

**PART VIII**

**POSTER PAPERS**



# TOURISM SUSTAINABILITY ANALYSIS FOR THE SPANISH COASTAL AREAS USING SYNTHETIC INDICATORS.

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## ABSTRACT

In this paper, we want to measure the touristic sustainability of the Spanish coastal areas through the use of a synthetic indicator based on Goal Programming. This indicator will show the strengths and weakness of the different areas under study. We will use a dataset designed and developed by the World Tourism Organization, considering social, economical and environmental aspects, together with general and local relevant information. This way, we will analyze 32 different coastal areas of different types, from overcrowded, to consolidated or rising ones, and will compare the results with other approaches using some other synthetic indicators.

**Key Words:** tourism sustainability, synthetic indicator, goal programming.

## INTRODUCTION

Government policies for tourism planning aim for a model of tourism based on diversity, quality and sustainability that can improve the competitiveness of destinations. During the process of designing and implementing such policies, indicators of sustainable tourism can help to evaluate destinations and to define more suitable policies.

The indicator system is understood as a set of measurements used to provide data that would help to better understand links with the industry and impacts on natural and cultural environments. Each component of the system evaluates an aspect of sustainability; these can be taken into account individually or together with the rest of the system. Indicator systems used in planning have to be able to summarize information in order to facilitate decision-making by the agents involved.

Synthetic indicators are widely used for this task and are defined as mathematical pools or aggregations of the indicators that represent different dimensions of the phenomenon under study. They provide simple measurements that enable comparative analyses and the identification of trends, and they make the interpretation of data by public and private stakeholders much easier. From a methodological standpoint, there are many methods of evaluating and obtaining synthetic indicator.

Specifically, this paper proposes a methodology for obtaining synthetic indicators that is based on goal programming, and that mainly draws on the work of Diaz- Balteiro and Romero (2004). Synthetic measures are

obtained using the information provided by the deviation variables associated with the goals of each indicator of the initial system. This novel synthetic measure is called the goal programming synthetic indicator (*GPSI*).

It is shown the methodology in the second Section. The third one presents an application of the synthetic indicator to a real and complex problem: the analysis of sustainable tourism in the coastal areas of Spain, using a set of 32 indicators.

## **THE GPSI INDICATOR**

It is considered an initial system of  $m$  indicators to assess a set of  $n$  units. We must set weights to state the relative importance of each indicator, and also we have to define an aspiration level for each indicator. This way, the strength or weakness of one unit regarding an indicator is established depending on the comparison of the indicator value with the predetermined aspiration level.

Then, our indicator aims at assessing each unit, aggregating its strengths and weakness. Thus, the indicator for unit  $i$  is determined by the difference between its strengths and its weakness where these components are weighted to consider situations where the strengths are not given the same importance as weaknesses. The strengths in the indicators, which are the strengths of each unit, can compensate for the weaknesses in other indicators. Thus, the synthetic indicator shows the net result obtained by taking into account the compensations between the system's indicators and, therefore, it is measure of weak sustainability. Thus, we can obtain a total ranking of units taking all indicators of the system into account. For more methodological details see (Blancas et al., 2010a).

## **APPLICATION TO SPANISH COASTAL DESTINATIONS**

It is necessary to define and evaluate an indicator system focusing on established destinations in a country with significant tourism. Specifically, we choose the coastal destinations of Spain. Traditionally, destinations along the Spanish coast have received a large number of tourists; these are zones where sustainability management is more complex.

Following the guidelines of the WTO (World Tourism Organization, 2004), we not only include general key indicators, but also specific indicators for this coastal area. We assess social, economic and environmental aspects, which are dimensions that reflect the extent and richness involved in the term sustainable tourism.

Regarding the social dimension, we examined information regarding the social carrying capacity of the destination to determine the effects of tourists on the local community. We also assessed data on public services available to tourists, such as sports facilities, health services, public transport and public safety services. Our intention was to measure the way in which tourist activities affect the total provision of services in the destination. The quality of tourism employment was measured in terms of temporary contracts. Finally, information on crime and misdemeanours in the area was included to evaluate how a lack of safety might affect tourist flow.

Regarding the economic aspects, we included information to measure the economic benefits derived from tourist activities: tourist demand, tourism expenditure, seasonality of the activity), employment and public investment.

The environmental dimension was approached by including indicators related to the intensity of beach use, generation and management of urban solid waste, energy consumption, management of water resources, erosion, level of urbanization and degree of protection.

In the end, we had thirty-two indicators to evaluate the Spanish coastal areas (a set of thirty-two areas). These areas were delimited as defined by the Spanish National Statistics Institute (i.e., group of municipalities where the concentration of tourist amenities is high).

The quantification of the system of indicators was done either using data from a single national statistical source (e.g., Spanish National Statistics Institute Surveys) or several sources. The use of such a diversity of sources was driven by the multidimensional character of our study and the fact that tourist destinations were located in different regional and municipal areas (see data in Blancas et al., 2010b)

The *GPSI* procedure involves two stages. In the first, we obtain a synthetic measure for each conceptual dimension of sustainable tourism; we have called these dimensional indicators (social, economic and environmental). These are suitable tools for making one-dimensional decisions in tourism planning. In the second stage, we calculate a global synthetic indicator that allows us to make a multidimensional evaluation of sustainable tourism using the data provided by each group of indicators simultaneously. To this end, we need to

aggregate all the indicators from the initial system. The results, if it is set the mean of each indicator as the aspiration levels, are shown in the next table where appear also the obtain results whit another technique (*DCP*) (see Blancas et al., 2010b).

COASTS	GPSI Social	GPSI Economic	GPSI Environ.	GPSI Global	DCP Global
Fuenteventura Island	-0,47	0,4	-0,09	-0,12	3,06
Gran Canaria Island	0,11	0,36	0,03	0,11	3,52
Hierro Island	-0,88	-0,17	-0,09	-0,33	2,84
Ibiza-Formentera Island	-0,92	-2,22	0,1	-0,56	2,28
La Gomera Island	-0,46	0,19	-0,22	-0,23	3,05
La Palma Island	-0,05	0,07	-0,04	-0,02	3,20
Lanzarote Island	-0,53	0,47	-0,2	-0,19	3,10
Mallorca Island	-0,83	0,59	1,51	0,69	3,70
Menorca Island	-0,62	-0,84	-0,33	-0,49	2,22
Tenerife Island	0	0,48	-0,05	0,04	3,40
The Almeria Coast	0,34	0	-0,04	0,08	3,38
The Azahar Coast	0,22	0,13	0	0,08	3,47
The Barcelona Coast	0,3	0,44	-1,17	-0,5	3,59
The Bizcayan Coast	0,38	-0,19	0	0,08	3,64
The Brave Coast	0,06	-0,04	0,28	0,16	3,56
The Daurada Coast	0,01	-0,01	0,32	0,18	3,41
The Death Coast	0,18	0,1	0	0,07	3,50
The Garraf Coast	0,43	-0,09	-0,01	0,1	3,59
The Green Coast	0,3	-0,1	-0,05	0,04	3,47
The Guipuzcoan Coast	0,29	-0,04	-0,37	-0,13	3,12
The Light Coast of Cadiz	0,14	0,1	-0,07	0,02	3,17
The Light Coast of Huelva	-0,31	-0,27	0	-0,13	2,95
The Lugo Coast	0,3	-0,18	-0,11	-0,01	3,41
The Maresme Coast	0,05	-0,45	0,02	-0,05	3,20
The Palma-Calviá Island	0,02	0,13	-0,05	0	3,34
The Rias Altas Coast	0,32	0,28	-0,05	0,11	3,50
The Rias Baixas Coast	0,16	-0,14	0,16	0,11	3,52
The Sun Coast	0,25	0,41	-0,12	0,07	3,29
The Tropical Coast	0,21	-0,18	-0,16	-0,06	3,10
The Valencia Coast	0,21	0,07	0,11	0,13	3,65
The Warm Coast	0,66	0,09	-0,16	0,12	3,39
The White Coast	0,17	0,62	0,85	0,62	4,30

Table 1. Dimensional and Global Results

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## SHOPPING MALLS AND CHOICE OF LODGING: A STUDY OF LAS VEGAS VISITORS

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### ABSTRACT

The purpose of this study is to investigate the influence of shopping malls in Las Vegas casino hotels on visitors' choice of lodging. Furthermore, the study attempts to identify the relationship between tourists' shopping behaviors while staying in a casino hotel with in-house shopping facilities versus those properties without. The study will also examine tourists' travel behaviors when visiting Las Vegas.

**Key Words:** Las Vegas, shopping, casino, hotel, lodging

### INTRODUCTION

However, little is known from a visitor's perspective on whether shopping malls, as a type of entertainment available, affect visitors' choice of lodging or gaming facilities, hence the gaming and/or room revenues. Specifically in this study, the goal is to find out if in-house shopping facilities in a casino hotel would induce visitors to stay in that property.

According to Las Vegas Visitor Profile Study (2003), besides gaming, in 2003 the second highest category of expenditure among all visitors in Las Vegas was shopping, for which an average of US\$80.2 was spent per visitor per trip and only second to food and beverage consumption. It implies that shopping could have become an important trip activity when visiting Las Vegas. It is, therefore, not surprising to see various new or expansion projects on shopping malls in Las Vegas, whether they be in a standalone location or adjacent to a casino hotel.

Before shopping mall projects commence, they should have gone through a capital budgeting decision process to determine if they create "values" for the owners from a financial perspective. Once the shopping facilities are in place, they normally are expected to act as catalysts in boosting gross gaming and/or room revenues.

### Shopping and Tourism

Shopping, a time-consuming recreation for many people, might appear to be a competitor to casino games for a given share of customers' time in a destination. Martin and Mason (1987), and Heung and Cheng (2000) noted that non-essential shopping is seen by consumers as being a leisure activity and that the retail sector has to adapt in different ways to this trend. Howard (1990) also noted that people have more choice of where they shop,

making it necessary for retailers to attract customers through the provision of leisure opportunities and more pleasant settings. Jansen-Verbeke (1990) showed that the role of shopping in leisure time has changed greatly, and that new customer behavior patterns and demands are created from interconnected social, economic and cultural trends. These trends included major changes in lifestyle, increasing mobility, and in the nature of shopping itself. Shopping has changed from a simple routine undertaken to acquire necessities to a sophisticated leisure activity. It could have been a supplement, instead of competitor, to casino games.

Many people view shopping as a way of fulfilling part of their tourism and leisure needs. For many people, this type of activity is a form of recreation offering enjoyment and relaxation. Shopping has become a major leisure activity partially because the setting for shopping has become much more leisure-oriented, as malls and other shopping centers continue to add amenities for customers such as food outlets, fitness studios, skating rinks, cinemas, and swimming pools.

In developing a strategy for attracting more shopping tourists, Johnson (1990) identified three shopping models. The first is called ambient leisure, which involves the creation and underpinning of a pleasant environment for shopping. The goals of this model are to extend the duration of a shopping trip and to gain a competitive advantage over less attractive shopping areas. This approach is reflected in shopping mall design and in the growth of specialty shopping in historically or architecturally unique areas. The second model is new generation malls, which lure shoppers by means of added recreational attractions and attract purely recreational tourists. The third type is heritage-destination leisure, which attracts niche-position retailers and appeals to shoppers and sightseers. The aim of combining leisure with shopping is “synergy” with the specific benefits to retailers and tourism planners is the attraction of longer-staying shoppers, higher per capita spending, more targeted customers, competitive advantages, and a marketable image. Jansen-Verbeke (1991) also suggested a set of criteria for leisure shopping environment. These can be considered as tentative planning and design criteria for improving shopping area attractiveness. Similarly, Linchfield (1990) and Getz (1993) suggested that leisure shopping areas must provide a sense of freedom, make shopping a pleasure, and facilitate social interaction. Moreover, *Attracting Tourists to Shopping Centers (2000)*, a study published by International Council of Shopping Centers, provides information on how shopping centers can effectively develop and promote themselves to tourists, whether day-trippers from nearby vicinities or international travelers.

According to Kent, Shock & Snow (1983), and Law & Au (2000), shopping appeared to be the most popular tourism activity at many destinations. This trend reflected the increasing emphasis on consumption in modern society and the importance which the acquisition of material goods assumed in many peoples’ lives. Jansen-Verbeke (1991) also noted that the interest in shopping tourism could be explained by an increasing demand for leisure activities in general and the search for new experiences in particular. Therefore, many shopping areas were developed as a core element in many tourist products. Unlike much of the entertainment in Las Vegas, shopping offers guests the opportunity to receive something of value when they spend money. As a consequence, focusing on shopping has become one of the advertising strategies used to promote Las Vegas tourism in TV commercials or magazine advertisements.

### **Expected Outcomes**

For hotels with in-house shopping facilities, the result of this study can be useful in suggesting how to best utilize the shopping facilities to help enhance hotel profitability; for hotels without in-house shopping facilities, the result of this study may provide good lessons to hotels when evaluating the potential of increasing profits by including a shopping mall.

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## INVESTIGATING THE ADDED VALUE OF A GUEST DONATION PROGRAM (HOTELS THAT HELP) IN HOSPITALITY ENTERPRISES

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### ABSTRACT

New forms of donating to charities and organizations are developing that are known as micro-donations or transactional philanthropy. This paper discusses the impact of this new type of charitable giving on hospitality enterprises. One such organization is called Hotels that Help (HtH). HtH is an umbrella organization that facilitates micro-donations in different hotel chains and independent hotels. The study attempts to quantify the impact of a scheme such as HtH on the property from the viewpoint of guests and employees.

**Key words:** micro donations, transactional philanthropy, hotels.

### PHILANTHROPY AND GIVING

According to the Center on Philanthropy of the Indiana University, despite the effects of the recent severe economic recession, contributions from American individuals, corporations and foundations amounted to \$303.75 billion in 2009, a reduction of 3.6 percent in current dollars from the \$315.08 billion donated in 2008. Much of the money may be donated to overseas cause; in 2008, U.S. corporations contributed \$7.7 billion to international development assistance causes in 2008. Charitable giving is not limited to companies, however, and in the USA approximately 7 out of every 10 households made some charitable contribution. In monetary terms the US gave \$306 billion to charity in 2007, three-quarters coming from individuals (Singer 2009, p.23).

Whilst the aggregate figures are impressive, if we examine the amount of money donated to developing countries in terms of percentage of annual budget the figures are far from impressive, however, with the US giving only 18 cents of every \$100 it generated, with the only other developed economy, Greece, contributing less at 17 cents. (Singer 2009, p.33).

### NEW TRENDS IN GIVING

It may be seen that there are two diametrically opposed trends in giving; there are very large donations of billions of dollars from very rich people and there are millions of very small donations from “ordinary” people

Information from Gates Foundation states that the high level giving may be seen from such high profile philanthropists as Bill and Melinda Gates, whose foundation donated almost \$24 billion in grants since 1994 and by other celebrity givers such as Warren Buffet who gave away 85 percent of his fortune, or about \$37.4 billion (O’Brien & Saul, 2006). Popular media reported that in recent years, many Americans gave gifts up to a \$100 Million to charities. At the opposite end of the scale is what may be termed as transactional philanthropy and micro giving; this is of giving a small, one-time amount especially through the internet or mobile phone. The power of this type of donation was clearly shown by President Barack Obama with his campaign fund developing their “secret weapon” of has micro-donations which came from more than three million supporters (Doyle, 2008).

The effective use of online fund-raising was also demonstrated in disaster relief for Haiti where the US Red Cross raised more than \$3 million through text-message donations within 31 hours. This was more than one-third of the \$10 million in total donations collected by the organization in the early hours of the disaster (Pollick, 2010). An example analyzed by [www.businesswire.com](http://www.businesswire.com) exemplifies other derivations of micro-financing include the organization “small can be big” which stresses that, in contrast to major charities, 100% of every dollar donated is applied directly the needy families that it collects for.

These initiatives are changing the face of charitable giving. Concurrently it would seem that many hospitality corporations are displaying greater awareness of their role in the community and pursuing some aspects of philanthropy and/or social entrepreneurship. Accor (a major European hotel chain) stresses its commitment to people and the environment; Starwood hotels has recently appointed a vice president for Corporate Social Responsibility; Kimpton hotels (a US national chain based in San Francisco) for several years has stressed environmental and community contributions; Wyndham developed in 2006 its core values and sees corporate social responsibilities not as a program, but “as a way of living, working and playing” that embodies their vision and values (Bohdanowicz and Zientra, 2008). Also at Scandic and Rezidor Groups, vice presidents responsible for sustainable business are members of the executive team (ibid).

Holcomb, Upchurch and Okumus (2007) presented information that 8 out of the top 10 hotel companies reported socially responsible activities relating to some form of charitable donation. The authors also noted that hotel corporations reported in five major areas: community, environment, marketplace, vision and values, and workforce (ibid). Direct ways that hospitality companies can benefit local communities include donating unwanted linen, furniture and food to local charity organizations, serving food to various youth and parent organizations, coaching youths and offering entertainment facilities for the immediate communities. Wider aspects of CSR include focusing on free trade products and adopting environmental initiatives that may improve the quality of life of workers down the supply chain, and reduce the hotel’s impact on the environment. (Bohdanowicz and Zientra, 2008).

There are a number of guest donation programs that add a small amount to the customer’s bill that is then collected and the aggregate amount passed on to local and national charities.

According a hospitality industry specific guide [www.hotelmags.com](http://www.hotelmags.com) in 2011, a hybrid of this is the scheme operated by the Gaylord Hotel Company who recently announced the launch of a promotion called “Rooms for Good” in which 10% of the revenue from packages booked under the promotion will be donated to a designated charity.

Another, wider, umbrella organization is the Hotels That Help guest donation program. The Hotels that Help program started in 2003. There are currently 25 hotels participating in the scheme. Guests that stay in the participating properties automatically have an additional \$1.00 per night added to the bill. The donated money is given to local charities that are chosen by the property management and employees.

## **THE STUDY**

This is an exploratory study. The project seeks to quantify the added value of the program to the establishment from two perspectives; from the viewpoint of the guest (including such aspects as increased loyalty to the property, the improved social image of the hotel in the community etc) and from the perspective of the hotel’s employees (improvement in morale, stronger employee loyalty, and/or reduced turnover).

A questionnaire survey was developed that attempted to survey the attitudes towards the program of both hotel guests and employees. The resulting data is in the process of being collated and analyzed

## **RESULTS**

Results from the study will be available in April 2011. Observations from initial analysis of the questionnaires include a need for greater advertising and marketing of the scheme so that customers are more aware and therefore do not later feel some animosity to the program; a need for greater communication of the contributions passed on from the scheme so that customers are aware of the amounts raised and where the money is donated to, thereby alleviating the feeling of “giving to the unknown”. In addition it would be useful to buy in customer commitment through the hotel also making a contribution. This may help alleviate some negative guest perceptions that the property is collecting money and making donations off the back of their clients.

## **RELEVANCE**

The study is highly relevant to the hospitality and tourism industries, and may provide examples of best practice for other companies in related sectors.

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# THE DEVELOPMENT OF SITUATED CREATIVE CURRICULUM AND ITS EFFECTIVENESS

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## ABSTRACT

The purposes of this study were (1) to design a situated curriculum with creative teaching for culinary students and (2) to investigate the effect of this curriculum on the creative work of students. For these aims, the researchers first divided 2 classes into the experimental group and control group. The experimental group was taught by the new creative curriculum, which was embedded with creative teaching skills. The dependent variables included participants' performances on the creative culinary product. After one semester of teaching, the researchers found that: in terms performance of creative work, the experimental group significantly outperformed the control group.

**Key Words:** Situated learning theory, creative curriculum, creative performance

## INTRODUCTION

Many researches such as Torrance (1965) believed that the curriculum should include extensive training in a variety of divergent thinking tasks from the school, and that these should improve an all-around capacity to show imaginative, flexible thinking, leading to creative problem solving. In order to respond to current trends in tourism, it is important that hospitality education include a significant and relevant innovative culinary component. Given that the students of today are the hospitality managers of tomorrow who must face and respond to the challenges of the future, their innovative ability to meet these challenges is largely dependent on their education and the content and quality of the current curriculum. East Asian countries often sacrifice creativity due to the amount of memory work and repetition that is expected. Harding (1997) argued Chinese students may be more concrete and pragmatic in evaluating ideas than their western counterparts, but they may also suffer from a lack of innovation and creativity. The purposes of this study were (1) to design a situated creative culinary curriculum for culinary students and (2) to investigate the effect of this curriculum on the students' performance of creative culinary performance.

## LITERATURE REVIEW

### Culinary curriculum

Hu, Chen, Lin (2006) comparative the culinary curriculum between Taiwan and USA, they found the both countries emphasis on creativity. Because the customers' wants, industry needs and strong competitions, the educators should develop students' creativity and innovative ways to solve the problems.

### Situated Learning Theory

Situated learning theory assumes knowledge is embedded within the context in which it is used and cannot be separated from the activity, context, and culture of that situation. Situated theorists propose that learning is socially constructed. Individuals engaged in situated activity negotiate meaning with one another through the use of tools and artifacts. Learning takes place as the result of participation in authentic activities that nurture and guide one's ability to think. As a result of these activities, participants develop a shared understanding about the purpose of the community, and develop a sense of belonging. Keeping these key assumptions of situated learning theory in mind, let us consider what characteristics would be included in a situated learning environment.

### Curricula Improve Creativity

Effective curriculum design can ensure that their programs meet identified educational needs and that teaching methods and assessment strategies are selected to achieve program objectives. The aim of the curriculum module is to facilitate lecturers taking a competent active role in the development of high quality curricula in their own contexts. The module will enable lecturers creatively to explore, and to utilize, a range of ideas on designing curricula as well as to understand the use of different types of assessment strategy.

## METHOD

The research team first created an outline for a situated creative curriculum for universities. Based on the outline, a complete curriculum was developed. It included seven themes: creativity and culinary, creativity and culture, creativity and aesthetic, creative product, creative technology, creative service, and creative management. Each theme was supported by not only books and articles but also lectures and multimedia instruction in the form of videos, music, interactive computer programs, slides, and photos of culinary works. This curriculum also employed a variety of teaching methods or techniques, including games, group discussion, brainstorming, sensory evaluation, and a practicum. It would give participants the opportunity to learn about culinary theories and engage in an individual and group practicum. In addition to peer review, the creative curriculum would stipulate the evaluation of students' works by a group of teachers. It also would allow students the opportunity to learn from, and be inspired by, one another's works. This situated curriculum's validity was then reviewed by five experts in creative-thinking education and the culinary arts.

Following this, the intervention was implemented: an experiment group of undergraduate students were taught according to the newly-designed curriculum. In order to determine the degree of these students' creativity (creative production) before and after the experiment, so that the difference could be measured, a quasi-experimental method was adopted. Quantitative data were collected by means of a questionnaire survey of the students of both groups.

To measure the improvement in the participants' creativity product, the instructors evaluated the culinary works at the end of the experimental class. Pre-tests and post-tests of both groups were carried out. The participants of both groups were required to create a new dish that somehow used chicken, and the consensual assessment technique (CAT) was used to assess their culinary products (Amabile, 1996). Based on the previous research of Horng and Lin (2009), 34 criteria including 8 dimensions: professional technique; aroma, test and texture; color; modeling and arrangement; garnish; dishware; handling of ingredients; and overall assessments were compiled in order to examine the subjects' creative culinary performance. The questionnaires of Creative Culinary Process (CCP) questionnaire (Horng & Hu, 2009) were composed of 27 criteria, compiled The CCP questionnaire, which included four dimensions: the first dimension was idea preparation (4 items); the second dimension was idea incubation (7 items); the third dimension was idea development (7 items); and final dimension was verification of the work (9 items). The entire CCP has a direct impact on the student's culinary performance (manifest actions and product). A 6-point Likert-type scale was used as the response format for all items.

## RESULTS AND DISCUSSION

This study develops and testifies the effects of the creative curriculum. The results of ANCOVA (table 1) show that creative teaching methods have a significant effect on the creative culinary performance. There are two major issues that emerged in this study are the trend of creative culinary, the development of creative curriculum, and its effects on improving students' creativity. To teach utility and authentically about creative culinary concepts, we must employ an approach to teaching with principles that works in a pedagogically sound way.

Table 1  
Means, Standard deviations, and Adjusted Means of Both Groups

Creative Culinary performance	Experimental group(N = 19)			Control group (N = 20)			F value
	Pre-test	Post-test	adjusted mean	Pre-test	Post-test	adjusted mean	
1. Professional technique	2.27 (0.40)	4.00 (0.41)	4.00	2.26 (0.39)	2.24 (0.39)	2.24	317.79***
2. Aroma; taste & texture	2.23 (0.49)	3.97 (0.49)	4.00	2.29 (0.46)	2.28 (0.44)	2.26	257.01***
3. Color	2.29 (0.49)	4.15 (0.52)	4.15	2.28 (0.48)	2.28 (0.45)	2.28	213.99***
4. Modeling; Arrangement	2.00 (0.46)	4.06 (0.52)	4.06	2.00 (0.45)	1.99 (0.41)	1.99	435.09***
5. Garnish	2.18 (0.44)	4.31 (0.50)	4.31	2.20 (0.45)	2.20 (0.43)	2.19	318.60***
6. Dishware	1.59 (0.28)	3.75 (0.45)	3.74	1.59 (0.28)	1.67 (0.27)	1.67	482.12***

7. Handling of ingredients	2.18 (0.36)	4.15 (0.44)	4.14	2.16 (0.37)	2.13 (0.34)	2.14	376.74***
8. Creativity	2.15 (0.41)	4.17 (0.52)	4.17	2.15 (0.40)	2.14 (0.38)	2.14	323.80***
Total scale	2.11 (0.33)	4.07 (0.44)	4.07	2.12 (0.33)	2.12 (0.32)	2.11	437.98***

This study used situated learning to develop creative curriculum, using the techniques including stories, reflection, cognitive apprenticeship, collaboration, coaching, multiple practice, articulation of learning skills, and technology to creative curriculum. In addition to culinary courses, so that students can also develop an understanding of the nature and characteristics of creativity, and in particular, the culture, and traditions of the creative products. This creative curriculum might take the form of a dedicated course or program of study, or could be integrated into existing syllabuses.

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# ENHANCING TAIWAN'S TOURISM INDUSTRY THROUGH THE PROMOTION OF LOCAL CULTURAL EVENTS

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## ABSTRACT

When cultural events and festive activities become one of the attributes that attract more foreign tourists' attention, they advance a region's economic development. Thus, this study is to investigate the important role of traditional festival activities in promoting Taiwan's tourism industry by adopting a mixed methodology of a quantitative and a qualitative research method. The three main issues would like to explore include (1) investigating the population of inbound visitors participating at these annual cultural events (2) examining strength and weakness of cultural events and festival activities (3) constructing an integrated marketing system of the traditional festival activities

**Key Words:** cultural events, festival activities, attributes, motivation

## EXPLORING THE FACTORS AFFECTING THE CONSUMPTION OF SUGAR-SWEETENED BEVERAGES BY TAIWANESE COLLEGE STUDENTS

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### ABSTRACT

This study investigates the relationship between the consumption of sugar-sweetened beverages by Taiwanese hospitality students and selected demographic characteristics. It also examines the relationships among knowledge, attitudes, self-efficacy, outcome expectancies, and social support and the total volume and frequency of sugar-sweetened beverage consumption. A sample of 415 students in a hospitality management program at a university in Taiwan will be surveyed. The questionnaire includes nutritional knowledge of SSB, attitudes toward consuming SSB, self-efficacy with regard to refusing SSB, outcome expectancies and social support for consuming SSB, as well as the frequency and quantity of eight categories of both ready-to-drink and prepared SSB consumed every day for a consecutive 7-day period. The questionnaire also includes questions regarding respondents' demographic characteristics. Means and standard deviations for age, nutritional knowledge, attitudes, self-efficacy, outcome expectancies, social support, consumption frequency, and consumption volume will be calculated. A t-test will be used to examine the sex differences in age, nutritional knowledge, attitudes, self-efficacy, outcome expectancies, and social support, as well as in the frequency and total volume of consumption. Pearson correlations will be used to examine relationships among knowledge, attitudes, self-efficacy, outcome expectancies, social support, and SSB consumption behaviors, including the frequency and total volume of consumption. Multiple regression analyses will be used to examine the relative impact of gender, body mass index, knowledge, attitudes, outcome expectations and social support on the total volume and frequency of sugar-sweetened beverage consumption. Limitations and future research recommendations were also discussed.

**Key Words:** Consumption, sugar-sweetened beverage, self-efficacy, outcome expectancy, social support, hospitality students



# EXAMINING THE IMPACT OF ADVERTISEMENTS CONTAINING CATCHPHRASE MESSAGES ON CONSUMERS' DESTINATION IMAGE AND BEHAVIORAL INTENTIONS

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## ABSTRACT

Destination image is congruity in consumers' perceptions which directly affect tourists' behavioral intentions. Advertisement messages importantly provide an image of the destination, delivering the values of its products, services, and activities it sells. The main purpose of this study is to investigate if advertisements containing succinct messages will influence consumers' perceptions of a destination's image and ultimately affect their behavioral intentions. This research will also examine how consumers' levels of destination knowledge influence their purchasing decisions and behavioral intentions.

**Key Words:** catchphrase, destination image, behavioral intention

## INTRODUCTION

Advertisement messages provide information about products and services, and more importantly an image of a brand. Advertisement messages serve the purpose of drawing consumers' attention by including descriptive information about the product/service (Fowles, 1996). Attention is when consumers allocate some of their cognitive capacity to the information provided in an advertisement (Engel, Blackwell, and Miniard 1993). The advertisement's message gets consumers' attention through cognition, but evaluation influences their decision-making behavior. Furthermore, because no two individuals are cognitively identical, it is possible that consumers might perceive different meanings from the same advertisement message as a result of their different experiences and associations they make. Consumers construct meanings of an advertisement based on their own attitudes, value system, and cultures (Fowles, 1996). Culture causes people to get accustomed to particular value systems, beliefs, and norms. As a result, the themes of advertising have to be congruent with an audience's social and cultural values (Belk & Pollay, 1985; Xu, 2008; Zhang & Neelankavil, 1997).

Since the descriptive information contained in specific advertisements significantly helps consumers understand the rhetoric of the advertisement, many marketing and advertising studies have examined ways to improve the depicting of descriptive information and thus consumer comprehension in order to enhance advertising effectiveness.

Many researchers have established destination image as a positive influence on consumers' behavioral intentions (Ashworth and Goodall, 1988; Mansfield, 1992; Milman and Pizam, 1995; Bigné, Sanchez, and Sanchez, 2001; Chi and Qu, 2008). Behavior intentions predict a person's action based on the impression they have constructed of a destination. In tourism, future behavior intentions usually encompass intentions to visit and intentions to provide positive recommendations (Niinen et al., 2004; Petrick, 2004; Chen & Tsai, 2007). For example, Bigne et. al. (2001) examined the relationship between destination image and tourists behavioral intentions, and concluded that destination image is a direct antecedent of tourists' intention to return and willingness to recommend the destination. Alnemoud and Armstrong's (1996) found that when tourists have more positive image about a destination, they are more likely to consider visiting the destination. Court and Lupton (1997) also confirmed that destination image influences tourists' decision-making process and their behavior intentions.

This study intends to investigate the impact of: 1) advertisements containing catchphrase messages on consumers' perceptions of destination image and their behavioral intentions, 2) destination knowledge on consumers' behavioral intentions and 3) consumers' perceptions of destination image on their behavioral intentions.

## ANTICIPATED RESULTS

1. The data will offer marketing and tourism industry professionals an idea about how advertising succinct message influences consumers' perceptions of destination image and behavioral intentions; with that idea in mind, professionals will know what this group of potential consumers expect for a destination from the advertisements.
2. The researcher will complete a survey and analyses and develop recommendations for practice in advertisement marketing sectors.
3. The results will be presented in a well-known article, including the statistical analysis to compare ethnicities, academic fields, and majors.

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## LOCAL INITIATIVES CHANGING THE IMAGE OF PERIPHERAL REGIONS IN POLAND - THE EXAMPLE OF DINOPARKS

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### ABSTRACT

This article presents the objectives, status and results of local governments' cooperation for economic revival and promotion of regions in the field of tourism. A study carried out by the authors examines cases of cooperation of municipal associations: the DINOPARK Association (Krasiejów, Opole Voivodship) and the Association for the Development of Bałtów Municipality (Bałtów, Świętokrzyskie Voivodship), as well as commercial companies from tourism and entertainment industry (such as the DELTA Association) in Poland. This country was not previously associated with geological discoveries related to the dinosaurs, but the inclusion of Poland into the Trans-European Dinopark project is the first step towards the understanding of paleontological heritage of this country.

**Keywords:** amusement parks, local government, tourist attractiveness, peripheral regions, dinoparks

### INTRODUCTION

Polish accession to the European Union in 2004 opened up wide range of possibilities for obtaining EU funds by local authorities, to be used for new projects and investments. The beneficiaries of EU projects are associations of municipalities, operating as economic entities established for this purpose. The financial resources obtained through a competitive process, are allocated to targeted and thematic promotions of the municipality and its values. This cooperation takes place between the local government, scientific milieu and entertainment industry, and it has recreational and educational character. The method of participant observation (the authors of the article participated in many tours for children, youth and adults to dinoparks in: Krasiejów, Solec Kujawski and Bałtów) allowed to verify the information from guidebooks and the Internet. The authors focused on studying the origins, course and results of operations of associations, as well as their cooperation with commercial entities in the field of tourism. The cooperation of local governments (associations of municipalities) with commercial entertainment and travel companies to promote tourism in the municipality is an innovative solution which, in circumstances of the Polish economy, is functioning correctly, bringing the desired effects. Jurassic parks in the following municipalities: Bałtów, Solec Kujawski and Krasiejów (JuraPark, n.d.) are an example of a properly functioning model of this collaboration.

Poland is a Central-European country, twice in the history under glaciation, residues and effects of which are under investigation by contemporary geomorphologists. While the traces stored in the terrain provide an easy object of research, the traces of prehistoric life are still a riddle to archaeologists, palaeontologists, botanists, biologists and geographers. Poland, so far, has not been counted among countries, which had been in prehistoric times the habitat of giant reptiles - the dinosaurs. Contemporary palaeontological excavations, however, show a different picture of Poland. Archaeological sites in Bałtów near Ostrowiec Świętokrzyski and in Krasiejów near Opole can change the image of this country as a land with favourable environmental conditions for prehistoric reptiles in the Palaeozoic and Mesozoic eras.

## FINDINGS:

Archaeological excavations become interesting not only for scientists, as evidenced by the emerging of amusement parks such as Jurassic parks, which are a completely new element on the Polish map of tourism. Dinoparks combine entertainment and educational values, using the achievements of science and technology. These objects enjoy growing popularity in Poland. The number of guests is growing from year to year (for example, in the first Jurassic Park in Bałtów, which was established in 2004, the number of tourists is more than 200 thousand per year). In Poland, these parks offer entertainment and recreation, with varying proportions of these activities. However, it should be stressed that the educational value manifests itself only in the organization of educational pathways among the reconstructions of dinosaur skeletons and in imitation of their living conditions. In every park there are models of dinosaurs that reflect their original shapes. Only two amusement parks in Poland have been established around archaeological sites, where traces or remains of prehistoric reptiles were found *in situ*. These are the Jurassic park in Krasiejów and the Jurassic park in Bałtów. While in the latter the discovered remains belonged to Mesozoic reptiles, the site in Krasiejów - the former excavation site of clay - revealed well-preserved remains of a reptile unseen in other parts of the world - the *Silesaurus*. Due to the fact that it is the first encountered specimen so far, representing a new species, it has been named *Silesaurus opolensis*, in order to make this excavation even more connected with this region of Poland.

The history of creation of the Jurassic park in Krasiejów is an example of cooperation between the local government and a commercial institution, resulting in the establishment of an amusement park with educational values. The history of archaeological excavations in Krasiejów dates back to 1993. 10 years later, the authorities of the Opole Voivodship together with the municipalities Ozimek and Kolonowskie used the opportunity to promote their region through these findings and formed the "Dinopark" Association. One of the main tasks of the association was to achieve the development and use of the area of paleontological excavations in Krasiejów, including such functions as: science and research, museum and exhibition, recreation and the development of technical infrastructure. On the initiative of the association, the palaeontological pavilion has been built, which was designed to protect valuable discovery, as well as to enable its exposure to a wide audience: scientists and commercial tourists.

Due to the importance of the find, the supra-local nature of the project, the multidimensional scope of Association's activities as well as their great importance for the promotion and development of the region, this organization is committed to transforming the remains of the quarry in Krasiejów into a site for scientific, exhibition, educational and promotional purposes. The taken steps allowed establishing the cooperation with the "Delta" Association, the owner of the existing Jurassic parks in Bałtów and Solec Kujawski. By tender, this association has obtained the right to develop the lands around the Palaeontological Pavilion.

The Jurassic park in Bałtów was an initiative of the municipality's inhabitants. In August 2001, the Association for Development of Municipality Bałtów came into operation. Its members were residents of the region who have decided to actively support the fight against unemployment and to ensure the positive image and development of the municipality as an attractive area for tourists. The establishment of the association and its activities in Bałtów triggered development of social economy entities. The authentic dinosaur footprints, discovered in 2003 by geologists, became the reason for greater investment in tourism in the region. The initiator of the Jurassic park was a separate entity of social economy, appointed by the Board of "Bałt" - the "Delta" Association (Koral and Rościszowska, 2007). The idea was that "Bałt" will deal exclusively with social activities, such as promotion of folklore groups, organizing events, developing educational and cultural programs. The new entity, "Delta", has been established to carry out economic activity and its most important task was to create new jobs.

The Jurassic park in Bałtów was established in 2004, in the area of former sawmill. The funds for its creation have been raised from EU programs (SAPARD), however, a substantial part of the funds have been acquired from private businesses and local residents in the national campaign of fund-raising. This project has also contributed to the creation of another project - a social enterprise in the form of a limited liability company "Allosaurus", providing services to inhabitants and the two associations. It happened because of the growing from year to year number of tourists and the need for their management by a separate company. Additionally, the Local Partner Group "Krzemienny Krąg (Flint Circle)" has been established, which is supposed to promote the tourist product from Bałtów. Participation in the Sectoral Operational Programme for Restructuring and Modernisation of the Food Sector and Rural Areas LEADER+ resulted in 2006 in the creation of another entity of social economy - the Foundation "Partnerstwo Krzemienny Krąg (Partnership Flint Circle)". It works on development issues of 10 municipalities situated in three powiats (counties) and two voivodships. The Foundation manages a grant from LEADER + programme, intended for such projects as the implementation of the previously prepared Integrated Strategy of Rural Areas' Development (Koral and Rościszowska, 2007).

These four above mentioned entities of social economy work together, uniting in order to achieve the development of the municipality, to promote its values and to fight unemployment and social exclusion. Bałtów is the main - out of four - Polish representative of the Trans-European Dinopark. It is a European-wide educational and tourism project, founded in 2002 by the Polish Geological Museum of the National Geological Institute and the Spanish El Museo del Jurásico de Asturias, whose goal is to exhibit dinosaur footprints in situ. The main activity of the Trans-European Dinopark is the creation of a network of educational trails, exposing sites, valuable on a global scale, with dinosaur footprints. The unique nature of dinosaur tracks on Polish territory, in addition to the scientific values, bears also educational values, which causes tourists and inhabitants to form an attachment to tradition and natural diversity.

## **CONCLUSION**

The establishment of Jurassic parks in Krasiejów and Bałtów is a model example of the involvement of local governments in creating and promoting the image of the municipality. Municipalities of Ozimek and Bałtów, previously regarded as peripheral areas, develop now through tourism. The prehistory and Mesozoic organisms were, so far, of interest only to researchers of various specialities, and today they are the object of tourist interest. Fossils and archaeological and palaeontological sites did not lose their educational assets, but gained a new attribute, which is exposed through entertainment. Theme parks and attractions offered in them become an alternative for textbook knowledge, allowing learners to acquire historical knowledge in a pleasant way, and tourists to spend their leisure time in a nice and cosy atmosphere. Projects by local governments cooperating with commercial entities enable hitherto insignificant peripheral municipalities to enter the new field of tourism, which is and will continue to be supported by European funds, in combination with municipalities' own funds.

The complex actions of local government with the residents and commercial companies resulted in the creation of a quality tourism product along with the entire infrastructure. The result of this cooperation is not only the creation of a comprehensive tourism product, but above all the creation - in the long term - of the local job market through the establishment of several business entities and employers. Tourism provides a chance to overcome the peripherality of regions and enables their development, based on the previously undervalued potential of the natural environment and human capital (Grosse, n.d.). Exploitation of existing potential and shaping the development path belong to tasks of regional authorities, in consultation with local social leaders and local entrepreneurs. While central regions are able to create such policy of cooperation, the peripheral regions still have difficulties with it.

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# EXAMINING THE RELATIONSHIPS AMONG CULINARY EFFECTIVE LEARNING, AND CULINARY PROFESSIONAL COMPETENCES AND STUDY PERFORMANCE FOR THE HOSPITALITY STUDENTS IN TECHNOLOGY UNIVERSITIES

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## ABSTRACT

The purposes of this study were to evaluate the relationship among the variables for the hospitality students in technology universities. The higher constructs of effective learning ability were culinary learning attitude, learning methods and learning self-review; however, study habits and resources application were lowest for the student learning abilities. The construct of competence that ranked the highest, based on students' self-evaluation, was culinary attitude. The follow constructs were culinary basic skill and culinary management skill. Culinary basic knowledge and innovation were the lower of all the constructs of competence. By using Pearson's analysis, we found a significant correlation among variables in culinary professional competence and effective learning. There was a positive correlation between professional competence, effective learning and learning performance including job satisfaction, class satisfaction, practice class scores and term score; however, there was no correlation between both numbers of licenses and culinary management skill.

**Key words:** culinary, professional competence, effective learning, study performance

## INTRODUCTION

Taiwan's overall economic development has brought with it the rapid development of the tourism and hospitality industries. Ensuring technically proficient hospitality education can produce qualified hospitality professionals needed in the market, and thus it is understandable that hospitality education has become one of the prominent focal points in Taiwan's vocational training. Professional culinary classes constitute an important curricular component in higher education hospitality departments, and the teaching quality or lack thereof is an important factor directly influencing student decisions to enter the hospitality workforce (Litchfield, Oakland, & Anderson, 2002). Currently students enrolled in higher education hospitality courses must tend with a curriculum which overemphasizes theoretical discussions, but in the quest not only for knowledge of the what but for an understanding of the why, and appreciation of theory should be gleaned through applied learning resulting in the development of students abilities to resolve real-world problems (Lin, 1991). The factors of influencing learning can be more or less conducive or pose impediments which must be addressed by successful learner strategies to ensure productive learning outcomes, assuring learners can not only appreciate a "knowledge of the what" but also an "understanding of the why", so confidence in how the brain works and effectively processes and transmits information combined with effective techniques for reprocessing that information in conjunction with the acquisition of knowledge have become the critical concepts underlying our concern with how to learn; which can also be denominated effective learning (Huang, 1995; McKeachie, Pintrich, Lin, & Smith, 1986). The purpose of this research was to study the relationship of culinary professional competence, culinary effective learning and study performance for the hospitality students in technology universities.

## METHODOLOGY

Based on the comments collected during the pre-testing period, a complete questionnaire was designed. Out of 744 questionnaires were returned and analyzed for the empirical investigation. In this study, the questionnaire consisted of four sections. The first sections were to determine the self-evaluating of culinary professional competence for 46 items. The second was determined the culinary effective learning including 37 items (Wu and

Lee, 2007). The third part was evaluated the study performance including 8 items. The final part was the demographic and characteristic information about chef. The items of these scaling and satisfaction were rated on a 4-point-Likert scale ranging from 1 (strongly disagree or dissatisfaction) to 4 (strong agree or satisfaction). The collected data were analyzed using SPSS for descriptive statistics, Pearson correlation, and regression analysis.

## RESULTS AND SUGGESTIONS

The higher constructs of effective learning ability were culinary learning attitude, learning methods and learning self-review; however, study habits and resources application were lowest for the student. The construct of competence that ranked the highest, based on students' self-evaluation, was culinary attitude. The follow constructs were culinary basic skill and culinary management skill. Culinary basic knowledge and innovation were the lower of all the constructs of competence. By using Pearson's analysis, we found a significant correlation among variables in culinary professional competence and effective learning. There was a positive correlation between professional competence, effective learning and learning performance including job satisfaction, class satisfaction, practice class scores and term score; however, there was no correlation between both numbers of licenses and culinary management skill.

While students self-evaluation of their culinary arts learning outcomes in respect to "culinary study habits" and "Culinary resources application culinary arts resource utilization" were rather poor, it could well be that the path to improvement lies in instructor guidance during course teaching, to enhance student formation of independent self-guided learning habits and study skills. Moreover, understanding of ingredients, knowledge and practice in culinary preparation methods, sharing culinary learning with others, and enhancing one's preparation for culinary arts learning can stimulate interest in learning, thereby accomplishing the objective of improving culinary learning outcomes.

Teachers can deploy completion of required assignments as a means of passively stimulating students' cultivation of proper learning habits. Relying on peer mediation methods to enhance mutual student observation and sharing, to thereby improve culinary effective learning. Validation of one's culinary arts capacity is not merely a matter of recognition by course instructors or peers, but broader encouragement of students may also be stimulated through the internet, (food) blogs and other means of sharing culinary arts accomplishments, to stimulate further interest in learning, resulting in higher learner motivation, which induces self-directed culinary arts learning habits. In terms of resource utilization it appears imperative to provide greater access to more multifaceted channels of information to help students more efficiently access the latest in the state-of-the-art.

Table 1  
The Relationship Among Culinary Professional Competences, Culinary Effective Learning and Study Performance

	Job satisfaction	Class satisfaction	Number of licenses	Practice class score	Term score
Culinary basic knowledge	.282(**)	.285(**)	.159(**)	.241(**)	.145(**)
Culinary attitude	.315(**)	.278(**)	.137(**)	.190(**)	.150(**)
Culinary management	.207(**)	.208(**)	.055	.167(**)	.129(**)
Culinary basic skill	.325(**)	.292(**)	.243(**)	.245(**)	.192(**)
Culinary innovation	.258(**)	.243(**)	.190(**)	.248(**)	.119(**)
Culinary professional competence	.340(**)	.322(**)	.183(**)	.265(**)	.180(**)
Culinary learning attitude	.394(**)	.309(**)	.145(**)	.174(**)	.120(**)
Culinary learning method	.333(**)	.291(**)	.142(**)	.167(**)	.123(**)
Culinary learning self-review	.302(**)	.272(**)	.129(**)	.168(**)	.132(**)
Culinary resources application	.226(**)	.216(**)	.105(**)	.149(**)	.118(**)
Culinary study habits	.324(**)	.294(**)	.154(**)	.234(**)	.148(**)
Culinary effective learning	.392(**)	.340(**)	.167(**)	.222(**)	.156(**)
Job satisfaction	1	.498(**)	.186(**)	.226(**)	.104(**)
Class satisfaction	.498(**)	1	.150(**)	.187(**)	.154(**)
Number of licenses	.186(**)	.150(**)	1	.128(**)	.056
Practice class score	.226(**)	.187(**)	.128(**)	1	.465(**)
Term score	.104(**)	.154(**)	.056	.465(**)	1

\*\* P<0.01

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**AN ANALYSIS OF THE IMPORTANCE OF MILAD TOWER IN THE GROWTH OF TOURISM IN  
TEHRAN**

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**ABSTRACT**

This study is an analysis of the role of Milad Tower on the betterment of tourism in the city of Tehran. For this reason, using the critical viewpoints, a survey has been designed and distributed among the statistical community. The results show that most of these newcomers to Tehran would like to visit historical sites and museums and those who like to see the Tower are discouraged by the high expense of visiting it and lack of advertisement and the long distance from the tower.

**Key Words:** tourism, tower, betterment of tourism, tourism in Tehran, Milad Tower

## TRADITIONAL EGYPTIAN FOOD AND TOURISM

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### ABSTRACT

The Mediterranean diet has been widely recommended for a healthy lifestyle. Some publications are found on food and tourism attractions but there are lack information on healthy traditional food and tourism. Therefore it is interesting to investigate the influence of traditional Egyptian food on tourism due to attraction and nutritional basis. In this study, traditional Egyptian food as ful medames, falafel, kushari, bamia, molokhia, stuffed vine leaves, and some other sweet traditional foods as Om Ali, muhalabiya and konafa were found to be the most attractive Egyptian food to tourists. The nutritive values of some dishes were in highest score and were highly accepted from tourists.

**Key Words:** traditional Egyptian food, tourism, attractive, nutritive value

**DESIGNING A MODEL OF CONSUMER PERCEIVED HEALTH CARE QUALITY EVALUATION  
FOR PRIVATE HOSPITALS IN TEHRAN**

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**ABSTRACT**

For countries, the measurement of service quality has been an issue of primary importance. This study presents the development effective model and tool for evaluation perceived health care quality suitable to expectations and perceptions of Iranian patients in a manner that could be helpful the hospitals. Thus, according to the findings of the search, six dimensions are identified that are determinants to the perceived health care quality from Iranian patients viewpoints at the hospitals in Tehran: tangible factors, reliability, assurance, empathy, professional and technical quality and commercial aspects.

**Keywords:** perceived health care quality, expectations, perceptions.

## LOCAL FOODS ABSORBENT ELEMENT IN MARKETING TOURISM DESTINATIONS

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### ABSTRACT

In the growing field tourism industry, getting economic success and optimizing utilization depends on having competitive power. Considering that today the demand for tourism products is diversified and innovative, creative and offer attractive products and services, can create new experiences for tourists. One of the attractions of tourism destinations, local cuisine is a specific area. Geographical characteristics of each region and also cultural and ideological characteristics, unique dishes are the stars. In this regard, the local cuisine with a unique variety of different applications and the other their remarkable sense, are as a symbol of cultural identity and heritage in their native regions. Using clever marketing can be the gravitational potential in tourism destinations, and used it as a tool will become to revive indigenous cultural identity and economic benefits. This paper investigates how the use of local foods in tourism marketing deals.

**Key Words:** tourism, tourism marketing, local foods.

### INTRODUCTION

Tourism has nowadays turned out to be one of the most significant industries in the world coming second only to oil and automobile industries. A WTO report declares tourism annual costs to amount to 2000 billion dollars across the world. In many countries, travelling industry has grown to be the major occupation encompassing as many as 100 million people over the world. Tourism makes use of sources which usually seem useless and are thereby rendered profitable as tourism industry develops. It follows that tourism has been mentioned as either a basic economic conduct or as the only path to development in a region or country where its particular geographical position, politics, etc. have blocked industrial growth or economic development (Masoomi, 1384). Tourist attractions magnetize tourists and raise profits for the destination countries. Different countries have different channels to raise funds including agriculture, industry, production, etc; yet every such channel necessitates special sources and facilities. In such terms, many countries are facing difficulties; however, through tourism, almost all countries over the world can raise money as the required facilities are available in them one form or another (Alvani, 1373).

The above premises well indicate that different destinations have their special capabilities in order to develop tourism. However, it should be kept in mind that nowadays tourism requires dynamic and creative marketing as much as it needs attraction sites. In this sense, marketing is a social and managerial process through which groups as well as individuals supply their needs by means of transacting goods and services; it is also a humanitarian operation done in order to meet one others' various needs and demands through transaction (Kotler, Bowen & Makens, 1996). Marketing, therefore, is the profession holding the key to pursue economic goals in tourism. It is of such significance that no doubt the future tourism competition will dwell on marketing and the related activities, placing it even higher than tourism elements and sources.

### TOURISM MARKETING

Economic planning aiming at inviting tourists and raising funds forms the basis of what is called tourism marketing. In such an extensive planning, marketing includes a major process, which requires study as well as a creative and conscious recognition in order to move from one to another stage. Recognizing the target market, which is the same as realizing the demand, allocates to itself almost half of marketing activities. In this sense of emphasizing economic planning as an approach in marketing, demand will be regarded as half of the market in which goods and services find the chance of transaction. Demand is naturally considered to be the stimulus for a need, which in order to be met, minor firms over a country are motivated to produce goods and services, which they do in proportion to the reward and profits they receive. Recognizing the current demand in markets is regarded as a behaviorist approach, which when taken to analyze tourism demand, grows more and more significant due to the complexity of tourism items and the various demands and insights into them on the part of

tourists. It is therefore necessary that people involved in tourism marketing make their attempts, on the one hand, to recognize the behaviorist process and the consumers' demand and offer appropriate items, and on the other hand, to update their goods and services and inform and thereby attract the consumers. This procedure must be done on a regular basis in order that marketing, along with a command over the market, move toward keeping the current demand and inviting even more.

Tourism, having passed the stage of the high demand to visit historical sites, modern cities, nature, and cultural attractions, is now inclined toward special purposes; i.e. nowadays tourists are more often than not sophisticated people aiming at gaining more experience and fresh pleasure in visiting sites, living within traditional communities, stepping into wilderness, etc. One can also mention the desire to learn about various cultures around the world as one of the other reasons people go for tourism these days. Culture includes social conventions, life style, wearing style, religion, language, literature, artifacts, beliefs, celebrations, rituals and finally *eating habits* of a particular community. Regarding the inclination in the present-day tourism toward cultural tourism and ecotourism, each of the above-mentioned elements in culture can form the basis of marketing activities whose careful study will most probably lead to success and help to pursue economic purposes in tourism.

Culture is the major factor which gives direction to one's life and almost all and every principle he holds on to – one of them being related to eating habits and the kind of foods served in each community. Different cultures tolerate certain eating habits and give shape to habits particular to their own community. Beyond culture however, distinctive geographical situation has its own influence on such habits and the kind of foods developed in the region.

The above statements indicate that even if there are apparently no opportunities in a community for economic development, tourism makes it possible for it to thrive. Each country has its own and distinctive geographical conditions and climate which means that they have their characteristic cultures and thereby various typical eating habits. Analyzing tourism items, marketing experts, after acquaintance with and introduction of various local foods, can attract potential tourists. In so doing, on the one hand, they will help to improve tourism conditions in the area, and on the other hand, they will revive and sustain its local culture and heritage.

## CONCLUSIONS

Marketing goes through stages of a definite process each one requiring a first-hand study. In this sense, in order to do marketing for local foods the most important stage is to introduce them to the customers. For instance, different climates and regions' geographical conditions appear across Iran that brings about a long spectrum of clothing, architecture, economic activities, and at last, eating habits. It is said that Iranians cook more than 3200 kinds of local food each one requiring its own ways and means. The local foods typical of various regions of Iran, delicious as they are, are consumable all over the country; on a typical Iranian table one can find in northern parts different fishes, rice, vegetables; in the west and the north-west different kinds of Kebab and Bouillon (*Ab-goosht*); in central Iran various kinds of traditional Stew (*Ash* and *khoresht*), in south of Iran a variety of fishes; and in eastern Iran an assortment of local stews.

The reasons behind developing these diverse eating habits and foods takes another full discussion, yet it can be asserted that tourism has a searching nature; i.e. a true tourist is after new experiences. Tasting different foods, each one having its unique recipe and flavor, can be like an incredible experience for tourists coming from different corners of the world. The tourist going for new experiences does not expect his destination to provide him the same facilities that he customarily has them in own country. Therefore, local foods as a potential in each tourism destination, only must find a special place in tourism companies' propaganda or a time in touring packages.

In local foods marketing, advertising strategies matter most. Making use of foods in general and local foods in particular, is of such significance that a new kind of tourism has appeared under the name of food tourism. This novel kind of tourism focuses on food, tasting, and at times even cooking it. Along with this, some suggestions can be made in order to utilize local foods to attract tourists in the process of marketing:

1. In the brochures or manuals introducing tourist destinations, we can allocate some space to local foods and a note on the geographical position and climatic conditions that cause to be vogue some foods.
2. Tourist destinations, for materialize the attractions of local foods, would better allocate (some) special place(s) – such as eating halls or restaurants – to serving only local foods.
3. Cooking local foods or even watching the process of cooking them is a desirable item to many tourists. Building walls out of glass permits the interested tourist to have a view of such a process. He may also be permitted to experience (part of) the process of cooking.

4. Naturally, making a local food has its own local ceremonial. During making and serving the food, all such customs should be exhibited.
5. And finally, to respect the culture and the background behind every local food, it is necessary that its history be introduced faithfully avoiding any oversimplification or aggrandizement.

Foods of different tastes and colors are being cooked in various parts of the world and can function as potency for tourism. Yet, this is achievable only through learning about local foods and informing the public on them. Food is part of the life of human beings; when one enjoys eating a particular food, he encourages others to experience it. In doing this, he also materializes the potency of food in tourism and invites growth and development more specifically to local regions.

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# RURAL TOURISM DEVELOPMENT MODEL: AN ACTION RESEARCH TO PRESERVE LOCAL CULTURE

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## ABSTRACT

The aim of this article is to present a rural tourism development model with a focus on preservation of local culture. Since many of the tourism development models with a top-down approach have been unsuccessful, by participative action research, a model with bottom-up approach will be presented. The results are presented in three parts: context, content and process and includes the following levels: external and internal feasibility study, culture analysis, enhancing relations with and among stakeholders, participatory planning, participatory implementation and evaluation. Furthermore, suitable mechanisms have been considered to preserve the local culture in these regions.

**Keywords:** development, rural tourism, culture, action research

## INTRODUCTION

The problems of the villages such as immigration to cities and an ever increasing social and economical gap with cities in developing countries, specially Iran, along with the development of the rural tourism and its corresponding potential role in the rural development (Murphy, 1983) convinced the researchers to select the rural tourism development as the main subject of the present paper. On the other hand, the failure of the top-down and linear planning approaches (Tosun & Timothy, 2003) led them to choose a bottom-up approach via participative action research. In addition, since the rural culture is one of the main attractions of villages and the exposure to the tourists' culture may weaken the culture and identity of the host society (WTO, 1995) the present model is proposed to preserve the culture and identity of the host society.

## RESEARCH METHODOLOGY AND DESIGN

The research type is qualitative and the applied model aims at tourism development. The researchers are pursuing tourism development, the main research question is "what are the dimensions and phases of a rural tourism development model using participative action research emphasizing the preservation and strengthening of the host society's culture?" To answer the research question<sup>1</sup>, the multi case study strategy was used. That is, the researchers utilized each tool and method to gather and analyze the rural tourism development method in the three cases<sup>2</sup>. Initially, relevant literature was reviewed to form the basic model and then semi-structured interviews<sup>3</sup> were used to specify the elements and dimensions of the model. In this phase, a more complete model was provided. Finally, the resent model was modified according to experiences of three facilitators who have developed rural tourism by action research method.

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<sup>1</sup> Considering the inadequate theoretical frameworks in this subject, the present research mostly tries to focus on introducing the corresponding dimensions and phases.

<sup>2</sup> Three villages in Iran in which tourism has been used as a development tool.(Farahzad, Garme, Ghasem abad)

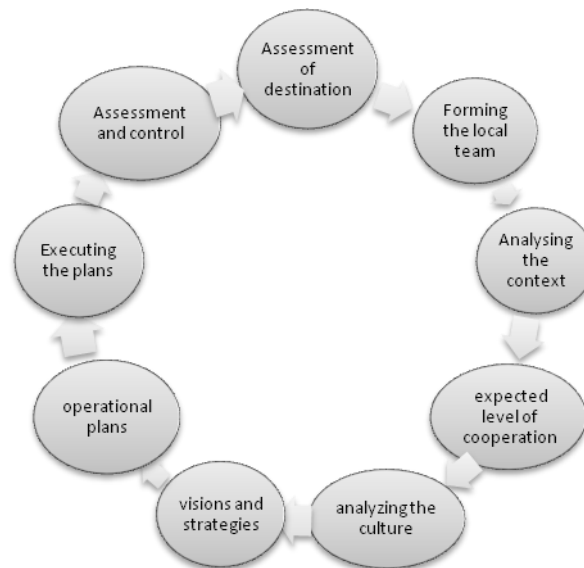
<sup>3</sup> Consisting of university professors and masters of tourism management

## FINDINGS

Since Pettigrew's three dimensional model<sup>4</sup> is used for the strategic changes and developments, this article's template is developed according to Pettigrew's model, that is, the presented model concludes three dimensions: development context, development content, and development process. In this part, the components of the final model are introduced. That is worthy of mention to say that the context analysis, content analysis and preservation are merged and considered in the process as follows: stage three and stage four refer to context, stage five refers to content analysis, and cultural preservation is considered in all stages.

**1. Assessment of the destination:** to assessment of the destination, some data is needed to better recognize and comprehend the society. The exact study of the village's condition includes: gathering data from the organizations working there, governmental agencies, nearby villages, and especially the villagers (Fazal, 2009).

Figure 1: Rural tourism development model



**2. Forming a local team:** In this phase, a team consisting of the facilitator, the influential members of the village, and if possible some members of the active local organizations who are willing to develop tourism are formed. This team is responsible for applying all the further phases.

**3. Analyzing the internal and external context:** A feasibility study is done for the political and legal, institutional, economical, and socio-cultural factors. Also, the stakeholders' tendency and the necessity they feel is assessed. If the tendency and the necessity the society feel is weak, they can be heightened. If the society's tendency is weak by any virtue or it is not possible to hearten them, tourism development will stop. In the next phase, the facilitator assesses the desire and readiness of the society for tourism development and heightens it if needed.

**4. Exploring the expected level of cooperation:** In the feasibility study, the more the power and tendency of the rural society for development, the more the expected cooperation inclines toward being unpremeditated and bottom-up. Conversely, the less the power and tendency of the rural society for tourism development, the expected level of cooperation inclines toward the compulsory and top-down development. That is, the governmental organizations help the development process via their financial and otherwise supports in a local scale, and their role in the sustainment of the process intensifies. The model for this paper assumes the expected cooperation to be unpremeditated and bottom-up.

**5. Recognizing and analyzing the culture:** Next, the local culture is recognized via Edgar Schein's tripartite template (the basic theoretical assumptions, the values and norms, the manmade artifacts such as: the ancient sites specific to that area, clothing, dialects, etc). Then for specifying the vision, planning, execution, and

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<sup>4</sup> Context, content and process



assessment, the culture is strengthened. In line with the framework acquired from Pettigrew's strategic development template, strengthening the rural culture is the context of change and development.

**6. Negotiating and agreeing the visions and strategies:** negotiating with the social agents is at the core of a cooperative rural tourism management process. The facilitators often face two big challenges while negotiating: first, how is it possible to create cooperation among the individuals and stakeholders whose cultural backgrounds are different? One solution is integrating the decisions, binding the benefits together, and creating an inspiring social atmosphere. The second challenge is, is it possible to distribute justly the benefits and burdens of a bottom-up rural tourism in such a cooperative atmosphere? And doing so at the beginning when there are no benefits and a just distribution of the assets? It seems that the procedural justice is the solution. In the next phase, the desired vision of the area is presented, emphasizing the identity preservation. That is, in this vision the village not only has a powerful identity that is not prone to the tourists' exposure, but the tourists are magnetized by the village's culture. Also, the village will be able to acquire income via the preservation of its culture. For example, one of the Kordestan's villages does not allow tourists to enter it unless they wear the local clothes. Therefore, the youths of that village who are mostly prone to exotic cultures, are less exposed to tourists' clothing, being dignified with their own identity and lifestyle.

After the stakeholders agreed on the necessary procedures for channeling the development processes, one or more sessions must be held to recognize the likes and benefits of all the stakeholders. In such sessions, the participants are encouraged to discuss their long wishes such as the environmental situation and the natural resources, their desired life conditions, etc. The vision's time frame is usually above 20 years so the people will not have to restrict their wishes and intentions to current and future restrictions. This is a very important phase since it is the first time that different values and viewpoints of such stakeholders and activists as the local people, government representatives, etc are faced together. After the desired vision was agreed upon by the members, a party is held to eternalize the vision. Then it is possible to encourage the members to strengthen their mental vision constantly via the visualization technique after they have been trained to do so.

After agreeing on the vision and its empowerment and consolidation via such systematic tools as analyzing the weaknesses, strengths, opportunities, and threats and unsystematic techniques as brain storming, suitable and executable strategies are elaborated. As discussed in the previous phases, both the vision and strategies must be contributing to the cultural preservation and empowerment. While investigating the adjustability, therefore, the most important factor is the compatibility of the strategy with the village's culture and its contribution to the cultural preservation and empowerment. Here, the village society should be made aware that their culture and its preservation is a way of long-term earnings for them.

**7. Negotiating and specifying the operational plans:** The chosen strategy should form some agreed operational plans that answer certain questions such as: "What exactly should be done? Who should do that? When? Where? How? By which human and financial resources? To what aim? What yardsticks will be used to assess the plans' development? Etc. In addition, a group must be assigned in this phase to take the responsibility for the plans' execution and reformation. All in all, the subjects upon which consensus must be made are: plans for tourists, services delivered to them, the quality and quantity of the facilities and infrastructures, necessary trainings, transport capacity, tour packages and their prices. Doyens and the elderly are consulted in all the operational decision-makings and tours, so their culture and beliefs being the representative of the original local culture are not encroached upon. The governmental and public stakeholders assess the plan execution via the corresponding yardsticks, and the activists in the private sector specify the marketing plan according to the agreed framework.

**8. Executing the plans:** In this phase, the specified operational plans are put into practice. Attention is paid to all the operational subjects such as education, tour packages, using local customs, etc. It is in this phase that the local entrepreneurship is consulted and measures are taken to prevent the commercialization of art the trivialization of customs, so the originality of arts and customs are preserved. Commitment to the local food, music, dance, and clothing and showing them to tourists makes the culture more powerful. The cultural tour packages are designed using the viewpoints of the guest society. The tourist agencies are bound to educate tourists to practice and respect the local customs. The newly created jobs, also, are entrusted to the people of the village. It must be noted that all these issues are agreed upon unanimously.

**9. Assessment and control:** assessment and control is not restricted to the final phase, but is a constant early activity. The assessment yardstick is the cultural preservation and empowerment, acting in three phases of presuppositions, values, surface behaviors and manmade artifacts. Each phase and step which weakens the original culture of the guest society must be modified in a way to preserve and empower the culture. In addition, the social, environmental, and economical outcomes and effectiveness of tourism for the rural development must be assessed.

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# TOURISM MARKETING AND ITS CHALLENGES IN 21 CENTURY

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## ABSTRACT

Intangible products like tourism products are more difficult to market than tangible products such as automobiles. It also makes it more difficult for potential customers to evaluate and compare service offerings. Tourism marketing is predicting of tourists' demands that customers' satisfaction is most important element for marketer. So marketer must compete in global market and there are some problems and challenges for developing these strategies. In 21 century this challenges and problem are different that should be attended. This paper investigates tourism marketing in 21 century is encounter to what challenges and also offer some suggestion for solving that.

**Key Words:** tourism, marketing, tourism marketing, challenge, destinations.

## INTRODUCTION

Effective marketing of tourism, because the theory and its predictions are tested, is always exciting. Tourism marketing has faced with a series of new challenges that need to be considered in the short time to further. There is no discipline or priority in this regard only that these challenges should be in a strategic framework which is an important theory for ahead planning even in markets that increasingly are changing shape. These challenges have not the common usage in the tourism sector. Some of these challenges are important for marketers and others to the hotel operator in the tourism destination. (Lumsdon, 1997)

### Definition

The tourism marketing process first determines probable buyers and then disseminates travel and tourism product information to them. A successful marketing campaign results in a sale of the tourism product. Marketing is often said to start and end with the consumer and indeed this emerges as a core aspect of the many definitions of marketing. (Pender, 1999)

### New Era of Tourism

Development of information and communications technology and of transport technology have unleashed powerful global economic forces, which have simultaneously speeded the decline of traditional industries in countries that developed them for over a century and facilitated the emergence of new forms of employment. It is in this crucible of change that most developed societies are being redefined, and it provides a fertile and volatile context for the trends that are influencing the future of tourism globally. (Middleton and Clarke, 1988)

New era of tourism is emerging. Growth of mass tourism from the late 1950's to 1970 had creating the change in the market position, not a sudden change and unexpected but significant changes.

Four of the most important factor seems to be having this change, is significant:

- New customers: new customers become more aware and more sensitive. They are consciousness about their environment so instead of relaxing under the sun, all are in search of experience and quality of life. In short, the market in the past 20 years has been more broken and therefore is faced with a dilemma against the marketing strategies that are becoming standard.
- New technologies: Several commentators have been considered progress in technology as applied to tourism. This progress has been rapid, and probably faster than the change in the consumer market. This means that consumers can be classified more accurately.
- Limits of growth: The third major force is the increasing number of limitations is located on all sectors of business with regard to the environment. Already marked the procurement of tourism services that require the use of high power and environmental effects are not acceptable and accepted. Global organizations, governments and multinational institutions are now more fighting with negative impacts of growth and development, while considering previous decades' strategies.

- New procedures: In new era, economical of scale and the experience curve will not use for all other aspects of tourism. New order is in procurement means flexibility, where the diversity of expertise orientation, consistent system, enabling staff planning and job training exist at a local level.

Other highlights for discussion are:

- limits the growth as markets evolved
- quality, regeneration destinations and differentiation
- responsible marketing
- changes in policy structures
- change the distribution of tourism (apparent motion from north to south)

The spectrum of issues involving the relationships between tourism and globalization also need to be considered, in which played a formative role in recent centuries. Globalization is bringing more and more of the world into the market place. (Berghoff et al., 2001)

### **Challenges for Marketing**

Challenges are summarized as follows:

- Better understanding of relevant parts of the buyer: Marketer must divide traded markets more so smarter than so far has been. Especially in terms of classification was based on the benefits, so that tourism remarks placed in their place so clearly and carefully.
- Accessibility to the market: technology makes possible marketing individually without fine. Those fail in the effective use of new technologies, they exit. Destination should improve its distribution system particularly, as are moving to behind the other parts.
- Original remarks: the original remark has too much emphasis on the principles of tourism human resources, or services are dealing at the moment. Employees increasingly known as ambassadors for marketing efforts and should be honored and respected.
- Competition compaction: Activity grade of competitors in all developed markets will be expanded and strategy will be dominated by this operating.
- Development of tourism: Struggling to develop resorts, in pristine areas will face with criticism of consumers and suppliers. New model of tourism development will be based on long-term sustainability. In this regard, monitoring and control by governments and tourism authorities has become a very important aspect.
- Destination marketing: Evolved destinations will be seek to re-shape their marketing strategies, so that sequence of tourism new remarks will become planned not a market reaction. Maintenance of visitors will be sensitive and neglected local market will grow. Many of the last popular places, especially in northern Europe, have been reduced from the holiday and leisure destinations for short trip to places for tourists daily.
- Re-formulated marketing mix: Perhaps loyalty to the traditional marketing mix framework will not be enough. Tourism marketers can improve role of market planning, not only in relation to tourism development but also in the way which the tactical plans are structured too. Emphasis will be shifted toward interdisciplinary approaches to employment, job training and marketing. (Lumsdon, 1997)
- Successful marketer need to adopt multiple perspectives: They must understand the strengths and weaknesses of both their own organizations and those of their competitors, recognizing the goals that each seeks to achieve. They must also be able to see the world from the viewpoint of prospective customers and intermediaries, in terms of the needs that each seeks to satisfy and the criteria that they employ in evaluating alternative suppliers. (Lovelock and Weinberg, 1989)

### **CONCLUSION**

Some tourism companies and organizations already have been accepted new attitude of marketing and others are guided model is based on the inner compliance values.

Ultimate challenge for tourism marketing is putting together ideas and techniques for shaping a serious basis for the marketing strategy that describe which marketing attitude in a tourism organization is suitable and in search

of progress in the 21st century. The challenges facing tourism marketers are essential and infrastructure. For those in search of ways to address them, are interesting times ahead.

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# ECOLOGICAL MODEL FOR TOURISM IN ZANJAN BY GIS TECHNIQUES

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## ABSTRACT

Many researchers believe that the Earth and human-nature relationships are entering a period of intense and accelerating change. Humans now consume the Earth's natural resources at a rate and scale quite out of proportion to the biosphere's regenerative capacity. A discussion of the nature of tourism planning suggests the need for a new model of the planning process. With this purpose in mind the nature and role of models are discussed, followed by a survey of models of a theoretical and planning nature in the tourism literature. Based on systems theory, a model is presented which shows how planning and theory can be integrated.

Zanjan is a historical province with many old places in Iran. In this paper has tried to providing an ecological model for tourism in Zanjan with GIS techniques.

**Key Words:** tourism, ecological model, zanjan, GIS

## INTRODUCTION

At the turn of the twenty-first century, tourism is an impressive social as well as economic force. It has become the world's largest single industry. Over 125 nations consider tourism a major industry, and in nearly a third of those countries it is a leading industry, a top earner of foreign exchange and a critical source of employment (Richter, 1989).

Therefore, the approach in the development of tourism areas in terms of ecological features and potential social culture can be very effective and will lead the development and recovery areas. It can also maintains or restores it's economic and population Attractions and use environmental features in other activities (Rahmani, 2006). Common types of outdoor recreation in the world are grouped two categories. This division is based on rate of development desired in the environment to run outdoor recreation: Intensive outdoor recreation and extensive outdoor recreation.

This ecological model using environmental data to classifies the ability of attracting tourism regions. Required data include climate and weather, water, slope, geographic direction, soil texture conditions, soil fertility, soil structure, soil depth, mother stone, vegetation density and species composition.

To assess possible ecological environment for tourism, all the parameters mentioned in the ecological model have not equal weight. Important parameters in terms of priority order are: slope, rocks and soil, geographic direction, water, vegetation, climate and weather. This rule means that if the slope of the environmental unit was not appropriate for the outdoor recreation, the other parameters compared refused, evaluation is stopped. Also if slope was suitable, but the soil environmental unit was not set for the outdoor recreation, the other parameters are not compared. However, this rule for slope, rocks and soil, geographic direction and water is more important (Makhdom, 2008).

Zanjan province has areas with many capabilities for tourism. This study is trying to identify suitable places for extensive tourism with an ecological model. Extensive outdoor recreation includes those activities that require no development such as hiking and hunting or need to low development as fishing, desert holiday, horse riding and watching animals in nature.

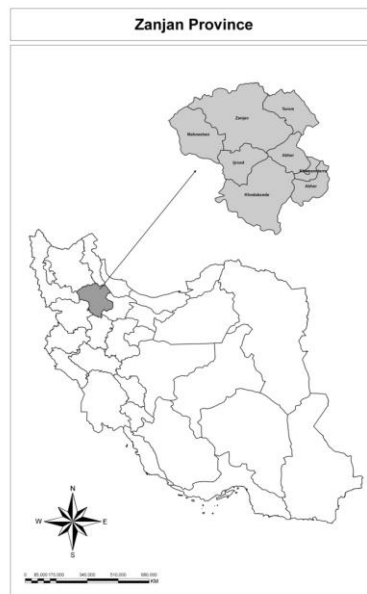
anian Azerbaijan.

Its capital is Zanjan city. Zanjan province with an area of 36,400 km<sup>2</sup> has a mostly rural, population of 964,601. The province lies 330 km northwest of Tehran, connected to it via a freeway (Zendeh del, 1998).

Zanjan has an area of 22,164 km<sup>2</sup>, occupying 1.34% of the Iranian territory. The average population density in Zanjan is 4 1/4 people per km. Located north west of Iran, Zanjan covers joint borders with seven provinces- East Azerbaijan, West Azerbaijan, Hamadan, Kordestan, Gilan, Ghazvin and Ardabil (Keyhan, 1932).

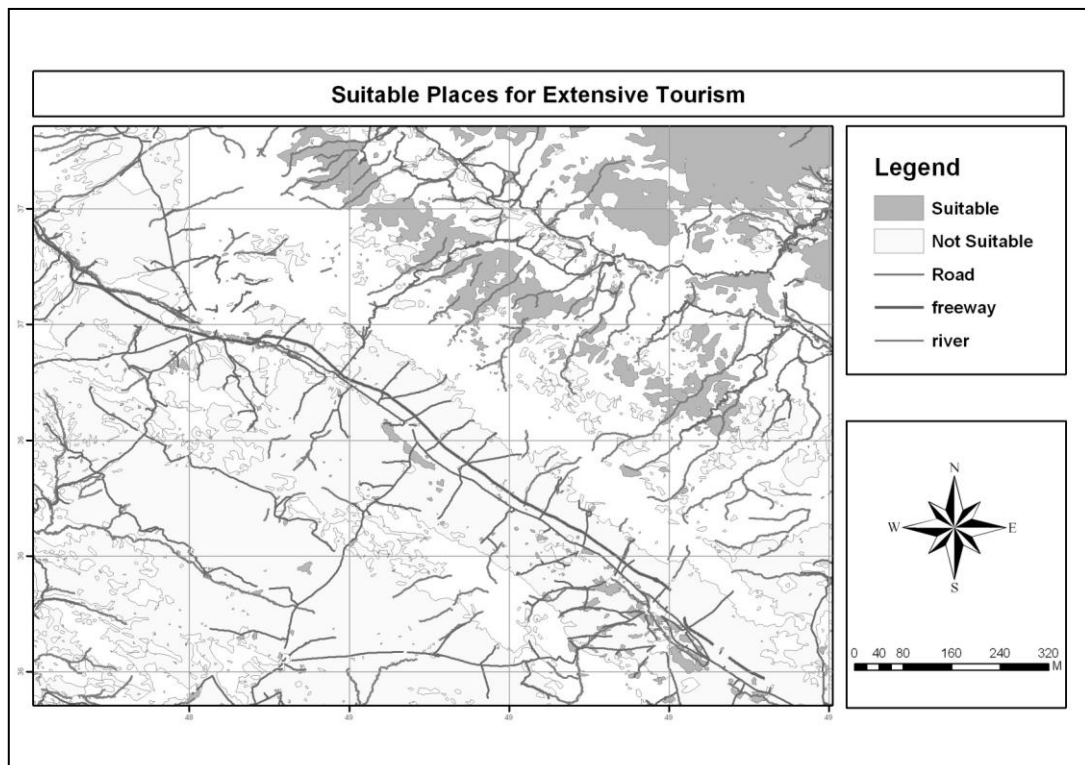
Zanjan has a highland climate characterized by cold snowy weather in the mountains and moderate climate in the plains in wintertime. In the summers, the weather is warm. The average maximum temperature of Zanjan is around 27 °C, whereas the average minimum temperature stands at -19 °C. Meanwhile, the temperature rises to 32 °C on hot days, whereas it drops to -27 °C below zero on icy days. The average annual rainfall in the first month of spring stands at 72 millimeters. The rate of humidity in the morning stands by average at 74% and at noon at 43% (Iran Weather Almanac, 2010).

Figure 1  
Situation of Zanjan Province in Iran



In this study, Zanjan province was divided into two categories: Suitable for extensive outdoor recreation and unsuitable for extensive outdoor recreation. Suitable places must have these properties: 21-25 °C temperature in spring and summer, 5-12 liters of water per person, 25-50 percent slopes and good soil drainage conditions.

Figure 2  
Suitable Places for Extensive Tourism



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# PRIORITY OF ENVIRONMENTAL FACTORS AFFECTIVE ON TOURISM ENTREPRENEURSHIP DEVELOPMENT IN MASOOLEH

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## ABSTRACT

Although there are many different tourism attractions in Masooleh<sup>5</sup>, unemployment and migration has been increasing within the last few years. With the aim of developing tourism entrepreneurship, this article seeks to identify and rank the main environmental factors affective in the development of entrepreneurship. This is a quantitative study in which questionnaires were distributed among tourism entrepreneurs in Masooleh. According to the results, the ranking was as follows: 1-socio-cultural factors, 2-supporting factors, 3-physical factors, 4-economic factors and 5-political and legal factors.

**Key words:** Tourism entrepreneurship, environmental factors, Masooleh, tourism entrepreneurs

## INTRODUCTION

Entrepreneurship is a powerful tool for overcoming problems such as unemployment, lack of creative and dynamic human resources, low efficiency, low product and service quality, and economic recession (Daryani, 2002). On the other hand, tourism with such characteristics as being a potential for wealth creation in the community and affective on economical and social development and also having inconsistent demands is considered suitable for entrepreneurial activities. Therefore, tourism is novel and vague enough to be considered by entrepreneurs (Russell & Faulkner, 2004).

Since in every society there is a level of necessary resources, entrepreneur attitudes, creativity and knowledge of job creation (internal factors), it seems that some special factors (environmental factors) can expand and stimulate entrepreneurial attitudes and behaviors leading to numerous positive results.

In the present paper, Masooleh was selected as the case study since despite problems such as unemployment and immigration to surrounding cities; it has high tourism potentials (natural resources, architecture, rich culture and customs). Among the affective factors, environmental factors were selected to be identified and prioritized for tourism entrepreneurship development.

Therefore, the two main questions the research will answer are: 1. What are the affective environmental factors in tourism entrepreneurship development? 2. What is the priority of the affective environmental factors from the viewpoint of tourism entrepreneurs of Masooleh?

## STUDY DESIGN

This is a descriptive quantitative research. To answer the first question, all identified environmental variables affecting tourism entrepreneurship were examined by reviewing the relevant literature (Dana (1993); Koh (1995); Dieke (2003); Lordkipanidze (2005); Sharma (2005); Morison (2006); Koh(2006)). Considering the reviewed theories and models, the model of tourism entrepreneurship development proposed by Koh (1995) seemed more comprehensive. This model consists of affective personal factors and environmental factors<sup>6</sup>. Considering the research objectives, only the environmental factors were used in this research.

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<sup>5</sup> A mountainous and very old village with step-like architecture in Gilan province, Iran.

<sup>6</sup> Socio-cultural, economical, political-legal, supporting and physical environment.

An open-ended questionnaire was simultaneously distributed among 16 experts<sup>7</sup>, asking them to name the environmental factors affecting tourism entrepreneurial development. Then, the variables obtained from the literature and the experts were assorted following Koh's environmental factors model. The number of variables reached 37. In the next phase, the experts were asked to specify the importance of the variables using Likert's scale (from 1= very unimportant to 5= very important). Therefore, the less effective components or the

components that were deemed less affective by the statistical test of consistency were deleted. Using the ( $\chi^2$ ) test, it was specified whether there is a significant difference among the choices for each question. The results showed that the difference among 3 variables (interest rates, life quality and welfare services in society, and inflation rates) in the 95% significance level was inadequate. Deleting these non-differentiable questions, the final questionnaire was reduced to 34 variables.

To answer the second question, the final questionnaire was developed consisting of 34 questions categorized under Koh's environmental factors and also the characteristics of the agency's owner. These closed questions were asked from the tourism entrepreneurs of Masooleh<sup>8</sup> asking them to specify the importance of each factor using Likert's scale. Then, the priority of these affective factors was specified via Friedman's test.

The statistical society in the present study consists of all tourism entrepreneurs of Masooleh which according to unofficial statistics count to 50 but only 40 respondents were accessed while conducting the research.

## RESULTS

- 93 percent of the entrepreneurs were men; women constituted a small part.
- Most of the entrepreneurs had at least school diploma; their age range being 20 to 40.
- The priority of the affective environmental factors according to the entrepreneurs was: 1. Socio- cultural, 2. Supporting, 3. Physical, 4. Economical, 5. Political- legal.
- For a more precise investigation of all the environmental variables, the Friedman's test was used for prioritization. The three most important variable in each factor is as followed:
  - Socio-cultural: 1- security and safety in the region; 2- importance of tourism development for the key people in the region (the mayor, the elderly); 3- importance of tourism development for local residents of the region.
  - Supporting environment: 1- conducting e training programs to emphasize the importance of tourism development; 2- conducting research on tourism development; 3- destination advertisement.
  - Physical: 1- infrastructures; 2- presence of tourism attractions; 3- existence of enough space in the region for establishing businesses.
  - Economical: 1- seasonality of tourism; 2- high cost of land purchase; 3- presence of skilled work supply.
  - Political-legal: 1- participating the locals in decision making; 2- government's emphasis on destination tourism development; 3- injustice and discrimination in giving loans.

## CONCLUSION

According to the findings, cultural barriers prevent Masooleh women from a powerful presence in the job market. Conducting training programs and supporting home entrepreneurship can lead into more flexibility in the culture and a higher presence of women in the tourism economy. The high level of education and the young age of entrepreneurs are considered as a positive point in the training process and the flexibility of changes in the job process.

Masooleh has acted weakly in offering its indigenous products such as cultural products, food and handmade artifacts and apart from providing accommodation and a few of its products, the unique architecture is what attracts tourists. Here again, it seems that offering training and counseling to take advantage of present opportunities helps the promotion of tourism and creation of revenue.

Entrepreneurial culture consists of a positive social view about someone's business who advocates entrepreneurial activities. The results of this study indicate that the socio-cultural environment has the highest effect on the development of entrepreneurship which is in line with the management literature.

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<sup>7</sup> Consisting of university professors of tourism and entrepreneurship, the Cultural Heritage Organization experts of entrepreneurship, and some tourism entrepreneurs.

<sup>8</sup> According to the operational definition: tourism entrepreneur (creating jobs that acquire more than 50% of their income from tourism) is someone who employs at least 1 person for his agency.

In the sustainable development literature, education is constantly considered a major pillar. Among the identified supporting variables, training has acquired the first rank in tourism development. This shows that the entrepreneurs and residents of Masooleh are highly aware of the role of education. In addition, recognition of appropriate markets for Masooleh destination<sup>9</sup>, introduction of this destination and proper advertisement to draw target markets can play an important role in supporting entrepreneurs.

Regarding the physical factors, the entrepreneurs believe that bad road conditions, lack of parking spaces and bank loans, and insufficient medical facilities are among the weak points of this destination. Therefore, more attention from the authorities on investing in infrastructures and facilities is necessary.

In spite of some who believe lack of assets and costs of establishing businesses are the main reasons for a decline in entrepreneurship, the entrepreneurship scholars and theorists do not believe so. According to the results, despite the importance of economical factors, Masooleh entrepreneurs believe some other factors to be more important. Regardless of their significance, political-legal factors were deemed by the entrepreneurs the least important factor in entrepreneurship development. The evidences imply that probably due to personal characteristics of the entrepreneurs, if other factors were to contribute to the development of entrepreneurship, the political-legal factors would be more tolerable.

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<sup>9</sup> Currently, the tourism market of Masooleh mostly consists of the compatriots who enter Masooleh in high seasons, not only causing scanty profits, but also damaging the environment.

## THE ROLE OF MIDDLE AND SMALL TOWNS IN A CONSISTENT TOURISM SURVEY

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### ABSTRACT:

Tourism in the beginning of twenty first century has entered in to a new era. Despite the rise of disturbauces, crisis, war-mongering, natural disasters and.... Tourism has turned in to an important social ,cultural, political and economic factor. The importance of tourism is that it could be considered as tourism industry. Tourism despite its effective positiveness has its own negative effects, considering the negative effects at the late 1980 decade, has become under intense criticism of environmentalists and moralists and programming for tourist development in order of economical exploitation, has changed its stance for consistent and stable tourism. The world tourism organization constituted tourism with stability for preserving quality life for the host society, traveler satisfaction, preserving environment and human resources and social to become for applied tourism. City-tourism is one type that the cities become targeted. Today considering the large city problems from the enivomeutal, social, cultural, political and economical are facing them, it seems that the tourists do not wish so much for this purpose, in addition to that, the large cities as the first centers and mainly the goal of those who leave them ,are the small towns or the natural country avound them. Hence most of them naturalists live in small towns, these small can, in giving realities to the stable tourism could have main roles.

In this article it has been tried to assess the main role of middle towns in stabilizing tourism.

**Key words:** tourism, stable developing, stable (consistant) tourism, middle towns.