

Explore ways to develop tourism industry in Kermanshah
(Approaching to marketing and prioritizing based on AHP model)

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Abstract: The Research examines the ways to develop tourism in Kermanshah province. This research explores the ways of developing tourism industry in Kermanshah Province according to their relationship with industry from perspectives of the experts and practitioners approaching to marketing prioritizing them based on the AHP model in the year of 2004. The research is applied research in the sense of purpose and descriptive in the sense of methodology. Information used in this research is gathered by field and library investigation. For data analysis, descriptive statistics and adjustment or analysis of the AHP model was used and independence by X^2 (X-squire) was applied to test the research questions. The relationship between second question namely the local and geographical position of tourism attraction in the province and it development will be rejected due to inappropriateness. On the other hand, since the tourism is taken account into luxury products and the end tendency toward its application is high, so the relationship between low price and tourism development will be rejected.

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Keywords: tourism industry, Kermanshah, marketing, AHP model

1. Introduction

Today, business takes step into a way that help it to gain highest productivity applying as possible as minimal resources, capital and effort to achieve its goals, thus it tends to establishment industries that needs less resources and initial investments. One of them is tourism which is the main achievements of the modern economy and a major industry in all over the world. The obvious issue is the advent of mass consumption era that rotates the economic wheels more quickly by creating new markets. The most important direct effect of arriving international of trans-regional tourist on national or regional economy is verified through injecting money and the demand from foreign sources. Increasing tourist is as same as increasing in export. In this regard, tourists specially can turn many non-tradable goods into tradable at international level.

Generally, three direct effect of tourist on national or regional economy is more recognizable:

1 - Increasing the domestic price level 2 - Increasing the supply of goods and services 3 - Improving the payment balances.

Doubtlessly, by tourists arriving to a region or country, the demand will be increased in the region or country so the prices will be increased in the short term as a result of demand growth. This effect is more obvious especially when the origin region or country generally have a higher income level than the destination (McCleary, K. M., 1978).

Increasing overall demands due to tourist arrival growth leads to transition from D_0 to D_1 diagram.

Thus, the economy balance point transferred from P_0q_0 to P_1q_1 and the supply level of goods reaches from q_0 to q_1 .

Unfortunately, this increased demand will increases the domestic price level from P_0 to P_1 and domestic consumers would purchase the q_2 at the price of P_1 . Nominal domestic income level will increase from $OPMq_0$ OP_1Nq_1 but the real income increases from OP_1Mq_1 to OP_0rq_1 (less than nominal income (REED, M. 1997). In the other word, a part of improvement which is occurred due to tourists' arrival will be decreased by domestic higher prices (TOSUN, C. 2006). "Increasing the supply level from q_0 to q_1 leads to increasing the employment level". Developing the separate market and imposing price discrimination for people with higher income capacity may be obtained as a result of wealthy tourists' arrival to the country or region, in the case the proportion of the inflationary effects to income effect and employment creation will be reduced in the short term. Keyword: Hereby we explain the concepts and terms used in this study:

Tourist: Tourist is a person who travels somewhere far away from their usual environment and stays for more than a night or less than one year to recreation, commerce and other purposes.

Tourism: Tourism is series of activities which is happen during the tourist's trip and includes any activities such as travel planning, travel to a destination, residing, returning and recalling its memories. As well as it can be consisted of all tourist's actions which is done as a part of its travel like purchasing different products and interactions

between host and guest, generally, all actions and interactions which is happen during a trip can be considered as tourism (Mill and Morrison 1992).

Tourism Marketing:

Marketing in tourism industry is a managerial process including forecasting the needs, satisfying the current and future tourists so that the traveling agency and suppliers are basically competing on it. Exchange management is driven by self-interest and social interest, or both of them and a long-term method success depends on mutual satisfaction of supplier and consumer. In other word, it can be said that satisfying the environmental and social demands of a tourist is equally important to his satisfaction so that they can no longer be indifferent to each other's characteristics (ROGERS, J. 2003)

Marketing:

Marketing is a process by which individuals and groups satisfy their needs by producing and exchanging goods and benefit to other ones.

Market:

It is a set of actual and potential buyers of a commodity.

Marketing mix:

A set of controllable marketing variables that company mix them in target market to create its required reaction are called marketing elements or mix or 4P including product, price, place (distribution) and promotion advertising

Multiplicity effect:

It is a coefficient based on it \$ 1,000 tourism expenditures in year would be equivalent to stimulant effect of 2000 \$.

$$\text{Multiplicity effect} = \frac{1}{1 - c + m}$$

And 2= Multiplicity effect MPC=05 →

Also, recent studies conducted on economic effects of tourism in Mexico indicated that for every \$ 80,000 investment in tourism 41 jobs will be created. That is 25 jobs more than investment in oil industry and 26 jobs more than investment in production of metal products.

1-1 Tourism in Kermanshah province and ways to develop by marketing methods:

Paying attention to low level of income for Kermanshah people to their household expenses which is mentioned in table and due to tourism industry role in income and employment creation in the province, researcher intends to examine the ways for developing the industry in order to fulfill the income and employment creation in the province and prioritize the ways based on AHP model. (The numbers are in IRR currency).

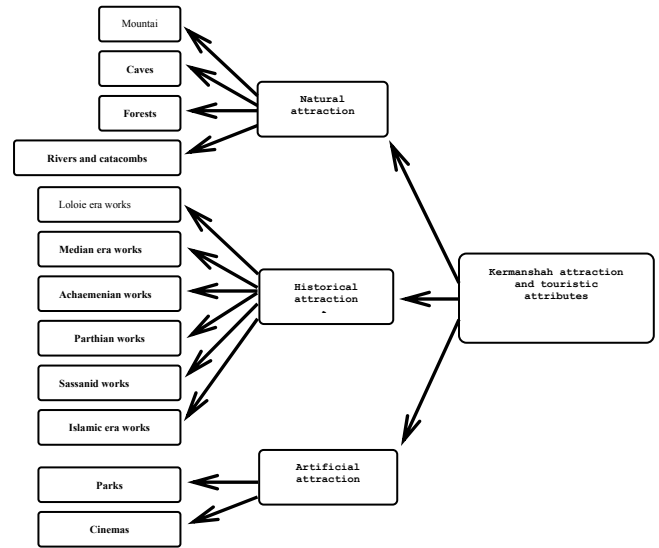
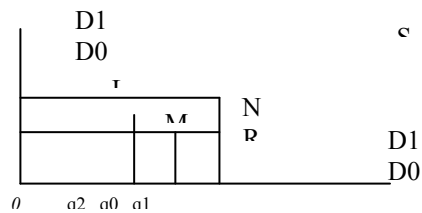


Figure 1: The Impact of tourist's arrival on price level



Source: Center of tourism study and research - "Tourism and Development," pp. 151 and 152.

Table 1: Expenses and revenues for a household in Kermanshah during the years of 1997 to 2002

| Description | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|--|----------|----------|----------|----------|----------|----------|
| The average total expense of an urban household in the year | 11616565 | 12394221 | 14705581 | 19796942 | 23082569 | 32721040 |
| The average total revenues of an urban household in the year | 8859978 | 10011747 | 11355211 | 14086570 | 18131460 | 22587381 |
| The average total expense of an rural household in the year | 9610933 | 10838122 | 14481322 | 13639759 | 14197227 | 23793984 |
| The average total revenue of an urban household in the year | 000 | 6170380 | 5912350 | 8047063 | 7529396 | 12207746 |

Source: Kermanshah Management and Planning Organization, Department of Statistics and Information "Statistical Yearbook of 1381," winter 82 Page 557.

Due to the issues, at first researcher seek to identify the demographic and geographic characteristics of the province and then tested the 7 questions that were asked in the abstract by

mentioning the tourism properties of the province based on marketing point of view.

2.1. The natural geography of Kermanshah

Kermanshah province with an area about 23622 square kilometers was located in northwestern of Iran, between 33 degrees and 40 minutes to 35 degrees and 11 minutes of north latitude and 45 degrees and 24 minutes to 48 degrees east longitude to Greenwich meridian.

4-1 Population Geography of Kermanshah province (population, religion, race, language)

3.1. Province population:

Based on General Population and Housing Census in 1978, the population in Kermanshah province was over 1,778,596 people that comprises about 3% of the country total population, 59.35% of them are living in urban and 39.30 are in rural region and the rest are non-residents. Among them 916 310 were men and 862 286 are women. 4.14% of province populations are at the age group of 65 years and more. 55. 14% are between 15 to 64 years and 40.71% are less than 15 years.

4.1. Religion

Most of Kermanshah populations are Muslims; a group of them are under the religious of Ahl-e Haqq or Yarsan maintaining the customs, beliefs and ceremonies of ancient Persia namely Zoroastrian as well as eclectic of Islam continue their religious existence. Religious minorities involved 17% of the total population of the province are as follows:

12% are Zoroastrians, 3% are Jews and 2% are Christians

5.1. Race:

The people in Kermanshah are from Kurd tribe. There are different ideas about the origins of the race. As some of them:

Dr. Kentinive from French says: "In the fourth millennium of BC, some people from the southern side of Siberia moved to the Zagros Mountains that were called Asiatic or Asian as well as the other ethnic groups immigrated from the same place in the third millennium of BC that named Aryans or Indo-European."

The investigator continues: "These two immigrant tribes faced to each other in the Zagros and began to skirmish but then intermixed and took the Mesopotamia possession and named themselves Guthi (Gusy) Gaussian." On the other hand, according to so many words used in the English language referring to this tribe so we can say generally it is one of Indo-European tribes that later was called Aryan.

Especially when Kurdish people want to announce someone insider or belonging to here say "he is ya

Irieh, as you know Erie is rooted from the word of Aryan.

Now, we notify the common words between English and Kurdish:

1 - English = Tomatoes - Kurdish = Temate – Persian=Gojeh/gouje/

2- English = potatoes - Kurdish = Petato (Hurami accent) – Persian=Sib-e/Zamini

3- English = salt - Kurdish = sal (Shoor) – Persian=Namak

4- English = pored - Kurdish = Pord (Hurami accent) – Persian=Pole

5- English = cat - Kurdish = catg (Hurami accent) – Persian=Gorbek

Generally, Kurdish people are Aryan and from Black the Aryan ethnic's father. And especially they know themselves as Median, and Median means as mother tribe.

6.1. Languages

Four branches of Kurdish language:

1 - North Kurmanji

2 - South Kurmanji (Sorani - Uramany - Mokri)

3 - Lorry (Laki - Bakhtiari - Lorry Khorram Abad)

4 - Kalhori or Kermanshahi

Of course, Turkish is spoken in Songhor and Arabic is used in Ghasr-Shirin.

1 - Kurdish dialects of Kalhori: the dialect is commonly spoken in Zanganeh, Sanjabi, Ahmadvand, Behtori, Nankely, Payervandha, residents of Qasr-e Shirin, Sar-e Pol Zahab, Qolkhany, Karandi Qalaeh Zanjihiha resident in Kermanshah, Sahneh and Dinawar people. But the world and pronunciation of Kalhor people is more genuine and in other parts, the words have been changed because of the proximity to other dialects.

2 - Kurdish dialect of Orami: Most people are from two major tribes of Lahveni are living in South Oraman area in Kermanshah, the Oraman Takht tribe and Oraman Rzab are living near the Kurdistan, big tribe of Bajilan are partly living in Zahab plain and partly near Khaneqein. Several villages in the Goran region and all Kanduleh people in Dinawar speak this dialect.

3 - Kurdish dialect of Sorani: the accent is spoken by the several Jaf tribes from Javanrood, some of migrant tribes of Goran, Zahab Plain, Jagiran and all over the Ravansar people and a group of Sanjabi people.

4 - Kurdish dialect of Laki: people of HerSin, Kakavand, Balavand, Jalalvand, Osmanvand tribes and Dorudfaraman speak this dialect. This is a mixed of of Kurdish Kalhor dialect, Kurdish Lorry and Orami.

7.1. Discussing the problem

This research seeks to provide a solution to problems of increasing unemployment, poverty and

consequently economic and social inequalities in Kermanshah Province that is occurred due to decreasing employment level and tourism industry revenue in Kermanshah. Therefore, explaining the subject at first we provide you with the statistics published by economic affairs and planning assistance of Kermanshah Management and Planning Organization which indicates the tourism income as follow:

In 1976 it was equivalent to 2.91 million\$, in 1977 was equivalent to 3.465 million \$, in 1993 was equivalents to 772 000\$.

The numbers of passengers who enter to the province in mentioned years are as follows: they were 89 441 people in 1378, 99559 people in 2000 and 75694 people in 2001. The necessity and importance of research:

Basically and since our country is an developing country and the necessity for applying work consuming methods instead of capital-intensive ones alongside the all-sided development and Kermanshah province, it must be necessary to pay attention to tourism industry that does not necessarily need the high-tech technology and so much capital and have researchers to investigate on the subject. This research is important because it presented tourism development for Kermanshah province and then prioritized the mentioned ways based on AHP and allowed the experts and practitioners to conduct and plan the required tasks based on their priority and importance, meanwhile results from the investigation increase the employment and earning level and decrease the poverty, unemployment and inequality in the province.

8.1. Temporal and spatial scope of the investigation:

The location of the study is Kermanshah and the time has been 2005 in solar calendar.

Research questions:

1 – Is there any relationship between the distinctiveness and specialty of tourist attractions in Kermanshah and tourism development in the province?

2 – Is there any relationship between the local-geographical situations of tourist attractions in Kermanshah?

3 – Is there any relationship between tourism organizations service quality in Kermanshah and tourism development in the province?

4 - Is there any relationship between the welfare facilities in Kermanshah province and tourism development in the province?

5 - Is there any relationship between communicative facilities quality in Kermanshah and tourism development in the province?

6 - Is there any relationship between low cost tourism facilities in Kermanshah and tourism development in the province?

7 - Is there any relationship between publicity tools for introducing tourism attraction in Kermanshah and tourism development in the province?

2. Material and method:

Therefore, and given that this study examines the ways to develop tourism in the Kermanshah province, from the experts and practitioners point of view, it is an applied research in its purpose descriptive study from methodology perspective.

1.2. Statistical Population:

One of the important steps in any research study is the statistical Population. In this research, after reviewing the condition, the tourism office personnel in Kermanshah and business management and business economy experts are considered as population that totally forms a community and mostly have B.A or upper degree.

Accordingly, 37 of employees in the Tourism Department of Kermanshah are under the B.A, so the sample proportion is formed by 97% expert and 3% non-expert.

2.2. Relationship: sample size and its determination method:

1.2.2. Population of experts and practitioners:

The Statistical population of experts and practitioners, relying on statistics provided by the Department of Tourism and Islamic Azad University of Kermanshah and Razi, are 1490 people including 889 men and 601 women.

Since, the considered proportion to determine sample size is to have a bachelor's degree or higher, and given that 37 out of tourism department staff have not kept the B.A, therefore the success proportion or P ratio is calculated as follows:

To determine sample size the Cochran formula or ratio estimation was used in which the sample number has been determined 75 people whom have been asked to respond to given questionnaire. Meanwhile, 95% confidence interval was considered. As a result, α 5% and α 2% is equal to 0.025 which is 1.96 relating to 2α based on Z table, of course D or error coefficient is considered 5%.

| | | | | |
|--------|----------|-----------|----------------|------------------------|
| N=1490 | 5%= D | 97=% P | -P =%3 q =1 | =1 .96 α Z/2 |
|--------|----------|-----------|----------------|------------------------|

$$n = \frac{N(Z_{\alpha/2})^2(pq)}{(N.d^2) + (Z_{\alpha/2})^2 \cdot pq} \rightarrow n = \frac{1490 \cdot 1.96^2 \times 0.97 \times 0.03}{(1490 \times 0.05^2) + (1.96^2 \times 0.97 \times 0.03)} = \frac{166567}{3.837} = 4341 \approx 44$$

As calculations show based on the above formula sample size was obtained 44. Now, the sample size was considered 75 people of main population to

increase the accuracy based on guiding masters and consultant's proposals.

3.2. Sampling method:

The sampling method used in this study is the ratio estimation method which is conducted based on the being expert attribute of the people (i.e. people who have a bachelor's degree and higher). Here since 37 personnel of the Tourism Department are lower than B.A, success ratio namely P and q have been obtained respectively as 97%, q (1-q) i.e. 3%.

So 97 percent of the 75 sampled cases with the number of 73 had bachelor degree and higher and (3%) of sample i.e. 2 people had A.A degree.

Thus, using the ratio estimation method to estimate the sample size is as follow:

Table 2: sample population

| The considered trait | The number of people with each trait | Percent of people with each trait | The sample of people with each trait | Total sample number |
|----------------------|--------------------------------------|-----------------------------------|--------------------------------------|---------------------|
| Experts | 1453 | 89% | 73 | 75 |
| Non-Experts | 37 | 3% | 2 | 75 |

4.2. Data gathering methods

- A- Library studying
 - B- Data gathering using a questionnaire
- The above methods are used for data gathering.

5.2. Validity

The questions α before improvement: α for the first research was 70%, for second question was 35% and for seventh question was 59%. Four of the questions were removed and eventually the 38 questions remained and α improved for the first question to 84.18% and for the second question to 79.69% and for the seventh question to 75.69%.

Table3: Determining discriminating power for Question 10

| group | Individual in group | 12345 Option frequency | Total weight of item | Weighted average of Item | discriminating power |
|----------|---------------------|------------------------|----------------------|--------------------------|----------------------|
| 25% high | 10 | 00271 | 39 | 3.9 | 2.6 |
| 25% low | 10 | 73000 | 13 | 3.1 | |

Discriminating power 3.9-1.3=2.6

Table4: Determining discriminating power for Question 12

| group | Individual in group | 12345 Option frequency | Total weight of item | Weighted average of Item | discriminating power |
|----------|---------------------|------------------------|----------------------|--------------------------|----------------------|
| 25% high | 10 | 000010 | 50 | 5 | 1.4 |
| 25% low | 10 | 01270 | 36 | 3.6 | |

Discriminating power 5-3.6=1.4

Table 5: Determining discriminating power for Question 13

| group | Individual in group | 12345 Option frequency | Total weight of item | Weighted average of Item | discriminating power |
|----------|---------------------|------------------------|----------------------|--------------------------|----------------------|
| 25% high | 10 | 000010 | 50 | 5 | 1.9 |
| 25% low | 10 | 01720 | 31 | 3.1 | |

Discriminating power 5-3.1=1.9

Table6: Determining discriminating power for Question 40

| group | Individual in group | 12345 Option frequency | Total weight of item | Weighted average of Item | discriminating power |
|----------|---------------------|------------------------|----------------------|--------------------------|----------------------|
| 25% high | 10 | 000010 | 50 | 5 | 1.8 |
| 25% low | 10 | 00820 | 32 | 3.2 | |

Discriminating power 5-3.2=1.8

6.2. Reliability

$$ra = \frac{j}{j-1} \left(1 - \frac{\sum sj^2}{s^2} \right)$$

Number of sub-questions of questionnaire or test:

Sj = variance of sub-test jth

S= total test variance

Cronbach's alpha for the first questionnaire = 0.9369

- Reliability for the first question is 0.8418
 - Reliability for the second question is 0.7969
 - Reliability for the third research question is 0.8868
 - Reliability for the fourth research question is 0.8944
 - Reliability for the fifth research question is 0.8217
 - Reliability for the sixth question is 0.8701
 - Reliability for the seventh question is 0.7569
- Cronbach's alpha for the second questionnaire = 0.9283

- Reliability for the first question is 0.7616
- Reliability for the second question is 0.8485
- Reliability for the third research question is 0.7538
- Reliability for the fourth research question is 0.9215
- Reliability for the fifth research question is 0.9186
- Reliability for the sixth question is 0.8516
- Reliability for the seventh question is 0.7822

As it can be seen, the reliability or in the other word the Cronbach's alpha is 0.9369 for the first questionnaire and 0.9282 for the second questionnaire.

7.2. The Questionnaire Profile is as follow:

1.7.2. First questionnaire profile:

- The first research question: Questions 1 to 10, totally 10 questions
- The second research question: Questions 11 to 13, totally 3 questions
 - The third research question: Questions 14 to 18, totally 5 questions
 - The fourth research question: Questions 19 to 22, totally 4 questions
 - The fifth research question: Questions 23 to 28, totally 6 questions
 - The sixth research question: Questions 29 to 33, totally 5 questions
 - The seventh Research Question: Questions 24 to 38, totally 5 questions.

2.7.2. Second questionnaire profile:

- The first research question: Questions 1 to 5, totally 5 questions
- The second research question: Questions 6 to 10, totally 5 questions
- The third research question: Questions 11 to 15, totally 5 questions
- The fourth research question: Questions 16 to 20, totally 5 questions
- The fifth research question: Questions 21 to 25, totally 5 questions
- The sixth research question: Questions 26 to 30, totally 5 questions
- The seventh Research Question: Questions 31 to 35, totally 5 questions.

3. Result:

Data obtained through questionnaire are analyzed using descriptive and analytical statistics methods. After examining the relationship between the factors in research question and tourism development, it is confirmed by dependence test and X^2 that there is a significant relationship between provided services quality, the communicative facilities of province, welfare facility quality, specification and distinctions and tourism development and their priority based on AHD are as follow: So it is concluded that the five hypotheses of the study were confirmed and the five ways are the solutions for tourism development in Kermanshah according to marketing approach which should be addressed based on their priority according to AHP to observe the tourism development in province. Of course, among three factors of mismanagement, culture and ruling norms in the province and the behavior of the security and disciplinary forces which one have been associated with more negative effects on tourism development process, this was an additional points is addressed in the study. In investigation showed that 68%, 29.3% and 2.7% of respondents respectively had known mismanagement, ruling norms and cultures of people and security and disciplinary forces as important negative factors in tourism Development process, among which the more percentage was allotted to mismanagement of tourism authorities that indicates it is an impediment factor in tourism industry development. Confirming the abovementioned point, researcher found in a visiting of Ravansar columbarium that these place with a history near to 2000 years becomes a habitat for vagrant dogs and people made fire in it several times so that all its outer walls become dirty and black, the occurrence is not more than mismanagement and authorities disability in touring and cultural heritage of Kermanshah.

Table 7: Research questions test results and recommendations and suggestions to next researchers.

| Research questions | The results from testing the questions | Recommendation relating to research questions | Suggestions to next researchers |
|---|--|---|--|
| 1- There is a relationship between distinction and speciality of Kermanshah tourism attractions and tourism industry development in the province. | Based on the frequency table of both questionnaire and X^2 statistics from the test, the relationship was approved in the first question, while it is in second priority based on AHP model. | A significant differences between very much, much and little options, It is suggested the cases will be presented to tourism according their interest, after identifying and studying their outstanding features. | Identifying province distinctive and special tourism attraction and finding a way for introducing them more and more |
| 2 -There is any relationship between the local- geographical situations of tourist attractions in Kermanshah. | Independence test on relationship between geographical-local situation and tourism development in the province was rejected despite of its analytical model, so the touristic circumstances is not in relation to tourism industry development in all cases and the relationship is specific to particular areas. | Regarding to the second hypothesis rejection, it is suggested that no additional cost spent on advertising the local situation of attractions. | Conducting research for identifying attracting local and geographic opportunities from tourists point of view and identifying them |
| 3 -There is relationship between tourism organizations service quality in Kermanshah and tourism development in the province | There is significant difference between the very much, much and little options, the relationship between the research question was approved based on the question frequency table and X^2 statistics obtained from independent tests, while third question is on the first priority based on AHP model | Qualified health care and insurance centers or bank branches specific to tourists and identifying demanded services for each part of the market and providing the services to them | Investigating to identify qualified services from tourists' point of view and searching ways to provide better services. |
| 4 - There is a relationship between the welfare facilities in Kermanshah province and tourism development in the province. | There is significant difference between the very much, much and little options, the relationship between the research question was approved based on the question frequency table and X^2 statistics obtained from independent tests, while fourth question is on the fourth priority based on AHP model | The province hotels, restaurants and inns as well as hospitals should be equipped more. | Investigating to identify welfare facilities from tourists' point of view and searching suitable ways to provide better services. |
| 5 - There is a relationship between communicative facilities in Kermanshah and tourism development in the province | There is significant difference between the very much, much and little options, the relationship between the research question was approved based on the question frequency table and X^2 statistics obtained from independent tests, while fifth question is on the fifth priority based on AHP model | Equipping the province airports and several highways as well as internet and telephonic communication center | Investigating on the quality criteria from tourists' perspectives and which communicative facilities are mostly preferred. |
| 6 - There is a relationship between cost of facilities and tourism development in the province. | According to independence test on relationship between cost of tourism services and tourism development in the province was rejected, according to expert and practitioners, tourism is classified in the luxury products categories and due to high tendency toward its consumption, the cost level has no effect on its development. | It is suggested that the prices be rationalized and trying to make the market mechanism as a determinant for prices. | Investigating on the extent to which the cost of tourism services and facilities is rational from the perspective of tourists and seeking reasonable solutions to lower these costs. |
| 7 - There is any relationship between publicity tools for introducing tourism attraction in Kermanshah and tourism development in the province. | There is significant difference between the very much, much and little options, the relationship between the research question was approved based on the question frequency table and obtained X^2 statistics, while seventh question is on the third priority based on AHP | Paying attention to broadcast media particularly television advertising more than print media. | Investigating on what kind of research advertising and publicity with what features is preferred by tourism and what type of devices or media impact on them greatly. |

On the mentioned cases, it is suggested to consult with tourists' experts to manage related organizations to province tourists industry.

4. Discussions

First priority: 0.214 = quality of services provided = third Q

Second priority: 0.2065 = characteristics and distinctions of tourist attractions= the first Q

Third priority: 0.2062= using a variety of promotional tools= seventh Q

Fourth priority: 0.192 = quality of welfare facilities= fourth Q

Fifth Priority: 0.182 = quality of communication facilities=the fifth Q

But the relationship between second question namely the local and geographical position of tourism attraction in the province and its development will be rejected due to inappropriateness. On the other hand, since the tourism is taken account into luxury products and the end tendency toward its application is high, so the relationship between low price and tourism development will be rejected.

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