

## Effect of transportation costs 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. Tourism, as an income source and job creation across the country, may be a strategy for economic development in national level. Tourism, particularly when benefits of other economic sectors practice are decreasing, is a proper alternative for these sectors and a strategy for development. Thus, in present study, the effect of transportation costs 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.

**Key words:** tourism, development, transportation costs.

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### 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].127 million people are active in this industry worldwide. Tourism is one of big, job creating industries. 20000 new jobs are created per a million dollar income produced in this industry [2]. 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 [3]. Tourism has grown tremendously in recent years across the world, and was able to pay an important role in job creation, income raising and dynamicity of National and international economy [4]. Taken its potential tourism conditions, Iran is able to receipt 20 million tourist annually and achieve 10 billion dolar income [5].

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 [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 of tourism development in Iran andtheir correct application to attract more tourists, we will study and analyze the effect of transportation costs on tourism development in Iran, Author is hopeful that study results contributes in economic flourishing 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, effect of transportation costs 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. Heutilized mean 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 in Lahijan city were selected as statistic samples in present study.

**Hypothesis:** Is there significant relationship between transportation costs and tourism development in Iran?

$H^0$ : Transportation costs doesn't have significant relationship to the tourism development in Iran

$H^1$ : Transportation costs have significant relationship to the tourism development in Iran

**Table 1:** cross tabulation

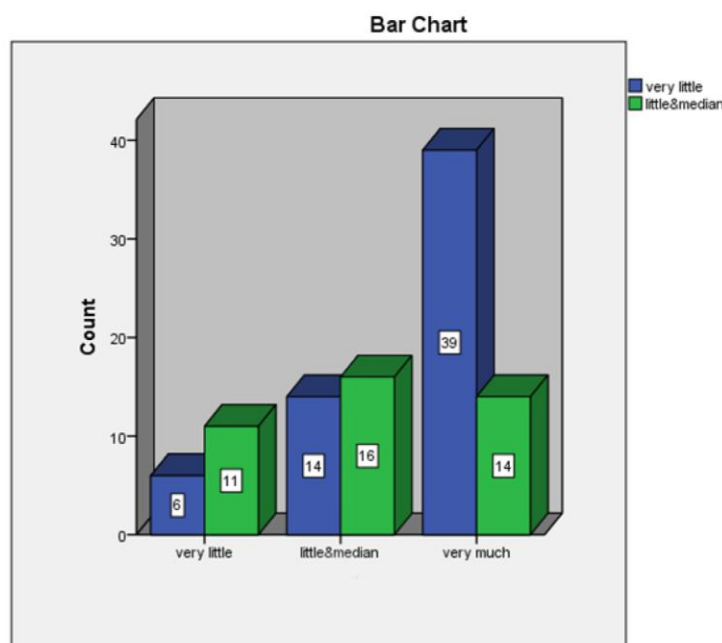
		very little	Little&median	Total
very little	Count	6	11	17
	Expected Count	10.0	7.0	17.0
Little&median	Count	14	16	30
	Expected Count	17.7	12.3	30.0
very much	Count	39	14	53
	Expected Count	31.3	21.7	53.0
Total	Count	59	41	100
	Expected Count	59.0	41.0	100.0

**Table 2:** Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.496 <sup>a</sup>	2	.005
Likelihood Ratio	10.642	2	.005
Linear-by-Linear Association	9.923	1	.002
N of Valid Cases	100		

**Table 3:** Correlations

Kendall's tau-b	Correlation Coefficient	1.000
	Sig. (2-tailed)	0
	N	100
	Correlation Coefficient	-.308**



**Figure 1:** count, based on Table1

**Table 4: Statistics**

N	Valid	100
	Missing	0
Mean		4.30
Median		5.00
Std. Deviation		.905
Variance		.818

**Table 5: Distribution of Hypothesis**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	1	1.0	1.0
	little	4	4.0	5.0
	median	12	12.0	17.0
	much	30	30.0	47.0
	very much	53	53.0	100.0
	Total	100	100.0	100.0

According to the data obtained from above table that is prepared by five items Likert scale , the respondents have answered the questions related to hypothesis of research as below : one person selects the item(very little),4people have chosen the item (little),12people have chosen the item (median),30 people have chosen the item(much),53 people have chosen the item(very much).As a result, the item (very much) with 53% has dedicated the highest coefficient.

### III. Decision making

All above mentioned statements are true for all parts. But regarding Kendall’s tau-b correlation coefficient this value is  $-0.308$ .it could be concluded that these variables have reverse relationship. (Correlation coefficient is in the inverse direction). in another word, by increasing the " very" and " very much" answers in the item "17" , the tourism development rate in Iran decreases and increased transportation costs leads to decreased 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- Widening and paving the roads to access the attractive tourism area of the country.
- 2- Improving the transportation facilities
- 3- Initiating the tourism trips with low cost
- 4- Providing some transportation company buses near the tourist residences in order to carry them to attractive, beautiful places
- 5- Improving the quality of cities and intercity roads
- 6- Raising the quality of servicing in respect of transportation vehicles for tourist’s welfare.

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