

A Survey of the Relationship between Product & Demographical Factors with Tourists' Inclination in Tourist Industry of Iran (Case study: West of Mazandaran Province)

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Abstract: Tourism industry is considered as one of the most highly income industries and provides one of the world's highest rates of employment. One of the main reasons resulting in attracting more tourists is the factor of satisfaction of tourist gained by visiting that region. The tourist industry can have an important effect on the increase of employment, incomes related to the residential places and also the governmental returns of the countries. Therefore, the tourism industry can influence the economic growth directly and indirectly, and the economic growth can also result in tourist industry development by expanding some facilities and tourist infrastructures including transportation and road expansion, development of residential places, restaurants and hotels, public healthcare and also the expansion of recreational facilities and the welfare affairs. The objective of the current article is to review of the relationship between the product factor specifications (attractions, facilities and infrastructures) and demographical variables (literacy rate, manner of selecting destination, stay duration, occupation and gender) with the tourists' desire to the West of Mazandaran Province, and how effective these factors are in attracting tourists and their revisit from these two cities. The statistical society of the research consists of those tourists who have travelled to these two cities during summer of the year 2010 and 352 people were selected through a random sampling and the questionnaires distributed among them, an applied research type and also descriptive -correlation method were used. Methods for gathering data were field, library and internet sites types and the data gathering tool was using questionnaires which have been analyzed by the application of the descriptive statistics (calculating percentage frequency, frequency percentage, the mean, standard deviation and tables and charts) and inferential statistic (The Pearson's correlation test, one-way ANOVA, Tukey's test and the application of SPSS software), and the research result was in such a way that among eight sub-hypotheses, all of them have been confirmed. Finally, at the end of the article, some suggestions were made in the format of summarizing the points, discussion, reaching conclusions, in relation with the application of the mentioned results in the real world and also in order to continue and follow up similar researches in the future.

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1- Introduction

The tourism industry is deemed as one of the largest and most multidimensional industries of the World and its widespread growth has been followed by many social, economic and environmental changes. Due to this reason, it has been changed into a very important scope of research for the researchers (Taghavi and Poursoleimani, 2007, 3). This industry is of applied type, therefore it can be a potentially important resource for improving the employment status, particularly for the occupations requiring low skill levels, and also in Iran the unemployment rate is mainly focused on this part. In addition, the demographical distribution of new jobs in tourism industry are higher than other sectors of economy, thus it is in line with the policies related to elimination of demographic frequency. Most countries recognize this dynamic

industry as the major resource of income, employment, private sector growth and structural development. Although there are different conditions in different regions, the tourism industry has always been considered as an important determinant for economic development (Ebrahimi and Khosravian, 2005, 15). The most important issue regarding tourism successful planning is the peer identification of the market, since the tourists will be categorized within different classes in accordance with their requirements, i.e. it is important which region has attracted which section of the market, or whether it is inclined to attract what section (Stynes & Halloran, 2004, 7).

All the experts identify the tourism industry as one of the methods for economic growth and creation of economic prosperity. On the one hand, the tourism industry brings about various economic, social and political functionalities and this is because

we witness the increasing significance of it worldwide. Western part of Mazandaran Province having natural and unspoiled, intact attractions such as: calm and secure coasts of Khazar sea, beautiful jungles, highly spectacular rural areas with rich cultures, traditional customs and works of arts which all can turn the region into a significant tourist attraction at the province and country level and even at international level since as we know, the escape spots or the spots considered by tourists during their visit from cities consist of the historical attractions, monuments and the landscapes formed in the cities (Aitchison,2002,23). The province's municipality and the cultural heritage & tourism organization have done lots of activities in this regard and have achieved some success. However, they have a long way to reach their ultimate goals and complete utilization from such a potential. If success is achieved, the city can benefit from considerable national and economic resources which can be effectual for increasing the welfare of the citizens and enhancing national gross product (NGP) (Godfrey & Elarke, 2002, 25). The main objective of the current research is identification of the relationship between the properties of product factor and demography with the amount of tourists' inclinations in having trips to the west of Mazandaran. The secondary objectives – the identification of relation of :(facilities, attractions and infrastructures) and (educational degree, destination selection, duration of stay, occupation and gender) with the amount of inclination of the tourists in travelling to the west of Mazandaran. In addition, with regard to existence of competitive advantages of the cities located in the West of Mazandaran province in absorbing tourists and novelty of tourism industry in the region, it is necessary to conduct these types of studies. By considering the fact that how much the specifications of the product factor has been catered by the customers (the tourists), this is one of considerable issues in the tourism industry. At the final part of the article, the above-mentioned cases have been summarized while expressing the results and detailed findings and they have been concluded by within the framework of discussion and comparison and some suggestions for the management applications in the real world will be presented for similar studies followed up and accomplished in the future.

2- Background of the research

2-1- Theoretical Basics

Tourism is the common behavior of the human groups which enjoys geographical and special dimensions and the consequences of such behavior also affect the space and characteristics of the geographical environment. Today, this collective and common behavior of humans is shaped within the

political frameworks and structures and is directed and monitored by them and the governments play a major role in it (Hafeznia and Ramezani Darabi, 2008, 48). Tourism includes all activities that tourists fulfill during their trip and it is related to them and can involve travel planning, movements between the place of origin and destination, residence and the like (Ranjbarian and Zahedi, 2007, 66). Keribandorf (1987) in his major book named "The Travelers" have explained a series of factors and reasons for tourism expansion as a social activity. He has evaluated the travel values such as the people's desire to escape from civil regions and also has counted the attractive factors absorbing travelers to have trips; during main researches being conducted there has been explained a relation based on coexistence between the described places of origin and destinations (Soheili, 2004, 22). According to United Nations Statistical Association¹, the tourism involves activities of the individuals including travelling to places outside their normal environments and staying there for less than one year for the purposes of recreation, doing business and other objectives (WTTC,2002,50). Tourism can maintain some useful or adverse impacts due to having a complicated nature. Tourism helps in creating employment, generation of exchange income and improvement of balance of payments and can play a very major role in mitigating poverty of remote and disadvantaged areas. Among the cultural and social roles of the tourism, one can mention the enhancement of mutual understanding, stimulation of sense of respect and optimism toward society and governing culture, care for the local arts (specially the music, theatre and art crafts) (Dass Ville, 2000, 190). Assisting to maintenance of significant natural regions and the wild life, correcting the environmental quality of the regions (since the tourists are interested in visiting from attractive, neat and unpolluted places), development and improvement of infrastructural establishments, road construction, water piping, sewage system arrangements and ... which can improve the environmental conditions and reduce the various types of pollutions are all among the most echo-environmental reasons of tourism industry (Sadr Moussavi and Dakhili Kahnamooyee, 2007, 131). The above reasons have made all countries to utilize from the environmental, cultural and historical attractions in order to develop tourism. However, one should never neglect the negative consequences of tourism since each unplanned development regarding this industry can bring about some negative echo-environmental, social and even economic consequences.

Table 1-2- Summary of the Background of Similar Studies

| No. | Date | Researcher | The Summary of the Research |
|-----|------|--------------------------------------|---|
| 1 | 1996 | Tousam Jenkinz | -The results of the research shows that one can prevent from frequent populated areas and invading into some distinct tourist spots by adoption of policies for distribution of tourism arrangements at the country level and by provision of various and different attractions for the tourists. |
| 2 | 2002 | Kazaak | -providing landscape, spectacular views and visiting places in the host country are amongst the factors of tourists' presence. - Provision of nightly recreations in host country is the attraction for which the tourists regard. |
| 3 | 2002 | Gilmore | - Maintenance, repair, more attention paid to the tourist attractions, putting emphasis on application of traditional architecture for constructing tourist places and providing suitable infrastructures can lead toward increasing tourists entry and tourism development. |
| 4 | 2006 | Rehoodrie and Hoo | Planning and peer execution of marketing management increasingly leads toward enhancement of exchange income out of tourism, multiplies the sources of foreign income |
| 5 | 2001 | Sardie Mahkan | The results show that pilgrimage centers, historical places, residential arrangements status, interactions made by authorities and local people, transportation, tour prices, establishment of marketing offices outside the country, level of the staff expertise, advertisements, attendance in the exhibitions via Internet and etc. are all important to attract tourists. |
| 6 | 2003 | Sadr-e-Mousavi Dakhili, Khahnamooyee | In this research, the researcher concluded that the tourist attractions of Azerbayejan province(Kandovan, Babak Ghalae, Sharafkhaneh) lack the facilities and required arrangement for attracting tourist satisfaction, and also, the infrastructural facilities like communication roads, parking lots, health services are not very good and echo-environmental conditions require serious attention due to mass visits during holidays. It has been mentioned in this study that the age, gender and the residential place influence on amounts of trips/visits. |
| 7 | 2004 | Soheili | Considering the results of research, the tourist attractions do have effects on the tourists' inclinations. And also, the facilities and infrastructures impact their inclinations. |
| 8 | 2004 | Hosseinpour | In this research, the researcher concluded that there is a significant difference between the tourists' attitudes about the natural, cultural and commercial attractions. - The people with ages 26 to 35 are more inclined to travel and visit the attractions. - There is a significant difference between the attitude of tourists about their employment status and their income. Therefore, most tourists involve public employees with monthly income of 150 to 250 |
| 9 | 2009 | Bidokhti Nazari | The researcher concluded that all influential factors (moderation of major policies of the country, expansion of fundamental structures, paying attention to tourist attractions, advertising activities and adjustment of strategies) have impacts on tourism industry development |

2-2- Background of similar researches

Review of the thematic literature in relation with the current study clearly shows that until present no research has been directly conducted with this title the west of Mazandaran. However, the studies conducted which are similar and related to the subject of research are frequent which we point their results out as follows:

3- Theoretical framework

Based on the presumption of expectation approval theory (Phillips & Baumgartner, 2002, 245) stating the customer satisfaction of a product or service, the result is comparing the expectations and understanding performance, and by considering the role played by the experiences and perceptions of the tourists in selecting them, one can recognize the

importance of tourists' perceptions regarding the type, quality and objective of tourism industry in the recommended model. Similarly, this study achieved awareness and recognition of reality by looking at optimal stimulation theory and theory of the consumption tourism and with respect to putting the tourism history in a chronological order(Mawforth & Munt,1998, 83) and comparing the two virtual and real tourism industries(Rovodrad and Haji Mohammadi, 2010, 78). The tourism has exposed to variety and duplication during its evolution and has conformed to the new system. Also, if we pays attention to tourism industry from the view point of its historical evolution from modernity and post

modernism periods, this study has focused on the tourists' inclination to travel to the West of Mazandaran Province as dependent variables or criteria and specifications of the product factor including tourism attractions, facilities and infrastructures as independent or foreseeable inherent variables. In addition, some factors such as literacy amount, selection of destination, duration of stay, occupation and gender are also simultaneously studied as the independent variables. Similarly, the research literature somehow indicates the relationship of the above factors with the amount of the tourists' inclinations including:

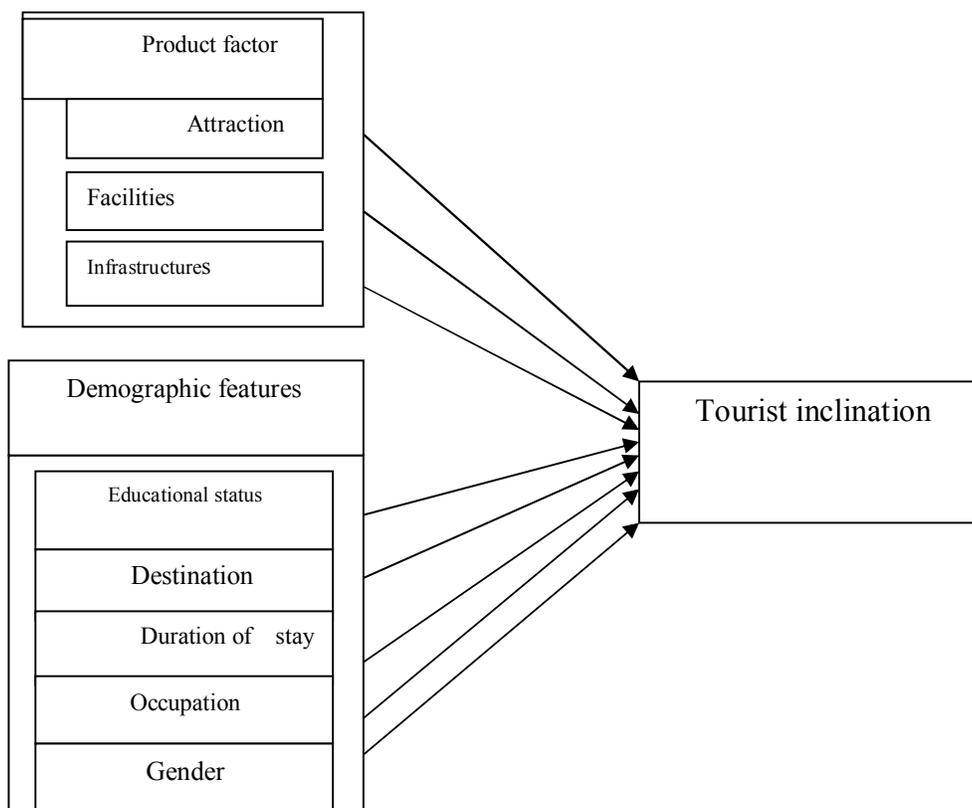


Figure 1-3 Research conceptual models (made by researcher)

The evaluation of the status of tourism facilities of the East Azerbaijan Province from the viewpoints of the tourists, and the research variables consist of the two independent variable which includes: (advertisements, residential place, behavior of the citizens and the existing provisions in touristic locations) and dependent variable (number of entering tourists, interest in echo-tourism, the tourists' expenditure amount and their numbers) and the moderating variable(gender, age, place of

residence and amount they have spent). The research finding shows that: 1- With respect to gender, the number of male tourists is more than female ones. 2- With respect to education, the maximum number of tourists consists respectively of individuals who have secondary level, bachelor of studies level, elementary level, guidance level, diploma, master of studies and illiterate. 3- There is a relationship between infrastructures and the amount of satisfaction of the tourists. There is a relationship between

advertisements and the number of the tourists. 5- There is a relationship between place of residence and being interested in nature touring. 6- There is a relation between the behavior of the citizens with the tourists and the tourists' expenditure amount. 7- There are some relationships between the status of current on-the-site facilities (conditions of the public health services, sound water) and the number of the tourists (Sadr Mousavi and Dakhilieh Kahnamouae, 2003). There are evaluation and ranking of Lahijan city tourist attraction from viewpoints of tourist at which the researcher has stated the tourists' attitudes as a dependent variable, the touring attractions as an independent variable and the gender, educational degree, job and the income as the moderating variables. The results clearly show that there is a relation among the tourists' attitudes regarding the natural, cultural-commercial attractions. 2- There is a significant difference among tourists regarding their educational degrees. 3- There is a significant difference among tourists regarding their employment status (Hosseinpour, 2004).

Therefore, the theoretical framework of this study has been given in the following chart by considering the theoretical basics and also research findings of research literature. The reason for presenting the chart in this format is that both classes of variables, i.e. both specifications of the product factor and demographic features and the residential characteristics of tourists have been simultaneously considered as the independent or foreseeable variables.

4- Materials and methods

Regarding the method of research, until present many different views and attitudes have been stated (Zohouri, 1999, 27). Despite this, taking the four attitudes of theorizing into account, which means, developing or improving the existing theories, comparing different theoretical attitudes, reviewing a specific phenomenon and duplicable in a new environment and context (Feldman, 2004, 1-6). When it comes to purpose, the current research is of an applied type and it has used the descriptive - correlative method. However, for the most general type of classification, the methods of field, library and internet sites study and evaluation of thesis, the conducted studies in relation with the subject and related variables have been applied. The statistical society for the current research consists of those tourists who have travelled to these two cities in the summer of 2010. 352 individuals have been selected through random sampling and the questionnaires have been distributed among them. Validity means how appropriate the measuring tools have been selected and is enabled to measure the considered variable. The reliability means that to some extent the

selected measuring tools produce similar results if the measurement of the variables under the same circumstances takes place (Naghieb Hosseini, 2010). In order to determine the visual suitability of the questionnaires, the researcher have made them available for the experts and specialists of management and tourism courses and the instructors of the dependent courses who are located in the aforesaid cities and their corrective and recommended views have been used in the final questionnaire. In order to determine the reliability (stability) of measuring tools, there are lots of several various methods one of them is the inner adaptation measurement tool. The measuring tool can be calculated by Korenbach Alpha Method. This is a method being used for several studies. Although the acceptable amount for this coefficient must be 0.7, the amounts 0.6 or even 0.55 are also acceptable (Aghajanie, 2007, 5). For determining stability, the above-mentioned questionnaires were conducted for samples consisting of 20 individuals, then, their Korenbach Alpha coefficient was calculated. The tourist inclination questionnaire's reliability coefficient has been estimated 0.75 and for product factor questionnaire, it has been estimated 0.89. Tools for data gathering is the questionnaire (made by the researcher) and finally, when the data gathering job was finished via different tool particularly the questionnaires and the required information was codified, they entered into SPSS software. The statistical tests applied at the section of descriptive statistics (frequency, percent, ratio of the aggregate frequency, the mean, the Standard Deviation and tables and...), and in the section of inferential statistics (Pearson's correlation test, analysis of one-way variance and Turkey's test) have been assessed.

5- Results and findings

5-1- Demographic statistical data

The following table demonstrates the demographic descriptive statistical data based upon what has been mentioned in the questionnaire.

5-2-1- First sub-hypothesis test: (There is a relationship between tourism attractions and the amount of the inclination of tourists.)

The test result shows that the correlation coefficient of 0.444 has been calculated. This amount is significant at level of fallibility ($P < 0.01$). Therefore, the zero hypothesis is rejected and the research hypothesis will be accepted. Therefore, with 0.99 percent of certainty, one can state that there is a significant relationship between the tourists' inclinational behavior and the tourist attractions.

5-2-2- the second sub-hypothesis test: (There is a relationship between touring facilities and the amount of the inclination of tourists.)

The test result demonstrates that correlation coefficient of 0.251 has been estimated. This rate is significant at level of fallibility of (P<0.01). Therefore, the zero hypothesis is rejected and the

hypothesis of research will be accepted. Thus, with 0.99 of certainty, one can state that there is a significant relationship between touring facilities and the amount of tourists' inclination.

Table No.1- Demographic descriptive statistical data of the statistical sample members

| | | | | | | | | | | |
|-------|-----|------------|------------------|-------------------------|-------------|------------------|-------------------|------------|-----------------------|--------|
| Total | | | | | | | male | female | quantity | gender |
| 352 | | | | | | | 209 | 143 | frequency | |
| %100 | | | | | | | 59/4 | 40/6 | percentage | |
| Total | | unemployed | student | High status occupations | House wife | employee | Self-employed | quantity | occupation | |
| 352 | | 5 | 64 | 17 | 48 | 94 | 124 | frequency | | |
| %100 | | 1/4 | 18/2 | 4/8 | 13/6 | 26/7 | 35/2 | percentage | | |
| Total | | | | relatives | Occasional | internet | Friends | quantity | Choice of destination | |
| 352 | | | | 82 | 117 | 24 | 129 | frequency | | |
| %100 | | | | 23/3 | 33/2 | 6/8 | 36/6 | percentage | | |
| Total | | | 5+ | 4 | 3 | 2 | 1 | quantity | Duration of stay | |
| 352 | | | 61 | 627 | 75 | 110 | 44 | frequency | | |
| %100 | | | 17/3 | 17/6 | 21/3 | 31/3 | 12/5 | percentage | | |
| Total | PhD | MA/ MSC | Bachelors Degree | Associate of Art | High school | Secondary school | Elementary school | quantity | Educational status | |
| 352 | 5 | 27 | 101 | 62 | 116 | 40 | 1 | percentage | | |
| %100 | 1/4 | 7/7 | 28/7 | 17/6 | 33/0 | 11/4 | 0/3 | percentage | | |

Table No. 2: Pearson test results

| Dependent variable | Test | H1 | H2 | H3 |
|---------------------|---------------------|--------------------|------------|----------------|
| | | Tourist attraction | facilities | Infrastructure |
| Tourist Inclination | Pearson correlation | 0/444** | 0/251** | 0/208** |
| | Sig. | 0/01 | 0/01 | 0/01 |
| | N | 352 | 352 | 352 |

Table No. 3: The one-way variance analysis results

| Hypotheses | | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|---------------|----------------|-----|-------------|-------|-------|
| H4 | Between group | 896/911 | 6 | 149/485 | 4/820 | 0/01 |
| | Within groups | 10700/450 | 345 | 31/016 | | |
| | Total | 11597/361 | 351 | | | |
| H5 | Between group | 758/747 | 4 | 189/687 | 6/073 | 0/01 |
| | Within groups | 10838/613 | 347 | 31/235 | | |
| | Total | 11597/361 | 351 | | | |
| H6 | Between group | 420/673 | 3 | 140/224 | 4/366 | 0/05 |
| | Within groups | 11176/688 | 348 | 32/117 | | |
| | Total | 11597/361 | 351 | | | |
| H7 | Between group | 958/614 | 5 | 191/723 | 6/235 | 0/01 |
| | Within groups | 10638/747 | 346 | 30/748 | | |
| | Total | 11597/361 | 351 | | | |
| H8 | Between group | 162/865 | 1 | 162/865 | 4/985 | 0/026 |
| | Within groups | 11434/495 | 350 | 32/670 | | |
| | Total | 11597/361 | 351 | | | |

5-2-3- The third sub-hypothesis test: (There is a relationship between the infrastructures and the amount of inclination of the tourists.)

The test result shows that the correlation coefficient of 0.208 has been calculated. This amount is significant at level of significance (P<0.01).

Therefore, the zero hypothesis is rejected and the research hypothesis will be accepted. Therefore, with 0.99 percent of certainty, one can state that there is a significant relationship between the infrastructures and the amount of tourists' inclinations.

5-2-4- The Forth sub-hypothesis test: (There is a difference between the tourists' education level and the amount of tourists' inclinations.)

Considering the table results, F at the level of fallibility ($P < 0.01$) has been calculated equal to 4.820. Therefore, the zero hypothesis is rejected and the research hypothesis will be accepted. Therefore, with 0.99 percent of certainty, one can state that there is a significant difference between the tourists'

inclinations to travel among tourists of at least two academic groups.

5-2-5- The fifth sub-hypothesis test: (There is a difference between the duration of stay of tourists and their inclination levels).

Considering the table results, F at the level of fallibility ($P < 0.01$) has been calculated equal to 6.072. Therefore, the zero hypothesis is rejected and the research hypothesis will be accepted. Therefore, with 0.99 percent of certainty, one can state that there is a significant difference between the tourists' inclinations to travel among at least two residential groups of tourists. In order to determine the exact significant difference between which duration of stay, the follow-up Tukey's test has been applied.

Table 4. Employee

| | (I) | (J) | | (I-J) SD | SEM | Sig. |
|--------------|-----------------------|-------------------------|---------------|------------|----------|---------|
| Tukey's test | Duration of stay | 1 | 2 | -3/46818* | 0/99692 | 0/5 |
| | | | 3 | -4/61242* | 1/06130 | 0/01 |
| | | | 4 | -3/99780* | 1/10167 | 0/03 |
| | | | 5+ | -4/88040* | 1/10542 | 0/01 |
| | Choice of destination | Internet | Friends | -3/18895 | 1/25983 | 0/057 |
| | | | occasional | -1/50321 | 1/26992 | 0/638 |
| | | | relatives | -3/56606* | 1/31525 | 0/035 |
| | occupation | High status occupations | Self-employed | -6/48292* | 1/43411 | 0/01 |
| | | | employee | -7/61264* | 1/46144 | 0/01 |
| | | | House wife | -8/09314* | 1/56502 | 0/01 |
| | | | student | -6/14522* | 1/51299 | 0/01 |
| | | | | unemployed | -6/77647 | 2/82104 |

5-2-6- The sixth sub-hypothesis test: (There is a significant difference between selection of destination and the amount of tourists' inclinations.)

Considering the table results, F at the level of fallibility ($P < 0.05$) has been calculated equal to 4.820. Therefore, the zero hypothesis is rejected and the research hypothesis will be accepted. Therefore, with 0.99 percent of certainty, one can state that there is a significant difference between the tourists' inclinations to travel among tourists of at least two selectors of destination.

To determine the exact significant difference regarding the duration of stay, the Tukey's follow-up test has been applied.

5-2-7- The seventh sub-hypothesis test: (There is a difference between tourists' duration of stay and the amount of tourist's desire).

Considering the table results, F at the level of fallibility ($P < 0.01$) has been calculated equal to 6.235. Therefore, the zero hypothesis is rejected and the research hypothesis will be accepted. Therefore, with 0.99 percent of certainty, one can state that there is a significant difference between inclinations toward travel among at least two occupational groups of the

tourists. In order to determine the exact significant difference between which duration of stay, the follow-up Tukey's test has been applied.

5-2-8- The Eighth sub-hypothesis test: (There is a difference between gender and the amount of tourists' inclinations.)

Considering the table results, F at the level of fallibility ($P < 0.05$) has been calculated equal to 4.985. Therefore, the zero hypothesis is rejected and the research hypothesis will be accepted. Therefore, with 0.99 percent of certainty, one can state that there is a significant difference between inclinations toward travel among at least two gender groups of tourists.

5-3- Tukey's test

The purpose of the Tukey's test to determine exactly which groups the significant differences in assumptions

Result of Research:

◆ The difference of tourist desires travelling to the West of Mazandaran Province among the group stayed for only one day with the groups whose duration of stay has been for two days or four days is significance at ($P < 0.05$) level; Also, there is a significant difference between the group whose

duration of stay is one day with those groups whose duration of stay is three days and five days at ($P < 0.05$). There are no significant differences among the remaining groups.

◆ The difference between the tourists' inclination to travel to the Western part of Mazandaran Province is significant at ($P < 0.05$) level among the group who has chosen the destination through the Internet and the relatives, however, no difference have been observed for the other cases.

◆ There is a significant difference between the tourists' inclination to travel to the West of Mazandaran Province among management and open professionals, employees, housewives and university students at ($P < 0.01$) level, although there is no significant difference among the remaining groups.

6. Discussion and comparison:

In total, it can be stated that the limitations related to time and place aspects for all the research done for the human science courses in general and studies of courses of management and tourism in particular, do not provide this opportunity for the users to utilize from the aforesaid studies results for different places (countries) or different times. In order to apply the results obtained from the mentioned studies, it is necessary to firstly make required localizations in relation with study results by taking all the applicable time and place conditions into account so that the future applications of the stated results have accuracy and correctness. Considering this as a contingency issue, although the results of the current research are comparable with the results of some researches which have been mention in the previous section, it is better to do this comparison with high precaution amount, since we are still fresh in this respect in Iran and the current research can be a novelty and innovation for continuing this study and conducting more studies in the related field. However, even in comparison status one can state that the first step for developing tourism industry and attracting and drawing satisfaction of tourists and also comparing the result of our attempts with others is that we should notice exactly where in this path we are and whether the product and demographic factors are effective with respect to the tourists' inclinations or not? This is a question which was answered in the current research.

By considering the results given at the previous section of the article, the tests have shown that there is a significant relation between product and demography factors with inclinations of tourists and regarding this, the results of the current research correspond with the results of studies conducted by Sadr Mousavi and Dakhili Kahnamousyee(2003), Soheili (2004) and Hosseinpour(2004). Sadr Mousavi and Dakhili Kahnamousyee obtained this result in East

Azerbaijan province that although the tourism attractions and places of the province (Kandovaan, Ghaleyeh-Babak, Sharafkhaneh) influence on attracting tourists, they lack enough facilities and conveniences for satisfying the tourists in most aspects and there are not good enough infrastructure facilities including linking roads, parking lots and healthcare services. Besides, the age, gender and place of residence affect the times of travelling. Soheili in the province of Gylan has concluded that there is a significant difference among the tourists and their attitudes about natural, cultural and technological-commercial attractions and most tourists have age group between 26 to 35 years old. Therefore, these people are more inclined to travel and visit the attractions. Therefore, there is a significant difference between the tourists' attitudes about employment status and their income level and most tourists involve governmental employees who have monthly income of 150 to 250. Therefore it is necessary that the tourist industry planners and decision makers pay full attention to this issue and make the provision of places, facilities and useful infrastructures used by tourists an indispensable part of main executive plans in all sectors of the province.

7- Conclusion and rendering appropriate suggestions

1- In this research, the tourist attractions have been defined in the format of historical monuments, governmental ancient buildings, natural resources, quality of the waterfronts, quality of sea accessibility, jungle parks, campus accessibility, whether, civil furniture, traditional spaces, road stopovers, media advertisements and the ease of access. Therefore, travelling to the North from the viewpoint of the tourists, specially the citizens of the capital, is deemed as a type of recreational trip accompanied by revelry and extreme freedom, and the tourist attractions are considered as a major factor for these types of tourists. By considering the presence of the natural and commercial attractions, many tourists take trips to these two cities, so they should be developed and improved and the assigned authorities can add to the tourist attraction and satisfaction by providing road promenades, more traditional spaces and more facilitating the waterfronts, provision of suitable campuses and assignment of camping guides, increasing propaganda via magazine, newspapers and the Internet.

2- Facilities have been defined in the format of the residential places, food caterings, conditions of health services, management of the residential places, price of residential services and food, quality of the civil management and rendering banking services. Today, the tourists are in search of and make use of reliable residential places sponsored by official and

tourism organizations. A great percentage of the tourists who have chosen these two target cities, are those who have the experience of travelling to these destinations and utilize all existing facilities. In addition, the development and quality and quantity improvement of the residential places, caterings, status of health services, managing residential places, prices of food and residential services, quality of civil management and rendering banking services can play an effective role in repeating the tourists' trips to these cities. Taking a short look at the neighboring tourism countries such as Turkey and Saudi Arabia indicates such a conclusion.

3- The infrastructures defined within the framework of water, electricity, communications status, sewage system, immunity systems, facilities of transportation terminals, quality of roads, variety and beauty of roads and healthcare services. Today, the items such as: water, electricity, telephone, mobile, transportation and road terminals are an indispensable, necessary part of an stabilized development. Coincided with the growth of behavior of civil middle class and enhancement of the level of public welfare, there is no longer the possibility to invite tourists to come to see mountains, deserts and seas without the provision of such infrastructures. Therefore, it is required to optimize the performance of transportation system through the expansion and improvement of the infrastructural utilities based on standards and immunization of the road transportation networks and also provision of appropriate stopovers and passenger terminals. In addition to the transportation system, it is necessary that the organizations responsible for maintenance of roads take all measures for completing and expanding the country's roads and in line with immunization, they should provide appropriate stopovers and inter-road facilities.

4- Most examinees of this research being selected randomly consist of Holders of educational degrees respectively of diploma, bachelor degrees, associate degrees and the least number of examinees consist of illiterate people and then holders of doctorate and master degrees. Of course it is worth mentioning that all those places where the researcher has visited are among places visited by tourists from average and low civil classes. However, the higher income classes or those who have enough wealth one of the determinant of which is education have been excluded from the cycle of this study normally because of having private villas and specific governmental provisions similar to the residential center of the Central Bank and other governmental headquarters.

5- By considering the research results, the examinees ,who have passed from or have one-day stay of these two cities, have selected these two

destinations as their travel route including Gylan, Azerbaijan, Central Mazandaran and tourism cities such as Babolsar, and also they have chosen a pilgrimage to Mashhad. Thus, the significant difference between one-day stay and more than one day of stay can be justified by the same reason and one can state that no significant difference have been noticed among those tourists who have stayed more than two to five days. Therefore, it is possible to extend the duration of stay of tourists via providing a wide variety of the attractions and conveniences at the residential places.

6- Taking the results presented by tourism organization and centers into consideration regarding introducing the tourist attractions of the Northern cities via the Internet which is a novelty, and the Internet has not been yet able to perform its own mission in a favorable manner and all related authorities have not been very much successful in this respect, therefore, it is necessary to make more attempts in this respect.

7- By considering the results of owners of managerial jobs, they are different regarding the inclination to travel to the destination in a crucial

manner. Basically, having inclination to take trips and allocation of travelling expense in the household expenses basket is directly related with the individuals' occupational status, since this status is one of the main indicators of economic-social level of the individuals. Principally, the inclination to travel is much more seen in this group than other groups. The results demonstrate that travelling to these two cities is more attractive due to its specific welfare service conditions. For example, enjoying from the sea brings about many limitations for women. Also, travelling to the North for having enjoyments as a single individual has been turned into a habit for men in Tehran and other cities and this has resulted in more trips easily taken by men outside of family framework. Thus, the organizations and related authorities can increase the satisfaction of women by providing suitable specific to women places such as Building water pools and sports grounds such as tennis course, horse riding courses, volleyball yards and etc in these places.

Based on the above-mentioned cases in the context of the article, the following items can be mentioned with respect to the subject of the current research:

- ◆ - Evaluating relation between the product factor and demographic factors with interests of tourists at Mazandaran Province level
- ◆ - Reviewing the effect of advertisements on attracting and inclination of tourists of the tourism industry of the province

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