Effect of Suitable Installations,Welfare and Facilities in the Hotels, inns, on Tourism Development in Iran

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Abstract: *Tourism is an activity recently attracted much attention and it is increasingly attracting more attention. In modern world, tourism is considered as the largest international trading resource. It is very important and valuable economically. Tourism has some benefits as an industry that development of tourism in a fit country benefits for increase in job opportunities and national income. It is important both in respect of foreign exchange and rate of cash flow. In some cases unaccessibility of objectives and presence of conflicts of interests in these objectives and their unaccountability leads to failure of planning .poor role of the government, excessive dominance of private sector and influence of unauthorized, unaware bodies, also leads to failure in realization of planning objectives. Lack of inter institutional cooperations, presence of negative view towards the tourism industry and organizational and training obstacles also are among other reasons for failure of tourism plannings in Iran.Thus, in present study, influence of suitable installations, welfare and convenience facilities in hotels, inns, etc on tourism development in Iran was discussed to attract more tourists and its development in the country.In this thesis library and field studies were used and data required to answer the study problem was collected using interview and questionnaire .In present study , mean and standard deviation and block diagram were used as descriptive statistic to define and describe the variables . Chai – square was used as inference statistics to answer the study problem. Data extracted from questionnaires was analyzed using spss.*
Keywords*:tourism,development,planning.*

I.   Introduction

Tourism was shaped as a major social-economic part worldwide and during the second half of twentieth century, in average it has increased by 4-5 % [1]. According to excessive reliance of Iranian economy on the export of raw oil and its great susceptibility due to its severe dependency on oil and other economic and non- economic stresses, tourism development may significantly lower this susceptibility and help economic policy makers to remove current problems such as shortage of foreign exchange incomes, low income level of the society , low non- oil export and unemployment [2]. Tourism, as source of income and job creation in the national level, may be a strategy for economic development nationally. Particularly, when benefits gained by other economic sectors are decreasing, tourism is a suitable substitute for them and a strategy for development [3]. One of diversification aspects of economy in each country and transition from oil- based economy toward non- oil based economy according to the diverse environment and relative benefits available, is tourism development [4]. However mostly development is considered as activities of private sector, but there are cases where government may play a useful and sometimes necessary in this area [5]. Road mapping is defined as operation prediction to gain the objective. In tourism, planning is defining the expected results and attempts to realize those results. Planning plays an important role to success in establishment and development of tourism. Planning tries to utilize the strengths of tourism and avoids its weaknesses [6]. Currently, tourism industry has great value for developed and developing countries [7]. Wide attempts are required so that this industry and other non- oil products and services of the country achieve considerable market share worldwide and Iran decrease its dependency on the income of oil products export , as much as possible [8]. In present study aiming to find the ways to develop the tourism in Iran and proper application of these ways to remove the problems of tourism industry in the country , it attempts to analyze the influence of suitable installations, welfare and convenience facilities in hotels , inns ,on tourism development in Iran . Author is hopeful that study results contributes in economic flourishment and tourism development, job creation and economic growth in the country and provides the ground required for tourism development in the country .

II.   Methodology

In this study descriptive-analytic technique was used and while describing available condition of tourism industry, influence of suitable installations and welfare and convenience facilities of hotels,inns,etc on tourism development in Iran was analyzed. Author has selected the methodology based on field studies and from ground finding branch and utilized library studies and interview to experts and professionals of tourism to collect data. In addition, he designed a questionnaire to analyze the study variable and distributed among the

samples.Heutilizedmean and standard deviation index and block diagram to define and describe the variables. Chai-square was used to test the hypothesis in deductive statistics.

Statistic population and sample

Study population is including all the managers and experts of Guilan province tourism industry and all the experts and professionals operating in tourism activities and the organizations relating the tourism. Additionally, all the managers of tourism industry and experts and professionals of tourism of Lahijan city were selected as statistic samples of present study.

Hypothesis

Is there significant relationship between suitable welfare and convenience facilities and tourism development in Iran?

H_0: There is not significant relationship between suitable welfare and convenience facilities and tourism development in Iran.

H_1: There is significant relationship between suitable welfare and convenience facilities and tourism development in Iran.

Table 1: Result of statistic population

			very little	little&median	Total
	median&much	Count	26	16	42
		Expected Count	14.3	27.7	42.0
	very much	Count	8	50	58
		Expected Count	19.7	38.3	58.0
Total		Count	34	66	100
		Expected Count	34.0	66.0	100.0

Table 2: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	25.128[a]	1	.000		
Continuity Correction[b]	23.030	1	.000		
Likelihood Ratio	25.849	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	24.877	1	.000		
N of Valid Cases	100				

Table 3: Correlation coefficient

Kendall's tau-b		Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	100
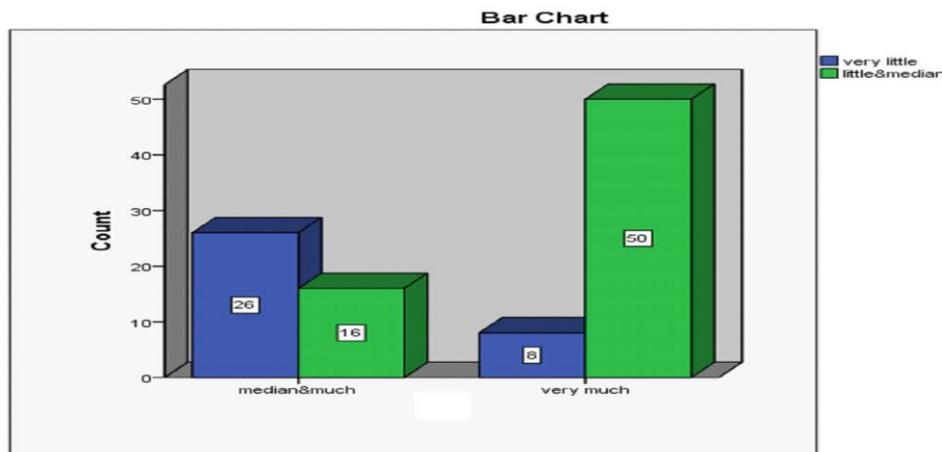
Fig.1.count, based on Table1

Table 4:Result of Test of Hypothesis

N	Valid	100
	Missing	0
Mean		4.77
Median		5.00
Std. Deviation		.446
Variance		.199

Table 5: Distribution of Hypothesis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	median	1	1.0	1.0	1.0
	much	21	21.0	21.0	22.0
	very much	78	78.0	78.0	100.0
	Total	100	100.0	100.0	

According to the data obtained from above table that is prepared by five items Likertscale, the respondents have answered the questions related to hypothesis of research as below: one person selects the (median) item, 21 persons have chosen the item (much) and 78 persons have chosen the item (very much). As a result, the item (very much) with 78% has dedicated the highest coefficient.

Decision making

Considering the obtained results from above table 2 , since the value of chi-square 25 .128 , is larger than x^2(0.05,1)= 3.84 , taken the sign = 0 which is lower than 0.05 ,H_0 is rejected in error level of 5 % and H_1(there is significant relationship between suitable welfare and convenience facilities and tourism development in Iran) is accepted. Since the statistics of x^2 is in H_1 area, it can be said that in confidence level of 95%, suitable welfare and convenience facilities affect on tourism development in Iran.

According to the results of the study and to remove the problems of tourism industry in the country, recommendations are provided as follows:
1- Providing suitable welfare and convenience facilities for tourists and repair of old welfare and convenience facilities in the hotels,motels , inns , …
2- Offering suitable sport and recreation facilities for tourist to pass leisure time
3- Increasing the number of toilets and tap water in the parks and in proximity of tourism complexes, landscape areas and entrance of cities.
4- Introducing the tourism – welfare facilities of the country thorough large satellite channels which is very effective in development of tourism in Iran.
5- Holding magnificent exhibition of Iran tourism and world tourism in different countries.
6- Preparing tourism guidance manuals in foreign languages and offering these books in the national and international exhibitions.
7- Introducing welfare facilities, tourism attractions through computers and connection to internet and through mass media and internal and external presses
8- Installing guidance and warning signs in English for foreign tourists travelling Iran.

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