The Study of Effective Factors in the Development of the Tourism Industry with Emphasis on the Competitive Advantage of Maritime Tourism Destinations in Iran (Case Study: Mazandaran Province)

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Abstract

Background and Theoretical Foundations: Tourism has an efficient and effective potential in the economic, social, and cultural growth of countries, especially developing countries such as Iran, which, if implemented, can lead to development. Iran has a significant and unique potential in terms of tourism attractions, so that the capacity of this country can be compared with countries such as Greece, Italy, Turkey, Egypt, and some other ancient countries. As an invisible export of goods and services, due to its effectiveness on the process of production and employment, the Tourism industry is one of the most important and most profitable industries of the world and can play a significant role in meeting foreign exchange earnings and economic growth, and development of countries.

Methodology: The objective of conducting the present study is to present a model to realize the competitive model of the tourism industry. In this study, the indicators of the Crouch and Ritchie model were used to create a framework that includes the views of experts. The reliability and validity of the research were confirmed through

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statistical methods to establish the primary indicators along with the defined sub-indices. The statistical universe of the study includes the tourism experts, including university professors, experts employed in the organizations related to tourism, in two sections of governmental and private, who have sufficient acquaintance with the Mazandaran region. The sampling method will be available sampling with the Cochran formula. In available sampling, the researcher uses the available samples, and it is an inexpensive and available sampling method.

Findings: The findings of the study show that the rating of factors effective on attraction of tourism destinations of Mazandaran Province are inheritable Cultural resources, built resources, supportive and situational factors, natural inheritable resources, policy making, planning and development, key resources and attractions, condition of demand, management of tourism destination, ability of controlling expense, public infrastructure, ability of concentration and differentiability, respectively. Therefore, it is inferred that, concerning importance towards, other factors effective on attraction of tourism destination of Mazandaran province, competitiveness of destination has less priority.

Conclusion: The results show that three main factors are effective in the development of marine and non-marine tourism in Mazandaran province. These factors include primary factors such as heritable cultural resources, heritable natural resources, and built resources. Secondary factors include policy-making, destination planning and development, tourism destination management and supporting situational factors. And tertiary factors such as public infrastructure, demand conditions, key resources, and attractions. This study finally evaluates the destination's competitiveness based on cost control, differentiation, and focusability. The results of the Friedman test show that the highest priority is given to heritable cultural resources with an average score of 11.8, followed by built resources with 8.03 and supporting and situational factors with 31.7. The next priorities include inherited natural resources (7.16), policy and planning (7.14), key resources and attractions (6.81), demand conditions (6.26), tourism destination management (5.88), cost control (5.58), public infrastructure (5.48), focusability (5.27), and finally, differentiation with an average of 0.06.

Introduction

Nowadays, due to its effect on the process of production and employment, the tourism industry is one of the most important and profitable industries of the world in the beginning of the third millennium and can play a significant role in meeting foreign exchange earnings, economic growth, and development of countries. The collection of recreational activities that will be done by tourists in the sea environment far from the seashore is called marine tourism. This type of tourism is different from coastal tourism concerning importance, although there have been some similarities. But recreational activities in marine tourism are done more in deep waters and for land and need special equipment, facilities, and training, and are aligned with more dangers. Water recreational activities such as diving, cruises, water skiing, Jet skiing, marine aquariums, and fishing in deep waters are among the most important attractions of marine tourism. Nowadays, tourism is regarded in the framework of educational plans include national, regional, and local as one important tools of development and deprivation. Meanwhile, marketing is considered as one of the essential steps to develop tourism and attract tourists. The subject of competition was begun when Adam Smith published his famous book entitled The Wealth of Nations. Economic growth and development or the reduction of a country's development gap with other countries depends on the country's ability to find appropriate solutions to solve economic problems such as unemployment, budget deficit, fiscal and monetary imbalances, and economic inconsistencies. In this regard, tourism has been considered as a key factor.

International tourism has the largest and fastest growth of the service industry of the world (Surosh and Senthilnathan, 2014, 115). The positive role of

tourism has been confirmed as an economic development of countries, especially the countries which have industrial weakness and technological potentials (executive summary of World Bank, 2015).

The tourism industry has been coincided as a factory without smoke and invisible export of goods and services. This industry is often an important motor for economic growth and development in countries, and is usually accompanied by an increase in economic welfare of the local population, since tourism is considered an important resource for foreign exchange, provides positive side. Effects and will bring value added for real section. As a result tourism will encourage new investment and capital accumulation (Komar, 2014).

Generally, tourists in the host country demand goods and services such as homes, transportation facilities, retail transactions, cultural exchanges, and recreational sports services. Meeting and providing these needs has impressed many economic sections (Kam, 2015: 1075).

Defining competition is difficult, because competition is a relative and multi-dimensional concept, and this difficulty becomes more apparent when we decide to measure competition. Researchers believe that evaluating the national competition is accompanied with two sentential questions: How and in what dimensions the national economic competition should be assessed and what standards should be used (Ritchie & Crouch, 2015). World Tourism and Travel Council (WTTC) and the Organization for the world economy to understand and evaluate tourism.

The competition among the countries has made efforts. The definition of the world organization of economy has been presented for tourism competition, which includes: factors and policies that make a country attractive to develop the section of travel and tourism. Research on competition in tourism is concentrated on subjectivity and attraction of the destination, which refer to the variables that deemed to be important in visitors' viewpoint. Some tourists have stated that a destination is competitive provided that it can attract and satisfy potential tourists and this competition is determined by special factors

of tourism and by the vast spectrum of factors which have influence on providers of tourism service.

Regardless of existing disputes about the definitions presented about tourism competition, nowadays the significance of the effect of competitive advantage of tourism destinations on the tourism industry isn't covered and in this respect, a relative consensus is observed among the experts in this exa. However, the tourism industry in Iran still has a conventional management approach, and in many important effective factors are ignored, or this industry includes competitive advantages of tourism destinations. On this basis, the present study was examined concerning 12 sub-indexes in classes (A) primary factors: 1. Inheritable- cultural resources, 2. Inheritable, natural resources, and built resources. B) Secondary factors: 1. Policy Making, planning, and developing a destination, 2. Management of tourism destination, 3. Supportive and situational factors. C) Third factors: 1. Public infrastructure, 2. Condition of demand, 3. Key resources and attractions. D) competitiveness of destination: 1) Ability of controlling expenses, 2. Differentiability, 3. Ability to focus) and with the aid of Friedman rating (test) and the extent of importance and effectiveness of these factors have been studied on the tourism destination of Mazandaran. Province.

This paper is designed in 5 sections. In the next section, the literature has been presented and the methodology has been discussed in the third section. In the fourth section, data analysis, and finally, the fifth section is devoted to conclusion.

2. Literature

The issue of competitiveness is increasingly significant for countries. So that, they should consider the increase in competitiveness in destination to maintain their economical appropriate condition and to improve their status if lagged behind competitiveness in national level means that firstly a country in free commerce condition and fair market should have the ability to produce goods

and service that secondly, not only maintain its people real income but also increase the amount of this income in long-term simultaneously. On the other hand, since the skilled workforce and investment moves from non-competitive countries towards more competitive countries, a competitive country is defined as a country that could attract and maintain successful corporations or increase the level of its inhabitants' living standards (Pessoa, 2017: 55).

In competitiveness, the objective is to attain competitive priority. On the other hand, it can be said that what makes a destination really competitive in fact is the ability of that destination to increase the expenses of tourism in order to increase tourists. It means that paying the needed expenses will make memorable moments for tourists and satisfy them, and of course, all will be done in a profitable affair.

Since the competitiveness is a relative and multidimensional concept, every country or area must focus on the tourism activities in which the primary and relative endowment have been existing so that the economy can reach the competitive priority in those activities. The mixture of these two kinds of priority means to consider all properties of a region (inherited resources and created resources) that make that place attractive for visitors. On the other look, destination competitiveness is called to the ability of a destination to maintain its own position and market share or to increase them during time: on the other definition, competitiveness off a destination is focus on market mechanism and every element (includes goods and service) of tourism industry that can maintain the attraction of destination successfully. The factors of competitiveness have been classified into 5 groups, including human force resource, physical resources, knowledge resources, financial resources, and infrastructures. According to the above definitions, we can argue that the combination of relative advantage and competitive advantages of a destination, determines the competitiveness of that destination. (Jafartash & Poyanzade, 2015: 85). This causes an increase in gross domestic production and economic growth in the destination country.

The growth, which is generally considered as higher economic welfare of the local population, however, on the other hand, the literature related to tourism economy refers to some disadvantages resulted from the development of the tourism section as well. Because along with increase in people welfare in touristic regions, social expenses such as permeation, congestion and destroying the environment will happen (Pessoa & Silva, 2007:53). Similarly, permeations related to tourism of local economy in the form of import to give service to tourist will leave the country; or repayment of incomes to foreign workers in tourism industry that is transformed to foreign workers countries, or repayment of profit to foreign investors or selling touristic products in dumping price can lead to reduction in economic advantages of tourism development for local population. Therefore, improvements related to the tourism section, an increase in the number and their payments can lead to a decrease in gross domestic production and economic growth because a significant part of these payments may be spent on imports. Finally, it is considered that WTTC was provided an index named "competitiveness monitoring" during 2001 to 2004, which is regarded as several essential concepts to develop the tourism industry, such as competitive cost, infrastructures, human resource, environment, and technology. Despite the acceptance of the international community, the territory and range of this index were limited. After that, World Economic Federation (WEF) and some other organizations have been invited to cooperate so that the depth and scope of data become larger. Nowadays WEF has been regarded as the most valid reference in the arena of introducing and developing the conceptual framework of tourism competitiveness.

Numerous experimental studies have been conducted in the field of the function of tourism destination, so here we deal with some of these studies. In their article, Kum et al.(2015) has studied the relation between tourism activities and economic growth for 11 countries of the Brix member and

concluded that there is a long-term relationship between tourism entries and gross domestic production. Tourism income has had a positive effect on the growth of gross domestic production in these countries.

Li and Shi (2018) dealt with the study of reasons and how tourism is a motivation for economic growth in their research (with regard to the size of its economic effects, influence on decrease in poverty, influence on efficiency and productivity, etc). So, they have studied 304 articles of 11 journals related to tourism which have been published during 2000 to 2014. The main findings are as follows: firstly, the previous studies have confirmed the economic positive effects of tourism in most conditions. Secondly, through cost channels, income, and governmental incomes, tourism can help to reduce poverty. Third, workforce, investment, technology, environment, expenses, income, and several external economic factors are among the important and determinant factors of efficiency and productivity of tourism.

In a research entitled "the relation between narcissism and prominence in the index of social media, Tang and Yang (2021) have stated that the effects of narcissism will not only have positive effects on tourism places, but also on the culture and positive norms obtained of tourism places and even on culture, history and historical and tourism index effects.

In a research entitled "Which concepts of empowerment or sense of correlation can be tangible for tourists?" Aleshinloye et al (2021) stated that both concepts play a more influential role on tourist localization. Morris was conducted this in the form of a framework with national welcoming indices, systematic understanding, social and political empowerment finally, the researcher concluded that both indices of social and political empowerment can be effective for tourists in the sense of correlation and empowerment concerning tourism competitiveness, specific experimental study has not been conducted in the country. Although we can refer to the studies by Shahiki et al. (2014) and Nazari et al. (2016).

By studying the effective factors on the index of competitiveness of countries with emphasis on the economy of Iran, Shahiki et al. (2014) show that

orientation of progress of technology and structural and organizational change of country are the important factors effective on competitiveness of tourism destinations in Iran.

By evaluating the effective factors on attracting international tourists by using the attraction model, Nazari et al. (2016) stated that there is a direct and meaningful relationship between weakness of infrastructural facilities, tourism service, non-development, and finally lack of culture of accepting tourists and non-development of tourism industry.

In sum, it seems that despite of the importance of tourism industry in today world and its considerable effects on the level of national production of tourist accepting countries (considering the factors effective on it, especially competitiveness of tourism destinations) is an essential principle in every economy that the economy of Iran isn't excluded. Based on this and according to the present research gap, the present study has dealt with recognition of the significance of the important factors effective on tourism destination in Mazandaran province, such as competitive advantages of tourism destination.

3. Methodology

The objective of conducting the present study is to present a model to realize the competitive model of the tourism industry. The time span of the present study was spring and summer of 2023, and the place was Mazandaran province. The condition of selecting elites is a necessary specialty and experience in tourism and marketing.

In this research, the content validity was examined in two ways. Firstly, by reviewing the vast literature and studying the papers and valid and new books of the tourism and marketing industry, secondly, the content validity of the questionnaire was conducted through analysis, studying, and announcing the opinion of senior managers of the organization and a university professor.

The statistical universe of the study includes the tourism experts, including university professors, experts employed in organizations related to tourism, in

two sections of governmental and private, who have sufficient acquaintance with the Mazandaran region. The sampling method will be available sampling with the Cochran formula. In available sampling, the researcher uses the available samples, and it is an inexpensive and available sampling method. The available samples are not necessarily the people whom the researchers have known. At first, the content domain of the questionnaire is determined. To study the content validity quantitatively, the content validity ratio and content validity index were used. At first, to determine CVR, it is asked the expert panel include 20 people to examine each item based on a triple part spectrum (It's necessary, It's useful but not necessary, and it's not necessary), then the value of CVR was calculated based on the following equation:

$$CVR = \frac{n_E - N/2}{N/2}$$

Where nE is the number of experts that have answered the necessary option and N is the number of all experts who are 20 in this study. The extent of calculated CVR for each item must be more than 0.49 based on Larshi table for 20 people, Table 2 shows the value of CVR and the result of comparison for every item. Then three criteria of simplicity, being exclusive (relatedness) and clarification were evaluated as a 4-parts Likret spectrum for each item bu experts, CVI scores was computed by the aggregate scores for every item that have obtained scores3 and 4 on whole number of experts, meanwhilebased on scores, the level of acceptance have been higher than 0.79.

As it is observed in the above table, since the considered items have been extracted from the standard questionnaires, all items of the final questionnaire were confirmed by the experts with respect to content validity.

Composite reliability (structure) is the next step in the process of making patterns in this study. The test of external pattern includes the study of the validity and reliability of structures and research tools. To study the reliability of structures have been extracted of three indices of composite reliability, the average variance extracted, and factor load, are used. The condition of establishment of reliability of the structure is that the value of composite reliability (CR) will be higher than 0.6 and the average variance extracted (AVE) higher than 0.4. To determine the validity of questionnaire, content validity method and (AVE) and then the distinguishing validity have been used in the method of determining the index of average variance extracted. Using this, the ratio of questions with the factor load lower than 0.4 was omitted in each structure. Generally, AVE shows that all elements in the model of evaluating the obtained value is bigger than the standard level of 0.5, that shows the validity is homogenous, similarly the composite reliability (structure reliability) implies that the values obtained of element are bigger than the standard level of 0.07, and so the values obtained of AVE and CR of questionnaire were confirmed in table 2.

Table 3. Analysis of reliability of the wed structure-model of establishment of tourism industry

Research variables	Cronbach Alpha	Composite Reliability (CR)	Mean Variance extracted
Key Resources Attractions	0.875	0.906	0.616
Ability of Controlling Expenses	0.826	0.884	0.655
Cultural Inheritable Resources	0.869	0.898	0.640
Demand Condition	0.852	0.891	0.621
Management of Tourism Destination	0.906	0.923	0.570
Differentiability	0.828	0.885	0.659
Policy of Planning and Development	0.861	0.895	0.588
Ability to Focus	0.884	0.920	0.742
Public Infrastructure	0.847	0.884	0.562
Built Resources	0.801	0.868	0.622
Natural Inheritable Resources	0.821	0.881	0.651
Supportive and Situational	0.816	0.861	0.472

Reference: research findings

As it is regarded the structures used in this research is appropriate and acceptable with respect to composite reliability in each three criteria.

As it is regarded that the structures used in this research are appropriate and acceptable with respect to composite reliability in each of the three criteria.

4. Data analysis

4.1. Evaluating the structural validity through using Exploratory Factor Analysis:

This type of structural validity deals with the issue that is there a difference between the items related to each structure or the scales that generate a structure or not? Firstly, through using the exploratory factor analysis, it deals with the issue of whether the regarded structures can evaluate the objective or not? Generally, the objective of the exploratory factor analysis is to discover the main dimensions of the designed structure to evaluate the regarded variable, which in this research is to explain the local model of successful establishment and implementation of the tourism industry. To distinguish the issue whether the number of the data (samples size and relation between variables) is suitable for factor analysis or not? The index of Meyer-Kaiser fit test and Bartlett test were used. This index is placed in the range of zero and one. If the value is near to one, the data sample size are suitable for factor analysis, otherwise (usually less than 0.5) the results of factor analysis

aren't suitable and if the value is between 0.5 and 0.69, data are average and should be extracted with more care and the values bigger than 0.7 implies the appropriateness of sample volume.

- The dimensions of the local model of competitiveness of tourism destination in Mazandaran include the indices of the primary, the secondary, the third factors, and competitiveness.

The values of the following structures have been presented in the following table:

Table 4. Results of KMO index

Structure	KMO	Df	P-Value
Primary factors	0.898	105	0.0009
Secondary factors	0.847	465	0.0009
Destination competitiveness	0.848	66	0.0009

Resource: research findings

The value of KMO (Sampling adequacy) is shown for all variables in table 4 that besides the sampling adequacy performing the factor analysis will be justified based on the studied correlational matrix. After the analysis conducted related to the extracted factors and the explained variance percent of the primary statistical figures that have been obtained in performing the analysis of the main components have been shown in the following table.

Table 5. Extracted factors and percentage of the explained variance by the construct component.

Construct	Special value of factor	special value of 2rd factor	Special value of 3rd factor	Total
Primary factors	39.077	10.442	7.334	56.85
Secondary factors	19.669	11.739	7.754	39.162
Competitiveness of destination	37.649	55.401	69.838	162.888

Resource: research findings

Confirmatory factor analysis of research constructs.

The following table shows the model of measuring the factors in the state of standard coefficient:

Table 6. Measuring construct factors in the state of standard coefficient

Construct	CFI	GFI	RMSEA	x^2/df
Primary factors	0.953	0.936	0.067	2.713
Secondary factors	0.933	0.912	0.054	2.132
Competitiveness of destination	0.958	0.944	0.068	2.755

Resource: research findings

3.2. Second order confirmatory factor analysis

In this section, we deal with explaining each main factor of the construct factor through the second-order factor analysis. To determine the effect of each variable and the coefficient of their significance, second order factor analysis and standard coefficients and t-value have been used. To study the model adequacy, K2 indices, normalized fitness index, squares root of estimation error, adjusted fitness goodness index, incremental fitness index and unnormalized fitness index have been used.

Table 7. Second order factor analysis

Study the explaining of construct factors of primary factors	Standard coefficient	t-value	P-value	Result
Built Resources	0.74	11.035	0.0009	Significant
Supportive and Situational Factors	0.84	12.728	0.0009	Significant
Management of Tourism Destination	0.84	11.821	0.0009	Significant
Policy of Planning and Development	0.62	5.773	0.0009	Significant
Key Resources and Attraction	0.38	4.835	0.0009	Significant
Demand Condition	0.59	6.664	0.0009	Significant

Public Infrastructures	0.38	4.117	0.0009	Significant
Ability to Control Expenses	0.39	4.161	0.0009	Significant
Differentiability	0.84	4.834	0.0009	Significant
Ability to Focus	0.44	5.879	0.0009	Significant
Built Resources	0.74	7.151	0.0009	Significant
Supportive and Situational Factors	0.61	6.867	0.0009	Significant

Resource: research findings

According to the obtained results and the existing values, the confirmed sub-indices are effective in explaining the main indices (primary, secondary, third and competitiveness of destination).

5. Studying the adequacy of the second order factor analysis of indices

Table 8.Iindices of fitness of the 2ⁿᵈ order confirmatory factor analysis of the primary and secondary factors

Primary factors				Secondary factors				
Indices	Accepted value	Value of research finding	Desirability	Indices	Accepted value	Value of research finding	Desirability	
$K^2(\chi^2)$	-	168.236	Confirming the model	$K^2(\chi^2)$	-	439.179	Confirming the model	
P-Value	-	0.0000	Confirming the model	P-Value	-	0.0000	Confirming the model	
Degree of freedom Df	$df \geq 0$	62	Confirming the model	Degree of freedom Df	$df \geq 0$	206	Confirming the model	
χ^2/df	$\chi^2/df < 3$	2.712.7133	Confirming the model	χ^2/df	$\chi^2/df < 3$	2.132	Confirming the model	

RMSEA	RMSEA<1/0	0.067	Confirming the model	RMSEA	RMSEA<1/0	0.054	Confirming the model	
NFI	NFI>8/0	0.923	Confirming the model	NFI	NFI>8/0	0.882	Confirming the model	
AGFI	AGFI>8/0	0.906	Confirming the model	AGFI	AGFI>8/0	0.892	Confirming the model	
GFI	GFI>8/0	0.936	Confirming the model	GFI	GFI>8/0	0.912	Confirming the model	
CFI	CFI>8/0	0.953	Confirming the model	CFI	CFI>8/0	0.933	Confirming the model	
IFI	IFI>8/0	0.954	Confirming the model	IFI	IFI>8/0	0.934	Confirming the model	
SRMR	The closer to zero	0.0403	Confirming the model	SRMR	The closer to zero	0.0372	Confirming the model	

Resource: research findings

Table 9. Indices of fitness of model of 2nd order confirmatory factor analysis of the third factors and competitiveness of destination .

Primary factors				Secondary factors			
Indices	Accepted value	Value of research finding	Desirability	Indices	Accepted value	Value of research finding	Desirability
$K^2(\chi^2)$	-	274.049	Confirming the model	$K^2(\chi^2)$	-	140.483	Confirming the model
P-Value	-	0.0000	Confirming the model	P-Value	-	0.0000	Confirming the model
Degree of freedom Df	$df \geq 0$	116	Confirming the model	Degree of freedom Df	$df \geq 0$	51	Confirming the model
χ^2/df	$\chi^2/df < 3$	2.362	Confirming the model	χ^2/df	$\chi^2/df < 3$	2.755	Confirming the model
RMSEA	RMSEA<1/0	00.060	Confirming the model	RMSEA	RMSEA<1/0	0.068	Confirming the model
NFI	NFI>8/0	0.905	Confirming the model	NFI	NFI>8/0	0.936	Confirming the model
AGFI	AGFI>8/0	0.899	Confirming the model	AGFI	AGFI>8/0	0.915	Confirming the model
GFI	GFI>8/0	0.923	Confirming	GFI	GFI>8/0	0944	Confirming

			the model				the model
CFI	CFI>8/0	0.942	Confirming the model	CFI	CFI>8/0	0.958	Confirming the model
IFI	IFI>8/0	0.943	Confirming the model	IFI	IFI>8/0	0.958	Confirming the model
SRMR	The closer to zero	0.0454	Confirming the model	SRMR	The closer to zero	0.0621	Confirming the model

Resource: research findings

According to the existing values, all fitness indices are acceptable and appropriate.

- The value of significance of each dimensions of local model of competitiveness of tourism destination in Mazandaran province:

In this section, we deal with the rating of the value of significance of each dimension of the local model of competitiveness of tourism destination in Mazandaran province, through using the Friedman test. It is noteworthy that in this test, the researcher hasn't used the ratings k0 and neglected the value of the test statistic or sig value of the test.

Table 10.Rrating of dimensions of research model by Friedman test

Research variables	Mean of rating	Priority
Cultural inheritable resources	8.11	First
Natural inheritable resources	7.16	Fourth
Built resources	8.03	Second
Supportive and situational factors	7.31	Third
Management of tourism destination	5.80	Eighth
Policy of planning and development	7.14	Fifth
Key resources and attractions	6.81	Sixth
Demand condition	6.26	Seventh
Public infrastructure	5.48	Tenth
Ability to control expenses	5.58	Ninth
Differentiability	5.06	Twelfth
Ability to focus	5.27	Eleventh

Resource: research findings

- Relations among dimensions of local model of competitiveness of tourism destination in Mazandaran Province

The following picture shows the relations between the components of the local model of competitiveness of tourism destination in Mazandaran province in the state of standard coefficient:
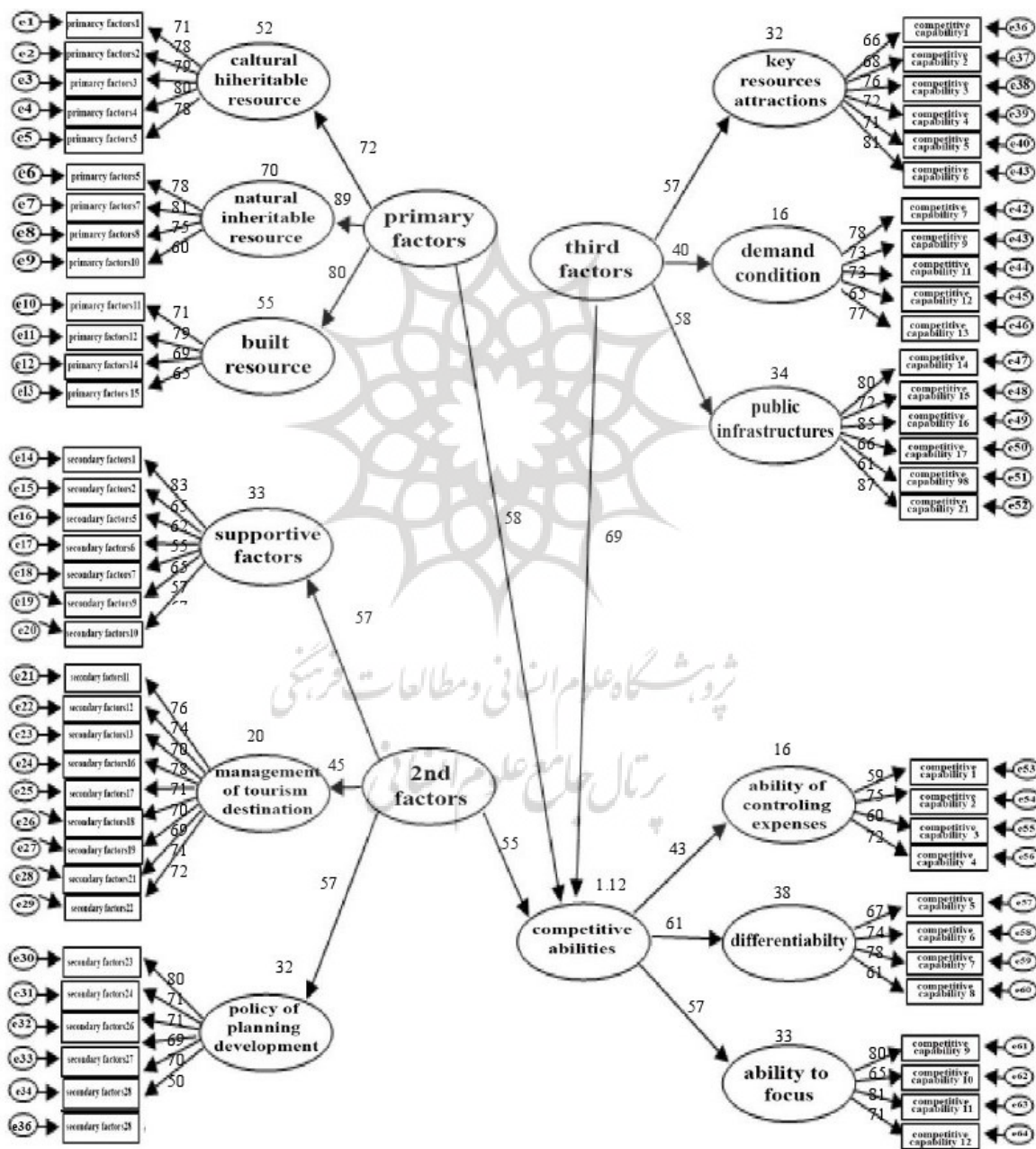
Chi-square=3283.735; DF=1937, P-value=000, GFI=96; CFI=88, RMSEA=043

Figure 1.Llocal model of competitiveness of tourism destination in Mazandaran province in the state of standard coefficients

Table 11.Aanalysis of the path of local model of competitiveness of tourism destination in Mazandaran province

Explaining each dimension of model	Standard coefficient	t-value	P-value	Results
Primary factors on competitiveness of destination	0.58	5.081	0.009	Is significant
Primary factors on competitiveness of destination	0.55	3.947	0.0009	Is significant
Secondary factors on competitiveness of destination	0.69	4.257	0.0009	Is significant

Resource: research findings

As it is considered in table 11, the coefficient of the standard path of variable of the primary factors of competitiveness of tourism destination is 0.58, value of t is 5.08 and the amount of possibility value is less than 0.05, as a result, in researchers' view point, the primary factors has a significant and positive relation with the competitiveness of tourism destination the coefficient of standard path of the third factors of competitiveness of tourism destination is 0.69, t-value is 4.257 and the amount of possibility value is less than 0.05. The result is that, in the researcher's viewpoint, the third factors have a significant and positive effect on the competitiveness of tourism destination.

Degree of fitness of the final model of competitiveness of tourism destination in Mazandaran.

Table 12.Iindices of fitness of local model of competitiveness of tourism destination.

Indices	Accepted value	Value of research finding	Desirability
$K^2(\chi^2)$	-	3283.735	Model confirmed

Indices	Accepted value	Value of research finding	Desirability
P-Value	-	0.000	Model confirmed
Degree of freedom Df	$df \geq 0$	1937	Model confirmed
χ^2/df	$\chi^2/df < 3$	1.695	Model confirmed
RMSEA	RMSEA<1/0	0.043	Model confirmed
NFI	NFI>8/0	0.759	Model not confirmed
AGFI	AGFI>8/0	0.781	Model not confirmed
GFI	GFI>8/0	0.801	Model confirmed
CFI	CFI>8/0	0.884	Model confirmed
IFI	IFI>8/0	0.885	Model confirmed
SRMR	The closer to zero	0.0925	Model confirmed

Resource: research findings

As it is observed from the above table, the value of K2 statistics in the model 3283/735, the degree of freedom is 1937, that the sum of their ratio is 1.695, which is an acceptable value. On the other hand, the pattern fitness indices such as CFI and IFI are all in the appropriate and acceptable level, and the index of SRMR is also 0.0925.

Local model of competitiveness of tourism destination in Mazandaran province:

According to the conducted analysis and discussions of the final model, the following are as follows:

The number of research variables:

12 factors determinant of the local model of competitiveness of tourism destination in Mazandaran province are determined:

 * Supportive and situational factors.

* Key resources and attractions,

* Management of tourism destinations,

* Policy making, planning, and developing the destination,

* demand condition,

* Public infrastructures,

* Inheritable cultural resources,

* Inheritable- natural resources,

* built resources,

* Ability of controlling expenses,

* Differentiability

* Ability to focus

These twelve factors are divided into 4 classes to study the relations between them:

A) Primary factors: 1. Inheritable- cultural resources, 2. Inheritable, natural resources, and built resources.

B) Secondary factors: 1. Raking policy, planning and developing destination, 2. Management of tourism destination and 3. Supportive and situational factors.

C) Competitiveness of destination: 1. Ability of controlling expenses, 2. Differentiability 3. Ability to focus

Secondary factors making policy, planning and developing destination and
Management of tourism destination
Supportive and situational factors

- Primary factors
- Inheritable- cultural resources
- Inheritable natural resources
- built resources

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- Competitiveness of tourism destination
- Ability of controlling expenses differentiability
- Ability to focus
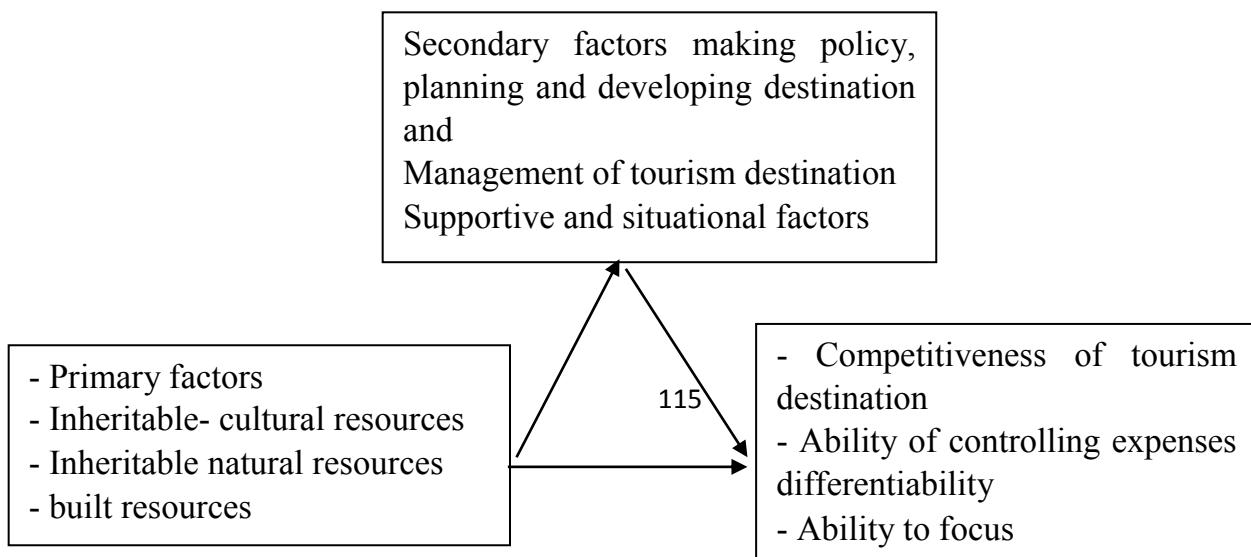
Figure 2. Final conceptual model of research

Resource: research findings

6. Conclusion

The debate of competitiveness is one of the most important concerns of business and activity in today's dynamic and competitive environment. In recent years, the competition is posed as an economic concept influenced by the consistent development of the industry of travel and tourism.

Like competition in consuming goods, the tourism destinations also should convince their customers that they are capable of a composite supply of profits. However, nowadays some studies have been conducted about the competitive advantage in tourism destinations of the world, but not many comprehensive and applicable studies have been conducted about this issue, in tourism destinations of our country, so the necessity of such studies is evident more than before. Tourism competition is the ability of a destination to create, integrate and distribute tourism experiences. These experiences cause the permanence of a destination and can help significantly to maintain the relative status of the market compared to other destinations. In this study considering the indices that are available of Crouch and Ritchie model, the study researchers have presented a model by regarding the expert's view point and have confirmed research validity and reliability by doing statistical methods to stabilize the main indices with defined sub-indices namely primary factors (inheritable- cultural resources, inheritable- natural resources and built resources); secondary factors (making policy, planning and developing destination, managing tourism destination and supportive and situational factors) and third factors (public infrastructures, demand condition, key resources and attractions) and finally competitiveness of destination (ability of controlling expenses, differentiability and ability to focus), and the rating of dimensions of research model by Friedman test shows the first priority is related to the variable of inheritable cultural resources with the mean rate of 8.11, the second priority is related to the built resources with the mean of 8.03, the third priority is related to the supportive and situational factors with the mean of 7.31, the fourth priority, the inheritable natural resources, 7.16; the fifth priority, making policy, planning and developing, 7.14; the sixth priority, the key resources and attractions, 6.81 the seventh priority, demand condition, 6.26, the eight priority, management of tourism destination, 5.88; the ninth priority, the ability of controlling expenses, 5.58, the tenth priority, public infrastructure, 5.48; the eleventh priority, ability to

focus, 5.27 and the twelfth priority, ability to focus, 5.27 and the and the final priority is related to differentiability with the mean of 5.06. Applicable suggestions for competitiveness of tourism industry in Mazandaran province includes; using the obtained framework to priorize the objectives and affairs of organization and private sections, develop the indices effective in research, encourage and inform about tourism industry and similarly according to the issue about the criteria to select the factor effective in competitiveness of tourism industry, it is suggested that the related organization to pay attention into the recognized factors in this study and their rating, possibly and update these criteria in regular intervals. Therefore, finally it is recommended that the tourism industry in Mazandaran province should improve itself and increase proficiency by learning through the existing indices, learning other unknown items and learning from previous mistakes and on the other hand, it should reinforce the private sections which are all the subsets of the organization of cultural inheritance and other organizations through designing an evident strategy by applying the obtained indices and the final model of research and can provide an appropriate ground for persistent monetizing in Mazandaran province and creating persistent employment through the strong supervision.

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