



## فصل نامه برنامه‌ریزی و توسعه گردشگری

سال ششم

شماره بیستم

بهار ۱۳۹۶

شماره استاندارد بین‌المللی: 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:

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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

شماره ۲۰ فصلنامه علمی- پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری با تلاش ارکان علمی و اجرایی مجله منتشر شده و اکنون در اختیار استادان، پژوهشگران و دانشجویان گرامی قرار گرفته است. جای بسی مسرت است که این فصلنامه، در آخرین گزارش پایگاه استنادی علوم جهان اسلام، در سطح بندی نشریات در رده Q1 قرار گرفته و دارای ضریب تاثیر حدود ۴ برابر میانگین ضریب تاثیر علوم انسانی می‌باشد. این در حالی است که نشریه با همکاری اعضای محترم هیات تحریریه و داوران گرامی، به روز و مستمر منتشر شده است. امید است همچنان با ارتقای بیشتر کیفی مقالات، در راستای دو هدف مهم؛ ارایه نتایج پژوهش‌های کاربردی برای رفع مشکلات کشور در حوزه گردشگری و توسعه مرزهای دانش بر اساس ماهیت کارهای پژوهشی و پرهیز از دوباره‌کاری‌ها و اتلاف انرژی و منابع کشور گام برداریم. بدیهی است مجله در چارچوب وظایف ذاتی خود، اخلاق پژوهشی را سرلوحه کار خود قرار داده است و بر این اساس و در راستای آئین‌نامه اخلاق پژوهشی وزارت عتف، با هر نوع سرقت علمی برخورد جدی می‌کند.

فصلنامه برنامه‌ریزی و توسعه‌ی گردشگری، بر اساس خط مشی‌های کلان و اهداف یاد شده، 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 سایر موضوعات مرتبط	

اگرچه داشتن مبانی نظری و نیز مشارکت نظری مقاله، در پیشبرد حوزه‌ی دانش تخصصی الزامی است، آن دسته از مطالعات موردی دارای جامعیت در حدود پژوهش هستند (به عنوان نمونه، مطالعه‌ی موردی در سطح استانی، کشوری، منطقه‌ای یا بین‌المللی)، در اولویت بررسی قرار خواهند گرفت. 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 فصلنامه 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 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، نتیجه‌گیری (Conclusions)، واژه‌های کلیدی (Key words) و منابع (References) تنظیم گردد.
- ۱۱- منابع فارسی در صورت انتخاب به عنوان ۶ منبع کلیدی 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 شده: 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 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. 6  
No. 20  
Spring 2017  
ISSN: 2322-309 X**

# *Journal of Tourism Planning and Development*

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*Dr. Masoud Ruhani (Persian), Dr. Mahmoud Azizi (English)*

**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:** *jtpd@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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## **Higher Education, Ethical Action, and Sustainable Tourism: A Hermeneutical Approach**

**Hojjat Saffar Heidari<sup>1</sup>**

### **Extended Abstract**

#### **Introduction**

In terms of economics and culture, tourism industry, nowadays, has obtained a unique importance. However, economic profits of tourism have produced some cultural and ecological risks. Emphasizing sustainability of tourism as an ideal condition and as a way to encounter with these risks. Sustainable tourism development involves two categories of objective and epistemological conditions. Objective conditions imply economic, social and natural features of societies which enjoy tourism attractions. Epistemological conditions refer to tourist's attitudes and understanding in regard with legacies and cultural traditions of other countries. Such a kind of attitude and understanding affects tourist's beliefs, attitudes and their behaviors. It is tried in this paper to study roles and three ideas of sustainable tourism as an ethical ideal, cultural understanding as epistemological condition of sustainable tourism's fulfillment and finally universities roles in producing and disseminating required skills and knowledge for its developing by assisting Gardener's hermeneutical theory in relation with one another. The main declaration of this paper is sustainability in tourism depend on changing of understanding and our interpretation of understanding itself.

#### **Method**

Based on the philosophical and theoretical nature of discourse, the method of study is descriptive, analytical and inductive. Each of intended methods is applied for one area of study. The descriptive method to express thinkers whose

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ideas we benefit from., the analytical method to illuminate concepts and propositions which have a crucial position such as, sustainable tourism, understanding, ethical action, communication in our study and inductive method to link between sustainable tourism, communication and ethical action in one hand and to link mentioned items with universities responsibilities in another hand have been used. In recent method, after studying and selecting extracted texts from intended sources, the appropriate and related conclusion would be declared.

### **Discussion and Results**

The findings show universities can possess a leading role in tourism development. Their responsibilities in this area is to establish epistemological development's context through teaching and researching to fulfill this responsibility , universities are able to provide necessary contexts to offer a clear picture from essence and understanding itself process and to teach its skills . The orthodox picture is a instrumental interpretation of understanding based on subject-object contrast and dichotomy in which the cultural traditions percept as object. The consequence of such attitude is to exploit the other which leads to destruction. The opposite side of this attitude is hermeneutical understanding. In hermeneutics theory, understanding is a kind of permission or disclosure to be percept and seen. Two main features in this theory of understanding are historicity and language. Historicity of understanding refers Man's historicity. This human condition affects Structures of understanding and plays a role in every single understanding. For its disclosing through tradition and language, Understanding is a language-based event. Language protects tradition and it is the media to reconcile with tradition. Tradition hides itself through language and the language is the mediator of tradition's appearance. In one hand, this interpretation of understanding refers to the connection with tradition and in another hand it fulfils the necessity of dialogue as a ethical action between people which is only possible via learning skills such as, listening , toleration , benevolence , honesty, optimism and patience. The consequence of dialogue, according to Gadamer, is the fusion of horizons, a situation in which the disclosure of the meaning of culture becomes possible.

It is tried in this paper, by assisting hermeneutical theory of understanding, to study sustainable tourism in connection with concepts such as, understanding, communication, dialogue as an ethical action. The main hypothesis of the paper is the sustainability of tourism is depending on our changing of understanding toward cultural traditions. If one doesn't take tourism as phenomena for gaining profits or superficial visual entertainment and percepts tourists as aware actors who chase lived experiences of social people, he can expect from universities to take shoulder the responsibilities of teaching and researching. Hence two kinds of understanding have been discussed. The first looks national, native and local cultures through an instrumental vision and the latter looks it by emphasizing on communication contexts which make it possible to disclose human cultural

experiences through language in a form of dialogue. What Gadamer takes as fusion of horizons becomes possible via lived experiences of tourists and target societies. In another hand, the recent perspective in its essence bears ethical action. Because every kind of human communication with an intention of understanding require a will to ethics. An honest endeavoring to understand other's horizons depends on avoiding dogmatic prejudices, evoking the sense of respect, stimulating responsibility in tourists in relation with other culture and being humble toward cultural experiences of other societies, all are the elements of ethical action in sustainable tourism. It seems the dissemination of such attitude in regard with understanding and its categories along with other objective elements supports the sustainable tourism and decreases its destructive roles. Then it is expected from universities, in one hand to teach skills and knowledge to adolescents and in another hand to educate researchers who make possible the deep understanding of different other cultures. Universities as the professional institution of skills and knowledge's production and distribution have a numerous potential in changing of our understanding toward world, society and cultures.

**Keywords:** Sustainable Tourism, Understanding, Ethical Action, Hermeneutic, University.

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## **Phenomenology of Religious Tourists' Experiences (Case Study: Harsin City)**

**Jamal Mohamadi<sup>1</sup>**

**Sadeg salehi<sup>2</sup>**

**Zainab Nikufal<sup>3</sup>**

### **Extended Abstract**

#### **Introduction**

This study is an attempt to have a phenomenological reflection on experiences of people who travel to Harsin city as a pilgrim in order to pay a visit to the sacred grave of Ememzade Mehdi and Emamzade Bagher. These visitors believe that their travel can be categorized under the name of religious tourism, that is a tourism in which gaining and approaching the sacred is the ultimate goal of participants.

#### **Introduction**

In this research, relying on the concepts and literature of religious tourism, especially the theory of aspects of religiosity, we have tried to interpret the sense-making aspects, justifying devise and practical consequences of travels oriented to pilgrim sacred graves. To do so, we have used a phenomenological approach. Through using this, we tried to apprehend deeply the subjective meanings and intentions people make when countering the sacred place. Here, we see an articulation of tourism and pilgrimage, not just a travel or recreation, but a religious experience by way of tourism.

#### **Materials and Methods**

As researchers, we attended at these two sacred graves in Harsin and observed directly the rituals, rules, mores and customs which direct the behaviors and

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experiences of pilgrims. We have also used deep individual interview to understand profoundly their ways of being in these places. The samples are chosen through theoretical/purposeful sampling. We interviewed with 20 people about their experiences and the ways they used to encounter with the sacred place.

### **Discussion and Results**

The findings show that, from the viewpoint of visitors, pilgrimage, in practical aspect, means to participate in some individualistic and communal rituals; in epistemological aspect, it renders to increasing in religious knowledge; in faith aspect, it provides the way for reaching intercessor and to gain worldly profits and other-worldly rewards; in spiritual aspect, it provides for them a sense of emancipation and consolation; and finally in the field of consequences, it creates a kind of moral responsibility and social belonging. So, religious tourism has multidimensional aspects and cannot be reduced to a non-distinctive reality.

### **Conclusions**

To understand the subjective and mental conditions that religious tourists experience, it is necessary to attend the space or enter the world of participants objectively and subjectively. The religious sacred place of Emamzade persuades individuals to go beyond their everyday life and ordinary experiences. They feel a kind of spiritual alteration. Pilgrimage is not a tourism just like other kinds of tourism, but it is a mysterious symbolic space which attracts an influence on the tourists' mental and physical conditions. The main point here is that going to Emamzade is nowadays done in the form of tourism as a modern phenomenon.

**Keywords:** Pilgrim, Religious Tourism, Phenomenological Approach, Social Belonging, Spiritual Aspect.

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## **A Study of Factors Effecting Employees' Behavior as Brand Ambassadors in Hotel Industry of Shiraz**

**Sayed Hamid Khodadad Hosseini<sup>1</sup>**

**Zeynab Mirzaei<sup>2</sup>**

**Mehrali Hematinezhad<sup>3</sup>**

### **Abstract**

Nowadays, employees constitute the core competency of hotel industry which can generate a sustainable competitive advantage. So far, brand equity research has been concentrated on the improvement of the relationship between customers and the organization; however, brand equity can also be formed from the perspective employees. In this research, sampling method was accidental and the data was obtained from 246 employees at a five-star hotel in Shiraz city. To test the validity of questionnaires, convergent validity and content validity are used. Reliability test is performed by cronbach's alpha (0/79) and composite reliability methods. Structural equation modeling techniques and smart PLS software were selected for verifying the hypotheses. Results show a significant relationship between employees perceived brand knowledge with employees brand commitment and also employees perceived brand role relevance with employees brand commitment. There was significant relationship between employees perceived brand knowledge and employees perceived brand role relevance with employee brand equity. The relationship between employee commitment and employee brand equity is also confirmed. The research also showed that there is a significant relationship between employee brand equity with employee brand endorsement, employee brand allegiance and employee brand consistent behavior.

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## **Introduction**

The hotel industry is a significant part of the tourism industry worldwide and its employees play a key role in delivering the service product, it's to customers. Excellent service provided by employees can create lasting positive experiences for customers. Under keen competition in tourist hotel industry, how employees offer the best service to customers has become the most important issue for hotel administrators (Tsaur et al, 2004). Employees being the primary ambassadors of brands in the hospitality industry, it is important that they perceive their role responsibility in delivering the brand promise to customers. Within the hospitality industry, where the final product is co-created by both customers and employees, the role of the employee is emphasized as a conduit in the establishment of customer brand relationships (Xiong et al, 2013). Since acquiring external brand equity (based on the customer) through the acquisition and strengthening internal brand equity (based on the employee), it is possible (Hosseini et al, 2013). in order to make effective communication with Customers hotels employees need to understand your brand equity and become brand ambassadors.

In tourism industry, brand ambassadors are employees who can bring ideal experience for customers, as a result, it is essential that employees behave consistent with the organization's brand. Kandampully and Duddy (2001) promote the need for tourism managers to identify innovative ways to extend employee behavior. Previous research in the field of brand ambassadors include Olwen (2012), Rehmet and Dinnie (2013) and Singh (2010). Xiong et al. (2013) have stated that employees brand understanding the critical factor in achieving the brand's ambassadors.

Since employees serve as brand ambassadors during service encounters, their understanding of the brand identity and service skills becomes crucial in effective brand management. Employees brand understanding (brand knowledge, brand importance, brand relevance, brand confidence and role clarity) determine their level of brand commitment (Xiong & King, 2013). The most important measure in determining brand equity is commitment in internal branding research (Kwon, 2013). The concept of employee-based brand equity – which we define as the value that a brand provides to a firm through its effects on the attitudes and behaviors of its employees (Tavassoli et al, 2014). Hadizadeh Moghadam (2012), King (2010), Xiong & King (2013), Kimpakorn and Tocquer (2009) have examined the role of employees in hotels. Since Shiraz as a major tourist city and pilgrimage, has great potential in tourism development, hotel employees' behavior can increase the tendency of tourists to stay in city hotels. Therefore, in this study, employee brand equity has examined as a result that employees can become brand ambassadors and act as a representative of their hotel. The purpose of this study was to examine employee brand understanding, confidence, role clarity, and commitment on employee brand equity, which ultimately can lead to brand endorsement, brand allegiance and employee brand consistent behavior. According to previous studies, there

are little studies in the field of employee's brand equity and their role as brand ambassadors.

### **Material and Methods**

This applied research has been built upon data gathered through questionnaires distributed among 246 employees of five-star hotels in Shiraz using non-probability method. To check the validity of questionnaires, content validity and convergent validity are applied while for testing the reliability, Cronbach's alpha (0/79) and composite reliability are used. To test the hypothesis, structural equation modeling method using smart PLS software has chosen.

### **Discussion and Results**

Results indicate a significant relationship between perceived knowledge and perceived relational role of brand with commitment and brand equity from the perspective of employees. The link between employee commitment and brand equity also confirmed.

### **Conclusion**

The study also showed that the relationship among employee based brand equity, brand endorsement, brand allegiance and brand consistent behavior is significant.

**Keywords:** Employee based Brand Equity, Brand Commitment, Brand Ambassadors, Hotel Industry.

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## **Survey Factors Affecting Tourism Destination Brand Equity (Case Study: Savadkuh County)**

**Mohammad Najjarzadeh<sup>1</sup>**

**Vahideh Jafari<sup>2</sup>**

**Zohreh Kiani Feizabadi<sup>3</sup>**

### **Extended Abstract**

In the landscape of contemporary tourism industry, due to growing competition of tourism destinations, destination brand development has become a strategic tool around the world. Having a successful tourism brand can be highly influential in increasing destination competitive advantage, attracting tourists and consequently will result increased revenues from tourism and national economic prosperity. This will be possible through a strategy of brand equity.

### **Introduction**

Tourism has had a positive effect on the country's economic development, particularly in terms of foreign exchange earnings, the employment rate, taxes and other areas (Richards, 2013). However due to increasing competition and the emergence of phenomena such as global markets, domestic industries of every country need to increase their competitive advantages. Brand equity is one of the strategic tools that causes commitment and higher frequency of consumption, increasing economic value for shareholders and expands economic activities beyond geographic boundaries (Iranzadeh et al., 1391). Brand equity is the core concept of brand management and has been studied from different perspectives. From the perspective of Keller (1993) brand equity is the distinguished effect of brand knowledge on consumer response and reaction to marketing and strengthens preferences and purchase intentions of customers (Ranjbarian and

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Ghaffari, 1393; Namin and Ishmael Musharraf in 1392; Amari and Zende del, 1391). Aaker and Equity (1991) defined brand equity based on the following five dimensions: 1) brand loyalty: the attitudes and behaviors of visitors to a particular brand destination show their own unique preferences, and they recommend that others visit that destination; 2) brand awareness: this refers to the extent that consumers recognize and remember the destination; 3) perceived quality: this refers to the quality of the tourism products or services offered by the destination, the level and degree of satisfaction in the minds of consumers, and their subjective feelings; 4) brand association: this dimension refers to the destination brand in the minds of consumers, including what they think about the brand, its product features, its functions and levels, the consumers' interests, the product's relevance to the consumers' lives, associated personality traits, and its competitors or countries; and 5) other exclusive brand assets (other proprietary brand assets); this dimension includes patents, trademarks, and the relationship between a company and its competitors (Bianchi et al., 2014)

Savadkuh is a county in Mazandaran province which has the lowest relative density of population in the province. On the other hand, according to the censuses conducted from 1375 to 1390, despite population growth in the country, this city had negative population growth (-19 percent). Apart from the population growth control, one of the main reasons of negative growth rate is emigration from the county to work and live in other cities since the unemployment rate in this county is 20/59 percent (Divsalar et al., 1392)

Concerning these evidences, Tourism can play a crucial role in job creation and preventing emigration. Because of its geographical, historical and cultural features, Savadkhouh county is a good place to develop various types of tourism such as geotourism and ecotourism, medical tourism, cultural, natural, sport and religious tourism. Therefore, evaluating the tourism destination brand of Savadkuh is an essential element of formulating marketing strategies for this destination.

Finally considering concepts in brand equity literature, this study tries to evaluate the important and effective factors in the development of tourism destination brand of Savadkuh, and to answer this question “how domestic tourist assess Savadkuh Brand?”

### **Materials and Methods**

This study is an applied research and has been conducted through a quantitative survey method. The population of the study is domestic tourists who visited Savadkouh county in the period of early June to late July, 2016. Initially, Four cities Zirab,,Polsefid,,Aalasht and Shirgah were selected through cluster sampling; and then 4 tourist attractions including: the Museum of Anthropology, Shoormast Lake, Javarem Tourist Area and palang forest and Fall were selected from these four cities. The respondents were chosen through random numbers tables. The Cochran technique in a .95 confidence level and  $P= 0.5$  (error of 0.05)

was used. The accounted sample size for the study was 348; but 430 questioners were distributed among the visitors from which 400 questioners were valid.

To collect data needed for theoretical foundations documentation like (library resources, articles, books) and internet were used. A 5-point Likert scale questioners was also used to gather data and to analyze them. According to the study conceptual model, six indicators including brand awareness, brand image, brand perceived quality, perceived value of the brand, brand loyalty and brand equity were investigated.

### **Discussion and Results**

Results of the study showed that in Savadkuh as the context of the study, brand awareness, brand image and perceived quality have significant positive effect on brand equity and brand image; as well perceived value and brand equity have a significant positive effect on brand loyalty. The brand awareness has the greatest impact on brand equity and brand equity has the greatest impact on brand loyalty. But the perceived quality does not have any direct significant effect on brand loyalty.

**Keywords:** Brand Equity, Destination Brand, Brand Loyalty, Savadkuh.

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## **Prioritize Components of Tourism Development in Iran with Fuzzy Hybrid MCDM Approach (Case Study: Iran Cultural Heritage, Handicrafts and Tourism Organization)**

**Hadis Talebi<sup>1</sup>**

**Mahmood Modiri<sup>2</sup>**

**Farzad Tarhani<sup>3</sup>**

### **Abstract**

Many developed as well developing countries have been able to improve their tourism status and by creating service jobs for tourists could solve many economic problems, such as unemployment and low income. Considering the importance of tourism and tourism potentials in a country, prioritization of tourism development in Iran, a proper and efficient planning for providing better services look essential. Therefore, this study will have a comprehensive and systemic look at tourism. Indeed, similar studies that were carried out in Iran and other countries of the world attempted to identify the affecting factors in developing tourism. They also tried to showcase the priorities and strategies in improving tourist attraction and tourism development through using hybrid FDANP methods in Iran.

The results of data analysis showed that the "facilities and infrastructure of tourism" impressionable Criterion, and "natural factors" as the most effective Criterion in tourism development,

Among the six criteria affecting the development of tourism, the criterion "tourism facilities and infrastructure" with a weight of 0.2 and sub-criterion "domestic investment security" gained the utmost importance.

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## **Introduction**

Natural attractions, cultural attractions, historic and convenient transportation infrastructure are factors that lead tourists to tourist destinations. Revenue from passenger transportation services caused the total export value of tourism to more than \$ 1.5 trillion, or an average 4 billion per day.

With global tourism boom, a growing number of regions in developing countries have understood, the importance of tourism as an important factor in regional economic development. Iran, needs to have clear and precise picture of their competitiveness in the international tourism market. And on this basis, prioritize measures to enhance the competitiveness of its tourism industry and gain market share worth of international tourism.

To identify the major factors affecting the development of tourism be considered usually different criteria such as: economical, social, political, cultural, infrastructural, environmental, institutional, geographical and legal.

In situations where the criterion are not aligned, decisions must be made in a multidimensional space. In such circumstances, Multi-criteria evaluation method, according to which assume is that each of the criteria are separate

## **Materials and Methods**

The present study is a descriptive analytical research with an applied nature. Data collection, was conducted by reading the documentation, and field study. Due to the specialized nature of the subject of research, questionnaires were presented to the expert decision-maker in the field of tourism. In Cultural Heritage, Handicrafts and Tourism Organization and Tourism as well as the top university professors in Iran. After collecting responses from experts in theological questions be to reality, these responses were converted to fuzzy measures. In the final step, using pairwise comparison matrices obtained from the questionnaires and the data calculated through a hybrid fuzzy approach of DEMATEL and ANP, data analysis was performed using the software EXCEL.

## **Discussion and Results**

After conducting documentary research and interviews with experts in the field, using the fuzzy Delphi method, 6 criteria and 20 sub-criteria were identified. Then, to determine the impact and importance of the criteria and sub-criteria and also determine their priority, was used FDANP hybrid approach.

Relationships within the cluster to calculate Dymtl through paired comparisons, and the effect of the criteria were determined on the basis of language options and positive triangular fuzzy numbers. The importance and impact of the main criteria have been obtained in order of natural causes, political and legal factors, economic factors, social and cultural factors, advertising and media, tourism facilities and infrastructure.

Resolution Analytic Network Process, showed that the sub-criteria "domestic investment security" the most weight, which won the first priority. sub-criterion "return on investment in tourism infrastructure", "awareness and acceptance of

cultural tourism", "Advertising and Marketing" and "crime and delinquency rate in target", "right choice tourism target market", respectively, got priority the second to sixth among the 19 sub-criteria; that approximately 37.94% respectively to the total weight of sub-criteria.

### **Conclusion**

Results of FDEMATEL, shows that "tourism facilities and infrastructure" is The main problem and gorge for the development of tourism in Iran. The success or failure of tourism development, depends on this criterion. The findings indicate that "natural causes" and "political and legal" criterion influential, are the most important strategy to solve problems in tourism development.

Iran's potential mostly is in the number and variety of historical and cultural attractions. The role of human resources in the development and promotion of tourism is evident to everyone. At the same time the research has been done for Cultural Heritage, Handicrafts and Tourism Organization of Iran and look of the experts to this research has been executive. So the decision with quantitative methods used in this research has done with executive perspective, and for the present situation of the country. The natural factors and political and legal factors, seems logical for the current situation. This study shows that the use of quantitative methods, if is not knowledge of researcher of the tourism situation in a country or region; perhaps it is possible answers and conclusions do not match the reality.

**Keywords:** Leisure, Tourism Development, Multi Criteria Decision Making, Fuzzy DEMATEL, The Fuzzy.

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**Journal of Tourism Planning  
and Development**

**Vol.6, No.20, Spring 2017**

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## **Sports Tourism Development Survey Methods through Using Lindgreen Model (Case Study: Ramsar Green Roof)**

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### **Introduction**

Lindgreen Model is One of the most comprehensive models in Customer Relationship Management. The purpose of this study is to survey methods used in sports tourism development with using Lindgreen Model (Case Study Green Roof of Ramsar). In Lindgreen Model, organizational management, organizational knowledge and technology are the most important factors. And thus in this research, it is tried to survey sports tourism development through using of Lindgreen Model. The researcher will then answer the question: Is there any relationship between sport tourism development in enhancing customer satisfaction( tourism) and CRM management in Lindgreen?

### **Materials and Methods**

The statistic population of this study includes the manager, the staff members of Green Roof of Ramsar and its regular customers (N=310). The research methods are qualitative and quantitative. In qualitative method using interview with 30 persons, and quantitative method used by made questionnaire that validity by number of professors and reliability by Cronbachs Alpha test ( $r = . / . 85$ ). For data analysis used of Kolmogorov–Smirnov test and Pearson test .

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**Discussion and Results**

Result showed that there are relationship positive and significant between Lindgreen Model with sport tourism development ( $p < 0.05$ ). Result showed that the most average related organization management ( $M = 4/11$ ). Too, the most respond related with strange management. Then, there are Green Roof Ramsar strange management with over relationship and first priority responses persons ( $r = 0/39$ ).

**Table 1. Summary of analysis descriptive and statistical**

Sig	T	The regression coefficient	Correlation coefficients Pearson	Variance	Average	N	variables
0/000	11/968	0/322	0/319 **	0/480	3/77	274	Technology Management
0/000	9/360	0/390	0/363 **	0/241	4/11	274	Organization Management
0/000	4/783	0/272	0/309 *	0/134	3/39	274	knowledge Management
0/156	$R^2 = 0/880$			0/474	3/09	274	sport tourism industry development

Result showed that there are relationship positive and significant between Organization Management, knowledge Management and Technology Management. Too, Result showed that there is relationship positive and significant between Correlation coefficients and scale sport tourism industry development Green Roof Ramsar,  $P < (0/05)$ . There are relationship positive and straight between increase one variable whit increase other variable . Then amount increase tourism industry development will increase with each sector of management. This research has been in a way, with Haghshenas Kashani and Rastegar (1391 ) research.

Result Pearson Test showed that most amount sport tourism industry development, between management variable on the Green roof ramsar is organization management that most amount correlation. too, knowledge management is amount least correlation between all management variables in this research.

Result Regression Test showed that factors amount sport tourism development of attention for significant level in the sideways Hypothesis test (organization management, technology management, knowledge management) for amount sport tourism industry development forecast has impact positive and significant. The coefficient determination is 0/880 percent of The resulting Change.

## **Conclusions**

In this research, Green Roof Ramsar management has value maximum in organization goal with attention for role CRM. Sport tourism is third common industry in the worth, with two purpose income and employment one of the resources important every community for achieve of economy purposes, social and cultural. In this Lindgreen Model is factors organization management, employee motivation and human resources, that it is main causes in this Lindgreen Model. Then existence factor Customer Relation Management is one of reasons show customer satisfaction, each manager in the organization can Find out of Customer Relationship Management to amount customer satisfaction of own organization. In this research Green Roof Ramsar comfortable to importance and role Customer Relationship Management of advancement organization purpose and the result this Green Roof, can achieve to management strong and own leadership into organization, that in the every organization factors are example human resources has the highest value. Too, Manager role and organization turn on in the Customer Relationship Management and own important shows highlights. Maybe, one of the factors strong organization management are Private and ownership manager in this system, that manager have relationship of staff and every tourisms and these are factors important success. Since, that human has key role in the development and development done by human. Motivation needs persons are most importance and Resolve them has particular importance. Motivation staff is in the high level performance organization, that it is Positive contribution of the organization's mission. Then, manager should know that staff mental abilities, innovation, impact factors in the them motivation for achieve to purposes successful organization. So, manager should consider on Individual characteristics human resource and change for human resource that manager to know talents, abilities and partnership staffs in the production optimized backgrounds and service can cause development organization. Therefore, if human resource are the best resource organization, then In that case, managers must attractive engaged and effective human resource. Certainly, carelessness in create such attitude will be causes increase high costs in the organization.

**Keywords:** Sport Tourism, Lindgreen, Ramsar.

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**Journal of Tourism Planning  
and Development**

**Vol.6, No.20, Spring 2017**

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## **Identifying and Ranking of the Entrepreneurial Opportunities in Rural Tourism (Case Study: Ab Ask Village)**

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Sanaz Arjmandian<sup>2</sup>**

### **Abstract**

Since tourism and identifying opportunities in the field of entrepreneurship have always been the most well-known rural development strategies, this study aimed to identify and rank the entrepreneurial opportunities in Ab Ask rural tourism in Mazandaran province; which has abundant natural potential and suitable location for business development in rural tourism field; to introduce these opportunities with functional approach to entering tourism industry. This research is descriptive, and integrated approach is used to obtain the answers of their questions. After reviewing the subject history, data collection was done by means of interviewing with the experts and using questionnaire. Assess of the validity content and reliability of each of these eleven-fold opportunities were obtained up to %7. Descriptive and inferential statistics are the statistical methods that used by SPSS19 and LISREL software. Fifty-nine entrepreneurial opportunities in tourism industry in the Ab Ask village were investigated. These opportunities had organized and ranked into eleven groups; hygiene and health category and entertainment and adventure category obtained the highest and the lowest ranks respectively. At the end, to developing entrepreneurial opportunities in the rural tourism of Ab Ask, recommendations were presented.

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## **Introduction**

Tourism is considered as the most important development options in communities. Substantiation of the presence of 20 million tourists and 5.6 million job creation, is according to 20-year prospect and horizon of 2025 of Iran, depend on using of the whole aspects and tourist attractions of the country, including in rural areas. Rural tourism as a form of tourism if the features, requirement and social, cultural and economic problems of local communities, along with attention to tourists demands were planned and organized properly, the major part of the economic problems of rural areas –such as poverty and unemployment- will eliminated. (Ghanian, 2010).

There are many cultural and tourism potentials in Mazandaran province that identifying and optimum using of its can significantly affect the growth and development of cultural, economic and social fields; but lack of appropriate facilities and plan and unwillingness of the private sector to invest in mountain villages and unawareness of tourists caused to not having the appropriate growth and development the tourism industry in villages of Mazandaran province especially in Ab Ask; that is one of the tourism villages with suitable location and tourism attractions. By considering of these subjects based on the importance of the role of tourism on increasing of business of region and necessity of identifying and evaluation of opportunities in order to using of economic, cultural and social benefits of tourism industry, this research seeks to identify and rank the entrepreneurial opportunities in tourism in order to prospering of Ab Ask Village and making occupation for entrepreneurs.

## **Materials and Methods**

The research methods was combinatorial (qualitative-quantitative). Due to identify the entrepreneurial opportunities in rural tourism industry, 10 interviews were conducted. Then at the next phase, through collecting the quantitative data, validation and classification of opportunities were assessed.

## **Discussion and results**

Tourism industry can help the local economy. According to study of available resources and interviews with experts, eleven-fold areas of opportunity in rural tourism industry in this investigation are as follows: Accommodation, entertainment and adventure, special events and conferences, food and beverage, tourism services, transportation, hygiene and health, cultural, communication and information, environmental and educational; that hygiene and health opportunities and entertainment and adventure opportunities obtained the highest and the lowest ranks respectively.

## **Conclusion**

It is suggested that by investing in rural infrastructure in the region Ab Ask; which has natural and diverse historical endowments that each of these resources can be the basis of many entrepreneurial activities and it is considered as a

sample tourism area of Mazandaran province; so that in addition to short-term benefits in long-term duration, the development and progress of various parts of village is provided and assessing value of the potential of the region will be possible.

**Keywords:** Opportunity, Entrepreneurship, Rural tourism, Ab Ask

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