

# Identification and Investigation of the Effective Factors on Development of the Tourism Industry in *Bandar-e-Anzali* by Delphi Method

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## Abstract

Today, the tourism industry, as one of the global leading industries and as a strong social, cultural and economic force, has the ability to form and transform human societies, and therefore the development of the tourism industry is particularly important. The purpose of this study was to identify and investigate the effective factors on the development of *Bandar-e-Anzali* Tourism Industry. The research method is a survey that the statistical population in the first part (Delphi analysis) consists of experts and in the second part (inferential statistics), all employees and managers in the private and governmental decision-making centers about the tourism industry in *Bandar-e-Anzali* (Cultural Heritage, Handicrafts and Tourism, municipalities, hotels and hospitality establishments). The sample size in the first part is 20, and in the second part is equal to 172 people. Due to the restriction of the census method, a quantitative research questionnaires were distributed and gathered randomly among the subjects. To analyze the findings, exploratory factor analysis, one-sample t-test and Friedman's rank test were used. The findings showed that five components (increasing the level of management decision making, strengthening cultural and educational issues, developing infrastructure facilities, increasing marketing and advertising, and increasing the participation of the private sector) contributed to develop *Bandar-e-Anzali* Tourism Industry.

**Keywords:** Bandar-e-Anzali, Tourism, Tourism development, Tourism industry, Delphi method

## 1. Introduction

In recent years, the tourism industry as an innovative industry, has had a huge impact on the economic, social and cultural situations in the world. The importance of the international tourism industry has steadily been growing in terms of both the number of tourists and foreign exchange earnings, and it is anticipated that more than one billion travelers travel around the world by 2020. Hence, many countries, due to a close competition, are growing their profits and benefits from this international activity. In our country, we must also plan for the development of this industry and the full utilization of the existing opportunities. But due to some of the economic and infrastructure barriers in Iran, such as: special attention to oil revenues, inefficient economic tourism infrastructure, weakness of the transportation system of the country and the problems of resettlement and health facilities and etc., this industry cannot be in a good condition as a high-tech industry. The 20-year vision document of the country tourism (as a top document of all the tourism programs of the country) shows a clear prospect for the country's top position, but today's there is a tendency towards a backwardness of the tourism industry in the country, and in particular, this need is felt to be seen more different perspective than what has been considered to date in tourism in *Bandar-e-Anzali*. Therefore, in this research, the researchers tried to identify the effective factors on the development of tourism industry in *Bandar-e-Anzali* and then they offer suggestions to the authorities on improving the weaknesses and strengthening the strengths.

### 1.2. Statement of the problem

Today, tourism is considered as one of the most economic activities in the cycle of countries and provinces, especially because of the employment and regional prosperity, which in addition has certain social, political and cultural benefits, for this reason, in the most parts of the world that have a rich cultural heritage as well as natural areas, this activity is used as a strategic tool for economic development. Also, in the tourism issue, one of the important factors is the existence of foreign people so the entrance of these people to *Bandar-e-Anzali* should be developed to a proper and deliberate planning. However, in *Bandar-e-Anzali*, despite having many talents, the existence of huge tourist resources, cultural and natural attractions, as it is deserved, has not been able to achieve its position in terms of the utilization of revenues and incoming tourism in the national and international field which it is because of the lack of identifying the effective factors on the development of this industry (such as strengthening the infrastructure, increasing the private sector participation, strengthening cultural and educational issues, etc.). In the present article, by studying the research background and the experts' survey, all the effective factors on the development of the tourism industry will be identified and examined.

Totally, although the tourism industry literature is attractive, but any field research has not been done to identify and investigate the factors affecting the development of tourism industry in *Bandar-e-Anzali* in order to develop the province and prioritize these tourist attractions, and the researchers consider the weaknesses of backwardness, underdevelopment etc. as

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important issues on the tourism industry in *Bandar-e-Anzali*. Through this study, the authors intended to investigate these problems by examining sufficient documents, while trying to explore different aspects provides the right solutions and suggestions.

### 1.3. Importance and necessity of the research

Improving the tourism industry requires the adoption of an industry-wide vision that is to consider the structure and function of the public and non-governmental agencies and agencies concerned on collectively and not only individually. *Bandar-e-Anzali*, as one of the most deprived cities in the country, and the high youth unemployment rate in the area, should use all of the facilities and capabilities to eliminate deprivation, create employment and earn money in different ways.

The development of the tourism industry is of great importance as an industry that interacts with different domains such as economics, agriculture, culture, environment and services (Nasaj and Aria, 2007) and the experiences of other regions of the world have shown that tourism development has led to the economic and social development in each region (Kazemi, 2010). Therefore, with regard to the valuable contributions of this research to the tourism industry of *Bandar-e-Anzali*, the researchers have found it necessary to identify and study the effective factors on the development of tourism industry in, because this city is developing and needs such researches to guide and develop this development in accordance with the national and provincial conditions. On the other hand, the research helps the province tourism industry to make the city managers use a regular, reasonable and rational way of choosing the appropriate strategic options for the development of this industry, and thus help significantly reduce the unemployment and silence crisis of the province.

### 1.4. New aspects and innovation of the research

According to the studies, it is expected that this research will be noticeable in two aspects of innovations. The first aspect is the novelty and its practical applications; e.g. in terms of novelty, the field of exploration of the research is to achieve some of the components and variables that affect the research. Secondly, it is in terms of practical use of the research, both in the field of knowledge production and in scientific use as well as practical use to address the main research issue.

### 1.5. Specific objectives of the research

The main objective of this research is to identify and investigate the factors affecting the development of tourism industry in *Bandar-e-Anzali*.

Sub-objectives of the research include:

- 1- Identification of the factors influencing the development of tourism industry in *Bandar-e-Anzali*.
- 2- Investigation of the factors influencing the development of tourism industry in *Bandar-e-Anzali*.

- 3- Ranking the factors influencing the development of tourism industry in *Bandar-e-Anzali*.

### 1.6 Research questions

1. What are the factors affecting the development of tourism industry in *Bandar-e-Anzali*?
- 2- How are the statues of effective factors on the development of tourism industry in *Bandar-e-Anzali*?
3. What is the ranking of effective factors on the development of tourism industry in *Bandar Anzali*?

### 1.7 Research orientation

The choice of the appropriate research method depends on the objectives, nature and subject matter of the research and the means of execution (Asayesh, 2007). Regarding to the nature of this research, it can be said that it is practical in terms of purpose and it is quantitative in terms of collecting information whereas we try to identify and present the factors influencing on the development of tourism industry in *Bandar-e-Anzali* with using library studies and Delphi method.

Also, using quantitative methods, the respondents' views on the research questions are evaluated and investigated, it is an applied research, therefore, and survey research method has been used in this research.

## 2. Research Methodology

The present study consists of two stages; in the first stage, which we are looking for identifying the factors influencing on the development of the tourism industry in *Bandar-e-Anzali*, for better understanding of the subject and increasing knowledge in this field, and, furthermore, according to the survey and doing theoretical studies is a descriptive research, and in the second stage, we seek to answer the research questions. Therefore, survey research method has been used in this research.

### 2.1. Statistical population

The statistical population in this study includes experts from government agencies and organizations related to the tourism industry (such as Cultural Heritage, Tourism and Handicrafts, Natural Resources and Environment, and Municipalities) and non-governmental centers include (Hotel Owners and Owners of Travel and recreation agencies in *Bandar-e-Anzali*), which according to studies and carried out researches, the number of them has been obtained 172 people. Due to the limited statistical population, sampling method is not necessary and the census method has been used.

### 2.2. Research variables

The variables of this study include tourists, cultural and educational factors, tourism industry, tourism marketing, infrastructure and tourism services, coherent and coordinated decision-making management.

In this research, the private sector strengthening variable is derived from Saraniemi (2011), the variable of cultural

and educational issues reinforced from Sharplay's comments (2009), Variable development of infrastructure facilities by Van Beyen (2007), the variable decision-raising variable Management by George (2008), and the increase in marketing and advertising increment, according to Chawla (2004), which are used in the further research..

### 3. Research Background

Asadi, (2011) concluded in a study titled "Tourism Development Strategies in Iran" that urban tourism in Iran is one of the prevailing forms of tourism and could be as the first choice for domestic and foreign tourists. The results of the research, Ebrahim niya Samakoosh et al. (2013), entitled Assessment of the role of urban tourism in the economic development of Babolsar, show that tourism has a significant impact on the economy, and, in addition to generating income, has led to rising prices and land plots. Motie Langeroudi and Azadi in a study titled "Assessing the Impact of the Economy of Tourism from the Perspective of the Host Society in the *Urmia Bazaar* in 2012" concluded that tourism for local residents had positive effects such as creating employment for young people and increasing income and negative effects such as rising land prices has followed. Mohammadi Yeganeh et al. in 2013, in a study titled "The Role of Religious Tourism in Rural Development", with an emphasis on life quality and social capital, conducted a case study of the village of Qepchagh in the city of Miandoab. Nouri and Khorasani (2012) in a study entitled "An Analysis of the Economic, Social, and Environmental Impacts of Tourism Development in Sari" concluded that tourism development had undesirable effects on the environment, as well as on the social and cultural dimensions of the city of Sari, although the region has benefited economically by tourism. Ghadami and others in 2010 in a study entitled "Study of the role of tourism in changing the quality of life of the destination in the village of Clarabad in Tonkabon, concluded that tourism in the studied destination was of great importance in the economy and livelihood of the local community, and it was a major factor in different dimensions of quality of life, such as employment and income, and the quality of housing, have a positive impact on the health and environmental dimensions and health quality. Mahdavi et al. (2008) examined the impact of tourism on rural development through surveying villagers in the Kaneh and Sulaghan valleys. The results of the survey show that tourism has positive consequences in the social field, and in the economic field, along with employment and low income, has led to rising prices and land speculation. But in terms of environmental issues, tourism has led to the elimination of plant and animal species, increased pollution and environmental degradation. Ghadiri et al. (2015) in a study titled *Tourism Role in Sustainable Rural Development* in 2015 concluded that rural tourism by creating jobs, increasing incomes, diversifying economic activities, increasing social awareness and protecting the natural environment causes optimal use of the village for sustainable development. In 2014, Shokri studied his

socioeconomic and social impacts on tourism in the village of Oskumahaleh Amol and concluded that considering the high abilities of the village in the area of resources and attractions of natural and cultural tourism, and on the other hand restrictions in the economic sector, especially agriculture and rural industries, are essential for rural decision-makers and planners to accept the future prospects of the region depend on the upswing of the tourism industry. Crowe and Holand have concluded in their studies that tourism development has had a positive impact on the objective indicators of the quality of life of local residents such as health, recreation, services, and sales and poverty reduction. (Kim, 2002) Identifying and studying the effective factors on the development of a tourism industry in a city, as described in the review of literature in this research, is a new issue that has been studied in recent years in the world. The purpose of identifying and reviewing these components is to achieve the criteria and indicators that are used as reference, also can describe the extent of affecting on the development of this industry quantitatively. However, the general indicators for measuring the components of the criteria have not been provided consistently so far.

### 4. Definition of Variables

#### 4.1. Conceptual Definition of Variables

The conceptual definition refers to the definition of a word by other terms. In other words, in these definitions, abstract vectors and hypothetical models are used (Bazargan, 2013). The conceptual definition of the variables is as follows:

*The tourist:* A tourist is referred to foreign person for travel, tour, sports, whose stay is not less than 24 hours and not more than 2 months. (Gao & Peng 2011)

*Cultural and educational factors:*

In the present study, the culture of tourism reception and awareness of its benefits in different sectors of tourism industry are considered and other components of culture are not considered.

*Tourism industry* (Lomsend, 2010):

Tourism in the general sense: It can be defined as the collective phenomenon and diversity of industrial civilization that originates from non-indigenous travel and residence. (Gao & Peng 2011)

*Tourism Marketing:*

Tourism marketing can be considered as the existence and desirability of marketing advertisements for tourist attractions in order to attract attention and persuade tourists to visit that area (Stiglitz, 2007).

*Infrastructure and Tourism Facilities:*

Infrastructure and cost facilities in the tourism industry to encourage and welfare tourists.

*Integrated and coordinated decision-making management:*

Coherent and coherent decision-making management can be considered as the existence of a manager and a strong and efficient management system to optimize the utilization of the resources, capabilities and potentials for a single decision-making issue.

#### 4.2. Operational definition of variables

Regarding to the fact that the present research is aimed at identifying the effective factors on the development of tourism industry in *Bandar-e-Anzali*, so the conceptual definition of variables is not operational definition, and the research variables according to the given answer by the respondents to the research questions, on the basis of the five Likert spectrum is measured.

### 5. Theoretical Foundations

#### 5.1. Tourism

*Tourism* is a French word taken from the root of the word *tour*. *Tour* in French means as the following: rotational movement, walking, sailing, turning. According to Pilararus, tourism is a journey of pleasure, and the tourist is someone who travels for pleasure and enjoyment. (Mahallati, 2000) According to Paul Ruber, tourism is journey and traveling along the way and going to a place other than the usual habitual place of life in order to enjoy, even if it involves a small displacement, although the main purpose of this shift is other than fun and enjoyable, and the tourist is someone who does it because of curiosity or unemployment, or entertainment, in order to claim that he has "travel". (Mahallati, 2000) In Persian culture and literature, *tour* is defined as traveling on the train of the world, it is meant for recreation, tourism, pilgrimage and travel to a destination and returning to the main place of residence; And temporary and short trips from areas outside the workplace and main residence for the purpose of traveling. (Rezvani, 2007) The World Tourism Organization (1995) defines tourism as: Tourism is a collection of things an individual does when traveling and in a place other than his usual environment. This does not last for more than a year and aims at entertainment, recreation, relaxation, sports and other activities.

#### 5.2. Urban Tourism

Tourism operates within the framework of certain spatial patterns, one of which is the urban space spatial patterns. Urban areas are often considered important tourist destinations due to their many historical and cultural attractions. Cities usually have diverse attractions such as museums, memorials, theaters, sports stadiums, parks, game towns, shopping malls, historic sites and interesting places for major celebrities, which absorbs many tourists. (Timothy, Geoffrey, 1995).

When cities operate and develop as a touristy city, four commonly accepted cities include: high physical density, people's structure, cultural-social diversity, and multi-role-oriented economic and objective centrality in more compact of inter-urban and regional network are being solved in the structure and nature of tourism (Pearce, 2001), and they differentiate the processing of urban space around tourism, and set up works that symbolize the twofold activation of the host tourist. Meanwhile, the activism of tourists in urban spaces surrounding, attractions, urban texture, and shopping, housing and side

activities is reflected in the approach to museums, theaters, exhibitions, entertainment centers and the like. (Hall & Mand, 1999) Hence, tourism can be defined as the interaction of tourists' hosts and the creation of tourism space around traveling to diverse urban areas with visits to attractions and the use of tourism facilities and services that have different effects on urban environments.

#### 5.3. Tourism development goals

- Minimizing investment through governmental resources.
- maximizing the distribution of economic benefits to the entire community.
- Protecting traditional patterns of culture and minimizing the negative socio-cultural effects.
- Protecting the natural environment and minimizing the negative environmental impacts.
- Development of attractions attracted by domestic and international visitors.
- Use of infrastructure in the tourism sector.
- Training local residents for effective tourism activities.

#### 5.4. Factors Affecting the Tourism Industry

Many factors affect the service industry, which include both incremental factors and decreasing factors. **Incremental factors:** population growth, age distribution changes and increased urbanization, reduced working hours and increased holidays, educational factors, literacy and culture, social relationships, the use of personal vehicles and promotional activities of the tourism industry, are considered as the factors affecting the tourism industry. **Decrementing factors:** political instability, internal and external wars, unrest and assassinations, revolutions and hijackings are among the factors affecting the reduction of tourism to different areas. (Aliaskari, 1995)

#### 5.5. Tourism Indicators

The tourism sector is a combination of activities, services and different industries. The quantity, quality, and coordination of factors and sectors in the product supply play an important role in the success and development of the industry in a region. The elements of the tourism industry are divided into five categories of resources, infrastructure, catering facilities, entertainment facilities and sports, and intermediary services (Kazemi, 2001). The criteria for these five areas are as Table 1.

The constructive elements of the tourist environments include two cultural and natural groups that create diverse structures and patterns in the landscape. The internal relations of these elements are more important than each of them, because they are in a related and interconnected environment and cause system stability. In fact, the proportional, dynamic and continuous relationship are formed between the two groups of elements and the context in which they determine the sustainability and survival of the tourism structure. (Motie Langeroudi & Rezaieh Azadi, 2003: 54).

Table 1  
Indices tourism sector

Row	Fields	Critics
1	Tourism resources	Natural resources Human resources
2	Tourism infrastructure	Data and communication axes Social facilities Infrastructure facilities Telecommunication facilities
3	Facilities for the reception of guests	Hotels, Guesthouses Food and drink
4	Amusement and Sports Facilities	Recreational and entertainment facilities Sports facilities
5	Intermediary services for tourism	Trips Advertising offices Informational Offices Car rental companies Guides

(Source: Kazemi, 2001)

### 5.6. Tourism Development Perspectives

The first view with a political economic approach: This approach establishes a close relationship between colonialism and the dependence of the tourism economy, and therefore results in a completely negative attitude. And the second view with a functional approach: The functional view emphasizes the importance of economic significance of tourism for all individuals and countries of interest and the way to improve its efficiency and minimize its negative effects. (Lee, 2009).

### 5.7. Importance of Tourism Planning

Tourism has progressed for several reasons. Its main purpose is to generate economic benefits, including foreign exchange earnings (from international tourists), income generation, employment creation, and government revenue growth as a facilitator for the development of other sectors of the general public.

Tourism can also justify the need to take measures to protect cultural and natural heritage. Socially, tourism in its best form provides recreational, cultural and commercial services for the use of tourists and residents. (Alvani and Dehdashti, 2004)

Tourism also provides the opportunity for people to learn from other cultures and the environment. Often, the differences between politics and the ruling worldview and the reduction of bias in views lead to changes in culture. Therefore, tourism can solve various problems such as loss of economic benefits and deviations of the local economy, destruction of the environment, loss of cultural identity and culture as well as misunderstandings between cultures.

Good planning and proper management of tourism are necessary to optimize the tourism benefits or to prevent or minimize any possible problems. If planning is done

carefully and consistent with the overall progress of the country, achieving the goals of the tourism sector can be very effective. (Papoli and Saghaee, 2001).

### 5.8. Touristic effects and tourist presence in the country

#### 1. Economic

Tourism is an invisible export of services and products. For example, the expenses that a traveler consumes in other lands is the cost of spending food, housing, transportation, purchasing gifts, and indigenous commodities that are currency (Kazemi, 2001). Tourism is a process that activates other economic sectors. For example: Tourism Development has expanded and improved roads, airports, port facilities, restoration, monuments, commerce, etc. (Gao & Peng, 2011)

#### 2. Social

Tourism is a factor in recognition of civilization, the culture of the lands, when some of the inhabitants of other countries live, become acquainted with the customs and traditions of those people and they are unwittingly influenced and these social effects are preserved and brought to their homeland and it can be said that tourism is one that makes civilizations familiar with each other. (Gao & Peng, 2011)

#### 3. Cultural

Folk celebrations, ceremonies held in special occasions and times or participating in various sports, are part of popular behaviors. Tourism, in turn, is one of the cultural practices of people's attitudes that the field of activity is on the rise and development day by day. In the aftermath of any change in popular culture, there are naturally some of the factors of knowledge and awareness that it is well-known that there is a slight and qualitative change in the dimensions of tourism. (Van Beyen, 2007)

#### 4. International

The bonds of the two nations with each other and the spiritual connections often create in the most conducive areas of international relations. Establishing international conferences for exchange of ideas and thoughts on cultural travels, friendly visits and, finally, the gathering of nations together are among the most prominent examples of tourism that is a factor in international relations and the maintenance of international peace and security. For this reason, it has been said that the traveler is a peace agent.

#### 5. Earn news and information

The other positive effects of the presence of tourists and the tourism industry are the acquisition of the news and information from countries in order to more precisely plan how to work and deal with that country internationally.

#### 5.9. Employment and Tourism

A wide range of activities usually created by the development of tourism in the country provides job opportunities more than any economic sector (Gao & Peng, 2011). This is because the tourism industry is basically a service activity and needs more human force. The effects of increasing employment in the developing countries are more favorable than industrialized countries, as the developing countries have limited industrial development opportunities. (Lomsden, 2010)

#### 5.10. The role of the tourism industry in economic and social development

In the benefit of tourism, there is a consensus between both the economic and the social aspects. Economically, the most important function of tourism, especially domestic tourism, is the redistribution of income, the acceleration of the flow of money and the creation of employment. From a social point of view, tourism also increases the awareness of the people of a country about the way of life, beliefs and culture, and the inhabitants of different regions of the country, and they will become familiar with their cultural and national in past. (Van Beyen, M 2007)

But since investment in this sector is not as profitable as in other sectors and it is basically long-standing, government's comprehensive and effective partnership in this field is necessary, this partnership should be in the form of an independent and joint investment, the granting of loans and credit with appropriate conditions and adopting incentive policies in order to attract stagnant and wandering private capital. (Amin Beidokhti, 2011)

#### 5.11. Security and the impact of tourism on it

Today, "security" is considered as the most important and most basic principle in developing the strategy of tourism industry in the countries of the world. The intricate and highly complex tourism industry has a close

connection with comprehensive security at the national, regional and international levels, and any incidence of insecurity and the use of violence at various levels bring irreparable damage to this industry. (Lomsden, 2010)

#### 5.12. Delphi method

The Delphi method was developed as one of the methods used to create a consensus in the 1930s at Rand Company. The application of this method is to build the process of group communication so that such a process is effective on providing the field of engagement of a set of individuals as a whole with complex issues. This structured relationship will be provided with feeder's information and people's knowledge, assessment of the group's views, providing individuals with an opportunity to review their views, and a degree of confidentiality of individual responses.

The Delphi method is a series of questionnaires or sequential schedules, along with controlled feedback, which seeks to reach a consensus among a group of experts on a specific subject. (Mashayekhi et al., 2005, p. 199)

### 6. The Research Area

*Anzali* is a coastal city in the province of Guilan, its distance is about 40 km from Rasht city. The name of *Anzali* with its historical background was known in most European cities and was known for its customs and commercial connection from the distant times as the gateway to Europe. Despite its short history, *Bandar-e-Anzali* has been rapidly industrialized and has grown significantly. It has begun to coincide with the rule of the *Safavid* dynasty in Iran. The possibility of fishing, the trade relations of Iran with neighboring countries and other factors, first turned *Anzali* into a settlement and then turned into an important harbor (Arse Consultant, 2008). Today, *Anzali* is of great importance due to its connection with the northern countries and its proximity to the major cities and important industrial and commercial centers of Iran. It is also important to contact the sea port with the important port of Mazandaran Sea through the Volga and Black Sea canals with commercial and international ports of different European countries. The length of the coastline is 40 km and, contrary to the Mazandaran coast, has been the subject of less public-private organizations. (Tourism development project of the province, 2006) The valuable *Anzali* wetland ecosystem forms the main tourist and economic destination and 27 important rivers of Guilan flow into the wetland (CDS project of *Bandar-e-Anzali*, 2007). Handicrafts and wicker and caviar products are one of the main products of city.

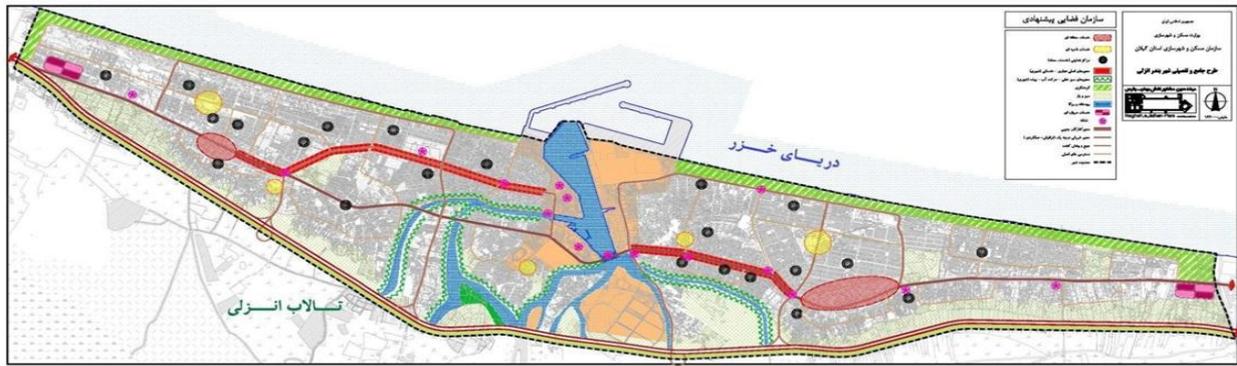


Fig. 1 General structure of *Bandar-e-Anzali* (source: development and construction plan of *Bandar-e-Anzali*, 2011, 192)

Tourism attractions in *Anzali* include natural and unique natural attractions (such as the *Anzali International Wetland*, sandy beaches and relatively pristine shores, forests and wetland areas, suitable climates, natural spaces within the city) and cultural-historic attractions (as well as weekly markets, special customs, special food patterns, bridges and pier of the harbor, historical buildings and etc.) and human-economic and industrial attractions (such as *Anzali Free Zone*, shopping malls, etc.). Also, this range is very convenient in terms of accessibility and communication with neighboring centers and transit of the country. It has a reputation among tourists and the Iranian community, and has new operational relationships with other nearby tourism centers.

### 6.1. Approved programs

The approved programs related to tourism and cultural heritage mainly focus on determining the main urban or provincial orientation in developing tourism or determining areas of excellence. In determining the desired use of coastal land, one of the most important applications that will have its own zones is the right areas for tourism and the preservation of cultural heritage. Hence, the approved programs and using the emphasized areas there, the coastal zone of the coastal strip will be done in the integration section. The approved programs in *Guilan* province are as follows.

Table 2  
Approved Programs in *Guilan* Province

Program	approved Plan
Mission and duty of the province 1- Agricultural Development 2- Tourism Development The main development strategy of the province: the development of tourism and living facilities for exploitation at the national level, so that residents of other provinces of country can benefit from this privileged nature; along with the strengthening of handicrafts, services and cultural goods of traditional societies	Land plot design
General principles of development: Establish tourist centers and forest parks Continuing beach sweetening schemes The establishment of a tourism camp	National Development Document of the province
<i>Guilan</i> province is located in region 2 or " <i>Sabalan</i> area" and considers <i>Astara</i> in the province of <i>Guilan</i> as the entrance gateway along the road in connection with the Republic of <i>Azarbaiejan</i> . Also in this strategy, <i>Rasht</i> has been set as gateways of domestic markets to provide services as a gateway for passengers entering from the Caspian Sea and the airports of <i>Rasht</i> , <i>Ardebil</i> and <i>Zanjan</i> .	National Tourism Development Program

(Source: Tourism Development Project of *Guilan* Province, Northern Consultant Engineers, 2006)

## 7. Discussion and Conclusion

### 7.1. The results of the Delphi method

The Delphi method includes items such as the number of responses for each item, the average of the responses,

their standard deviation, the Kendall number, the order of the importance of each factor based on the average of the responses and the percentage of members that have determined the order of each factor, such as the group training.

Table 3

Results of the Third Round of the Delphi Method: About the Key and Effective Factors on the Development of the Tourism Industry of Bandar-e-Anzali

Agent Description	Number of replies	Average responses	Standard deviation of responses	Kendall	Order of importance
<b>1- Increasing private sector participation</b>					
Outsourcing of Cultural Heritage, Tourism and Handicraft	18	4.45	0.598	2.75	5
Planning to create more interaction between tourism sub-systems (such as hotels, agencies, residences, etc.)	18	4.25	0.639	2.20	1
Participating indigenous people in tourism activities through fair sharing of profits	18	4.32	0.671	2.43	2
The adoption of incentive policies (tax breaks, facility granting, etc.) by the government to private sector investors	18	4.50	0.761	2.53	3
Planning to attract a private investor outside the province	18	21.35	2.32	1.68	4
The presence of the private sector representative at decision-making meetings of the Cultural Heritage, Handicrafts and Tourism Organization	18	4.32	0.749	2.91	6
<b>2. Increased marketing and advertising</b>					
Planning to introduce the cultural, natural, historical, etc. on the national and international levels.	18	4.32	0.749	2.71	4
Reduced prices of goods and services	18	4.21	0.713	2.53	2
Through written activities (brochures, pictures and posters, etc.)	18	4.00	0.745	2.13	1
Through various activities related to provincial and national audio and television	18	4.32	0.820	2.63	3
Advertising through participation in festivals and exhibitions	18	4.39	0.677	2.76	5
Identify and understand the motivations of tourists in order to meet their needs	18	4.44	0.892	2.82	6
Hold seasonal festivals	18	4.60	0.861	2.88	7
<b>3. Development of infrastructure facilities</b>					
Increased support services such as (insurance, medical aid, etc.)	18	4	0.858	2.20	1
Development of residential centers and service complexes in a convenient way	18	4.15	0.671	2.40	2
Investing in productive industries to develop and complete equipment, equipment and facilities for tourism	18	4.40	0.598	2.78	4
Development of convenient communication facilities in tourism places	18	4.30	0.571	2.63	3
Increased financial supportive facilities	18	4.48	0.672	2.82	5
Increase security	18	4.60	0.722	2.94	7
The development of appropriate communication paths to ease the movement of tourists	18	4.54	0.810	2.89	6
<b>4. Increased decision-making level of management</b>					
The delegation of some national decision making powers to the Cultural Heritage and Tourism Organization	18	4.15	0.671	2.73	6
Increasing the provision of statistics and information to relevant tourism industry managers	18	4.32	0.657	2.54	3
Increasing the flexibility and dynamism of the tourism industry organizations	18	4.35	0.587	2.65	4
Improvement of observation and control	18	4.04	0.562	2.32	1
Strengthening applied research	18	4.79	0.410	2.69	5
Coordination of policies	18	4.35	0.606	2.74	7
Stratigraphic Planning	18	4.24	0.664	2.18	1
<b>5. Strengthen cultural and educational issues</b>					
Training of direct labor force in tourism	18	4.07	1	2.34	2
Handling local art	18	4.26	0.653	2.43	3
Attention to environmental issues	18	4.37	0.597	2.54	4
Strengthening the native attitude towards the tourist	18	4.05	0.911	2.30	1
Organize local native festivals	18	4	0.858	2.70	5
Creating a suitable space for tourists during the trip for religious affairs	18	4.40	0.598	2.78	6

According to the above table, the results of the second and third Delphi sessions are quite similar to each other described above, and there is no need to do a new round.

7.2. Results of research questions

First question: What are the effective factors on the development of tourism industry in *Bandar-e-Anzali*?

To answer this question, the study of literature and research background, interviews and three rounds of Delphi technique were used and the following components, such as: increasing private sector participation, increasing marketing and advertising, developing infrastructure facilities, increasing decision level management and strengthening of cultural and educational issues were identified as the most important factors influencing on the development of tourism industry in *Bandar-e-Anzali*.

The second question is: What is the status of the factors affecting on the development of tourism industry in *Bandar-e-Anzali*?

To achieve the answer to this question, the study of literature and research background, interviews and three rounds of Delphi technique, and one-sample T-test and exploratory factor analysis were used. Finally, the status of five factors affecting on the development of tourism industry in *Bandar-e-Anzali* was investigated at the optimum level.

Third question: How to prioritize effective components on the development of tourism industry in *Bandar-e-Anzali*?

In order to prioritize the effective factors on the development of tourism industry in *Bandar-e-Anzali*, Friedman rank test was used which results are presented in the following table.

Table 4  
Ranking of the five components of the research

Rating	Indicator	Average rating
1	Increased decision-making level of management	5.79
2	Development of infrastructure facilities	5.33
3	Strengthen cultural and educational issues	5.25
4	Increased private sector participation	4.47
5	Increasing marketing and advertising	4.30

7.3. Findings of the research

7.3.1. Findings from the Delphi technique

In addition to the key components of the development of the tourism industry in *Bandar-e-Anzali*, three Delphi techniques have been used to measure indicators that are as follows:

\* In the component of increasing the private sector participation, outsourcing the activities of the Cultural Heritage, Tourism and Handicrafts, planning to create more interaction among the tourism sub-systems (such as hotels, agencies, residences, etc.) , Participation of indigenous people in tourism activities through the fair sharing of profits, adopting incentive policies (tax breaks, granting facilities, etc.), by the government to private sector investors, planning for attracting private investors outside the province, the presence of the private sector representative at decision-making meetings of the Cultural Heritage, Handicrafts and Tourism Organization were approved as final indicators.

\* In the component of increasing marketing and advertising; Planning to introduce the cultural heritage, natural, historical, etc. at the national and international levels, reducing the prices of goods and services through written activities (brochures, pictures and posters, etc.); , Through various activities related to provincial and national audiovisual media, advertising through participation in festivals and exhibitions, identification and understanding of tourists' motivations, in order to meet their needs and hold seasonal festivals were confirmed as the final indicators.

\* In the component of strengthening of infrastructure; Increasing support services such as( insurance services, medical aid, etc.), development of residential centers and appropriate service complexes, investing in productive industries for the development and equipping of equipment, equipment And tourism facilities, the development of appropriate communication facilities at tourist sites, increased financial support facilities, increased security and the development of appropriate communication channels to facilitate the relocation of tourists were approved as final indicators.

\* Increasing the level of management decision-making; delegating some of the country's decision-making powers to the Cultural Heritage and Tourism Organization of the province; increasing the provision of statistics and information to the relevant managers of the tourism industry; increasing the flexibility and dynamism of relevant organizations to the tourism industry, in the province, strengthened oversight and control, strengthened applied research, coordinated policies and strategic planning were approved as final indicators.

\* Strengthening cultural and educational issues; training direct labor force in tourism; addressing local arts; paying attention to environmental issues; strengthening indigenous attitudes towards tourists; holding local native festivals; and creating an appropriate space for tourists during the trip to confirm religious affairs were approved as final indicators.

7.4. Inferential statistics

In this section, in order to study the statistical assumptions of the research, due to the normal distribution of data, t-test is used to examine the significance of indicators and

research components. The following is a Friedman rank test for ranking five components of the research, and an exploratory factor analysis is provided to determine the effective indicators on the development of *Bandar-e-Anzali* Tourism Industry and determine the amount of determined variance by each of the variables in the form of packed factors.

7.4.1. Findings from the inferential statistics section of the research

In the quantitative section, the considered questions and components, were formulated, adjusted and validated by a questionnaire. The research questions were analyzed by

Table 5

Inferential statistics of t-test of each of the research variables

Variable	Calculated -T	Degree of freedom	One-way significance level	Average of the differences	Confidence interval 95% of differences		Test result
					Lower limit	Upper limit	
Increased private sector participation	18.293	370	0.000	0.6032	0.331	0.6574	H1 approval
Increased marketing and advertising	16.764	380	0.000	0.74564	0.6578	0.8334	H1 approval
Development of infrastructure facilities	14.204	380	0.000	0.64099	0.5519	0.7301	H1 approval
Increased decision-making level of management	32.42	380	0.000	0.63714	0.99	1.12	H1 approval
Strengthen cultural and educational issues	26.843	380	0.000	1.00145	0.9288	1.0711	H1 approval

The result of the test shows that the calculated T-value of the variables of the development model of the tourism industry of *Bandar-e-Anzali* is larger than the standard T-value (-1.96), which indicates that the status of each of these variables is in the optimal level.

7.4.1.2. Results of exploratory factor analysis

Table 6

Extracted factors related to the component of increasing private sector participation

Factor	Related variables	Load factor
Factor 1	Participating indigenous people in tourism activities through fair sharing of profits	0.883
	The presence of the private sector representative at decision-making meetings of the Cultural Heritage, Handicrafts and Tourism Organization	0.704
Factor 2	Planning to attract private investors out of the province	0.795
Factor 3	Planning to create more interaction between the tourism sub-systems (such as hotels, agencies, residences, etc.)	0.807

Factor analysis results for indicators related to the component of increasing marketing and advertising. The results of factor analysis for components of components related to the increase in marketing and advertising showed that among the seven mentioned

Table 7

Extracted factors related to the component of increased marketing and advertising

Factor	Related variables	Load Factor
Factor 1	Planning to introduce the cultural, natural, historical, etc. at national and international levels.	0.889
Factor 2	Advertising through participation in festivals and exhibitions	0.792
Factor 3	Holding seasonal festivals	0.711

using Friedman Prioritization, single-sample t-test and exploratory factor analysis.

Friedman Ranking Test uses the respondents' views and, based on their importance, assigns priority, and the status of each of the components of the research, which results are presented in the answer to the third question.

7.4.1.1. Results of single-sample t-test

T-test was used to determine the status of each of the dimensions and indices of the tourism industry of *Bandar-e-Anzali*. The result of the status of each of the variables is presented in the below table:

Factor Analysis for Indicators of Component Increasing Private Partnership:

The results of factor analysis for the indicators of the component of increasing the private sector participation showed that among the six mentioned

factors in this section, the three factors with the explanation of 49.79 had the highest impact on this component. These factors are described in Table 6.

factors in this section, the three factors with the explanation of the coefficient of variation of 154/413 had the greatest impact on this component. These factors are described in Table 7.

Factor analysis results for components of infrastructure development

The results of factor analysis for component indices related to the development component of the infrastructural infrastructure showed that among the seven

mentioned factors in this section, the four factors with the explanation of 65734/65 coefficient of variation had the greatest impact on this component. These factors are described in Table 8.

Table 8  
Extracted factors related to the component of infrastructure development

Factor	Related variables	Load factor
Factor 1	Investing in productive industries to develop and complete equipment and facilities for tourism	0.802
Factor 2	Development of residential centers and service complexes in a convenient way	0.779
Factor 3	Increased security	0.773
Factor 4	Developing appropriate communication paths to facilitate the relocation of tourists	0.830

Factor analysis results for the components of the increasing decision-making level of management

The results of factor analysis for component indicators related to the increase in the level of management

decision-making showed that among the seven mentioned factors in this section, the three factors with coefficient of variation (786/87) had the most impact on this component. These factors are described in Table 9.

Table 9  
Extracted factors relate to the increase in the level of decision-making management

Factor	Related variables	Load factor
Factor 1	Strengthen monitoring and control	0.863
Factor 2	Coordination of policies	0.825
Factor 3	Passing some of the country's decision-making powers to the Cultural Heritage and Tourism Organization of the province	0.773

Results of Factor Analysis for Components Indicators of Strengthening Cultural and Educational Issues

The results of the factor analysis for the component indicators related to the enhancement of cultural and

educational issues showed that among the six mentioned factors in this section, the two factors with coefficient of variation (786/87) had the most impact on this component. These factors are described in Table 10:

Table 10  
The extracted factors relate to the component of strengthening cultural and educational issues

Factor	Related variables	Load factor
Factor 1:	Training of direct labor force in tourism	0.863
Factor 1:	Attention to environmental issues	0.725

7.5 Applied suggestions to decision-making centers in the tourism industry of Bandar-e-Anzali according to the results of the research

Therefore, according to research findings, the following suggestions are presented:

1. A study titled "The Role of the Tourism Industry in the National and Transnational Progress of the Islamic Republic of Iran and its Impact on the Achievement of the High Economic Objectives," is underway.
2. Since in the perspective of 1404, the comprehensive growth and development of the country, especially the tourism industry and its superiority in the region are required, decision-making centers must have strategic orientations in the region. This type of orientation leads to the standardization of tourism welfare services and leadership.
3. Many of the country tourism industry centers have been conducting extensive promotions and carrying out infrastructure work to increase their attractiveness of tourism, its efficiency and competitiveness, and moving to a dynamic competitive environment. Because it is necessity for the tourism industry, in this regard, *Bandar-e-Anzali* decision-making centers have to also take action to improve the structure.

7.6. Proposals to other researchers

According to the results of this research, the following suggestions are provided to other researchers for future researches:

1. Investigating of the Impact of Other Major Variables of Tourism Industry (Update and Utilization) on the Development of *Bandar-e-Anzali* Tourism Industry.
2. Designing and explaining the development model of tourism industry in *Bandar-e-Anzali*.
3. To study the attitude of managers of the tourism industry (politicians, policy makers, etc.) towards tourism.
4. Investigating of the drivers and inhibitors of the tourism industry in the country.

An examination of the existing gap between the current status of *Bandar-e-Anzali* Tourism Industry and its favorable situation.

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