Mazandaran

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Typesetting and Layout: Souri Tonkabony

Number of issues printed: 50

Price: 20,000 Rials

Address: Journal Office, University of Mazandaran, Beheshti St. Babolsar, Iran.

Postal Code: 47416-95447

Tel: 011-35342576

http://tourismpd.journals.umz.ac.ir

E-mail: jtpe@umz.ac.ir

**Journal of Tourism Planning and Development
was indexed and abstracted in:**

Islamic Word Science Citation Center (ISC): <http://isc.gov.ir>

Iranian Magazines database (Magiran): <http://magiran.com>

(Scientific Information Database)(Sid): <http://www.sid.ir>

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The Attitude of Local Community towards the Perceived Risks of Agri-tourism Development (Case Study: The City of Tonekabon)

Seyed Ali Badri¹

Mohammad Salmani²

Zahra Heydari³

Extended Abstract

Introduction

In many regions of Iran, agriculture faces difficulties that are no longer sufficient in meeting the needs of the farmers. Therefore, regarding the current agricultural potentials of some of these regions in establishing and developing agricultural tourism and the subsequent influx of tourists can bring plenty of benefits to the farming community. There are, however, many risks associated with these activities which are categorized into human risks (economic, social-cultural and psychological) and natural-environmental risks which are different for each area and are also susceptible to affect peasants' views towards tendency for acceptance and propagation of this specific type of tourism. In fact, it's in the light of the development of agriculture that agricultural tourism emerges. Therefore, if any investments are made on villages of aforementioned areas without identification and management of these risks, there might be several negative consequences. On this basis, the main purpose of the current research is to identify the risks associated with the agriculture sector and risks that are considered as threats for villagers. It can also help to scrutinize the local society's perception of the so-called risks that are associated with the development of agricultural tourism. The main question here is what the main existing risks towards development of agricultural tourism are.

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Case study

The target location in this study is located on the banks of Shirood River in the city of Tonekabon. This location houses several natural attractions, farms and arboretums. It also hosts many tourists from different parts of the country. The kind of tourism that is common in this area is based on nature.

Materials and Methods

The current work is an applied research which uses a descriptive-analytic method. The required information is also collected through both library and field studies and main apparatus of the research is a researcher-made questionnaire. The validity of this questionnaire is approved by a number of experts; moreover, the Cronbach's alpha method was used for verification of its reliability. The statistical population of this study includes the heads of families of selected villages on the banks of Shirood River in the city of Tonekabon. By using the Cochran's formula, a sample size that included 193 families was selected. The independent variable of this research is the farmers' level of support for development of agricultural tourism which is influenced by dependent variables including factors of perceived risks of agricultural tourism including knowledge and awareness, tendency towards development of agricultural tourism, economic risks, social risks, natural risks, production risks and market risks as well as organizational-political risks. In order to analyze the data, SPSS software was used. And in order to collect and analyze the data, the scale of variables and descriptive statistics such as average scores and statistical analysis methods such as one sample T-test, Freedman test and Route analysis were used.

Discussion and Results

The findings of this research indicated the high tendency of the respondents for development of agricultural tourism. Another finding of this research demonstrated that from the viewpoint of local society, the social risk is at a suitable status and does not pose any threats for peasants. Additionally, in terms of natural risks, the findings also revealed that the risks were considerably high; it also gave a hint of an unsuitable situation in terms of agricultural productions and markets. And finally, in terms of organizational-political risks, the findings revealed that the performance of management boards of related organizations were relatively insufficient. Nevertheless, according to other findings of the current research and from the viewpoint of the respondents and in terms of the influences of the perceived risks on tendency towards development of agricultural tourism could be respectively prioritized.

Conclusion

And finally, even though villagers and peasants have a generally high tendency toward the development of agricultural tourism in this area, the existence of the current risks are generally considered to be serious barriers in realizing the expectations of the farmers. Moreover, as long as there is a lack of an

appropriate management, not only do the farmers hold a negative view towards development of agricultural tourism, but also few facilities are provided for this type of tourism. And thus, the growth and development of agricultural tourism will only progress at a slow pace.

Keywords: Attitude, Perception of Risk, Agri-tourism Development, Rural Areas, Tonekabon

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**Journal of Tourism Planning
and Development**

Vol.5, No.18, Autumn 2016

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Measurement of Social Marketing in Health Tourism

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Extended Abstract

Introduction

The most important priority in social marketing is influencing the attitudes and behaviors of people in different societies in order to reform such attitudes and improve their misbehavior; approaches that can in the long run lead to an improvement in attitudes of people and bring about a positive voluntary conduct. It is predicted by experts that in 2020 tourism industry will become world's most profitable industry. Researchers are of the opinion that the attitudes of tourists toward their destinations are some of the most important factors in the development of health tourism. This principle can be used to develop a favorable image in the minds of health tourists since the principles of social marketing can be used to eliminate tourists' poor attitudes and help create favorable attitudes in them. Therefore, the main purpose of this study is to provide a social marketing model to change tourists' attitudes toward health tourism in the Iran.

Research Method

In this study, a mixed exploratory method was used. At first, the qualitative data were collected and studied in order to analyze the phenomena and then the quantitative data were analyzed and collected in order to determine the type of relationships that existed between the variables. In order to design a health tourism model, the phenomenon were studied through using qualitative methods

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and through interviews. Constituent components were also identified in health tourism. And in order to test the model, the researchers tested the validity of the criteria identified in the exploratory stage of the research; moreover, in order to communicate with them, factor analysis and path analysis methods were investigated through the application of structural equation.

Discussion and results

Social marketing model in health tourism corresponds with the conditions of Iran; and it is hoped that the inability to have an approach that is solely based on values are resolved through social marketing. It is also worth mentioning that rational logic in social marketing model is the one derived from the theory of social judgment. In accordance with the model derived from qualitative study, market-oriented leadership was introduced as an independent variable in achieving social marketing strategies through analyzing and understanding health tourism and its infrastructure.

Hence, the first and third assumptions were confirmed that in order to assess the impact of market-oriented leadership on the infrastructure of marketing, social marketing strategies should be studied in order to better understand health tourism market. Based on these findings, it can be proposed that through the analysis of the macro-environment of health tourism market and an improved skill in understanding the market, it would be possible to develop a culture of value for the components of infrastructure of marketing.

Conclusions

Finally, considering the impact of social marketing on the components of beliefs, emotions and behavioral intentions, it was found that tourists' attitudes and behaviors could be altered through designing and integrating social marketing mix. These findings further demonstrated that social marketing could play a vital role in health tourism. Moreover, it showed that the senior management of an organization could have a valuable role in improving social marketing.

Keywords: Social Marketing Mix, Value Creation, Health Management, Mix Method.

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**Journal of Tourism Planning
and Development**

Vol.5, No.18, Autumn 2016

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Segmentation of Medical Tourism Business in Iran: From Foreign Patients Point of View

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Naser Hamidi³

Extended Abstract:

Introduction

Globalization for developing countries economic is a major change (Yung-sheng,2013:152). And medical tourism is one of the most phenomena that is considered in this change. Medical tourism as a new form of market in the tourism industry, has grown in recent years increasingly (Jutamas & Ilian,2011:95). Turned into an industry, Medical Tourism has become an invaluable source of venue for capable countries welcoming patients (Woodward,2002:7). Medical Tourism, as a type of Health Tourism, is done through performing several surgeries under the supervision of surgeons in hospitals and clinics. In this type of tourism, the patient may require to use tourist sites and facilities, which could be done by travelling to locations having their needs (Bookman,2007:1). Evaluation and prioritizing the Medical Tourism's trades and attracting more this type of tourists in Iran, are the main goals of this study. The following article is a practical study.

Material and methods

Primarily the researches done on this issue are studied. Then by interviewing the experts, studying the related documentations and researches, the touristic trades and their characteristics have been determined. Prior to distribution of the questionnaire to patients, the survey's validity was done according to the

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experts, and for reliability of the survey Cronbach's alpha, and finally, applying genetic algorithm the fuzzy clustering analysis was made. The source of this survey was 101 foreign patients, going into four hospitals in Tehran. The research results argue that, some foreign patients because of close membership level are in different cluster at the same time. Secondly, in terms of medical tourism's business and its characteristics, the second and third clusters are in average but the first goes into low ranking. Finally, regardless of main aim of medical tourism, other aspects of tourism as food and beverages services, recreational centers, ... are needed to be in the spotlight.

Discussion and Results

Medical Tourism is a new sort of tourism that has been developed recently. This industry is an economic activity based on commercialized services and entails the splicing of two sectors, medicine and tourism. Both are service industries that face a high income elasticity of demand. This kind of tourism is one of the top competitive fields in developing countries. Therefore, most of the Asian developing countries in their competitive atmosphere are trying to develop their markets and attract more medical tourists. One of the best solutions to Iranians Medical Tourism's problems, is to aggregate all related trades in the format of a cluster. By aggregating these trades, sharing experiences and facilities, and providing common benefits and facilities may become possible. In the following article, the characteristics of medical tourism's business have been studied from a foreign patient's point of view, going into four hospitals in Tehran. In order to study the clustering, 101 patients (foreign tourists) have been questioned and were wanted to rate their opinion among 5 alternatives from 1 to 5. At last, the results were clustered via "GA-fuzzy Clustering". The findings indicate that: First, some of these patients because of close membership level are in different cluster at the same time. Secondly – regarding the cores of these clusters – in terms of Medical Tourism's trade and its characteristics, the second and the third clusters are in the average, but the first cluster goes into the low ranking. Also the ones (foreign patients) located in the first cluster (20.79% of the sample) have got the most significance for medical and treatment centers. The ones located in the second cluster (54.45%), have the most significance (as per priority) for medical and treatment centers, public centers, food and beverages centers, private recreation centers and the public recreation and residential centers. Finally, the ones located in the third cluster (28.71%) have the most significance for medical and treatment centers, public centers, residential and recreational centers, private centers, food and beverages centers and sights.

Conclusions

The findings of this study show, some foreign patients because of close membership level are in different cluster at the same time. Secondly, in terms of medical tourism's business and its characteristics, the second and third clusters are in average but the first goes into low ranking. Finally, regardless of main aim of medical tourism, other aspects of tourism as food and beverages services,

recreational centers, ... are needed to be in the spotlight as these services in top levels make the tourists stay longer and enjoy the recreational services of country and absorbing more tourists and subsequently, foreign currencies, in Iran.

Keywords: Medical Tourism, Fuzzy Clustering, Genetic Algorithm

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**Journal of Tourism Planning
and Development**

Vol.5, No.18, Autumn 2016

Pages 18-22

Assessing the Social Capital Indicators Affecting Tourist Satisfaction (Case Study: Masuleh Town)

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Extended Abstract

The present study seeks to examine role of social capital in satisfaction of tourists. To achieve this objective, the concept of social capital based on three indicators has been evaluated: perceptions, structural and communicative. So that the effects of each of the listed indicators on tourists satisfaction index (physical-spatial, functional-structural and content) were evaluated. The research method is descriptive and analytical type. 384 questionnaires were completed among tourists in the town of Masoule. To evaluate the satisfaction level of tourists, canonical correlation and Friedman test method is used. The results indicate that in the dimensions of social capital, cognitive component has the best performance from the tourists. Content components are allocated to the greatest satisfaction of tourists (including social and cultural issues of the Masoule people). After evaluating each element of concepts of social capital and satisfaction of tourists, Most effectiveness of each one of the components of social capital(perceptions, structural and communicative) as an independent variable on tourists' satisfaction(Physical-spatial, functional-structural, content, socio-cultural) was evaluated. It is observed that although the cognitive component of social capital has a significant impact on tourist's satisfaction but it has not a significant impact on the physical-spatial factors. In other words, the

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cognitive component has significant impact on structural- functional aspects and content components (socio-cultural) and communicative- structural components have also significant impact on satisfaction. But the most impressive according to the percentage of variance explained by the effect of cognitive component of social capital on the content component (social-cultural) is satisfaction.

Introduction

Social capital, unlike other investors is not physically present, but it's the result of the interaction and social norms. On the other hand, its increasing can cause serious lowering of the costs level of running society and operating costs of organizations. Social capital is not a set of institutions that are the social underlying institutions, but a loop that connects people to each other in the form of organizations, networks and volunteer organizations. The present study sought to evaluate the role of social capital indicators on the satisfaction of tourists. In order achieve this goal; we have examined the concept of social capital based on three cognitive, structural and communication indices. So the effects of each of these indices on tourists satisfaction indices (physical-spatial, structural-functional and content based (socio - cultural) can be measured.

Materials and Methods

This study is applied in terms of objective, and its approach is descriptive-analytic, with a sample size of 384 patients that was performed on tourists in the historic town of Masuleh. The data collection tool in this study include: library studies to collect information about research literature and reveal the social capital concept and satisfaction of tourist and filed studies which were used in this section, to obtain the relation between the variables, the questionnaire was used. The reliability of which was obtained using Cronbach's alpha of 0.712. The independent variables included all aspects of social capital and the dependent variable is the satisfaction of tourists. The tools to analyze the data are descriptive statistics including frequency, mean and standard deviation and inferential statistics including Friedman test and canonical correlation. This is done in the form of SPSS software. The concepts of this research are social capital and satisfaction of tourism.

Discussion and results

In response to the first question, cognitive dimension with an average of 25/3 and communication dimension with an average of 17.3 and structural dimension with an average of 72.2 were optimized, but to ensure about the conclusion, regarding answers to the survey questions, we used Friedman test with the participation of 384 tourist and confidence coefficient of 95%, Friedman test results show that Friedman test statistic with degree of freedom equal to 363/04 and significance level of 0.000, which is smaller than 5% error. In other words, the null hypothesis, based on the identity of the dimension performance has been rejected, and we conclude that the cognitive, social and communicative

dimensions in terms of tourism don't have identical performance and have significant differences in performance in the second question based on Friedman test, respectively, content dimension (social and cultural) with an average of 3/13 and functional-structural dimension with an average of 2/09 and physical-spatial with a n average of 1/2 have improved performance. But to ensure about conclusions, regarding answers to the survey question, we will use Friedman test with participation of 384 tourist and confidence coefficient of 95%. Friedman test results show that the Friedman test statistic with freedom degree of 2 is equal to 438/28 and significant level is 0.000, which is smaller than 5% error. In other words, the null hypothesis has been denied based on the identity of tourist satisfaction in these dimensions, so we conclude that tourist satisfaction based on content aspect (socio-cultural), physical-spatial and structural-functional dimensions was not identical and there is a significant difference in satisfaction of these dimensions. Since the aim of third question is to investigate the relation between a set of independent variables and the dependent variables, canonical correlation was used, although cognitive dimension of social capital has a significant impact on the satisfaction of tourists, but it had no significant effect on spatial and physical factors. Because the level of significance in this case is equal to 0.24, which is upper than 5% error, about other aspect, the significant level is lower than 5% error. In other words, the cognitive aspect has a significant impact on structural-functional and content (socio-cultural) aspects and also communication and also structural and communicational aspects have a significant impact on all aspect of satisfaction but the most minor impact with respect to the percentage of variance explained by the effect of cognitive dimension of social capital on the content (socio-cultural) is satisfaction.

Conclusions

In order to analyze the level of tourists' satisfaction, canonical correlation method and Friedman test have been used. The research results showed that cognitive dimension has the best performance from tourist's view as well as the most satisfaction of tourists, is allocated to content aspect (including social and cultural issues of Masuleh citizens). Based on canonical correlation, also among the independent variables according to the percentage of variance explained by effect of cognitive dimension of social capital on content (socio-cultural) aspect is satisfaction.

Keywords: Social Capital, Satisfaction of Tourists, Masuleh town.

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**Journal of Tourism Planning
and Development**

Vol.5, No.18, Autumn 2016

Pages 23-28

The Effects of Religious Tourism on Improvement of Rural Life Quality (Case Study: Rural Areas of Mashhad)

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Extended Abstract

From a social perspective, acceptance of religious tourists by villagers can affect the interaction between people and also the livability. The present study evaluates the impact of religious tourism on improvement of life quality among rural areas of city of Mashhad. Present work was an applied research and was carried out by using descriptive-analytic methods. The statistical population in this study was chosen among villages which had saint tombs all around the city of Mashhad. The sample size was calculated as 196 tourists by using Cochran formula, and the host population size was determined as 185 people. In this research, the analysis unit was "village", and data obtained from questionnaires were assessed by using two statistical analysis software SPSS and LISREL. Findings showed that among the surveyed villages Mayami and Hesar had the highest average (Research indices) and Khajeh Hoseinabad recorded the lowest score. Also, regarding to the normality of the research indicators LISREL software was used to assess the effect of religious tourism on the quality of life. These results showed that there is a significant relationship between religious tourism and life quality, and the final LISREL model revealed that religious tourism is most effective on physical and social same as economic and environmental dimensions, respectively. So for the development of religious tourism the following is suggested:

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Coordination of local institutions and executive agencies, increase in the quantity and quality of facilities of saint tombs and villages, and paying more attention accompanying appropriate monitoring service.

Introduction

The presence of tourists in a rural area of the region affects many aspects of life in this issue reflect the effects that religious tourism is the quality of life for rural residents. So it seems essential to the investigation of these effects in the development of religious tourism and improve the quality of life in the villages where this activity is prevalent in step, Therefore, this study aimed to analyze the role of religious tourism in improving the quality of life of rural households resort city of Mashhad is a sphere of influence. According to the key questions that will be answered “What percentage of rural households living on promoting religious tourism of quality of rural life in study area (hinterland resort city of Mashhad) have an effect?”

Materials and Methods

The study was a cross sectional descriptive study methodology is applied. The unit of analysis in this study villages. Data collected from the questionnaires using SPSS statistical analysis software were used. The two Lisrel and GIS software has been used in different parts of the research. Walkway to determine the sphere of influence of Rupert pattern which is used in the model for the city of Mashhad 59 km (the radius of the sphere of tourism) is obtained. The population in this study villages has tombs of saints in the city of Mashhad tourism According to field studies of 13 villages has a town of Mashhad and Binalud that are in the sphere of tourism. And according to the terms of the spatial distribution of villages in all districts randomly selected from each district a village that has finally determined the total number of sample 7 villages. These include: village Hesar of the town Binaloud and Tabadakan, Khajeh Hoseiabad, Androkh, Pievejan, dehsorkh and Miami, the town of Mashhad in 2011 with the number of households are equal to 2259 households. The dependent variable (quality of life) research in the four dimensions of economic, social, Physical and environmental that included a total of 13 indicators and 65 items and the independent variable (religious tourism) has been little 6 indicators and 20 items.

Discussion and Results

According to the LISREL output value χ^2 / df are calculated is equal to 0.38 χ^2 / df bottom represent the perfect fit model. Because the value χ^2 / df is less, the proposed model is more suitable model according to the following results were obtained from the output LISREL software.

RMSEA= 0.018 و P-valu= 0.0667 و $\chi^2/df= 0.38$

The amount of (p- value) higher than the standard level of significance ($\alpha = 0.05$). So the model is a good model. Also according to the amount obtained

RMSEA (0.018) and less than (0.05), the model of optimal fitness and is reliable.

In total the model LISREL show that the quality of life indicators used in research and development of religious tourism and there is a positive significant relationship. Tests show that the model used is appropriate for all indicators.

Conclusions

According to the research findings in this study, the highest mean R (religious tourism and quality of life) belonging to two villages are Hesar and Mayami Because these two villages are better in terms of religious tourism in the state of its effects on the quality of life for residents of both villages is higher than the other. The lowest index Khajeh Hoseinabad village is owned research. Because the village relevance is not in good health and rural areas is not adequate facilities for tourists. The result of the tourism boom in the tourist village which naturally have a positive impact on the quality of life of rural residents have failed. Due to the significance of hypotheses by LISREL software output index relations between religious tourism and quality of life confirmed and So The final model shows that religious tourism as well as on the physical, social and economic and environmental dimension size is most effective.

Keywords: Religious Tourism, Quality of Life Dimension, Village, Hinterland Tourism in Mashhad.

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and Development**

Vol.5, No.18, Autumn 2016

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The Impact of Cultural Intelligence on Job Performance (Case Study: Incoming Tour Leaders in Tehran)

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Extended Abstract

Introduction

In tourism industry, self-interactivity and also all that interacts with other cultures during all stages of the journey or travel is inevitable, so the phenomenon of cultural intelligence is essential in facilitating interactions of tourists with the host community. Tour guides play an important role in such interactions, so given the importance of cultural performance of incoming tour guides inputs and important component of cultural intelligence in effective interactions, this research analyzes the impact of cultural intelligence of incoming tour guides on their job performance. In this study, we try to search these assumptions are discussed in the following analysis:

The main hypothesis: Cultural intelligence affects the job performance of incoming tour guides.

Sub assumptions:

- 1) Cognitive cultural intelligence has effect on job performance of incoming tour guides.
- 2) Metacognitive cultural intelligence has effect on job performance of incoming tour guides.

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- 3) Motivational cultural intelligence has effect on job performance of incoming tour guides.
- 4) Behavioral cultural intelligence has effect on job performance of incoming tour guides.

Materials and Methods

The statistical society of this research includes the incoming tour guides of Tehran and foreign tourists. To estimate the required sample size of the society used available sampling and Cochran method. Due to the lack of access to incoming tour guides, 70 questionnaires were collected and to each guide was 4 tourists whose number were equal to 280 people. The questionnaire included two types which were cultural intelligence and job performance. Standard questionnaire of cultural intelligence (that has 4 domains and 20 items) has completed by cultural-historical incoming tour guides of Tehran in the five options Likert. Stability of cultural intelligence questionnaire is 0.803. Researcher questionnaire has two individual and specialized features aspects. Tourists ranked the job performance of their guides according to these features, in a Likert 5 options. The reliability of the job performance questionnaire with 0.926 number was confirmed. To describe the demographic variables, used descriptive statistics. For the analysis of research data used correlation coefficient, confirmatory factor analysis and partial least squares method.

Discussion and Results

The results of the analysis of the data shows, according to the coefficient of 0.690 and t-statistics on the amount of 12.607 at the level of 99% significant, cultural intelligence has a positive impact on incoming tour guides job performance. Given that the t-statistic is greater than 1.96, the main research hypothesis is confirmed. The main result of the hypothesis shows that when the cultural intelligence incoming tour guides score is higher, that will has better job performance. As well as aspects of cultural intelligence (cognitive, metacognitive, motivational, behavioral) in the 99% confidence level has a significant positive impact on job performance of tour guides. So all the hypotheses of this study are confirmed. According to the results cognitive cultural intelligence has greatest impact on performance of tour guides and cultural behavior has less impact on performance of tour guides.

Conclusions

To consider the findings of this study can be said that cultural intelligence of incoming tour guides can affect their job performance. Cultural intelligence is the ability to understand the cultural understanding an improving their functions of incoming tour guides. To promote the tour guides conducting cultural intelligence, simulation and role-playing method can be used. This method is very useful, especially for new incoming tour guides. Tour guides with a high level of intelligence, attention and energy required to cross-cultural situations in

the tourism industry. Cognitive dimension of cultural intelligence increase the ability to maintain cultural values of tourists and tour guides. Strong tour guides in the meta-cultural intelligence, can modify their assumptions about other cultures and has consciously and ultimately better performance in dealing with tourists and providing services to them.

Keywords: Cultural Intelligence, Incoming Tour Leaders, Tour Leaders' Job Performance.

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and Development**

Vol.5, No.18, Autumn 2016

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Explanation an Interpretive Structural Model of Travel and Tourism Competitiveness Indicators (Case Study: Fars Province)

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Extended Abstract

Today the competition as an economic concept of sustainable development has a significant impact travel and tourism industry. The aim of this study is to provide a structural interpretation Modeling of the Travel and Tourism Competitiveness indicators of the in Fars province's on based 2015 world Economic Forum report. This research Study due to understanding and practical knowledge for officials and policy makers in identifying and ranking the province's tourism industry index affecting tourism competitiveness, in term of the aim is an applied research and in terms of data collection methods is descriptive survey. In order to finalize the indicators of competitiveness the travel and tourism in the Fars province, the content validity and a survey of 10 experts from the academic and administrative areas of Fars Province Tourism is used and for levelling of indicators, the interpretive structural modeling is employed. The findings from the content analysis method illustrate that finally 17 key indicators at 6 levels are considered important. The study results show that the tourism industry priority for the government is the key indicator for increase the competitiveness of tourism industry in the Fars province and Iran's

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weak position in the latest rankings from the perspective of the world Economic Forum indicates that there is a need for government attention to the development of the tourism industry. On the other hand indicators such as how to deal with customers, sustainability of travel and tourism industry development and the number of World Heritage Centers are most dependent on other indices and are influenced by them.

Introduction

Considering the tourism industry in the economy of the province a great impact on improving the province's economy, increase employment and per capita income and the development of the province. Achieve these goals without more attention curators and tourism facilities and infrastructure, and facilitating the introduction of tourism and archaeological attractions, cultural and natural would not be possible Which One of the most important things that can be done to identify indicators of competitiveness, development of travel and tourism in the province.

According to the Global Competitiveness Index reports that defines conditions and Based on Ability to compare large number of countries in the field of tourism provides. The aim of this study structural interpretation Modeling of Travel and Tourism Competitiveness Index of the World Economic Forum index is based Fars province. Interpretive structural model when large number of elements and the relationships between complex components, can be simple and tangible relationships and the complexity overcome (Agarwal et al, 2007). In general, what distinguishes this study from other internal and external research, providing a new framework and Scientific of travel and tourism competitiveness index using interpretive structural model for ranking and the relationship between these indicators.

Materials and Methods

This research Study due to understanding and practical knowledge for officials and policy makers in identifying and ranking the province's tourism industry index affecting tourism competitiveness, in term of the aim is an applied research and in terms of data collection methods is descriptive survey. The sample consisted of 10 experts from the academic and administrative areas of Fars Province Tourism, four of them Shiraz University faculty members, Three of them have a master's degree in the field of Province Tourism and tourism, And three of them visiting professor at the university and has organized activities in the tourism industry in Shiraz. The research tools are two questionnaires. The first questionnaire is the for the finalization of the method and content validity index and the second questionnaire to the leveling of the indexes, and is using interpretive structural modeling

Discussion and Results

To extract the indicators of the development of travel and tourism experts in the field of travel and tourism in the province were used. For this purpose, 10 of these experts have expressed willingness to cooperate in this research. The experts, including faculty members and experts in the had field of tourism and high experience in various fields. The opinions of the experts in carrying out and content validity of the questionnaire was used to the structural interpretation modeling. After extraction, according to the 2015 Index of the World Economic Forum and Validity of the 17 key indicators that the CVR was greater than 0.75 Table 2 were obtained. After determining the final travel and tourism, using interpretive structural modeling, structural matrix of variables extracted relations. It is necessary to prepare a matrix to identify dependencies between all the elements to be considered in pair. After these two ideas from experts matrix of relationships of variables in Table 3 were extracted.

The study results show that the tourism industry priority for the government is the key indicator for increase the competitiveness of tourism industry in the Fars province and Iran's weak position in the latest rankings from the perspective of the world Economic Forum indicates that there is a need for government attention to the development of the tourism industry. On the other hand, indicators such as how to deal with customers, sustainability of travel and tourism industry development and the number of World Heritage Centers are most dependent on other indices and are influenced by them.

Conclusions

The results of this research model has six levels so that whatever we go from lower levels to higher levels The indicators will be less effective. The results show that the tourism industry priority for the government and then government spending, which is one sixth pillar of the World Economic Forum report are the key indicators or roots. The results show that both the province and the entire country are not suitable as independent variables in the field of travel and tourism. And somehow this analysis can be found in other provinces. It is necessary to state the tourism industry, cost management and training in this industry is the most important strategies and measures they must be at the micro level and the macro level in the country and the provinces must be done.

Keywords: Competitiveness Indicators, Interpretive Structural Modeling, World Economic Forum, Content Validity

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and Development**

Vol.5, No.18, Autumn 2016

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Evaluating Fuzzy Analytical Hierarchy Process in Prioritizing Rural Tourism Development Scenarios (Case Study: Mazandaran Province)

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Extended Abstract

Tourism is the fastest growing industry in recent years and has attracted much attention. Since Iran is among the top ten countries in terms of natural and historical tourism potential, among the top five countries in terms of tourism diversity and the diversity of the craft between the first two countries, thus we choose to evaluate the potential of rural tourism in Iranian Northern provinces "Mazandaran". The objective of this research is drawing a picture, and developing rural tourism and highlighting the desired fields by the help of processing scenario and the Analytic Hierarchy Process. We develop 11 scenarios that include the transformation rural houses to Eco-tourism resorts, the development of rural training camps, the creation of eco hotels, the development of temporary residences in nature, the culture-based tourism development by creating museums, the virgin rural area tourism, the development of culture-based tourism by promoting cultural festivals, the development of health tourism, the food tourism development, the tourism development considering selling souvenirs and souvenir sales development by weekly rural market. Finally, according to the results the virgin rural area tourism scenario the virgin rural area tourism is one of the best tourism scenarios. Additionally we recommend to set up a center of health tourism as center of tourism development in rural area.

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Introduction

According to most scholars of tourism, this industry importance comes after oil, is the second largest industry and has the fastest growth rate, hence the consequences are variety of products and tourist destinations (Imeni gheslugh & Hashemi, 2009). In the field of tourism, rural areas have become the focus of the movement of people to escape from the bustling city life and automation. Today, according to the demand and needs of the rural environment, rural tourism has been developing and been more important (Heidari sarban, 2015). On the other hand, according to Research results, Iran considered among top ten countries in terms of natural and historical tourism potential, in terms of tourism diversity among the five countries of the world and in terms of handicrafts diversity among the world's top two countries (Varesi & Souror, et. al., 2012:175). All of these are highlight the importance of planning in the field of rural tourism for all socioeconomic groups, but with the increasing changes and transformations, we can rely less on forecast-based planning procedures. Macro managers did not respond to the needs and shadow of uncertainty and the emergence of discontinue and amazing events, so that in the world of planners, predicting future changes seem so hard. The inability to accurately predict the future and also due to the increasing complexity has led researches to the new science of futurology. Researchers took advantage of the capabilities and foresight into planning and forecasting developments in the context of their activities. Over less than two decades, this approach in future studies quickly spread among many countries, also swept various fields of science. In the other words, the effective participation in the process of future developments (reduce threats and increase opportunities and choices) requires a futuristic approach that enables having an effective roles in future events (Khazaei, 2007:4).

Futurology process includes a series of attempts by searching for the sources, patterns, and agents of change or stability, to visualize the potential futures and planning for them.

Future Studies reflect the reality of the birth of "ف" from the today's change (or stability).

Futures Studies in species issues involving "possible", "probable" and "desirable" for transformation from the present to the future. Some researchers, including Niiniluoto (2001) research about categories of the nature of futures studies as science or art and eventually referred to as Futurology located in the area of social technology (Niiniluoto, 2001).

In this study the literature on rural tourism and its status as well as the art and science of futurology will be reviewed and its process will be discussed. After this brief review, we focused on Mazandaran province as the case study. Finally, with the express on findings will attempt to answer three main questions:

- ✓ What are possible scenarios for the development of rural tourism in Mazandaran province?
- ✓ Which one of the possible scenarios of development of rural tourism in Mazandaran province is more likely?

✓ Which one of the possible scenarios of development of rural tourism in Mazandaran province is better?

Materials and Methods

The purpose of futurology is creating an image of the future. An image that portray future area and highlight the possible and more likely future event. Also that what the future holds for us is said to depict scenarios. In other words these are elements of our image of the future.

In this research, the two-step process is used:

The first step (collection of possible scenarios): At this stage consultations were used to collect scenarios. Series of face to face interviews with scholars and experts that are trying to think of the future issues and forms of probable and desirable were extracted and collected. The target population for collecting scenarios were experts in the field of rural tourism. Executive experience of at least five years of documented experience in the field of rural tourism or studding rural tourism in the area for five years, provided two conditions that include in statistical population. We used snow balling method in sampling and at the end of the sample collection process scenarios, the number of members rose to 35 people.

After reviewing of the information gathered by researchers, theoretical foundations of each of the proposed scenarios were studied. Then five of the experts in tourism industry were selected and validating the scenarios.

At the end of first step, eleven scenarios were extracted. Each of them covered the different parts of rural tourism investment opportunities. It is worth mentioning that all the possible futures of rural tourism is not limited to these eleven scenarios and an infinite number of scenarios can be added to the list eleven. So we can say that through expert opinion, the list of eleven is the most likely scenario of possible scenarios about the opportunities. The list of eleven scenarios include the transformation rural houses to Eco-tourism resorts, the development of rural training camps, the creation of eco hotels, the development of temporary residences in nature, the culture-based tourism development by creating museums, the virgin rural area tourism, the development of culture-based tourism by promoting cultural festivals, the development of health tourism, the food tourism development, the tourism development considering selling souvenirs and souvenir sales development by weekly rural market.

The second step (extraction of desirable and probable futures): at this stage we used Fuzzy Analytical Hierarchy Process for evaluating the desirability and possibility of scenarios. It is is one of the ranking method was introduce by Thomas L. Saaty in the 80's.

In this step, ten experts on rural tourism in Mazandaran province who were fully aware of the desirability and possibility of scenarios were selected. In this level, two questionnaires were presented to the experts. In one of them they evaluated the scenarios and in the other the possibility of implementing. At the end to get the result, the geometric averaging is used.

Discussion and Results

According to the results, the transformation rural houses to Eco-tourism resorts, the virgin rural area tourism and the development of health tourism were identify as the most likely scenarios. Also the development of temporary residences in nature, the culture-based tourism development by creating museums, the food tourism development and the development of rural training camps are among the scenarios with desirable and possible future.

Conclusions

In this study, we tried to take advantage of the scenarios (as a part of the future constituent units) to fill the gap between existing research in the field of rural tourism. On the other hand, we tried to extract and reviewed different species of rural tourism development and various aspects of the issue. We could take advantage of expert opinion (which is mentioned in the different research) to evaluate the possible ways of development.

At the end in this research we tried to develop, a view that was evaluated the possibility of scenarios to lead to desirable one. Based on the findings, this study represents a desirable and possible future of rural tourism in Mazandaran province. Since the virgin rural tourism as one of the best and the most likely scenarios (based on result) we can recommend to entrepreneurs and investment to focus on virgin village which have not yet invaded by mass tourism and non-sustainable.

Because the young and populated generation of Iran will be old in the near future, setting up a center for health tourism can be used as the core of development of rural tourism.

In the case of rural areas which do not have standards for becoming rural resorts or for any reason local people do not like to share their house with strangers, we recommend to investment on eco-resort.

Keywords: Futurology, Analytic Hierarchy Process, Scenarios, Rural Tourism, Eco-tourism Resorts.

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**Journal of Tourism Planning
and Development**

Vol.5, No.18, Autumn 2016

Pages 45-52

Tourism Creative Product Modeling: Development of 4P's Model (People, Process, Place and Product)

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Extended Abstract

Dynamic environments of tourism industry and also immediate changes in tourist demands, have created the needs to provide creative products and services. This study aims to evaluate the 4P model (People, Process, Place and Product) in areas of Activists Creativity in Tourism Industry. This study used quantitative and survey research. And the population of the study consisted of activists of tourism industry in the city of Ramsar which itself consisted of 1009 people. The sampling method used was simple random and the sample included 278 participants through Morgan Table. After distributing 350 questionnaires, only 324 usable questionnaires were collected. Hypotheses Test was performed through techniques of structural equation modeling (SEM) by using LISREL 8.5 software. Findings showed that all relationships in the 4P model of creativity (the effects of people on place, of people on process, of place on Product and of process on Product) have significant coefficient and all the hypotheses have been confirmed. Creativity in Activists of Tourism Industry in the city of Ramsar needs to integrate its features (people, place, process and product), especially by focus on creative people and identify them during recruiting; because of it provide field of incidence creative place, creative work process and therefore creative product.

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Introduction

In recent studies of urban economies, tourism is listed as one of the most creative industries which not only attracts tourists, but also enhances economic development (Sleuwaegen & Boiardi, 2014). Creativity plays an essential role in obtaining an international competitive advantage because it is the manifestation of the wisdom and knowledge of human capital, which can transform creativity into value creation and offer individuals and organizations a sustained competitive advantage (Wu *et al.*, 2014). Following the rapid development of the tourism industry, changing tourist demands and novelty idea needs, tourism organizations seem increasingly keen to develop employees' creative potential, encourage creative motivation and provide incentive to develop creativity and innovation to attract tourists and develop distinction, economic spin-off and authenticity (Jarabkova & Hamada, 2012).

In early studies, has asserted that the creative thinking process is a problem-solving system adopted by the individual. The creativity aspects of the 4P (person, process, product, and place) model of "person", "process", "place", and "product" have been raised in recent studies (Hansen *et al.*, 2012; Peng , 2013). Tourism and hospitality researchers have yet to develop an integrated theoretical framework of the 4P model that explains the unique, independent effects of tourism organizations' employees to help organizations more fully leverage the influence of the 4P model on creativity.

So the main question of this study is that "what relations are there between the 4P Model of Creativity (creative people, creative process, creative product and creative place) in tourism industry of Ramsar city?

Materials and Methods

This study, has been Quantitative, survey and applied research and was carried out during 1394 year (2015). Population of the study have formed from Activists of tourism industry to the number of 1009 people in the Ramsar city of Mazandaran Province. The sampling method was Simple random. Sample size Through Morgan table was calculated 278 participations. Research data were obtained through questionnaires. After distributing 350 questionnaires, were collected 324 complete and usable questionnaires. Validity of the questionnaire through convergent validity and reliability of the questionnaire by using Cronbach's alpha and composite reliability were examined that they were good and acceptable for all variables. Examines the hypotheses of the study was carried out through structural equation modeling technique by using LISREL 8.5 software package and SPSS22.

Discussion and Results

The present study aimed to develop and evaluate 4P model (people, process, place and product) in the field of employees' creativity in tourism industry. The results showed that creative people positively affect the Creative work place in

the tourism industry, this is in line with the findings (Horng et al., 2014; Zhu *et al.*, 2013; Gange *et al.*, 2012; Kamdar & Van Dyne, 2007; Liu & Wall, 2006). Second sector of findings showed that creative people positively affect the Creative process in the tourism industry, this is in line with the findings (Horng et al., 2014; Zhu *et al.*, 2013; Gange *et al.*, 2012; Zhang & Bartol, 2010). Moreover, it was found that creative work place positively affect the Creative product in the tourism industry, this is in line with the findings (Horng *et al.*, 2014; Dul *et al.*, 2011; Choi *et al.*, 2009; Schepers *et al.*, 2007), and finally, It became clear that creative process positively affect the Creative product in the tourism industry, this is in line with the findings (Horng *et al.*, 2014; Zhang & Bartol, 2010; Horng & Hu).

Conclusions

Overall, it can be argued that factor of employee personality is one of the most important affecting on climate of business environment and creative process. Tourism organizations can increase your level of creativity through select people who have proactive personality. The employees with proactive personality, effectively participate in the exchange of information that it can lead to a friendly working environment. On the other hand, the creativity is dynamic factor that need to integrate in its process characteristics.

since the employees of tourism industry compared to other organizations and industries will experience more stress in their working environment, Recommended To the managers of the tourism organizations in Ramsar city, that in the selection of personnel and their employees, choose people that have positive attitude to their job, Because they not only encourage other employees to trust-oriented communications, but also motivate others in solving problems and difficult job, and affecting the process of creative thinking and improve organizational performance. Managers should constructively and accurately expand Positive working environment in order to foster creative people, creative environment and creative processes, creative products and performance through awareness to employee by using display innovative abortive efforts of people with negative personality at a time when employees encounter problems during the build creative process.

Keywords: Creative Employee, Creative Place, Creative Process, Creative Product, Tourism Industry.

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**Journal of Tourism Planning
and Development**

Vol.5, No.18, Autumn 2016

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A Model of Tourism Destination Branding for Iran: Integrating the Concepts of Branding and Destination Image

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Extended Abstract

In today's world branding is a modern concept that is used for goods, services, organizations and even countries. This study aimed to test a theoretical model of destination branding. This study reviews the literature on destination branding, destination image and reasons for revisiting and recommending. It was proposed that destination image (brand image) is a multi-dimensional construct, influenced by the cognitive, unique, and affective images that collectively affect tourist behaviors. For this purpose, an empirical test was conducted in Iran. It is proposed that the overall image of Iran (brand image) as a mediator between its brand associations (cognitive, affective, and unique image components) and tourists' future behaviors (intentions to revisit and recommend). The target population of this study was incoming tourists, who visited at least four cities of Iran (Tehran, Esfahan, Yazd and Shiraz) during their trip to Iran in May and June 2015. To evaluate the relationship between structure variables partial least squares method is used and the data was processed with the statistical package visual pls. The results confirm a positive effect on visitor's overall image on tourists' future behaviors (intentions to revisit and recommend). Overall image is influenced by three types of brand associations (cognitive, affective, and unique image). In addition, affective image had the first largest impact on the overall image formation.

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Introduction

Nation brand is a wide spectrum of nation's activities that includes export of foreign investment, culture and cultural heritage, people, governing and tourism. Actually, nation brand is a symbol of a nation from different dimensions. The main goal of this study is determining the relationship between affective image variables, overall image of a nation brand, cognitive image, unique image, intention to revisit a country and recommending it to others. And in case of such a relationship, what will be its limit and extensions? Correlations studies will evaluate some of variables, presuming that they have relationships with some variables.

Material and Methods

According to target, current research is applied research which is aimed to deals with solving practical problems. The current study categorized as a descriptive research that is used to describe characteristics of a population or a phenomenon being studied. Descriptive research generally precedes explanatory research. According to data collection this is a survey research, the researcher selects a sample of respondents from a population and administers a standardized questionnaire to them. Survey research is often used to assess thoughts, opinions, and feelings. A good sample selection is a key method, as it allows one to generalize the findings from the sample to the population, which is the whole purpose of survey research. The target population of this study was incoming tourists, who stopped at five selected city (Tehran, Esfahan, Yazd and Shiraz) during their trip in May and June 2015. Because the size of population was not clear, simple Random Sampling was used in this study as a sampling approach and the sample size was set at 384.

Discussion and Results

This study aimed to test a theoretical model of destination branding. It was proposed that destination image (i.e., brand image) is a multi-dimensional construct, influenced by the cognitive unique and affective images that collectively affect tourist future behaviors (intentions to revisit and recommend). Overall, the results showed that destination image exerts a mediating role between the three image components as the brand associations and the behavioral intentions. Overall image must be considered as an important factor in tourism marketing because its critical impact on tourists' intention to recommend as an important information source has to form overall image of particular destination in potential tourists' minds. Based on the results of this study, first affective-emotional and then the unique images of Iran have the most influence on destination general image (Iran). In addition to the theoretical contribution on destination branding, this study provides practical implications especially salient for the Iran. It reflects all the key components of a destination brand including its positioning, its rational (head) and emotional (heart) benefits and associations, together with its brand personality. The results show the least

influence of conceptual-cognitive image among affecting factors on general image of Iran. Refer to effective factors on these images that includes quality of experiences, local attractions, environment, infrastructures, entertainment and recreations and items used for assessing these factors, following suggestions have been discussed to improve the situation.

Conclusions

Based on the study results through questionnaire, shopping centers and facilities and access to the tour itinerary have the least impact on effective factors of trip experience quality. Another effective factor on effective-cognitive image to consider is local attractions. The third influential factors are country infrastructures and public environments. Among items forming it, variety of local foods has the least influence so it is proposed that cultural heritage organization as tourist proctor and municipalities as city branding proctor proceed on special local and national food festival and also tourism exhibition advertising in the field of traditional (home-made) foods.

Keywords: Destination Branding, Destination Image, Brand Image, Brand Associations

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