

## Services and goods strategies of strategic marketing mixture model to develop tourism in Tajikistan

Seyedahmad Beheshti<sup>1</sup>, Mohsen Yavari<sup>2</sup>, Jafar Nekounam<sup>3</sup>, Taher Ghesary<sup>4</sup>, Mohsen Ahmadi<sup>5</sup>

<sup>1</sup>. Department of Accounting, khomein Branch, Islamic Azad University, khomein, Iran

<sup>2</sup>. Payam non profit higher education institution

<sup>3</sup>. Department of Accounting, khomein Branch, Islamic Azad University, khomein, Iran

<sup>4</sup>. Department of Accounting, Ramhormoz branch, Islamic Azad University, Ramhormoz, Iran

<sup>5</sup>. Department of Accounting, Gachsaran branch, Islamic Azad University, Gachsaran, Iran

[sabeheshti@yahoo.com](mailto:sabeheshti@yahoo.com)

**Abstract:** Tourism plays an important economical role as one of the invisible export items in many countries. Now, after oil and automobile, tourism is the third export industry of the world. Tourism plays an important role in world economy and it is expected that it get more importance in the next years. Tourism affects occupation rate, payment balance, and economical stability of many countries. This industry is an application one, so that is a potential to improve occupation situation, especially for low-skilled jobs. Tourism has many social, cultural, and environmental effects which affects domestic people, so has produced many concerns. A sample of 80 active persons in tourism industry in Tajikistan for four years (2010-2012) was selected. Binomial test, Freedman variance analysis test, and correlation test were used to test assumptions. The results show that Suitable services and goods strategies of strategic marketing mixture model to develop tourism in Tajikistan affect attraction of foreign tourists.

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### 1. Introduction

Tourism plays an important role in world economy and it is expected that it get more importance in the next years. Tourism affects occupation rate, payment balance, and economical stability of many countries [12].

Those countries that stepped without planning, encountered many environmental and social problems. These problems were undesirable for tourists and domestic people and produced marketing problems and decreased economical advantages [1]. The regions that proceeded without planning for tourism development, were not able to compete with the other countries with suitable plans [10].

Strategic planning of tourism marketing is an important subset of total strategic tourism planning. In this research, we discuss about important elements of tourism marketing mixture and specify its variables by view of related experts [14].

Tourism experts anticipated that tourism industry will become the first export industry of the world in early of 21st century. In spite of progressive growth of tourism and its importance in economy of countries, unfortunately, the share of Tajikistan is low; and its reason is unfamiliarity of tourism organizations of Tajikistan with marketing activities, including designing marketing mixture.

The main problem to be solved in this research is that there was no strategic marketing

mixture model to develop tourism in Tajikistan. This decreases success despite of many competition advantages of this country in its cultural, geographical, and historical dimensions.

### 2. Research literature

#### 2.1. Marketing management

Awareness for existence of a market for a product will not simplify marketing word. People often think they have enough information about marketing, because they encounter it in their trips. They have stopped in a gas station with suitable traffic signs; they have resided in road hotels; and they have used restaurants with interesting foods. These are forms of propaganda, but marketing is not propaganda. Brochure of a hotel is a propaganda but not marketing [24].

Before defining “marketing”, we define “market”. This word has been used in different styles. We always discuss about retail markets, wholesale markets, domestic markets, national markets, and planning to supply a product to a market. We can define tourism market as customers that need trips and have enough money to do that. Sometimes this market is limited to a special zone. For example, a restaurant that works in a region, may cover near tourism occasionally. In another situation, a market may include a country (a national chain hotel) or many countries (an international airline) [6].

In this section, we offer some definitions for tourism marketing suggested by valid persons or organizations. England Marketing Institute suggested the following definition [23]:

“Marketing is managerial task that organize all commercial activities including evaluation, conversion of customer purchase power to an effective demand for a service or a special good to achieve profit or other goals.”

American Marketing Association defines marketing as [21]:

“Marketing is a process to plan and execute concepts such as pricing, promotion, distribution of goods, services, and ideas to meet the goals of organization and customers.”

Philip Catler, the most famous expert in this field, has defined marketing as a human activity to meet needs through transaction. William Stanton, marketing professor in Colorado University, defined marketing as [26]:

“Marketing is a complete business system that is designed for planning, pricing, promotion, and distribution of high quality products to meet needs of goal market to achieve organizational goals.”

Other tasks such as production, human resources, and financial affairs are done regarding marketing direction. From the operational view, marketing is a thinking method that must be noticed by management and must be the dominant idea in an organization. From the organizational view, duty of marketing department is providing marketing techniques and tools for decision-making. Therefore, marketing is a major task of management and a tool to achieve organization's goal [9].

Varen Kigan, marketing professor in Pace University of USA, defined marketing as [6]:

“Marketing is the process of concentration of organizational resources and goals on environmental opportunities and needs.” The above definitions may differ apparently, but they share the following points:

Marketing is administration of a company by concentration on needs of customers.

In marketing concept, meeting needs of customers is very important, and is the main task to achieve profit goals of a company

## 2.2. Tourism marketing management

Marketing as a concept, as is applied for services and goods, is used in tourism industry. Thus, tourism marketing and general marketing are not different [2].

One of the definitions of marketing in tourism industry is:

“Marketing is philosophy of management to meet needs of tourists, and provides highest profit for

an organization by researches, anticipation, and selection of suitable goods and services” [18].

The above definition shows that firstly, marketing is a thinking method in a situation to balance tourists' needs and tourism organizations' needs. Secondly, this definition notices tourism researches to select goal markets. Thirdly, situation stabilization and goods life curve concepts are used to ensure supply of services and goods in tourism industry and to design desired marketing strategies and suitable programs.

Krippendorf suggested the following definition in “Tourism Marketing” book:

“Marketing is using systematic policies of tourism institutes and countries in national and international levels to meet needs of a definite group of consumers to achieve suitable profit” [20]. This definition complies with the previous ones for general marketing to meet needs of consumers as the final goal of companies.

## 3. Research assumption

1- Among goods and services variables, historical works, internal security, and hospitality-trained staff are the most important factors for attraction of foreign tourists.

## 4. Research history

Willemse Janinc from Pretoria University, South Africa, defended his thesis titled “A customer-oriented view for tourism marketing”. The researcher pointed to lack of scientific topics and researches in this area. He discussed about customer-oriented concept in marketing and its features. This research ends with a case study in Kruger National Park for customer-orientation. This experimental study showed that customer-orientation is not only one of the important prerequisites of service marketing, but also is used in world marketing [26].

Papadopoulos Socrates Ioannou from Bradford University, England, defended his PhD thesis titled “Economic tourism analysis out of Greece: Study of growth and structure of foreign tourism to Greece for 1960-1984 by a planning model and suggesting proposals for marketing strategies”. In this research, he studied limitations of supply (residence needs and primary infrastructures), main sectors of Greece tourism sectors, and growth and structure of foreign tourism for 1960-1984. He concluded that regarding to the vital importance of tourism industry in Greece, acceptance of a strategic integrated interdisciplinary tourism planning process and establishment of a duty unit can improve efficacy and share of tourism of Greece. In addition, some proposals were offered such as establishment of a definite organization for tourism in Greece to

cooperate efforts of different sectors toward tourism industry [25].

Chon Key-Sung from Virginia University defended his PhD thesis in 1991 titled "Satisfaction of tourists from destination region view". The primary goal of this research was to study relationship between general view of a tourism region and satisfaction of tourists. This research concentrated on the following criteria for usage of recognition evaluation theory:

Operational equivalence between expectations of tourists and their perceptions from operational features of destination region.

Value equivalence between self-thinking of tourists and general features of a destination region.

The degree of emotional engagement of tourists for trip purchases and their effects on their satisfaction.

Findings of this research showed that tourists' satisfaction related with operational equivalence and value equivalence. For relative power of operational equivalence and value equivalence to describe dissatisfaction of tourism, it was found that operational equivalence could better determine tourists' satisfaction than value equivalence. In addition, it was found that emotional engagement of tourists in purchase process affected satisfaction of them for a destination region. This research concluded that value equivalence approach affects increment of knowledge of tourism marketing. In addition, this research proposed self-thinking and equivalence of destination region in satisfaction process [19].

Wang Philip Chuang-Ming from Pennsylvania University, USA, defended his PhD thesis titled "Study of expert views for development of regional tourism in Pennsylvania for 2000". His findings showed that commercial experts believed that state budget for promotional activities in different regions must be balanced and government must invest for development of infrastructures. These experts agreed with accumulated marketing. However, these experts had different views about subjects such as promotional activities in state level, regional tourism, future tourism growth in different areas, role of domestic entrepreneurs, and evolution of tourism ideals. At the end, proposals were offered for tourism policy and future studies. In addition, it was proposed that other experts, such as professors and government authorities, be used for future studies [15].

Burke James Franklin from Minnesota University in 1986 defended his PhD thesis titled "Designing a computer system for management and evaluation of tourism marketing programs". This research was about development of a tourism

computer system with cooperation of a company in Wisconsin State. The studies of Tourism Department of Wisconsin State showed that the number of tourists in this region was decreasing. In this study, they tried to improve management and evaluation of tourism marketing programs by computer technology.

A national survey of tourism organizations showed that evaluation of marketing and management databases could play an important role in general development. In this research, a computer system for management of produced information of tourism marketing sectors and evaluation of efficacy of tourism marketing programs was designed. These two areas are not well noticed in tourism marketing process [16].

Laksitanond Prin from International University, USA, defended his thesis in 1989 titled "A comparison between different aspects of Thailand tourism marketing from the view of tourism managers, propaganda managers, and five different tourist groups". In this research, firstly, domains of different types of tourism propaganda from the view of tourism and propaganda managers were studied. In addition, domain of each type was analyzed. The results showed that there were 9 important propaganda contents by view of tourism and propaganda managers. Thus, world marketing approach can be used for them. There was a difference in one propaganda message between perceptions of two groups [12].

## 5. method of research

Regarding to the questions and goals of this research, two methods of survey, descriptive, and post-event were used.

### 5.1. Descriptive method

In descriptive method, the researcher seeks "how" question, and he wants to know how is this phenomenon or variable. In other words, this research studies current situation systematically and examines relation between variables [11]. Library and field methods was used such as questionnaire, interview, and observation.

### 5.2. Post-event method (cause-comparison)

Cause-comparison method is used to test cause & effect relations, instead of trivial method. This method is used in human sciences because a researcher cannot control or manipulate many relations that desire to study them [13]. As other methods, in cause-comparison method, the problems can be expressed as a goal of an assumption. A problems can be expressed as a goal when a

researcher could not anticipate difference between variables in different groups.

If a researcher proceed to anticipate nature of difference before data gathering, the problems is expressed as an assumption. If it is possible, a researcher must try to express reverse assumption for the observed differences. Testing reverse assumptions sometimes is called “strong inference”. In the cause-comparison method, base of this inference can be used to test variables that measure difference between groups.

### 5.3. Research variables

1. Ancient and historical works
2. Culture and life style
3. Natural attractions (weather, shores, scenes)
4. Artificial attractions (urban, historical, parks)
5. Internal security (police)
6. Quality of residence facilities
7. Versatility of residence facilities
8. Quality of foods of restaurants
9. Quality of food facilities
10. Rapid visa and deletion of formalities
11. Quality of infrastructures (airport, rail road, road)
12. Hygiene water & food
13. Confident treatment facilities
14. Hospitality culture in the society
15. Hospitality-trained staff [7]

### 6. Statistical society and Sampling method and sample volume

Statistical society of this research includes all persons occupied in tourism industry of Tajikistan that have enough expertise. According to the discussions with Juvenile Affairs, Sport, and Tourism Committee, there were about 400 tourism experts in the country which majority of them were in Doshanbeh. In this research, random sampling was used. This method is shown in the sample. To determine the sample by ratios test or binomial test, the following formula was used:

$$N = \frac{Z^2 p \cdot q}{\varepsilon^2}$$

In the above formula, regarding to confidence level 95% and error of 5%,  $Z=1.96$  by caution method  $p=q=0.5$ . By considering similar previous researches, standard deviation is  $\varepsilon=0.11$ . Thus, the sample number is:

$$N = \frac{(1.96)^2 \times 0.5 \times 0.5}{0.11^2} = 79/3719$$

$$N \geq 80$$

Thus, the sample number is 80. Therefore, 110 questionnaire were sent, which 84 questionnaires were returned and used for analysis.

### 7. Data analysis methods

Regarding to the method of analysis and the goal of this research, the following statistical methods were used for data analysis.

#### 7.1. Descriptive statistics

Descriptive method was used for classification, summarization, description, interpretation, and relation of data. The methods used were frequency accumulation, frequency percentage, average, median, mode, variance, and standard deviation.

#### 7.2. Inferential statistics

Inferential statistics was used for data analysis if this research.

- 1- Binomial test for each marketing mixture element and each component
- 2- Freedman variance analysis test for each marketing mixture element and their variables
- 3- Kronback's alpha to test of reliability of measurement tool
- 4- Frequency and percentage and charts of each marketing mixture element

### 8. Data analysis and test of assumptions

Statistical assumption test is a rule to make decision about assumptions. There are two types of errors in statistical assumption test:

Error type 1: Rejection of zero assumption when this assumption is true, which is called “error type 1” and is shown by  $\alpha$ .

Error type 2: Acceptance of zero assumption when the opposite assumption is true, which is called “error type 2” and is shown by  $\beta$ .

Assumptions are usually written as follows:

$$\begin{cases} H_0: P \geq P_0 \\ H_1: P < P_0 \end{cases}$$

Since in this research,  $N > 30$ , thus, normal distribution can be used.

The statistic by binomial relation is:

$$Z \approx \frac{P - P_0}{\sqrt{P_0 \times q/n}}$$

in which,

$$P = \frac{X}{N} = \frac{\text{number of successes}}{\text{sample volume}}$$

$$P_0 = \text{ratio by zero assumption}$$

#### 8.1. Test of assumption

By view of experts, suitable strategies for services and goods affect attraction of foreign tourists.

$$H_0: P \geq 60\%$$

By view of experts, suitable strategies for services and goods do not affect attraction of foreign tourists.

$$H_1: P < 60\%$$

Test result	Error level	Sig. level	Observed probability	Test probability
H <sub>0</sub> : accepted	0.05	0.000	0.8662	60%

**Decision:** With confidence level of 95%, since observed probability is greater than test probability, H<sub>0</sub> is accepted. In other words, with confidence level of 95%, it can be claimed that by view of experts, suitable strategies for services and goods affect attraction of foreign tourists.

## 8.2. Test of Ranks of 15 variables

We use the following statistical assumption:

H<sub>0</sub>:

Ranks of 15 variables of services and goods element are equal.

H<sub>1</sub>:

At least, one pair of ranks of 15 variables of services and goods element is significantly different.

Test result	Error level	Sig. level	Freedom degree	$\chi^2$
H <sub>0</sub> : rejected	0.05	0.000	14	99.0903

**Decision:** With confidence level of 95%, since significance level is less than error level, H<sub>0</sub> is rejected. The following table shows average, SD, rank of average, and priority of four tourism marketing mixture elements.

Among the sub-main variables of services and goods, suitable combination of ancient and historical works, internal security, and hospitality-trained staff has the most importance in attraction of tourists.

As you see in the following table, ancient and historical works has got the first rank, and hospitality-trained staff and internal security have got the second and third ranks. Thus, the assumption is confirmed.

## 9. Conclusion

Tourism services & goods play an important role in tourism marketing mixture and The results show that Suitable services and goods strategies affect attraction of foreign tourists Ranking of 15 variables of tourism services & goods is shown in the table 1 .

**Table 1:** Rank of average and priorities of variables of services and goods

Row	Element	Average	SD	Rank of average	Priority
1	Ancient & historical works	4.619	0.619	10.91	1
2	Culture and life style	3.152	0.743	7.44	10
3	Natural attractions	3.619	1.029	6.41	12
4	Artificial attraction	2.940	1.193	4.51	15
5	Internal security	4.277	1.213	9.94	3
6	Quality of residence facilities	3.845	1.303	8.11	8
7	Versatility of residence facilities	3.494	1.141	5.83	14
8	Quality of foods of restaurants	3.675	1.904	6.59	11
9	Quality of food facilities	3.548	1.145	6.03	13
10	Rapid visa	4.386	0.762	9.73	4
11	Quality of infrastructures	4.036	1.046	8.40	7
12	Hygiene water & food	4.262	0.920	9.31	5
13	Confident treatment facilities	3.940	0.986	7.47	9
14	Hospitality culture in the society	4.238	0.816	8.87	6
15	Hospitality-trained staff	4.524	0.799	10.45	2

## Corresponding Author:

Seyedahmad Beheshti

Department of Accounting, khomein Branch, Islamic Azad University, khomein, Iran

E-mail: [sabeheshti@yahoo.com](mailto:sabeheshti@yahoo.com)

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