

Study of Satisfaction of German Tourists with Iran Tourism Services

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Abstract

When the tourists' satisfaction with travel services is discussed, it should be considered the components related to increasing or decreasing satisfaction. To the fullest extent, the expectations of tourists will be met, as tourism and tourist development will be achieved. Tourists usually travel to where they are trusted and confident and feel safe. Providing services, facilities and equipment in these conditions is effective in increasing their satisfaction. The main objective of this research is to assess the satisfaction and level of expectations of German tourists from transportation systems, accommodation facilities (hotels) and professional characteristics of tour guides. The studied subjects in this study were German tourists who traveled to Iran from February 2016 to June 2017. This research is a descriptive-exploratory study. According to the definitions, objectives and questions, the survey methodology and documents are used simultaneously and the documentary method for collecting theoretical information and library studies and a survey method for collecting information Field is used. The researcher-made questionnaire consisted of questionnaires using the Likert spectrum method, which was analyzed by SPSS-16 software. Based on the results of this research, there is a positive and significant relationship between the services provided in residential centers, the quality of transportation services in Iran and the satisfaction of German tourists. Because of their expectations not meeting the quality of services, they prefer not to go back to Iran. But we can provide a suitable platform to motivate the return of tourists to Iran by making changes in the dimensions of quality, cost of services, hotel, driver and tour guides behavior through public and professional education.

Keywords: *Satisfaction, German tourists, Quality of services, Iran, Tourism*

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Introduction

Today, the importance of tourism in terms of economic and employment is so much that it can be considered as the driving force of each country. According to the WTTC (2018), the tourism industry in 2017 has been able to contribute to the creation and survival of more than 1,500 jobs, and local people with little education and skill can be employed in service industries, which can be a high level of community welfare win. But attracting tourists requires different mechanisms, one of which is the satisfaction of tourists. The satisfaction of tourists influences on the choice of destination, products and services and the decision to return. The more quality and variety of products and services are closer to the customer's imagination, the higher the satisfaction. Satisfied tourists are more likely to advise others on the places they have been traveling. That is one of the cheapest and most influential types of marketing and development.

Since the tourism sector has become more widespread and even booming in the context of the economic crisis, the researcher is determined to consider the preferences of the tourism product of Iran from the point of view of the German tourists in order to understand their expectations from tour guides, the first people The tourists encounter them when they arrive, and they are also the most influential actors in the collective travel scene. Since tourists need more emotional care and empathy than any other customer in any industry, the role of tutors will be more intense. The second group to which tourists will be faced are drivers of vehicles that will usually accompany tourists as tour guides until the end of their journey. So their performance and professional behavior will be effective in attracting tourists. The third group is residential accommodation - in which hotels are considered in the research - and the staff of these places that tourists will face. In terms of facilities and services that are considered for hotel guests, it can create satisfaction and thus loyalty

to tourists. Also, hotel staff can create trust and confidence for tourists by their behavior. As statistics and information from the Cultural Heritage Center of Handicrafts and Tourism have shown a negative growth of 1.8% of German tourists (2017, 23 thousand and 706 people, compared to 2016, which is 24,133 people), it is possible to conclude The level of German tourists' dissatisfaction with the tourism services of Iran has not been affected by the negative growth. The main issue in this research is the search for the reasons for the negative growth of the German tourists entering Iran. This research tries to identify the shortcomings and weaknesses and provide some helpful ways to improve the quality of tourism services.

The paper aims to determine the degree of satisfaction of German tourists with the tourism services of Iran according to tour guide services, transportation and accommodation services (hotels).

Research hypotheses

- There is a meaningful relationship between the services offered in Iranian residential centers and the satisfaction of tourists.
- There is a meaningful relationship between service and quality of transportation in Iran and the satisfaction of tourists.
- There is a meaningful relationship between the presence of tour leaders in travel and the satisfaction of tourists.
- There is a meaningful relationship between the willingness of German tourists to travel to Iran and their satisfaction.

Definitions

Tourism: Tourism, from the root of the tour, means getting started, which is rooted in the Latin name of the tour, means to bypass, go and return between origin and destination and spin. The word tourism has come from Greek to Spanish, French and eventually English. In the Longman dictionary, tourism is meant to mean travel and entertainment for hobbies. The British Tourism Society in 1997 presented a clearer definition: "Tourism is any activity that is associated with a temporary and short-term relocation of a person to destinations beyond the usual place of residence and work, as well as his activities during the presence of the destination".

Tourist satisfaction: The World Tourism Organization (WTO) has fully described the definition of tourism satisfaction. According to this

definition, satisfaction is a mental and psychological concept that includes positive feelings and pleasures deriving from the acquisition of what one hopes to achieve from one destination or to another type, the tourist expects to be satisfied and it will get it. The results of Chen et al. (2011) showed that the relationship between quality of services and satisfaction of tourists is positive and significant. There is a positive relationship between the four dimensions affecting the quality of service (employee interaction, physical environment, quality of access, and technical quality) and satisfaction. In addition, there is a positive relationship between the quality of service, satisfaction and the desire to revisit (Kuzechian et al., 2011).

Tour guide: According to the definition of international organizations, "the guide is a person who directs a group or individuals from visitors outside their homes or abroad around memorials, sites or metropolitan areas, and with them in their own language, in an attractive and exciting way. Describes the natural and cultural environment. "In Iran, there are different categories of tour guides that are tour guides and tourism guides in this study are guides tour guides tourists tourism, which guides tourists in historical-cultural tours (Ziaee and Farmani, 2011).

Hotel: It is taken from a French word meaning guest. The hotel in French offers a lot of visitors to the building. The hotel is a rented residential property, which is usually rented to people for a short time. The hotels are considered as residential and tourist destinations of the city and are used by most travelers and tourists. Hotels have plenty of rooms that sometimes reach several hundreds. In addition to rooms and suites, the hotel has a variety of facilities: restaurants, swimming pools, coffee shops and meeting rooms are examples of hotel facilities. Usually, hotel guests are accommodated in rooms and suites with a separate bed, separate toilet and bathroom. Chambers of a board and two boards have more customers (Moaallem, 2010)

Transportation: Transportation in general is the movement of people and goods between different parts of the city and between cities. The transportation system is one of the factors that reflects the development of a country. This convenient transportation network is very important in attracting tourists. The important indicators in this regard are availability of appropriate access networks for tourist

attractions, quality and quantity of roads and roads, traffic guidance tips, road safety and safety of the visited areas (Ahmadi et al., 2017).

Classification of attractions:

Attractions can be classified in several ways:

- Natural attractions e.g. Kal-e Jeni Canyon (Picture-1), Lut desert, etc.
- Human made attractions e.g. Human theme park, Milad tower, Azadi tower, etc.
- Cultural history attractions e.g. Persepolis, Naghsh-e-Jahan square, Niyavaran palace, etc.
- Special attractions e.g. Iranian dishes, nomads of Iran, traditional instruments, etc.



Picture 1- Kal-e Jeni Canyon in south Khorasan province (Abstracted from: www.irandoostan.com)

Literature review

Gholipur Soleimani and Rashidi in 2008, conducted a study entitled "Investigating factors affecting the satisfaction of tourists in Iran". In this paper, various security factors, coordination between related organizations, tourism advertising, infrastructure and the quality of tourism services were surveyed on the satisfaction of tourists in Iran. The researchers finally conclude that there is a significant difference between the five levels above in terms of satisfaction of tourists.

Ebrahimpour and Roshandel Arbatani in 2011 published an article titled "Investigating the Tourism Effective Factors Based on Tourists' Expectations and Perceptions and the Split Analysis Model" with the aim of evaluating the quality of service with the satisfaction component of tourism services. The findings of the research showed

that there is a positive and significant relationship between organizational and environmental factors and tourists' satisfaction.

Hezarjaribi and Najafi conducted a research entitled "Sociological Study of the Factors Affecting the Development of Tourism in Iran (Approach to attracting foreign tourists)" in 2011, with the aim of explaining the level of satisfaction of foreign tourists with Iranian hosts in the development of tourism industry. The results showed that the higher the feeling of satisfaction of tourists compared to the people of Iran, the desire of tourists to travel to Iran also increases.

Imani and Javedaneh, in 2011, conducted a study titled "Satisfaction of European tourists from the experience of traveling to Iran". They concluded that tourists had the lowest satisfaction with restaurant services and access to various transportation facilities, as well as tourist information offices or stores.

In 2013, Hataminejad and colleagues published an article entitled "Measuring the Satisfaction of Users of the Public Transport System in the Southern Alborz Region" with the aim of requiring attention to the dimensions of satisfaction of consumers of public transportation systems, in particular the public transportation system The BTR, which was based on statistical techniques. The results of the research indicate that the four factors of satisfaction (service, speed, behavior and physical characteristics of buses) are of the BRT system. Finally, in this research, it became clear that the necessity of continuing the operation of passengers from the BRT system requires a rethinking of its dimensions in the form of satisfaction measurement.

Abbassi et al., In 1396, conducted a research entitled "Formation of Destination Loyalty with Destination Experiences, Destination Image and Destination Satisfaction" and aimed at establishing loyalty to the destination and satisfaction of destination in the city of Shiraz. The results of these studies showing the image of the destination have a positive impact on destination satisfaction and loyalty to the destination. Also, the experience of the destination has a positive impact on destination satisfaction and loyalty to the destination, and finally, satisfaction with the destination increases customer satisfaction.

Wahidul et al., in 2009, published a study titled "A Study on the Satisfaction of Guests from Different Guesthouses in Bangladesh."

They concluded that hospitality, décor, restaurant and staff, reception, and hospitality were one of the most important factors for the satisfaction of tourists who stay in Bangladesh's hospitality hospitals, respectively.

Wang and Wang, 2009, conducted a study titled "Review tour guides." As a result, guides are mirror images of their respective companies. As a result, companies are seeking recruiters of guides that can display the corporate image of the company at a time when they carry out their mission and be profitable.

Hockley et al. (2011) conducted an article entitled "The Impact of Quality of Service on the Satisfaction of Golf Club Customers in South Korea." The results showed that tangible and intangible service and employee empathy are the main dimensions of service quality in determining levels of satisfaction. They paid more attention to physical elements such as cleanliness, employee appearance, and so on.

Chang et al., 2012, published a research entitled "Innovative Service Model: A Study of the tour leader Service Plan in Taiwan using ICT." According to the research, the tour guide should have the passion for each subject and interest in each guest. In principle, a tour guide not only involves the transfer of information, but also should provide this information in an interesting and sincere manner to tourists.

In 2015, Abu Ali et al attended a research entitled "The Importance and Functionality of a Destination Feature for the Satisfaction of Tourists" with the aim of examining the perception of travelers about the importance and function of Penang's features. The results showed that local transportation services as the most important feature, the need for further concentration and improvement of this feature would result in satisfaction of passengers.

Research Methodology

This research is a descriptive-analytic study in light of its objectives. Each subject and structure of the research requires the use of a particular type of research method. Research topics, based on the scope and level of study, use theoretical and empirical literature to answer the basic questions and hypotheses of the research, and, of course, use techniques and tools for collecting relevant information. In this research, due to the main structure, definitions, goals and

questions, it was necessary to use simultaneous survey and documentary research method. Therefore, the documentary method for collecting theoretical information and library studies and a survey research method for collecting field information has been used.

Population

The population of the community, an example of which can represent and represent it, is called the statistical society. (Mansourfar, 2003). The statistical population of this study included all German travelers who had either traveled to Iran individually and had completed their journey, whether married or single, with different educational levels and different ages.

Data analyzing method

In this research, descriptive statistics such as drawing tables and charting the percentage, mean, standard deviation, variance and also analyzing the research hypotheses were used for inferential statistics such as correlation coefficient, independent t-test. Statistical calculations were performed using SPSS 16 software.

Analysis of research findings

Analysis of the first hypothesis :There is a meaningful relationship between the services offered in Iranian Residential Centers and the satisfaction of tourists.

Services provided in Iranian Residential Centers	The statistics	Satisfaction of tourists
	r	702/0
	Significance level	000/0
	N	100

Results of the correlation coefficient test of the first hypothesis

The correlation coefficient between the services provided in Iranian residential centers and the satisfaction of tourists is 702.0 which is 99% significant ($p < 0.01$). Therefore, the hypothesis is rejected and the hypothesis is unconfirmed, ie, the probability is 99% There is a positive and significant relationship between the services provided in Iranian residential centers and the satisfaction of tourists.

Analysis of the second hypothesis: There is a meaningful relationship between the service and quality of transportation in Iran and the satisfaction of tourists. To test this question, Pearson Correlation Coefficient was used, which is presented in the following table.

Study of Satisfaction of German ... 57

Quality of transportation in Iran	The statistics	Satisfaction of tourists
	r	700/0
	Significance level	000/0
	N	100

Results of the test of correlation coefficient of the second hypothesis

Correlation coefficient between services and quality of transportation in Iran and the satisfaction of tourists is equal to 0.700 which is significant at 99% level ($p < 0.01$). Therefore, the hypothesis is zero and the opposite hypothesis is approved, that is, the probability of 99 there is a positive and significant relationship between service and transportation quality in Iran and the satisfaction of tourists.

Analysis of the third hypothesis: There is a meaningful relationship between the presence of tour leaders in travel and the satisfaction of tourists.

Tour guides	The statistics	Satisfaction of tourists
	r	808/0
	Significance level	000/0
	N	100

THE RESULTS OF THE CORRELATION COEFFICIENT TEST OF THE THIRD HYPOTHESIS

The correlation coefficient between the presence of thrillers in travel and the satisfaction of tourists is equal to 808/0 which is significant at 99% level ($p < 0.01$). Therefore, the hypothesis is zero and the hypothesis is opposite, that is, the probability of 99% between the existences of tour leaders. There is a positive and significant relationship between travel and satisfaction of tourists.

Analysis of the fourth hypothesis: There is a meaningful relationship between the willingness of German tourists to travel to Iran and their satisfaction.

Variables	The inclination of tourists	Number	mean	Standard deviation	t	df	sig
Satisfaction of tourists	yes	73	79/3	523/0	439/1	98	153/0
	no	27	96/3	462/0			

INDEPENDENT T-TEST RESULTS RELATED TO THE SATISFACTION RATE OF GERMAN TOURISTS FROM TOURISM SERVICES IN IRAN IN LIGHT OF THE DESIRE OF GERMAN TOURISTS TO TRAVEL TO IRAN

The results of the above table indicate that the average positive response is 3.79 and the standard deviation is 52.03 and the negative response has a mean of 3.96 and a standard deviation of 0.4462. Also, the findings show that the calculated t is 439 / 1 with a degree of freedom of 98 was significant at 95% level ($p > 0.05$). Therefore, it can be concluded that German tourists are reluctant to travel back to Iran.

Conclusion

In examining the research hypotheses, it was found that there is a meaningful relationship between variables. The research results confirmed the hypotheses. The results and findings of the study showed that the degree of satisfaction of tourists was lower than their expectations and as a result they are reluctant to travel again to Iran. Because of the seven characteristics of guides, the least satisfaction was in the German language guidance and the regularity of the guide. These seven characteristics were considered despite the lack of research background in the literature on tour guides.

Among the nine characteristics of transportation services and drivers, the least satisfaction was the lack of accessibility and accessibility of the vehicle's interior cleanliness.

Of the eleven properties of hotels and services and their staff, the most disappointment was the hotel's health and pricing, as well as dissatisfaction with hotel billing.

Offers

- Determining and paying attention to the amount of salary, benefits, insurance, contracts between agencies and guides, and travel guides for pensioners are among the factors that make guides offer more career and financial security, and do not seek to earn money in other ways and not immoral..
- Local guides to speak at least one international language for independent tourists (without trips) are essential.
- Hospitality begins at the airport on arrival at the customs office and extends to the street people, which requires training for up to 100 people related to the tourist.
- Improving the quality of vehicles.
- Increasing the quality of goods and services provided to tourists in transportation and residential areas known as the weak points of the Iranian tourism destination.

- Compliance with international quality standards in hotels.
- Consider the correct behavior pattern by resident staff.
- The production of small-scale memorabilia of monuments and symbols of various destinations for the gift of hotels to German tourists.
- Consider escalators and elevators with the aim of using all passengers of different ages, especially the elderly.
- Measures to be taken by the cultural heritage of tourism and crafts, such as the restoration, conservation and exploitation of tourist attractions from urban and Non-urban areas.
- Strengthening and developing marketing and information marketing.
- Establishing and equipping tourism facilities such as: refurbishing and renovating residential units, roadside parking, cross-country restaurants, access to tourist attractions, and inter-city catering facilities.
- Establishment of catering facilities along with units of tourist value and their outer space for passengers.
- Encouraging the private sector to invest and set up restaurants that offer gourmet traditional Persian dishes.

Limitations and research problems

1. Not cooperating with the executive manager of hotels
2. The existence of a strict bureaucracy in the implementation of research and research in public places
3. Time limit for conducting research
4. Not cooperating with the researcher more tourists for reasons such as not knowing English, high age, fatigue

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