



The Sociological Study of Domestic Tourism and the Impact of Multi-Factorial Structures on it (Case Study: The City of Sari)

Fatemeh Hashemnejhad Abresi*, Dr. Bagher Saroukhani

Department of Sociology, Science and Research Branch, Islamic Azad University, Tehran, Iran

Received: June 23, 2014

Accepted: September 23, 2014

ABSTRACT

Outbound tourism is one of the issues that gained a great importance in last decades; for, this industry is able to make employment and income generation. In Iran, it is not yet considered important, though. That is why this research is about the sociological study of outbound tourism and the impact of multi-factorial structures upon it. This research has been done according to practical purpose by nature, metrical descriptive by performance, and sectional considering time. In this research, 400 tourists have been chosen by using random-clustered sample method among 61614 tourists who visited the city of Sari in spring 2012. The written documents of related topics and the researcher-made answer sheets, whose justifiability has been approved by instructors, and its durability, by using Cronbach's alpha of 0.73, have been used in order to gather information from the tourists. In order to analyze the hypothesis, in addition to descriptive statistics, inferential statistics has been also used which includes variance analysis, Spearman's and Pearson's rank order correlation, path analysis, and factorial analysis. The finding results show that some factors like suitable mental image according to motivation, the needed knowledge and awareness, person to person satisfaction, non-media advertisement, and suitable accommodation centers in accordance to tourists' income had a great influence on attracting outbound tourists to the city of Sari. Moreover, the tourists were mostly non-planning personal type; it indicates that outbound tourism is adherent to motivation and income consumption, which has a minimal impact in comparison to other factors due to the natural and historical attractions existing in the city of Sari. Finally, although reversibility factor had no direct effect on outbound tourism, it is indirectly resulted from a dialectic synthesis of satisfaction and advertisement.

KEYWORDS: Outbound tourism; multi-factorial structure; the city of Sari.

INTRODUCTION

Tourism industry is one of the most important phenomena of the third millennium [11]. Nowadays, tourism includes a stream of invest, human, culture, and their inter-traction [17]. It is one of the most promising activities known as development gateway [12].

These days, tourism has been able to attract a lot of invest, pursuing special kinds of investment, employment, and income generation for different groups of people and in different frames as a social-economic phenomenon, especially nationwide, and also as a developing industry. Regarding to industrialization and increasing stressing factors, people have to spend some leisure time in for refreshment in order to escape from mechanical and routine life, and to refuge to nature. Leisure time is a child to civilization, and if there are suitable places and facilities to spend it, it would also develop civilization [16].

In past, few people enjoyed their free time, and common people spend most of it to do religious tasks. Gradually, by flourishing spa water and hot springs, people traveled to those places to cure. By reaching enlightenment, people started cultural trips, and little by little, outbound tours has been formed which transfer a lot of tourists to different places.

Iran is not an exception to it. The history of tourism, however, shows that some factors like the unrest of revolution time, war, reconstruction, weak policies, poor managing, and lack of facilities and budget, beside other factors, cause tourism not to fully develop, and remains it still a new born industry [10]. Increasing of tourists indicate a crystallization in tourism industry as a privilege. Having great tourism potentials in different provinces, and minimal income from this industry reveals the necessity of finding the problems and obstacles of tourism in the country. Amongst, the province of Mazandaran, and more particularly, the city of Sari, with a great tourism potential, and the great number of annual tourists, was not able enough to earn from this industry. Mazandaran was a destination to merchants, tourists, and draft itineraries for a long time. The itineraries of Muslim tourists and Western orientalis reveal the high geographical, cultural, and historical level of this place. But what factors made tourism a weak industry in Sari? How can this new born and profitable industry be developed? Which of multi-

*Corresponding Author: Fatemeh Hashemnejhad Abresi, Department of Sociology, Science and Research Branch, Islamic Azad University, Tehran, Iran.

factorial structures are related to outbound tourism of Sari? What are the pros and cons of these multi-factorial structures? And what tactics are suggestible to increase both the quality and quantity of tourists in Sari?

This research has been done to find the answer to these questions.

Research hypothesis

Macro hypothesis: It seems that there is a relation between multi-factorial structures and outbound tourism.

Micro hypothesis: It seems that variables of suitable mental image of the tourists' destination, tourists' knowledge and awareness, reversibility factor, the type and amount of satisfaction of the destination, the type and amount of advertisement for the destination, suitability of facilities according to tourists' income and their enough quality and quantity, and existence of natural and historical attractions in the destination influence the outbound tourism in the city of Sari.

Research backgrounds

I will point out some researches about tourism having done in Iran and abroad in following:

Jahani & Komasi [3], in a research under the title of the study of influential factors on tourist attraction in border cities (Zahedan), found out that at first place, the role of advertisement and media in making security, and second, transportation development can help tourist attraction.

Khademolhosseini et al.[5], in a research about the impact of historical and cultural attractions of Boushehr on tourist attraction concluded that besides cultural and historical attractions, sub-structural facilities should be boosted, and modern advertisement should be utilized.

Sharifi et al.[9], in a research under the title of Qeshm, tourism development, and the existing challenges concluded that besides substructures and advertisement, the experience and understanding of tourists are also influential in choosing the destination. Moreover, satisfaction is related to appeal of repeating the same trip.

Joviantah Kumar Saha [21], in a research about sustainable development in the ecotourism of Bangladesh found out that having a sustainable transportation system beside marketing and advertisement can effect tourist attraction.

Erous Stapit [22] found that regional cultures, historical buildings, refreshment, being away from work and routine life, and gathering new knowledge have great impact on tourist attraction.

Rajish [27], in a research, using an abstract model, showed the impact of mental image of tourists on their satisfaction in India. In his view, all the factors such as substructures, facilities, touristic and natural attractions, cleanness, local people, safety, and calm are as important as hotels, food, transportation, and shopping in making the tourists like to repeat their journey and satisfy them.

Coban [24], in a research, shows that tourist attraction, facilities, cultural attractions, touristic substructure, natural places, and economic situations affect satisfaction.

Table 1: theory, theorists, and extracted hypothesis

Theory	Theorist	Hypothesis
Take-off board theory	Jafari	motivation
Backstage & onstage theory	Gofman et al.	
Random utility theory	Don Rige & Franken	
Order theory	Parsons	facilities
Exchange theory	Homens	reversibility
Nostalgia & nobility theory	Shoten	Natural & historical attractions
Authenticity theory	Mc Kanel & Overy	
Prior theory	Berkart & Medeling	
Functionalism theory	Some theorists	Outbound tourism (dependent variable)
Communication & advertisement theory	Jan Kazeno	Advertisement
Distinction theory	Piere Bourdio	Awareness & knowledge

METHODOLOGY

The present research has been done by positivism approach. This research has been done according to practical purpose by nature, metrical descriptive by performance, and sectional considering time. In this research, 400 tourists have been chosen by using random-clustered sample method among 61614 tourists who visited the city of Sari in spring 2012. Data gathering methods include bibliotheca and field research. The written documents of related topics and the researcher-made answer sheets, whose justifiability has been approved by instructors, and its durability, by

using Cronbach’s alpha of 0.73, have been used in order to gather information from the tourists. In order to analyze the hypothesis, in addition to descriptive statistics, inferential statistics has been also used which includes variance analysis, Spearman’s and Pearson’s rank order correlation, path analysis, and factorial analysis.

Research findings

Using Pearson’s rank order correlation indicates tourists’ motivation as 0.27, tourists’ knowledge as 9.34, tourists’ satisfaction as 0.56, advertisement as 0.33, tourist centers as 0.32, and natural and historical attractions as 0.09, with the confidence interval of 95, have a meaningful relation with outbound tourism in the city of Sari. And the reversibility factor, has no meaningful relation with outbound tourism (sig=0.000<0.60, confidential interval of 95, and alpha of 0.05).

Path analysis

The result of path analysis can be summarized in three following tables in order not to have various tables.

Table 2: square R and standard deviation

Model	R Square	Specified R route	Standard dev. App.	R
1	.868	.753	.746	.447

The coefficient of determination (R2 = 0.86) shows that 86 percent of domestic tourism with these variables to be explained and the rest have variables that are related to the changes that have not been considered. The analysis of variance table also shows that the relationship between the dependent and there are other significant variables.

Table 3: variance analysis between tourism and multi-factorial structures

Model	Sum of squares	Freedom level	Average square	F	Significance
Regression	150.745	7	21.535	51.913	.000
Residue	162.613	392	.415		
Sum	313.359	399			

Regression coefficients table indicates that it is from the B coefficients are used to predict the changes from the Beta coefficients independent variables to determine the extent of the effect on the variable is used for internal tourism.

Table 4: regression coefficients between outbound tourism and multi-factorial structures

Model	Non-Standard Coefficients		Standard Coefficients	t	Significance
	B	Standard deviation	Beta		
Residue	-1.549	.491		-3.152	.002
Education level	-.052	.019	-.101	-2.777	.006
Tourist’s interest	.203	.071	.112	2.844	.005
Tourist’s science	.397	.060	.266	6.611	.000
Satisfaction level	.424	.047	.366	9.053	.000
Ads	.161	.048	.129	3.334	.001
Hotels	.353	.073	.185	4.860	.000
Natural and Historical attractions	.346	.077	.168	.450	.043

Path analysis of variables shows that all of the variables except the back flexibility and gender impact on the domestic tourism directly and involved. Between the back with advertising and there is a significant relationship satisfaction, meaning that if the tourists are satisfied from their circulation and advertising for them is offering the possibility of return to order a rate 37% and 31% there. None of the variables in the study were not significant.

Table KMO and Bartlett’s tests show that 6160. Statistics indicate that moderately acceptable factor analysis and the results are generalizable to the target population.

Table 5: Acceptance test for factor analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.616
Bartlett’s Test of Sphericity	Approx. Chi-Square	330.332
	df	36
	Sig.	0.000

DISCUSSION AND CONCLUSION

It can be stated that at first, it was supposed that there is a relation between tourists' motivation and outbound tourism which has been approved by the correlation of 17%. It shows Borston's idea who believes that nowadays, modern tourists travel for fun and adventure. The results are also correspondent to Mc Kalen's, Gofman's, and Overy's ideas believing that tourists travel for the sake of historical attractions which can be understood by take-off theory. This can be similar to Sari. 73% of tourists visited Sari to spend their vacation. 94.3% of them stated the effect of mental image on choosing this city as their destination. Another assumption, the relation between knowledge (82.5%) and outbound tourism, was also approved.

The important issue here is that although reversibility factor had no relation with outbound tourism, it is indirectly rooted from satisfaction and advertisement in a dialectic synthesis. It means it has been formed in a dialectic relationship between reality and mental image. If tourists are satisfied by 37%, and if suitable advertisements were given to them by 31%, the reversibility will be possible. Another mentioned hypothesis about the relation between tourists' satisfaction and outbound tourism of 0.56 which means the more satisfied tourists are the more travels they will take.

Another assumption, the relation between knowledge (82.5%) and outbound tourism, was also approved. The important issue here is that although reversibility factor had no relation with outbound tourism, it is indirectly rooted from satisfaction and advertisement in a dialectic synthesis. It means it has been formed in a dialectic relationship between reality and mental image. If tourists are satisfied by 37%, and if suitable advertisements were given to them by 31%, the reversibility will be possible. Another mentioned hypothesis about the relation between tourists' satisfaction and outbound tourism of 0.56 which means the more satisfied tourists are the more travels they will take.

Another hypothesis was related to the relation between advertisement and tourism in the city of Sari. The results show that advertisement is one of the most important factors (60.5%). As Jan Kazeno stated that media are so powerful which are able to lead all behaviors and reform thoughts.

The result shows, in the typology of advertisement and tourism in this city was mostly face to face personal advertising rather than public and media advertisement. It can be due to low quality and quantity of advertisement potentials in the touristic city of Sari. It also seems that the lack of basic planning, goal-directed management, and shortage of budget marginalized media advertisement in Sari.

The relation between facilities and tourism shows that tourists were satisfied by accommodation and transportation which may be because they already had their private car, and because they accommodate in friends' or relatives' houses, or in protected parks because of their monthly budget less than 1.5 million tooman for 62.3% of them.

In following, natural and historical attractions are studied as one of the independent variables forming multi-factorial structures in outbound tourism. The results show that the more natural attraction a place enjoys, the more appealed tourists are to visit there. This approves Shoten's theory of nostalgia and nobility. Today's postmodern man are so attached to his historical and cultural backgrounds in order to run away from stress, melancholy, and monotony of routine life, and also because of breaking values. The modern man is, hence, attached to historical places, museums, religious places and so forth.

By having finished the study of independent variables, it is turn to consider dependent variable, i.e. outbound tourist. First, outbound tourism industry in Iran, especially Mazandaran & Sari, has the potential to develop stating by many of tourists (67.2%). Second, the role of government and politicians of this industry is of high significance. Many tourists say that the wrong policies have been made outbound tourism a failure (50.5%) while, by good policies from the government, this industry can become a developed profitable employing activity in the area (67.5%). Also, according to them, in order to develop outbound tourism, substructures, transportation, and advertisement should be used (54%).

Suggestions and tactics

According to the results, some tactics are suggestible:

1. Nearing mental image of tourists to the real objective potentials of Sari by informing people
2. Reviving local traditions by artistic groups and tourism-relating publishes
3. Making geographical atlases of Iran
4. Using provincial channels to advertise subcultures
5. Training skillful people to serve tourists in hotels, inns, tourist centers, and tour leaders
6. Giving discounts to tourists who visited this city again in order to encourage reversibility
7. Defining organizations and centers responsible for advertisement

8. Developing tourist centers, hotels, inns, restaurants, and food stands with suitable quality and price
9. Developing parks, theatres, cinemas, and sport complexes
10. Controlling transportation system and using traffic signs to inform tourists
11. Using natural places like mountains, jungles, wild life, spa water, etc. as an attraction

Strategic tactics

1. Privatization and allocating budget to tourism
2. Stablishing pathology committee and measuring tourism development
3. Stablishing specialized NGOs
4. Preventing multi- deciding centers and forming one individual thinking room
5. Having similar policies by different organs.

REFERENCES

- 1- Apostolopos, Yurkos; Lyvady, Stella; Yaksys, Andrew (2005) *Sociology of Tourism*, translated by B. Shafii, Varasteh Publications
- 2-Telfer, David J. and Sharily, Richard. (2012). *Planning of tourism development in Third World countries*. Boroujeni ZARGHAM translation, Hamid. Tehran: Publication Mahkameh.
- 3-Jahani Ahmed and Komasi Hussein. (2012). *Factors affecting tourism in border cities (case study of Tehran)*. *Border and Security, challenges and Rahyaf—Ha*, 30 and 31 April, University of Sistan and Baluchestan.
- 4-Chag Wow, Gay (2006) *tourism from the perspective of society*, Muhammad Ali Parsaeian and SM Arabs, Tehran, Office of Cultural Research, Third Edition
- 5-Khademol hosseini, A., Ghasemi, A.; Padisar, F. and Bardideh, A. (2012). *Role of cultural and historical tourist attractions in Bushehr*. *Border and Security, challenges and Rhyaft Ha*, 30 and 31 April. University of Sistan and Baluchestan.
- 6-Will DOS, Roger (2007) *Tourism Management*, translated by Mohammad Arabi, Mostafa Izadi, Tehran, published by the Cultural Research Bureau
- 7-Wilson, M. and Ranjbarian, B. (2009) *Understanding tourism*, Nashr-e-Isfahan, Chahar-Bagh
- 8-Sarookhani, B. (2005) *Sociology of Communication*, Tehran, publishing information, Sixteenth Edition
- 9-Sharifi, Omid, Asadi, Ali, Iran, N. Solomon, Aman-Allh. (2011). *Qeshm, tourism development and the challenges ahead*. *Qeshm and future Cheshm Andaz* 25 and 26 May.
- 10-Sadr Mousavi, Mirsatari; Kahnamuee, J. (2007) *Evaluation of Tourist Facilities province of sight of tourists*, *Geographical Research* - 61
- 11-Ziaee, Mahmoud and Torab Ahmdi, M. (2013). *Tourist recognition system approach*. Tehran: Social Sciences.
- 12-Zarabi, A. and Islamic Sadiq. (2011), "Measuring the effects of economic, social, cultural and ecological tourism development (case study city Meshkinshahr)", *International Journal of Human Geography*, No. 75, Spring: 37-52.
- 13-Kazno, John (2002) *Sociology of mass communication*, translated by Mohammad sarookhani and M. Mohseni, Tehran, dissemination of information
- 14-Karroubi, Mehdi Rahmani, Mary. (2012). *Relationship between cultural factors in attracting medical tourists to Iran (case study of Tehran)*. *Tourism and Development*. Number four and five, autumn and winter.
- 15-Lankvar, Roberto (2002) *Sociology of tourism and travel*, translation Saladin neighborhoods, martyr Beheshti University, Publications Center
- 16-Nahrain, D.; Rezaei, S. (2002), *examining the introduction of recreational carrying capacity*, *ecological magazine*, Issue 29
- 17-Briedenhan, Jenny and Eugenia wickness (2004),"Tourism-Routes as a Tool for the Economic Development of Rural vibrant Hope or impossible Dream" ,*Tourism Mangement* vol-25:71-79.
- 18-Bujosa, Angel & Rossello, Jaume (2012) *Climate change and summer mass tourism: the case of Spanish domestic*

- tourism, Electronic supplementary material, the online version of this article, Palma de Mallorca, Spain, Springer Science+Business Media.
- 19-Hydari, Chianed and S.Khadijeh Rezatab A, (2012). Iran's Tourism: A political Economy Perspective, Presented to The 2nd. International Interdisciplinary Tourism Research conference, Fethiye, Turkey.
 - 20-Hezarjaribi, Jand Najafi, M.M (2011), A study on the satisfaction Rate of Foreign Tourists in Iran: Geography and Environmental Planning Journal. Vol. 47, No. 3, Autumn.
 - 21-Joyanta Kumar Saha, (2014). "SUSTAINABLE DEVELOPMENT IN ECOTOURISM: Perspective of Bangladesh, central University of APPLIED SCIENCES, Degree programmer in Tourism.
 - 22-Sthapit Sthapit, Eros (2012) TOURIST PERCEPTIONS OF MEMORABLE EXPERIENCES AMONG TOURISTS TO ROVANIEMI, LAPLAND, University of and, Faculty of Social Sciences.
 - 23-Coban, S.(2012) "The Effects of the Image of Destination on Tourist Satisfaction and Loyalty: The Case of Cappadocia". European Journal of Social Science,29(2): 222-232.
 - 24-Gordin, V. E. (2011) Development of Cultural Tourism in a Megacity: The St Petersburg Phenomenon, Regional Research of Russia, Vol. 1, No. 4, pp. 344-350.
 - 25-Rajesh, R. (2013) Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model, Journal: PASOS. Revista de Turismo y Patrimonio Cultural,11(3) pages 67-78 .
 - 26-Rolfes, Manfred (2010) Poverty tourism: theoretical reflections and empirical findings regarding an extraordinary form of tourism, Geo Journal, 75:42 1—442
 - 27-V-Sadeh, E., Asgari, F., Mousavi, L., & Sadeh, S. (2012). Factors affecting tourist satisfaction and its consequences. Journal of basic and applied scientific research, 2 (2): 1554- 1560
 - 28-Santana-Gallego, Maria and Ledesma-Rodríguez, Francisco and Perez- Rodríguez, Jorge V. (2011) Tourism and trade in OECD countries. A dynamic heterogeneous panel data analysis, Empir Econ, 41:533—554
 - 29-UNWTO. World Tourism annual report, 2010