

An Analysis of the Satisfaction Providence of Nowruz Tourists Visiting Shiraz City in the Year 1395

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Abstract

Considering expansion and improvement of information technology and communication, the modern world has entered a new stage called global village. It has caused millions of tourists visiting cultural-historical, social, and eco-tourist places every year. Among these places, Shiraz for having strong tourism potentials; like: Hafeziye, Sa'diye, Zand collection, Persepolis, succulent gardens, etc.; has been in a unique and worthwhile position. So this city as one of the important points welcomes a lot of tourists from various countries around the world. This study has been done through survey. There must be enough tourism facilities such as: staying, reception, and infrastructure facilities; like: parking, etc. to attract tourists, and the hypothesis of this study was that the tourism facilities in Shiraz were not enough and responsive to a lot of tourists visiting the city in Nowruz holiday and did not provide their satisfaction. Parking shortage, lack of appropriate guidance, lack of proper supervision and control on the functions of centers specialized for reception-infrastructure either from hygiene aspects, or quality and expenses were the most important problems with the local tourists.

Keywords: *Tourist satisfaction, Ecotourism, Local tourism, Shiraz city*

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Introduction

Tourism with the modern meaning and perspective is the result of new centuries in company with welfare (Yavari, 2010: 9). Tourism industry is expanding rapidly, and it has been shifted to one of the greatest grounds for business in the world. The bright future, new goals, new groups of tourists, and evolutionary kinds of tourism altogether are the promising expansion of the industry (Ranjbarian, 2010: 11). The industry is as much significant in the socioeconomic expansion as the economists have called it unapparent exports (Rezvani, 1995: 8). In addition, by the expansion of city centers and grow of living in cities, interest in travelling has increased as the interested ones around the world, tourists, have complemented how to spend holidays (Mader,1988:15). Also by the development of rapid transit, the limitations on human relations have been removed, and tourism has become very significant (Dibaei, 1992: 17).

Iran from tourism attraction aspect is on the tenth rank and from having the most biological diversity on the world is the fifth rank, but from tourism attraction, it has gotten no special ranking (Shirmohammadi, 2009: 51); to the extent that tourism income portion of Iran is one thousands of the global one (Emami,1999: 31). The results of many studies have revealed that tourism has led to unemployment reduction and income attraction. For example, in Hawaii 21 percent of its whole workforce is active in tourism industry (Kargar, 2007: 225). Every one of nine people around the world is working for tourism. Taking the unemployment of Iran into consideration which is a problem involving 15 percent of the population of this country; tourism expansion is presented as a solution (Moghani, 2005: 13).

Ten thousands of travelers in different seasons and occasions especially Nowruz holiday are welcomed to Shiraz as one of the tourism focuses in Iran every year. The appropriate climate of the city; being close to the monuments of Sasanian and Achaemenian eras in

cities; Marvdasht, Firouzabad, and Kazeroun; being located on the road to the south seaports; and the most important rationale is its historical aspects and strong tourism potentials; such as: Shah-Cheraq shrine, Hefeziye, Sa'diye, Persepolis, Zandiye collection, etc.; altogether have caused the city to be the destination of many travelers. As in Nowruz of 1395, considering the cold weather in the north and especially the north-west of Iran, more than five millions of tourists have visited the city (Cultural Heritage, Handcrafts and Tourism Organization of Fars, 2016). The flow of tourists entrance leads to expect tourism industry playing an important role in providing income and employment for the citizens through the existing increase in the flow of entrances. It is clear that the infrastructure services relate to Shiraz tourism are not proper according to the tourism potentials of the city and responsive to the tourists' expectations do not provide their satisfaction especially in Nowruz. Therefore, with the mentioned conditions, we cannot expect highly, and it should be declared that by following such process not only there will be no more positive consequences like not providing income and employment, but also it will result in destructive environmental effects. Thus, in this study the extent of tourists satisfaction in Nowruz of 1395 in Shiraz city has been analyzed, and at the end in addition to conclusion, some implicative suggestions are presented. Shiraz is one of the greatest cities of Iran and the capital of Fars state with the geographic coordinates of 29degrees 36 minutes north and 52 degrees 32 minutes east. It is in average 1486 meters above sea level; it is located in mountainous area and has mild climate. The city is limited from west with Drak Mountain, and north with Bamo, Sabzpoushan, Chahelmagham, and Babakouhi mountains (Governor of Shiraz, 2015).

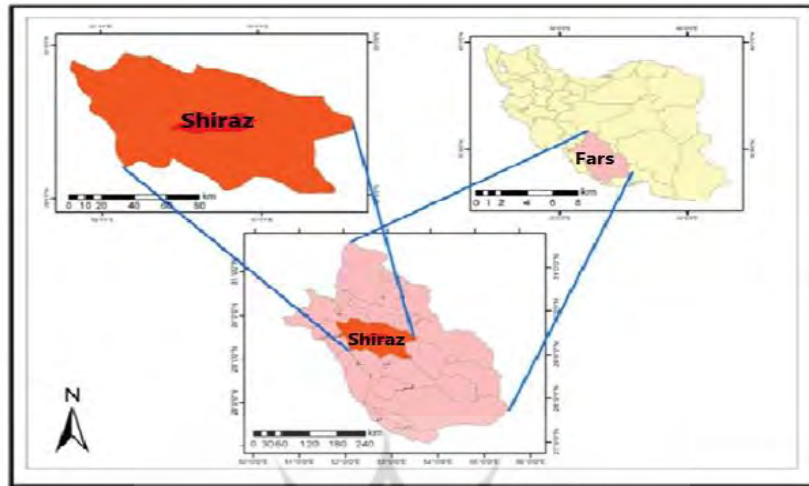


Figure1. Shiraz city geographic location
Source: Author

Methodology

This study is applicable and the methodology was descriptive-analytic. Considering each of the attained efficient factors of Cronbach's alpha was over 0.73, it shows the acceptable reliability of the questionnaire. SPSS was used for analysis of data, and by the use of statistical tests; one-sample T-test, non-parametric test, and chi-square tests. Cocran formula was used to select 384 participants as the sample including 96 questionnaires distributed in Eram garden, 96 in Shah-Cheraq shrine, 96 in Hafeziye, 96 in Karim-Khan citadel were completed. Data collection methodologies in this study were library, documentary (collecting data from organizations), and field.

Results

Tourism industry is the combination of chained different activities to service tourists. In other words, it includes all the events and relations caused by the interactions among tourists, producers, sellers and tourism products, governments, receptive societies, etc.(Mcintosh, 1995:9), some sources have reported the tourism income in the year 2020 will be 2000 milliard dollars (Mirtalebian,2001).

The state of Fars and city of Shiraz is one of the significant tourism focuses of the country, and every year millions of tourists from various areas visit the city as compared to the states, such as:

Khorasan razavi and Isfahan, it has the greatest portion in tourism attraction in Nowruz of the recent years.

Tourism facilities are the infrastructure tourism factors in an area. At the beginning, tourism facilities, like: staying, reception, and infrastructure facilities; for example: parking, etc.; must be in access to be able to attract tourists, and according to the hypotheses of this study, these facilities were studied in three separate sections:

A- Staying facilities

The staying facilities are the most important infrastructure of tourism industry. These facilities should be responsive to the requests of tourists visiting the touristy places since they are an effective factor to develop and expand the local and foreign tourisms. Therefore, paying special attention to them may lead to effective and positive consequences.

It is obvious that staying facilities of Shiraz are not appropriate, and it is not good for a historical city like this one. Recently schools have been used for the staying of local tourists especially in Nowruz; to the best knowledge of the author, these places are hired for free or low expenses by the educated travelers which can be effective because of the tight compaction of visitors occur only in Nowruz (a short period of time). If we construct many staying facilities, they would be empty in most of the rest of years. Anyway the staying facilities of the city especially in the old structures are not appropriate from hygiene aspects, and it seems that in order to attract more tourists, this problem should be solved.

In response to the research question: "how is the staying conditions in Shiraz?" 14.8 percent of the participants selected the item very high, 26.3 high, 46.1 low, 12.8 very low.

B- Receptive facilities

Expansion of the reception facilities and presenting the required services and equipment that tourists need would certainly help in tourism prosperity. Clearly shortages of such requirements result in tourism activities reduction. The facilities include the restaurants within and out of cities; from this aspect, the old structures of Shiraz, especially around Shah-Cheraq shrine face serious insufficiencies. As the receptive facilities beside old structures are seriously low and in the case of any, they are not good from hygiene aspects.

In response to the research question: “how are the conditions of reception in Shiraz?” 12.8 percent answered very high, 24.5 high, 49.5 low, and 13.3 very low.

C- Infrastructure facilities

Infrastructure facilities; such as: hotels, parking, etc.; are the main criteria in tourism expansion and prosperity. And it seems that by the increase of transportation vehicles and the problems of traffic in the great cities, taking these facilities into consideration as an unavoidable requirement especially parking expansion in the central and old areas.

To answer the next research question: “how do you evaluate the infrastructure facilities?” 10.7 percent chose very high, 22.1 high, 52.3 low, and 14.8 very low.

Table1. Staying Facilities

	Frequency	Percent
Very low	49	12.8
Low	177	46.1
High	101	26.3
Very high	57	14.8
Total	384	100.0

Source: Author, 2016

About the conditions of staying in Shiraz city, 14.8 percent of the participants chose very high, 26.3 high, 46.1 low, and 12.8 very low.

Table2. Reception facilities

	Frequency	Percent
Very low	51	13.3
Low	190	49.5
High	94	24.5
Very high	49	12.8
Total	384	100.0

Source: Author, 2016

The same question was asked about the reception conditions of Shiraz, 12.8 percent filled the very high choice, 24.5 high, 49.5 low, and 13.3 very low.

Table3. Infrastructure facilities

	Frequency	Percent
Very low	57	14.8
Low	201	52.3
High	85	22.1
Very high	41	10.7
Total	384	100.0

Source: Author, 2016

The question asked about infrastructure facilities of Shiraz, like: hotels

and parking, the responses were as the following: 10.7 very high, 22.1 high, 52.3 low, and 14.8 very low.

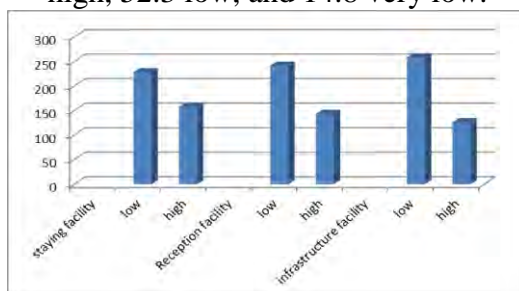


Figure 2. Facilities for staying, infrastructure, and reception in Shiraz
Source: Author, 2016

In the case of staying conditions in Shiraz city, 158 participants equal to 41 percent of the sample chose high and 226 equal to 59 percent chose low.

Reception condition resulted in 143 participants equal to 37.3 percent chose high and 241 chose, 63 percent, low.

Moreover, about the infrastructure conditions of Shiraz city, 126 participants equal to 33 percent selected the high choice and 253 participants, 67percent, the low one.

Table 4. Descriptive T-test

One-Sample Statistics			
	N	Mean	Std. Deviation
Staying facilities	384	2.43	.894
Reception facilities	384	2.37	.869
Infrastructure facilities	384	2.29	.847

Source: Author, 2016

In the T-test, the mean of staying facilities was 2.43, and its SD was 0.894; the mean of reception facilities was 2.37, and its SD was 0.869. Moreover, the mean and SD of infrastructure facilities resulted in 2.29 and 0.847 respectively.

Table 5. One-sample T-test

One-Sample Test			
	Test Value = 2.5		
	t	df	Sig. (2-tailed)
Staying facilities	-1.484	383	.139
Reception facilities	-2.995	383	.003
Infrastructure facilities	-4.943	383	.000

Source: Author, 2016

The one-sample T-test is to compare the means of every variable to the average amount 2.5. The first column shows the amount of t, the

second is its df, and the third as the most important one shows the P-value, i.e. meaningfulness of the test. If the P-value is under 0.05, it means that there is a meaningful difference between the mean of variable and 2.5, and if the level of meaningfulness was over 0.05, it means that variable do not have meaningful difference with 2.5. In this study, staying facilities did not have meaningful difference with 2.5, but the other two variable had meaningful difference with the average, and according to the Table1, both variables were less than 2.5, i.e. these two variables were less than 2.5. In other words, they were under the average, but the first variable was equal to the mean.

Tables 6,7 and 8. Non-parametric test of staying, reception, and infrastructure facilities

N Par Tests

Staying facilities			
	Observed N	Expected N	Residual
Low	226	192.0	34.0
High	158	192.0	-34.0
Total	384		

Source: Author, 2016

Reception facilities			
	Observed N	Expected N	Residual
Low	241	192.0	49.0
High	143	192.0	-49.0
Total	384		

Source: Author, 2016

Infrastructure facilities			
	Observed N	Expected N	Residual
Low	258	192.0	66.0
High	126	192.0	-66.0
Total	384		

Source: Author, 2016

In the Tables 6, 7, and 8; firstly all the amounts of variables are divided into two agreed and disagreed categories; then it is tested whether the percentages are equal or not. Based on the extent of meaningfulness, if it is under 0.05, the percentage of difference between the two groups is meaningful, and the percentage of agreed and disagreed are not the same, but if it is more than 0.05, it means the portions of agreed and disagreed are the same.

Table 9. Chi-square test

Test Statistics			
	Staying facilities	Reception facilities	Infrastructure facilities
Chi-Square	12.042	25.010	45.375
df	1	1	1
Asymp. Sig.	.001	.000	.000

Source: Author, 2016

Nowruz tourists evaluated every facility for staying, reception, and infrastructure faced with shortcomings and insufficiencies in Shiraz; generally, they were not satisfied with the above facilities in Shiraz. It seems significant that shortage of such facilities does not show itself in the other seasons and occasions of year as it is tangible and problematic in Nowruz. And it is because of the appropriate climate and other tourism potentials of Shiraz and Fars that most local travelers select this area to spend their free time which leads to a troublesome situation.

Conclusion

Tourism shortcomings of Shiraz were identified by testing the hypotheses, and the following conclusion and suggestions were presented below:

The collected data not only revealed the features of population, economics, and social aspects of Nowruz tourists, but also showed that the most important tourism local bazars were those of Tehran, Isfahan, Kerman, Bushehr, and Hormozgan. Also statistical analyses showed that there was a meaningful relationship between the expansion criteria and the population of each state with the tourists entrance; and the more developed states attract more tourists. The tourism administrators in Shiraz should pay a lot of attention to the target tourism bazars of the area.

It is apparent that the facilities for reception-infrastructure in Shiraz; like: restaurants, super markets, and especially parking; are not sufficient for lots of tourists specifically in Nowruz (from the 25 of Isfand to the 15 of Farvardin). It can be declared that the number of tourists visiting Shiraz is not in accordance to the level of accessible services presented; this shortcoming will be problematic in the future; and it can affect peoples' ideas negatively as the tourists may doubt about selecting Shiraz as the destination of his/her travels.

The tourists in Shiraz were not totally satisfied with the tourism conditions of Shiraz and did not evaluate it as suitable. The most important problems with the local tourists were the shortages of parking and staying facilities with low expenses, lack of proper guidance, and supervision on the reception-infrastructure centers from hygiene, quality, and financial aspects.

Suggestions

As most of the Shiraz tourists were not satisfied with the staying, infrastructure, and reception facilities in Nowruz holiday, this study offers the following suggestions in short-, medium-, and long-term frames:

Suggestions	Required period of time
<ul style="list-style-type: none"> - Establishing camps on the road entrances in Shiraz; such as: Bushehr-Shiraz, Bandarabbas-Shiraz, Yasuj-Shiraz, and Isfahan-Shiraz roads. - Outfitting and renovating the comfort stations of schools before Nowruz holiday. - Supervising on the staying and reception centers either from quality aspects or hygiene and expenses from the 25 of Isfand to the 15 of Farvardin. - Introducing ecotourism attractions of Shiraz beside the cultural-historical places; like: Margoun waterfall and Qallat village. - Setting up tribal tents and exhibitions in Nowruz holiday; as Fars is one of the important tribal areas in Iran, and the tribes called Qashqaie ,Khamse, and Baseri live in the area. Establishing temporary tribal exhibitions in Nowruz can attract tourists besides satisfaction providence increase. 	Short-term
<ul style="list-style-type: none"> - Taking the possession of the lands around Shah-Cheraq shrine, Hafeziye, Karim-khani citadel, and Vakil bazaar; and preparing them as parking on the main streets easily accessible for tourists. - Repairing and renovating those destructed monuments. 	Medium-term
<ul style="list-style-type: none"> - Organizing the ecotourism village of Qallat - Focusing the programs on the touristy bazaars and considering the states of Tehran, Isfahan, Kerman, Bushehr, and Hormozgan by the tourism administrators of Fars and Shiraz. Focusing the facilities and services of the roads terminating in the target bazaars is a fundamental solution. 	Long-term

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