

Investigating the Role of Crisis Management of Tourist Spaces in Tourism Development (Case Study: Yazd City)

Saeedeh Moayedfar¹, Masoud Taghvaei², Ali Zangiabadi³

¹PhD Student of Geography and Urban Planning, University of Isfahan, Isfahan, Iran

^{2,3}Associate Professor of Geography and Urban Planning, University of Isfahan, Isfahan, Iran

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ABSTRACT

Tourism industry has been considered as the most peaceful movement of human family and has played the most effective factor in creating understanding among nations and establishing of world peace; in such a way that economists call it "invisible export". In addition, it is considered as one of the most sensitive industries compared to crises. Crisis is an inevitable process which causes disorder in tourism and hospitality industry in the form of periodical events due to human or natural factors. Regarding the enormous economic values, it is not surprising that the sensitivity and worries about crisis management have been engendered in this section. This issue necessitates systematic attention to factors affecting tourism crises in the form of natural, technical, economic and social dimensions in moving toward using tourist spaces. The fact is that by inhibiting crises, the security of shareholders of this area will be fulfilled. In other words, crisis and security have a close relationship with each other. Urban tourist spaces, due to welcoming a large number of tourists, are very vulnerable to a variety of crises. Yazd City, regarding to its own climatic situation and high level of security as well as enjoying attractive tourist spaces, has always been considered by domestic and foreign tourists. Therefore, to attract more tourists, more attention to optimal planning and management of urban tourist spaces and better knowledge of crises and promotion of security are required. In the present study, the effect of indices of physical security in relation with natural and situational crises as well as the degree of satisfaction in different dimensions are investigated by tourists. The findings of the study indicate that there is a direct and significant correlation between different dimensions of security and satisfaction and tourists' repeated trip. In addition, among the different kinds of security, providing physical security and behavioral security have more important roles than other dimensions of satisfaction and tourism development.

KEY WORDS: urban tourism, crisis management, tourist spaces, Yazd.

1. INTRODUCTION

Tourism, as a modern and contemporary phenomenon and one of the processes of producing spaces, is one of the basic features of urban communities which enables urban human to bear living and survive in overpopulated, polluted cities with difficult and boring activities (Movahhed, 2007: 4). Urban tourism is one of the new urban phenomena which is a complicated combination of different activities created by the combination of environmental characteristics and the degree of capability and attraction of cities in attracting tourists and providing service for them.

Paying attention to this issue is necessary that cities have fabrics each of which covers an activity and the combination of them construct urban spaces and give cities identities. Cities are defined by the centers for human congregations, densities, activities and buildings, which in the urban environment, there are fundamental facilities and equipment with diverse uses (Abdollahi, 2003: 20). Among urban spaces, tourist spaces are the spaces in which there is tourist resources. In contemporary cities, these spaces can be divided into two groups:

1. Modern spaces such as parks, modern shopping centers, culture centers, squares and beaches
2. Traditional spaces such as markets, shrines, cemeteries, gardens, mosques and other historical buildings (Zangiabadi et al., 2011: 78).

Urban tourist spaces as subsets of cities are followed by a dependent population vulnerable to human and natural crises. Planning for services and facilities of spaces for passing leisure time, tourism and management of them particularly in crises are significantly effective on their efficiency. Paying attention to the distribution of the degree of vulnerability and human and natural risks in urban tourist spaces is one of the very important strategies which can contribute to providing tourists' optimal security (Taghvaei and Jozi, 2011: 126) because security and tourism are the parameters of an equation and have direct relation to each other. In fact, as the existence of security is one of the important factors of tourism development, basically, as long as there is no security, there will be not any travel and talking about tourism will be nonsense (Lotfipoor and Yaghfour, 2012:

*Corresponding Author: Saeedeh Moayedfar, PhD Student of Geography and Urban Planning, University of Isfahan, Isfahan, Iran. Email: smoayedfar@yahoo.com Tel: +98 9103091494

3). Sustainable tourism success and development depends on the appropriate and coordinated performance of diverse factors having close relationships with each other. The most important of these factors are tourists' security and tourism destinations. There is a specified relationship among tourism, stability, development and security because developing tourist infrastructures depends to a great extent on other current and constructive activities of an area, supportive factors, coordinating related organizations, developing transportation and etc. in tourist affairs and any occurrence of insecurity and violence at different levels, impose irreparable losses to the industry (Saydaei and Hedayati Moghaddam, 2010: 97). In a general sense, tourism destinations are distributed in all points of a country and in case that security is provided in these areas, the degree of national security of that country will increase (Hosseini, 2007: 4). In spite of the fact that Iran is among the ten prior countries in terms of the existence of historical, ancient and tourist buildings, in terms of income, it does not enjoy an appropriate status and this issue indicates the weakness of systems related to tourism industry in this country. Providing security and feeling of security is not only related to the issue of providing the security of life and property, but the existence of physical security in tourist spaces is very important in feeling of security. One of the most important factors effective on providing security of tourist spaces is strategic planning. This kind of planning which has a long-term nature, is involved in strengthening institutions, performing comprehensive plans for caring these spaces against human and natural crises and unified participation of various organizations for crisis management (Booth, 1993: 56), which are among the most important performing steps in planning crisis management in urban spaces for encountering crises, paying attention to human and physical vulnerability of different areas in urban planning. Crisis management relies on management principles, planning, organizing, leadership, supervision and coordination (McNamara, 2008: 689) and its activities are related to the sections in which the probability of occurring events is available and to predicting potential crises and planning how to encounter them (Shakiba, 2008: 690).

Accordingly, paying attention to the area of crisis management in tourist spaces of Yazd City is significantly important due to issues such as introducing Yazd as the first adobe and mud city in the world, unique and historical architecture and the existence of frequent attractions regarding attracting tourists which causes the economic growth in the city, the location of the city on the route faults, the lack of coordination of these spaces with the transportation network of today, low resistance of buildings in tourist spaces, the problem of drought and desertification, migration of foreigners particularly Afghans to this city, crime, urban designs, issues related to Islamic cities and etc.

Identifying and analyzing factors affecting the promotion of urban tourist spaces and particularly planning and management of crises for increasing physical security of these spaces in Yazd City is the main objective of the present study based on which, the security of these spaces becomes more and consequently, acts better and more successful in attracting tourists.

2. REVIEW OF LITERATURE

Ritchie (2004), in a research titled as "Chaos, crises and disasters: a strategic approach to crisis management in the tourism industry" investigated the strategic and comprehensive approach of crisis management regarding tourism industry and indicated that although crises and disasters cannot be stopped, their effects can be limited by managers of state and private sectors. Evans *et al.* (2005) in an article titled as "Models of Crisis Management: an Evaluation of their Value for Strategic Planning in the International Travel Industry" investigated the literature related to crisis management in tourism and identification and criticism of previous models to provide new models for helping managers in strategic planning. By comparing models of processes of crisis management and in order to promote tourism industry, using strategies such as integration of crisis management plans with processes of strategic planning, preparing attentively potential plans and flexibility of plans are suggested. Ritchie (2008), in another research titled as "Tourism Disaster Planning and Management: From Response and Recovery to Reduction and Readiness" believed that in spite of the increasing number of crises, quantitative research regarding tourism are conducted and a large number of these researches are conducted only descriptively and they are conducted less executively. He discussed that a correct understanding of crisis planning of tourism is only possible through identifying the literature related to risks, natural disasters and emergency plan in every place; in addition, using researchers of different fields such as education, communication, sociology, crisis management and ... are very effective. Sausmarez (2009) in an article titled as "Crisis Management, Tourism and Sustainability: The Role of Indicators" believed that any damage to tourism due to any crisis may be a threat not only for national economy but also for the economy of many individuals of the target country. Accordingly, the role of indicators of crisis in developing sustainable tourism are investigated, which he concluded that monitoring crisis indicator can increase the chance of protecting tourism in every space for the benefit of shareholder. In this conclusion, interviews with Malaysian people and agents of private sectors related to this issue. Tudes (2009), for correct crisis management in Edna City of Turkey, using AHP model, investigated the feasibility of risky areas in terms of geomorphological risks in GIS and finally classified the city in terms of favorable areas.

Su Hui (2009), in a study titled as "Study on Fuzzy Artificial Neural Networks in Tourism Crisis Evaluation" believed that now, researchers, using systems of complicated indicators and regarding subjective judgments evaluate tourism crisis, which will not be an accurate evaluation considering particular characteristics of tourism crisis. As a result, adopting a new method of the combination of fuzzy logic and using network algorithms, he conducted this analysis which can be very effective on processing vague information and its uncertainty. Tsai and Cheng-Wu (2010) in a study titled as "An earthquake disaster management mechanism based on risk assessment information for the tourism industry-a case study from the island of Taiwan", believed that some of the disasters such as earthquake, contrary to other crises, occur suddenly and there is no possibility for the risk. Therefore, in this regard, the improvement of structures related to tourism industry such as preventive measure in hotels and other residences of tourists and also insuring individuals can be effective in flourishing tourism even in crisis-prone places. Zhang et al. (2011) in a study titled as "Tourism Destination Crisis Management Study, Based on the Crisis Life-cycle" believed that each kind of threat for tourists' security causes the reduction in activities of this industry not only for a particular situation but also for neighboring areas and other countries. In this research, for tourism crisis, the three-staged life-cycle is designed and the stages and characteristics of each stage are analyzed. Accordingly, based on the suggestions such as warning system management in the introduction stage, response and reduction management in the acute and chronic stage and the recovery period management in the clarity stage are suggested. Tsai and Cheng-Wu (2011), in a research titled as "the establishment of a rapid natural disaster risk assessment model for the tourism industry" believed that the centralization of tourism facilities resulting in collecting a large number of visitors during vacations in Taiwan's tourist spaces, can expose people to risks. Many models available for evaluating the degree of crisis risk require much time and high costs. Therefore, in this article, a model of rapid risk in tourist places with high value is suggested which can guide the authorities to reduce and cope with the crisis as quickly as possible to plan appropriately. Movahhed (2003), in a research titled as "investigating and analyzing spatial model urban tourism, case study: Isfahan City" investigated tourist spaces in Isfahan and concluded that spatial model of tourism in Isfahan is based on historical fabric and space of the city and mainly covers the central part; therefore, they can be activated by creating and introducing tourist-historical axes of other parts of the city and increase tourists' stay in the city. In addition, significance of the correlation between the type of residence of tourists and the number of visited tourist attractions was another result of the study. Shahivandi et al. (2011), in a research titled as "investigating the effect of psychological and social security on attracting foreign tourists in Isfahan City" believed that among the factors of sustainable development of tourism industry are security and feeling it for tourists. In this research, using 320 foreign tourists and collecting their ideas regarding security and tourism, they concluded that there is a significant correlation between social and psychological security and tourists' motivation to travel. About 21 percent of the tourists' motivation to travel to Isfahan was related to the existence of social and psychological security and the other 79 percent was related to the existence of historical and tourist attractions of the city. Ranjabrian et al. (2012), in a research titled as "typology of risks perceived from foreign travels: case study of tourists travelling to Isfahan" believed that perceived risks related to travelling a tourism destination is one of the most important factors preventing tourists' travels to that destination. In this research, by collecting the ideas of 300 tourists using questionnaires, they concluded that most of the tourists travelling to Isfahan have four kinds of healthy, cultural and social, life and economic risks. Karami Dehkordi et al. (2012), in a research titled as "identifying and prioritizing the barriers to developing rural tourism in the domain of security using the Delphi Technique, case study: ChaharMahal and Bakhtiari Province" believed that one of the factors effective on developing tourism is to pay attention to the issue of tourists' security, investors' security, legal security and life and administrative security in this domain. In this research, using the Delphi Technique and the experts of tourism, they concluded that among 9 items introduced as the most important available security barriers in developing rural tourism of ChaharMahal and Bakhtiari Province the item of investors' security was considered as the first priority and the item of occurrence of conflict between tourists and natives due to the existence of intellectual and cultural spaces dominating on the natives had the least importance according to the ideas of the experts of rural tourism security in this province. Safarabadi et al. (2014), in a research titled as "Urban Tourism Spaces Management; with an Emphasis on Historical Attractions of Isfahan" believed that Cultural tourism is a move from people to visit cultural attractions with the aim to obtain new information and experience in order to satisfy the cultural needs. In this research for the cultural- historical tourism analysis of Isfahan, were provided indices in five dimensions of economic, competitive, socio-cultural, facilities and services and attraction. With using of AHP model, Results showed that social-cultural criteria and attractions have got the highest priority; thus, they are influential in historical-cultural tourism development.

2.1.Scope of Research

Yazd City is the center of Yazd Township and the center of Yazd Province is located on the road of Isfahan to Kerman. This city is located between longitude 54 degrees and 18 minutes East to 54 degrees and 24 minutes East and latitude 31 degrees and 56 minutes North and covers an area of 91 Km². Its average height in

Mirchakmogh Square (city center), is 1218m (Armed Forces Geographical Organization, 2002: 32). Yazd City enjoys historical, cultural, and architectural adobe monuments and due to this fact, it enjoys a particular status in attracting tourists. Among the most important factors on which the flourish and development of tourism of Yazd is dependent are tourists' security and favorability of tourist spaces. Since the main tourist spaces of this city are located in the historical fabric, and regarding their high degree of vulnerability, low resistance of the construction materials, incompatibility to urban transportation and on the other hand, location of the city on the fault of Dehshir-Bafgh and natural disasters, make the great importance of crisis management in these spaces more necessary.

2.2. Research hypothesis

Security has a great effect on satisfaction and further travel of tourists.

3. METHODOLOGY

The method dominating the present study is developmental-applied and the research method is descriptive, analytical and survey study, which using Pearson correlation coefficient, the correlation among security dimensions and tourists' satisfaction and their further travel to the City of Yazd is investigated. The statistical data were collected using library research and field study (questionnaires and interviews with tourists). The research questions have been designed regarding the research objectives and key factors in investigating and evaluating crises of tourism. Research constructs include variables of: physical security, political-social security, economic security and feeling of security, tourists' satisfaction and their attitudes toward further travel which have been measured employing Likert scale. The population includes tourists who have traveled the City of Yazd; according to the statistics of General Directorate of Cultural Heritage, Handicrafts and Tourism, the population consists of 18282 individuals who have been settled in the residences of Yazd. The sample size calculated using Cochran's formula consists of 376 participants. This figure has been increased to 400 participants due to more validity and reliability. To calculate internal consistency of items, Cronbach's Alpha has been used. The closeness of the value of coefficient alpha to 1 indicate the more internal consistency of items. After the measurement of reliability of the desired concepts, the values for Cronbach's Alpha were obtained. As indicated in the table 1, for all variables, the value of Cronbach's Alpha is greater than 0.7 (table 1).

Table 1: the value of Cronbach's Alpha (reliability) of items of each scale

Dimensions	Variables	Number of items	Cronbach's Alpha
Security	Physical security	18	.911
	Social-political security	6	.915
	Economic security	4	.852
	Behavioral security	12	.825
Satisfaction	Satisfaction with the place and social situation	12	.837
	Satisfaction with the access degree and infrastructures' quality	12	.939
	Satisfaction with services and equipment of tourist spaces	10	.781
Further travel	Further travel	5	.904

4. Analyzing the findings

To process the data, SPSS software was used. Data analysis was conducted at the level of explanation and prediction. At the level of explanation, to compare the mean of dependent variable among the tourists of the City of Yazd, t-test was used. To compare the effect of independent variables on dependent ones, the linear regression was employed. In addition, structural equation model of the research was indemnified using the path analysis model.

4.1 Investigating the items related to security dimension

In this dimension, different variables were used which at last, to create this dimension, the identified aggregation of items was used.

4.1.1 Physical security dimension

The table 2 indicates the frequency distribution of the items related to the dimension of physical security. This scale includes 18 items. The scores of each item ranges from 1 to 5, which the score 1 indicates the highest and the score 5 indicates the lowest degree of feeling worry and insecurity when moving in tourist spaces. The total scores of 18 items indicate the score of the degree of physical security which is potentially between score 18 (the minimum score) and 90 (the maximum score). The sum of the scores obtained from the 18 items indicates that the degree of physical security is at moderate level. The mean obtained from the total items equals 61.1 which is higher than the expected mean (54) indicating the tendency at the moderate level. The more the

total mean is higher than 54, the higher the degree of physical security. In this scale, based on the table 2, it is at the moderate to high levels (table 2).

Table 2: frequency distribution of items related to physical security

Items		Mean	regression Weights
A16_1_1	flooring of the pathways and the possibility of falling inappropriate	3.6	.108
A16_1_2	Narrow sidewalks and the possibility of pedestrians colliding with each other	3.44	.066
A16_1_3	The existence of construction frills and fencing buildings which are being constructed in sidewalks and creating the problem of traffic	3.47	.118
A16_1_4	ruins and abandoned land and the feeling of insecurity particularly at nights	3.18	.015
A16_1_5	The lack of visual sustainability between present tourist spaces (which causes hiddenness of the area and the reduction of security)	3.2	.06
A16_1_6	Spaces with level differences (such as subways, pedestrian and car bridges and etc.)	3.48	.122
A16_1_7	The diversity of uses and their activities at the level of tourist spaces such as service uses, cultural uses and etc.	3.39	-.097
A16_1_8	The existence of visible empty and small spaces in the area of tourist visits	3.35	.013
A16_1_9	The existence of vertical elements and buildings newly constructed in the area	3.59	.169
A16_1_10	The lack easy access to relief centers	3.55	.149
A16_1_11	The type and the shape of vegetation available in tourist spaces	3.49	.041
A16_1_12	Incongruity of color in visited spaces	3.6	.035
A16_1_13	Locating disturbing uses in the area of tourist spaces	3.6	-.006
A16_1_14	The existence of environmental pollutions such as garbage in tourist spaces	3.48	.269
A16_1_15	The lack of light in environments	3.2	.056
A16_1_16	The increase in permeability (the existence of peripheral pathways and frequent deadlocks	3.35	-0.009
A16_1_17	the oldness of the buildings available in tourist spaces	3.12	.15
A16_1_18	The lack of travel guide on tourist paths	3.01	.087
Total mean		61.1	

To investigate the effect of each of these items, the regression weights is determined which refers to the Beta coefficient of each factor which is in fact the standardized coefficients in a regression equation in which the main variable acts as the dependent variable and factors act as independent variables. The existence of negative weights indicates that some items indicate the reverse of what are identified by them. In the output of the regression, coefficient of determination (R) represents that what proportion of variability or total variance is explained in the dependent variable by independent variables. The closeness of value of R to 1 or its equaling to 1 indicates that the dependent variable are totally predictable and the value 0 indicates that the dependent variable is not related to independent variables linearly. In this case, the value R is equal to 0.906. based on the observed weights in the table 2, the item of the existence of environmental pollutions has the most effect on the feeling of insecurity in tourist spaces of Yazd and the item of diversity of uses with the least weight and having negative weight indicates the more effect on the feeling of security or less feeling of worry in the spaces.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.906 ^a	.822	.796	.31698		
a. Predictors: (Constant), A16.1.18, A16.1.2, A16.1.12, A16.1.8, A16.1.13, A16.1.7, A16.1.6, A16.1.1, A16.1.15, A16.1.10, A16.1.9, A16.1.16, A16.1.17, A16.1.14, A16.1.11, A16.1.5, A16.1.4, A16.1.3						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.305	18	3.239	32.239	.000
	Residual	12.660	126	.100		
	Total	70.965	144			

In addition, the significant level equal as sig=0.000 indicates the existence of a linear correlation between independent variables and dependent variable. If the significance level is less than 0.05, the existence of correlation between independent variables and dependent variable is confirmed.

4.1.2.Social and political security dimension

In this dimension, 6 items are investigated. The scores of each item ranges from 1 to 5. The total scores of 6 items indicate the score of the degree of social and political security which potentially can be from 1 (minimum score) to 6 (maximum score). The mean obtained from all items equals 23.7 which is higher than the expected mean (18) indicting the tendency at the moderate level. According to the observed weights in the table 3. The item of unhealthy food has had the most effect on the feeling of insecurity in social and political dimension and the item of the existence of fire has engendered the least feeling of insecurity in this dimension.

Table 3: frequency distribution of items related to social and political security

Items	Mean	Regression weight
A16_2-1 Outbreaks of communicable diseases in the region	4.22	.189
A16_2_2 Crimes	4.17	.156
A16_2_3 Unhealthy food	3.61	.205
A16_2_4 Road accident	3.54	.109
A16_2_5 Presence of evil persons and terrorists in the region	3.93	.267
A16_2_6 Fire in the region	4.25	.053
Total mean	23.7	

The value 0.827 indicates a high correlation of linear correlation of the items and the level of significance. In addition the R value confirms the existence of correlation between variables.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.827 ^a	.683	.672	.40438		
a. Predictors: (Constant), A16.2.6, A16.2.4, A16.2.1, A16.2.3, A16.2.5, A16.2.2						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	58.247	6	9.708	59.366	.000 ^a
	Residual	26.982	165	.164		
	Total	85.229	171			
a. Predictors: (Constant), A16.2.6, A16.2.4, A16.2.1, A16.2.3, A16.2.5, A16.2.2						
b. Dependent Variable: security						

Model Summary

4.1.3Economic security dimension

In this dimension, there are some items to be investigated in terms of economic security from tourists' perspective. In this domain, items are arranged in the form of following tables in which mean and regression weight are considered. The obtained total mean is 14.63 which is higher than moderate level (12) and indicates the existence of economic security in spaces.

Table 4: frequency distribution of items related to economic security

Items	Mean	Regression weight				
A16_3-1 Theft	3.97	.230				
A16_3_2 Fraudulence in transactions such as purchases by tourists	3.77	.441				
A16_3_3 Unexpected additional costs	3.50	-.035				
A16_3_4 Currency devaluation such as more expensive goods, poor quality and	3.39	.264				
Total mean	14.63					
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.787 ^a	.620	.611	.43130		
a. Predictors: (Constant), A16.3.4, A16.3.1, A16.3.3, A16.3.2						
ANOVA^b						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	50.961	4	12.740	68.488	.000 ^a
	Residual	31.252	168	.186		
	Total	82.213	172			
a. Predictors: (Constant), A16.3.4, A16.3.1, A16.3.3, A16.3.2						
b. Dependent Variable: security						

4.1.4Behavioral security dimension

In this dimension, 12 items about natives' behaviors and attitudes toward tourists, the feeling of security in tourists' views to the landscapes and different people and etc. have been investigated and the obtained results are available in the following table. The total mean of this dimension equals 42.5 which is much higher than the moderate level of items (36). It means that from this perspective, the feeling of worry is observable among tourists of Yazd City to some extent. Among the items, the lack of abnormal landscapes in the city has the most weight.

Table 5: frequency distribution of items related to behavioral security

Items	Mean	Regression weight
A16_4-1 Local residents' reaction to the tourists because of cultural differences	3.67	.11
A16_4_2 High levels of drug use	4.02	.044
A16_4_3 The existence of riots and street clashes	4.19	.279
A16_4_4 Easy communication with citizens	2.73	.048
A16_4_5 Impossibility to move freely in the city at all hours of the day	3.59	.090
A16_4_6 seeing abnormal sights in the city	4.06	.281

A16_4_7	The movement of motor vehicle on sidewalks and their collisions with pedestrians	3	.131			
A16_4_8	The attitude of native people to the presence of tourists	3.60	-0.046			
A16_4_9	Large crowds and congestion of population in historical context	3.11	.050			
A16_4_10	Lack or absence of signs and warning signboards	3.22	.099			
A16_4_11	The incompatibility of the city's subjective image of an objective image	3.6	.120			
A16_4_12	the absence of security forces in places or the lack of their activity	3.70	.114			
Total mean		42.5				
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.904 ^a	.818	.801	.32027		
a. Predictors: (Constant), A16.4.12, A16.4.4, A16.4.7, A16.4.8, A16.4.9, A16.4.10, A16.4.2, A16.4.11, A16.4.5, A16.4.1, A16.4.6, A16.4.3						
ANOVA^b						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	60.360	12	5.030	49.038	.000 ^a
	Residual	13.437	131	.103		
	Total	73.797	143			
a. Predictors: (Constant), A16.4.12, A16.4.4, A16.4.7, A16.4.8, A16.4.9, A16.4.10, A16.4.2, A16.4.11, A16.4.5, A16.4.1, A16.4.6, A16.4.3						
b. Dependent Variable: security						
In general, regarding the degree of dependency of different dimensions of security in creating security, the obtained weights indicate more effect of physical security and in the next stage, behavioral security is located.						
Table 6: the weight of different variables of security dimension						
Behavioral security	Economic security	Social and political	Physical security	Variable		
.306	.164	.221	.484	Regression weight		

2.3. The state of frequency distribution of items of satisfaction with tourist spaces

The table 7 indicates the frequency distribution of items related to the scale of indicators of satisfaction with tourist spaces. This scale includes 34 items. The score of each item ranges from 1 to 5, where the score 1 indicates the least degree of satisfaction with tourist spaces and the score 5 has the highest degree of satisfaction with tourist spaces. The total scores of 34 items indicate the degree of satisfaction with tourist spaces which potentially is between 34 (minimum score) and 170 (maximum score). The mean obtained from all items equals 111.35 which is much higher than the expected mean (102) which indicates the moderate level of satisfaction indicators (table 8).

Table 7: frequency distribution of items related to indicators of satisfaction with tourist spaces

		Items	Mean	Regression weight
Satisfaction with the location and social status		The degree of cleanliness of indoor spaces (lanes, streets, buildings, ...)	3.44	.071
		The degree of air cleanliness of city's	3.75	.044
		The noise of the city in the paths and the streets	2.89	.024
		The degree of diversity of different experiences (visiting monuments, native customs and etc.) in the City of Yazd	3.48	.030
		The degree of consideration and attention to monuments and cultural sites particularly in terms of retrofitting	2.97	.043
		Observing driving laws and regulations by citizens	2.87	.038
		Appropriate treatment and hospitality with Yazdi citizens	3.74	.006
		Respect to the rights of others particularly tourists	3.56	.072
		Feeling of relief in the city	3.87	.072
		Planning and regulating residential environments and spaces.	3.35	-0.005
		Planning and regulating tourist environments and spaces.	3.44	.028
		Planning and regulating service environments and spaces.	3.28	.094
Satisfaction with the amount and quality of access to infrastructure		Shopping and supplying centers of handicrafts and local products	3.5	.106
		Tourist attractions /(historical sites and cultural and entertaining centers)	3.71	.015
		Accommodation and welfare facilities (hotels, motels, houses for rent and etc.)	3.59	.123
		Hospitality centers (restaurant, delicatessen, fast food, cafe, etc.)	3.35	-0.017
		Information and tourist guides centers	3.17	.046
		Public transport services (roads, vehicles, repair shops and gas stations, etc.)	3.34	.049
		Health services (health centers, clinics, hospitals, pharmacies)	3.20	.114
		Communications services (telecommunications, mail, mobile, fixed, Internet)	3.23	.078
		Banking services (ATM, etc.)	3.58	.066
		the presence of safe drinking water	3.29	.051

Satisfaction with tourist spaces Services and equipment of Tourism	Facilities required by the tourists (toilets, public baths, pissoir, parking, etc.)	3.14	.111
	Cultural center services (public library, mosque, mosque, cultural center, video clubs, play centers, etc.)	3.42	.074
	Restroom (toilet) around these restrictions are sufficient.	2.82	.078
	Tourist places include attractions, places of tourist accommodation and other related areas, relaxing, quiet, quiet and comfortable	3.25	.065
	Guide signs show the path of access to historical areas well.	3.03	.052
	Transfer baskets are sufficiently available..	2.67	.034
	Administrators and personnel of the spaces arecheerful with clean, tidy and homogeneous uniforms.	3.37	.021
	The initial encounters of space officials are pleasant.	3.49	-0.030
	The personnel answers me with sufficient information.	3.42	.105
	The time of arrival to these spaces, I was confuses and it takes me a long time to be guided.	3.14	.091
	There are enough chairs for the elderly and children to relax	2.52	.123
	There are enough facilities to help special individuals such as disables.	2.48	-0.007
	Total mean	111.35	

The value of standardized regression weights indicates that the item of satisfaction with residential and welfare centers has the highest correlation with the total satisfaction with tourist spaces and some of the items with negative scores do not show high correlation. The value R and significance level is at desirable.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.997	.993	.988	.06151		
ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.529	34	.663	175.162	.000
	Residual	.148	39	.004		
	Total	22.677	73			

In general, regarding the value of dependency of different dimensions of satisfaction, all items of aggregated different dimensions indicate the more effect of the dimension of satisfaction of infrastructures and in the next stage, the dimension of satisfaction with places and social status is located.

Table 8: the weight of different variables of satisfaction dimension

Variable	Satisfaction with the place and social status	Satisfaction with the degree and quality of access to infrastructure	Satisfaction with of Tourism Services and Spaces
Regression weight	.268	.673	.168

3.3.The state of frequency distribution of items of further travel

In this regard, 5 items are investigated in the form of Likert scale in which the value 1 indicates tourists' low interest to further travel and the value 5 indicates high interest. The total scores of the 5 items indicate the score of the degree of indicators of satisfaction with tourist spaces which is potentially between the score 5 (minimum score) and the core 25 (maximum score). The mean obtained from all items equals 18.82 which is higher than the expected mean (15) which indicates the moderate level of further travel (table 8).

Table 9: frequency distribution of items related to indicators of further travel

	Items	Mean
A17_5_1	I enjoyed the experience of traveling to the city.	3.94
A17_5_2	I will visit the city.	3.77
A17_5_3	I would recommend a trip to this city to a friend.	3.92
A17_5_4	The benefits of visiting the city excels in comparison to the cost of travel to other cities.	3.49
A17_5_5	The existence of historical and cultural places of the city encourage me to take a trip back to the city.	3.70
Total mean		18.82

5. Hypothesis testing

-Security has significant effect on tourists' satisfaction and further travel.

Regarding the mentioned hypothesis, it is necessary that the correlation between security and satisfaction on the one hand, and the correlation between security and tourists' further travel are investigated. Regarding variables' being interval, Pearson correlation coefficient was used for testing the hypothesis. To create variables of security and satisfaction, the aggregation of items in different dimensions was used which at last, it would be possible to evaluate the relationship between them. The conducted analyses in SPSS indicate that there is a direct and significant correlation between security and satisfaction with urban tourist spaces because the significance level (sig=0.046) is less than 5 percent and Pearson correlation coefficient (r=0.123) is positive.

Therefore, if the security of urban tourist spaces in different dimensions is more, it will have a direct and significant effect on tourists' satisfaction and consequently on the tourism development.

Table 10: the output of statistical analysis of Pearson correlation coefficient of the correlation between security and tourists' satisfaction with tourist places of Yazd City

Evaluation	Population	Correlation coefficient
.046=sig	400=N	.123=r

To investigate the correlation between security and further travel, the obtained figures, i.e. significance level lower than 5 percent (sig=0.032) and positive Pearson correlation coefficient (r=0.051) indicate that there is a direct and significant correlation between the security of urban spaces and tourists' further travel. It means that the higher the security of urban tourist spaces, the further the travel of tourists and the more the tourism development.

Table 11: the output of statistical analysis of Pearson correlation coefficient of the correlation between urban tourist spaces security and tourists' satisfaction with tourist places of Yazd City

Evaluation	Population	Correlation coefficient
.032=sig	400=N	.051=r

Finally, in the figure 1, the correlations of research variables are presented based on the path analysis model. The path analysis model is the application of multivariate regression in relation with clear development of causal models. The objective of this model is to access quantitative evaluations of causal relationship among a set of variables. Path analysis indicates that which path is more important and significant and the path coefficients are calculated based on standardized coefficient of regression.

In the present study, latent variables include: sustainable security and urban tourism development. In other words, it can be said that the existence of urban tourism development in the City of Yazd to what extent is influenced by tourism crisis management and in a more particular stage, is due to different types of security and satisfaction in different dimensions. In explaining tourism development, among the mentioned variables, security with the coefficient of 0.25 percent has the highest capability to explain. This is while the satisfaction with the coefficient of 0.161 percent has lower proportion than other variables. It should be mentioned that all coefficients have significant effects on tourism development because all coefficients are high and positive.

6. Conclusion

Tourism is the biggest movement of people during peacetime (Movahhed, 2007: 117). Nowadays, tourism is one of the most promising activities referred to as the pathway of development (Khosravinejad, 2008: 89). The direct presence of visitors and tourists on a country, in addition to economic development and cultural interactions, introduces that country as the pole of secure tourism to the world. Furthermore, developing tourism industry in each country indicates the stability of national security in that country and the development of national security in other countries results in tremendous development of tourism industry in recent decades. Undoubtedly, the issue of security is one of the important parameters in selecting tourism destinations, accordingly, it can be said that without tourism security, even the best marketing will fail (Lofti and Khamehchi, 2012: 3). Therefore, the issue of security of tourist spaces and also the evaluation of the degree of their vulnerability to crises depend very complicated models of the density reasons and multidimensional effects because the reasons of insecurity in these cities are due to very different basics. One of the most important factors on which the tourism development of the City of Yazd is based is tourists' security and the desirability of tourist spaces.

In the present study, the effect of tourism crisis management was investigated regarding the consideration of dimensions of security and its relationship with satisfaction and further travel to the City of Yazd on which tourism development is dependent. The results indicate that the indicator of physical security with the coefficient of 0.484 percent has the most proportion and behavioral security with the coefficient of 0.306, social security with the coefficient of 0.221 and economic security with the coefficient of 0.164 percent have propositions compared to other variables in explaining crisis management and tourism development. Investigating the frequency distribution of the aggregation of items of satisfaction indicates that satisfaction with quality and the degree of access to infrastructures is more than other satisfaction dimensions. In investigating the correlation between security and satisfaction and also security and tourists' further travel, there is a direct and significant correlation which this coefficient is higher in relation with security and satisfaction, i.e. the better the different dimensions of security are provided, the more the tourists' satisfaction and tourism development are.

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