An Investigation on Influencing Factors on Tourism Industry in Iran
Seyyedeh Sedigheh Hassanimehr
Department of Geography, Astara Branch, Islamic Azad University, Astara, Iran

ABSTRACT
In recent decades tourism industry is mentioned one of the largest and most diverse industry. Many of these countries consider this industry as one of their main sources of income and effort in the way developing this industry. The overall goal of this study is assessing the impact of destination features on behavioral intentions of tourists in tourism industry. Statistical society was tourists in the historic city of Iran (Masouleh) that were selected 411 people by using random sampling and research methods descriptive - analysis of causal. A questionnaire was used to collect information that its validity confirm by faculty and advisors and reliability was examined by using Cronbach's alpha and for analysis of Findings is used Lisrel structural equations. This result indicates that the destination features (historic city of Masouleh) has no effect on tourists’ behavioral intentions and visitors’ satisfaction and perceived quality impact on their behavioral intentions.

KEY WORDS: Tourism, Behavioral Intentions, Destination Features, Visitors’ Satisfaction, Perceptual Quality.

1- INTRODUCTION
Tourism industry is rapidly expanding. So that this industry has become one of the largest fields of business in world. In this industry, activity executives should provide possibility of exploitation from present opportunities with full wisdom of present opportunities for their. The third phenomenon, Tourism industry is in dynamic economy and developing after oil and automobile industries. Organization for Economic Co-operation and Development, this industry has introduced second service sector in international trade after banking according to facts and figures released by the World Trade Organization, Investment rate of in tourism sector in 2010 to more than 1,400 milliard dollars means that figure will reach ten percent of international investment(Kamali,2006, 5).

Tourism is growing as one of the fastest economic sectors. Annually, the leading countries in economic activity are allocated a major share of the revenue derived from entering tourism. In fact, Tourism is the largest world industry and is growing every day. World Tourism Organization predicts that the number of tourists will be to the 1/5 milliard people in the year 2020 (Shaw et al., 2004) More important than the demands, an expectation of consumers increased every day and with this trend is growing along. (Gilaninia et al., 2011)

The tourism industry is a combination of different activities that like chain is done in order to serve tourists. So tourism includes all phenomena and relationships from interaction tourists, Suppliers and sellers of tourism products, Governments and communities are host in the process of attracting and welcoming from tourists. (Mcintosh, 1995, 9) tourism is most important growing industry and Tourism development requires comprehensive and appropriate programs until can be successful in attracting tourists. Today, one of the main cities use is a new tourism services. Because formation era of postmodernity associated with its original proposition globalization, innovation, information and tourism and a new era in human social and culture interaction has been made especially in the form of constructing urban (Boniface & Fowler, 1993, 12). Tourism is passenger that for more than a night and less than a year in order to entertainment, business, visiting relatives and family, and other purposes will stay in place away from their normal environment (Iosmon,2001).

With attention to that Iran in terms of artistic and cultural attractions and having abundant and diverse and attractive natural attractions is most amazing countries in the world. Masouleh is a village in the Guilan Province of Iran. It was founded in the 10th century AD, and its current population is estimated to be around 800 people. Masouleh architecture is unique. The buildings have been built into the mountain and are interconnected. Courtyards and roofs both serve as pedestrian areas similar to streets. It is the only village in Iran with such a prohibition. However, the small streets and many stairs simply wouldn't make it possible for vehicles to enter. The spectacular architecture of Masouleh is popularly known as “The yard of the above building is the roof of the below building”. Yellow clay coats the exterior of most buildings in Masouleh. This allows for better visibility in the fog.

*Corresponding Author: Seyyedeh Sedigheh Hassanimehr, Department of Geography, Astara Branch, Islamic Azad University, Astara, Iran.
Email: b.k.shahamat@gmail.com
In this study is answered to this question, do features of tourist destination impact on the tourist behavioral intentions through their satisfaction and perceived quality of destination? Visitor satisfaction and perceived quality of the destination as an intervening variable, behavioral intentions as the dependent variable and destination features are considered as independent variables.

2- Theoretical framework of research

Tourism is considered as one of the largest and most activities of diverse social, economic, cultural and geographical in world. Many countries consider this dynamic industry as the main source of income, employment, growth in private sector and infrastructure development. Tourism is received much attention around the world especially in developing countries where other forms of economics such as production or extraction of natural resources is not cost. People travel due to numerous and various reasons. Rapid growth and strong tourism has caused great impact on the travel experimental during a relatively short. Most countries try to attract tourists in different ways if even they are deprived of the ancient sites and natural attractions (Rezazadeh, 2003). They have managed to match global demand (Gilaninia et al., 2011).

The tourist behaviors include the choice of a destination to visit and subsequent evaluations and future behavioral intention. The subsequent evaluations include the travel experience or perceived trip quality during the stay, perceived value and overall satisfaction while the future behavioral intentions include the intention to revisit and the willingness to recommend. There has been a great body of studies focusing on the interrelationship between quality, satisfaction and behavioral intentions (Backman & Veldkamp, 1995; Baker & Crompton, 2000; Cronin, Brady, & Hult, 2000). In Iran, small and medium tourism is largely predominant, accounting for 70% of the outbound trips in 2010 (Gilaninia, 2010; Gilaninia et al., 2011). At present, the landscape of IRAN tourism is concentrated around a few large tour operators that dominate major IRAN (Gilaninia et al., 2011)

Zakhar et al (2010) explored the complex relationship between main constructs and behavioral intention modeled as: destination attributes affect perceived quality which then affects satisfaction, these latter two affect repeat visit intention. Although its results confirmed this complex relationship, the study recommends to future studies to test the universality of such a model apart from (destination-specific) attributes set used as indicators for the perceived quality. Perceived value, e.g., could be a mediator in the model between perceived quality and behavioral intention. Other constructs such as price, risk perception, and destination image could be also included. Such recommendations have been taken into considerations when Assaker et al (2010) hypothesized causal relationships between different variables as: destination image determines satisfaction which subsequently affects both initial status and shape factor as well does novelty separately. As Chi and Qu (2008) recommended and Jang and Feng (2007) did, this study measured the temporal visit retention revealing that satisfaction influenced retention to visit in the short term. Using a single measurement item for satisfaction and image in the study was a limitation. Destination features are adapted from tourism marketing literature (e.g. Cai, 2002; Hosany, Ekinci and Uysal, 2006). Destination features represent the facilities, attractions and experiences that a destination offers a tourist (Morgan, Pritchard and Piggot, 2003).

Tourist motivation is believed to be the foundation of influencing the way tourist behaves (Crompton, 1979) as well as where they travel to, when they travel, what activities they participate in the destination (Hudson, 1999) and their satisfaction (Prebensen, 2006; Yoon and Uysal, 2005). From the destinations’ point of view, it is very important to know why tourists choose (or not choose) a destination and how the tourists feel about the place they visited. According to Sharma (1995) it is significant to understand tourist motivation and decision-making processes not only for its impacts on destination areas (Crompton, 1979), but also for economic reasons related to promotion of tourism and tourism planning which rely on understanding tourist decision-making. It also enables the identification of market segmentation and target marketing. Visitor perceptions about a destination can help to determine the destination’s success or failure (Formica, 2002; Kozak and Rimmington, 2000). The perceived attractiveness (Um, Chon and Ro, 2006) and perceived quality (Atilgan, Akinci and Aksoy, 2003) of a destination can influence repeat visitations. The popularity of a destination has the potential to contribute to its economic success through an increase in modern infrastructure and employment (Darnell and Johnson, 2001).

Baker and Crompton (2000) adopted a SEM test to show a perceived performance quality would have a stronger total effect on behavioral intentions than satisfaction. McDougall and Levesque (2000) explained that perceived value is an important variable of evaluating satisfaction. Indeed, the current visitors may affect also other people’s likelihood when they show them their own perception of the visit and their intention for a second visit (Darnell & Johnson, 2001). However, previous researches argued that repeat visitors were more satisfied about the whole trip experience than first timers (Kozak, 2000; Gitelson and Crompton, 1984). Based on expressed Content is presented research model as follows:
**Destination features:** Destination Features include elements such as access to destinations, entertainment and welfare facilities, attractions and sightseeing, and packages available at the Destination, the Destination activities and ancillary services (Zabkar et al., 2010, 532).

**Visitors’ Satisfaction:** The main goal of supply with high quality services is customer satisfaction. Customer satisfaction and dissatisfaction is function of difference between primary expectations and actual performance (Bolton Ruth et al., 1991, 375).

**Behavioral Intentions:** Changes is created in behavior after provide services and is measurable through elements such as loyalty and commitment and recommendations (Zabkar et al., 2010, 532). Warshaw and Davis (1985) define behavioral intention as “the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior” (Gilaninia, 2011).

**Perceived Quality of Destination:** quality is a broad concept and its aim is increase efficiency in the entire collection that will prevent from to emergence factors disruptive quality. Ultimate goal is full compliance with customer requirements and with minimal cost for the organization that is leading to increased competitiveness (Kozazi and Dehghani, 2007, 6).

**3- Research Hypothesis**
1- Destination features impact on the perceived quality of offered destination.
2- The perceived quality of offered destination impact on Visitors’ Satisfaction.
3- Visitors’ satisfaction impact on their behavioral intentions.
4- The perceived quality of offered destination impact on behavioral intentions of tourism.
5- Destination features impact on behavioral intentions of tourism.

**4- RESEARCH METHODOLOGY**

This study is descriptive -analysis based on a research project of the branch's casual and based on aim is functional. Method of data collection is field that has been by questionnaire. Questionnaire validity Confirm by faculty and advisors and Questionnaire to measure the reliability of each variable using Cronbach's alpha coefficient was greater than 70% shows that questionnaire is reliability.

<table>
<thead>
<tr>
<th>variable</th>
<th>Cronbach's alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination features</td>
<td>90/5 %</td>
</tr>
<tr>
<td>The perceived quality of destination</td>
<td>72/9 %</td>
</tr>
<tr>
<td>Visitors’ Satisfaction</td>
<td>82/4 %</td>
</tr>
<tr>
<td>Behavioral Intentions</td>
<td>84/4%</td>
</tr>
</tbody>
</table>

Statistical society was tourists in the historic city of Masouleh That were selected 411 people by using random sampling and for analysis of findings is used Lisrel structural equations.
Table 2. Measurement Fitness Model (confirmatory factor analysis)

<table>
<thead>
<tr>
<th>Index</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>RMSEA</td>
<td>0.078</td>
</tr>
<tr>
<td>GFI</td>
<td>0.82</td>
</tr>
<tr>
<td>AGFI</td>
<td>0.85</td>
</tr>
<tr>
<td>PGFI</td>
<td>0.83</td>
</tr>
<tr>
<td>CFI</td>
<td>0.82</td>
</tr>
<tr>
<td>NNFI</td>
<td>0.88</td>
</tr>
<tr>
<td>NFI</td>
<td>0.86</td>
</tr>
</tbody>
</table>

By looking at model indexes can be concluded that in terms of model indicators are in fairly good condition.

5-Data analysis

Table 3. Variables described

<table>
<thead>
<tr>
<th>Variables</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination features</td>
<td>1/8</td>
<td>5</td>
<td>3/8</td>
<td>0/70</td>
<td>0/488</td>
</tr>
<tr>
<td>Perceived quality</td>
<td>2</td>
<td>5</td>
<td>3/7</td>
<td>0/522</td>
<td>0/273</td>
</tr>
<tr>
<td>Visitors’ Satisfaction</td>
<td>1/25</td>
<td>5</td>
<td>4/1</td>
<td>0/64</td>
<td>0/404</td>
</tr>
<tr>
<td>Behavioral Intentions</td>
<td>1/25</td>
<td>5</td>
<td>4/2</td>
<td>0/72</td>
<td>0/511</td>
</tr>
</tbody>
</table>

Figure 2. Structural model in standard state

Table 4. Results of research hypotheses

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Standard estimates</th>
<th>t</th>
<th>Hypotheses result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1- Destination features impact on the perceived quality of offered destination.</td>
<td>0/42</td>
<td>2/37</td>
<td>Confirmed</td>
</tr>
<tr>
<td>2- The perceived quality of offered destination impact on Visitors’ Satisfaction.</td>
<td>0/44</td>
<td>2/33</td>
<td>Confirmed</td>
</tr>
<tr>
<td>3- Visitors’ Satisfaction impact on their Behavioral Intentions.</td>
<td>0/41</td>
<td>4/83</td>
<td>Confirmed</td>
</tr>
<tr>
<td>4- The perceived quality of offered destination impact on Behavioral Intentions of tourism.</td>
<td>0/22</td>
<td>2/12</td>
<td>Confirmed</td>
</tr>
<tr>
<td>5-Destination features impact on Behavioral Intentions of tourism.</td>
<td>-0/05</td>
<td>-0/68</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
1- With refer to the table t_value amounts is observed that t_value is equal to 2/37 that it is Most of absolute magnitude 1/96, Therefore hypothesis is confirmed.
2- With refer to the table t_value amounts is observed that t_value is equal to 2/33 that it is most of absolute magnitude 1/96, therefore hypothesis is confirmed.
3- With refer to the table t_value amounts is observed that t_value is equal to 4/83 that it is most of absolute magnitude 1/96, therefore hypothesis is confirmed.
4- With refer to the table t_value amounts is observed that t_value is equal to 2/12 that it is most of absolute magnitude 1/96, therefore hypothesis is confirmed.
5- With refer to the table t_value amounts is observed that t_value is equal to 2/12 that it is most of absolute magnitude 1/96, therefore hypothesis is confirmed.

6- Conclusions and Suggestions

Tourism Organization for tourism and historical sites should offer many welfare facilities and peripheral until tourists do not have trouble in their trips and strategies should be considered in this area. Authorities in this historic city should try to environment clean and historical and cultural attractions until cause willing in the tourists for next trips. This places term of security is confirmed for tourists and they make sure that will not threaten with any danger. Hotels and restaurants in the desired locations provide considerable services terms of health and welfare. Tourism organizations should try for maintain and repair these historic cities and buildings and tourist attractions that in addition to domestic tourists annual, many foreign tourists be seen in these places. Play video about the city's historic attractions to tourists on arrival in this city help to attract and satisfy tourists. Research results and suggestions presented as follows:
1- The study results show that destination features impact on the perceived quality of offered destination. Therefore tourism organization should do many activities in terms of welfare and auxiliary and peripheral until this place for tourists be important in terms of offered quality.
2- The study results show that the perceived quality of offered destination impact on visitors’ satisfaction. Therefore authorities must create the perceived quality in intended place that include of welfare facilities such as hotels and restaurants and local food security and response on time for tourists that more impact on tourist satisfaction.
3- The study results show that visitors’ satisfaction impact on their behavioral intentions. Satisfaction that creates from tourist places, in every aspect for tourist effect on their intentions that practitioners should trying for increase satisfaction in order to create positive behavioral intentions.
4- The study results show that the perceived quality of offered destination impact on behavioral intentions of tourism. Means that desired location quality in the tourist has been affected on their intentions and this perceived quality of welfare facilities and attractions of historical and cultural is very important in its location.
5- The study results show that destination features don’t impact on behavioral intentions of tourism. This shows that destination features such as easy access to the destination or package containing information about this intended location don’t effect on behavioral intentions.

REFERENCES

Boniface,P.and Fowler,P.J.(1993)."Heritage and Tourism in the Global village London”


Lomson,less.(1997). Tourism Marketing, translate m.e.ghoharian, Tehran, Office of Cultural Research


Rezazadeh,m.(2003). tourism One of the prosperous industries in the world, www.sanatetourism.blogsky.com


Zabkar,V,Brencic.M,Dmitrovic,T,(2010),”Modelling Perceived quality, visitor satisfaction and behavioural intentions at the destination level”,Tourism management, pp.537-546