# Evaluation of Isfahan Mashahir Leisure Complex Site Selection

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**Abstract**

Isfahan province as a tourism hub and location at the crossroads of northern and southern corridor, the impact on the development and stability of the country. This study aims to evaluate the spatial dispersion of hotels in Isfahan province, its role in the development of domestic tourism in order to increase economic profit, social, cultural and environmental tourism, the tourism industry to the current planning and direction Future investments in established hotel with spatial planning approach formulated. The main purpose of this study was to survey the spatial dispersion of hotels in Isfahan Province and its role in the development of domestic tourism. The study, depending on the target application and the nature and methods of descriptive research, analytical and solidarity. The sample consisted of experts Administration of Cultural Heritage, Handicrafts and Tourism Isfahan province are university professors and consultants. In this study, experts in population due to the low volume of population, almost the entire population were selected and sampling have been carried out. The method of collecting data in this study, library research and field study (questionnaire). The analysis and rating of effective factors in the development of domestic tourism model was used TOPSISS. The results show that the spatial dispersion of effective development of domestic tourism hotels in Isfahan province. The results of this survey point out the significance of the relationship between spatial arrangement of hotels and their occupancy rate noted. The results could Administration of Cultural Heritage, Handicrafts and Tourism Isfahan province, the Housing and Urban Development, and the governments of the province and municipalities, investors, academic institutions and students and researchers interested in this field is used.

**Keywords:** Isfahan province, Mashahir Hotel, Site Selection, Tourism

**Introduction,**

The tourism industry is one of the new fields in various sciences and is nowadays considered and studied by various countries. The significance of tourism is, on the one hand, due to economic values, and on the other, due to its cultural and social effects. Because the exploitation of the capabilities of tourism and ecotourism can provide each region with dynamic and active areas for development, the geographic analysis of these capabilities will be necessary. The necessity and importance of this research is due to the study of different indicators in Mashahir complex.

Cooper (1981) studied the spatial behavior of tourists on Channel island. He studied the differences in the spatial pattern of tourists based on two variables: 1- life cycle 2- location and socio-economic status; and found out that low-income tourists only visit the main attractions of the city, while high-income tourists visit the attractions that are less visited.

Jarmozy (2007) pointed out that changing the direction of the tourism pattern is a priority of economic interests towards sustainability. Sustainable Approach accepts the marketing and global vision of social justice, environmental protection, and economic livability.

In 2007, Ayatac and Dokmeci studied the status of Istanbul libraries in a study entitled "Spatial Analysis of the Library System and New Libraries in Istanbul." Studies have shown that the rapid growth of Istanbul has created a deep gap between the needs and the prediction of social facilities. Social development and community needs in the age of information as well as the desire to become a member of the European Union have encouraged public institutions to raise the level of existing libraries and increase the number of libraries to meet European standards. This paper, attempting to evaluate the spatial distribution of existing libraries and suggesting the establishment of new libraries, showed that the two factors of library facilities and the population of the areas (blocks) are respectively the most important

factors in using the library. The researchers concluded that predicting the establishment of a library, especially around the city, is important for the future development and the study of existing libraries is necessary to improve the service levels.

In 2010, Binshop and Mandel, in an article entitled "Application of Geographic Information Systems in Library Research", studied the surveys that had examined the use of GIS as a tool for measuring and analyzing the services and identifying locations for the establishment of libraries in the future. Therefore, studies on Geographic Information Systems were investigated in two databases. The results of the surveys showed that most of the studies used GIS as a tool for measuring and analyzing library services.

In 2004, Liu and Zhang studied the client's citing impacts on the hotel online booking channels and the results showed that the websites of the travel agencies are taking advantage of all aspects and consequently, are run in a great way, while the hotel websites are competing only in terms of website quality.

Zangiabadi and Abolhasani (2005), in a paper entitled "Spatial Analysis and Ranking and Planning the Residential Centers, using the Tourism Development Index, " ranked and prioritized all residential services based on the TDI; they also suggested some solutions in this regard.

In his article entitled "Spatial Distribution of Residential Centers in Historical Cities; Case Study of Isfahan", Movahed (2008) examined the spatial distribution of urban tourist resorts with emphasis on the historical cities based on the Ashworth, Tunbridge and Gats models. The results indicate that urban attractions and residential and commercial establishments have shaped the central area and the historical part of the city and have become an important tourist destination. Also, the location of hotels is based on the historical streets direction (including Chaharbagh), in contrast to what Wall, Dodica, Hutchinson, Ashworth and Tunbridge believed.

In "Urban Tourism Quality and Capacity Assessment Based on the Behavioral Pattern of Tourists and the Host Society; Case Study of Isfahan," Seyfoddini et al. (2009) concluded that this destination is gradually perceiving destructive environmental and socioeconomic damages caused by tourists. The research model also confirmed that

the volume of tourists is more than the reception capacity of the city. As a result, the host society is influenced by the adverse and negative effects of tourism in various economic, social, and environmental dimensions. Another consequence is that the quality of tourism experience in the city of Isfahan is decreasing, and only the presence of important and historical attractions in this city has got tourists to travel to this destination, and the proper tourism facilities have not been able to play a good role in this attraction.

Faraji Rad et al. (2010) analyzed the approaches of sustainable urban tourism development. In this research, they identified the urban tourism elements and explored the patterns which determine the sustainable development of urban tourism and studied the potential capabilities of cities in the development of tourism as well as the stages and processes of sustainable tourism development in cities. They concluded that urban tourism planning involves the elaboration of four principles: a) The principles that sustainable development policies are based on. b) Important areas of sustainable development that are applied to the tourism industry. c) How to divide the responsibility for sustainable tourism development. d) Formulating an agenda for sustainable development in the tourism sector.

Mafi and Saghaei (2010), in a paper entitled "A Study of Tourism Economy in Metropolises: a Case Study of Mashhad, ” have surveyed the role of residential services in the tourism economy and showed the residential services accounted for 52.23 percent of the tourists' expenses in this metropolis.

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Taghvaei (2013) analyzed the optimal location of residential centers in Tabriz. His study aimed to investigate different regions of Tabriz to determine the suitable and optimal locations for investment and establishment of residential centers in Tabriz in order to develop the tourism industry and provide the proper services and facilities for tourists. He concluded that out of the nine regions in Tabriz, the first one, with a priority factor of 1 /685 offers the best conditions for establishing the residential centers in Tabriz.

The location of Mashahir complex:

Mashahir complex is a residential and recreation complex in the west of Isfahan, located at the distance of 8 km from the historical part of the city with a beautiful view as well as a variety of modern and different services. The complex includes a hotel and different Iranian and foreign restaurants, cafe lounges and gathering halls. The tranquility of the area offers a unique atmosphere for celebrating various parties and even formal business meetings; it also offers daily dinner and lunch services of varying qualities to everyone.

**Methodology,**

In this research, the data has been collected through a questionnaire and data processing has been performed by SPSS software. According to the level of variables measurement, descriptive statistical methods of frequency distribution and inferential statistics (Pearson, Kendall and Spearman statistical tests) were used. In the present study, the statistical population consisted of the guests of Mashahir complex. Through the Cochran sampling and 95% confidence interval, the number of 322 individuals was achieved and randomly chosen. On the other hand, regression has been used due to its relative benefits such as the possibility of predicting the changes in the dependent variable through independent variables and determining the contribution rate of each independent variable among the dependent variables (Momeni & Ghayomi, 119: 2012). Using the results of regression, the strengths and weaknesses of the complex can be identified. In this way, the

most and least effective indicators of the customers' satisfaction level are extracted and then a criterion is provided to assess the existing situation, to identify the weaknesses and strengths, and to comment and suggest some solutions to improve the situation (Habibi, 1392: 102).



**Figure 1. Location of Mashahir Complex in Iran**

To determine the validity of this research, Cronbach's alpha coefficient was used. In fact, Cronbach's alpha represents the internal coherence and internal matching of items. In this research, the calculated alpha value is 0.7, and this number is desirable, and it can be said that the accuracy required for the reliability of the structures is used in the questionnaire and the items designed to measure the variables are interconnected with each other.

**Table 1. Indicators, sub-criteria and research questions**

| Indicators of Mashahir complex | Sub-criteria |
|---|---|
| Location and access indicator | 1. geographical location |
|  | 2. distance |
| Environment and atmosphere indicator | 3. landscape and exterior view |
|  | 4. design and decoration of the complex |
|  | 5. shopping centers in the complex |
|  | 6. live music |
|  | 7. health and environmental safety |
|  | 8. heating system |

| Service and staff indicators and the management of the complex | 9. performance of the phones operator in the complex<br>10. performance of the reception staff and their speed<br>11. elegance and uniform of the staff<br>12. knowledge, consciousness and authority of the staff over their work<br>13. elegant behavior of the staff<br>14. staff of the parking lot<br>15. performance of the cashier<br>16. management of the complex<br>17. desire for reusing |
|---|---|
| Service quality indicator of the restaurant | 18. satisfaction with the variety of food<br>19. quality of the food and drink<br>20. service quality and on time delivery of orders<br>21. requirements and service<br>22. price of the food |
| Marketing and advertising indicator | 23. the fame of the complex<br>24. media advertising and urban billboards<br>25. offering discounts to satisfy the customers |
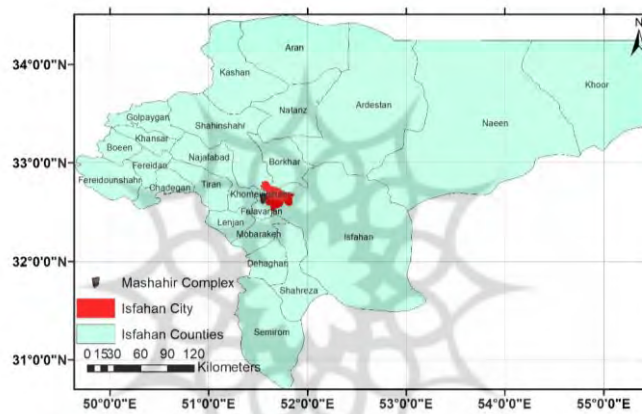


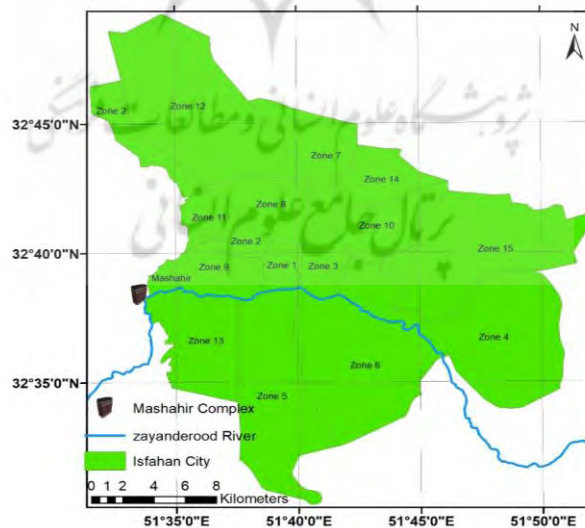**Figure 2. Location of Mashahir Complex in Isfahan Province**



**Figure 3. Location of Mashahir Complex in Isfahan City**

## Inferential analysis of data

Many statistical tests are based on the normal distribution of data, and it is assumed that the distribution of data in a population or the selected samples from the population follows the normal distribution. The null hypothesis in the Kolmogorov-Smirnov test is the data following of the normal distribution, and the opposite hypothesis is the data unfollowing of the normal distribution. According to the results of the analysis and with respect to the value of P, which is greater than 0.05 in all variables, the null hypothesis is not rejected; that is, the data follow the normal distribution.

**Table 2. The statistics of Kolmogorov-Smirnov test**

| The statistics of Kolmogorov-Smirnov test | | | | |
|---|---|---|---|---|
| variable | Mean | Sd | KS test | Sig |
| Quality of the service in the restaurant | 4.4 | 1.75 | 2.4 | 0.059 |
| Environment and atmosphere | 4.2 | 0.84 | 1.8 | 0.071 |
| Services, staff and the management of the complex | 4.47 | 0.81 | 1.24 | 0.09 |
| Location and access to the complex | 4 | 0.605 | 1.07 | 0.202 |
| Advertising and marketing indicator | 4.2 | 0.5 | 1.637 | 0.085 |
| satisfaction | 4.08 | 0.595 | 1.94 | 0.11 |

## Hypotheses testing

To test the hypotheses, with regard to the normal variables and the nature of hypotheses, simple linear regression is used; the results are described in the following table:

**Table 3: The result of the regression equation and correlation coefficient for hypotheses**

| variable | Correlation Coefficient | Equation | Test Result |
|---|---|---|---|
| There is a significant relationship between the location and access to the complex and satisfaction. | 0.549 | Y = 0.181X + 2.6 | Significant |
| There is a significant relationship between the service, staff and management of the complex and satisfaction. | 0.796 | Y = 0.575X + 1.47 | Significant |
| There is a significant relationship between the atmosphere and environment of the complex and satisfaction. | 0.457 | Y = 0.202X + 2.47 | Significant |
| There is a significant relationship between the quality of the service in the restaurant and satisfaction. | 0.871 | Y = 0.741X + 0.75 | Significant |
| There is a significant relationship between the marketing and advertising of the complex and satisfaction. | 0.693 | Y = 0.352X + 2.93 | Significant |

The relationship between the location and access to the complex and satisfaction. Results show that there is a significant relation between the location and satisfaction. (R = 0/549) Therefore, changes in the access capability will cause fluctuations in the dependent variable (citizens' satisfaction). The easier the access, the higher the citizens' satisfaction.

The relationship between the service, staff and the management of the complex and satisfaction.

According to the results, there is a significant relation between urban physical issues and satisfaction. (R = 0.796) Changes in services will cause fluctuations in the citizens' satisfaction. That is, the better the services, the higher the citizens' satisfaction.

The relationship between the environment and atmosphere of the complex and satisfaction

According to the results, there is a significant relation between the atmosphere and satisfaction. (R= 0/457) Changes in the environment and atmosphere will cause fluctuations in the citizens' satisfaction. That is, the higher the quality of the environment and atmosphere, the higher the citizens' satisfaction.

The relationship between the service quality in the restaurant and satisfaction.

According to the results, there is a significant relation between facilities and satisfaction. (R = 0.871) Changes in the food quality will cause fluctuations in the citizens' satisfaction. That is, the higher the quality of food, the higher the citizens' satisfaction.

The relationship between the marketing and advertising of the complex and satisfaction.

According to the results, there is a significant relation between advertising and satisfaction. (R= 0/693) Changes in advertising will cause fluctuations in the citizens' satisfaction. That is, the more the advertising and marketing, the higher the citizens' satisfaction.

**Conclusion,**

Finally, it can be concluded that the effects of required data have been analyzed using Pearson correlation coefficient and regression. Also, the results of the hypothesis test show that the null hypothesis in the Kolmogorov-Smirnov test is not rejected according to the results of the analysis and according to the P value, which is greater than 0.05 in all variables; that is, the data follow the normal distribution. According to the results of Pearson correlation coefficient and regression, 75.9% of citizens' satisfaction changes are related to the quality of food and catering. 63.4% of citizens' satisfaction changes are related to services, staff and the management of the complex. 48% of citizens' satisfaction changes are related to advertising and marketing. 30.1% of citizens 'satisfaction changes are related to the location and access to the complex. 20.9% of the citizens' satisfaction

changes are related to the environment and atmosphere of the complex. That is, the better the quality of food, service, staff and management, the higher the citizens' satisfaction.

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