



## فصل نامه برنامه ریزی و توسعه گردشگری

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## فصل نامه برنامه ریزی و توسعه گردشگری

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نشریات علمی کشور، دارای درجه‌ی علمی - پژوهشی است.

## به نام خداوند جان و خرد

### یادداشت سردبیر

سرآغاز فصل زیبای بهار امسال با شعار حمایت از کالای ایرانی مزین شده است. فصلنامه برنامه‌ریزی و توسعه گردشگری، ضمن آرزوی سالی سرشار از برکت و معنویت برای شما عزیزان، امیدوار است که سال پیش رو توأم با ارتقای کمی و کیفی تولیدات و خدمات داخلی باشد.

شماره ۲۴ فصلنامه برنامه‌ریزی و توسعه گردشگری با تلاش ارکان علمی و اجرایی مجله به روز منتشر شده و اکنون در اختیار اساتید، پژوهشگران و دانشجویان گرامی قرار گرفته است. دو هدف مهم فصلنامه ارایه نتایج پژوهش‌های کاربردی برای رفع مشکلات کشور در حوزه گردشگری و توسعه مرزهای دانش بر اساس ماهیت کارهای پژوهشی و پرهیز از دوباره کاری‌ها و اتلاف انرژی و منابع کشور است. در این راستا و در چارچوب وظایف ذاتی و ارتقای کیفیت فصلنامه، اخلاق پژوهشی را در سر لوحه کار خود قرار داده ایم.

فصلنامه‌ی برنامه‌ریزی و توسعه‌ی گردشگری، بر اساس خط مشی‌های کلان و اهداف یاد شده، همچنان آماده دریافت مقالات علمی پژوهشی با اولویت‌های زیر است:

سیاستگذاری گردشگری	دیدگاه‌ها و خط‌مشی‌های جمهوری اسلامی ایران
اقتصاد گردشگری	آموزش و توسعه‌ی منابع انسانی
تحولات ساختاری مدیریت گردشگری در ایران	ساختارهای مدیریت گردشگری در کشورهای دنیا
استانداردهای نقشه‌ی گردشگری	مطالعات منطقه‌ای گردشگری
آموزش گردشگری و هتلداری در ایران	قوانین و مقررات برای تأسیسات گردشگری
وسایل ارتباط جمعی و گردشگری	سرفصل‌های آموزشی گردشگری در آموزش عالی
	و سایر موضوعات مرتبط

اگرچه داشتن مبانی نظری و نیز مشارکت نظری مقاله، در پیشبرد حوزه‌ی دانش تخصصی الزامی است، آن دسته از مطالعات موردی که دارای جامعیت در حدود پژوهش هستند (به عنوان نمونه، مطالعه‌ی موردی در سطوح استانی، کشوری، منطقه‌ای یا بین‌المللی)، در اولویت بررسی قرار خواهند گرفت. در این چارچوب، فصلنامه علمی- پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری از مقالاتی که برگرفته از رساله دکتری هستند، استقبال و بررسی آنها را در اولویت قرار می‌دهد. امید است با ادامه‌ی مشارکت اندیشمندان، صاحب‌نظران و محققان گرامی و فرهیخته، شاهد بالندگی فزون‌تر فصلنامه‌ی برنامه‌ریزی و توسعه گردشگری باشیم.

دکتر سعید راسخی

سردبیر فصل‌نامه

دانشگاه مازندران

## راهنمای نگارش

از مؤلفان گرامی تقاضا می‌شود جهت جلوگیری از تأخیر در داوری و انتشار به موقع فصل‌نامه، هنگام ارسال مقاله به نکات زیر توجه فرمایند:

### موضوع مقالات

موضوع مقالات باید در زمینه گردشگری و علوم مرتبط به آن باشد.

### شرایط بررسی مقالات

- ۱- حاصل مطالعات، تجربه و پژوهش‌های نویسنده یا نویسندگان باشد.
- ۲- مقاله قبلاً در نشریه یا مجموعه مقالات سمینارها و مجامع علمی دیگر چاپ نشده باشد.
- ۳- در متن مقاله، اسامی انگلیسی افراد به صورت فارسی و معادل لاتین آن در پاورقی آورده شود.
- ۴- واژه‌ها و اصطلاحات انگلیسی در پاورقی و در متن به صورت فارسی آورده شوند.
- ۵- مقاله باید مشتمل بر چکیده فارسی، بدنه‌ی تحقیق و **چکیده مبسوط انگلیسی** (بر اساس فرمت مندرج در سامانه مجله) باشد.
- ۶- مقالات ارسالی در صفحات کاغذ A4 تک‌رو با فاصله‌ی تقریبی میان سطور ۱، سمت راست ۶/۵، سمت چپ ۲/۵، بالای صفحه ۱/۷۵ و پایین صفحه ۷/۴ سانتیمتر با قلم B Nazanin فونت ۱۲ (برای مقالات لاتین با قلم Times New Roman فونت ۱۱) **تحت نرم‌افزار Word 2010** حروف چینی و با فرمت Docx و Pdf فقط از طریق سامانه الکترونیکی نشریه به آدرس <http://tourismpd.journals.umz.ac.ir> ارسال شود، در غیر اینصورت از بررسی مقاله معذوریم.
- ۷- مقاله در فایل‌های جداگانه شامل فایل اصل مقاله **بدون مشخصات نویسندگان**، همچنین فایل **مشخصات نویسندگان** (شامل نام، رتبه، محل خدمت و آدرس الکترونیکی نویسندگان در زیرنویس صفحه اول)، چکیده مبسوط انگلیسی و فرم تعهدنامه در قالب فایل‌های Word و PDF از طریق سامانه مجله ارسال گردد.
- ۸- جداول نزدیک به متن مربوطه آورده شود. منحنی‌ها، شکل‌ها و نمودارها سیاه و سفید، روشن، دقیق و اصل باشند.
- ۹- ارجاعات در متن مقاله داخل پرانتز به صورت (نام خانوادگی، سال) و یک دست به صورت فارسی آورده شود.
- ۱۰- به دلیل نمایه شدن مجله در بانک‌های اطلاعاتی بین‌المللی، لازم است چکیده‌ی مبسوط انگلیسی (Extended Abstract) بین ۶۰۰ تا ۷۵۰ کلمه (با در نظر گرفتن حداکثر ۶ منبع کلیدی) شامل چکیده (Abstract)، مقدمه (Introduction)، مواد و روش‌ها (Materials and Methods)، یافته‌ها و بحث، نتیجه‌گیری (Conclusions)، واژه‌های کلیدی (Key words) و منابع (References) تنظیم گردد.
- ۱۱- **منابع فارسی در صورت انتخاب به عنوان ۶ منبع کلیدی به صورت انگلیسی** در پایان چکیده مبسوط با قید (In Persian) آورده شود.
- ۱۲- فهرست منابع (در اصل مقاله و **چکیده‌ی مبسوط انگلیسی**) به ترتیب حروف الفبا ذکر شوند و از تکرار آن خودداری گردد.
- ۱۳- تطبیق تمامی منابع درون مقاله و انتهای آن ضروری است.
- ۱۴- در ذکر منابع از الگوی **APA** (موجود در سامانه مجله) استفاده شود. به عنوان مثال، برای کتاب نوشته شده: مؤمنی، منصور (۱۳۸۹). **تحلیل آماری با استفاده از SPSS**، چاپ ۳، انتشارات کتاب نو. یا برای مجله به صورت زیر نوشته شود:

- هاشم نژاد، هاشم؛ فیضی، محسن و صدیق، مرتضی (۱۳۹۰). تعیین ارزش تفرجگاهی پارک جنگلی نور مازندران، با استفاده از روش ارزش‌گذاری مشروط، محیط‌شناسی، دوره‌ی ۳۷، شماره‌ی ۳۷: ۱۳۶-۱۲۹.
- ۱۵- مقاله‌های رسیده، ابتدا توسط هیأت تحریریه ارزیابی اولیه شده و پس از تایید اولیه، توسط سه نفر از صاحب‌نظران به صورت محرمانه داوری خواهد شد.
- ۱۶- مسؤلیت صحت و سقم مطالب مقاله به عهده‌ی نویسنده خواهد بود.
- ۱۷- مقالات برگرفته از رساله‌ی دکتری و پایان‌نامه‌ی کارشناسی ارشد در صورتی که مسؤلیت آن را استاد راهنما قبول کرده باشد، قابل بررسی است.
- ۱۸- حداکثر حجم فارسی مقالات با منابع، جداول و اشکال ۲۰ صفحه است.
- ۱۹- فصل‌نامه حق رد یا قبول و نیز ویراستاری مقالات را برای خود محفوظ می‌دارد.
- ۲۰- ارسال تعهدنامه و چکیده مبسوط انگلیسی برای ارسال به داوری ضروری است.
- ۲۱- پس از چاپ مقاله یک نسخه از فصل‌نامه اهدا خواهد شد.
- ۲۲- برای دریافت آخرین نسخه‌ی راهنمای نویسندگان به سامانه مجله مراجعه فرمایید.

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## **Sustainable Tourism Development Approaches and Challenges: Concepts and Practices**

**Mahmood Ziaee<sup>1</sup>  
Diako Abbasi<sup>2</sup>**

### **Extended Abstract**

Sustainable tourism development recently as a management strategy for destinations has got special significant. However, there is Discontinuities between concept of sustainable tourism development (STD) and original paradigm that STD derived from it, means sustainable development, in terms of theoretical and practical viewpoints. The main goal of paper discusses and analyze around the most important practical and theoretical challenges that sustainable tourism development has face with them. The research method is literature content review of this field. This paper, Also, review different frameworks of sustainable tourism development. Dynamics of tourism destination development during the three Separate ways that according one environmental pragmatism move to sustainable mass tourism and finally converge will be discussed. Finding of this paper is identifying the most important theoretical and practical challenges and critics of sustainable tourism development form demand and supply viewpoints. At the end, some of most important tools and practical techniques of sustainable tourism development for the situation like Iran will be recommended.

### **Introduction**

Sustainable tourism development has been described as a 'positive approach intended to reduce tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holidaymakers', whilst, more ambiguously, the Brundland

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Report's widely cited phrase is unashamedly paraphrased in defining sustainable tourism development as 'development [which] meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future'. The concept of sustainable tourism development had, by the mid-1990s 'achieved virtual global endorsement as the new [tourism] industry paradigm'. Since then, it has maintained this position. At the international, national, local and industry sectoral levels, a plethora of policy documents, planning guidelines, statements of 'good practice', case studies, codes of conduct for tourists and other publications have been and continue to be produced, all broadly concerned with the issue of sustainable tourism development. Moreover, the concept of sustainable tourism continues to enjoy recognition and support in global development policy circles (Sharpley & Tefler 2015). For example, the World Summit on Sustainable Development (WSSD), held in Johannesburg in 2002 ('Rio +10', following on from the Earth Summit in Rio de Janeiro in 1992), called for the promotion of 'sustainable tourism development . . . in order to increase the benefits from tourism resources for the population in host communities whilst maintaining [their] cultural and environmental integrity' (WSSD, 2002, IV, Para 43). More recently, the Outcome Statement of the 2012 United Nations Conference on Sustainable Development ('Rio +20') similarly states: 130. We emphasize that well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities . . . We call for enhanced support for sustainable tourism activities and relevant capacity-building in developing countries in order to contribute to the achievement of sustainable development (UN, 2013a).

To a great extent, criticism focused specifically on the phenomenon of mass tourism. In other words, problems associated with the development of tourism were widely considered to reflect, in particular, the alleged 'crisis' of mass tourism (Poon, 1993). It is not surprising, therefore, that the concept of 'alternative' (to mass) tourism gained support as a potential means of minimising the negative consequences of tourism while optimizing the benefits both to the destination and to tourists (see Smith & Eadington, 1992). Proposing new, integrated and environmentally benign forms of tourism development, alternative tourism formed the foundation for the concept of sustainable tourism development which, throughout the last two decades, has remained the dominant approach to the promotion, management and practice of tourism.

However, given the fact that the concept of sustainable tourism development is, in essence, a sector-specific application of sustainable development, it is logical to assert that 'those who insert the word "tourism" between "sustainable" and "development" . . . [should] . . . ensure that, under all circumstances, the resultant principles of sustainable tourism are also principles of sustainable development' (Hunter, 1995: 163). Means, sustainable tourism should be considered a potential means of achieving sustainable development; that is, any form of tourism should itself be (a) environmentally sustainable and (b) be able

to contribute indefinitely to broader sustainable development policies and objectives. Evidently, (a) is also a prerequisite to (b). In fact, there is Discontinuities between concept of sustainable tourism development (STD) and original paradigm that STD derived from it, means sustainable development, in terms of theoretical and practical viewpoints (Adopted from Sharpely & Tefler, 2015). The main goal of paper discusses and analyze around the most important practical and theoretical challenges that sustainable tourism development has face with them.

This paper, Also, review different frameworks of sustainable tourism development. Dynamics of tourism destination development during the three Separate ways that according one environmental pragmatism move to sustainable mass tourism and finally converge will be discussed. Sustainable mass tourism (SMT) approach as the desired and impending outcome for most destinations is occurring along three distinctive paths in an evolutionary manner that reflects environmental pragmatism. The market-driven ‘organic’ path describes the conventional tourism area life cycle model of Butler, whilst the regulation-driven ‘incremental’ path entails deliberate alternative tourism (DAT) in which carrying capacities are gradually increased to accommodate higher visitation levels. The hybrid ‘induced’ path describes planned mega-resorts conceived as growth poles. Each model is invested with its own specific planning and management implications (weaver, 2012). At the end, some of most important tools and practical techniques of sustainable tourism development for the situation like Iran will be recommended.

### **Materials and Methods**

The research has been studied qualitatively via documentary research and content analysis strategy methods, where multiple meaning can be inferred from a text. Such an analysis can be regarded a research methodology which contributes to content interpretation of the data. Moreover, adopting a comparative approach, this paper compares and contrasts the perspectives concerning sustainable tourism development, and presents its finding in separate tables.

### **Discussion and conclusion**

It is significant approach that sustainable tourism development needs a global, holistic and more applicable perspective. That is, sustainable tourism development and its principals is a theatrical perspectives but one of unpredictable and Uncounted socio-economic events, processes and institutions that potentially contribute to broader sustainable development policies. Tacitly, therefore, the principles and perspectives of sustainable development should also be applicable to tourism on a holistic, global scale, Instead of being hidden, ‘alternative’ developments. But, as discussed, tourism as a specific economic sector, social phenomena and social institution, does not adapted easily onto the sustainable development approach. Currents and Challenges likes political-

economy tourism industry, the lack of ownership and control on the rest of tourism sector, scale and tourism consumption all serve to challenge the fundamental principles of, and requirements for, the achievement of sustainable development and, as a consequence, 'sustainable tourism' has become defined by the local rather than global. The conclusion must be, therefore, that there is a need to divorce tourism, as a development agent, from what has proved to be the restrictive paradigm of sustainable development.

**Keywords:** Sustainable Tourism Development, Approaches, Challenges, Management, Planning.

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## **Importance-performance Analysis of Religious Tourism Services (The Case of the City of Birjand)**

**Javad Yousefi<sup>1</sup>**

### **Abstract**

Nowadays, service quality plays an important role in the economies of the various countries. Tourism as a service has a significant effect on the economy of a region, so it should provide its services more quality. Therefore, it is necessary to evaluate the satisfaction of tourists from the services. Measuring existing gap between the expectations and perceptions of tourists from the service is one of the ways to use. In order to increase the satisfaction of tourists in religious tourism destinations, the quality of tourism services should be desirable. Religious tourism is one of the most prolific forms of tourism in Iran and South Khorasan province. Specifically in the city of Birjand and some around countries there are holy shrines and places that attract religious tourists. So services in these destinations must be more desirable to satisfy tourist's experience. In this research by an Important-Performance Analysis (IPA) technique, six factors of services in religious tourism destinations were evaluated by tourists. According to results, tourists that are reviewed were not satisfied in terms of facilities and amenities and the greatest gap between importance and performance as much as 1.69 was in this regard. About the geographical conditions and environmental order and hygiene factors identified that their importance and performance were higher than the mean. The gaps in the regulation and environmental health were 1.39 and 1.09 for geographical conditions. Transportation and cultural factors despite lower-than-average importance tourist's points of view, destinations performance was higher than the average. Importance and performance of price and accessibility of goods and services for tourists is lower than the average assessed and the gap in this case is

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calculated as 1.26. So the most desirable indicators of religious tourism are cultural factors and transportation and then geographical conditions.

### **Introduction**

Today, religious tourism, with its various components and varieties, has been able to accommodate itself in the context of the world's tourism, due to its structural and functional features, so that its sphere of influence is encompassed throughout the world. Therefore, it is necessary to analyze each aspect of religious tourism services to improve them for achieving destination competitive advantage.

### **Material and method**

This research is a descriptive-analytical research that the method of data collection is a researcher-made questionnaire, and the Likert scale was used to measure the indicators used. In order to receive accurate and complete answers, 100 questionnaires were distributed, 4 of which were excluded due to defects. For data analysis, the Importance-Performance Analysis (IPA) method has been developed which is one of the most common tools used in tourism literature.

### **Discussion and result**

Findings show that among the six environment sustainability components studied, religious tourism destinations in the city of Birjand are not desirable in terms of amenities, despite its very high importance for tourists and the greatest gap between importance and performance as much as 1.69 was in this regard. The gaps in the regulation and environmental health were 1.39 and 1.09 for geographical conditions. Transportation and cultural factors despite lower-than-average importance tourist's points of view, destinations performance was higher than the average. In these cases the gaps results 0.93 and 0.65 respectively. Importance and performance of price and accessibility of goods and services for tourists is lower than the average assessed and the gap in this case is calculated as 1.26.

### **Conclusion**

Based on result, quality of tourism services at first requires precise and coherent planning to provide the infrastructure of the tourism, and then valuable goods and services for tourists. In this regard, it is recommended that the strategic investment priority of related organizations such as the Endowment and charity, Cultural heritage, handicrafts and tourism, and the Way and urbanization of south Khorasan province should be focus on these issues to enhance the satisfaction and welfare of the tourists and the host community. So that achieving tourism development will be facilitated for destinations.

**Keywords:** Importance Performance, Tourism Services, Religious Tourism, Destination Management, Birjand.

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## **The Impact of Medical Tourism Motivational Factors on Behavioral Intentions of Tourists: The Mediating Role of Perceptual Factors and Satisfaction**

**Akbar Ghasemi Yalghouzaghaj<sup>1</sup>**

**Ahmad Assadzadeh<sup>2</sup>**

**Mohammad Hossein Imani Khoshkhoo<sup>3</sup>**

**Younis Jabarzadeh<sup>4</sup>**

### **Extended Abstract**

Medical tourism constitutes one of the most important sectors of the tourism industry with many economic and social benefits. The purpose of this study was to investigate the effects of motivational factors on Medical tourism on behavioral intention. In terms of aim, this study is applied and in terms of data collection method is descriptive-analytical. For data analysis, structural equation modeling has been used. A total of 285 questionnaires were distributed randomly among the statistical population of the study. To assess the validity of the questionnaire content validity, factor analysis, convergent and differential validity were used. Cronbach's alpha value was more than 80%. The results show that there is a positive and significant relationship between the motivational and perceptual factors of medical tourists and their behavioral intention. The quality factor has the greatest impact on the perceived target image and behavioral intention while perceived quality has the greatest impact on the behavioral intention of tourists. Considering that the development of medical tourism requires a systematic and comprehensive look, it is necessary to develop an appropriate strategy to increase the number of medical tourists in the

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destinations by coordination of the organizations involved in this sector at macro and micro levels.

### **Introduction**

Medical tourism is one of the most important branches of the tourism industry, which has a lot of economic and social benefits (Zimenska, 2015). Connell (2013) states that medical tourism is used to improve health, including more aggressive methods and medical examinations. According to Guy Coe's (2011) view, the components of a medical tourism system are: a) medical tourists; b) medical tourist generating regions; tourism destinations regions; c) service providers. Pontrich and Stefano (2016) have developed a health tourism index using a drain-tensile model. This indicator consists of four factors of the country's environment, tourism destination, medical tourism costs and medical services and facilities. Wo et al. (2016) show that empirical quality has a positive effect on patient trust, satisfaction, and perceived value. The patient's trust and perceived value have a positive effect on patients' satisfaction. Patient's trust, patient satisfaction and perceived value as a mediator have a positive effect on patients' behavioral intention. Han and Hyun (2015) have studied the impact of quality, satisfaction, trust, and reasonable prices on customer care in the medical tourism industry. The findings show that perceived quality, satisfaction and trust have a significant effect on the intention to return to clinics and destination countries. Considering the importance of effective factors in the attraction of medical tourists and its impact on behavioral intention in this study, the impact of motivational factors of medical tourism on the behavioral tendencies of tourists as well as the perceptual factors of destination image, quality and perceived value, and satisfaction of all medical tourists are discussed.

### **Materials and Methods**

In terms of aim, the purpose of this study is applied and in terms of data collection method it is descriptive and analytical. In the field of data collection, the questionnaire was used as the tool measurement. The statistical population of the study was medical tourists referred to the medical centers of the East Azerbaijan province. To collect data, simple random sampling method was used to complete the questionnaires by foreign patients referring to health centers. In the present study, based on the size of the statistical population, 285 statistical samples were collected and for data analysis, testing the hypothesis and fitness of the model, the structural equation models and partial least squares method were used.

### **Discussion and Results**

There is a positive and significant relationship between the perceived target image of medical tourists and the factors of cost, quality, destination and technical infrastructure. So that medical tourists have perceived the quality

effects of the health and medical services (path coefficient 0.339) compared to the effects of the technical and specialized infrastructure (path coefficient 0.301), destination effects (path coefficient 0.199) and cost (path coefficient 0.101) more powerful They understand.

### **Conclusions**

The findings of the research indicate that the motivational factor of the quality and the technical and specialized infrastructure relative to the factors of cost and destination have a greater impact on the perceived target image and the perceived factors of the medical tourists. The development of technical and specialized infrastructure, including: proper amenities and accommodation, the use of an international language translator and a provider of tourism and the development of electronic communications for the provision of medical advice before and after treatment, reducing waiting time for treatment, improving equipment and medical facilities are proposed to improve the quality of health and medical services to attract foreign tourists and expand export healthcare services.

**Keywords:** Motivational Factors, Medical Tourism, Behavioral Intention, Destination Image, Perceived Quality.

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## **The Effect of Competitive Intensity on Organizational Performance with the Mediating Role of Strategic Human Resource Management and Brand Image: A Study of Mazandaran Hotels**

**Aboalhasan Hosseini<sup>1</sup>  
Mohammadreza Tabibi<sup>2</sup>  
Parisa Alinataj Khorasani<sup>3</sup>**

### **Extended Abstract**

This study aims to evaluate the effect of competitive intensity on organizational performance. Researchers believe brand image and strategic human resource management may mediate this effect. This is an applied descriptive survey on a random sample of Mazandaran hotels. The sample consists of thirty-two hotels out of forty-eight total populations. We conducted the survey on a questionnaire contains thirty-eight factors. A partial least squares(PLS) confirmatory factor analysis (CFA) is used to verify the factor structure of observed variables. While indirect positive effect of competitive intensity on organization performance with mediating role of brand image is reported, similar role for strategic human resource management as a is not supported. As a result of this effect, customer interest must be in the center of all other hotels marketing activities. The establishment of online reservation systems and to keep on updating website assist preferable expression of customer interest.

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**Introduction**

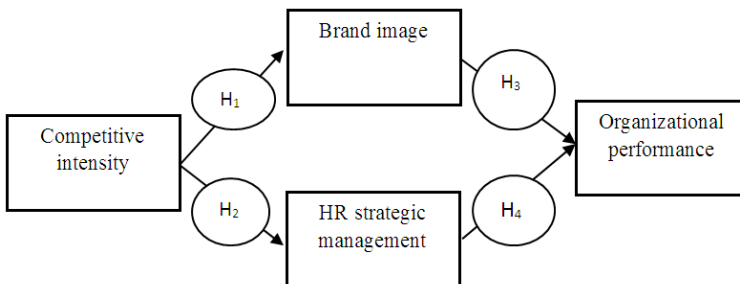
Today fast pacing global businesses environment forces companies seek competitive advantages. Directors needs to improve organizational performance while they adopt external environment. It seems that human resource and brand strategies are among most influential adaptors. Competition among hotels as a main part of tourism industry is improving. Successful hotels keep on customer satisfaction as their secret of competitiveness. They spend more money on service innovation and operation creativity.

Regards to other tourism advances, the progresses of Iran developing hotel industry are acceptable. Iran has prized and well-known hotels who try to serve foreign tourist with best quality. Mazandaran modern hotel industry has begun with Ramsar hotel construction in 1927. It is the most popular place of destination among other states. Weak branding, and lack of innovate beside insufficient training are believed as the main challenges for industry improvement. This study aims to evaluate effect of competitive intensity on organizational performance. Researchers believe brand image and strategic human resource management may mediate this effect.

This study aims to evaluate effect of competitive intensity on organizational performance concerning brand image and strategic human resource management.

**Materials and Methods**

This is an applied descriptive survey on a random sample of Mazandaran hotels. The sample consists of thirty-two hotels out of forty-eight total populations. We conducted the survey on a questionnaire contains thirty-eight factors. A partial least squares(PLS) confirmatory factor analysis (CFA) is used to verify the factor structure of observed variables. Regards to literature review a theoretical framework was developed. As it is shown in below illustration, the model consists of four related variables.



**Discussion and Results**

Indirect positive effect of competitive intensity on organization performance with mediating role of brand image is reported. indirect positive effect of competitive intensity on organization performance with mediating role of HR



strategic management is not verified. As expected, competitive intensity is significantly related to brand image with 2.07 t statistic and 0.41 coefficient. Furthermore, brand image is significantly related to organizational performance with 2.73 t statistic and 0.46 coefficient. On the other site, while competitive intensity is not significantly related to HR strategic management with 0.38 t statistic, HR strategic management is not significantly related to organizational performance with 1.92 t statistic as well.

### **Conclusions**

It is concluded that customer interest must be in the center of all other hotels marketing activities Alongside Altuntaş et al (2014), and Lahap et all (2016), and Ryu et all (2008) conclusions. The establishment of online reservation systems and to keep on updating website assist preferable expression of customer interest. The evidence pointed to the conclusion that Yaman et all (2011) theory of relationship between HR strategic management and organizational performance is not work in our research domination.

**Keywords:** Competitive Intensity, Brand Image, Strategic Human Resource Management, Organizational Performance.

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## **The Impact of Perceived Forgiveness Climate on the Attitudes and Work Behaviors of Employees of Mashhad Apartment Hotels and Hostels**

**Fariborz Rahimnia<sup>1</sup>**

**Mohammad Gholami<sup>2</sup>**

**Saeid Nosrati<sup>3</sup>**

### **Extended Abstract**

Even though the benefits of the perceived forgiveness climate have been acknowledged in organizations, most services businesses, especially in relation to the tourism industry, have neglected this important category. This study aimed to investigate the impact of the perceived forgiveness climate on learning behavior, job satisfaction, and intention to quit, as well as the mediating role of learning behavior in the relationship between independent and dependent variables. This is an applied research in terms of objective, and a survey research in terms of method, because a questionnaire was used to determine the quantity and type of relationships between variables to find an answer for a scientific question in the real world. According to the statistics and existing data (at the time of the study), the study population consisted of 580 receptionists of Mashhad apartment hotels and hostels.

The results indicated that the perceived forgiveness climate has a positive impact on job satisfaction and learning behavior of employees. However, contrary to the research hypothesis, the relationship between the perceived forgiveness climate and intention to quit was not confirmed. Moreover, the mediating role of learning behavior in the relationships between the perceived forgiveness climate, job satisfaction, and intention to quit was confirmed.

### **Introduction**

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Hospitality organizations always face potential errors (e.g. service failure) and are quite familiar with the negative effects of such mistakes. They commonly use sophisticated technologies, planned strategies, and excessive and strict controls over the behaviors of employees involved in delivering customer services, and hence neglect to focus their attention on positive organizational behaviors. Nevertheless, it is quite impossible to eliminate or prevent human errors. Therefore, the workplace forgiveness climate is vital for the service sector. In service organizations where there is a lack of forgiveness and those who make mistakes are punished, the cause of error is usually ignored and employees are reluctant to talk about their mistakes. Therefore, learning behavior never occurs and it is likely that the organizations face employees' low job satisfaction and high intention to quit.

This study aimed to investigate the relationship between the perceived forgiveness climate, employee learning behavior, job satisfaction, and intention to quit, as well as the mediating role of learning behavior in the relationship between the perceived forgiveness climate and job attitudes (job satisfaction and intention to quit).

### **Materials and Methods**

This is an applied research in terms of objective and a questionnaire was using to collect the data. The questionnaire's items were selected from Guchait studies (2016) for the perceived forgiveness climate (3 items) and the learning behavior (5 items), Saks studies (2006) for job satisfaction (3 items), and Nadiri and Tanova studies (2010) for intention to quit (3 items). Factor analysis was used to assess the construct validity of the questionnaire. According to existing data, the population consisted of 580 receptionists who worked in Mashhad apartment hotels and hostels.

The Cochran formula was used to determine the sample size from a given finite population. According to an initial pretest performed on a sample of 30 questionnaires, the minimum sample size was determined 231 people. Then, a total of 235 questionnaires were collected. Data analysis was carried out using various statistical methods, namely Pearson's zero-order correlation coefficient and structural equation modeling for evaluating the structural equation model fitness with the collected data, using AMOS and SPSS.

### **Results and Discussion**

In this research, eight hypotheses were formulated and seven were confirmed. The study results for the given population indicated a positive relationship between the perceived forgiveness climate, learning behavior, and job satisfaction. Learning behavior is positively related to employee job satisfaction, while its relation with intention to quit is negative. Furthermore, job satisfaction has a negative impact on intention to quit. Findings of the study suggest that learning behavior has a mediating role in the relationship between the perceived forgiveness climate and intention to quit. Therefore, it can be concluded that the

increased learning behavior of the receptionists can increase their job satisfaction but decrease their intention to quit. However, the research hypothesis about the negative relationship between the perceived forgiveness climate and intention to quit was rejected, which can be attributed to the cultural and economic issues, as well as incompatibility in personality traits and the desired job.

### **Conclusion**

According to the research findings, the perceived forgiveness climate plays an important role in reducing job stress, which contributes to job satisfaction and reduced intention to quit through the occurrence of learning behaviors. Therefore, managers of tourism organizations are required to strengthen the perceived forgiveness climate within their organizations in order to maintain skilled human resources, as a prerequisite for providing services to meet their customers' need. Dissemination of learning behavior among employees of the tourism industry can be achieved through the perceived forgiveness climate. Therefore, managers of tourism organizations need to develop policies, plans, and strategies to engage employees in learning behavior to produce positive results (namely, reducing the intention to quit the job). Achieving this goal, to some extent, depends on creating a safe work environment (i.e. the perceived forgiveness climate) within the organization.

**Keywords:** Perceived Forgiveness Climate, Learning Behavior, Job Satisfaction, Intention to Quit.

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## **Explaining the Factors Influencing the Attitude of Villagers to Agricultural Tourism (Case Study: Sample Tourism Villages of Fazl Village, Neishabour Township)**

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Zahra Mozafari<sup>2</sup>**

### **Extended Abstract**

#### **Introduction**

The growing challenges of the agricultural sector reduce farmers' incomes on a daily basis, challenges such as Low prices of agricultural commodities, Increased production costs, Environmental pressures, weather changes, Globalization, industrialization, Lack of government support programs for agriculture and fluctuating agricultural commodity markets. Reducing the ability of agriculture to generate enough income has forced many farmers to sell their farms and to look for some other places for jobs and income, or looking for alternative economic strategies and new revenue sources and also to diversify the local economy to maintain their farms. These strategies may include expanding farm sizes, specialized production, non-farm employment, or diversifying farms through entrepreneurship and rural and agricultural business development. For this reason, most countries of the world have considered this type of tourism as a new strategy for socio-economic development, rehabilitation and reconstruction of rural areas. The rural areas of Neyshabur have the potential to create and develop agricultural tourism activities, with its proper weather conditions, as well as the region's tourism, and the diversity of livelihoods and rural employment that is mostly based on agricultural activities. Therefore, without knowing the factors affecting the rural population's orientation on agricultural tourism, it will not be possible to create, develop and sustain these

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activities. That according to the purpose, this key question will be answered: "What factors affect the rural population's tendency toward agricultural tourism? (Central part of Neishabur city)".

### **Theoretical literature and methodology**

The type of research is applied research, and the kind of method is descriptive-analytical method, for collecting data and information, the library and field methods are used. The library methods have been used to scan books, articles and theses and Internet resources and the field methodology is used for the questionnaire. The realm of this research is Fazl village, a village in the central part of Neyshabur. The statistical population of this research is rural tourism villages of Fazl village. Which has 8330 households according to the 2011 census, of which 261 households were selected through the modified Cochran formula. Household choices were made at the level of each village, in quotas and randomly. In order to achieve the desired results in determining the factors affecting the rural population, In sample villages in 8 indicators as well as 24 dimensions, it has been proposed to prepare and compile 261 questionnaires in accordance with the Likert scale (according to Table 2-1). The Cronbach's alpha test was used to assess reliability, and for the dimensions of data development. Descriptive and inferential statistics were used in SPSS software to analyze data, such as: On sample t-test, Pearson Correlation, and Factor Analysis.

### **Discussion and results**

The calculations show that the internal consistency of the data is appropriate for using the factor analysis technique ( $KMO = 0/711$ ) and Bartlett is significant at 000%, which implies confirmation and proportionality of the factor analysis. Variables related to the factors affecting the tendency of villagers to agroturism were classified according to the specific value in eight factors. In total, these factors were able to explain 526.66% of the variance of factors affecting the tendency of villagers to agroturism. The average factors affecting the rural population's tendency to agricultural tourism were respectively in this way: the dimensions of education and skill (4.4751), support and policy (3.6360), non-developmental ideas (2.8228), social media (3.1149), tourism culture (2.9320) the economic and employment status (3.9860), access to the city (3.8352), trust and risk appetite 3.5441). If we consider the number 3 as the median, then non-developmental ideas (2.8228) are less than the middle. The results of on sample t-test also show that there is a significant difference between the studied villages in terms of significance (0.000) in eight dimensions. The results of the Pearson correlation coefficient showed that there is a relationship between the tendency towards agricultural tourism and related variables such as (age, type of occupation, education level, and income level, amount of work in farms and gardens and the amount of traffic to the city during the week).



### **Conclusion**

The results of on sample t-test in relation to the tourist attraction potentials show that the calculated value differs from the base limit of 73.8(3). Since the obtained sig is less than 0.05, we conclude that these areas have high attraction and potential in terms of attracting tourists. Also, the results of on sample t-test in relation to the quantity and quality of tourism facilities show that the calculated value differs from baseline (3). Since the obtained sig is less than 0.05, we conclude that there is a significant difference between the calculated value and the base limit. The results of Pearson correlation coefficient show that there is a relationship between the trend towards agricultural tourism and related variables. The results of factor analysis also show eight tendencies; importantly, it includes: "Training and Skills; Government Support and Policies; Non-Developing Opinions; Attitudes and Kinds of Farmers; Media and Social Networks; Tourism Culture; Economic and Job Status; Access to the City Confidence and risk taking. Government education and support is of paramount importance for the rural population's tendency towards agricultural tourism activities. Therefore, it can be said that the success of agricultural tourism does not depend solely on the initiative and efforts of owners of tourism farms, but also it requires planning, obtaining financial and educational support, appropriate infrastructure and facilities, and active participation of local officials and trustees as well.

**Keywords:** Agricultural Tourism, Rural Tourism, Factors Influencing Agriculture, Rural Grace, Rural Development.

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## **The Impact of Global Warming on Tourism Areas in Southern Coast of the Caspian Sea**

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**Hajar Shirdel<sup>18</sup>**

### **Abstract**

The purpose of this study was to investigate the repercussions of global warming and its effects on the tourist areas of the southern shores of Mazandaran. In this descriptive-analytical study which was carried out on the eight synoptic stations of Gilan, Mazandaran and Golestan provinces, with the help of tourism climate index and one-way ANOVA, the current status of tourism in provinces was monthly, seasonally and yearly examined. With the help of multiple linear regression and based on available data, this indicator was predicted until 2100 and analyzed by one-way ANOVA with repeated measurements of the changes in this index. All tests were performed using SPSS software version 24. There was a significant difference between the cities of Gilan, Mazandaran and Golestan in terms of TCI. ( $P < 0.01$ ). Also, the cities of Gorgan, Qara Kheyl and Babolsar were in better conditions than other cities. There was a significant difference between the current value of this indicator and its predicted value in the coming years. The predictions showed that one would see an increase of 5 units in the TCI index ( $P < 0.01$ ). In the coming years, one will see a dramatic escalation in the conditions of the tourism climate of the southern shores of the Caspian Sea. Accordingly, the phenomenon of global warming does not seem to worsen the tourism conditions of the northern provinces of the country.

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## **Introduction**

In the present era, the vast majority of people in the world have somehow accepted the inevitable reality of climate change and are worried about its repercussions. The rapid growth of human activities and increased greenhouse gas emissions from these activities have led to the emergence of the phenomenon of global warming in the twentieth century; it is expected that in the 21st century the global average temperature will increase by about 2 to 4.5 degrees. (Salinger, 2005, IPCC., 2014). The phenomenon of global warming and climate change may not only lead to displacement by climate change but may also lead to major changes in the tourism condition in the region, which will have widespread economic consequences (Amlang et al., 2012, Mihailovic et al., 2015). Climate is an important factor in tourism activities, which can affect operating costs such as heating, cooling, snowmaking, irrigation, food and water supply, and insurance costs. It's worth mentioning that the tourism industry is very susceptible to climate change and any alteration in the climate could result in change over the duration and quality of the tourist areas (Scott et al., 2007: 3). The present research tries to examine the repercussions of global warming and its effects on the tourist areas on the southern shores of the Mazandaran Sea.

## **Materials and Methods**

This study is a descriptive-analytic observational study. In order to evaluate the tourism climate conditions, the TCI tourism climate index was used (Mieczkowski., 1985). In this regard, the synoptic stations were first identified in the specified areas, and among them eight which had common monthly data from 1986 to 2016, were collected from the Iran Meteorological Organization. The dependent variable in this study was tourism climate index and independent variables were average precipitation, average temperature and average monthly humidity of each center. First, the tourism climate index was calculated for each center through the standard formula, and then the tourism status of the centers was compared with each other in annual, seasonal and monthly terms in two parts of the status quo and the status of the future.

## **Discussion and Results**

The results of the study showed that the seasons of spring, summer, autumn and winter respectively had the best conditions for tourism among the studied cities. Also, the May and June have the best weather conditions for tourism unlike February which has the worst weather conditions ( $P < 0.01$ ). Descriptive-Analytic studies that were carried out to predict the future tourism climate conditions of the selected five stations showed that the cities of Noshahr and Ramsar respectively have the highest rates of TCI and Rasht has the lowest rate in the study period.

### **Conclusion**

An important result of the prediction of the future conditions of the cities was the signs of the displacement of seasons. In all likelihood with the climate warming in the coming years, this displacement will show itself with the longer warm season. Although the results of the predictions of the two RCP2.6 and RCP8.5 models were similar, but in the RCP8.5 model, cities are better off in terms of tourism index. In the present study, it was found that in the next 10 years we will see the improvement and advancement of the tourism condition from the acceptable status to good.

**Keywords:** Southern Provinces of Mazandaran Sea Basin, Global Warming, Climate Change, TCI Tourism Climate Index.

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