



فصل نامه  
برنامه ریزی و توسعه گردشگری

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## فصل نامه برنامه ریزی و توسعه گردشگری

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## به نام خداوند جان و خرد

### یادداشت سردبیر

شماره ۲۵ فصلنامه برنامه‌ریزی و توسعه‌ی گردشگری با تلاش ارکان علمی و اجرایی مجله به روز منتشر شده و اکنون در اختیار اساتید، پژوهشگران و دانشجویان گرامی قرار گرفته است. جای بسی مسرت است که این فصلنامه، در آخرین رتبه‌بندی نشریات معتبر کمیسیون نشریات علمی کشور، دارای رتبه الف (A) می‌باشد. بی شک این موفقیت ارزشمند مرهون زحمات قابل تقدیر نویسندگان گرامی، هیات محترم هیات تحریریه و ارکان پرتلاش اجرایی مجله است. امید است همچنان با ارتقای بیشتر کیفی مقالات، در راستای دو هدف مهم؛ 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 گام برداریم. بدیهی است مجله در چارچوب وظایف ذاتی خود، اخلاق پژوهشی را در سر لوحه کار خود قرار داده است و بر این اساس و در راستای آئین نامه اخلاق پژوهشی وزارت عتف، با هر نوع سرقت علمی برخورد جدی می‌کند.

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

سیاستگذاری گردشگری	دیدگاه‌ها و خط مشی‌های 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 دارای جامعیت در حدود پژوهش هستند (به عنوان نمونه، مطالعه موردی در سطوح کشوری و 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 ادامه مشارکت اندیشمندان، صاحب‌نظران و محققان گرامی و فرهیخته، شاهد بالندگی فزون‌تر فصلنامه‌ی برنامه‌ریزی و توسعه گردشگری باشیم.

دکتر سعید راسخی

سردبیر فصل نامه

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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## **The Economic Impact of Domestic Tourism Qom (Two Regional Input-Output Approaches)**

**Fatemeh Bazzazan<sup>1</sup>**  
**Fahimeh Azaddana<sup>2</sup>**

### **Extended Abstract**

#### **Introduction**

Development of tourism and its positive effects on economic growth, employment and poverty alleviation at national and regional levels, has always been highlighted by economic planners. Due to its cultural and religious attractions the city of Qom is considered as one of the most important pillars of tourism in Iran. The study of socio-economic development of Qom province shows that the main development axis of the province is pilgrimage and tourism. The tourism industry can play a significant role in the socio-economic and even political life of the city of Qom because of the lack of water, the weakness of natural resources and limitations of agricultural and industrial sectors. According to the 2015 report by Statistical Center of Iran (SCI 2015), with more than 3-million trips, Qom province ranked second of domestic tourists' arrival among the twenty most important cities in the spring and summer of 2011. This paper measures the impact of domestic tourism expenditures on both output and employment in Qom province and the rest of the economy (the national economy excluding Qom province), using two-regional input-output approach.

#### **Materials and Methods**

Three main data bases are used in this research: a) the 2011 national input-output table constructed by the Parliament Research Centre (2014); b) the 2011-2012 regional accounts for Qom and the rest of the economy (national economy

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exclude Qom province) provided by the Statistical Centre of Iran (SCI); c) domestic tourists expenditure and sectoral employment in Qom province and the national economy in the year 2012 provided by SCI (2014).

A two-regional input-output model is used to study the impact of domestic tourism arrival to Qom region on the economy. For this purpose, two regional input-output coefficients of Qom and the rest of national economy are constructed through the intraregional and interregional coefficients using a non-survey-based AFLQ approach. These coefficients are used as a basis for estimating the output and the employment multipliers in order to evaluate the impact of domestic tourists' arrival expenditures the region Qom on the output and employment of both region. For this purpose we consider domestic tourism' expenditures as a type of Qom's export to the rest of the economy. Such consideration impose to the two-region input-output model in order to calculate the impacts on output and employment.

General input-output model is defined in equation (1),

$$X = AX + Y = (I - A)^{-1}Y = BY \tag{1}$$

In which,  $X$ , is a column vector of output,  $A$  is the matrix of input coefficients,  $Y$  is vector of final demand,  $(I - A)^{-1} = B$  is Leontief inverse matrix. When general form is provided for two regions, equation (1), transformed to the more detailed form as follows:

$$\begin{bmatrix} X^Q \\ X^R \end{bmatrix} = \begin{bmatrix} A^{QQ} & A^{QR} \\ A^{RQ} & A^{RR} \end{bmatrix} \begin{bmatrix} X^Q \\ X^R \end{bmatrix} + \begin{bmatrix} Y^Q \\ Y^R \end{bmatrix} \Rightarrow \begin{bmatrix} X^Q \\ X^R \end{bmatrix} = \begin{bmatrix} B^{QQ} & B^{QR} \\ B^{RQ} & B^{RR} \end{bmatrix} \begin{bmatrix} Y^Q \\ Y^R \end{bmatrix} \tag{2}$$

In equation (2), variable definitions are the same as in equation (1), and Q stand for Qom province and R for the rest of the economy. The effects on the output Qom and the Rest of the economy output and employment of any changes in the final demand of each region can be quantified using equation (3) and (4) below. In this case, suppose that there is an increase in the export component for the final demand in Qom province for the tourism sector, or  $\Delta Y^{QR}$ , then the output for Qom and the rest of the economy region would increase as follows:

$$\begin{bmatrix} \Delta X^Q \\ \Delta X^R \end{bmatrix} = \begin{bmatrix} B^{QQ} & B^{QR} \\ B^{RQ} & B^{RR} \end{bmatrix} \begin{bmatrix} \Delta Y^Q \\ 0 \end{bmatrix} \tag{3}$$

$$\begin{bmatrix} \Delta L^Q \\ \Delta L^R \end{bmatrix} = \begin{bmatrix} E^{QQ} & E^{QR} \\ E^{RQ} & E^{RR} \end{bmatrix} \begin{bmatrix} \Delta Y^Q \\ 0 \end{bmatrix} \tag{4}$$

From equation (3), the increase in the output for Qom is calculated as:  $\Delta X^Q = B^{QQ} \cdot \Delta Y^{QR}$  whereas, for the rest of the economy would be:

$\Delta X^R = B^{RQ} \cdot \Delta Y^{QR}$ . Using equation (4), Qom's employment increases according to  $\Delta L^Q = \hat{i}^Q B^{QQ} \cdot \Delta Y^{QR}$ , and for the rest of the economy, the increase in the employment would be  $\Delta L^R = \hat{i}^R B^{RQ} \cdot \Delta Y^{QR}$ .

## Discussion and Results

Estimations of the impact are made by using the two-region input-output model, equations (3) and (4). The results show that the wholesale, retail and repair of appliances sectors had the greatest output effect in both regions. The greatest job creation happen in the transportation, warehousing, and communications sectors in the both regions. Moreover, the results show that output of Qom province increases 5.16% as a result of domestic tourism in Qom in 2011 and Qom employment would also increase 8.08 %.

The result also shows that the output of national economy increases by 7532 billion rials and 26163 jobs are created.

## Conclusion

In planning for each area, their specific capabilities, potentials, constraints, and needs must be considered. We recommended that policymakers and economic planners focus on the capabilities, opportunities and characteristics of different regions and move towards regional planning instead of applying macroeconomic planning. Then regional policy makers lead to focus on the Qom province high potential of attracting domestic and foreign tourists. The results of this research can help them to estimate impacts of the development tourism.

**Keywords:** Tourism, Two-region Input-output Coefficients, Employment, Output

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## **Sociological Analysis of Factors Influencing the Sense of Social Safety of Tourists (Case Study: Babolsar Tourists)**

**Mostafa Bagherian Jelodar<sup>3</sup>  
Seyed Mohammad Shobeiri<sup>4</sup>  
Faezeh Nopour<sup>5</sup>**

### **Extended Abstract**

Today, tourism is closely linked to the security issue. Security: It means freeing from any threat - an invasion of the legitimate and legitimate rights and freedoms of citizens and consists of two layers that are: personal and social security. The sense of security in tourists has important personal and social functions that, in the event of disruption of these functions, feel insecurity in the walkways. In urban areas, walkways have a special position, so that the higher the quality and quantity of these socio-cultural spaces, the citizens will have more opportunities to spend their leisure and recreation. The main goal of the walkways is to provide citizens with a peaceful and enjoyable holiday with pleasure and relaxation. The existence of security in the public parks and parks of the city, such as parks, has various personal and social functions.

It should be noted that there are many barriers to the provision of personal and social needs of citizens, which have greatly reduced the sense of security and comfort of citizens, especially tourists. In turn, this phenomenon has fueled the expansion of the spirit of dissatisfaction, insecurity, loneliness, sadness, fear, social tension, separation from nature, and distrust and social injustice. The harassing behaviors of some people often affect all those who use or tend to use these spaces. (Maybe tourists) are reluctant to go and use these places because

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they are afraid of being abused. Parks in all seasons are welcomed by different classes, such as children, adolescents and the elderly, and tourists and travelers. Therefore, security debate is one of the most important topics for tourists, which requires the participation of the police and the municipality and related organizations (Police Command of Golestan Province, 2010: 7) Also, the role of citizens and people in security is important because security is not isolated from people; therefore, everyone should be responsible for their contribution to the realization of security; hence, damaging the image of parks and walkways is an effective step towards healthy living space. The people of the city are moving towards the enrichment of the leisure time of the citizens. This research seeks to achieve and identify the sense of individual security and social security in Babolsar with an emphasis on empirical research among tourists; therefore, the main question of the research is to what extent do tourists benefit from the sense of individual security and the sense of social security? Security and tourism, as the parameters of an equation, are directly connected to each other. In fact, as security is one of the main causes of the development of tourism, the tourism boom in the region and the movement of tourists within a destination, create security. Increase in the number of tourists stimulates business and raise income of corporations and institutions that are active in this field. Tourism development, especially in less developed countries, is an effective way to cope with poverty and to increase people's income, reduce unemployment and economic and social prosperity. The aim of this study is to identify the factors affecting social security of tourists at the Babolsar city, Mazandarn province

## Materials and Methods

Statistical population, sample size and sampling method is a survey research method in which the correlation of independent variables with dependent variables is measured. The statistical population of the study includes all tourists (including domestic and foreign tourists) who were in different recreational destinations in 1395 , Science and sports enter the city of Babolsar. According to the current statistics of 1394, about 2600,000 tourists arrived in Iran. The emotional trust that an individual or people have about an affirmative one is actually a positive attitude toward the individual or something external, which reflects the extent of the assessment of the phenomenon we face (Abbas Zadeh,2004, quoted by Moeed Far 1388: 125). Trust is to have good suspicion of others in the relationship between the three types: 1. Interpersonal trust 2. Social trust (generalized) 3. Institutional trust (Pathnam, 292-137-29)

In order to measure the level of social trust of people, three types of trust were first separated, and then, using these three types, the social trust variables were measured using the Likert scale. These three types of trust are: 1. Interpersonal trust includes trust in family members, relatives, friends and colleagues, also known as personal trust. 2) social trust (generalized), trust in aliens or less familiar members of the community 3) Institutional trust, trust in organizations, institutions and groups in the field of government (Mousavi Khamenei, 2004:10)

## Research Findings

This is an applied research done through a descriptive-analytic method. Library and field methods were used for data collection. The population of the study is all of the tourists of Babolsar city in 2015 from which, 384 people were selected as sample using the formula of unlimited population. Based on the results, there was significant relationship between the sense of security, consisting individual and social sense of security, and total trust, personal trust, social trust and media consumption, at 95% confidence level. Also, age and education level were significantly related with a sense of security. The results of regression analysis showed that regression coefficient was significant at  $\alpha=0.000$  level with  $R=0.482$  indicating with a change in standard deviation of social trust, the police, media consumption and education would made predicable personal and social sense of security in order to 0.125, 0.227, 0.205 and 0.305, respectively.

According to the results of Pearson's correlation between social and individual security. The components of income age of social trust and the meaning of the media consumption police have been observed positively and significantly. It can be seen that what is presented by tourists and as a "sense of security" is related to the sense of individual and social security. It can be said that the feeling of security is a kind of mentality and positive psychological orientation of the citizens about the inability to influence the occurrence and events of events. Urban sprawl has the greatest relationship with people and places of recreation and walking, and as a result, it is important for tourists to be identified and provided a sense of tranquility and security. Many obstacles have arisen to meet the individual and social needs of tourists, which has led to a sharp decline in the sense of security and tranquility of tourists. In turn, this phenomenon has fueled the spread of dissatisfaction, insecurity, loneliness, sadness, fear, social tension, separation from nature. The availability of facilities is one of the important factors that bring the tourist to the harbor, and the presence of tourists and citizens in their recreational places increases security. Criminals often take quiet and silent places for their actions. We now refer to the indicators and components of the sense of security:1, Access to facilities (education, health,welfare and freedom); 2. Lack of crime and delinquency in tourist places; and 3. Reduced barriers to personal and social safety.

## Conclusion

In the present study, it has been determined that the existence of variables related to social capital (such as the trust of tourists to Iranians, the sense of security, is an important aspect of human relations and will lead to widespread international participation and cooperation. In general, it can be said that the circles of life Social is based on the basis of trust and cooperation and the importance of trust and cooperation in social relationships and connections is such that they can be considered as an essential element of social life in the international arena in the modern world that extends the field of interaction in different dimensions. By contrast, reducing each aspect of social capital causes the people of the

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community to feel insecure in the first step and withdraw from cooperation and expansion of interactions in different aspects of society due to fears and concerns. And in this case, the social relations in and out of the country will decrease exponentially. Therefore, the tourism industry is also challenged in terms of social status (the acceptance of tourism by the people).

In summary, the most important suggestions of this research are:

- Development of tourist police in historical and tourist places;
- Strengthen native culture through schools and universities and ... to work with domestic and foreign tourists;
- Development of tourism culture through the development of scientific tourism centers;
- Promotion through traditional media and new electronic media such as satellite and Internet;
- Organizing free tourism courses for the general public and marketers;
- Development of catering and accommodation services;
- Implementation of special traffic plans for tourists around historic works, especially the city center;
- Development of transport fleet for tourists
- Provides guidance for specialist tours in the city
- Use of other countries experiences in tourism

**Keywords:** tourism, tourism development, tourism, Babolsar, tourist

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## **The analysis of the causal relationship of social capital and sustainable development of tourism (Case study: Sari city)**

**Hadi Razeghi Maleh<sup>6</sup>  
Ghorbanali Ebrahimi<sup>7</sup>**

### **Abstract**

The goal of present study is to investigate the causal relationship between social capital and sustainable development of tourism. To achieve the goal of this research, survey method was used in this study. The study population consisted of citizens in Sari. The sample size software was used to determine pass through a sample size of 640 people is estimated. In this study, a multi-stage stratified cluster sampling was used, and questionnaire was used for data collection. Research findings have shown that variable social trust and network variables, respectively, the highest (0/383) and lowest (0/156) the effect on the dependent variable (sustainable development of tourism). The results also show the positive effects of social capital (networks of relationships, social participation, social trust) on the sustainable development of tourism, which means that the increase of social capital, the average increase sustainable tourism development.

### **Introduction**

One of the basics of sustainable development is a good performance and cooperation from the host community. Experience also shows that without cooperation and support of the local community sustainable tourism industry cannot be created (Choi and Jamal, 2009). One of the factors that plays an

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important role in achieving sustainable development is the social wealth among the public which is used today along with human, financial and economical wealth. This concept is concerned with bonds and relationships between members of a social network which achieves its aims through creation of norms and mutual confidence (Alvani and Seyed Naghavi, 1381).

In the current study it was attempted to investigate the relationship between social capital and sustainable development of tourism.

## Materials and Methods

The methods research method is survey. The statistical population in this study is the citizens of 18 years and older of Sari city. In the present study, a pass software was used to determine the sample size. Confidence quotient in the study was set at 0.999 and error quotient is 0.001. Therefore, based on 0.999 confidence quotient and considering the least standard deviation and error of standard deviation, the size of the population was calculated to be 640. In this research, a multistage cluster sampling method proportional to volume has been used.

## Discussion and Results

Descriptive finding of the study show that the mean of social capital among the whole population under study was 4.74 out of 10 and the mean of sustainable development of tourism was 4.58 out of 10. Referential findings also show that social capital along with the relationship network, social confidence, and social collaboration has significant effects on sustainable development of tourism. It was also found that social capital (the relations network, social cooperation and social confidence) has a positive impact on sustainable development of tourism meaning that with the increase in social capital the mean of sustainable development of tourism the local community improves positively.

## Conclusions

In development, social wealth is composed of three characteristics: confidence, mutual relationships, and cooperation. If these elements are strong in societies, the settlers in these societies have more opportunities in building the economy and society. Development might impact the relationships between the settlers with each other and with the host society. A considerable part of the literature in social development of tourism indicates that in the first stage of planning for tourism development the role of the society and benefiter must be defined. The importance of social wealth is that mutual confidence increases cooperation by reducing the costs of dealing as people are not forced to pay for controlling others' behavior and instead create confidence for group operations.

**Keywords:** sustainable tourism development, social capital, Social participation, network of relationships. trust, Sari.

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## **Study of Stakeholder Attitudes toward Sustainability of Ecotourism Development (Case Study: Rural Areas of Javaherdeh in Ramsar)**

**Mostafa Mohammadi<sup>8</sup>**

### **Extended Abstract**

#### **Introduction**

Ecotourism is the most sustainable form of Natural resource-based tourism. That due to its innovative role in the sustainable development, it can be a perfect pattern for the entire tourism industry and for this reason should support policies and programs that are in the field of ecotourism. City of Ramsar in general and Rural Complex of Javaherdeh in particular, has a high power of ecotourism and encompasses all forms of it (KiaKojuri & Mirtaghian, 2013). It is true that ecotourism is the cause of destination sustainable development, but the paradox of ecotourism is rooted in that when it became more popular and more inclusive, its supply is also more difficult (Smit et al., 2010).

Ecotourism development in recent decades in Rural Complex of Javaherdeh accompanied with profound influence on the economic, socio-cultural and environmental dimensions (Economic benefits In contrast, socio-cultural and environmental costs) and Evidence shows, there is a large gap between theory and practice in the field of ecotourism sustainable development in this area. It means that development trend of ecotourism going to unsustainable situation. Therefore, the aim of this study was to evaluate the interactive relationship between components of sustainable development ecotourism in Rural Complex of Javaherdeh.

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## Materials and Methods

This study is a Practical and descriptive research. Participants of this study include of three groups: local community, ecotourists and authorities. The required sample size was determined for each group of 150 people (totally 450 people). For data collections were used Standard questionnaires. Validity of the questionnaire was formally verified. Reliability of the questionnaire was calculated for the local society (0.792), tourism (0.779) and officials (0.771) which were a good value. Data analysis was done at two levels; descriptive (percentage, frequency of demographic variables) and inferential (single sample t-test) through SPSS24 software.

## Discussions and Results

Results indicate that in between all of components of sustainable development ecotourism in Rural Complex of Javaherdeh of Ramsar, Relational aspects for impacts of local community on officials (resources) with an average ( $X= 3.5$ ) and Relational aspects for impacts of officials (resources) on ecotourist with an average ( $X= 3.3$ ) Respectively have The most desirable type of relationship and also the most undesirable type of relationship Regarding to impacts of local community on ecotourist with an average ( $X= 1.85$ ). Other relationship In order to be more to less unsustainability: impacts of ecotourist on officials (resources) with an average ( $X= 2.3$ ), impacts of local community on officials (resources) with an average ( $X= 2.55$ ), impacts of ecotourist on local community with an average ( $X= 2.65$ ). These results are consistent with other research achievements (Salehi et al., 2014; Hashim et al., 2015; Mollt, 2015; Akbarian-Ronizi, 2016, Tisca et al., 2016).

## Conclusion

In recent years, Ecotourism as a major economic factor of sustainable development is taken into consideration and that's why it will try to the extent possible, Prevent the effective factors in reducing the flow of ecotourism and Provide essential resources for its growth and development. Ecotourism can bring Socio-cultural sustainability for local community in rural area and through income distribution; employment and poverty reduction cause the social sustainable development and make Welfare and public health. In addition to, today, environmental issues are at the core of planning, but a lot of plans and projects of ecotourism, has been done regardless of its environmental impacts. Environmental sustainable development in ecotourism, meaning that Matched development with the preservation of biological environmental processes and relevant resources of ecotourism.

The results show, components of sustainable development ecotourism in Rural Complex of Javaherdeh in Ramsar (local community, ecotourists and officials) have Poor quality and according to the assessments and Practical nature of ecotourism in relation to resources and local community, pattern of ecotourism development is in an unsustainable and undesirable condition in Rural Complex



of Javaherdeh and Continue the process of development pattern lead to damage to the local community and Irreparable damage to resources of Rural Complex of Javaherdeh.

**Keywords:** sustainable development, ecotourism, rural complex of Javaherdeh.

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## **The Influence of Personality Traits on Tourism Information Search Behavior in Choosing a Foreign Package-tour**

Zahra Shekarchizadeh<sup>9</sup>  
Bahram Ranjbarian<sup>10</sup>  
Vahid Ghasemi<sup>11</sup>

### **Extended Abstract**

Present study aimed to examine the influence of tourists' personality traits on their information search behavior while purchasing an outbound package tour. The statistical population of the study were heads of household from Isfahan who had purchased an outbound package tour during last year. For the purposes of data gathering, John and Srivastava's (1999) questionnaire for personality traits and a researcher-made questionnaire for perceived values were used. Structural Equation Modeling based on Partial Least Squares method was applied to analyze the data.

The findings of the study showed that conscientiousness and neuroticism have a significant effect on the extent of internal information search by perceived value for internal search. Indeed, the results showed that conscientiousness has influence on perceived value for familial search. On the other hand, openness to new experience has a significant influence on the extent of external information search through perceived value for external search. The study affirmed the influence of agreeableness on perceived values for familial sources of

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information. But, extraversion's had no significant effect on perceived value for familial and external information search.

## Introduction

Nowadays, due to the increasing competition in tourism market, marketers are looking for ways to influence on consumers' decision. Variety and diversity of tourism destinations and significant role of information in facilitating the tourists' decisions, increased the importance of understanding tourists' information search behavior (Jani,2011; hamidizadeh et al, 2016). Of course one of the most important psychological mechanisms which guides behavior is personality. Based on the theory of personality traits, important aspects of human behavior and experiences can be described with a limited number of traits. These traits may affect the attitudes and behaviors of people in the field of information seeking. One of the most important theoretical foundations in information search behavior is the economics approach that uses the profit-benefit framework to information search (Erawan et al, 2011). Based on this approach, consumers are assumed to be rational. They evaluate the costs and benefits of their search when searching for information. Therefore, the perceived value of the information search process will have a significant effect on the information search behavior.

Considering family as an important consumption and decision-making unit, family members have influence on each other's decision-making process. Even though, literature indicate, information search is divided into internal and external search, present study also examined household information as another source of information alongside internal and external resources. So, present study aims to investigate the influence of personality traits on tourists' information search behavior in purchasing an outbound package tour

## Materials and Methods

The research was conducted using descriptive- survey method. For the purposes of data gathering, some questionnaires were used. The first was John and Srivastava's (1999) questionnaire for personality traits. Other questionnaires were researcher-made for perceived values. The statistical population of the study were heads of household from Isfahan who had purchased an outbound package tour in the Last 5 years. Convenient sampling method has been applied. In order to test the hypotheses Structural Equation Modeling based on Partial Least Squares method by means of SMART PLS software package and SPSS was used.

## Discussion and Results

The paper provides a model for measuring the influence of personality traits on tourists' information search behavior in purchasing an outbound package tour. The findings of the study showed that conscientiousness and neuroticism have a significant effect on the extent of internal information search by tourists. Indeed,

perceived value for internal search has influence on the extent of internal information search. On the other hand, conscientiousness and agreeableness have a significant effect on perceived value for familial as a sources of information. The study also affirmed the influence of openness to new experience on the extent of external information search by tourists. Finally, results of the study revealed that perceived value for external search has influence on external information search extend.

## Conclusions

The results showed that conscientiousness has a significant effect on the extent of internal information search by tourists. The results have been confirmed by previous researches such as Halder et al., (2010) and Gul et al., (2014). The effect of perceived value for internal search on extent of internal information search and the influence of perceived value for external search on extent of external information search has indicated by previous studies such as Gursoy and McCleary (2004). An increase in costs of external search is expected to lead to a decrease in the amount of external search effort. Similarly, the internal information search is probable to decline with an increase in the internal search cost. On the other hand, the results highlight the effect of openness to new experiences on external information search. Furnham and Thorne (2013) believe that openness to new experiences lead to an increase in need to know.

It is recognized by previous researches such as Amaro and Duarte (2012) that neuroticism and extraversion have a significant effect on the extent of external information search. But the results of this study doesn't confirm it. In our opinion, this may be due to distrust of heads of household to travel agencies due to previous unpleasant experiences and not using proper promotional tools by travel agencies. Finally, the effects of conscientiousness and agreeableness on familial information search behavior have indicated by this study.

In sum, it can be said that although personality traits can influence the information seeking behavior, but these factors should be considered in conjunction with other factors such as situational, social class and familiarity with travel destination.

**Keywords:** Personality traits, internal information search, external information search, familial information search, tourism.

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## **Infrastructure-Based Modeling in the Development of Electronic Tourism by Structural Equation Modeling Approach (Case Study: Yazd Province)**

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### **Extended Abstract**

Tourism is one of the fast-growing economic areas, with a significant amount of income, employment, and national production. Together with the advancement of various industries, information technology has been rapidly expanding in multiple parts of human life. Tourism is also influenced by the influence of information technology, and the subject of electronic tourism is the result of the combination of these two areas. Considering the existence of diverse tourist attractions in Yazd province and also the necessity to use the capacity of cyberspace, in this research, the factors influencing the development of electronic tourism and causal relations among them have been identified. The most critical infrastructural factors identified in this field are then determined, and then a conceptual model of relationships between these factors is developed. Then, using the structural equation modeling approach, the proposed model was tested. The results of the research show that the quality of software has the role of full mediation in the relationship between other structures with the development of electronic tourism. It can be said that success in this area

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depends on government support, the quality of information systems and infrastructure, but this effect is made possible by the features of the software programmed.

## **Introduction**

The value of tourism and related activities will be more apparent when we know that its income is equal to that of oil revenues. Today an electronic branch of this industry named electronic tourism, which is the source of potential economic and cultural movements, that cause revolution in the process and transactions. Therefore, the proper development of electronic tourism as one of the most important means of economic growth in today's world can boost many of the infrastructures of each country's economy and play a significant role in increasing the level of gross national product. Due to this technology shifts in tourism, considering the infrastructure that facilitates the development of e-tourism is the necessity. This research studied the information system elements that assumed effects on implementation and improving e-tourism in Yazd province. For this purpose, the survey was done and gathered data analyzed by structural equation modeling.

## **Materials and Methods**

A survey has been implemented to collect required data for testing conceptual research model. Further to library study, two separate questionnaires were designed in this regard. In the first step by Delphi approach, different infrastructure factors which were extracted from literature study was ranked by nine selected experts in Yazd Province tourism industry. Final elements then exploit in a questionnaire which designed to gather required mass data for testing conceptual model by structural equation modeling. It should be noted that the required sample is exclusively chosen from people with a minimum of 5 years of experience in the tourism industry. By simple random sampling method, 386 people were selected to respond the second questionnaire. After preprocessing gathered data, a covariance-based structural equation modeling method has been used. For this purpose, SPSS software was used for preliminary analysis of the data extracted from the questionnaire and AMOS for validating the conceptual model of the research and measuring of the constructs regression weights.

## **Discussion and Results**

Four independent variables were studied in this research which includes: legal, information systems, quantity, and quality of infrastructure, software. These variables assumed affects e-tourism development as a primary dependent variable. For the conceptual model test, validity and reliability of that calculated based on different approach. For the purpose first explorative factor analysis done and all questions controlled for factor loadings. Then after by AMOS software conceptual model tested by the various good of fitness parameters. Due

to an acceptable level for all fitness indexes, model altered and questions with low factor loading removed. Research final result was path coefficients which would be significant to consider as meaningful in the model.

## Conclusion

The results obtained from the general research model test indicate that the hardware and infrastructure dimensions, information systems and legal-governmental through the intermediary software agent, promote the development of e-tourism. Considering the full mediator role of the software agent's, it's essential evidence that the development of e-tourism relies strongly on software dimension. It is clear, of course, concluded that the software factor has full mediator effects on the model which imply all other activities to strengthen e-tourism development dependent on that. Also, it shall be noticed infrastructure and legislation factors both have high path coefficient with software which imply basically to develop e-tourism infrastructure and legislation would facilitate context to software performance rise upward.

**Keywords:** e-tourism, information technology, tourism infrastructure, structural equation modeling, Yazd province.

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## **Determination of Recreational Opportunity Spectrum Factors in Potential Tourism Areas Using Structural Equations Modeling (Case Study: Golestan province)**

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### **Extended Abstract**

Tourism Impact Assessment is importance due to population growth and having high sensitivity of natural recreational resources. In this study, attempting to introducing process of Recreational Opportunity Spectrum in the field of visitor impacts management for developing tourism in possible level of carrying capacity. The study area is part of Golestan province (three Towns: Gorgan, Kordkuy and Aliabad). Structural equation modeling was used to obtain the relationships between factors. The research findings showed that the Recreational Opportunity Spectrum was not influenced by the Moderating of demographic characteristics. Therefore, 97% of the changes in the Recreational Opportunity Spectrum Latent variables are explained by access, onsite management, and social interaction, acceptability of visitor impacts, acceptable

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regimentation, and non-recreational resource uses. The relation of Latent variables, with the exception of, non-recreational resource uses with Recreational Opportunity Spectrum, is positive and significant at 1% level. The regression equation obtained in this study can be used in tourist planning by Managers of recreational area, especially in potential similar areas. It is expected that with the application of Structural Equation Models in the tourism sector, the negative effects of this activity on the nature will be minimized.

## Introduction

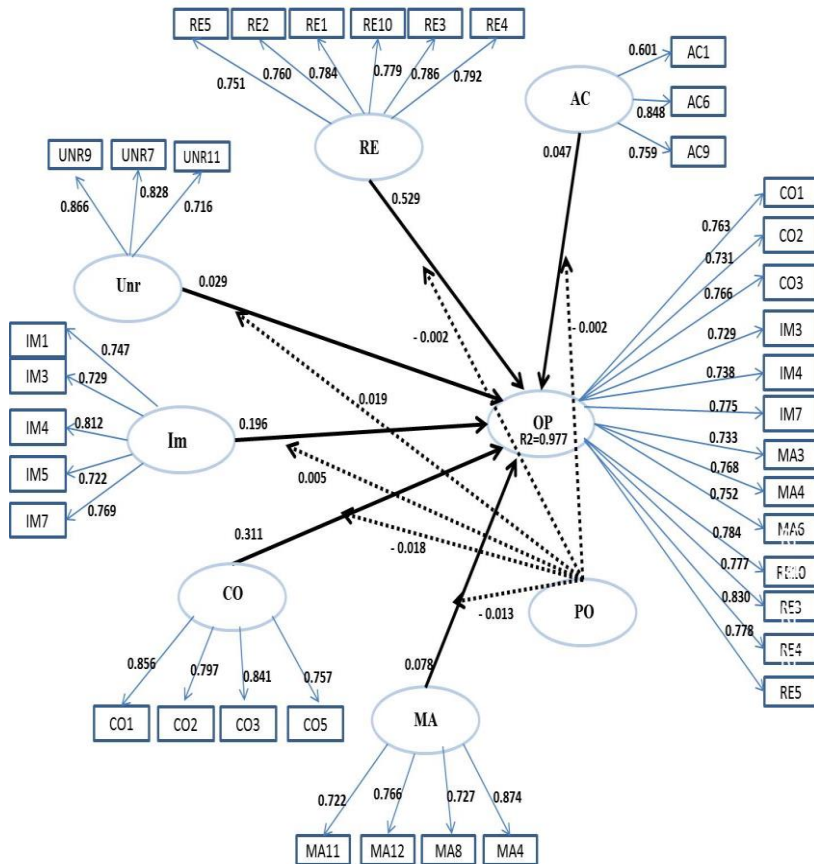
It should be noted that, despite the desirable impacts of low recreational utilization levels, it can also lead to negative impacts. Therefore a certain level of effects is acceptable (Santiago et al.,2008 , p.905 ; mikaeili & Dazyani, 2012). One of the management frameworks to control the visitor's impacts or determine carrying capacity is Ecotourism Opportunity Spectrum (Clark & Stankey,1979:2)

## Materials and Methods

In this research, the effect of access, onsite management, social interaction, acceptability of visitor impacts, acceptable regimentation, and non-recreational resource uses latent variables on recreational opportunity spectrum has been investigated using Sstructural Equation Modeling (SEM). In this model, a set of indicators is used to measure a concept which is called latent variable (Garson, 2017, p. 47). Smart PLS 3.2.7 Software (Ringle et al., 2015) which uses partial least squares (PLS) for fitting the model was used for analysis of structural equation models.

## Discussion and Results

The data of this research was evaluated and finalized in three stages: 1) measurement model; 2) structural model; 3) overall model. But as mentioned above, if there is a lack of heterogeneity between the data, the result of this run will be valid. In this paper, the lack of heterogeneity between the data was examined and this issue was not confirmed. So the traditional PLS results will be valid.



**Figure 1- Structural equation model with path coefficients and R2values**

As shown in Fig.1 , according to view of the visitors in the study area, 97% of the changes in recreational opportunity spectrum latent variable is explained by its Composed elements which is confirmed in studies (Yamaki et al., 2003, p. 57 ; Zulian et al., 2013) .Overall, in this study, in addition to the degree of importance of each composed factors ,the degree of importance of each composed indicators of each factor was also determined.

**Conclusions**

Using the derived formula, we can extract the first and the end of the spectrum by placing the lowest and highest Likert spectrum (1 and 5), And then using this formula and determining its numerical value by placing the results of the questionnaire in the study area, can be determined the position of the spectrum of opportunity.

**Keywords:** tourism planning, recreational opportunity spectrum, structural equation modeling, acceptable environmental impact.

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