Assessment of Advertising Role in Guilan Province Tourism Industry Development

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Abstract

Knowledge of the tourist’s needs and processes of services is the key of successful tourism marketing. Correct identification of customer needs, expectations, desires, abilities and limitations and providing their needs are essential concern to satisfy the tourists in visiting tourist attractions in the province. With access to such information, factors affecting tourist behavior can be well recognized and used in making decision. The main research hypothesis is: there is a significant relationship between the product elements (advertising) and the satisfaction of tourists. Correlation research method and Spearman's test was used to test hypothesis. Research results showed that there is a significant relationship between advertising and satisfaction of tourists and hypothesis was confirmed.

Keywords: Tourist Behavior, Advertising, Satisfaction of Tourists

1. Introduction

Travel is a vital necessity of the human. When the first man traveled had no knowledge of its consequences and his way. His only traveled to answer his instinct demand (Dibaei, 1992, p 7).

Since human nature is immutable, in all ages, the present travel arising from inner needs. In other words, the systems of human being inevitably forced him to interact with other existence organization. Because the most basic to the most advanced human being used to travel. It is confirmed not only by knowledge and practice, but also wisdom. Therefore, it should be said that tourism is not only a trait but it is a science, art and even cognition (Baher, 1993,p.105). Given the tourist satisfaction is an important issue in tourism industry, those expectations must be first determined, then targets should be set and forces should be trained in the areas which are important for tourism and it can basic step to satisfy the tourists. Because the satisfied tourist is a source of profit in an area, therefore, the area where not able to satisfy their tourists will lose their profits in the long term (Fatahi, 1995, P 62).

Considering the innate human needs and the living condition, tourism has been one of the humanity needs and is developing daily. According to the number of tourist, tourism has been the most important economic activity after oil and automobile industries in the world. Iran has appropriate contexts for tourism. Artifacts left from an ancient civilization have provided contexts for cultural tourism. Iran naturally has tourism attractions and is top of five countries in the world which has the greatest geographic and environmental diversity. However, todays, tourism is a lucrative industry in the world, but in Iran it has small share in the tourism revenues. Organizational structure of tourism in the country is constantly changing and has not been able to find its real position. Tourism is a business and once business environment is not ready for tourism cannot be introduced as a tourist destination. Good advertising, facilitating monetary and banking activities in the tourism sector, increase the standard of the hotel, protection and action of tourism offices abroad, staff training are concerns of the tourism part. In addition to investments in different regions of the country for tourism, to develop tourism and attract domestic and foreign tourists in the Guilan province has invested. In his research, advertising as one element of the marketing mix and its effect on attracting tourists has been studied.
2. Literature Review

2.1. Tourism

2.1.2. Definition of tourism
Tourism words, the first time in 1811 in an English magazine called sporting magazine was used. At that time this word was used means to travel and visit historical and landscapes for the pleasure of watching (Smit, 1989:47). The World Tourism Organization defines tourists in the form of visitors and who going to a short tours holiday. With these definitions, the following people are tourists:
1) People who travel for recreation, stay healthy or family reasons. 2) people who travel to attend the meetings or travel agent.3) People who are traveling for business affairs and 4) those who enter to country, length of stay is less than 24 hours (zamani,1996:135).

2.1.2. The importance of tourism
The tourism industry has a set of outcomes in different cultural, social, political and economic that with proper management, investment and Policies and take appropriate measures can be used the best and most positive aspects of the consequences for economic development and promoting the welfare and especially in the current economy of Iran that is in transition stage from a developing economy to a developed economy and to free the country from dependence on oil export revenues. The beneficial effects of tourism on dimension of economy and society are enormous. From an economic perspective, the primary function of tourism is redistribution of incomes, create employment, accelerate cash flow and linkage with other social and economic sectors, growth and prosperity of homemade and handicrafts, increasing return investment in community infrastructure (such as road network, transport, post and telecommunications) in social dimensions many effects such as knowledge and understanding of people from how beliefs of life and culture and other traditional areas and strength and link of unity and national unity. On the other hand tourism is as one of the healthiest and most convenient ways to spend leisure time that has direct impact on social psychology and create a balance and increase productivity of national and opinion of experts is as one of the indicators of society development (Satari, 2000). It is very close and inseparable relationship between the economy and tourism. As soon as the person to travel is begin a series of economic interactions. Tourism in terms having special feature that indeed is a cash flow and consumption, creating demand for many goods and services that all of which create balanced growth in economy of the country welcome to tourists and this is what experts of economic growth do about countries in the developing world (Dibaei,1992:45).

2.1.3. Tourism Marketing
Tourism marketing is management process that includes anticipate and providing available demands of potential visitors with more effective method from other suppliers and competing objectives, somehow of its management benefit provided from gain or the benefit of society or both and its long-term success is dependent on the interaction between customer and supplier. It also means meeting the needs of environmental, social and consumer satisfaction that naturally, none of them is separated (Lumosdon,1997:54).
Detailed definition from the tourism marketing include a series from evaluations that obtained inform the ongoing trend of tourism demand trends and opportunities and favorable conditions and the structure of supply and employment implemented its entry into the labor market by using private companies to public sector initiatives (Dabagh,1996:58).

2.1.4. International Tourism Marketing
Today's world is world of rapid and extensive changes in all dimensions. Now the tourism industry has become the most important economic activity after the oil industry and the automotive in world. According to reports the World Tourism Organization, global level tourism expenditure is over 2,000 billion dollars annually. Travel and tour industry in many countries has been a major source of job creation and a population over 100 million people worldwide are forced to work. In the topic of marketing, a very logical and simple model is 7s that is done by many scientists and researchers in recent years which are essential to tourism and include international tourism: 1) strategy, 2) structure, 3) style of management, 4) shared values, 5) system, 6) Skills 7) staff.
2.1.5. Tourism Marketing Mix and Its Challenges

Marketing Mix is the set of controllable marketing variables that organization will combine it in target market and to create the required reaction. This combination includes any kind of action that organization is able to do for their goods and influence the demand (Kotler & Armestrang, 2003). The tourism industry is not only faced with the challenges and problems that have service organizations but has unique features that marketing make more difficult. These features include the following:

1 - In response to customer demand cannot change service of this industry rapidly.
2- Demand for the services of this industry has very high elasticity (This means that a small change in price or income can result in relatively large changes in the demand), also nature of this industry is seasonal and subjective factors such as a person's taste and lifestyle can impact on its.
3- Tourism industry products is set of different services and if is observed weaknesses in one of the services, will be causing customer dissatisfaction or passengers and this weaknesses in product or service affects entire trip (Parsaeian & Erabi, 2003:236).

2.2. Marketing Mix Models

When a company or organization determine its position in the market and adopt right strategy, his first task is to designing a set of programs and activities that can be implemented to achieve the objectives. These programs usually appear within a framework known as the marketing mix that are defined as a set of the marketing manager tools available to achieve a strategic position (Satari,2000:45). Travel is a requirement for human. Tourism Marketing includes all activities and tools to introduce the attractions and informing and their promotion and encourage tourists to use these attractions and providing services and facilities to tourists’ satisfaction. Tourism marketing is the identification and classification of domestic and foreign tourists and promoting various attractions and providing services to achieve an optimal trade. Factors necessary for favorable exchange in tourism is called tourism marketing mix.

2.2.1. Promotion or advertising

Promotion includes introduction, advertising and discounts. It is not an exaggeration to say that one of the most important and perhaps the first element of tourism marketing mix is promotion. Promotion is the starting point of tourism marketing and through tourism comes from potentiality to actuality. Promotion includes all matters of communications, information, education and motivation and advertising of direct and indirect. Present study shows that prices acts as an incentive mechanism to encourage tourists to travel to a country or destination and considered as part of activities and promotion factors of tourism. One important element in tourism is communication of tourist and known attractions to them and efforts to encourage and persuade them to use these attractions. In other words, promotion includes promoters and management of promotion (Satari, 2000:207). Attention to the different motivations of tourists represents that policy of advertising can planned in sector of culture, trade, services, economic, sports, environmental, nature of tourism, research and …. It is essential that we have already definition from advertising and its dimensions. “dan” & “aston” in the book "commercial advertising in modern marketing" provides a definition for
advertisers that can be raised from systematic approach. Advertising is outcomes of organization as impersonal communication and payments through various media to inform or persuade audiences forming part of the public, as organization environment. So it is important to note that tourism and advertising industry in specific process have closely link together, because tourism industry in the development process is part of structure of economic production that can be essential in expansion of production and income and create jobs in country. Although this sector don’t requires attention and major investments and long-term, but the industrial sector or agriculture looking to invest and training manpower that in which case income and returns of consumption profit in the short-term can be obtained. Means tourism industry is less cost and early return. In this relationship, professionals advertising are an essential component to understand for the audience the form and content subject to increase tourism and attract tourists, investment and the creation of motivated behavior depends on the volume of promotional activities as professional and by using the latest techniques of modern advertising. In issue of advertising and its consequences, the tourism industry in the form of written, visual, aural, and… has its own impact in each stage of tourism programs. With correct understanding and full knowledge from target markets should consider the following: determining goals of advertising, abstinence oriented preferences and designing form and content and perhaps even identify appropriate media for advertising, adequate budget allocations, using innovative techniques in line with the value and modern technology. Identify ways to achieve effective advertising, the correct utilization from the Advertising Association after their selection and… it is certain in the world today that advertising and marketing efforts is more important from production and sale. Therefore, if a country has a lot of features and tourism attractions, but techniques introduce of potential attractions and its supply to buyer market (tourists) is not in macro program itself, certainly will not be successful. on the other hand due to existence of many problems in our country on the path of growth and development of the tourism industry and attraction of tourists, the role and importance of professional advertising and modern and major investments in this relationship appears to be more. One of these problems can be pointed to false beliefs of foreign tourists about Iran, administrative problems such as providing visa, customs problems, insurance problems of the tourists and their property in country, problems and inconsistencies between cultural and advertising agencies to offer the ability and tourist attractions and…. All advertising difficult is that to audience are advised necessary goods and their wants. In an advertisement, audience is excited and with impact created in promotional work, will plane for desired goods. It happen much earlier that before the implementation of a advertising, the audience did not feel the need and don’t thought to use the product, however, a successful advertising activity led to mind of the audience in the desired direction and creating a new motivation in them. From now on, think audiences need to advertise goods and forms new “must” in their existence. Advertising is a truly magic. Process of information is done in level of brain in two system of emotional and rational. There are connections between the two systems and never can be said that a behavior has been purely emotional or entirely rational. We are so excited that we are doing an unreasonable and interestingly after getting noticed this excitement, because has been done behavior, we seek to explain rational reasons. In psychology of advertising, elements of messages must affect unconscious person. Message should be short and brief. Any prolongation of word becomes anti-advertising and eliminates sweetness of impact. In addition, an advertising psychologist study showing message and get a message. This means that the same meaning and effect has been considered manufacturer's advertising audience has been found to work or not. In this regard, although manufacturer of an advertiser is possible to resolve all aspects of advertising and absolutely everything to be desired in terms of its, but sometimes are facing in the range of audiences with justify and arguments against the target of manufacturer. Hence, field studies
are needed before playing advertising. At this stage, manufacturers and advertising managers are sometimes faced with the description that had not thought. When in social psychology, reach leadership, there is talk of the ways by with the advantage of exciting people deal with control ideas and beliefs. Here is where the magic of advertising comes to business and the notion of audience adjusts and controls and sometimes changes. However, stimulating the excitement affects mind rational structure and with disturbance in it, the person without notice in right and wrong thing making emotional decision and acts accordance with it and this is what is called the magician of advertising. In addition, advertising with the assistance of the psychological "prejudice" form the many advertising items. As well as emphasizing the good opinion that people have on particular country or a particular company, According to the scientists opinion that has created certain prejudices in the people and the use of symbols and face that apart from issue of advertising, create pleasant or unpleasant feelings in the viewer, all considering prejudices role in choosing (Javan,2007).

3. Research Objectives
The aim of this study is to examine the impact of advertising (an element of the marketing mix) on tourist satisfaction.

Subsidiary objective of this study is to understand the relationship between advertising and tourism satisfaction.

4. Hypothesis
There is a significant relationship between satisfaction and advertising.

5. Research Methodology
This study in term of aim is applied and in terms of research method is descriptive – survey. Descriptive study includes complex of method that their aim is to describe situations or phenomena examined. Implementation of descriptive research can be purely to understand existing conditions or to help to decision making process (Bazargan, 2004). In descriptive research can be tested the study population through survey. To collect information for literature of this study is used library method and In order to collect the data needed to evaluate the impact of the marketing mix on tourist satisfaction are used field method (distributed questionnaires). In this study to obtain the necessary credit in designing and use a questionnaire, after preliminary studies about the subject and reviews research conducted in this field and also the results of them, the initial questionnaire was prepared. Then, in consultation with the supervisor, modified the original questionnaire and the final questionnaire was developed and is distributed among the tourists. In order to calculate the reliability of questionnaire before its final distribution, 30 questionnaires were distributed among the tourists that ultimately by SPSS software its Cronbach alpha value was calculated 0.922 because the alpha coefficient is greater than 70% so can be said that these questionnaire is reliable. Spss software is used for data processing. Hypotheses are analyzed by using Spearman's test.
6. Data Analysis

Spss software is used for data processing. Hypotheses are analyzed by using Spearman's test.

Table 1) Hypothesis testing

<table>
<thead>
<tr>
<th>disagreement</th>
<th>No comments</th>
<th>Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>164</td>
<td>118</td>
<td>24</td>
</tr>
</tbody>
</table>

Because the number of agreement is more than the number of disagreement, relevant hypothesis is confirmed. Continue By using Spearman test to confirm this hypothesis are mentioned.

Table 2) Table of advertising correlation

<table>
<thead>
<tr>
<th></th>
<th>Tourists' satisfaction</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>correlation coefficient</td>
<td>1.000</td>
<td>.348**</td>
</tr>
<tr>
<td>Tourists' satisfaction Sig. (2-tailed)</td>
<td>.</td>
<td>.000</td>
</tr>
<tr>
<td>Number</td>
<td>306</td>
<td>306</td>
</tr>
<tr>
<td>Spearman statistic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>correlation coefficient</td>
<td>.348**</td>
<td>1.000</td>
</tr>
<tr>
<td>Advertising Sig. (2-tailed)</td>
<td>.000</td>
<td>.</td>
</tr>
<tr>
<td>Number</td>
<td>306</td>
<td>306</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

As specified in the table above, there is a weak relationship between advertising and satisfaction. In other words appropriate advertising is not about Gilan province areas.

7. Discussion and Conclusions

Data analysis shows that there is a significant relationship between tourist satisfaction and product variable. Spearman correlation coefficients calculated confirm this relationship. In other words, if effective advertising to introduce the best attractions of Guilan province be more, Tourists tend to visit the Guilan province will increase. Also results show that advertising is the weakest element of the marketing mix Guilan Province. In fact advertising in tourism industry of Guilan province is considered as a weak point. As far as most tourists know problem in field research of advertising aspects and stated that that a tourist area of Guilan Province don’t introduce good.
References


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