Simin Tavallai, Ph.D   **E.mail: simintt@yahoo.com**
Teacher Training University
No: 685

Globalization as a Means for Tourism Development in Iran (Kerman)

Abstract

Generally speaking Iran possesses high tourism potentialities. However, its tourism performance is negligible. It is argued that globalization through deregulation movement, and improvement in transportation and tele-communication could drastically increase international tourist receipt and transform the industry. In addition, the magnitude of international tourists is being partially influenced by host community's peculiarities.

This study maintains that, the level of security, cultural attractions, and cultural contrasts are among some of the most determinant factors in the era of globalization. The impact of computerization, price of air travel, accommodation costs, and tourism advertisement level as driving forces regarding international tourists should not be undermined.

The major objective of this study is to evaluate the impact of these factors upon Kerman tourist's interviewees. Data analysis was made through correlation regression techniques and k-square. This paper suggests that the level of tourism promotion and advertisement, cultural-historical attractions, and cultural contrasts are positively correlated with tourist's choice of destination and travel motivation at 0.05 significant levels. However, air transportation costs, and political instability are negatively correlated factors. Application of k-square techniques suggests the meaningfulness of virtually all of the mentioned factors at 0.05 significant levels.

Finally, the articulation of reciprocal effects of tourism and globalization and proposing of a model to increase the competitiveness of Iran as a tourism destination target are among other objectives of this paper.

Key words: Tourism Potentialities, Globalization, International tourists, Cultural Contrasts, Correlation Regression, Competitiveness.

Introduction:

Iran as highly potential tourism destination has not received comparable international tourists attraction. However, the country encounters relatively high poverty and unemployment rate. This could be compensated for by direct economic impacts of tourism and more specifically with its admirable multiplier effects in terms of creation of direct, indirect and induced job opportunities. It is argued that improvement in tourism performance through high international tourists receipt could be an appropriate measure in this regard.

Lack of tourism destination policy regarding globalization dimension remains a key to understanding of the existing ill tourism performance in Iran. Since, globalization through deterritoralization, converging forces, technological improvements, and new methods of communication could attract more international tourists and thereby amplify tourism global market. Taking into consideration the economic, political and cultural characteristics of the country, appropriate ways, initiatives, measures and precautions need to be adopted in order to expand the degree of competitiveness of the country as a high potential tourism destination target.

Statement of problem:

It is argued that Iran's tourism policy lack proper treatment at global levels. In other words, the number of international tourists in comparison with its high tourism potentialities is negligible. However, positive outcome of tourism industry in the area of job creation and income generation demand particular emphasis on globalized aspects of the industry. Based on the promises that globalization through deterritorialization, deregulation movement, tele-communication advancement, could lead to high level of international tourists receipts, a list of probable determinant factors including cultural, political, technological advancement and costs nature factors were proposed. This study tries to evaluate the correlation between international tourists travel motivation level as an independent variable, and air transport costs, accommodation expenses, cultural attractions, tourism promotion and advertisement level, access to computerized air-package travel, political stability, and cultural discrepancies as dependent variables.

۱۳۷۹۵ As such 90 international tourists arrived in Kerman between 25-28th of October 2005 were interviewed.

Globalization and Its Impacts upon International Tourist Receipt

Globalization with its emphasis upon level of interaction well applies in the area of tourism. Globalization as a by-product of the revolutionary progress in information and economic developments could transform the nature of the industry.

The global movement towards deterritoralization, deregulation movement and reduction of tariff has meant to remove the barriers to enter into the most markets. Capital flows freely. In addition, advances in technology have reduced communication costs. Production is internationalized and people are traveling to other countries for leisure (*Clark & Arbel, 1993, p.84*).

One may argue that the compression of time and space entails modern transport and communication systems that in turn, lead to spatial expansion of tourism, which is the expansion of international tourists.

As a matter of fact, many of the forces and consequences of globalization will benefit tourism. Technology, information and reducion of boundaries have created new forms of Service Company that take advantage of Internet and international communications. According to Seaton & Alford, the impact of word shrinking, the falling price of haul travel and lowered political barrier to travel are among the major factors contributing to tourism competitiveness issue (*Seaton & Alford, 2001*). Baum suggests that low prices of air travel; low accommodation costs and reduction of international tensions are most frequently cited factors regarding globalization of tourism demand (*Baum, 1995*).

Probably transportation and communication technology has had the most profound effect on tourism, notably through travel agency sector more specifically electronic on line distribution system. Knowles believes hat this system mainly controlled by the airlines that own global distribution system (*Knowles, 2001, p.179*). According to Berger & Dore, improvements in tele-communication system via the application of computerized destination management (CDM) system (offering holiday package, confirmed booking, on-line reservation, and special visa facilitation services) could greatly amplify the magnitudes of international tourist receipts (*Berger & Dore, 1996*). World tourism organization believes that destinations requiring complex, time consuming and high charge visa and immigration procedures suffer from lack of popularity (*WTO, 2001, p.26*).

Keller suggests that the expansion and diversification of travel motivations and expectations and changes in taste and life style, would affect the globalized aspects of tourism (*Keller, 19996, p.6*).

According to Wahab & Coopers' viewpoints, globalization has contributed the enhancements of air travel movement through alliances and mergers of large carriers, tour operators, and lodging organizations (*Wahab & Cooper, 2001, p.13*).

Darren believes that globalization trends in tourism have become more pronounced because of issues such as increasing international ownership and franchising of hotel and restaurant chains, saturation of home markets and global political changes (*Darren, 2001, p.243*).

Sermal proposed that the quality of suppliers, market structures, organization and strategies, demand conditions, and the role of government as main guidelines for increasing global competitiveness of tourist destinations (*Smeral, 1996*).

Ritchie & Zins believe that enhancement of tourism destination attractions through improvement in leisure settings via reduction in cultural contrasts and conflicts, existence of cultural attractions, and prevalence of friendly political environment could highly enhance the global magnitude of tourism (*Richie & Zine, 1978*).

The assurance of safety of international tourists (*Ghasemi, 2004*), as well as their health state through establishment of border quarantine centers is among the well-appreciated factors in the era of globalization (*Ghaffari, 2004 & Khademolhosayni, 2004*).

Finally, media promotion of travel through newspapers, magazines, on radio and television, as well as through travel industry itself is needed in order to make people more aware of distant places.

Based on more crucial factors, we may propose a model encompassing world general improvement, source communities' specifications, and host communities' peculiarities in order to evaluate the degree of tourism competitiveness in the era of globalization (fig 1).
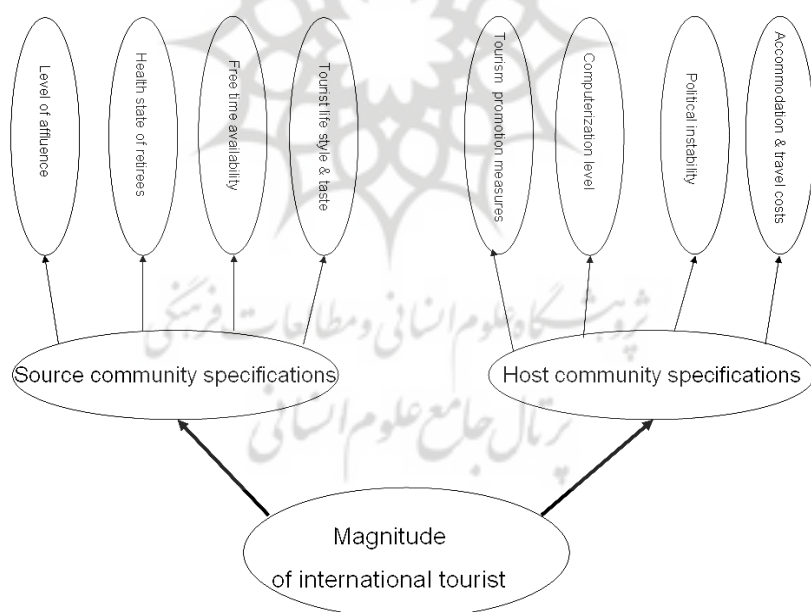

Fig 1: Tourism competitiveness model

Research Method:

Based on the mentioned literature review regarding globalization and tourism, this study tries to evaluate the impact of some of the crucial factors upon the level of international tourist receipt.

Doing so, questionnaires composed of 10 factors (A ⟶ J) were distributed among 90 Kerman international tourists during 25-28 of October 2005 (Appendix A).

According to the statistic, Kerman even though is not as attractive as Isfahan or Shiraz are as far as tourism attractions concerned, but still it is capable of attracting virtually 6000 international tourists annually. The physical presence of the author in the study area was the main reason for this choice of tourism destination. Due to the nature of our data, questions were scaled based on semantic differentiation. That is, interviewees were asked to select from among very little, little, medium, high, and very high options corresponding with each question. Factor "K" which indicates the degree of tourist's motivation to come to the country is considered as independent variable. Sex and age were used as supplementary factors.

Hypothesis:

This paper tries to test the following hypotheses:

⊓ There exists a negative relationship between air-transport costs and level of travel motivation.

⊓ Low accommodation costs correspond with high degree of travel motivation.

⊓ The higher the level of tourism promotion, the greater the likelihood of trip.

⊓ The greater the transportation improvement, the more the travel motivation.

⊓ The degree of access to computerized management systems is positively related to travel occurrence.

⊓ Political instability and tension level of the country is negatively correlated with travel motivation.

⊓ The greater the cultural contrasts between source and host communities, the less would be the likelihood of trip. Spearman's correlation technique was applied in order to test these hypotheses.

Due to our small volume of sample, k-square were applied to double-check the findings.

Data-Analysis:

Based on Spearman's correlation, coefficient (table 1), factor "A" (tourism promotion and advertisement level), factor "C" (the existence of cultural tourism attractions, factor "H" (cultural contrasts between source and host tourism communities) and factor "E" (improvement in transportation) were positively correlated with travel motivation level "K". That is the corresponding hypotheses were accepted at 0.05 significant levels.

Table 1: Correlation Coefficient Results

Spearman's rho	**A**	*Correlation Coefficient*	**-/214**
		Sig.	**/021**
		N	**90**
	B	*Correlation Coefficient*	**-/058**
		Sig.	**/293**
		N	**90**
	C	*Correlation Coefficient*	**/209(*)**
		Sig.	**/024**
		N	**90**
	D	*Correlation Coefficient*	**/221(*)**
		Sig.	**/018**
		N	**90**
	E	*Correlation Coefficient*	**/197(*)**
		Sig.	**/031**
		N	**90**
	F	*Correlation Coefficient*	**/162**
		Sig.	**/063**
		N	**90**
	G	*Correlation Coefficient*	**-/230(*)**
		Sig.	**/015**
		N	**90**
	H	*Correlation Coefficient*	**/205(*)**
		Sig.	**/026**
		N	**90**
	I	*Correlation Coefficient*	**/168**
		Sig.	**/056**
		N	**90**
	J	*Correlation Coefficient*	**/092**
		Sig.	**/193**
		N	**90**
	AGE	*Correlation Coefficient*	**-/374(**)**
		Sig.	**/000**
		N	**90**
	SEX	*Correlation Coefficient*	**-/003**
		Sig.	**/490**
		N	**90**
	K	*Correlation Coefficient*	**1/000**
		Sig.	**.**
		N	**90**

However, factor "A" (air transport costs); factor "G" (political instability) was negatively correlated with the proposed dependent variable. That is the relevant hypothesis was accepted at 0.05 significant levels.

Based on k-square cross tabulation (tables 2, 3, 4, 5, 6), correlation between factors A, C, D, E, G, and H; and our independent variable (travel motivation) were significant at 0.05 significant levels.

Table 2: G* K Cross tabulation

				K			Total %
			2	3	4	5	
G	3	A Count	0	2	8	7	17
		%	.0	2.2	8.9	7.8	18.9
	4	A Count	1	5	46	3	55
		%	1.1	5.6	51.1	3.3	61.1
	5	A Count	0	5	10	3	18
		%	.0	5.6	11.1	3.3	20.0
Total		A Count	1	12	64	13	90
		%	1.1	13.3	71.1	14.4	100.0

Chi-Square Tests

	Value	Sig
Chi-Square	18.985	.004
N	90	

Table 3: C * K Cross tabulation

				K			Total %
			2	3	4	5	
C	3	A Count	0	3	11	0	14
		%	.0	3.3	12.2	.0	15.6
	4	A Count	1	4	35	4	44
		%	1.1	4.4	38.9	4.4	48.9
	5	A Count	0	5	18	9	32
		%	.0	5.6	20.0	10.0	35.6
Total		A Count	1	12	64	13	90
		Total %	1.1	13.3	71.1	14.4	100.0

Chi-Square Tests

	Value	Sig
Chi-Square	039/11	047٠/
N	90	

Table 4: D* K Cross tabulation

				K			Total %
			2	3	4	5	
D	1	A Count	1	9	15	4	29
		%	1.1	10.0	16.7	4.4	32.2
	2	A count	0	3	40	9	52
		%	.0	3.3	44.4	10.0	57.8
	3	A Count	0	0	9	0	9
		%	.0	.0	10.0	.0	10.0
Total		A Count	1	12	64	13	90
		%	1.1	13.3	71.1	14.4	100.0

Chi-Square Tests

	Value	*Sig*
Chi-Square	16.789	.010
N	90	

Table 5: H* K Cross tabulation

				K			Total %
			2	3	۴	5	
H	3	A Count	0	4	22	0	26
		%	.0	4.4	24.4	.0	28.9
	4	A Count	0	8	38	10	56
		%	.0	8.9	42.2	11.1	62.2
	5	A Count	1	0	4	3	8
		%	1.1	.0	4.4	3.3	8.9
Total		A Count	1	12	64	13	90
		Total %	1.1	13.3	71.1	14.4	100.0

Chi-Square Tests

	Value	Sig
Chi-Square	19/839	./03
N	90	

Detailed examination of the results indicates that most of interviewees highly evaluated tourism cultural and historic attractions as far as travel motivation is concerned (chart 1).

Political factors as well as cultural contrasts were considered as major factors for travel motivation (charts 2 & 3).

Moreover, combined charts 4, 5, 6 prove similar results. That is, most respondents fell into high bracket category.

Table 6: A* K Cross tabulation

				K				Total%
			2	**3**	**4**	**5**		
A	**1**	A Count	0	4	16	6		26
		%	.0	4.4	17.8	6.7		28.9
	2	A Count	0	4	39	7		50
		%	.0	4.4	43.3	7.8		55.6
	3	A Count	1	4	9	0		14
		%	1.1	4.4	10.0	.0		15.6
Total		A Count	1	12	64	13		90
		%	1.1	13.3	71.1	14.4		100.0

Chi-Square Tests

	Value		Sig
Chi-Square	**13.146**		**.041**
N	**90**		
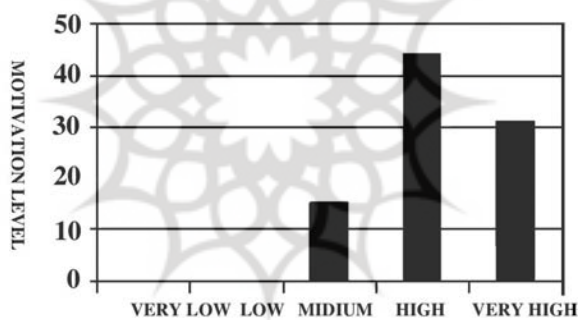
Chart 1: Relationship between Tourist Cultural Attractions and Travel Motivation Level
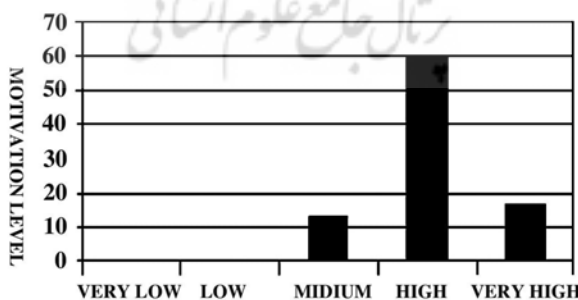

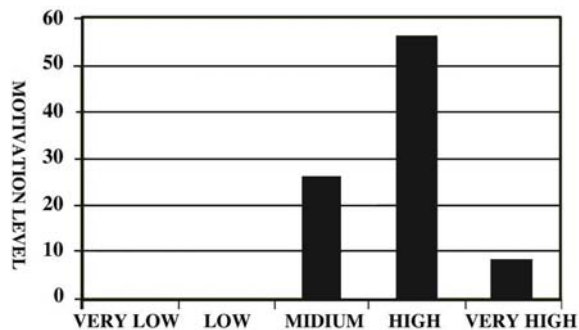**Chart 2:** Relationship between Political Instability and Travel Motivation Level

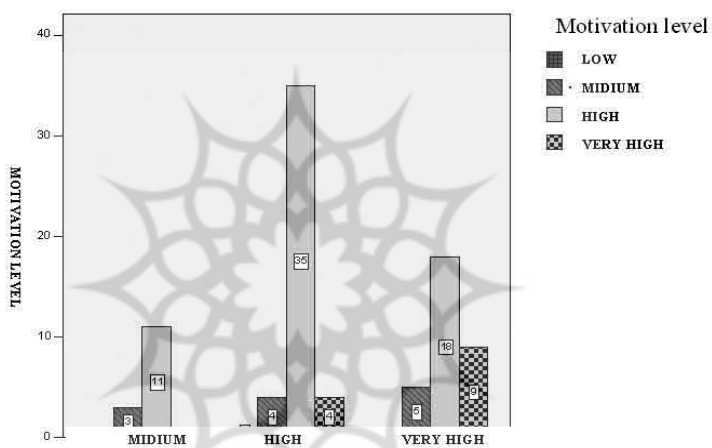**Chart 3:** Motivation Level and Cultural Contrasts

Chart 4: Motivation Level and Tourist Cultural Atractions
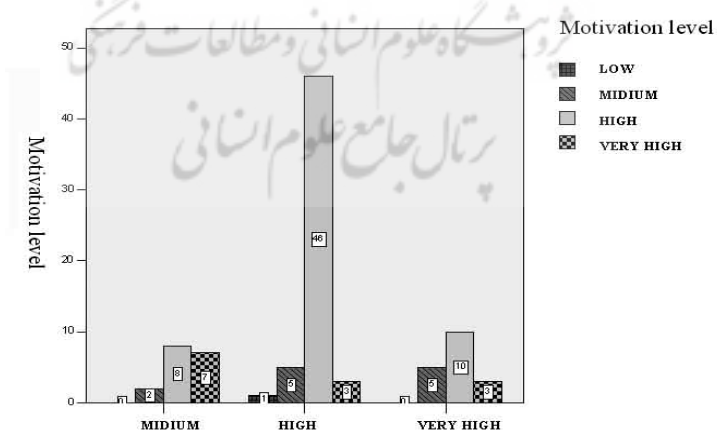

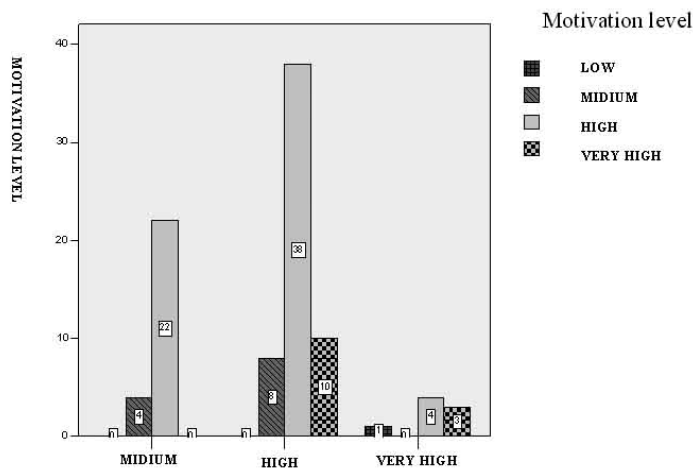**Chart 5:** Motivation Level and Political Instability

Chart 6: Motivation Level and Cultural Contrasts

Concluding Remarks and Suggestions:

To maximize the chances of success in increasing competitive and global market, tourist destinations must develop their product and atmosphere more effectively than anywhere else.

This study suggests that political instability; cultural contrasts between host and source communities and cultural and historical tourism attractions are the most determinant factors as far as travel motivation is concerned.

However, active promotion of destinations through free brochures and, the employment of destination management systems, would be an outstanding measures regarding globalization of tourism. That is, the instant access to up-to-date information and availability of flights, rooms, holiday packages and the option of immediate, confirmed bookings could well enhance tourism destination capabilities in the era of globalization. Furthermore, technology has led to changes in methods of processing, e.g., automated telephone lines, recording messages detailing visa regulations and offering a fax-back service all help to flourish the global aspects of tourism within the country.

Even though, cultural contrasts were considered as important factors regarding travel motivation, some cultural initiatives are highly recommended.

Promotion of Iran's attitudes towards foreign tourists as well as the modification of foreign tourist attitudes towards the country are among some highly evaluated measures.

Concerning political tension, the assurance of safety of international tourists is recommended.

Appendix A:

Surname   **Nationality**   **Age**   **Sex**

Please answer the following questions based on semantic differentiation scale.

1. To what extent air-transportation costs control your choice of destination?
   Very little   little   medium   high   very high

2. To what extent accommodation costs affect your travel motivation level?
   Very little   little   medium   high   very high

3. To what extent tourism advertisement levels control your choice of destination?
   Very little   little   medium   high   very high

4. To what extent improvement in transportation affects your travel motivation level?
   Very little   little   medium   high   very high

5. To what extent improvement in communication (on-line ...) have impact upon your satisfaction level?
   Very little   little   medium   high   very high

6. To what extent political tensions control your tourism travel decision?
   Very little   little   medium   high   very high

7. To what extent cultural contrasts and discrepancies are determinant factors regarding your choice of destination?
   Very little   little   medium   high   very high

8. To what extent tourism cultural attractions have impact upon your travel motivation level?
   Very little   little   medium   high   very high

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دکتر سیمین تولایی، دانشگاه تربیت معلم

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S. Tavallai, Ph.D

E.mail: simintt@yahoo.com

جهانی شدن ابزاری در راستای توسعه گردشگری در ایران

چکیده

صنعت گردشگری در ایران علیرغم داشتن جاذبه‌های فراوان نقش بسیار ناچیزی در اقتصاد کشور ایفا می‌کند. این در حالی است که جهانی شدن از طریق مرززدایی، تسهیل در مقررات آمد و شد، و بهبود امر حمل و نقل و ارتباطات می‌تواند در افزایش گردشگران بین‌المللی و تحول این صنعت بسیار مؤثر باشد. تعداد گردشگر بین‌المللی دریافت شده در یک کشور علاوه بر آنکه تحت تأثیر تحولات فناورانه جهانی و ویژگی‌های کیفی جامعه مبدأ قرارداد، از خصوصیات جامعه میزبان نیز تأثیر مضاعفی می‌پذیرد. نویسنده بر این باور است که امنیت و تنش‌های سیاسی حاکم در جامعه میزبان، جاذبه‌های تاریخی فرهنگی و تضادهای فرهنگی میان جامعه میزبان و مبدأ ازجمله عوامل تعیین کننده در عرصه گردشگری در عصر جهانی شدن محسوب می‌شوند. البته هرگز نباید از تأثیرات فناوری رایانه در عرصه سفر، هزینه‌های اقامتگاهی و حمل و نقل و میزان تبلیغات مربوط به گردشگری در جامعه میزبان نیز در راستای جذب گردشگر بین‌المللی غافل ماند.

هدف اصلی این مقاله ارزیابی میزان تأثیر عوامل فوق‌الذکر بر تعداد گردشگر بین‌المللی وارده در کرمان می‌باشد. تجزیه و تحلیل داده‌ها با استفاده از روش همبستگی و آزمون مجذور خی امکان‌پذیر گردید. براساس یافته‌های این مقاله، مقدار تبلیغات اعمال شده در خصوص گردشگری، میزان جاذبه‌های گردشگری و تضادهای فرهنگی میان جوامع مبدأ و جامعه میزبان رابطه مستقیم با انتخاب ایران به عنوان مقصد گردشگری در سطح معنی‌داری ۰/۰۵ دارد. از سوی دیگر هزینه حمل و نقل، میزان ناآرامی‌های سیاسی نیز دو متغیری هستند که در سطح معنی‌داری ۰/۰۵ رابطه منفی با انگیزه سفر به کشور ایران دارند. همچنین براساس آزمون مجذور خی تقریباً اکثر فرضیات تحقیق در سطح معنی‌داری ۰/۰۵ مورد تأیید هستند. مقاله همچنین سعی بر مروری بر ادبیات گردشگری و جهانی شدن و افزایش میزان توان رقابتی ایران و ارایه مدلی در این خصوص دارد.

کلیدواژه‌ها: جاذبه‌های گردشگری، گردشگر بین‌المللی، جهانی شدن، تفاوت‌های فرهنگی، رقابت شهری.